

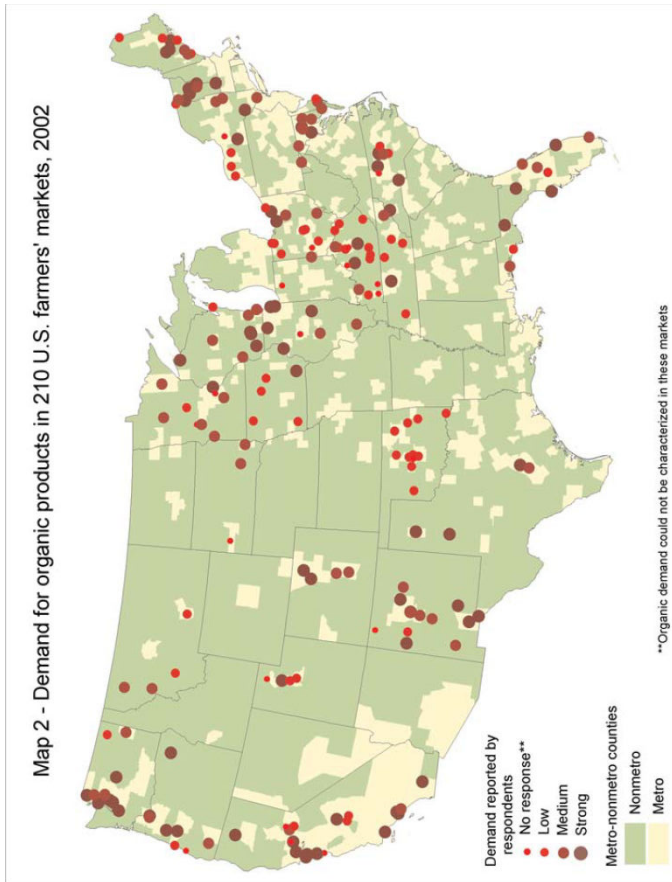
Premium prices for wholesale organic products

Product Category Notes: Week of October 28, 2008

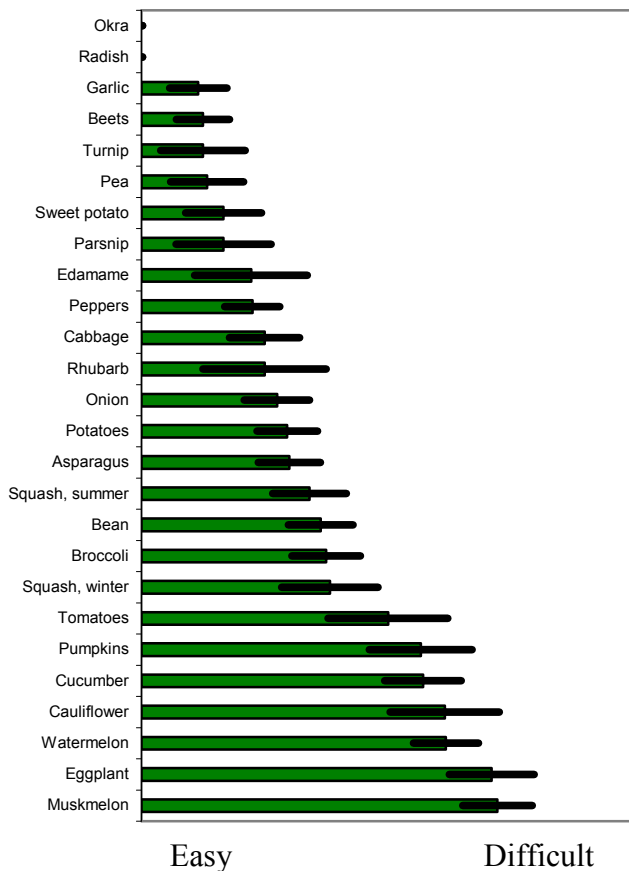
Organic prices are for vegetables delivered to large organic distributors based in the Philadelphia area. Conventional prices are from the Philadelphia terminal market. Philadelphia was chosen for its wide range of organic and conventional products. Weekly updates at <http://newfarm.rodaleinstitute.org/opx/>

Vegetable	Qty	Certified	Conv	Premium
Asparagus	11#	\$45.50	\$16.00	184%
Avocado: Hass	48 Ct	\$62.50	\$32.00	95%
Cabbage, Green organic price listed for 45#; conventional price listed for 50#	40#	\$32.50	\$9.00	261%
Carrots	24x2#	\$45.50	\$13.00	250%
Cauliflower	12 Ct	\$34.25	\$26.00	32%
Celery	24 Ct	\$31.00	\$22.00	41%
Garlic: Super Col Green	30#	\$90.00	\$18.00	400%
Beans conventional price listed for 30#	25#	\$46.50	\$18.00	158%
Lettuce: Greenleaf	24 Ct	\$42.25	\$15.00	182%
Lettuce: Red Leaf	24 Ct	\$51.75	\$14.00	270%
Lettuce: Romaine	24 Ct	\$45.00	\$17.00	165%
Mushroom: Portabella	5#	\$18.00	\$8.50	112%
Mushroom: Shiitake	3#	\$20.50	\$14.50	41%
Onions, Yellow Med conventional price listed for 50#	40#	\$36.75	\$15.00	145%
Peppers: Bell, Green Med conventional offerings for 28#	25#	\$40.00	\$8.00	400%
Potato: Red A	50#	\$56.50	\$24.00	135%
Potato: Yukon Gold Baker A	50#	\$37.00	\$30.00	23%
Radish	24 Ct	\$49.50	\$14.00	254%
Squash, Winter: Acorn organic price listed for 30#; conventional price for 35-40#	35#	\$28.00	\$12.00	133%
Squash, Winter: Butternut conventional price for 35-40#	35#	\$28.00	\$14.00	100%
Zucchini conventional price listed for 21#	20#	\$34.00	\$9.00	278%
Average premium:				174%

No organic premium at about 40% of farmers markets. Organic farmers at farmers markets often set significant premiums only for products they perceived as being of exceptionally high quality, especially rare, or for markets in upscale communities. Organic farmers were more likely to ask for premiums when attending large markets where organic farmers represented half or more of the growers. Certified and noncertified organic growers were equally likely to charge premiums for organic products.



Difficulty ranked by KY organic producers (from UK New Crop Opportunities survey)

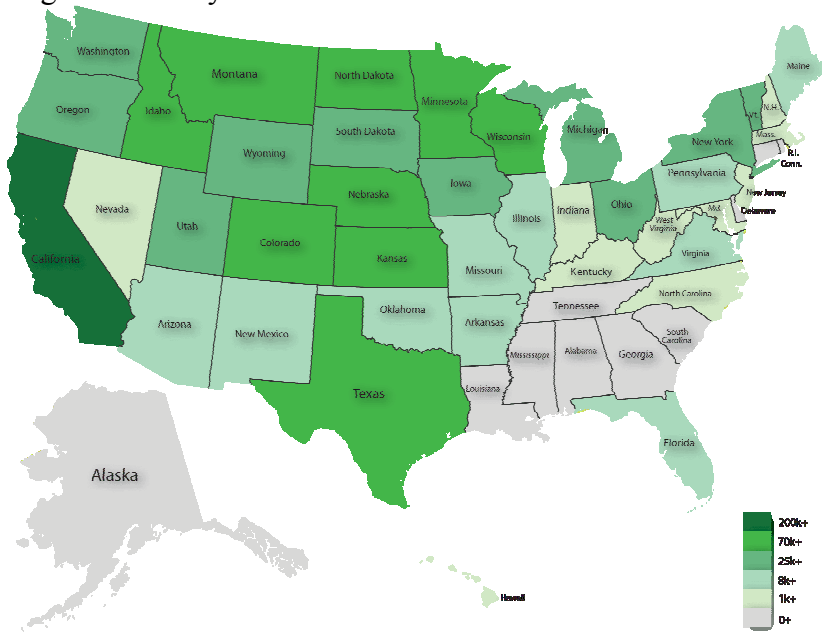


Labor:

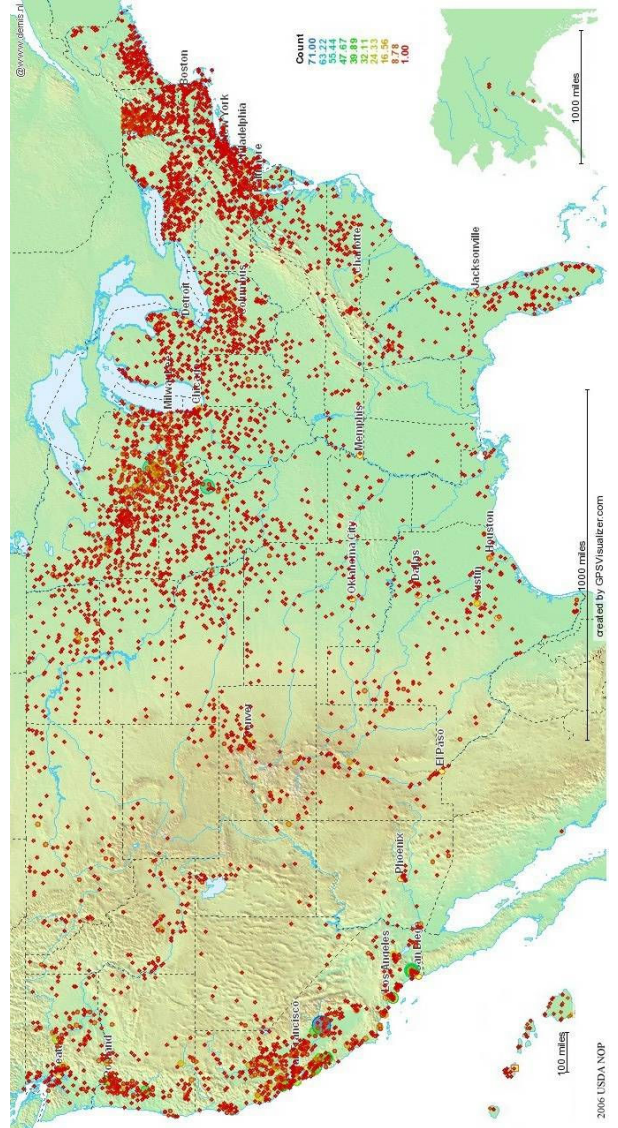
Conventional family farms: 0.58 workers per acre

Organic family farms: 0.84 workers per acre

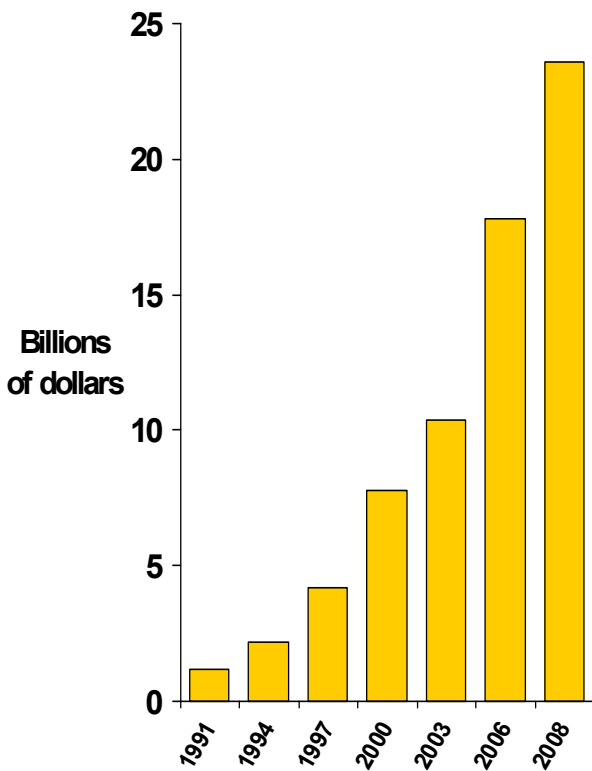
Organic acres by state



Organic Farms in US



US Organic Food Sales



Percent of farms organic, by state

