

Missouri Farmers Market Reported Prices

2025 Summary



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Authors

[Mallory Rahe](#), Assistant Professor, Agricultural Business and Policy Extension
(mallory.rahe@missouri.edu)

[Ryan Milhollin](#), Assistant Professor, Agricultural Business and Policy Extension
(ryan.milhollin@missouri.edu)

Acknowledgements

The authors are grateful to everyone who submitted 2025 farmers market price reports.

This summary is meant to improve transparency around farmers market prices and is for educational purposes only. Prices are subject to change based on seasonality, vendor and location.

Missouri Farmers Market Reported Prices: 2025 Summary

This publication summarizes the 2025 Missouri farmers market prices reported on the [Missouri Department of Agriculture's Market News: Farmers Market Report website](#).¹ This summary is for educational purposes to improve transparency around farmers market prices for consumers and producers.

2025 farmers market reported prices dataset

Market reporters visit farmers markets across Missouri and record posted prices for more than 300 different products by one or more vendors per market per region. Between June and October, 1,154 regional market observation reports were submitted, at sporadic intervals. For each reported day, one or more prices representing one or more vendors will have been reported. The full dataset reports the low-average, the average and the high-average price per observation day. Not all farmers markets are represented in these price reports. The price average represents a convenience sample, and some items may only be reported in a few regions of the state. Price data for additional product units or varieties and by specific geography may be available the Farmers Market Report website.

What this summary covers

Covered commodities: Market reports are aggregated into these different commodity types: beef (conventional or grass-fed), chicken, goat, lamb, pork, rabbit, egg, fruit and nut, herb, honey, mushroom and vegetable.

Commodity details: Price details for varieties within commodity categories — types of protein cuts, types of vegetables and fruits, etc. — are summarized when more than three observation days were submitted for either the whole state or both rural and urban markets. Some variety details have been omitted when prices were relatively consistent; additional details may be available online.

Chosen unit: For each commodity, market reporters observe and submit prices for multiple unit sizes. The price summary includes the most frequently reported unit size — bunch, dozen, each, head, pint, pound or quart — for each commodity category. If all reported commodities used the same units, an average price across all varieties is included.

Observation days: The count of the number of days price observations were reported at farmer markets within a region is noted in the observations column. Prices are only included in the summary when at least three days of price observations were collected.

Average prices: Table 1 reports a statewide summary of the annual average price, a simple average of all observed daily averages, and the lowest and highest observed price for each item. Table 2 reports the rural and urban market average prices for a shortened list of commodities and commodity details. Rural market prices were observed in up to seven regions and urban market prices in up to four regions; a map of the regions is available on the Farmers Market Report website. Not all regions may have observations each year.

Data considerations

- Averaged price summaries do not indicate how much a specific grower should charge for their product or what a fair going price might be.
- Farmers market prices are driven by product quality, farm reputation, availability and demand, time of season, product distinctiveness and other factors.
- These summaries can be one consideration as farmers do their own market research. Producers should build a marketing strategy that aligns their production quality and quantities with their marketing capacity.
- Prices at a farmers market are different than prices at grocery stores or other places.

Farmers market price reports from other states

- [University of Kentucky Center for Crop Diversification](#)²
- [Cornell University New York price data](#)³
- [South Carolina Farmers Market Price data](#)⁴

MU Extension resources for producers direct-marketing farm products

Know your cost of production when pricing your product:

- [Enterprise budgets](#)⁵ estimate the cost of farm production.

- MU Extension publication G648, [Break-even Pricing, Revenue and Units](#),⁶ includes a break-even pricing tool that estimates the cost of value-added products.
- MU Extension publication G647, [Refining Market Channel Selections Based on Cost](#),⁷ includes a market channel cost assessment tool that estimates the cost of entering different market channels.

Know what state sales tax you are required to collect:

- MU Extension publication G479, [Missouri Farmers Market Sales Tax Exemption for Farm Products Sold](#),⁸ can help you determine whether you need to collect sales tax and, if so, on what items.

Web addresses

1. mdafmr.mo.gov
2. ccd.uky.edu/pricereports
3. farmersmarketresearch.cornell.edu
4. clemson.edu/extension/agribusiness/resources/marketing/price-reports.html
5. extension.missouri.edu/programs/agricultural-business-and-policy-extension/missouri-crop-and-livestock-enterprise-budgets
6. extension.missouri.edu/publications/g648
7. extension.missouri.edu/publications/g647
8. extension.missouri.edu/publications/g479

2025 Missouri Farmers Market Price Summary

Commodity	Unit	Lowest price (\$)	Average price (\$)	Highest price (\$)	Observation days
Beef	pound		12.47		135
Conventional	pound		12.15		118
Brisket	pound	6.97	9.42	11.50	7
Chuck/Shoulder/Arm roast	pound	7.25	9.02	11.00	5
Filet mignon	pound	18.75	24.00	35.00	6
Ground	pound	6.00	7.60	10.00	7
New York strip steak	pound	15.63	18.55	24.53	5
Patties	pound	7.50	9.32	18.00	6
Ribeye steak	pound	15.25	20.38	25.93	6
Round roast	pound	8.00	8.80	10.00	5
Short ribs	pound	7.00	9.34	14.00	6
Sirloin steak	pound	10.00	13.20	17.81	6
Skirt steak	pound	9.50	12.61	15.00	5
T-bone steak	pound	13.25	17.47	25.00	6
Grass-fed	pound	6.00	14.68	37.00	17
Chicken	pound		6.78		23
Breast	pound	6.50	11.00	12.99	3
Drumstick	pound	4.00	5.69	7.99	3
Thigh	pound	5.00	7.95	10.99	3
Whole	pound	3.91	5.22	6.76	4
Wings	pound	4.00	6.58	8.99	3
Goat	pound	13.00	13.69	16.25	4
Lamb	pound		16.73		14
Ground	pound	10.00	12.08	16.00	3
Leg	pound	9.50	16.00	28.00	3
Pork	pound		8.90		94
Bacon	pound	9.50	11.23	13.00	7
Brats	pound	7.13	9.21	11.25	5
Ground pork	pound	5.75	6.91	8.81	8
Ham steak	pound	6.75	9.58	14.75	5
Loin chop	pound	6.00	9.55	12.00	8
Pork sausage	pound	6.50	7.95	9.00	8
Spareribs	pound	6.25	8.63	18.00	6
Tenderloin	pound	6.25	10.50	15.00	5
Egg	dozen	3.00	4.59	7.00	12
Brown	dozen	3.00	4.58	7.00	6
Mixed	dozen	4.07	4.76	5.63	5

2025 Missouri Farmers Market Price Summary (continued)

Commodity	Unit	Lowest price (\$)	Average price (\$)	Highest price (\$)	Observation days
Fruit and nut					
Apple	pound	1.00	2.86	8.00	18
Blackberry	pint	3.00	4.94	7.00	5
Melon	each	2.50	6.13	11.00	18
Peach	pound	2.18	5.01	10.00	6
Pear	pound	1.50	3.17	5.00	3
Raspberry	quart	4.50	9.17	13.00	3
Nut	pound	10.00	15.00	20.00	3
Herb	bunch	0.50	2.45	7.00	43
Basil	bunch	1.25	2.80	5.00	8
Cilantro	bunch	1.00	2.67	5.00	6
Dill	bunch	0.50	1.47	3.00	4
Oregano	bunch	2.00	2.88	5.00	4
Honey, without comb	pound	7.00	11.80	18.00	8
Mushroom	pound	10.00	16.13	20.00	4
Vegetable					
Asparagus	bunch/pound	4.00	4.83	5.50	3
Beans, tender	pound	2.82	3.97	14.00	12
Beet	bunch	2.33	3.61	6.00	9
Broccoli	bunch	2.13	3.45	4.00	4
Cabbage	head	2.00	3.25	6.00	11
Carrot	bunch	2.67	3.85	5.00	5
Cauliflower	head	3.00	3.88	5.00	4
Corn, sweet	dozen	5.86	7.70	9.00	11
Cucumber	pound	1.00	3.07	10.00	15
Eggplant	pound	0.48	2.79	6.00	10
Garlic	each	0.50	1.66	6.00	10
Greens, micro	ounce	2.00	2.36	3.75	9
Greens, traditional	bunch		3.87		26
Arugala	bunch	2.00	4.87	6.00	5
Collard	bunch	1.00	3.33	4.75	4
Kale	bunch	2.00	4.13	5.00	8
Swiss chard	bunch	3.00	3.60	5.00	5
Lettuce	pound	1.50	4.24	6.00	8
Okra	pound	1.70	3.45	6.00	10
Onion	each	0.25	1.12	2.00	31
Pepper	each		0.64		52
Banana	each	0.25	0.41	0.50	6
Bell, green	each	0.42	0.93	2.00	8

2025 Missouri Farmers Market Price Summary (continued)

Commodity	Unit	Lowest price (\$)	Average price (\$)	Highest price (\$)	Observation days
Bell, red	each	1.00	1.17	1.50	6
Jalapeno	each	0.15	0.39	0.58	9
Pablano	each	0.33	0.55	0.75	5
Potato	quart		4.36		32
Red	quart	3.00	4.67	5.00	6
Red, new	quart	2.50	4.41	6.50	8
Sweet	quart	4.17	4.89	6.00	3
White, new	quart	2.00	4.04	5.25	8
Radish	bunch	1.00	2.48	5.00	9
Rhubarb	bunch	2.00	2.96	4.00	3
Spinach	bunch	4.00	5.00	6.00	4
Squash, edible	each		1.84		45
Acorn	each	0.75	1.96	4.00	6
Butternut	each	1.50	2.82	5.00	6
Pie, pumpkin	each	1.50	2.25	3.00	4
Spaghetti	each	1.50	2.78	5.00	6
Straightneck	each	0.75	1.48	3.50	4
Summer squash	each	0.50	0.95	1.38	6
Zucchini	each	0.50	1.36	3.00	11
Tomato	pound		3.30		55
Cherry	pound	2.00	3.66	6.00	7
Green	pound	1.50	2.92	3.50	7
Heirloom	pound	2.75	4.22	6.50	9
Heirloom red	pound	2.83	3.21	4.00	4
Slicing, red	pound	2.50	3.31	5.00	10
Slicing, yellow	pound	2.00	3.05	4.00	6
Tomato	quart		5.70		45
Cherry	quart	4.00	6.29	8.50	8
Grape	quart	3.00	5.52	7.50	4
Green	quart	3.00	5.75	8.00	5
Heirloom red	quart	2.00	6.10	9.00	5
Paste	quart	5.00	5.33	6.00	3
Slicing, red	quart	3.69	5.82	8.33	8
Slicing, yellow	quart	4.00	5.87	8.33	5
Turnip	pound	1.00	2.05	4.00	4

Price summaries are displayed when at least three collected price reports are available. Prices are reported by the most commonly sold unit. Price information may be available across additional units, varieties and geography on the [Missouri Department of Agriculture's Market News: Farmers Market Report website](https://mdafmr.mo.gov/) (mdafmr.mo.gov).

2025 Missouri Farmers Market Price Report Details: Rural and Urban Markets

Commodity	Unit	Rural*		Urban^	
		Observation days	Average price (\$)	Observation days	Average price (\$)
Meat and poultry					
Beef	pound	94	11.94	41	13.70
Chicken	pound	9	7.43	15	6.20
Lamb	pound	10	18.52	4	12.25
Pork	pound	62	9.35	32	8.03
Egg	dozen	9	4.38	3	5.23
Fruit and nut					
Apple	pound	10	3.20	8	2.44
Melon	each	13	5.75	5	7.14
Herb					
All	bunch	25	2.02	17	2.94
Basil	bunch	5	2.48	3	3.33
Cilantro	bunch	3	2.00	3	3.33
Honey	pound	8	12.11	3	13.88
Vegetable					
Cucumber	each	9	0.79	4	0.96
Garlic	each	7	1.34	3	2.42
Greens, traditional	bunch	17	3.43	9	4.71
Onion	each	23	1.13	8	1.07
Onion	pound	12	1.79	12	3.82
Pepper	each	35	0.62	17	0.70
Pepper	quart	27	4.00	11	4.00
Potato	quart	25	4.17	7	5.05
Squash, edible	each	31	1.62	14	2.34
Zucchini	each	7	1.23	4	1.59
Tomato	pound	37	3.04	18	3.84
Cherry	pound	3	3.92	4	3.47
Heirloom	pound	6	3.61	3	5.46
Slicing, red	pound	7	3.04	3	3.94
Tomato	quart	33	5.35	12	6.66

Price summaries are displayed when at least three collected price reports are available. Prices are reported by the most commonly sold unit. Price information may be available across additional units, varieties and geography on the [Missouri Department of Agriculture's Market News: Farmers Market Report website](https://mdafmr.mo.gov/) (mdafmr.mo.gov).

* Rural price reports were collected from seven regions: Northeast, East Central, Southeast, Southwest, West Central, North West, and Central.

^ Urban price reports were collected from two regions: Columbia and Kansas City.