



2001 Edamame Marketing Fact Sheet

FACTS

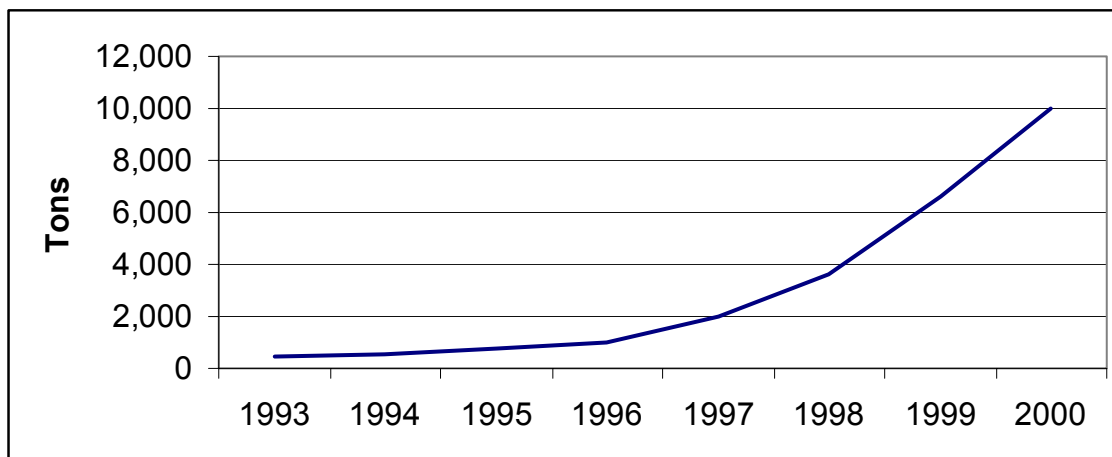
- Edamame is also referred to as “green vegetable soybean” and a host of other names
- Safeway recently began offering a store brand, frozen edamame product indicating that edamame is quickly moving from specialty to mainstream status in the United States
- Edamame can be marketed either frozen or fresh
- There are currently only two processors of frozen edamame in the United States: Sunrich Foods in Minnesota and Seapoint Farms in California
- Most of the world’s frozen edamame is handled by Asia Foods Group of Taiwan



PRODUCTION

- U.S. edamame production is concentrated in the upper Midwest (Sunrich Foods) and West Coast (Cascadian Farms)
- Less than 1,000 tons of frozen edamame are produced in the United States
- There are probably less than 100 acres utilized for fresh market sale of edamame in the U.S.
- Food brokers identify fresh edamame as the highest in demand and hardest to find, due to only a seasonal and local market

*U.S. Frozen In-Pod Edamame Arrivals**



*About 600 tons of shelled edamame are estimated for U.S. consumption

Source: Chang Chi-Lin, CEO, Asia Foods. “Frozen Edamame: Global Market Conditions.” Presentation at Second International Vegetable Soybean Conference, August 10-12, 2001, Tacoma Washington.

2000 KENTUCKY FRESH EDAMAME BREAKEVEN PRICES

	-----yield per acre-----					
pounds per acre	6,000	6,750	7,500	8,250	9,000	10,000
25-lb boxes per acre	240	270	300	330	360	400
\$/pound	\$ 1.13	\$ 1.09	\$ 1.07	\$ 1.04	\$ 1.02	\$ 1.00

*Breakeven price for operator land, labor, and management

Source: 2000 UK Estimates

Information Sources

Web Sites

Kentucky Edamame Soybean Marketing Project
<http://www.uky.edu/Ag/HortBiz/edamame.html>

Washington State University Edamame Page
<http://agsyst.wsu.edu/edamhome.htm>

New Crop Opportunities Center
<http://www.uky.edu/Ag/NewCrops/>

People

Matt Ernst
Extension Associate
UK Department of Agricultural Economics
436 Charles E. Barnhart Building
Lexington, KY 40546-0276
859-257-7272 x. 283 mernst@ca.uky.edu

Area of specialty: Edamame market
development, production budgeting

Sara McNulty
Wildwood Acres
P.O. Box 746
Owensboro, KY 42302
270-926-0591 SJMFIRST@aol.com

Area of specialty: Edamame production,
nutritional and cooking benefits

University of Kentucky
Department of Agricultural Economics
400 Charles E. Barnhart Bldg.
Lexington, KY 40546-0276

Phone: 859-257-5762
Fax: 859-323-1913

URL: <http://www.uky.edu/Ag/AgEcon/>

*Educational programs of the Kentucky Cooperative Extension Service serve all people
regardless of race, color, age, sex, religion, disability, or national origin.*