

March 2014 Market Analysis for Organic Produce

Item	Low	High	Volume	Whl Low	Whl High	Whl Volume
Apples	\$ 2.50	\$ 4.00	Lb			
Artichokes	\$ 2.50	\$ 4.00	Each			
Arugula	\$ 3.50	\$ 4.50	100 g.	\$ 8.00	\$ 14.00	Lb
Asian Pears	\$ 3.00	\$ 4.00	Lb			
Asparagus	\$ 10.00	\$ 12.00	Lb			
Basil	\$ 5.00	\$ 6.00	100 g.	\$ 20.00	\$ 24.00	Lb
Beans	\$ 6.00	\$ 10.00	Lb			
Beets	\$ 3.50	\$ 4.50	Lb			
Berries	\$ 5.00	\$ 7.00	Pint(3/4lb)			
Braising Greens	\$ 3.00	\$ 3.50	Bunch	\$ 6.00	\$ 10.00	Lb
Broccoli	\$ 5.00	\$ 6.00	Lb			
Brussels Sprouts	\$ 5.00	\$ 6.00	Lb			
Cabbage	\$ 4.00	\$ 5.00	Lb			
Carrots	\$ 5.00	\$ 8.00	Lb	\$ 5.00	without greens	Lb
Baby Carrots	\$ 4.00	\$ 4.50	Bunch			
Cauliflower	\$ 5.00	\$ 6.00	Lb			
Celeriac	\$ 3.00	\$ 4.00	Lb			
Celery	\$ 5.00	\$ 6.00	Bunch			
Chard	\$ 3.00	\$ 4.00	Bunch	\$ 5.00	\$ 6.00	Lb
Cilantro	\$ 2.00	\$ 2.75	Bunch			
Collards	\$ 3.00	\$ 3.50	Bunch	\$ 4.00	\$ 5.00	Lb
Corn	\$ 2.00	\$ 2.50	Each			
Cucumber, Large	\$ 2.50	\$ 3.00	Lb			
Cucumber, Small	\$ 3.25	\$ 4.00	Lb			
Eggplant	\$ 4.00	\$ 6.00	Lb			
Edible Flowers	\$ 2.00	\$ 3.00	Bunch			
Eggs	\$ 6.00	\$ 7.50	Dozen			
Escarole	\$ 3.00	\$ 4.00	Head			
Fava Beans	\$ 3.00	\$ 3.50	Lb			
Fennel	\$ 4.00	\$ 6.00	Lb			
Figs	\$ 4.00	\$ 10.00	Lb			
Garlic	\$ 2.00	\$ 4.00	Bulb	\$ 15.00	\$ 20.00	Lb
Garlic Scapes	\$ 2.00	\$ 3.00	100 g.			
Herbs	\$ 2.00	\$ 4.00	1/8lb	\$ 14.00	\$ 17.00	Lb
Jerusalem Artichokes	\$ 3.00	\$ 5.00	Lb			
Kale	\$ 3.00	\$ 4.00	Bunch	\$ 5.00	\$ 6.00	Lb
Kiwi	\$ 3.00	\$ 4.00	Lb			

the suggested prices above have been compiled using bio-regional organic wholesalers and local organic produce retailers

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Kohlrabi	\$ 3.00	\$ 4.00	Lb			
Leeks	\$ 3.50	\$ 4.50	Lb			
Lettuce	\$ 2.50	\$ 4.00	Head			
Melons	\$ 2.50	\$ 3.00	Lb			
Onion Green	\$ 2.00	\$ 2.50	Bunch	\$ 4.50	\$ 6.00	Lb
Onions	\$ 4.00	\$ 8.00	Lb			
Oriental Cabbage	\$ 2.00	\$ 3.00	Lb			
Oriental Greens	\$ 4.00	\$ 5.00	Lb			
Parsley	\$ 1.50	\$ 2.50	Bunch	\$ 8.00	\$ 10.00	Lb
Parsnip	\$ 4.00	\$ 5.50	Lb			
Pears	\$ 2.50	\$ 4.00	Lb			
Peas, regular and snow	\$ 6.00	\$ 9.00	Lb			
Peppers	\$ 5.00	\$ 8.00	Lb			
Peppers, hot	\$ 9.00	\$ 10.00	Lb			
Plums	\$ 3.00	\$ 4.00	Lb			
Potatoes	\$ 2.50	\$ 5.00	Lb			
Pumpkin	\$ 1.50	\$ 2.50	Lb			
Radicchio	\$ 3.50	\$ 4.50	Lb			
Radishes	\$ 2.50	\$ 3.00	Bunch	\$ 4.00	\$ 5.00	Lb
Rhubarb	\$ 3.00	\$ 4.00	Lb			
Salad Mix	\$ 3.00	\$ 4.00	100 g.	\$ 12.00	\$ 18.00	Lb
Sorrel	\$ 2.50	\$ 3.50	Bunch	\$ 5.00	\$ 10.00	Lb
Spinach	\$ 3.00	\$ 4.00	100 g.	\$ 12.00	\$ 15.00	Lb
Squash, summer, Baby	\$ 5.00	\$ 7.00	Lb			
Squash, summer, Med	\$ 2.50	\$ 3.50	Lb			
Squash, summer, Large	\$ 1.50	\$ 2.50	Lb			
Squash,winter	\$ 2.00	\$ 3.00	Lb			
Tomatillos	\$ 3.00	\$ 5.00	Lb			
Tomatoes	\$ 4.50	\$ 6.00	Lb			
Tomatoes (Cherry)	\$ 5.00	\$ 7.00	Pint(3/4lb)			
Turnips	\$ 3.00	\$ 5.00	Lb			
Conversion Chart	Lbs	1	1/2	1/4	1/8	1/3
	grams	454	225	112	57	150

March 2014 Market Analysis for Organic Plants and Cut Flowers

	4 pack/6 pack	4" pot	6" pot	1 gallon
Veggie Starters	\$3.00 - \$4.00	\$3.50 - \$4.50	\$5.00 - \$6.00	\$6.00 - \$8.00
Herbs - annuals	\$3.00 - \$4.00	\$3.50 - \$4.50	\$5.00 - \$6.00	\$6.00 - \$8.00
Herbs - perennials	\$3.00 - \$4.00	\$3.50 - \$4.50	\$5.00 - \$6.00	\$6.00 - \$10.00
Flowers - annuals	\$3.00 - \$4.00	\$3.50 - \$4.50	\$5.00 - \$6.00	\$6.00 - \$8.00
Flowers - perennials	\$3.00 - \$4.00	\$3.50 - \$4.50	\$5.00 - \$6.00	\$6.00 - \$10.00
Fruit Trees/Berries				\$10.00 - \$20.00
Soil Blocks	Veggie/herb/flower \$0.50-\$1.50 each			
Varied prices reflect cost of raising different species				

Flower Bouquets					
Researched prices showed fluctuation according to the availability of certain flowers*					
Diametre is measured across the head of the bouquet					
Small	<table border="1"> <tr> <td>approx. 4" - 7" dia.</td> <td>\$4.00 - \$7.00</td> </tr> <tr> <td></td> <td></td> </tr> </table>	approx. 4" - 7" dia.	\$4.00 - \$7.00		
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Medium	<table border="1"> <tr> <td>8" - 11" dia.</td> <td>\$5.00 - \$10.00</td> </tr> <tr> <td></td> <td></td> </tr> </table>	8" - 11" dia.	\$5.00 - \$10.00		
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Large	<table border="1"> <tr> <td>12" - 14" dia.</td> <td>\$10.00 - \$14.00</td> </tr> <tr> <td></td> <td></td> </tr> </table>	12" - 14" dia.	\$10.00 - \$14.00		
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Xlarge	<table border="1"> <tr> <td>15"+ dia.</td> <td>\$15.00+</td> </tr> <tr> <td></td> <td></td> </tr> </table>	15"+ dia.	\$15.00+		
15"+ dia.	\$15.00+				
** Prices per stem:	\$1.00 - \$3.00				
*Varied prices reflect difference between a bunch and an arranged bouquet which is more valuable					

suggested prices based on prices collected from nuseries, farm stands and growers at the market