



10-2009

# Horticulture

Department of Agricultural Economics, University of Kentucky

**Right click to open a feedback form in a new tab to let us know how this document benefits you.**

Follow this and additional works at: [https://uknowledge.uky.edu/agecon\\_present](https://uknowledge.uky.edu/agecon_present)

 Part of the [Agricultural Economics Commons](#), and the [Horticulture Commons](#)

---

## Repository Citation

Department of Agricultural Economics, University of Kentucky, "Horticulture" (2009). *Agricultural Economics Presentations*. 9.  
[https://uknowledge.uky.edu/agecon\\_present/9](https://uknowledge.uky.edu/agecon_present/9)

This Presentation is brought to you for free and open access by the Agricultural Economics at UKnowledge. It has been accepted for inclusion in Agricultural Economics Presentations by an authorized administrator of UKnowledge. For more information, please contact [UKnowledge@lsv.uky.edu](mailto:UKnowledge@lsv.uky.edu).

# Table 1. Importance of Factors Influencing the 2009 Produce Season

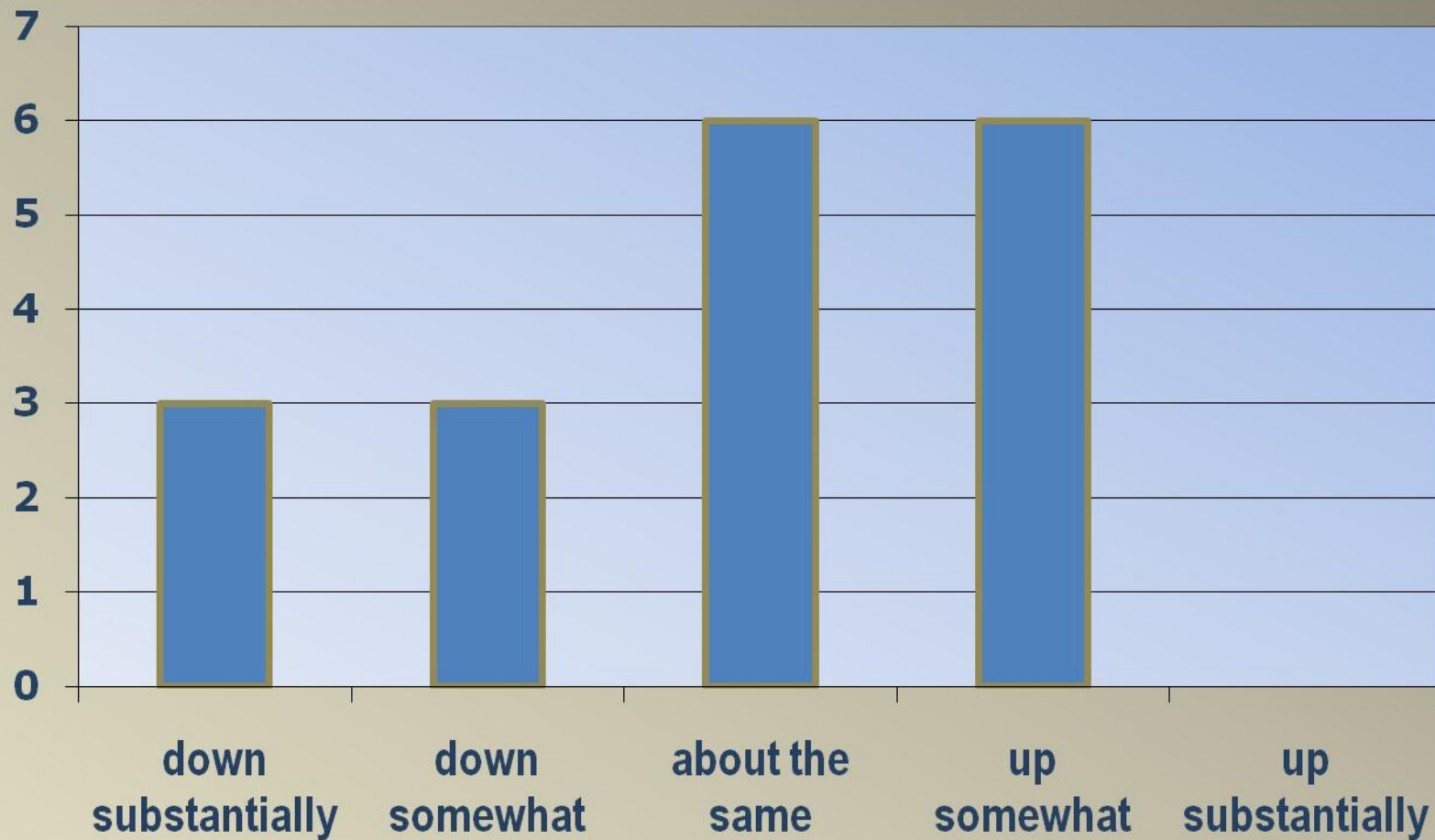
❖ Labor management and availability (10)	1.8
❖ Variable input prices (1)	3.8
❖ Food safety standards & compliance (6)	3.9
❖ Direct marketing issues	4.6
❖ Concern for lower prices (4)	5.1
❖ Retailer consolidation and access	5.6
❖ Recession impact on premium/specialty products (1)	5.6
❖ Distribution cost/availability	5.8
❖ Uncertainty of government policies regulating production (1)	6.4
❖ Land prices and development pressures on ag (1)	7.3
❖ International trade pressures (1)	8.4

## Table 2. Factors Increasing in Importance for the 2010 Produce Season

❖ Labor management and availability (4)	12 <sup>a</sup>
❖ Food safety standards & compliance (6)	12
❖ Direct marketing issues	11
❖ Uncertainty of government policies regulating production (2)	9
❖ Concern for lower prices (2)	9
❖ Variable input prices	9
❖ Recession impact on premium/specialty products (1)	7
❖ Retailer consolidation and access	5
❖ Distribution cost/availability	4
❖ International trade pressures	4
❖ Land prices and development pressures on ag	2

# Figure 1. Change in Annual Produce Sales

*Southeastern States, 2009*



## Figure 2. U.S. Direct Market Sales *Vegetables & Melons*

