



2019 INDIANA FARMERS MARKET PRICES

Fruit Prices of the 2019 Market Season

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Farmers markets have become an increasingly important component of US local food systems. The rising popularity of farmers markets in American communities is reflected in the greater consumption of fruits and vegetables and the availability of better markets in low-income neighborhoods (McCormack, et al., 2010). In 2017, the US Department of Agriculture estimated that farmers market sales reached \$2.8 billion (USDA-NASS, 2017), providing significant benefits to consumers, communities, and the food system (Hofmann et al., 2009).

Farmers markets provide access to local, healthier, and fresher products, contributing to diversity in consumer diets. For small- and medium-size farmers, a higher share of consumer dollars, lower transportation costs, and long-term relationships with customers are possible, thanks to such markets (Hofmann, Dennis & Marshall, 2009).

Fruit production is growing in Indiana. The 2017 Census of Agriculture reported the sales value of fruits, tree nuts, and berries reached \$16 million, a 24% increase in the

past two decades (USDA, 2017). Similarly, the number of operations increased to 846, a 42% increase since 1997 (Torres, 2019).

The following publication provides the weekly prices of the five most-sold fruits at Indiana farmers markets during the 2019 season. This publication is the second of a series of three articles illustrating the prices of vegetables, fruits, and other specialty produce sold at farmers markets in Indiana. Each publication provides the lowest and highest prices of specialty crops sold at Indiana farmers markets in 2019. The reports can help farmers compare prices of products over time, evaluate the market window for different crops, choose the appropriate crop mix that can help maximize farm profitability, and understand market competition by looking at different price ranges.

Purdue Farmers Market Project

Data for this publication comes from a project led by researchers with the Purdue Horticulture Business Extension Program. Since 2017, researchers have collected and published weekly prices of specialty crops

