



Tomatoes

Resources

AgMRC - a national tool for value-added agriculture resources.
www.agmrc.org

MarketMaker - a national network connecting farmers with consumers and retailers.
foodmarketmaker.com/

USDA AMS - Specialty Crops Market News (formerly Fruit and Vegetable Market News) reports have provided an exchange of information among growers, shippers, wholesalers, and others on current supplies, demand, and prices of over 400 fresh fruit, vegetable, nut, ornamental, and other specialty crops.
www.marketnews.usda.gov

Overview

This report can be used as preliminary research in determining current production, market analysis, demographic data and price points. It can be useful in applying for a wide variety of grant funding, financial institutional loans, etc. The customizable marketing studies provide Value Added Producer Grant (VAPG) applicants with market intelligence that can easily be incorporated into feasibility studies and business plans that support the application process. This report should never replace further due diligence by the applicant.

Tomatoes are warm-season crops and are sensitive to frost at any growth stage, so field planting in temperate climates occurs after the threat of frost is past in the spring or transplants are planted and grown under row covers in late spring. Tomatoes produced in temperate climates are also grown in greenhouses and under plastic covered high tunnels to extend the production season. The emergence of greenhouse tomato production has begun to change the shape of the U.S. fresh-market tomato industry. Greenhouse tomato production allows producers to grow fresh tomatoes in structures, sometimes using methods of climate control and alternative soils. Advantages of greenhouse production include uniform appearance and quality, consistency in production, increased yields per acre and enhanced grower capability to sustain year-round production. The national average yield per acre for field-grown fresh market tomatoes was 28,700 pounds per acre in 2015.

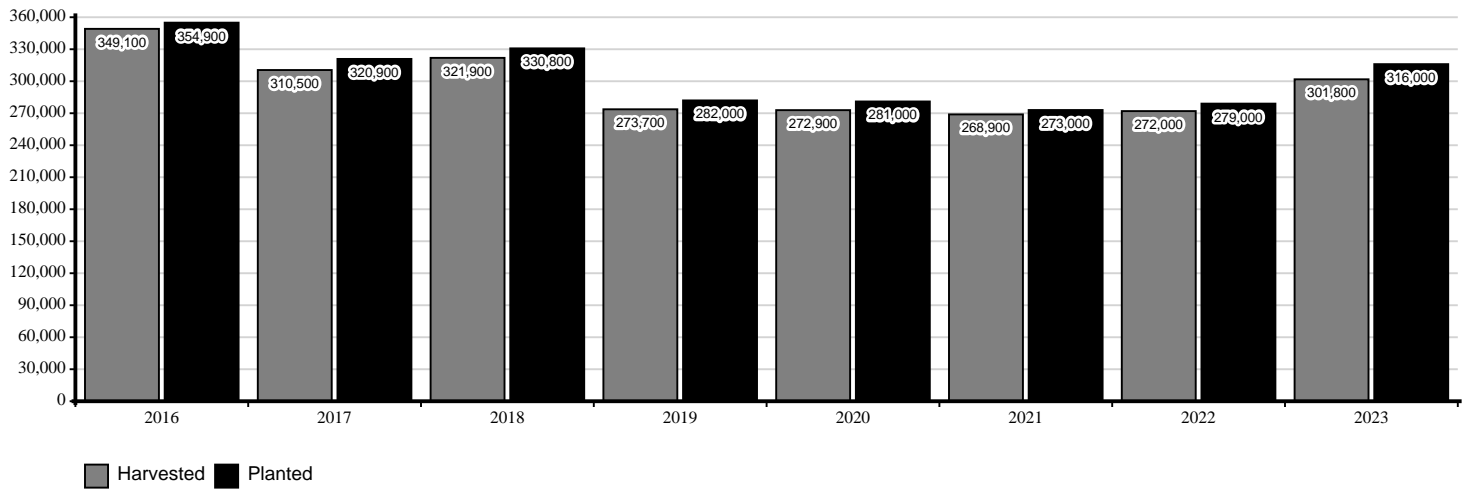
Map of Area Growers

The map of area growers is temporarily unavailable.

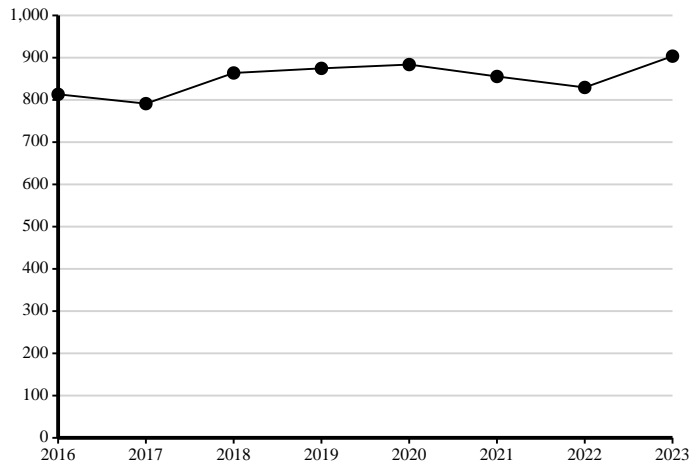
Market and Harvest Trends

In the U.S., in 2023 there was 316,000 acres of tomatoes planted and 301,800 of tomatoes harvested. Yield was highest in 2023.

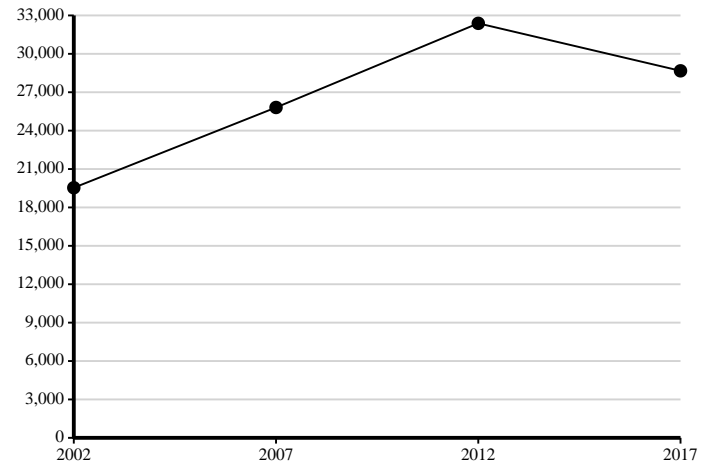
Total Acres of Tomatoes Harvested & Planted in the open in the U.S.



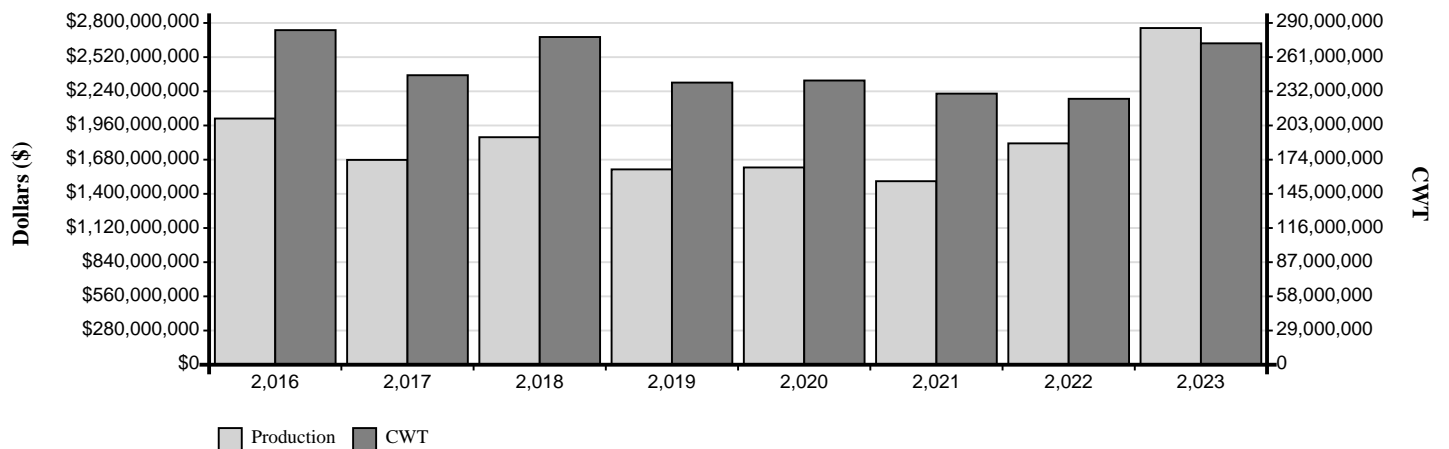
Total Yield of Tomatoes Measured in CWT/ACRE in the U.S.



Operations with Area Harvested for Tomatoes in the U.S.



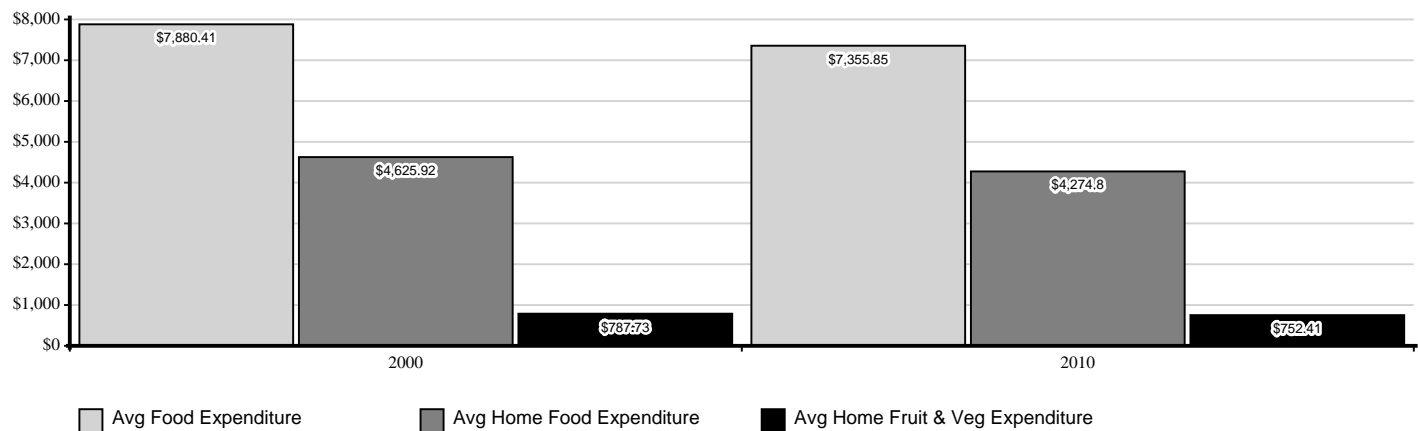
Average Annual Production of Tomatoes in the U.S. in Dollars (\$) and CWT²



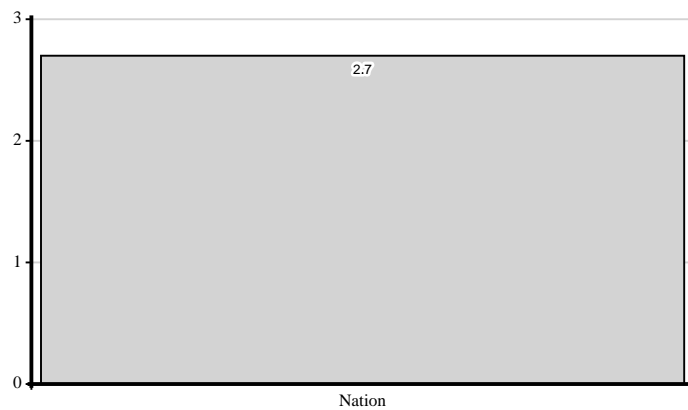
Market and Consumption Profile

In the U.S., the 2010 estimated average yearly at home food expenditure was \$4,274.80 and the 2010 estimated average yearly at home food expenditure for fruits and vegetables was \$752.41.

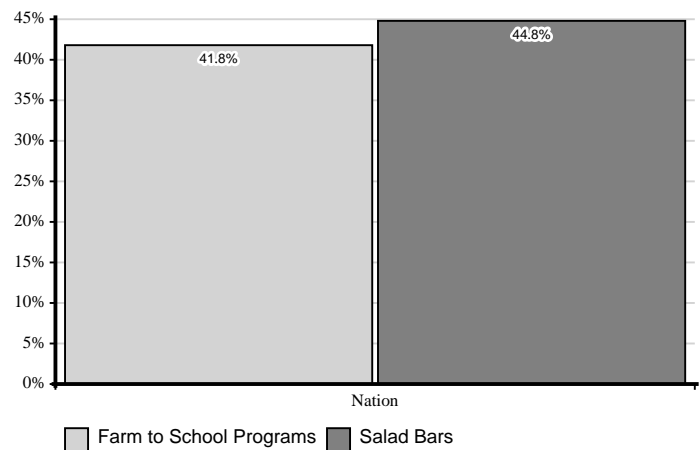
Average Yearly Fruit and Vegetable Expenditures at Home in the U.S.¹³



Farmers Markets per 100,000 People¹²



Percent of Schools with Farm to School Programs and Percent of Schools with Salad Bars¹²



Number of Food Markets in the U.S.

Farmers Markets ⁴	0
CSAs ⁵	
Food Hubs ⁶	0
Schools ⁷	0
Restaurants ⁸	0
Grocery Stores ⁸	0

Population Trend for the U.S.

2019 ¹¹	328,239,523
2010 ¹⁰	308,745,538
2000 ⁹	281,424,603

Additional Information

Census of Agriculture Data Definitions

Acres and quantity harvested: Crops were reported in whole acres, except for the following crops that were reported in tenths of acres: tobacco, nursery and greenhouse crops in the open, vegetables including potatoes and sweet potatoes, fruit and nut crops including land in orchards, and berries; and in Hawaii, coffee. Totals for crops reported in tenths of acres were rounded to whole acres at the aggregate level during the tabulation process. Nursery and greenhouse crops grown under glass or other protection were reported in square feet and are published in square feet. If two or more crops were harvested from the same land during the year (double cropping), the acres were counted for each crop. Therefore, the total acres of all crops harvested could exceed the acres of cropland harvested. An exception to this procedure was hay.

Land in orchards: This category includes land in bearing age and nonbearing age fruit trees, citrus or other groves, vineyards, and nut trees of all ages, including land on which all fruit crops failed. Respondents also reported bearing age acres and nonbearing age acres by individual fruit and nut crops. Respondents were instructed not to report abandoned plantings and plantings of fewer than 20 total fruit, citrus, or nut trees or grapevines.

Harvested cropland: This category includes land from which crops were harvested and hay was cut, land used to grow short-rotation woody crops, Christmas trees, and land in orchards, groves, vineyards, berries, nurseries, and greenhouses. Land from which two or more crops were harvested was counted only once. Land in tapped maple trees was included in woodland not pastured.

Bearing Acreage: Land planted with trees of at least 3 years of age.

Non-bearing Acreage: Land planted with trees less than 3 years of age. Vacant acreage is that land within orchards containing dead trees or where space exists for new plantings. Bayheads, ponds, sinkholes, drainage canals lateral and swale ditches, roads, turn rows, and wide middles are excluded in the calculations and determination of bearing and non-bearing acreage. Abandoned acreage is published separately and not included in this report.

Sources

¹MarketMaker; Registered Producer Businesses

²USDA; National Agricultural Statistics Service, Survey

³USDA; National Agricultural Statistical Service, 2002, 2007, 2012, 2017 Census of Agriculture

⁴USDA; Local Food Directory, National Farmers Market Directory, November 2018

⁵USDA; Local Food Directory, Community Supported Agriculture (CSA) Directory, November 2018

⁶USDA; Local Food Directory, On-Farm Market Directory, November 2018

⁷U.S. Department of Education; National Center for Education Statistics, Common Core of Data (CCD), Public Elementary/Secondary School Universe Survey CCD School Data, 2018-19; Public Elementary/Secondary School Universe Survey Directory Data, 2018-19; Public Elementary/Secondary School Universe Survey Geo Data, 2018-19; Public Elementary/Secondary School Universe Survey Membership Data

⁸Salesgenie; Businesses with NAICS codes 4451, 4452 and 72251 (accessed in 2018)

⁹U.S. Census Bureau; 2000 Decennial Census

¹⁰U.S. Census Bureau; 2010 Decennial Census

¹¹U.S. Census Bureau; 2019 Population Estimates Program

¹²CDC and U.S. Department of Health and Human Services; State Indicator Report on Fruits and Vegetables, 2018.

¹³Bureau of Labor Statistics; Consumer Expenditures Survey

This series was prepared by:

Bailey Hanson, Iowa State University Extension and Outreach
Christopher J. Seeger, Iowa State University Extension and Outreach
Rakesh Shah, Iowa State University Extension and Outreach

IOWA STATE UNIVERSITY
Extension and Outreach
Community and Economic Development

This institution is an equal opportunity provider. For the full non-discrimination statement or accommodation inquiries, go to www.extension.iastate.edu/diversity/ext.