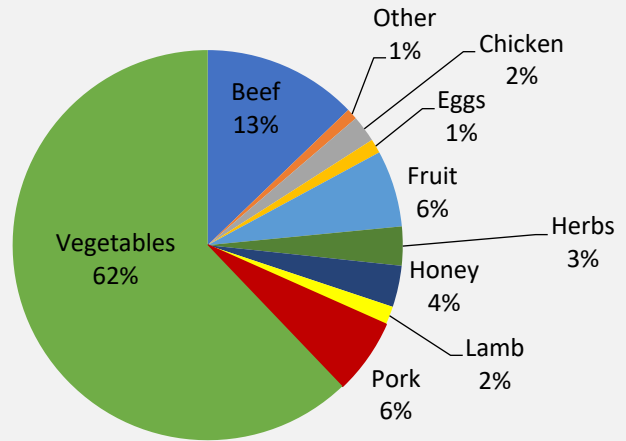


Missouri Farmers Market Price Trends, 2017

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

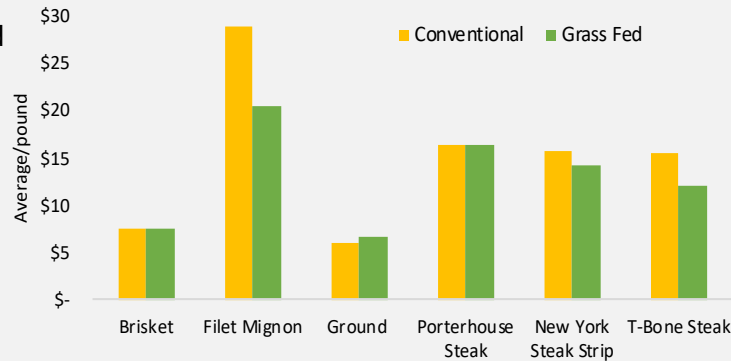
The *Missouri Farmers Market Report* publishes prices collected at Missouri farmers markets. In 2017, the report included prices for 12 commodity categories. The chart (right) shows that more than half of regional price averages were for vegetables. Beef, pork and fruit products followed in the rank of those with the most regional price averages.



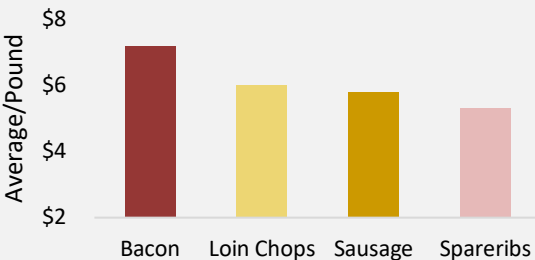
This fact sheet shares annual, statewide 2017 price averages for multiple products included in the Missouri Farmers Market Report. To access current average farmers market prices in your area, go to <https://mdafmr.mo.gov/>.

BEEF

Of the six beef cuts shown in the chart (right), filet mignon averaged the highest price in 2017. Ground beef and brisket averaged the lowest prices. Surprisingly, grass-fed beef tended not to capture premiums relative to conventional beef for all cuts but ground beef. The grass-fed and conventional prices tended to have similar average prices for all cuts but filet mignon. This may be caused by a lack of observations collected to fully represent the market. Significantly more prices were collected for grass-fed beef than conventional beef.



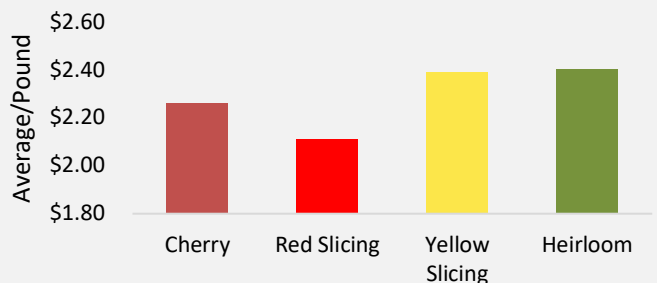
PORK



For pork sold at Missouri farmers markets, the chart (left) presents prices for bacon, loin chops, sausage and spareribs. Of these four products, bacon and loin chops had the highest average prices at \$7.20 per pound and \$6 per pound, respectively, during 2017. Average price per pound was lowest for spareribs at \$5.32. Sausage prices averaged \$5.79 per pound.

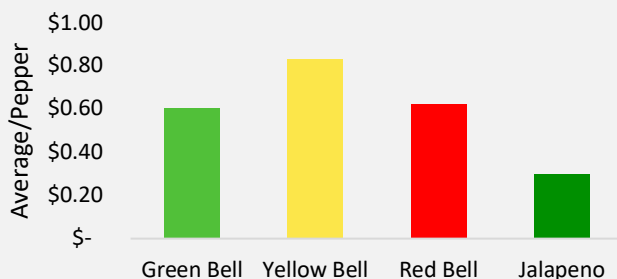
TOMATO

The chart (right) shows average prices for cherry, red slicing, yellow slicing and heirloom tomatoes in 2017. Average prices were highest for heirloom tomatoes at \$2.41 per pound. Yellow slicing variety prices were only slightly lower; they averaged \$2.39 per pound. Per pound, cherry tomato and red slicing tomato prices averaged \$2.26 and \$2.11, respectively.

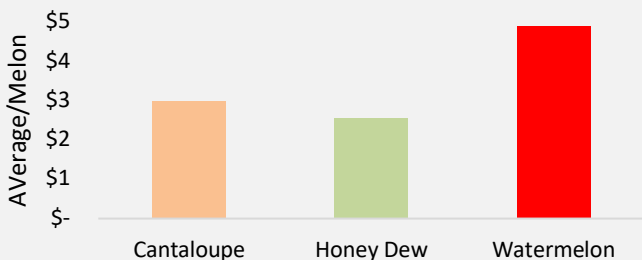


PEPPERS

For bell peppers, the 2017 Missouri farmers market price reports indicated that price averages for green and red bell peppers were relatively similar. Prices averaged \$0.60 per green bell pepper and \$0.62 each for red bell varieties. The chart (right) shows that jalapeno pepper prices were roughly half as much as bell pepper prices at \$0.30, and yellow bell peppers had the highest average price at \$0.83 each.



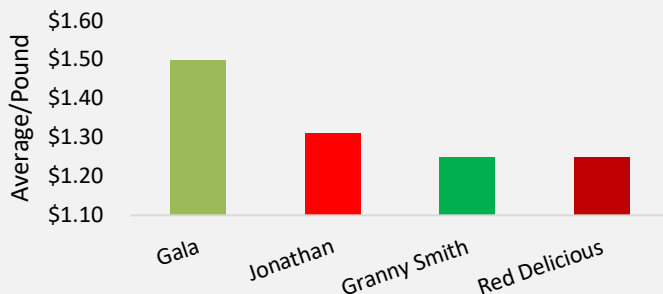
MELONS



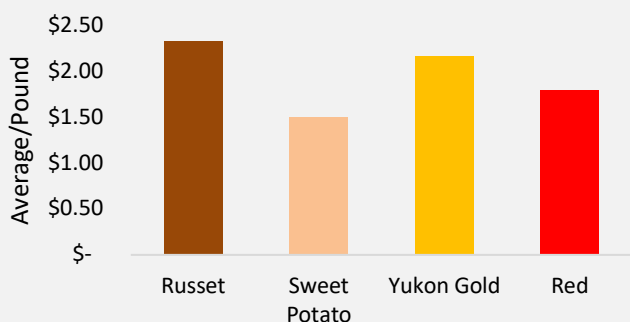
Per melon, prices at Missouri farmers markets in 2017 averaged the highest value for watermelons compared with honey dew and cantaloupe melons. The chart (left) shows that watermelon prices averaged \$4.88 each. By comparison, honey dew melons averaged \$2.56 each, and cantaloupe prices averaged \$2.99 per melon.

APPLES

For apples, the chart (right) illustrates Missouri farmers market price averages per pound for four varieties. In 2017, granny smith and red delicious average prices were the same at \$1.25 per pound. Jonathan prices averaged \$1.31 per pound. In this analysis of prices for four apple varieties, price per pound was highest on average for gala apples at \$1.50 per pound.



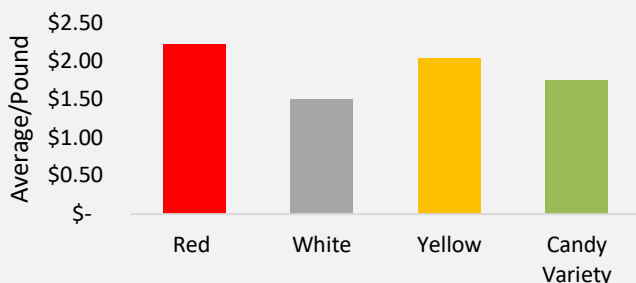
POTATOES



On average, russet potato prices were higher than sweet potato, Yukon Gold and red potato prices during 2017 at Missouri farmers markets. The chart (left) shows that russet prices averaged \$2.33 per pound. Yukon Gold followed by averaging \$2.17 per pound. New red potato and sweet potato averages were lower at \$1.79 per pound and \$1.50 per pound, respectively.

ONIONS

Per pound, red onions averaged higher prices than white, yellow or candy variety onions at Missouri farmers markets in 2017. The chart (right) shows that red onion prices averaged \$2.23 per pound. Price per pound averaged the lowest value for white onions at \$1.50. Yellow and candy variety prices were more moderate. They averaged \$2.05 per pound and \$1.75 per pound, respectively.



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