

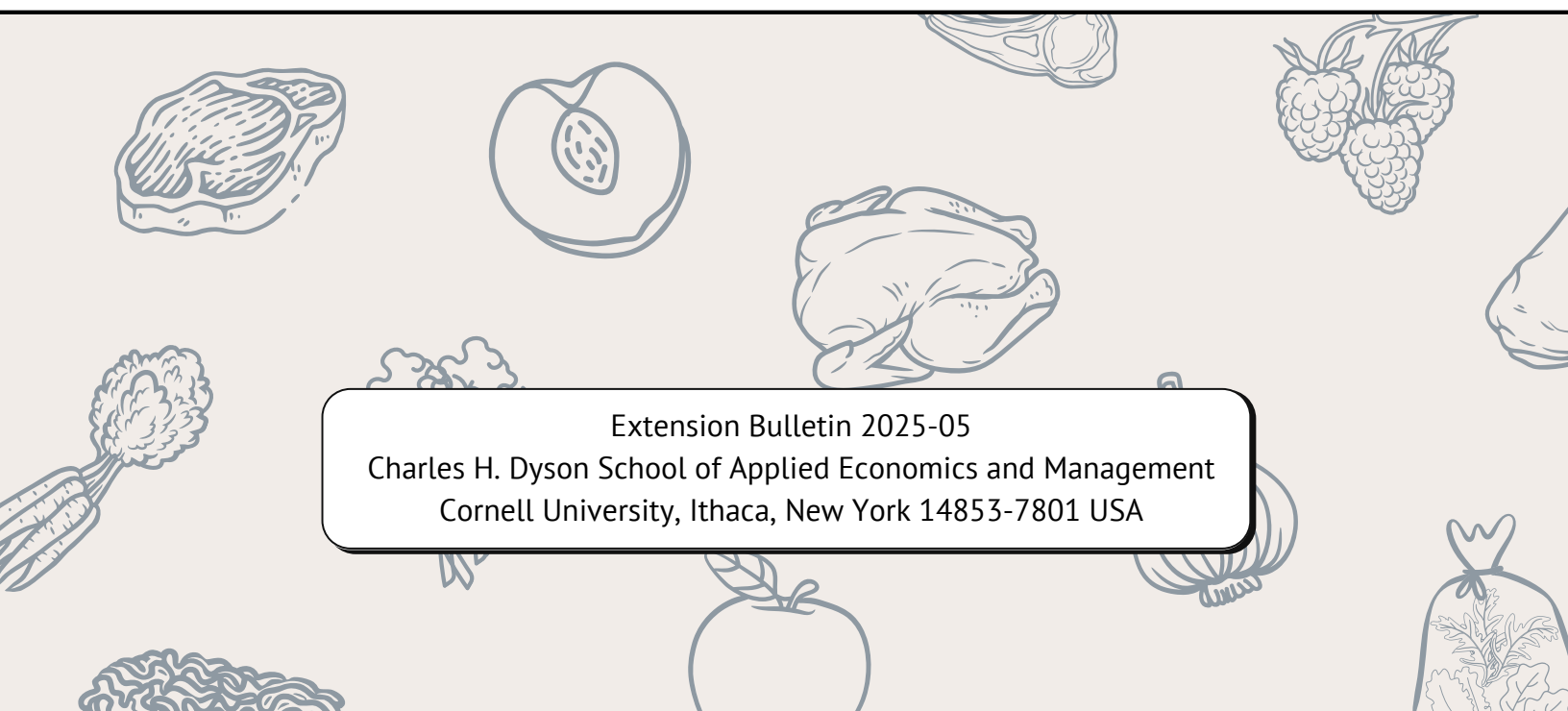


Cornell University

2024 Farm Product Price Reports

Farmers Markets & Grocery Stores in NY

Cornell Agricultural Marketing Research Program
By Summer Santillana, Alix Naugler, Luca Rigotti, & Matthew LeRoux



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Cornell Agricultural Marketing Research Program

Mission

To strengthen New York's food and agriculture viability using applied research to develop practical teaching and tools for direct-marketing farms.

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Funders



NORTHEAST
EXTENSION
RISK
MANAGEMENT
EDUCATION



United States Department of Agriculture
National Institute of Food and Agriculture




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Questions about this publication? Contact Matt LeRoux at mnl28@cornell.edu

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Beef: 2024 Price Comparison (\$/lb)

Pricing Key

-  Farmers Market WAVG
-  Grocery Store AVG
-  Grocery Store AVG Organic (ORG)



Ground Beef





\$7.99/lb
 \$6.96/lb
 \$7.92/lb

	Min	Max
Farmers Market	\$6.95	\$10.00
Grocery Store	\$3.79	\$10.89
Grocery Store ORG	\$4.00	\$10.99



Chuck Roast




\$9.43/lb
 \$8.32/lb

	Min	Max
Farmers Market	\$7.41	\$13.00
Grocery Store	\$5.99	\$21.99



Ribeye Steak





\$21.88/lb
 \$18.39/lb
 \$23.98/lb

	Min	Max
Farmers Market	\$14.50	\$25.01
Grocery Store	\$10.99	\$39.99
Grocery Store ORG	\$23.98	\$23.98



Sirloin Steak

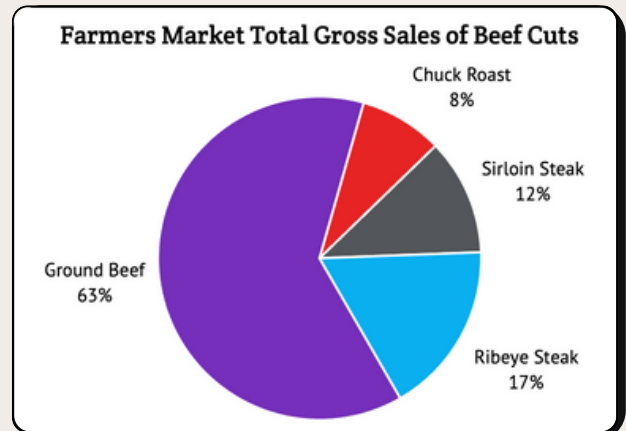
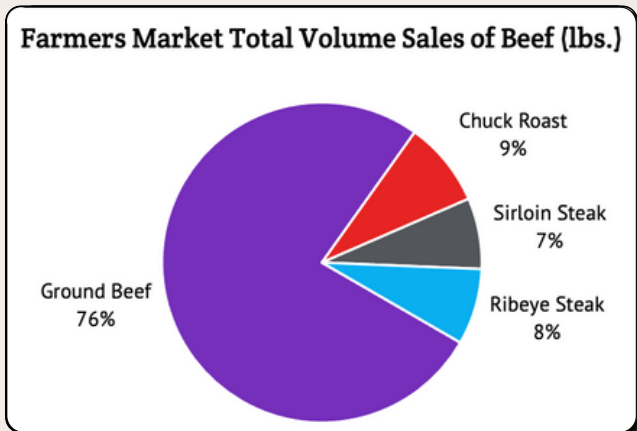




\$15.86/lb
 \$14.11/lb
 \$23.97/lb

	Min	Max
Farmers Market	\$11.00	\$18.00
Grocery Store	\$6.99	\$32.99
Grocery Store ORG	\$23.97	\$23.97

Relative Sales Volume in Pounds and Dollars of Reported Beef Cuts



Chicken: 2024 Price Comparison (\$/lb)

Pricing Key



Farmers Market
WAVG



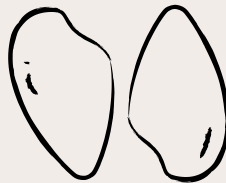
Grocery Store
AVG



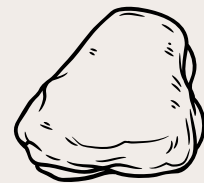
Grocery Store
AVG
Organic (ORG)



Chicken Whole



Chicken Breast



Chicken Thigh



\$6.14/lb



\$2.18/lb



\$3.04/lb



\$12.43/lb



\$4.38/lb



\$6.99/lb



\$7.71/lb



\$2.47/lb



\$4.87/lb

	Min	Max
Farmers Market	\$5.00	\$12.50
Grocery Store	\$1.29	\$5.29
Grocery Store ORG	\$2.79	\$3.39

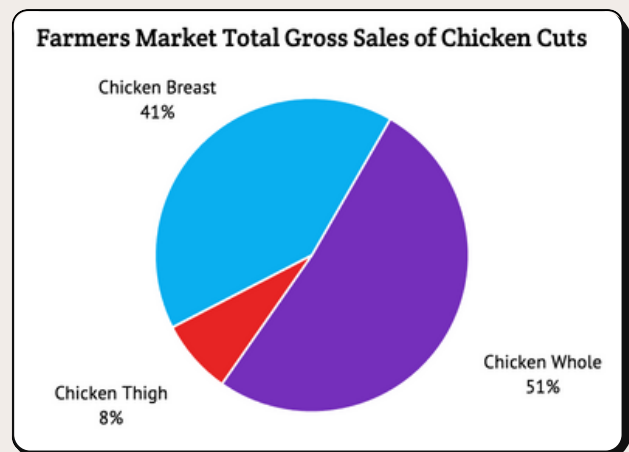
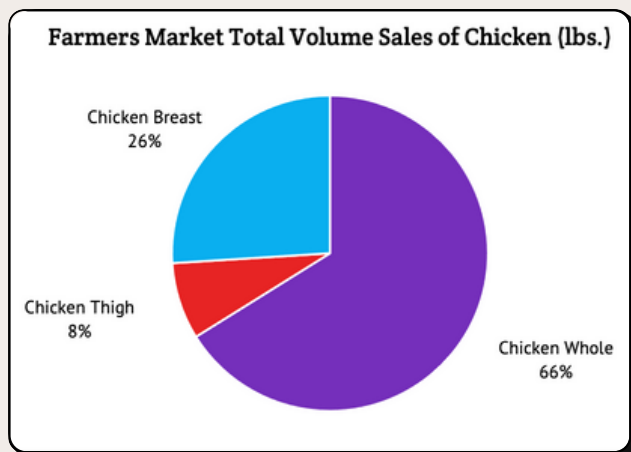
	Min	Max
Farmers Market	\$7.50	\$16.00
Grocery Store	\$1.89	\$7.98
Grocery Store ORG	\$6.99	\$6.99

	Min	Max
Farmers Market	\$4.63	\$9.50
Grocery Store	\$1.69	\$6.38
Grocery Store ORG	\$4.79	\$4.99

*Bone-in, Skin-on




*Bone-in, Skin-on

Relative Sales Volume in Pounds and Dollars of Reported Chicken Cuts



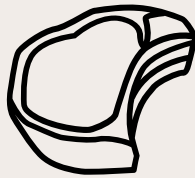
Pork: 2024 Price Comparison (\$/lb)

Pricing Key

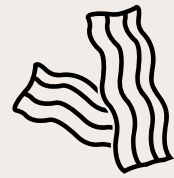
-  Farmers Market WAVG
-  Grocery Store AVG
-  Grocery Store AVG Organic (ORG)



Ground Pork



Pork Chop



Bacon



\$12.07/lb



\$4.51/lb



\$7.63/lb



\$12.93/lb



\$5.77/lb



\$11.99/lb



\$16.74/lb



\$7.78/lb



\$13.88/lb

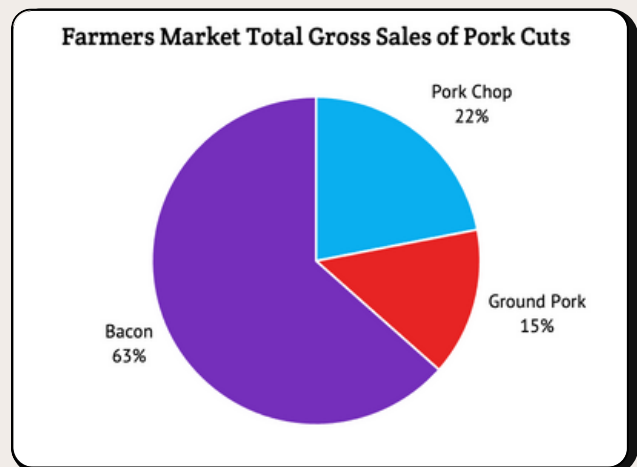
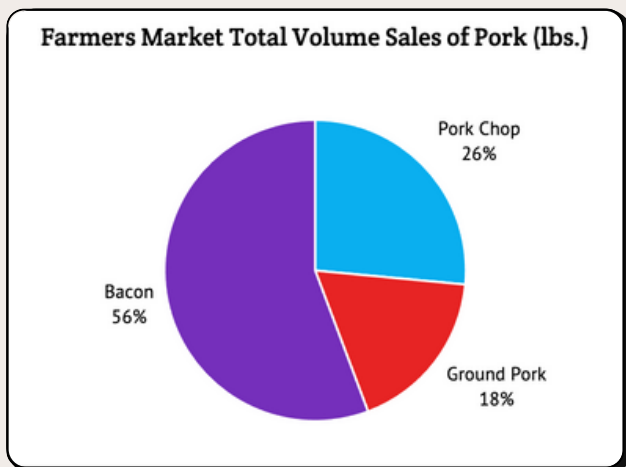
	Min	Max
Farmers Market	\$7.00	\$18.50
Grocery Store	\$2.99	\$5.99
Grocery Store ORG	\$7.49	\$7.99

	Min	Max
Farmers Market	\$8.50	\$28.00
Grocery Store	\$2.99	\$8.99
Grocery Store ORG	\$11.99	\$11.99

	Min	Max
Farmers Market	\$11.00	\$20.00
Grocery Store	\$3.79	\$13.32
Grocery Store ORG	\$10.06	\$14.98

*Bone-in

Relative Sales Volume in Pounds and Dollars of Reported Pork Cuts



Lamb: 2024 Price Comparison (\$/lb)

Pricing Key



Farmers Market
WAVG



Grocery Store
AVG



Ground Lamb



Leg Roast



Rib/Loin Chop



\$14.91/lb



\$8.65/lb



\$18.98/lb



\$10.37/lb



\$20.30/lb



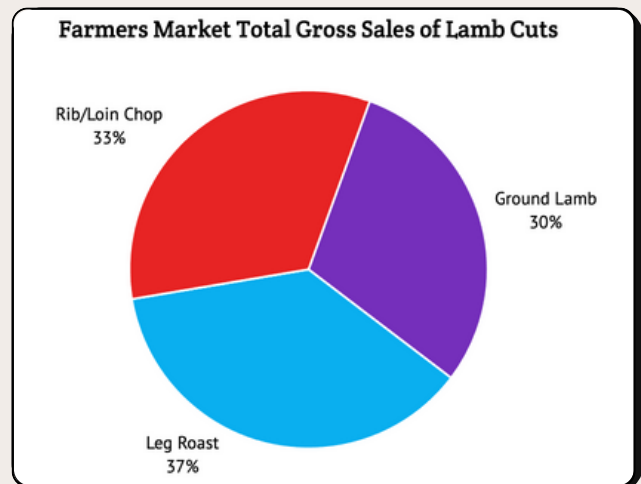
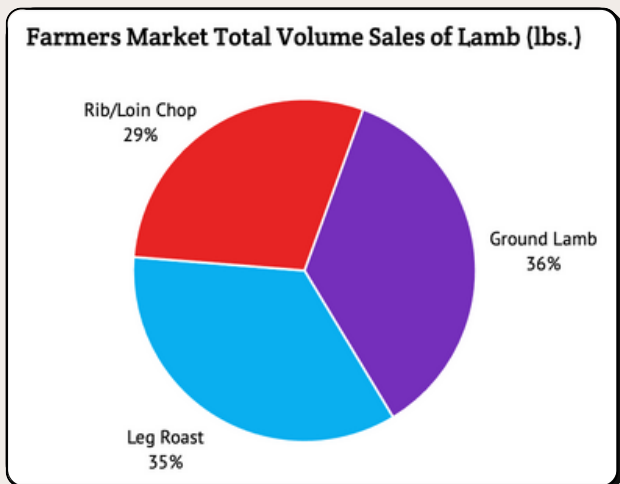
\$15.98/lb

	Min	Max
Farmers Market	\$12.00	\$19.00
Grocery Store	\$5.85	\$10.99

	Min	Max
Farmers Market	\$16.00	\$19.95
Grocery Store	\$6.99	\$13.99

	Min	Max
Farmers Market	\$15.00	\$21.97
Grocery Store	\$8.99	\$22.39

Relative Sales Volume in Pounds and Dollars of Reported Lamb Cuts



Vegetables: 2024 Price Comparison

Pricing Key









Farmers Market WAVG Farmers Market WAVG Organic (ORG) Grocery Store AVG Grocery Store AVG Organic (ORG)



Tomatoes, Slicing by the Pound (lb)









\$4.52/lb \$2.97/lb \$3.76/lb

	Min	Max
Farmers Market ORG	\$3.50	\$5.52
Grocery Store	\$1.29	\$5.99
Grocery Store ORG	\$2.99	\$4.29



Tomatoes, Heirloom by the Pound (lb)

\$7.29/lb \$5.97/lb \$4.85/lb \$4.49/lb

	Min	Max
Farmers Market	\$3.50	\$7.50
Farmers Market ORG	\$4.00	\$6.00
Grocery Store	\$4.49	\$4.99
Grocery Store ORG	\$4.49	\$4.49



Carrots with Tops by the Bunch (bu)








\$6.08/bu \$5.57/bu \$3.99/bu \$2.29/bu

	Min	Max
Farmers Market	\$3.00	\$7.00
Farmers Market ORG	\$4.00	\$6.00
Grocery Store	\$3.99	\$3.99
Grocery Store ORG	\$2.29	\$2.29



Cucumber by the Each (ea)



\$1.46 ea \$1.94 ea \$1.36 ea \$2.81 ea

	Min	Max
Farmers Market	\$0.25	\$4.75
Farmers Market ORG	\$1.00	\$2.00
Grocery Store	\$0.54	\$2.99
Grocery Store ORG	\$2.46	\$3.99

Vegetables: 2024 Price Comparison

Pricing Key










Farmers Market WAVG Farmers Market WAVG Organic (ORG) Grocery Store AVG Grocery Store AVG Organic (ORG)



**Garlic
by the Head (hd)**

\$2.56/hd \$2.28/hd \$.64/hd \$1.12/hd

	Min	Max
Farmers Market	\$0.50	\$5.00
Farmers Market ORG	\$2.00	\$3.00
Grocery Store	\$0.30	\$1.00
Grocery Store ORG	\$0.60	\$1.50



**Scallion
by the Bunch (bu)**










\$3.94/bu \$3.27/bu \$1.20/bu \$1.70/bu

	Min	Max
Farmers Market	\$2.00	\$4.00
Farmers Market ORG	\$2.00	\$3.50
Grocery Store	\$0.79	\$1.69
Grocery Store ORG	\$1.29	\$1.99



**Onion
by the Pound (lb)**

\$6.00/lb \$3.74/lb \$1.74/lb \$1.90/lb

	Min	Max
Farmers Market	\$6.00	\$6.00
Farmers Market ORG	\$3.00	\$4.00
Grocery Store	\$0.56	\$3.49
Grocery Store ORG	\$1.38	\$2.33



**Onion
by the Each (ea)**





\$1.85 ea \$3.37 ea \$1.26 ea

	Min	Max
Farmers Market	\$0.50	\$6.00
Farmers Market ORG	\$3.00	\$4.00
Grocery Store	\$0.99	\$1.69

Vegetables: 2024 Price Comparison

Pricing Key






Farmers Market WAVG Farmers Market WAVG Organic (ORG) Grocery Store AVG Grocery Store AVG Organic (ORG)



**Lettuce Red/Green
by the Head (hd)**






\$4.09/hd \$4.20/hd \$2.94/hd \$2.62/hd

	Min	Max
Farmers Market	\$3.00	\$5.00
Farmers Market ORG	\$3.00	\$7.00
Grocery Store	\$1.88	\$3.99
Grocery Store ORG	\$2.49	\$2.69



**Kale
by the Bunch (bu)**








\$6.72/bu \$4.14/bu \$2.96/bu \$2.31/bu

	Min	Max
Farmers Market	\$3.00	\$7.00
Farmers Market ORG	\$4.00	\$6.00
Grocery Store	\$2.93	\$3.49
Grocery Store ORG	\$2.28	\$2.99



**Lettuce Mix
by the Bag (bg)**

\$5.94/bg \$5.53/bg

	Min	Max
Farmers Market	\$2.00	\$7.00
Farmers Market ORG	\$5.00	\$6.00



**Radish with Greens
by the Bunch (bu)**




\$5.10/bu \$1.47/bu

	Min	Max
Farmers Market	\$1.50	\$6.00
Grocery Store	\$1.47	\$1.47

Fruits: 2024 Price Comparison

Pricing Key





Farmers Market WAVG Grocery Store AVG Grocery Store AVG Organic (ORG)



**Apples
by the Pound (lb)**




\$2.90/lb \$1.42/lb

	Min	Max
Farmers Market	\$2.00	\$3.00
Grocery Store	\$0.66	\$2.00



**Blueberries
by the Pint (pt)**





\$5.78/pt \$4.73/pt \$5.40/pt

	Min	Max
Farmers Market	\$4.00	\$8.00
Grocery Store	\$1.99	\$6.99
Grocery Store ORG	\$3.69	\$7.99



**Raspberries by the Pound
(lb) and *Pint (pt)**





***\$7.69/pt \$10.95/lb \$13.51/lb**

	Min	Max
Farmers Market	*\$4.50	*\$10.00
Grocery Store	\$5.31	\$15.97
Grocery Store ORG	\$7.97	\$21.31



**Strawberries
by the Pound (lb)**




\$4.15/lb \$5.53/lb

	Min	Max
Grocery Store	\$1.69	\$6.99
Grocery Store ORG	\$2.83	\$14.38



FARMERS MARKET RESEARCH PROJECT

farmersmarketresearch.cornell.edu



Join the Project!

- ✓ Receive free analysis of your market data
- ✓ Receive practical advice to increase your sales
- ✓ 1-on-1 consulting from the Cornell University team
- ✓ Access a dashboard of performance metrics (*coming soon*)
- ✓ For farms using Square POS at NY and PA farmers markets



Scan to Join

Ready to increase your market sales?

To join, scan or go to farmersmarketresearch.cornell.edu to create an account and share access to your Square data. Our enrollment survey will walk you through each step!



View Price
Reports

Keep Up to Date with Current Monthly Price Reports

Project data is aggregated and published into monthly price reports for fruit, vegetable, dairy, eggs and meat products sold at NY farmers markets, along with grocery store prices. All farm and market identities are kept anonymous in public reporting.



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