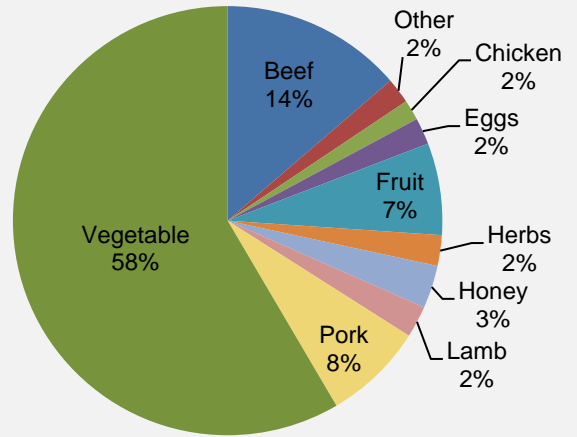


Missouri Farmers Market Price Trends, 2016

A project of the University of Missouri, Missouri Department of Agriculture and USDA Agricultural Marketing Service

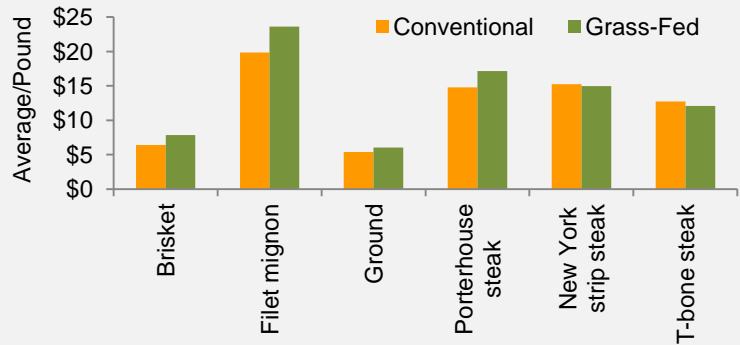
The *Missouri Farmers Market Report* publishes prices collected at Missouri farmers markets. In 2016, the report included prices for 14 commodity categories. The chart (right) shows that more than half of regional price averages were for vegetables. Beef, pork and fruit products followed in the rank of those with the most regional price averages.



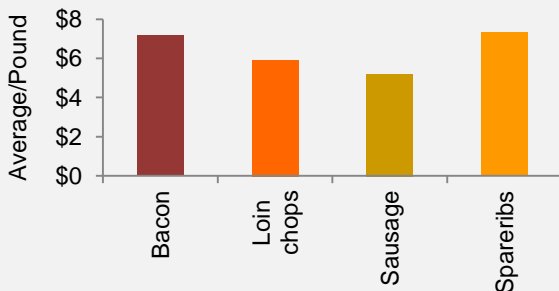
This fact sheet shares annual, statewide 2016 price averages for multiple products included in the Missouri Farmers Market Report. To access current average farmers market prices in your area, go to <https://mdafmr.mo.gov/>.

BEEF

Of the six beef cuts shown in the chart (right), filet mignon, Porterhouse and New York strip averaged the highest prices in 2016. Ground beef and brisket averaged the lowest prices. Grass-fed beef tended to capture premiums relative to conventional beef. Four of the six cuts averaged premiums for being grass-fed. Given prices for all six cuts, the grass-fed premium averaged 10.5 percent.



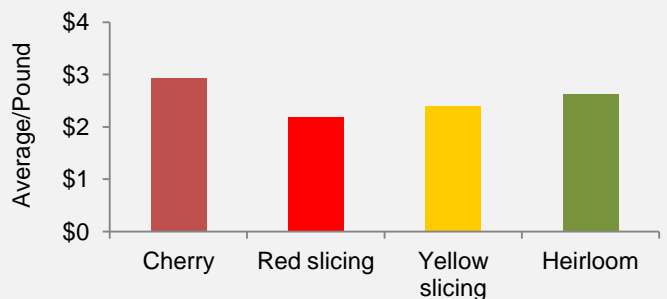
PORK



For pork sold at Missouri farmers markets, the chart (left) presents prices for bacon, loin chops, sausage and spareribs. Of these four products, average prices were highest for spareribs, \$7.31 per pound, and bacon, \$7.16 per pound, during 2016. Average price per pound was lowest for sausage at \$5.20. Loin chop prices averaged \$5.92 per pound.

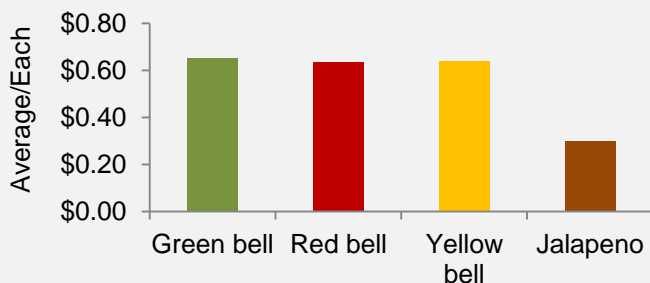
TOMATO

Of tomato prices collected during 2016, the chart (right) shows those for cherry, red slicing, yellow slicing and heirloom varieties. Average prices were highest for cherry tomatoes at \$2.92 per pound. Heirloom variety prices averaged \$2.63 per pound, which was more than averages for red and yellow slicing varieties. Yellow slicing tomatoes averaged a slight premium relative to red slicing varieties.

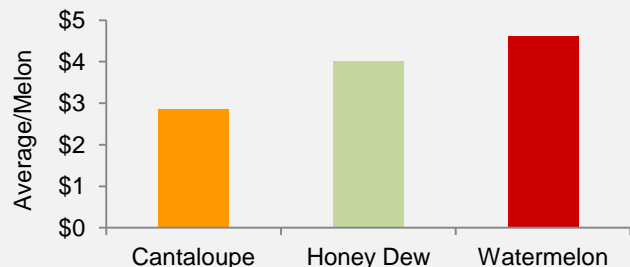


PEPPERS

In bell peppers, the 2016 Missouri farmers market price reports indicated that price averages for green, yellow and red bell peppers were relatively similar. Prices averaged \$0.65 per green bell pepper, \$0.64 each for yellow bell peppers and \$0.63 each for red bell varieties. The chart (right) shows that jalapeno pepper prices were roughly half as much as bell pepper prices.



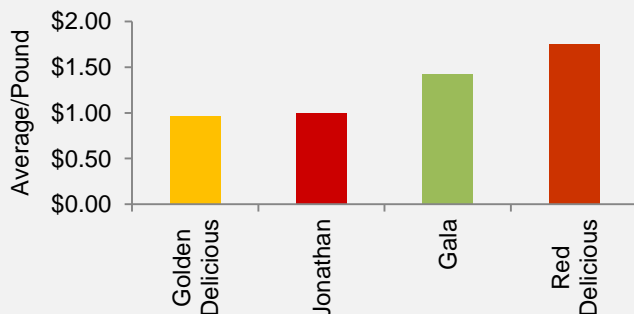
MELONS



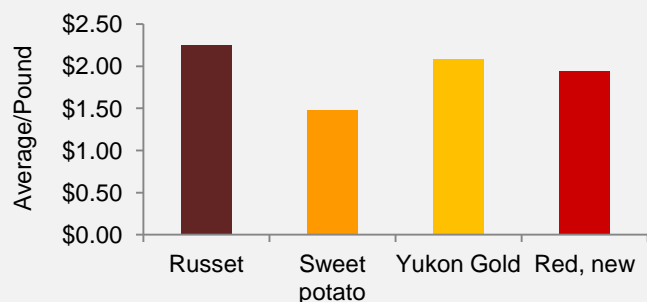
Per melon, prices at Missouri farmers markets in 2016 averaged the highest value for watermelons compared with honey dew and cantaloupe melons. The chart (left) shows that watermelon prices averaged \$4.60 each. By comparison, honey dew melons averaged \$4 each, and cantaloupe prices averaged \$2.84 per melon.

APPLES

For apples, the chart (right) illustrates Missouri farmers market price averages per pound for four varieties. In 2016, Golden Delicious and Jonathan average prices were relatively similar: \$0.97 per pound and \$1 per pound, respectively. Gala prices averaged \$1.43 per pound. Of these four apple varieties, price per pound was highest on average for Red Delicious apples at \$1.75 per pound.



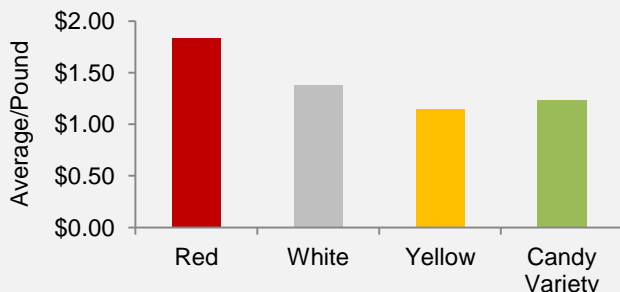
POTATOES



On average, russet potato prices were higher than sweet potato, Yukon Gold and new red potato prices during 2016 at Missouri farmers markets. The chart (left) shows that russet prices averaged \$2.25 per pound. Yukon Gold followed by averaging \$2.09 per pound. New red potato and sweet potato averages were lower at \$1.94 per pound and \$1.47 per pound, respectively.

ONIONS

Per pound, red onions averaged higher prices than white, yellow or candy variety onions at Missouri farmers markets in 2016. The chart (right) shows that red onion prices averaged \$1.83 per pound. Of these four varieties, price per pound averaged the lowest value for yellow onions at \$1.15. White and candy variety prices were more moderate. They averaged \$1.38 per pound and \$1.23 per pound, respectively.



* Note: Some price averages reported here are based on relatively few observed price points and may not be generalizable.