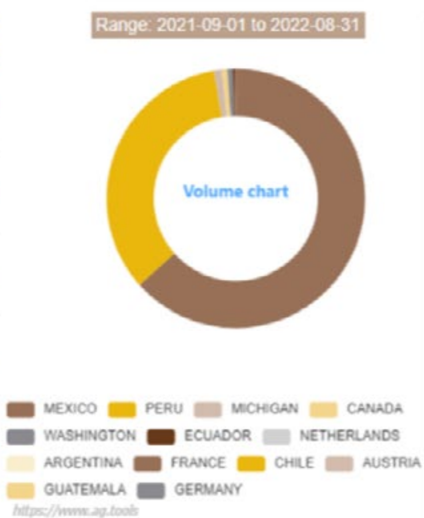
U.S. Asparagus Market Report: 2021-2022

International Fresh Produce Association is committed to providing members with relevant market data and insights to guide their business considerations and decisions. This paper discusses the asparagus market in the United States from September 1, 2021, to August 31, 2022. The data was collected and analyzed by Ag Tools.

> **"The US asparagus market has been volatile in recent years. It is a market of more than 610 million pounds of product with most of the volume coming from Mexico and Peru. Those imports grew significantly in 2021 and contracted slightly in 2022."**
>
> *– Joe Watson, IFPA Vice President Of Retail, Foodservice, Wholesale Membership*

USA Volume Report

Location	Volume Lbs	Description	Var.%
MEXICO	387,277,280	5,740,733 lbs less than same period 2020-2021	-1.46%
PERU	207,084,570	7,928,265 lbs less than same period 2020-2021	-3.69%
MICHIGAN	5,879,445	2,824,819 lbs less than same period 2020-2021	-32.45%
CANADA	4,457,772	309,070 lbs more than same period 2020-2021	7.45%
WASHINGTON	4,043,577	4,509,081 lbs less than same period 2020-2021	-52.72%
ECUADOR	1,933,683	428,001 lbs less than same period 2020-2021	-18.12%
NETHERLANDS	102,134	38,945 lbs more than same period 2020-2021	61.63%
ARGENTINA	72,160	704 lbs less than same period 2020-2021	-0.97%
FRANCE	41,492	15,874 lbs more than same period 2020-2021	61.96%
CHILE	17,842	52,246 lbs less than same period 2020-2021	-74.54%
AUSTRIA	1,628	--	–
GUATEMALA	1,105	31,361 lbs less than same period 2020-2021	-96.60%
GERMANY	704	--	–
Total:	610,913,392		



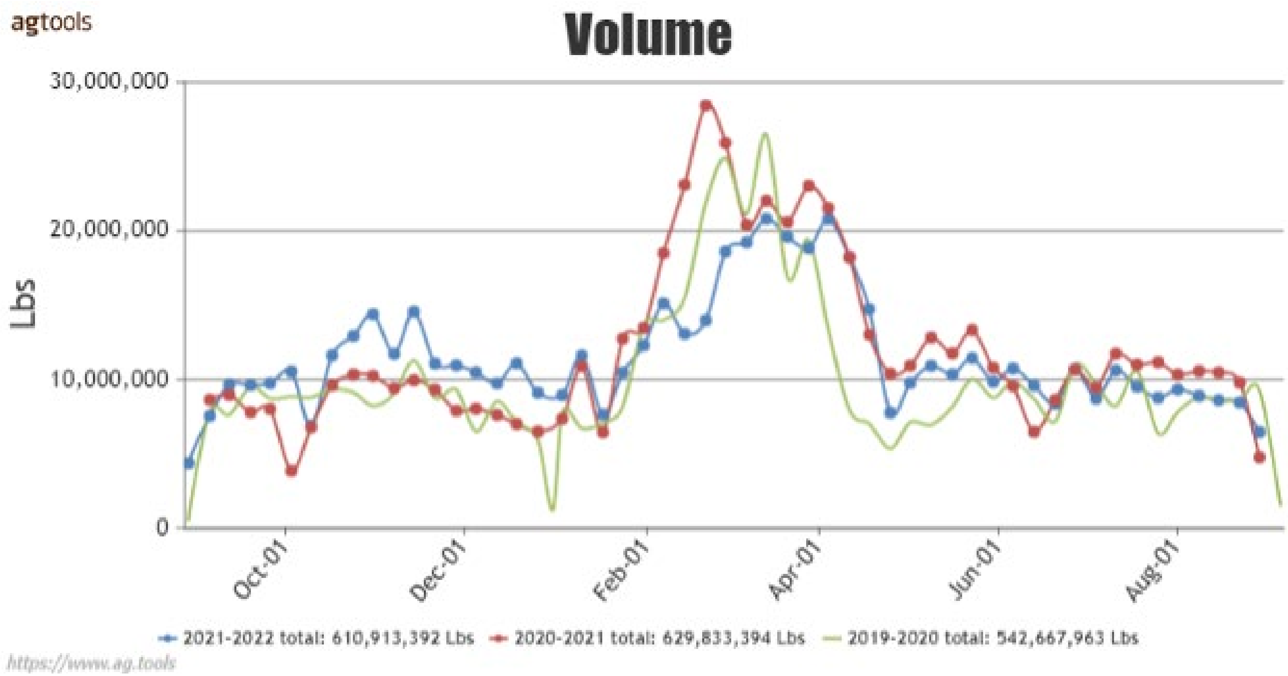
During the 2021-2022 period, asparagus marketed in the United States reached more than 610 million pounds. Although 13 regions contributed product to the US market, more than 96% of this volume was from Mexico and Peru. The third region (Michigan) and the fourth (in Canada) hold smaller market shares. Among these four, only Canada reported growth during this time frame, but because of its small market share, it had no impact on the aggregate market result.

GROWTH AND MARKET SHARE CHART BY REGION

COMPARATIVE GROWTH OF ASPARAGUS FROM SEPTEMBER 1ST 2021 THRU AUGUST 31ST 2022						
REGION	2021-2022	PART %	VAR (Lbs)	VAR %	2020-2021	PART %
Mexico	387,277,280	63.4%	(5,740,733)	-1.5%	393,018,013	62.4%
Peru	207,084,570	33.9%	(7,928,265)	-3.7%	215,012,835	34.1%
Michigan	5,879,445	1.0%	(2,824,819)	-32.5%	8,704,264	1.4%
Canada	4,457,772	0.7%	309,070	7.4%	4,148,702	0.7%
Rest of the regions	6,214,325	1.0%	(2,735,255)	-30.6%	8,949,580	1.4%
TOTAL (Lbs)	610,913,392	100.0%	(18,920,002)	-3.0%	629,833,394	100.0%

The asparagus volume of 610 million pounds in 2021-2022 was 3.4% lower than the prior season (629 million pounds). Mexico supplied nearly two-thirds of the volume (387 million pounds) and Peru supplied about one-third (207 million pounds). The remainder of the regions had marginal market shares in niche markets.

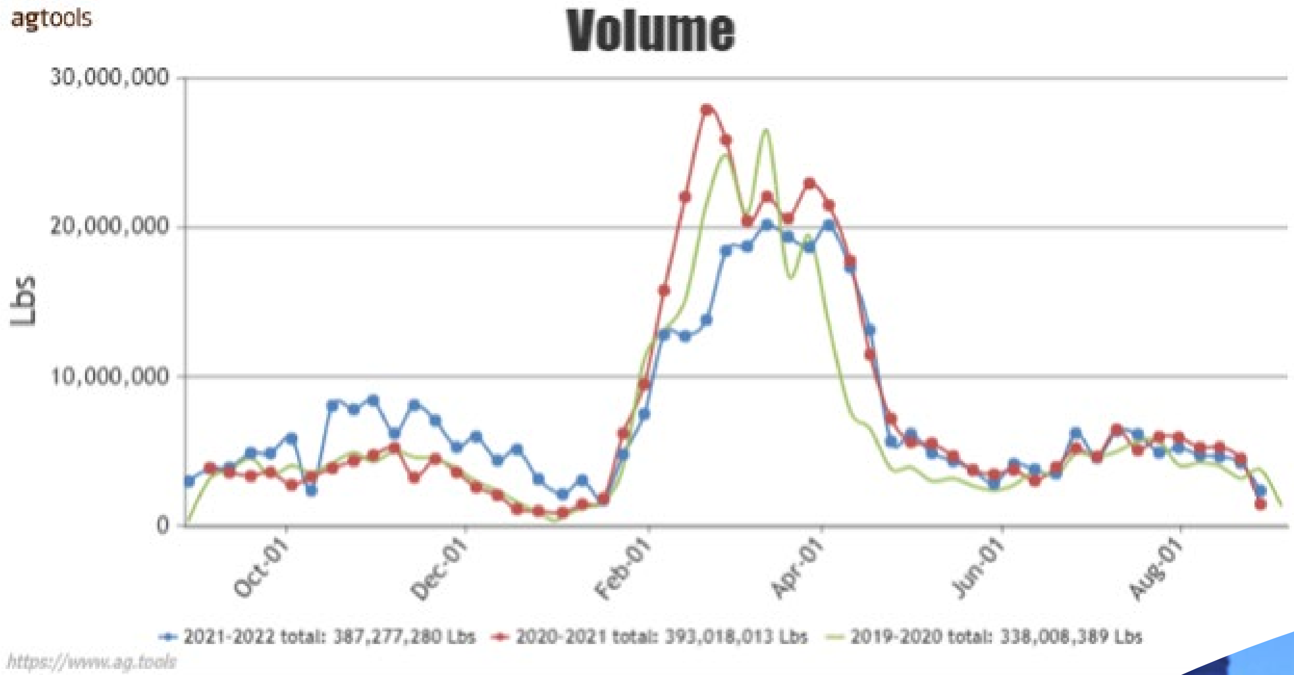
3-YEAR COMPARISON OF THE TOTAL WEEKLY VOLUME OF APARAGUS IN THE US MARKET



In 2020 (green line), during the pandemic, the asparagus market was stable compared to prior seasons. However, in 2021 (red line) volume grew to 629 million pounds, a 15% jump (87 million pounds). Volume during 2022 (blue line) dropped slightly (3.4%) to 610 million pounds. Asparagus

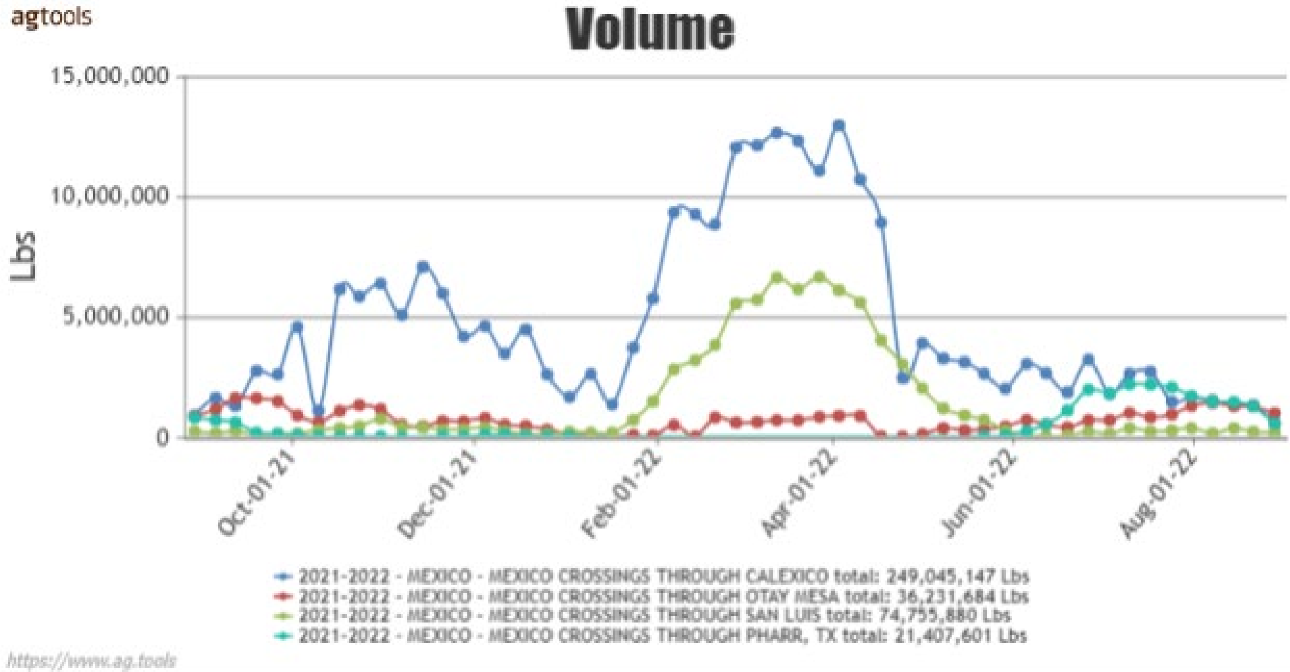
volume peaked January through May, with a smaller spike in November/December, which reflected the greatest growth potential for the study period.

3-YEAR COMPARISON OF THE WEEKLY ASPARAGUS VOLUME FROM MÉXICO IN THE UNITED STATES MARKET



Mexico's volume grew similarly to total market performance, with 2021 volume at 393 million pounds (up 16% from 2020's 338 million pounds). For 2022 (blue line), Mexico's volume dropped 1.5%, coming in lower than the total market performance. This is due to the significant increase during October to December. Similarly, in February/March 2022 volume was lower than in 2021. During the remaining months, the volume was similar to the previous year. This shows two growth opportunities for Mexico, in the fourth quarter of the year and in February and March.

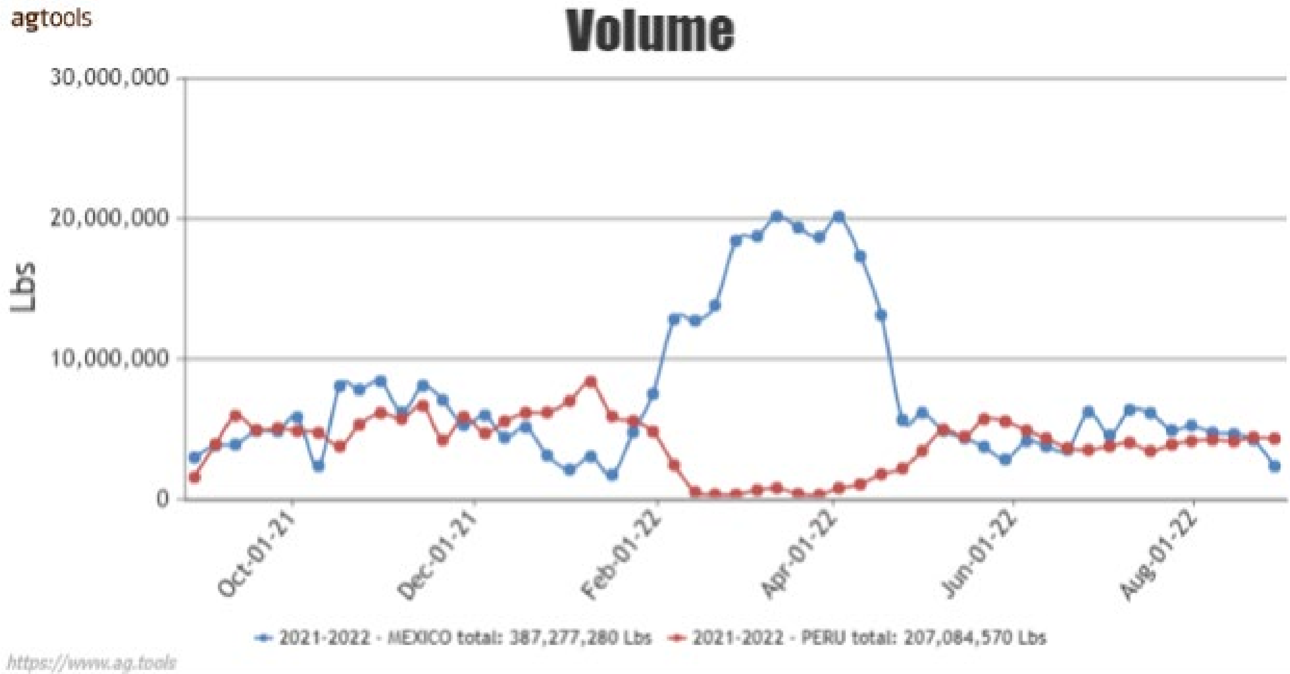
COMPARISON OF MEXICAN IMPORT VOLUME AT MAIN US BORDER CROSSINGS



More than 64% of total Mexican exports to the United States crossed at Calexico, California (249 million pounds). The second most active border crossing is San Luis, Arizona, accounting for 19% of the volume. Otay, California, is third with more than 9%, and Pharr, Texas, with 5.5%. These crossing points are significant as they are near northwest Mexico, the country's most important asparagus production region.

This graph shows October-December export growth and growth potential.

COMPARISON OF MEXICO AND PERU ASPARAGUS SEASONS



Exports from Mexico and Peru complement each other. Mexico dominates exports to the United States, especially in the first months of the year (blue line), and Peru supplies 34% of the demand (red line), actively exporting during the months of least production in Mexico.

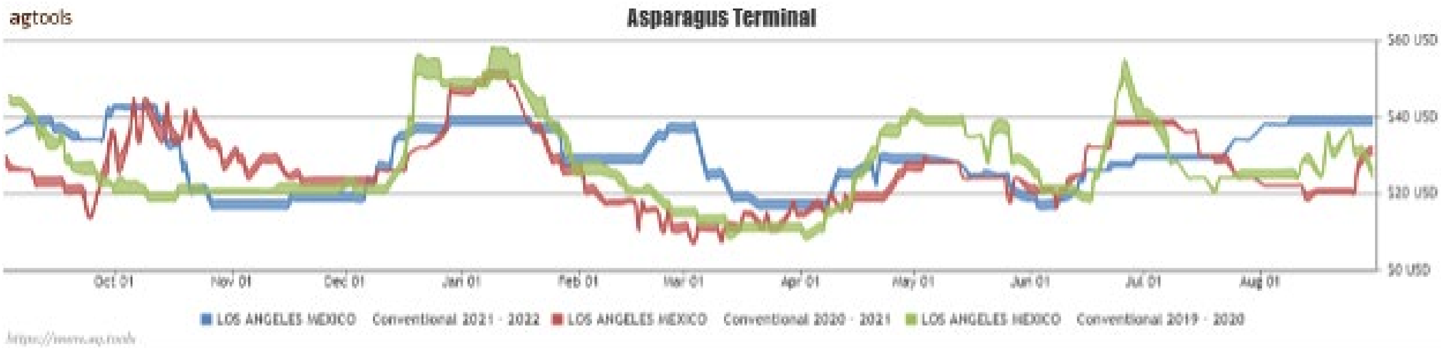
During the top production months, weekly volume exceeded 20 million pounds. Yet during the remainder of the weeks, volume did not reach 12 million pounds per week, indicating a possible market opportunity.

3-YEAR PRICE COMPARISON OF MEXICAN ASPARAGUS CROSSING AT CALEXICO (per carton, large size)

Prices for Mexican asparagus in the United States trend higher at the beginning of the winter season, then decline as the harvest progresses. In 2019-2020 (green line), prices started near $28.00 per 11-pound box. By the end of February, the price was well below $10.00 followed by a slight upward trend in mid-April, closing the season above $30.00 a box. In 2021 (red line) the season also started around $28.00, but this time the price fell earlier, to $10.00 at the beginning of February. The

price gradually recovered and by May it exceeded $20.00 a box for a few weeks, finishing at $18.00 per box. In 2022 the story was the opposite, with the season starting at $30.00 a box only to fall to $20.00 within days. The price gained ground by the end of February, exceeding $30.00. In March the price fell to $12.00, but as in other years, by April it had increased, reaching $28.00.

3-YEAR PRICE COMPARISON OF MEXICAN ASPARAGUS IN THE LOS ANGELES MARKET (per carton, large size)



In the Los Angeles market, asparagus prices followed a similar pattern during the past three years, especially between 2020 (green line) and 2021 (red line). In January 2020, prices hit $56.00, dropping to $14.00 by the following April. Pricing trends in 2021-2022 were similar, although the peaks and valleys were less-pronounced, even though there was lower volume. October 2021 saw the highest price of $44.00, and the lowest price of $18.00 appeared on three occasions, November 2021, April and June 2022, indicating that the range of varied pricing was lower that season.

> **“Asparagus presents an interesting market, as it is a product of great value, well-accepted by both younger and older consumers, so the possibility of future growth cannot be ruled out.”**
>
> *– Joe Watson, IFPA Vice President Of Retail, Foodservice, Wholesale Membership*

For more information, market data, and insights, consult IFPA’s online resource directory.