



# 2023 Raspberry & Blackberry Pricing Survey: Preliminary Report

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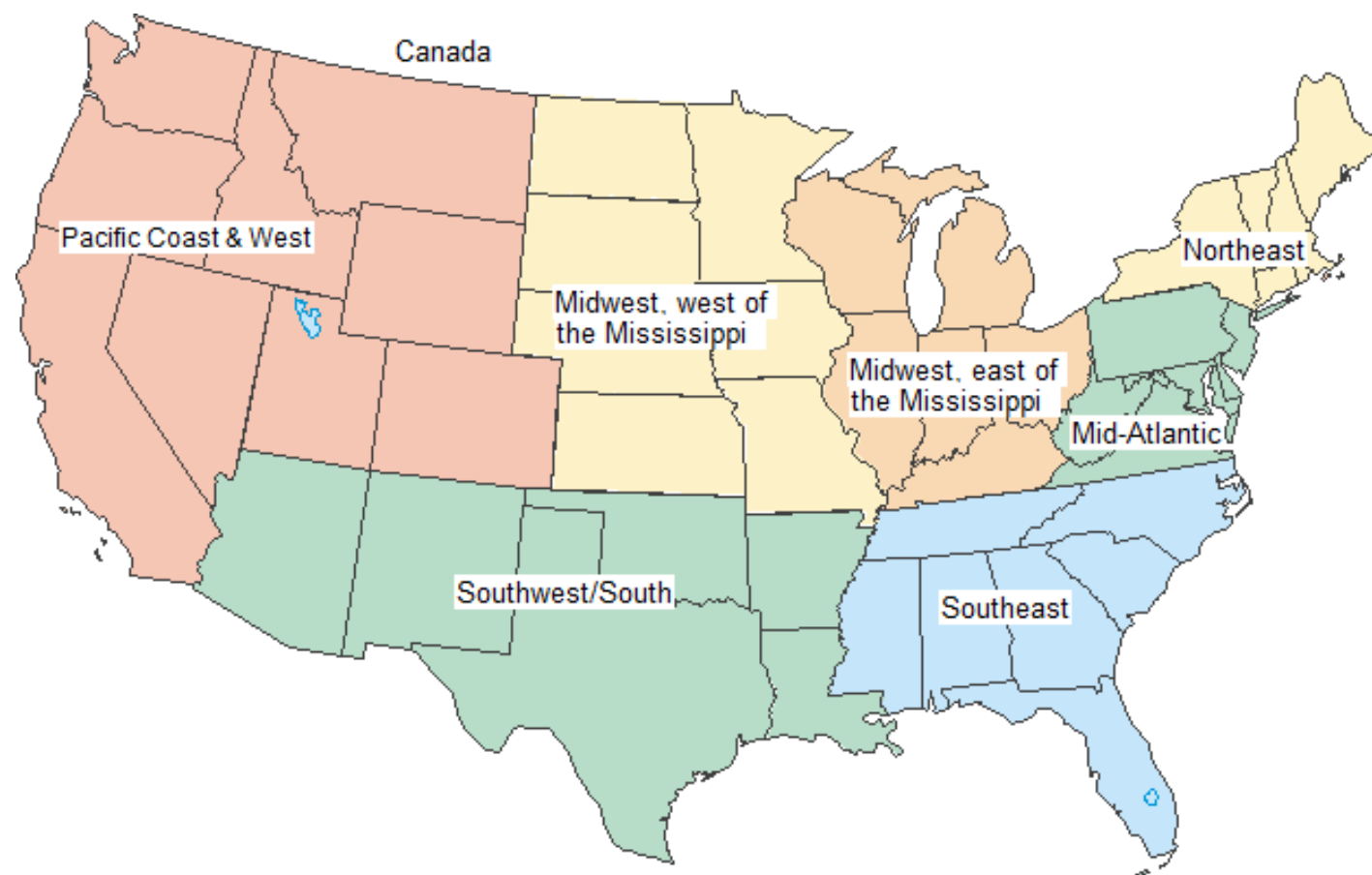
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# Overview

- Who responded?
- Marketing channels used
- Prices reported
- Comparisons with 2020 report

## Regions used for results



## Number and location of respondents

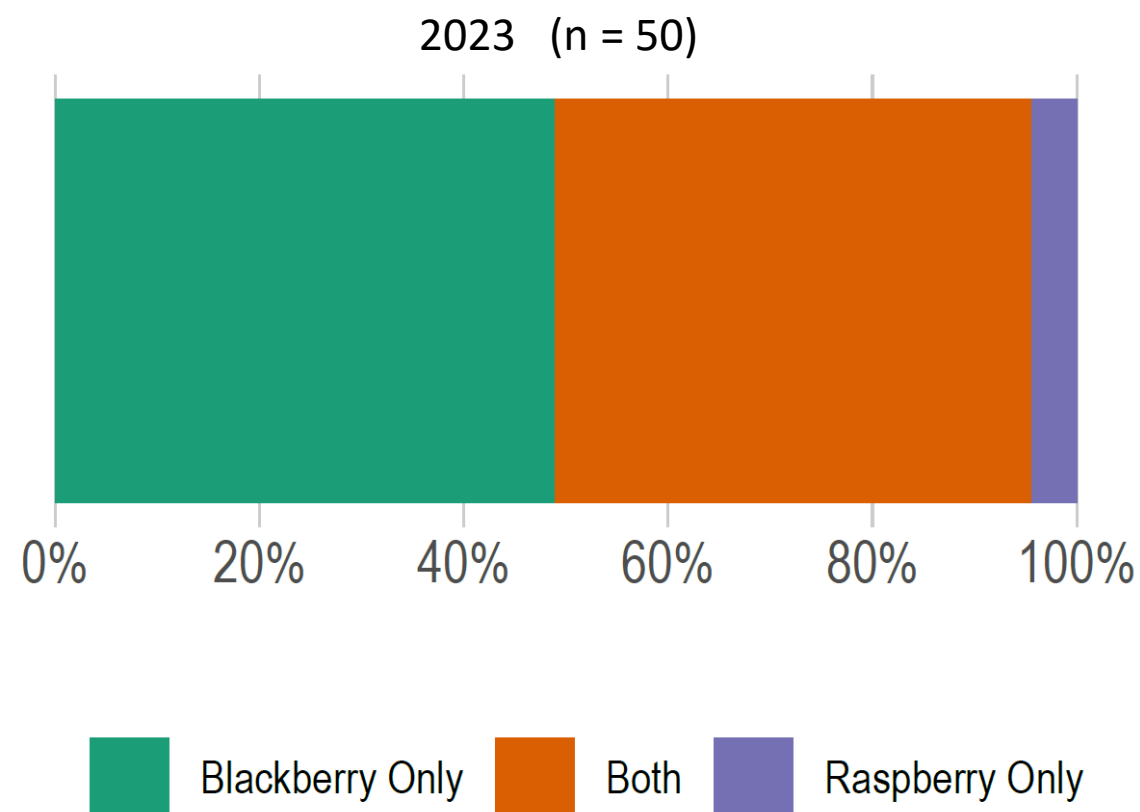
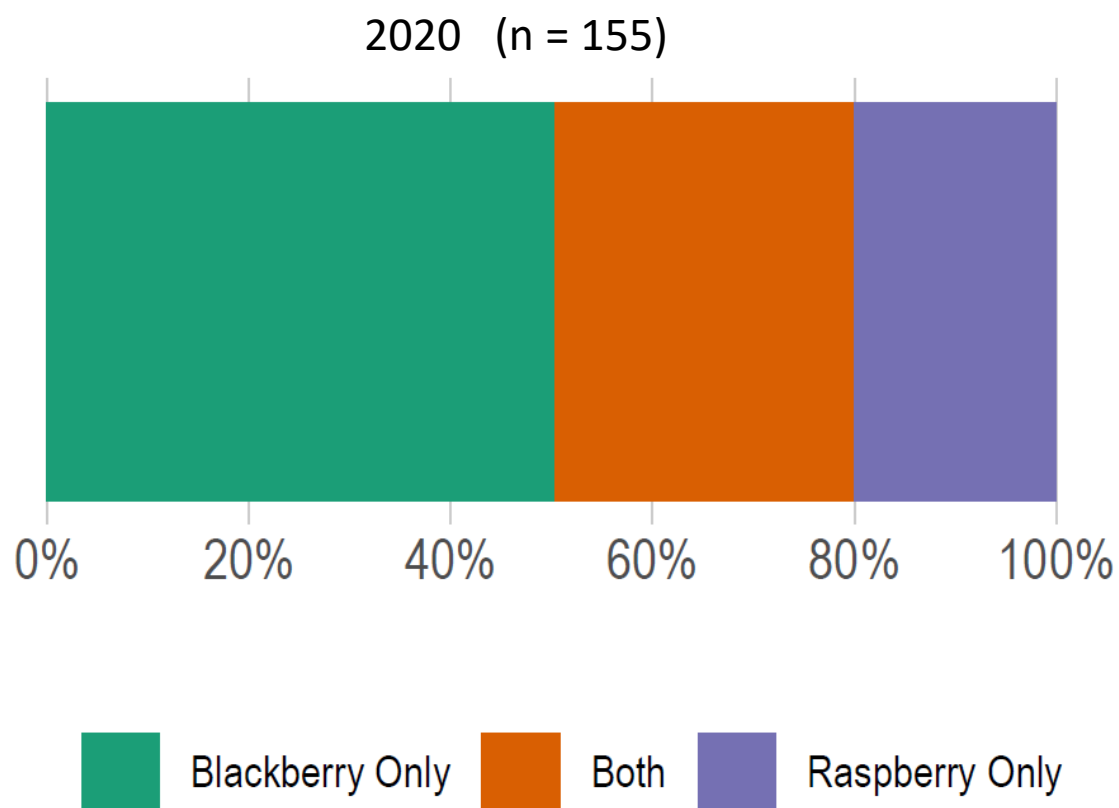
2020 (n = 155)

Region	Respondents (%)
Canada	4
Mid-Atlantic	14
Midwest, East	21
Midwest, West	6
Northeast	6
Pacific Coast and West	12
Southeast	19
Southwest / South	18

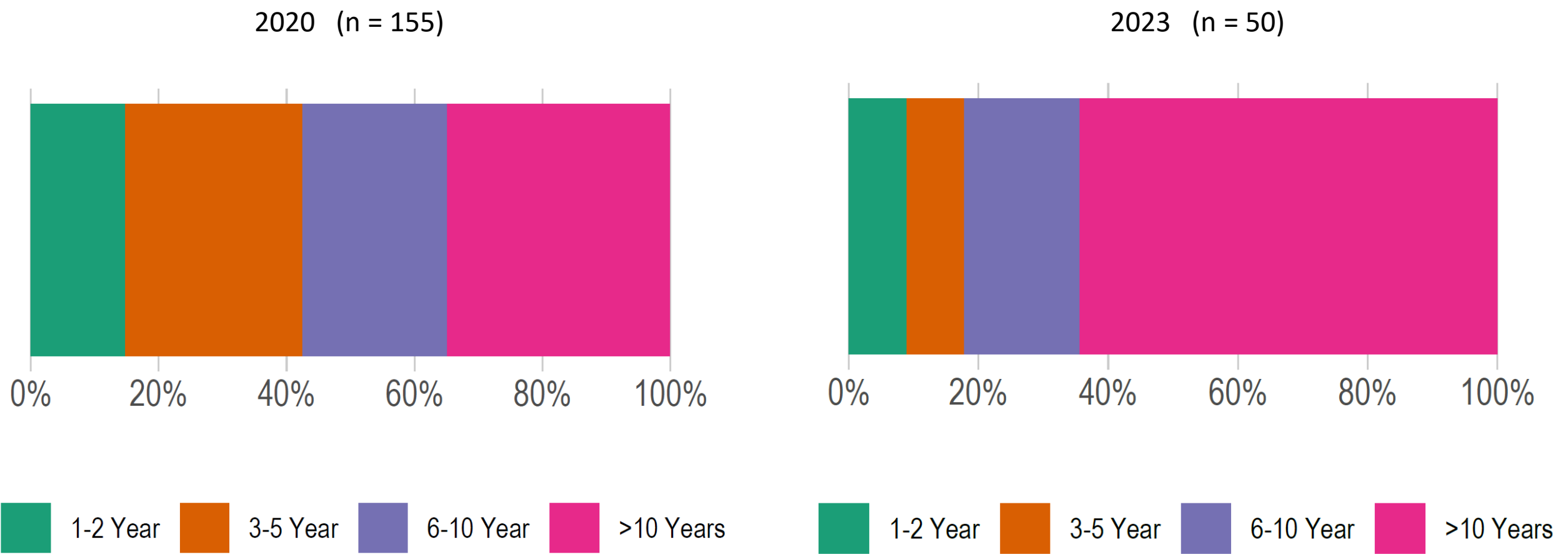
2023 (n = 50)

Region	Respondents (%)
Mid-Atlantic	16
Midwest, East	16
Midwest, West	11
Northeast	2
Pacific Coast and West	24
Southeast	18
Southwest / South	13

## Fewer raspberry-only growers in 2023



# More experienced respondents in 2023



## Farm stands and U-Pick most popular in 2020

Region	Marketing Type Used (%)						
	Farm Stand	U-Pick	Farmer's Market	Wholesale (small)	Wholesale (large)	Processor	Other
Canada	66.7	0.0	0.0	16.7	33.3	0.0	0.0
Mid-Atlantic	31.8	45.5	36.4	22.7	9.1	9.1	9.1
Midwest, East	66.7	63.6	36.4	15.2	3.0	12.1	0.0
Midwest, West	33.3	66.7	44.4	22.2	11.1	22.2	11.1
Northeast	44.4	55.6	22.2	22.2	0.0	11.1	0.0
Pacific Coast and West	27.8	44.4	27.8	22.2	5.6	16.7	11.1
Southeast	33.3	46.7	23.3	13.3	23.3	6.7	6.7
Southwest / South	28.6	71.4	28.6	7.1	7.1	3.6	3.6

## Farmers' market and U-pick remain most popular in 2023

Marketing Type Used (%)						
Region	Farm Stand	U-Pick	Farmer's Market	Wholesale (small)	Wholesale (large)	Other
Mid-Atlantic	57.1	28.6	28.6	42.9	0.0	0.0
Midwest, East	42.9	85.7	42.9	71.4	0.0	14.3
Midwest, West	40.0	100.0	20.0	0.0	0.0	0.0
Northeast	100.0	100.0	0.0	100.0	0.0	0.0
Pacific Coast and West	18.2	18.2	9.1	18.2	18.2	45.5
Southeast	50.0	50.0	75.0	37.5	37.5	12.5
Southwest / South	33.3	83.3	16.7	33.3	16.7	0.0



## 2020 reported blackberry prices (\$/lb)

Region	Average Price Received (\$/lb)						
	Farm Stand	U-Pick	Farmer's Market	Wholesale (small)	Wholesale (large)	Processor	Other
<b>Blackberry</b>							
Canada	7.33	NA	NA	NA	3.33	NA	6.67
Mid-Atlantic	7.43	4.48	6.78	4.27	NA	2.83	NA
Midwest, East	6.51	3.77	7.00	5.33	NA	2.83	8.00
Midwest, West	5.07	3.62	5.99	4.53	4.20	2.75	3.50
Northeast	6.67	5.33	8.00	NA	NA	NA	6.67
Pacific Coast and West	10.67	3.25	6.07	7.47	NA	0.53	3.72
Southeast	6.04	4.30	7.00	3.67	5.63	1.50	9.03
Southwest / South	4.39	3.91	5.72	NA	NA	3.50	6.66

## 2023 reported blackberry prices (\$/lb)

Region	Farm Stand	U-Pick	Farmer's Market	Wholesale (small)	Wholesale (large)	Other
Mid-Atlantic	10.67	9.33	11.43	5.81	NA	NA
Midwest, East	8.38	4.37	7.95	6.67	NA	NA
Midwest, West	8.67	7.88	5.33	NA	NA	NA
Northeast	9.33	5.00	NA	NA	NA	NA
Pacific Coast and West	10.67	3.83	NA	2.50	1.10	1.17
Southeast	5.05	4.30	5.19	4.00	NA	2.50
Southwest / South	6.00	5.07	7.00	5.63	5.87	NA

## 2020 reported raspberry prices (\$/lb)

Raspberry							
Canada	6.67	NA	NA	5.00	5.00	NA	6.67
Mid-Atlantic	8.61	5.07	8.60	7.00	NA	3.33	10.00
Midwest, East	7.74	5.08	8.29	6.92	3.33	7.50	11.33
Midwest, West	7.33	5.83	5.33	4.00	NA	4.00	NA
Northeast	7.67	4.93	9.33	7.17	NA	4.50	6.67
Pacific Coast and West	5.00	3.31	10.67	7.07	NA	NA	5.33
Southeast	5.00	4.00	17.33	7.33	NA	NA	5.83
Southwest / South	5.11	4.33	7.33	NA	NA	NA	NA

2023 reported raspberry prices (\$/lb)

Mid-Atlantic	11.38	8.44	13.33	7.97	NA	NA
Midwest, East	8.67	5.64	10.00	6.00	NA	9.33
Midwest, West	8.67	6.13	6.67	NA	NA	NA
Northeast	9.33	5.00	NA	NA	NA	NA
Pacific Coast and West	10.67	3.83	NA	NA	NA	NA
Southeast	4.17	NA	3.33	NA	NA	4.00
Southwest / South	6.00	4.67	NA	3.33	6.00	NA

## The survey is still live



<https://go.ncsu.edu/narba-survey-2023>

Questions, comments, or suggestions?

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