

Hilltop Community Farm Market Analysis

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There are a variety of market channels and specific products that can be targeted by Erin Schneider and Rob McClure of Hilltop Community Farm.

The core channels are:

Direct Market, through farmers market, on-farm, and roadside sales
Fresh
Value-added/processed

CSA, sales to members of the Hilltop Community Farm CSA
Fresh
Value-added/processed

Wholesale to restaurants/food service or processors
Fresh
Value-added/processed

Strategically what channels does Hilltop want to pursue?

Some pricing for other fruit and berry products

Willy St. Coop

Juice products

Knudsen's Cranberry concentrate, 8 oz. \$10.19
Knudsen's Black Cherry Concentrate 8 oz. \$4.29
Cherryland's Best, Door County 100% Cherry juice, 32 oz. \$5.79
Lakewood organic Cherry juice (Florida), 32 oz. \$8.79
Lakewood organic Blueberry juice 32 oz. \$4.99
Bionature organic Wild Berry Nectar (has apple juice base), 25.4 oz. \$4.99
SmartJuice Black Mulberry juice (origin Turkey) 33.8 oz. \$7.29
Superberries Aronia Concentrate 16 oz. \$18.79
Quince and Apples, Tart Cherry Grenadine, 8.45 oz, \$9.29

Dried fruit

Sweetened dried Door County Cherries, \$17.99/pound
Sweetened dried blueberries, \$21.29/pound

Jams

Crofters blueberry jam, 11 oz \$4.49
Quince and Apples, Tart Cherry and White Tea, 6 oz. \$5.79
Slack's Black Raspberry jam, 9.5 oz. \$4.19
Chip Magnet (Eau Claire, WI) Razzapeno (Raspberry/hot pepper jam) 4 oz. \$7.29
Quince paste 10 oz. \$6.79

Online jam sales - Amazon

<http://www.amazon.com/s/?ie=UTF8&keywords=currant>

+jam&tag=googhydr-20&index=grocery&hvadid=27758337090&hvpos=1o1&hvexid=&hvnetw=g&hvr
and=320972135244960262&hvpone=&hvptwo=&hvqmt=e&ref=pd_sl_43oh59kb60_e

There are numerous jarred jams available online that vary widely in price and packaging.

Tiptree Black Currant Preserve 12oz Jar \$13.11

Duerrs Blackcurrant Preserves - 16oz - 454g - Glass Jar \$4.60

Burgundy Black Currant Jam - L'Epicurien - 11.6 oz jar \$9.25

<http://www.hort.cornell.edu/grower/nybga/research%20reports/2012berry%20pricingsurvey.pdf>

Results from the 2012 Berry Pricing Survey

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RIBES (CURRANTS AND GOOSEBERRIES)

Currants

Ten growers from 5 counties reported pricing for currants with Wayne County having the most growers reporting. Pick-Your-Own (PYO) and retail pricing both showed price increases of \$0.97/lb. and \$1.91/lb., respectively. Pricing was widely distributed with ranges from a minimum of \$2.00/lb. PYO to a maximum of \$9.75/lb. retail (almost a ten-fold increase). No wholesale marketing of currants was reported for 2012.

Red currants averaged \$4.11 and \$6.46/lb. for PYO and retail marketing, respectively. Black currants averaged \$4.96 and \$7.93/lb. for PYO and retail, respectively. **Note:** Data for this crop was not collected in 2006.

Gooseberries

Nine growers from 8 different counties reported pricing for gooseberries again with Wayne County having the most growers reporting. Gooseberries also enjoyed a wide distribution in pricing with ranges from a minimum of \$2.00/lb. wholesale and PYO to a maximum of \$9.00/lb. retail. Both PYO and Retail prices enjoyed an increase over 2009 pricing; wholesale pricing fell. Sixty-three percent of growers indicated they used PYO marketing for their gooseberries; 50% marketed their gooseberries retail; 13 percent wholesaled their gooseberries. **Note:** Data for this crop was not collected in 2006.

Elderberries

Three growers from 3 counties (Jefferson, Oneida, and Onondaga) reported retail pricing for elderberries at an average of \$2.00/lb. Pyo and \$3.33/lb. retail. NO wholesale marketing of this crop was reported in 2012. Interest in commercial elderberry production continues to grow in NYS.

Honeyberries

One grower reported PYO and retail pricing for honeyberries at \$3.99/lb. and \$8.00/lb., respectively.