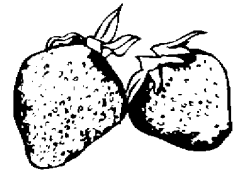


Strawberry Marketing Fact Sheet

<http://www.uky.edu/Ag/HortBiz>



U.S. Strawberry Production Data

	1999	2000	2001	2002	2003	2004*
Acres Harvested	46,460	47,350	45,700	47,600	48,400	49,000
Production (1,000 cwt)	18,314	19,008	16,509	18,845	20,811	21,000
<i>Fresh Market Production</i>	13,052	14,333	12,597	14,063	15,686	16,000
Price (\$/cwt)	\$62.50	\$55.00	\$64.70	\$61.60	\$63.90	\$62.00
<i>Fresh Market Price</i>	74.40	64.90	75.80	71.30	75.50	74.00
Value (\$1,000)	\$1,145,876	\$1,045,413	\$1,069,259	\$1,162,190	\$1,321,270	\$1,302,000
<i>Fresh Market Value</i>	971,114	930,125	954,413	1,003,145	1,176,816	1,184,000

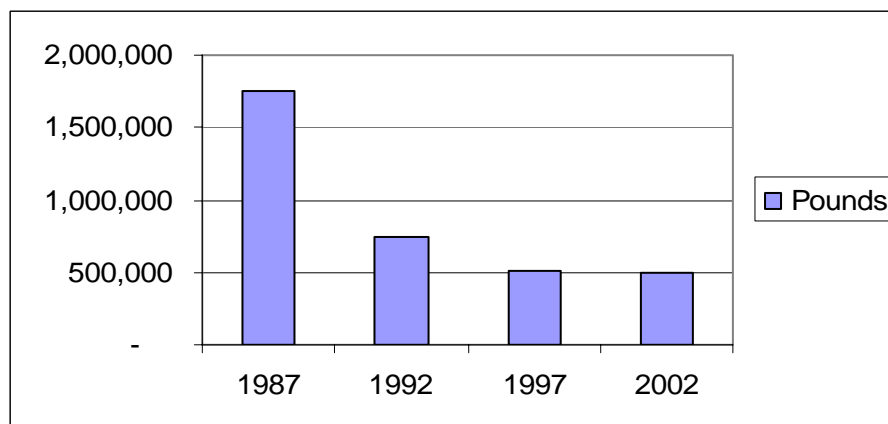
Source: USDA/ERS

*UK Estimates for 2004 based on ERS projections

California produces over 80% of the U.S. strawberry crop, still increasing production since 2003.

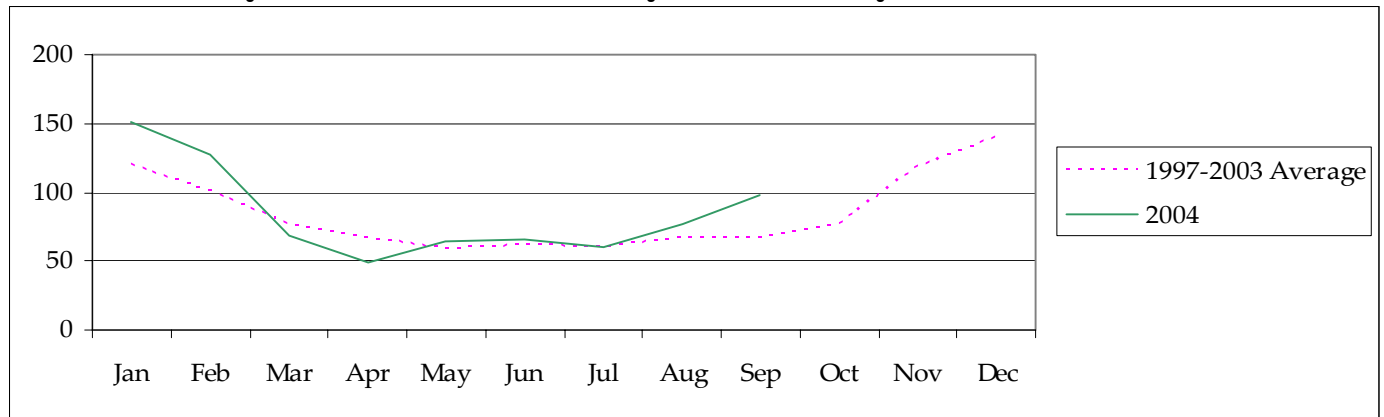
Source: ERS, *The Packer*

Kentucky Strawberry Production



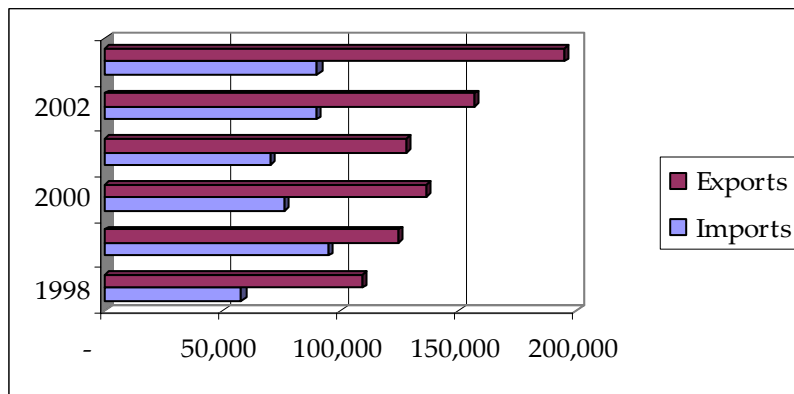
Source: 1987, 1992, 1997 U.S. Census of Agriculture, UK Estimates

U.S. Monthly Prices Received By Strawberry Growers (\$ per cwt)



Source: USDA/ERS Fruits and Tree Nuts Situation and Outlook

U.S. Fresh Strawberry Trade (1,000 lbs)



Source: USDA/ERS Fruits and Tree Nuts Situation and Outlook Yearbook

Information Sources

USDA/ERS Fruit and Tree Nuts Situation and Outlook Yearbook

<http://www.ers.usda.gov/Briefing/FruitAndTreeNuts/>

U.S. Census of Agriculture

<http://www.nass.usda.gov/census/>

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