

Cornell University

2025 Farm Product Price Reports

Farmers Markets & Grocery Stores in NY

Cornell Agricultural Marketing Research Program
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Cornell Agricultural Marketing Research Program

Mission

To strengthen New York's food and agriculture viability using applied research to develop practical teaching and tools for direct-marketing farms.

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NORTHEAST
EXTENSION
RISK
MANAGEMENT
EDUCATION

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FARMERS MARKET RESEARCH PROJECT

2025 Farm Product Price Reports: Farmers Markets & Grocery Stores in NY

The Cornell Agricultural Marketing Research Program (CAMRP), in partnership with farms around New York, collects and analyzes thousands of customer transactions at farmers markets using electronic Point-of-Sale (POS) software. This research identifies opportunities for farmers to increase daily sales at markets by studying the factors that influence customer transaction size (CTS). In addition, the sales data allows for the creation of Farmers Market Price Reports.

In addition to Farmers Market Price Reports, CAMRP received funding from the USDA Northeast Extension Risk Management Education program to create monthly grocery store price reports by observing price signs in seven grocery stores in Ithaca, NY.

All of the data in this report was gathered from January to December 2025.

Grocery Store Prices from Ithaca, NY

The grocery store prices summarized in this report were collected once a month in seven Ithaca, NY grocery stores.

Grocery store prices were gathered from the observed sticker prices, not including any "sales" or "member" pricing.



7 Ithaca Grocery Stores

Aldi's, P&C Fresh, Target, Tops,
Trader Joe's, Walmart & Wegmans

Value packs (i.e. family size, jumbo packs, etc.) are excluded from the products observed to most closely match products across all stores and farmers markets. Likewise, prepared, ready-to-eat, marinated, thin-sliced, and other product variations were excluded.

Farmers Markets and Farms: Sales Data from POS Systems

- Sales data collected using the Square POS system.
- **28 farms** selling at **56 farmers markets** around NY.
- Farmers markets ranged in size and location including urban and rural communities.

Note for Farmers

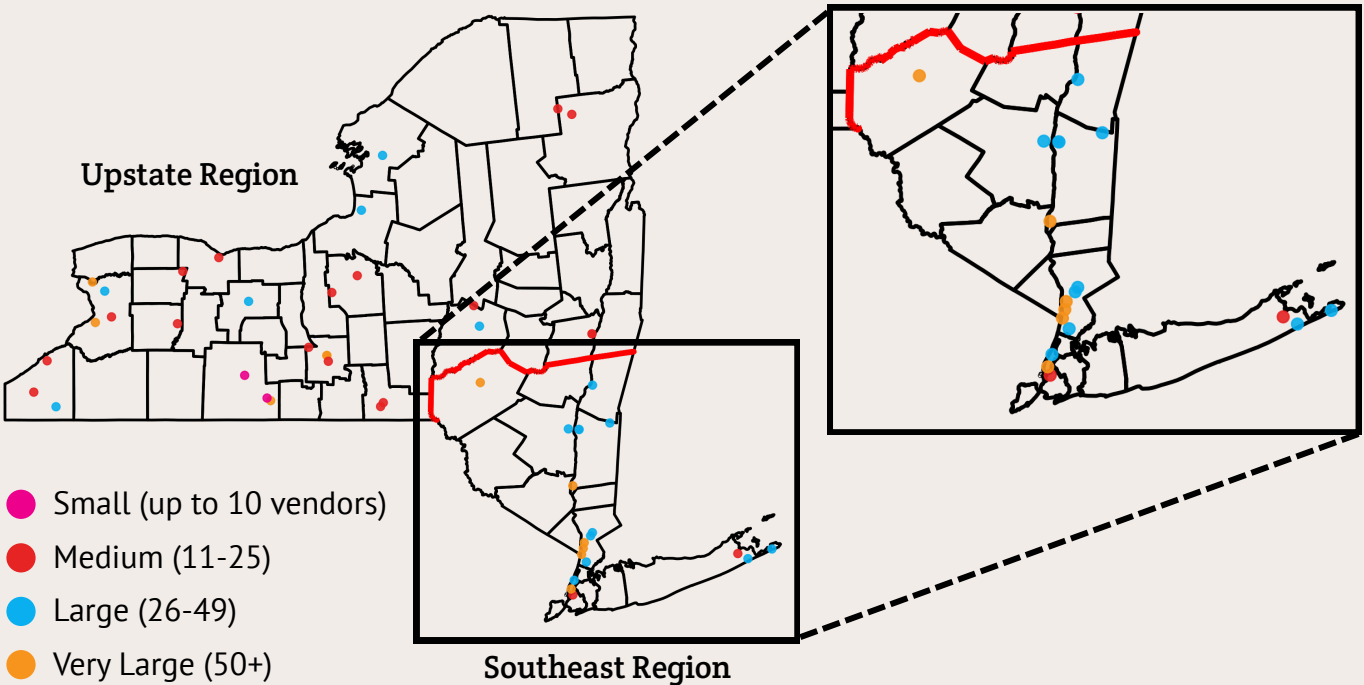
When viewing farmers market prices, keep in mind the number of farms contributing to this price report.

The number of farms selling products by category:
Across all New York State (NYS), Upstate region (UP) and Southeast region (SE)

	Beef	Pork	Poultry	Lamb & Goat	Eggs	Dairy	Fruit & Vegetable
Upstate:	10	14	10	7	13	3	11
Southeast:	1	3	2	1	4	0	10
NYS Total*:	10	16	11	7	16	3	20

*Note: Some farms sell in both regions, so the NYS total is not the sum of the two regions.

2025 Project Farmers Market Locations and Sizes



Prices in Context

The purpose of this report is to serve as a reference point to aid farmers with price setting. What follows are price reports for a selection of meat, egg, dairy, vegetable, and fruit products from farmers markets and Ithaca grocery stores from January to December 2025.

Many factors influence product pricing and consumer willingness to pay including farm production methods, variety, product popularity, and the local population.

These price reports group all products into two categories: USDA Certified Organic (ORG) and Non-Organic, without any distinction for additional label claims such as “no pesticides,” “grass-fed,” or “no antibiotics.”

Note for Farmers

When using the prices in this report as a reference, consider how your farm and regional conditions may cause your pricing to differ from the reported prices.

Comparing Regional Demographics

Farmers markets are grouped into two regions to improve price comparability:

- **Southeast (SE) Region:** Delaware, Greene, Columbia, Sullivan, Ulster, Dutchess, Orange, Putnam, Rockland, Westchester, Bronx, New York, Richmond, Kings, Queens, Nassau, and Suffolk counties.
- **Upstate (UP) Region:** All remaining New York State counties.
- For farmers market prices, keep in mind that urban markets, such as those in and around New York City, tend to have higher prices and sell higher volumes, thus influencing the reported weighted average prices accordingly.
- When referencing Ithaca grocery store prices, keep in mind that Tompkins County has a median household income of \$74,024, compared to \$85,974 statewide, and a slightly higher poverty rate (17% vs. 14%).

In this report, grocery store prices are a simple average (AVG) calculated from all the product prices observed from January to December 2025. Grocery store prices do not reflect the volume of product sold at a given price. Thus, grocery store prices are reported as AVG.

Farmers market prices included in this report are weighted average (WAVG) prices

based on the volume of product sold at each unique price. WAVG prices more accurately reflect market activity because volumes are included in the calculation. For example, a vendor might post an extremely high price for a product, but if no customer buys it, then there is zero volume in sales and the price never enters the calculation for WAVG.

Difference between Grocery Store Average and Farmers Market Weighted Average

- ✓ Weighted average takes into account the volume sold at a price.
- ✓ Farmers market data includes prices and volumes sold.
- ✓ This report uses **weighted averages** for farmers market prices.
- ✓ This report uses **averages** for grocery store prices.

Average (AVG) vs Weighted Average (WAVG) Example

Product	Price	Quantity	= Sales
A	\$5	10	\$50
B	\$8	5	\$40
C	\$2	15	\$30



AVG Calculation

$$\text{AVG Price} = \frac{\text{Price A} + \text{Price B} + \text{Price C}}{\text{Number of products}}$$

$$\text{AVG Price} = \frac{5+8+2}{3} = 15/3$$

$$\text{AVG Price} = \$5.00$$

WAVG Calculation

$$\text{WAVG Price} = \frac{\sum (\text{Price} * \text{Quantity sold})}{\sum \text{Quantity sold}}$$

$$\text{Total Revenue} = (5 \times 10) + (8 \times 5) + (2 \times 15) = 50 + 40 + 30 = \$120$$

$$\text{Total Quantity Sold} = 10 + 5 + 15 = 30$$

$$\text{WAVG Price} = \frac{120}{30} = 12/3$$

$$\text{WAVG Price} = \$4.00$$

Dairy & Eggs: 2025 Price Comparison



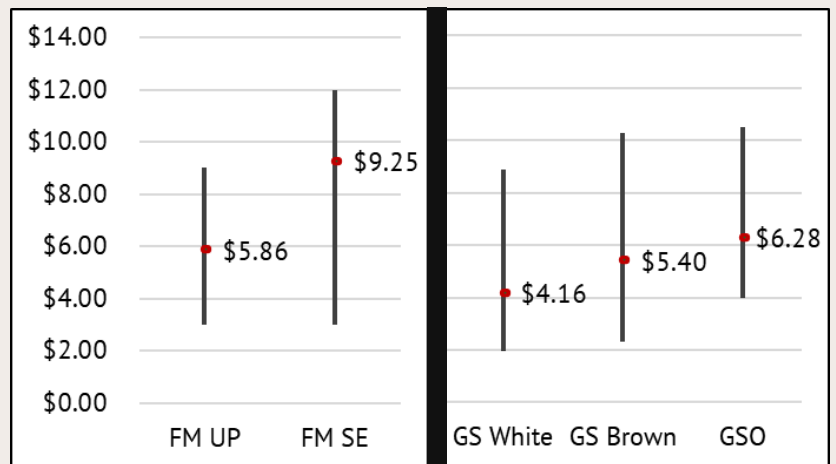
Milk (\$/Gallon)



Volume = 252	n =
# Farms = 2	172 58



Egg Dozen (\$/doz)



Volume = 7,812	12,489	n =
# Farms = 13	4	128 204 156

Legend:

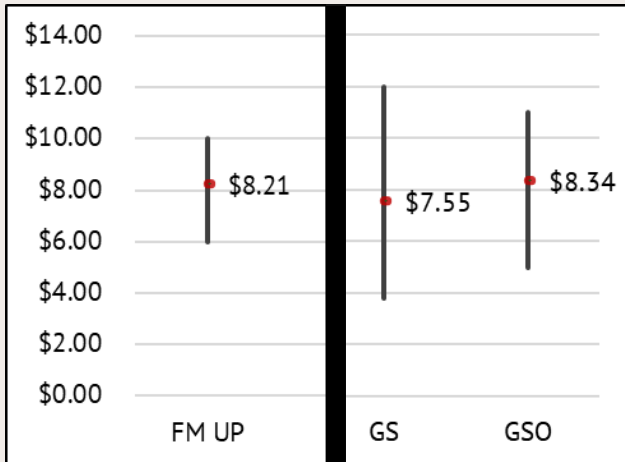
FM Farmers Market WAVG	GS Grocery Store AVG	O Certified Organic	UP Upstate Region	SE Southeast Region
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*The graphs show the minimum, maximum, and average prices (red dot),
Volume = number of units sold at farmer's markets, **n** = number of store observations*

Beef: 2025 Price Comparison



Ground Beef (\$/lb)

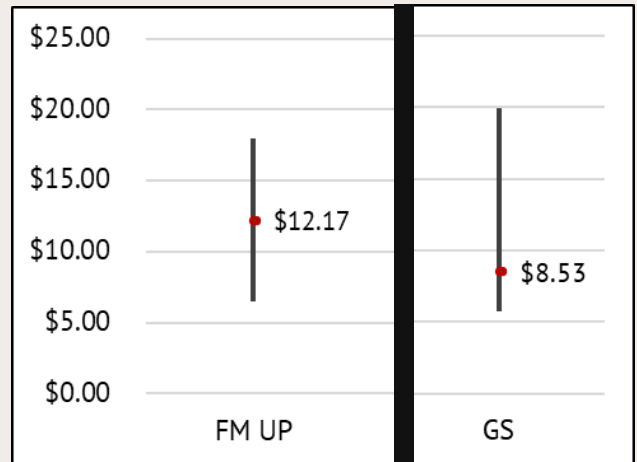


Volume = 1,979
Farms = 9

n = 332
117



Chuck Roast (\$/lb)

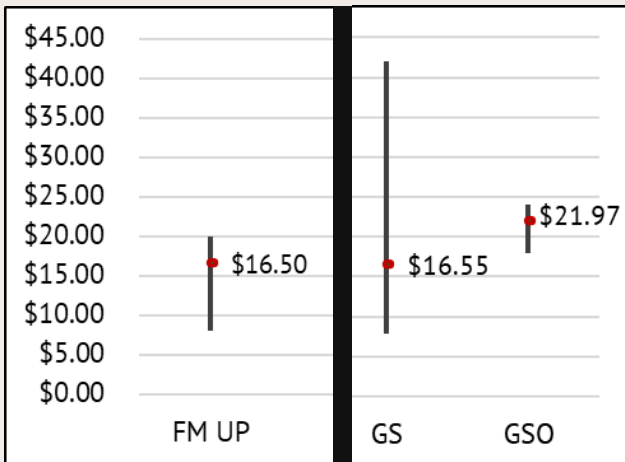


Volume = 350
Farms = 9

n = 73



Sirloin (\$/lb)

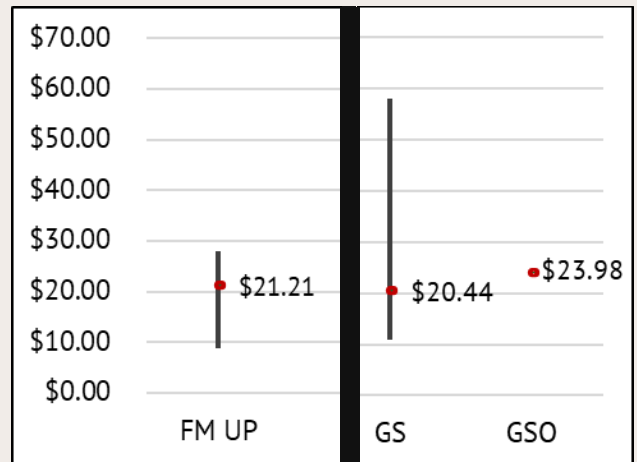


Volume = 310
Farms = 9

n = 90
6



Ribeye (\$/lb)



Volume = 404
Farms = 9

n = 149
8

Legend:

FM
Farmers Market
WAVG

GS
Grocery Store
AVG

O
Certified Organic

UP
Upstate Region

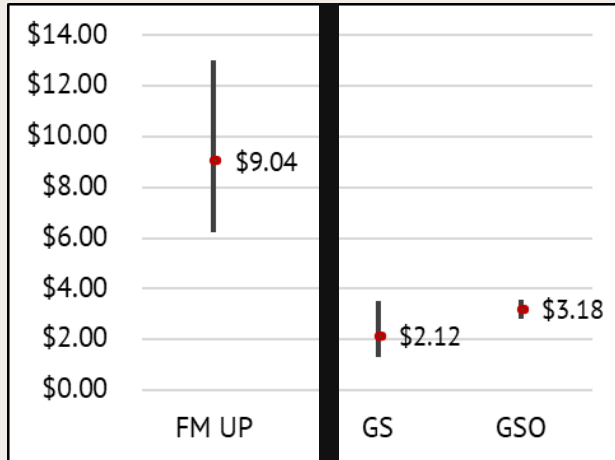
SE
Southeast Region

The graphs show the minimum, maximum, and average prices (red dot),
Volume = number of units sold at farmer's markets, **n** = number of store observations

Chicken: 2025 Price Comparison



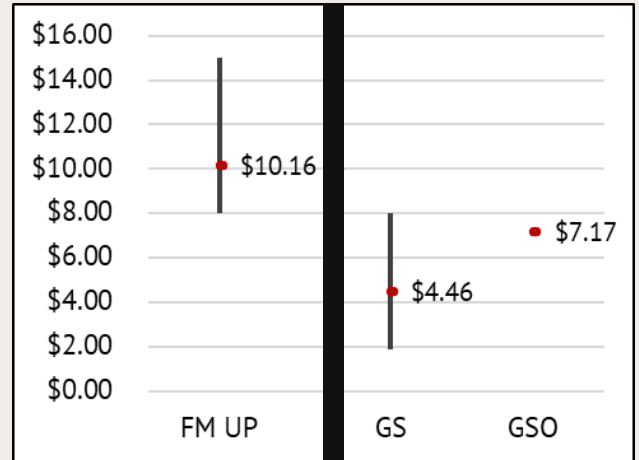
Chicken Thigh (\$/lb)
bone-in, skin-on



Volume =	934	n =	
# Farms =	4	58	14



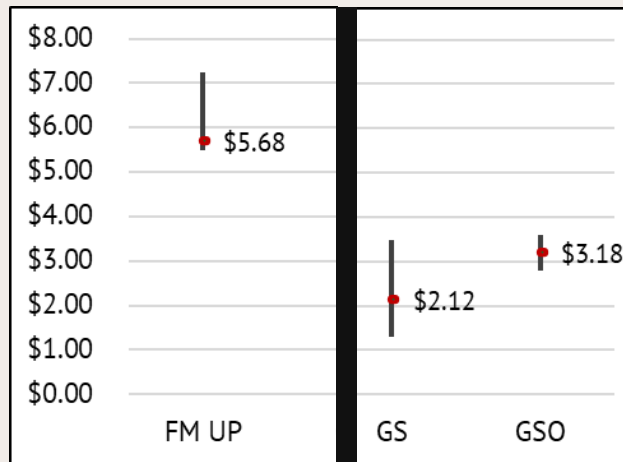
Chicken Breast (\$/lb)
bone-in, skin-on



Volume =	878	n =	
# Farms =	6	26	11



Whole Chicken (\$/lb)



Volume =	2,957	n =	
# Farms =	7	77	29

Legend:

FM
Farmers Market
WAVG

GS
Grocery Store
AVG

O
Certified Organic

UP
Upstate Region

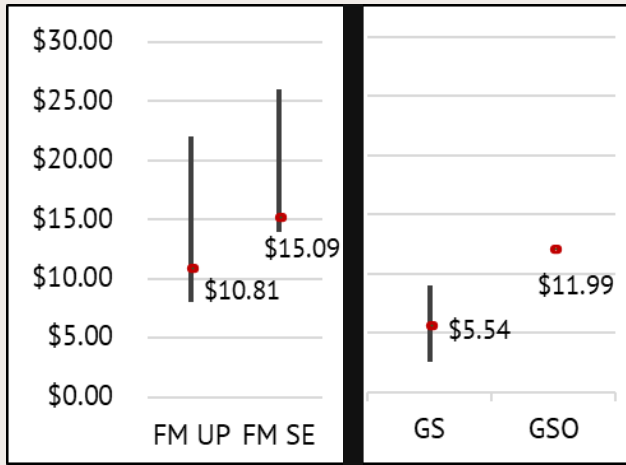
SE
Southeast Region

The graphs show the minimum, maximum, and average prices (red dot),
Volume = number of units sold at farmer's markets, **n** = number of store observations

Pork: 2025 Price Comparison



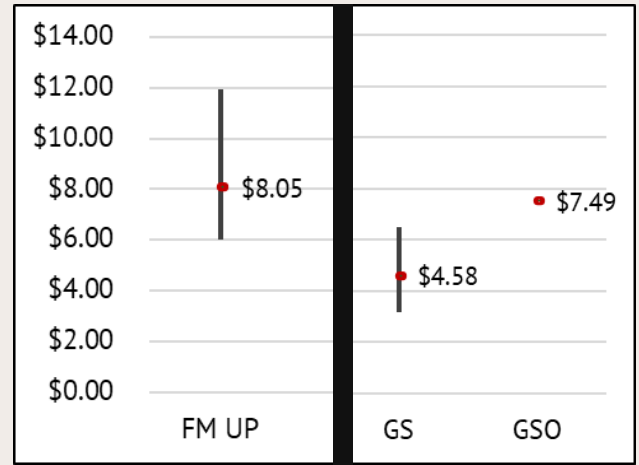
Pork Chop, bone-in (\$/lb)



Volume =	904	764	n =	
# Farms =	9	2	79	6



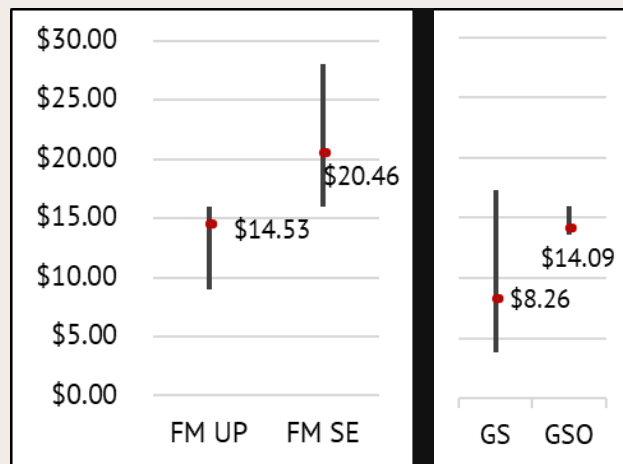
Ground Pork (\$/lb)



Volume =	518	n =	
# Farms =	10	67	7



Bacon (\$/lb)



Volume =	669	1,791	n =	
# Farms =	11	2	472	26

Legend:

FM
Farmers Market
WAVG

GS
Grocery Store
AVG

O
Certified Organic

UP
Upstate Region

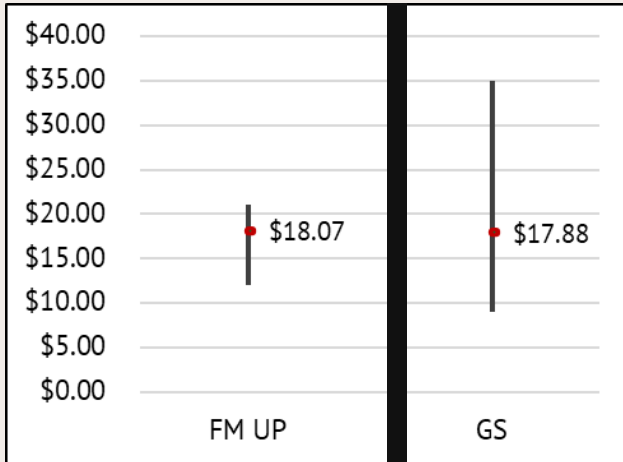
SE
Southeast Region

The graphs show the minimum, maximum, and average prices (red dot),
Volume = number of units sold at farmer's markets, **n** = number of store observations

Lamb: 2025 Price Comparison



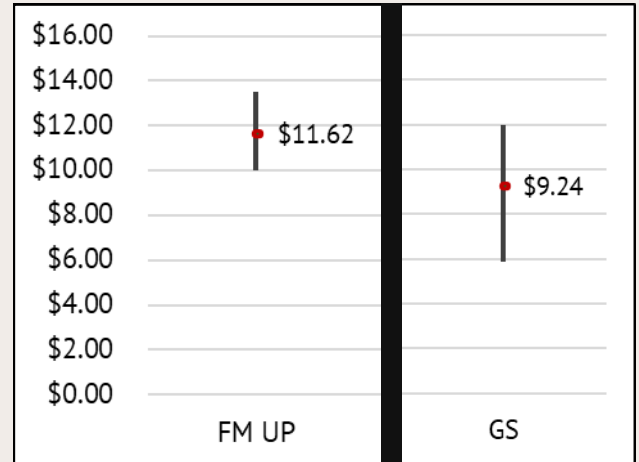
Rib/Loin Chop (\$/lb)



Volume =	67	n =	
# Farms =	3		53



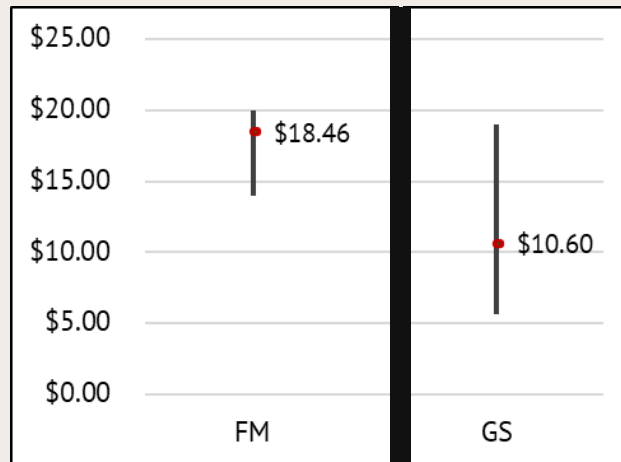
Ground Lamb (\$/lb)



Volume =	50	n =	
# Farms =	4		41



Leg Roast (\$/lb)



Volume =	175	n =	
# Farms =	4		37

Legend:

FM
Farmers Market
WAVG

GS
Grocery Store
AVG

O
Certified Organic

UP
Upstate Region

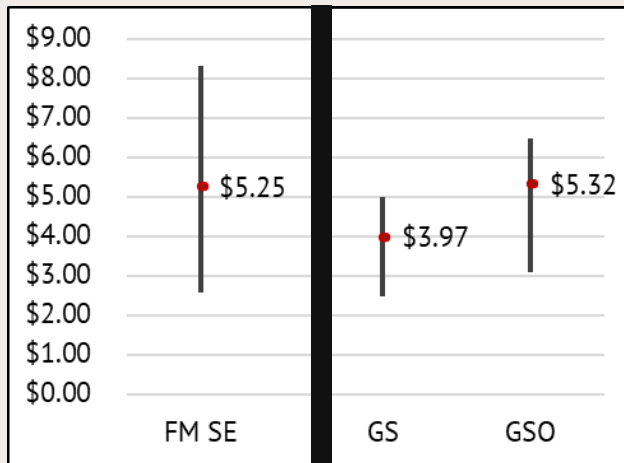
SE
Southeast Region

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Volume = number of units sold at farmer's markets, **n** = number of store observations

Vegetables : 2025 Price Comparison



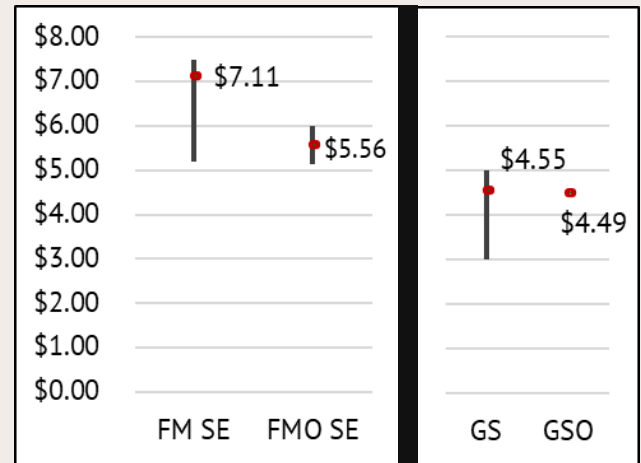
Bell Peppers, Colored (\$/lb)



Volume = 438	n =	
# Farms = 4	43	40



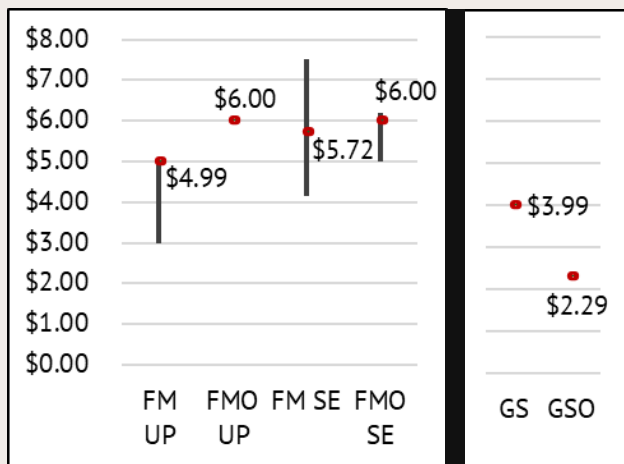
Tomatoes, Heirloom (\$/lb)



Volume = 1,416	2,215	n =	
# Farms = 2	2	26	1



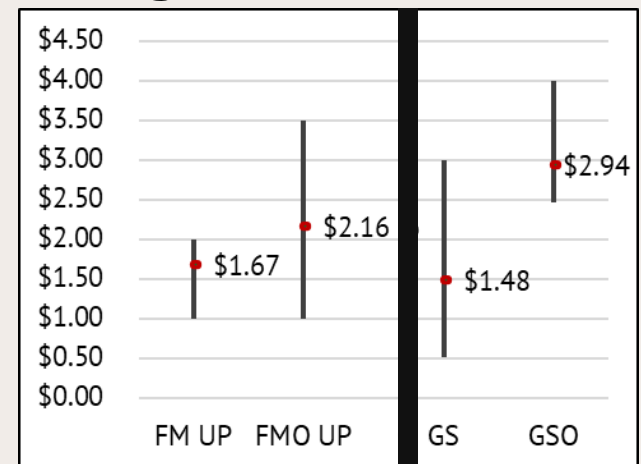
Carrots, with Tops (\$/Bunch)



Volume = 284	349	900	2,795	n =	
# Farms = 2	2	3	4	2	9



Cucumber (\$/Each)



Volume = 318	186	n =	
# Farms = 3	2	137	44

Legend:

FM
Farmers Market
WAVG

GS
Grocery Store
AVG

O
Certified Organic

UP
Upstate Region

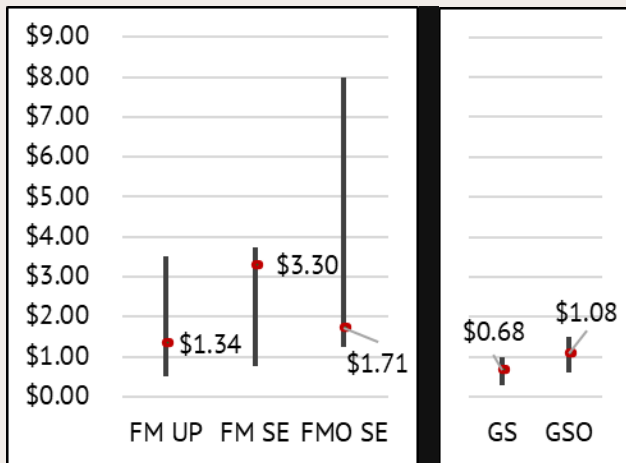
SE
Southeast Region

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Volume = number of units sold at farmer's markets, **n** = number of store observations

Vegetables : 2025 Price Comparison



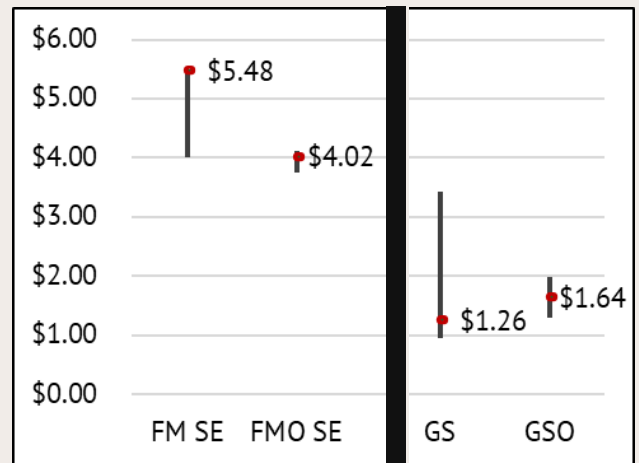
Garlic (\$/Head)



Volume =	185	1,492	9,801	n =	
# Farms =	3	3	3	59	38



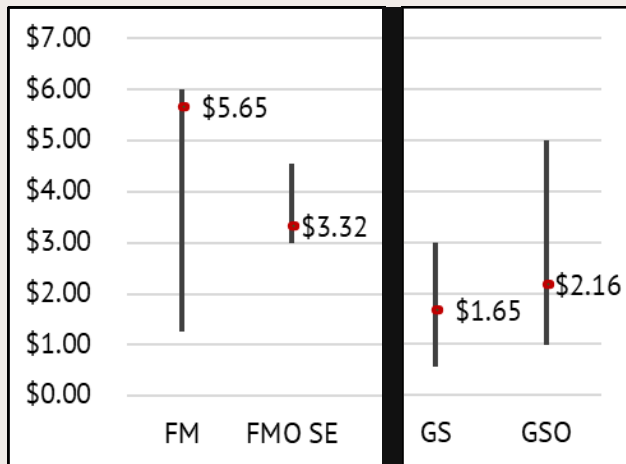
Scallion (\$/Bunch)



Volume =	298	3,825	n =	
# Farms =	3	5	45	22



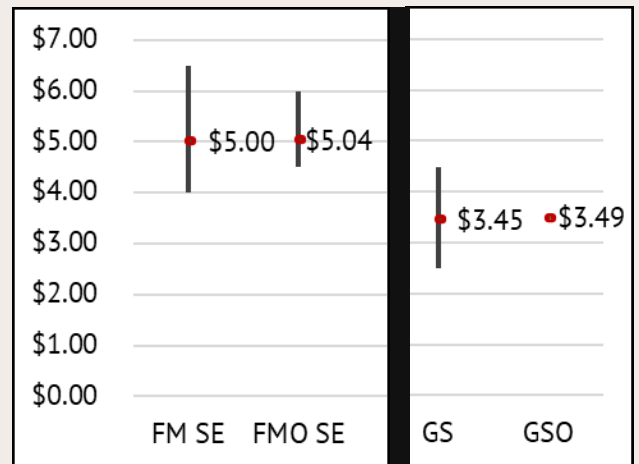
Onion (\$/lb)



Volume =	54	68	n =	
# Farms =	2	2	210	64



Beets, with Tops (\$/Bunch)



Volume =	571	1,809	n =	
# Farms =	4	3	18	9

Legend:

FM
Farmers Market
WAVG

GS
Grocery Store
AVG

O
Certified Organic

UP
Upstate Region

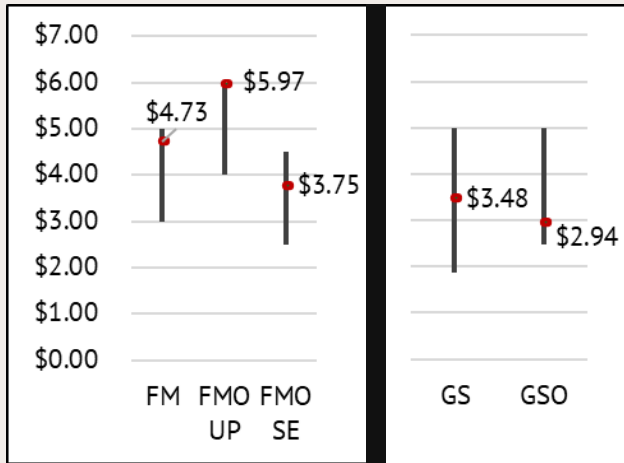
SE
Southeast Region

The graphs show the minimum, maximum, and average prices (red dot),
Volume = number of units sold at farmer's markets, **n** = number of store observations

Vegetables : 2025 Price Comparison



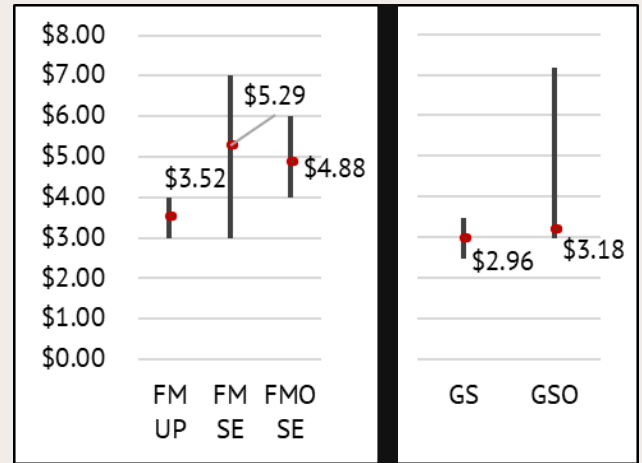
Lettuce, Red/Green (\$/Head)



Volume =	146	284	6,651	n =	
# Farms =	2	2	3	15	19



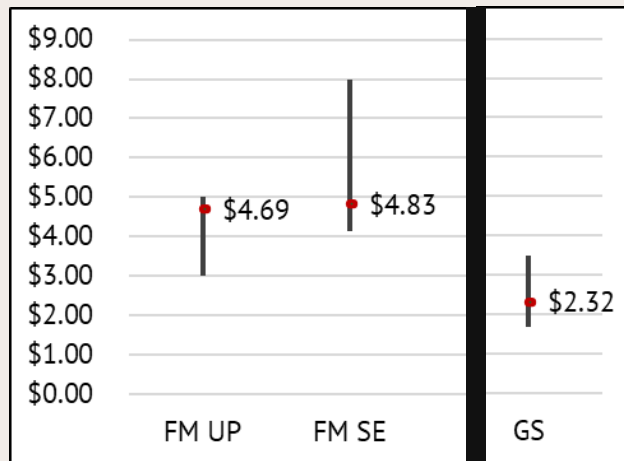
Kale (\$/Bunch)



Volume =	60	815	5,974	n =	
# Farms =	2	3	4	17	22



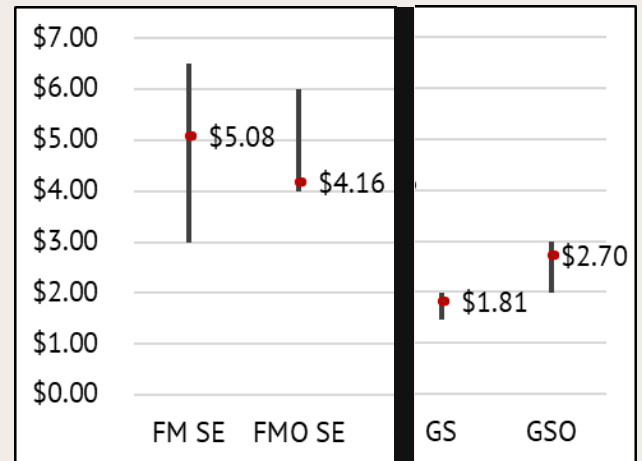
Broccoli (\$/lb)



Volume =	174	540	n =	
# Farms =	2	3	54	



Radish, w/ Greens (\$/Bunch)



Volume =	1,754	1,923	n =	
# Farms =	3	3	9	7

Legend:

FM
Farmers Market
WAVG

GS
Grocery Store
AVG

O
Certified Organic

UP
Upstate Region

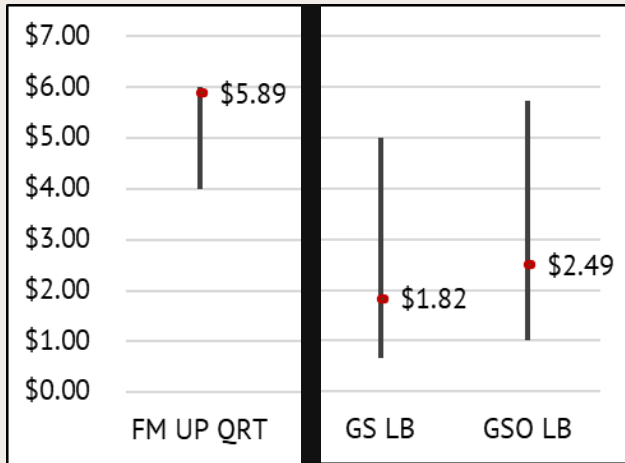
SE
Southeast Region

The graphs show the minimum, maximum, and average prices (red dot),
Volume = number of units sold at farmer's markets, **n** = number of store observations

Fruit: 2025 Price Comparison



Apples (\$/Qrt, \$/lb)

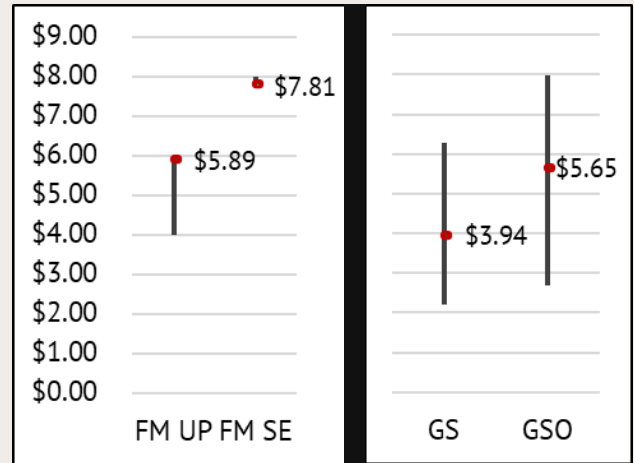


Volume = 2,080
Farms = 2

n =
576 236



Blueberries (\$/Pint)

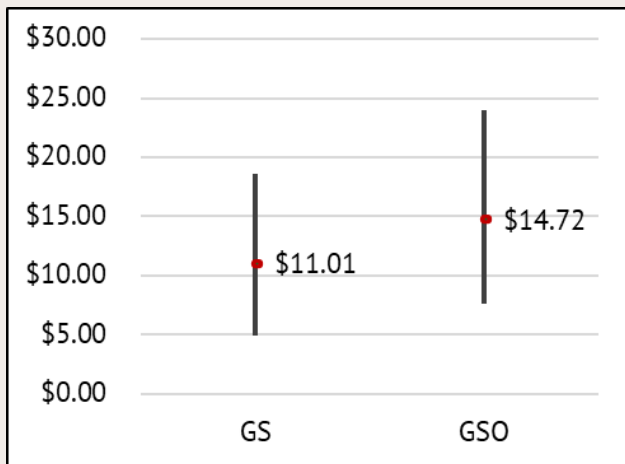


Volume = 96 374
Farms = 2 2

n =
27 25



Raspberries (\$/lb)

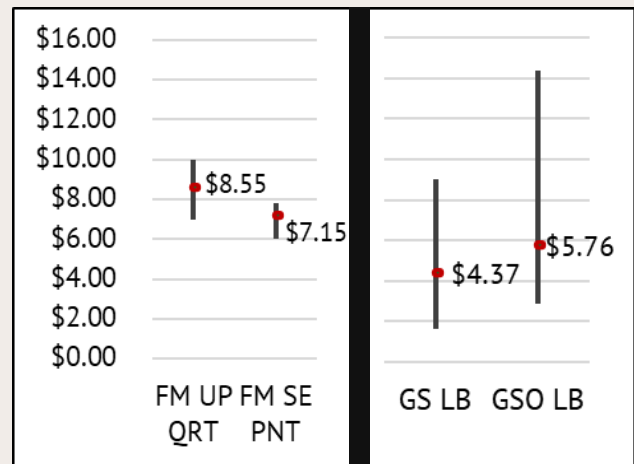


n = 68

53



Strawberries (\$/Qrt, \$/Pint, \$/lb)



Volume = 124 916
Farms = 2 2

n =
74 48

Legend:

FM
Farmers Market
WAVG

GS
Grocery Store
AVG

O
Certified Organic

UP
Upstate Region

SE
Southeast Region

The graphs show the minimum, maximum, and average prices (red dot),
Volume = number of units sold at farmer's markets, **n** = number of store observations



FARMERS MARKET RESEARCH PROJECT

farmersmarketresearch.cornell.edu



Join the Project!

- ✓ Receive free analysis of your market data
- ✓ Receive practical advice to increase your sales
- ✓ 1-on-1 consulting from the Cornell University team
- ✓ Access to the project's Market Metrics Dashboard
- ✓ For farms using Square POS at NY and PA farmers markets



Scan to Join

Ready to increase your market sales?

To join, scan or go to farmersmarketresearch.cornell.edu to create an account and share access to your Square data. Our enrollment survey will walk you through each step!



View Price
Reports

Keep Up to Date with Current Monthly Price Reports

Project data is aggregated and published into monthly price reports for fruit, vegetable, dairy, eggs and meat products sold at NY farmers markets, along with grocery store prices. All farm and market identities are kept anonymous in public reporting.



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