

Farmers Market Price Comparison Study
Seattle University, Albers School of Business and Economic
Economic 260, Spring 2010

Prices of organic produce at Broadway area markets, May 15-19 2010

Item	Farmers Market	Madison Market	QFC	Safeway
Apples-Fuji	2.49	1.99	2.99	2.39
Apples-Gala	2.49	1.99	2.99	2.99
Arugula	7.00	5.32	7.99	14.40
Asparagus	5.00	5.99	5.99	6.65
Basil (ounce)	2.00	1.25	4.08	na
Bok choy-baby	6.00	3.99	na	na
Bok choy-regular	3.00	2.29	na	na
Kale	7.00	5.98	5.98	na
Lettuce-green (head)	3.00	2.99	2.99	na
Lettuce-red leaf (head)	3.00	2.99	2.99	na
Lettuce-romaine (head)	3.00	2.99	2.99	na
Mushrooms-white	2.50	4.29	na	na
Onions-yellow/white	1.99	1.99	2.49	1.79
Onion-sweet	3.33	na	na	na
Oregano (ounce)	2.00	2.49	4.08	4.10
Radishes	3.00	4.49	5.98	na
Rhubarb	3.00	3.79	3.99	na
Salad mix	9.00	9.99	6.99	na
Strawberries	5.00	3.99	4.99	4.99
Turnips	2.50	3.29	na	na
Number of items:	20	19	15	7
Number local (WA state):	20	7	4	4

All items certified organic.

Items included that were available at the farmers market and at at least one other store.

Note: All prices are in pounds unless otherwise stated (herbs, lettuce).

Bottom line: Prices of organic produce at the farmers market were similar to prices at Madison Market. Organic prices at the farmers market were significantly lower than those at QFC and Safeway. In addition, the farmers market had the greatest variety of local organic produce of all the vendors included in the study.

For further information, contact Stacey Jones, Seattle University (sjones@seattleu.edu).

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Prices of organic produce at University District area markets, May 15-19, 2010

Item	Farmers market			Whole Foods		Safeway
		PCC	QFC			
Apples-Fuji	2.49	2.49	2.99	2.99	2.99	2.99
Apples-Gala	2.49	1.99	2.99	2.99	2.99	2.99
Arugula	6.98	5.98	6.99	8.99	na	na
Asparagus	5.00	2.99	5.99	2.99	na	na
Bok choy	3.30	2.47	na	1.49	na	na
Chives (1 ounce)	0.75	3.32	3.59	3.05	na	na
Cilantro	7.22	4.55	4.55	5.99	na	na
Garlic	2.41	6.99	4.99	5.99	15.95	15.95
Kale	3.25	2.99	9.57	2.49	na	na
Leeks	1.16	2.49	na	2.99	na	na
Lettuce-green (head)	2.00	2.49	2.99	2.49	na	na
Lettuce-red leaf (head)	2.00	2.49	2.99	2.49	na	na
Lettuce-romaine (head)	3.00	2.49	2.99	2.49	na	na
Mushrooms-oyster	12.00	6.99	na	7.99	na	na
Onion-green	3.28	3.87	7.47	3.98	7.26	7.26
Radishes	3.16	1.99	5.98	1.99	na	na
Rhubarb	2.95	3.99	3.99	4.99	na	na
Shallots	5.97	6.99	na	na	na	na
Spinach	9.00	6.99	8.99	7.99	na	na
Strawberries	5.00	7.98	4.99	3.99	4.99	4.99
Turnips	2.00	2.49	na	1.99	na	na
Number of items available:	21	21	16	20	5	5
Number of items local:	21	7	8	5	2	2

Note: All items are certified organic.

Note: All prices by the pound, unless otherwise noted (chives, lettuce).

Local means Washington state grown.

Bottom line: On average, prices of organic produce at the farmers market were similar to those at PCC and at Whole Foods. Organic prices at the farmers market were significantly lower than those at QFC and Safeway. In addition, the farmers market had the greatest variety of local organic produce of all the vendors included in the study.

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