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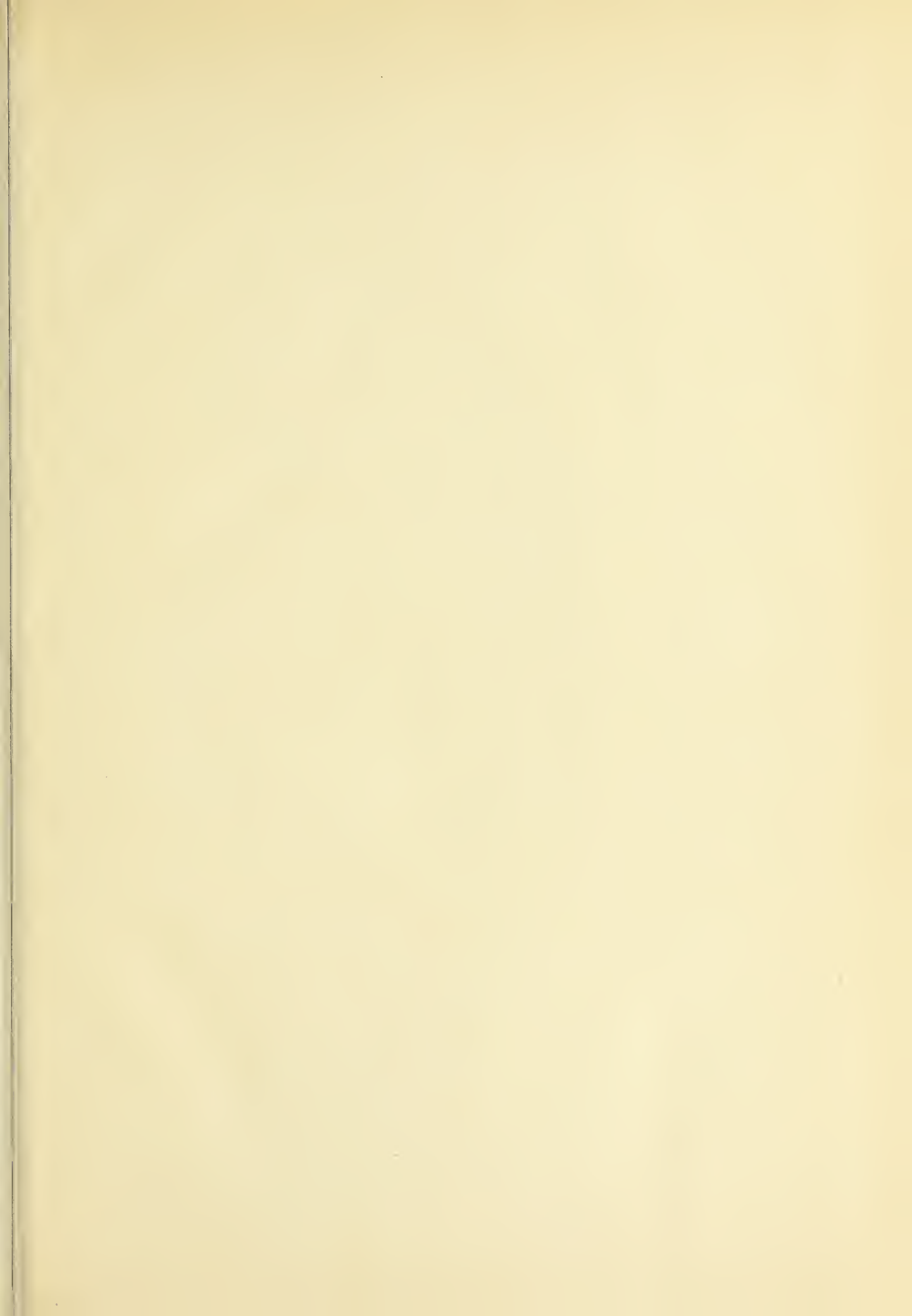
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UNITED STATES DEPARTMENT OF AGRICULTURE  
Bureau of Agricultural Economics  
Washington

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June 23, 1937

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THE FRUIT SITUATION  
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This is the first issue of The Fruit Situation, which hereafter will be issued by the Bureau of Agricultural Economics about the 22nd of each month. The Vegetable Situation will be issued about the 27th of each month. These two new monthly reports replace The Fruit and Vegetable Situation, which has been discontinued. This change is in response to demands from vegetable growers for separate reports for these commodities.

Summary

The outlook for deciduous fruits during the 1937 season is for relatively abundant supplies with prices in general somewhat lower than those of 1936, the Bureau of Agricultural Economics reports. On the other hand, the supply of citrus fruits during the summer and early fall will be small, the Bureau says, and prices are expected to be relatively high.

The condition of the 1937 apple crop is above average in all regions except the far western group of States where it is slightly below average. If a large crop materializes, apple prices this year may be expected to average considerably below the relatively high prices of last season.

It is estimated that the total peach crop will be almost a fifth larger than that of last year, but production in the Southern States is very small. Consequently, prices of early peaches are expected to be comparatively high, but prices probably will average less than a year earlier. A rather large pear crop is in prospect this season.

The June 1 condition of the new crop of oranges (from bloom of 1937) is reported to be somewhat below average in California, and about average in Florida. Texas orange condition is below that of last year but well above that of most recent years. With the exception of Arizona, the June 1

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condition of the new crop of grapefruit is only fair and is much below the condition reported on June 1, 1936. The June 1 condition of the new crop of California lemons is much below average.

The 1937 crop of strawberries in the late States is estimated to be somewhat larger than the crop of last year and nearly 42 percent greater than average.

#### APPLES

The condition of the 1937 apple crop as reported on June 1 is above average in all regions except the far western group of States, where it is about 1 point below average. For the United States as a whole, June 1 condition was 76.6 percent of normal this year, compared with 46.7 percent on June 1, 1936, and with the 1923-32 average of 67.8 percent. It is too early to forecast production of apples but present indications point to a crop somewhat larger than the 1928-32 average of about 165 million bushels, and larger than any individual crop since the exceptionally large production of 1931.

Should such a large crop materialize, prices of apples this year may be expected to average considerably below the relatively high prices of last season, although continuance of the improvement in consumer purchasing power over 1936 would partially offset the price-depressing influence of the larger supplies.

#### Condition good in all areas

Condition of apples on June 1 was uniformly high in the North Atlantic and New England States. In the North Central States condition was near or above average in all States except Minnesota and South Dakota. Along the South Atlantic Coast prospects are unusually good in most areas. In the South Central States there was some damage from spring frosts, but prospects ranged from fair to good. Prospects in the Far Western States are below average except in Idaho, New Mexico, and California, but for the group as a whole, condition is only slightly below the 10-year average. The bloom in Washington and Oregon was satisfactory, but cold rainy weather at blossom time prevented proper pollination and prospects in these States are slightly below average.

PEACHES

A very small crop of peaches is expected in the Southern States which market their crops principally during June and July, but the California crop is expected to be about the same as that of last year and only slightly below average. Production in the States which harvest during the late summer and fall is indicated to be much greater than usual, and it is estimated that the total peach crop will be almost a fifth larger than that of last year and only slightly below average.

Early shipments of Georgia peaches sold at relatively high prices, and it is expected that prices of peaches from the Southern States will average higher than they have during any year since 1930. It is probable, however, that prices of the late crop peaches will average less than the relatively high prices of last year.

In the 10 Southern States, the crop now appears to be somewhat larger than was forecast on May 1. Decreases from the May 1 forecast in Alabama, Mississippi, and Louisiana were more than offset by increases in North Carolina, Arkansas, Oklahoma, and Texas. The June 1 forecast of 10-1/2 million bushels in these States, however, is 28 percent less than the 1928-32 average production. Georgia has a crop of only 38 percent of average, and production in South Carolina, Alabama, and Mississippi is indicated to be well below the average. North Carolina and Texas have nearly average prospects and in Arkansas and Oklahoma unusually large crops are indicated.

Prospective production in the North Atlantic group of States is considerably above the 1928-32 average, with exceptionally good prospects reported in Pennsylvania. The outlook is for very good crops in the Central States, with indicated production in Michigan and Missouri well above average.

In the far West, production in Colorado is expected to be slightly greater than that of 1936 and considerably above the 1928-32 average. Indicated production in California of both clingstone and freestone varieties is slightly larger than in 1936, but is somewhat below average. Washington has only a fair crop and production in Idaho and Utah is indicated to be almost a failure because of winter damage.

Peaches: Production, average 1931-35, annual 1936 and 1937

| Item                     | Average<br>1928-32 | 1936    | Forecast<br>1937 |
|--------------------------|--------------------|---------|------------------|
|                          | 1,000              | 1,000   | 1,000            |
|                          | bushels            | bushels | bushels          |
| 10 Southern States ..... | 1/ 14,580          | 13,711  | 10,489           |
| California, all .....    | 1/ 23,844          | 21,502  | 21,957           |
| Clingstone .....         | 1/ 15,610          | 14,043  | 14,320           |
| Freestone .....          | 1/ 8,234           | 7,459   | 7,637            |
| All other States .....   | 1/ 18,874          | 12,437  | 23,656           |
| Total .....              | 1/ 57,298          | 47,650  | 56,102           |

1/ Includes some quantities not harvested on account of market conditions.

Peaches, No. 1, all varieties: Average l.c.l. price at New York and Chicago wholesale markets, by weeks 1936 and 1937

| Week ended    | Sixes    | Bushels  |                |
|---------------|----------|----------|----------------|
|               | New York | New York | Chicago        |
|               | Dollars  | Dollars. | Dollars        |
| 1936          |          |          |                |
| May 23 .....  | 5.06     | 4.53     | ---            |
| 30 .....      | 3.92     | 4.19     | 3.33           |
| June 6 .....  | 3.22     | 3.62     | <u>1/</u> 4.00 |
| 13 .....      | 2.23     | 2.72     | 2.67           |
| 20 .....      | 2.22     | 2.24     | 2.39           |
| 27 .....      | 2.42     | 2.37     | 2.52           |
| July 4 .....  | 2.71     | 2.50     | 2.01           |
| 11 .....      | 3.62     | 2.60     | 3.04           |
| 18 .....      | 3.35     | 3.40     | 4.00           |
| 25 .....      | 2.10     | 2.37     | 2.58           |
| Aug. 1 .....  | 2.10     | 2.05     | 2.36           |
| 8 .....       | 2.07     | 2.30     | 2.54           |
| 15 .....      | 2.08     | 2.12     | 2.54           |
| 22 .....      | 1.95     | 1.98     | 2.41           |
| 29 .....      | 1.94     | 2.04     | 2.22           |
| Sept. 5 ..... | 1.96     | 2.31     | 2.11           |
| 12 .....      | 2.12     | 2.10     | 1.80           |
| 19 .....      | 2.44     | 2.38     | 1.94           |
| 26 .....      | 3.02     | 2.67     | 1.70           |
| Oct. 3 .....  | ---      | 2.55     | 2.08           |
| 10 .....      | ---      | 2.98     | 2.12           |
| 1937          |          |          |                |
| May 29 .....  | ---      | 5.75     | <u>1/</u> 4.50 |
| June 5 .....  | 2.92     | 4.65     | 3.90           |

1/ Average for 1 day.

PEARS

A relatively large crop of pears is in prospect this season. Indications on June 1 were for a production of more than 31 million bushels, which is 17 percent larger than the 1936 crop and 29 percent above the 1928-32 average. It is likely that prices of pears this year will average slightly less than those of last season, although part of the price-depressing influence of the more abundant supplies may be offset by a higher level of consumer purchasing power this year as compared with last.

In the North Atlantic and North Central States pears developed under favorable conditions during May and prospects are for good to excellent crops in most of these States. In the South Atlantic States indications point to good pear crops except in North Carolina, South Carolina, and Georgia, where there was considerable damage by spring frosts. The South Central States show a light set of fruit as a result of spring frosts. In the Rocky Mountain States prospective production is below average generally. In the Pacific Northwest, indications are for an unusually large crop despite cool, wet weather at blossom time. Prospective production in California is above average, with Bartletts showing up somewhat better than fall or winter varieties.

Pears: Production, average 1928-32, annual 1936 and 1937

| Region                 | Average<br>1928-32 | 1936    | Forecast<br>1937 |
|------------------------|--------------------|---------|------------------|
|                        | bushels            | bushels | bushels          |
| Eastern States .....   | 3,229              | 3,422   | 4,133            |
| Central States .....   | 4,246              | 4,128   | 6,612            |
| Rocky Mountain States. | 549                | 454     | 311              |
| Pacific Coast          |                    |         |                  |
| States, all ...        | 16,310             | 18,952  | 20,428           |
| Washington .....       | 1/ 3,921           | 5,400   | 6,424            |
| Oregon .....           | 1/ 2,855           | 3,760   | 4,182            |
| California .....       | 1/ 9,534           | 9,792   | 9,822            |
| Total .....            | 1/ 24,334          | 26,956  | 31,484           |

1/ Includes some quantities not harvested on account of market conditions.

#### ORANGES

Review of Current Season: On January 1, 1937, the crops in all producing areas were indicated to be above average and the total crop was estimated at 61 million boxes, compared with 52 million for 1935-36 and the 1928-32 average of 49 million boxes. Freeze damage during January reduced the California crop materially and brought the total orange crop down to only slightly greater than average. As a result of the large crop in prospect, prices were very low during the early part of the season, but after the freeze damage occurred, prices of California Navels made a rapid rise to a level above normal. Florida orange prices also increased, but not so rapidly, and were above average during February and March.

The California Navel orange season ended a little earlier than usual this year, with prices at extremely high levels. Shipments of Florida oranges have been much heavier than usual during the last month and a half, and prices of Florida oranges have declined steadily instead of making the usual seasonal rise. The California Valencia season was begun with prices of this variety at relatively high levels. Production of California Valencias this season is now estimated at 14.7 million boxes, compared with 18.5 million boxes for 1935-36, and the 1931-35 average production of 20 million boxes. The usual seasonal movement of orange prices is upward during the summer and early fall, and it is expected that the very small supply of oranges available this year will result in a greater-than-usual seasonal rise in prices during the remainder of the current marketing season.

The June 1 condition of the new crop of oranges (from bloom of 1937) is reported to be somewhat below average in California, and about average in Florida. Texas orange condition is below that of last year, but well above that of most recent years. A good bloom was reported in all States, but blooming in California was late and there is some uncertainty as to whether a good crop will be set. Other States have a good set of fruit and the "spring drop" does not appear to be unusually heavy.

#### GRAPEFRUIT

Review of Current Season: On January 1, 1937, the largest grapefruit crop on record was indicated for Florida and Texas. The total crop was estimated then at more than 23 million boxes, compared with the 1931-35 average of only 16 million boxes, and prices were at very low levels. Later estimates indicated an even larger crop. During the period from November through February unusually large quantities of grapefruit were marketed at low prices. The wholesale price at New York remained near \$2 per box. Unusually large quantities of the fruit were also canned, and in early March it appeared that the fresh supply available for market during the remainder of the season was not greatly above average. Consequently, prices began to improve, and since that time have made more than the usual seasonal increase.

Florida grapefruit prices made further gains during the last month, and the season will probably end with prices at about normal levels.

With the exception of Arizona, the June 1 condition of the new crop of grapefruit (from bloom of 1937) is only fair and is much below the condition reported on June 1, 1936. The bloom and set of fruit in Florida were reported as light. Texas grapefruit trees bloomed profusely, but the "May drop" was heavy and the final set of fruit is uncertain. In California the bloom was satisfactory but late, and it is still too early to determine the set. The condition in Arizona is good.



LEMONS

Review of Current Season: On January 1, 1937, the California lemon crop was estimated at more than 8 million boxes which was larger than the crop of the preceding year or the 1931-35 average. Freezes during January, however, reduced the crop to only 5,700,000 boxes, the smallest since 1924, and did some damage to trees. Since the reduction in supply occurred, prices of lemons have remained at relatively high levels.

Prices of California lemons continue high and it is expected that advances during the remainder of the season will be greater than usual.

The June 1 condition of the new crop of lemons (from bloom of 1937) is much below average, being only 61 percent of normal compared with the 1923-32 average of 82 percent of normal. This relatively poor condition is traceable to the damage suffered by lemon trees from winter freezes.

Citrus fruits: Weighted average price per box, New York and Chicago, specified periods

| Market and crop      | Average week ended |        |        | Average |        |
|----------------------|--------------------|--------|--------|---------|--------|
|                      | June 6             | May 8  | June 5 | May     | May    |
|                      | 1936               | 1937   | 1937   | 1936    | 1937   |
|                      | Dolls.             | Dolls. | Dolls. | Dolls.  | Dolls. |
| <u>New York City</u> |                    |        |        |         |        |
| Oranges              |                    |        |        |         |        |
| California Valencias | 3.83               | 4.44   | 4.45   | 3.99    | 4.19   |
| Florida              | 3.76               | 3.70   | 3.34   | 3.60    | 3.56   |
| Grapefruit - Florida | 3.00               | 2.77   | 2.95   | 3.01    | 2.73   |
| Lemons - California  | 5.79               | 6.15   | 6.12   | 6.14    | 5.76   |
| <u>Chicago</u>       |                    |        |        |         |        |
| Oranges              |                    |        |        |         |        |
| California Valencias | 3.59               | 4.49   | 4.71   | 3.43    | 4.24   |
| Florida              | 3.69               | 3.83   | 3.36   | 3.73    | 3.78   |
| Grapefruit - Florida | 3.28               | 2.99   | 2.80   | 2.95    | 2.99   |
| Lemons - California  | 5.65               | 5.49   | 6.49   | 6.00    | 5.40   |

STRAWBERRIES

Prices of strawberries declined seasonally during the last month as shipments increased, but thus far have averaged slightly higher than those of a year ago. It is likely, however, that prices of strawberries from the late States will average slightly lower than those of last season.

Shipments have been rather heavy during recent weeks, owing to greater than usual overlapping of marketings from the second early and intermediate States. Conditions improved during May in several of these States, but estimated production of strawberries in the two regions this year, while somewhat greater than a year earlier, is still considerably below average.

During the remainder of the marketing season, strawberry supplies will come largely from the late States. The 1937 crop in this group of States is estimated to be somewhat larger than the crop of last year and nearly 42 per cent above the 1931-35 average. Some increase occurred in all States except Michigan, and in almost every case the larger production is due to both increased acreage and higher yields per acre.

Strawberries: Acreage and production, average 1931-35, annual 1936 and 1937

| Group and State    | Acreage        |         |         | Production     |        |                    |                               |
|--------------------|----------------|---------|---------|----------------|--------|--------------------|-------------------------------|
|                    | 5-year average | 1936    | 1937    | 5-year average | 1936   | Indicated for 1937 | 1937 as percentage of average |
|                    | 1931-35        |         |         | 1931-35        |        |                    |                               |
|                    | Acres          | Acres   | Acres   | crates         | crates | crates             | Percent                       |
| Florida            | 8,780          | 8,900   | 9,200   | 634            | 445    | 644                | 101.6                         |
| Early excl. Fla.   | 27,806         | 20,400  | 23,150  | 1,838          | 1,605  | 1,843              | 100.3                         |
| Second Early       | 54,118         | 45,960  | 41,270  | 3,191          | 2,205  | 2,640              | 82.7                          |
| Intermediate       | 42,128         | 43,160  | 37,080  | 2,694          | 1,951  | 2,266              | 84.1                          |
| Late States- total | 48,224         | 53,100  | 54,400  | 3,042          | 3,804  | 4,312              | 141.7                         |
| Ind.               | 2,660          | 2,700   | 2,600   | 200            | 135    | 182                | 91.0                          |
| Iowa               | 1,640          | 600     | 600     | 100            | 30     | 39                 | 39.0                          |
| Mich.              | 10,240         | 11,000  | 10,500  | 560            | 770    | 735                | 131.2                         |
| N. Y.              | 3,560          | 3,600   | 3,500   | 286            | 252    | 262                | 91.6                          |
| Ohio               | 4,060          | 4,000   | 4,100   | 245            | 240    | 266                | 108.6                         |
| Oreg.              | 11,160         | 13,600  | 14,000  | 688            | 1,142  | 1,190              | 173.0                         |
| Pa.                | 3,700          | 4,400   | 4,800   | 224            | 286    | 504                | 225.0                         |
| Utah               | 1,100          | 1,100   | 1,400   | 62             | 55     | 98                 | 158.1                         |
| Wash.              | 8,340          | 10,000  | 10,500  | 587            | 800    | 892                | 152.0                         |
| Wis.               | 1,764          | 2,100   | 2,400   | 90             | 94     | 144                | 160.0                         |
| Total all States   | 181,056        | 171,520 | 165,100 | 11,399         | 10,010 | 11,705             | 102.7                         |

Strawberries, all varieties: Weekly average price per quart, New York and Chicago, specified weeks, in 1936 and 1937

| Market and year | 1st week | 2nd week | 3rd week | 4th week | 1st week |
|-----------------|----------|----------|----------|----------|----------|
|                 | May      | May      | May      | May      | June     |
|                 | Cents    | Cents    | Cents    | Cents    | Cents    |
| New York City:  |          |          |          |          |          |
| 1937            | 20       | 15       | 14       | 11       | 10       |
| 1936            | 12       | 13       | 12       | 11       | 13       |
| Chicago:        |          |          |          |          |          |
| 1937            | 20       | 16       | 18       | 19       | 16       |
| 1936            | 18       | 14       | 14       | 16       | 13       |