

## Alberta Average Berry Prices – 2009 / 2010

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A number of different farms were contacted, with a wide range in size, diversity and operational focus. Prices are reported per pound, however many farms charge on a volume basis (often 4L pail). For the purposes of comparison, prices per pound was calculated assuming 5 pounds per pail for all fruit, however the actual weight of fruit per volume can vary. Some producers offer a volume discount or include a price adjustment for pails/containers. While the prices reported represent a range, there is significant variety within the range. Producers should consider their costs of the production and their customers and markets when setting their prices.

#### **Strawberries**

Strawberries were usually sold on a U-pick basis, often with pre-picked berries at the farm gate or occasionally at the farmers' markets.

U-pick = Range from \$1.90 - \$3.20/pound, with an average of \$2.45.

Pre-pick = Range from \$2.20 - \$4.00/pound, with an average of \$3.30. Most producers are over \$3.50 per pound.

Farmers' Market = Range tends to be much wider, from \$3.50 - \$7.60/pound. Prices vary with the size of the package that they are sold in, with most producers offering various sizes.

#### **Raspberries**

Raspberries were most often U-picked, with some pre-picked (farm gate) sales.

U-pick = Range from \$1.75 - \$4.00/pound, with an average of \$2.80.

Pre-picked = Wide range from \$3.00 - \$7.20/pound (mostly fresh, some frozen). Average price = \$4.25. Prices also vary with container size.

#### **Saskatoon Berries**

Saskatoon berries were most often U-picked, with some hand and machine pre-picking.

U-pick = Range from \$1.40 - \$3.00/pound, with an average of \$2.35.

Pre-pick = Range from \$2.50 - \$4.00/pound, with an average of \$3.50.

#### **Other Fruit**

More "other" fruit on or coming onto the market include rhubarb, Haskap (Blue Honeysuckle), sour cherries and black currants. Most is sold at prices somewhat lower than Saskatoon berries. Most chokecherries were sold U-pick at an average price of \$1.95/pound (range \$0.50 - \$3.00).

Some producers were considering strawberry price increases for the 2010 growing season, although the amount of increase varied significantly. Most other berries did not indicate a price increase.