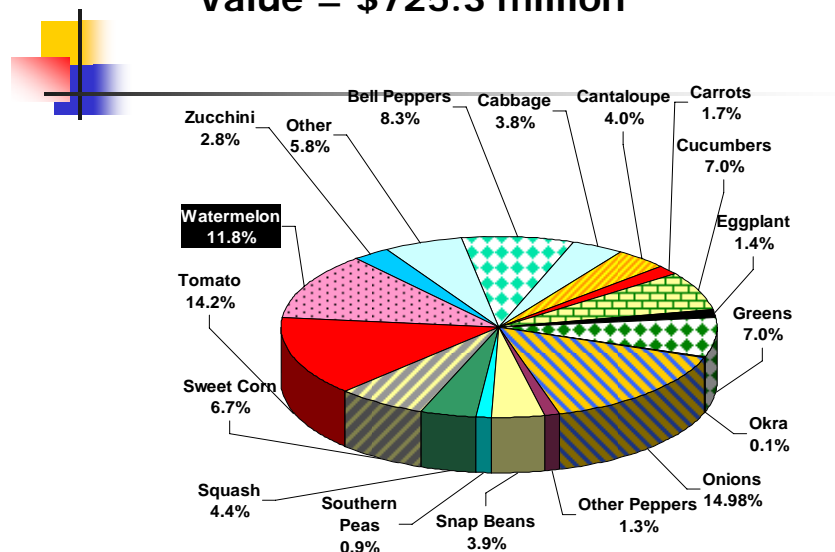


Price Analysis for Selected Georgia Vegetables

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Vegetable production is an important economic activity in the State of Georgia. The state produces more than 33 different vegetable crops with a total acreage of 192,381 acres in 2004. Although vegetables are produced all over the state, most of the major production is areas with over 5000 acres are concentrated down south. In 2004, vegetable farm gate value was \$725.3 million (Fig. 1). Onion, tomato, watermelon, bell peppers, cucumber and sweet corn were amongst the top ranking vegetables in terms of farm gate value (Fig. 1). Despite all the vegetables grown, the prices obtained are important for the grower in deciding which vegetable to cultivate.

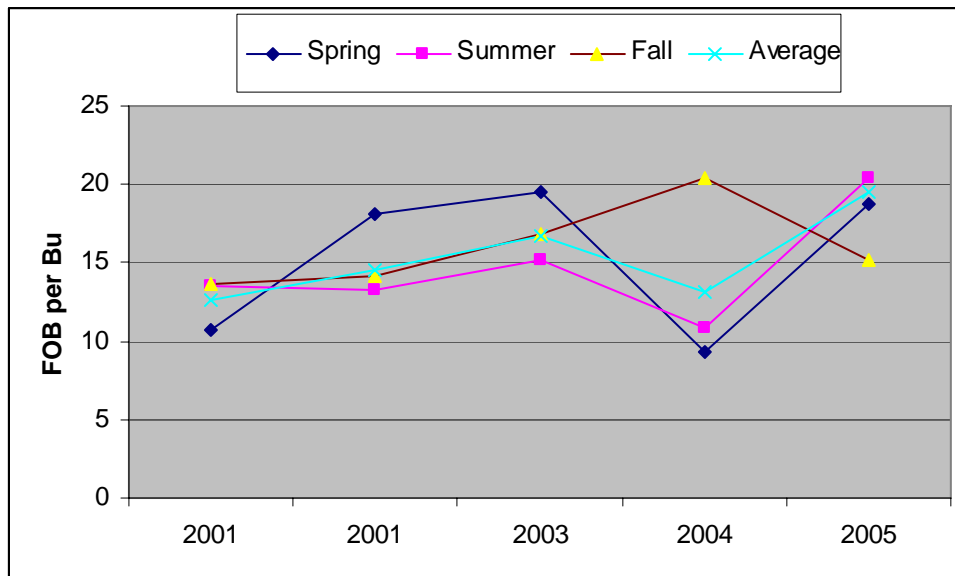
Fig. 1: 2004 Georgia Vegetable Farm Gate Value = \$725.3 million



Snap Beans

In 2004, snap beans ranked 9th in Georgia farm gate ranking, generating \$28.1 million. From 2001 to 2005, spring prices rose from \$10.68 to \$18.15, \$19.52, then dropped to \$9.28 and rose again to \$18.75 respectively. On the other hand, snap beans average prices were \$12.68, \$14.58, \$16.69, \$13.20 and \$19.46 from 2001 to 2005 respectively (Fig. 2).

**Fig. 2: Georgia Actual Prices Obtained by Growers for Snap Beans
2001-2005**

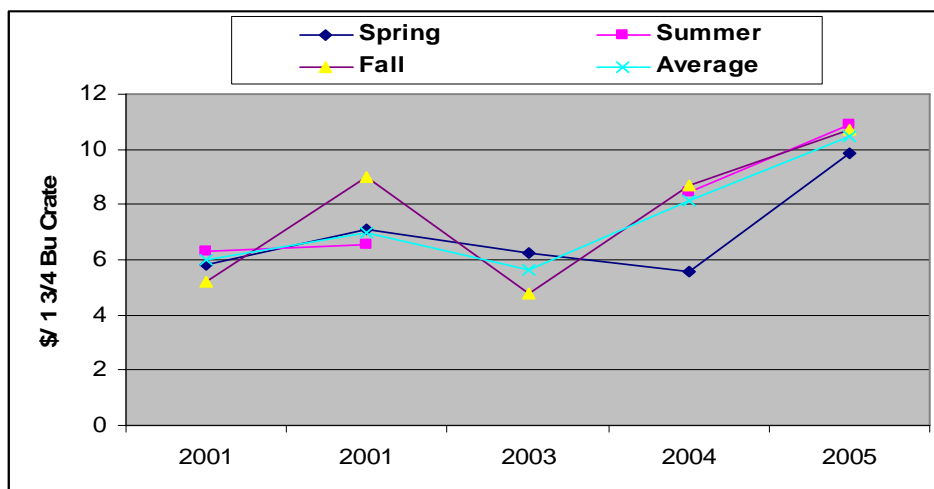


Source: Source: GASS (Various issues).

Cabbage

In 2004, cabbage ranked 10th in Georgia vegetable farm gate value, generating \$27.8 million. Fall prices fluctuated from \$5.18, \$9.0, \$4.79, \$8.69 and \$10.74 from 2001 to 2005. On the other hand, even though spring prices were also erratic, they were not as sensitive as fall prices (Fig. 3).

**Fig. 3: Georgia Actual Prices Obtained by Growers for Cabbage,
2001-2005**

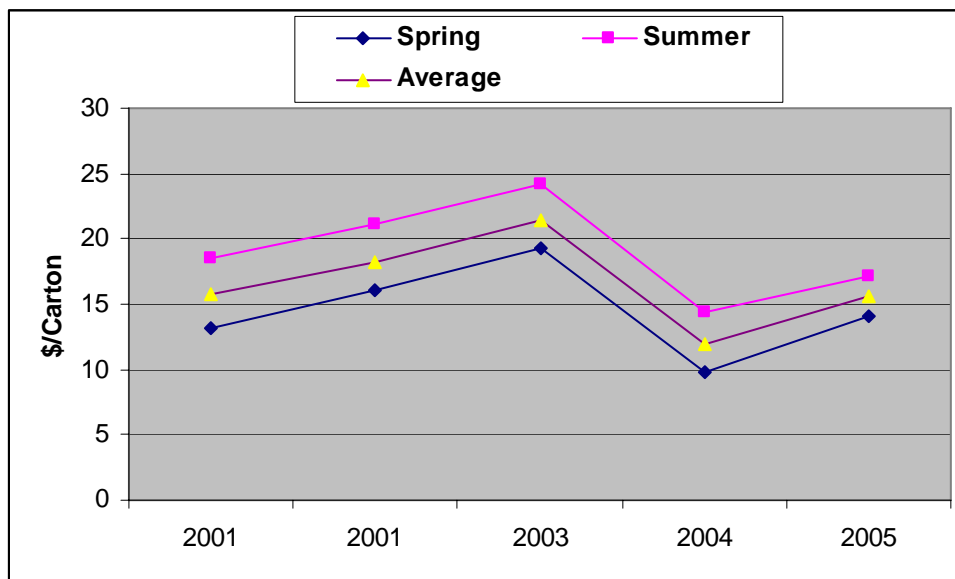


Source: GASS (Various issues).

Vidalia onion

Onion is number one most important vegetable in Georgia in terms of farm gate value. It generated \$108.7 million in 2004. All the prices, i.e. spring, summer and the average follow the same pattern. However, Vidalia onion growers enjoy higher prices in the summer compared to spring from 2001 to 2005. Summer prices were \$18.5, \$21.13, \$24.25, \$14.32 and \$17.14 per carton from 2001 to 2005 respectively. This reflects an increase of 14.2% and 14.8% from 2001 to 2002 and from 2002 to 2003. Also, there was a 69.3% decrease in price from 2003 to 2004 and a 19.7% increase from 2004 to 2005 (Fig. 4).

Fig. 4: Georgia Actual Prices Obtained by Growers for Vidalia onion, 2001-2005



Source: GASS (Various issues).

Conclusion

When considering producing vegetables for the first time, it is important to evaluate how the particular vegetables will fit your operation. Further consideration includes evaluation of the current farming practices to determine what equipment is needed. Labor availability is another key factor to be considered. Prior to planting, the following questions about your potential market. (1) Where is the market? (2) What volume is required? (3) When is the product needed or when is the market window? (4) What quality is desired? (5) What price level can be reasonably expected? (6) Are you sure to make a profit given all the information available at your disposal?

This article is also found in the Research-Extension Report, Ext Bull No. 5-2006, Horticulture Department, University of Georgia.