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UNITED STATES DEPARTMENT OF AGRICULTURE
Bureau of Agricultural Economics
Washington

THE FRUIT SITUATION

Summary

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Above average supplies of all deciduous fruits are ~~in prospect during~~ the 1937 season, with prices in general likely to average somewhat lower than those of 1936, the Bureau of Agricultural Economics reports.

The 1937 apple crop is indicated to be a fifth larger than the 1931-35 average, with the increase due largely to greater production in some of the principal producing regions of the Central and Atlantic Coast States. The Western crop is indicated to be about average. Apple prices are expected to average below the relatively high prices received for last year's crop but may average slightly higher than those of 1935.

Indications point to a total peach crop about a fifth larger than last year's small crop, but only slightly larger than the 1931-35 average. Shipments from the Southern States have been small thus far in the season and prices have averaged higher than a year earlier. The seasonal decline in prices is expected to be less than average while the Southern States furnish the bulk of market supplies, but relatively sharp price declines are likely to occur when shipments begin in volume from the late States.

The pear crop is now estimated at about 30 million bushels, the largest crop on record. The largest relative increases in pear production this year are indicated for Oregon, Washington, and several of the Central States.

The largest grape crop since 1928 is indicated. The total crop is estimated at 2.5 million tons, of which California will produce about 2.2 million tons. Lower prices than those of last season are expected, although encouraging factors in the demand situation are the increase in the level of consumers' incomes over last year, and relatively small stocks of raisins and wine.

APPLES: Large Crop Indicated

The 1937 apple crop was indicated on July 1 to be about 194 million bushels. There have been only 2 years (1926 and 1931) out of the last 15 in which the total apple crop exceeded this figure. If the final outturn is as large as now indicated, production of apples this year will be 65 percent greater than the small crop of last year and about 20 percent above the 1931-35 average.

It appears that the location of apple supplies will be somewhat different this year than is usually the case. The increase in this year's crop over the average is due largely to greater production in some of the principal producing regions of the Central and Atlantic Coast States, particularly in the Shenandoah Valley, Pennsylvania, Ohio, Illinois and Michigan. Total production in the Western region, comprising the Rocky Mountain and Pacific Coast States, is indicated to be the same as the 1931-35 average, whereas in the Central States and Atlantic Coast States the prospective 1937 crops are 36 and 28 percent above average, respectively.

Except for relatively small quantities of special varieties of apples exported from some of the eastern States, practically the entire apple crop of the Central and Atlantic Coast States is normally consumed within the boundaries of these two regions. In addition between 60 and 70 percent of the Western commercial crop is also marketed in these areas. In a year like the present, when a larger than usual proportion of the crop is located in the eastern half of the United States and relatively close to consuming centers, prices may be expected to average somewhat lower than they would if the supply were distributed more normally. It is particularly likely that prices to growers in the Western States will not be as high as they would be if the regional location of total supplies were more nearly average.

This year's prospective large supply of apples can be disposed of only at lower prices to growers than were received for the relatively small crop of 1936, even though demand conditions are more favorable than a year earlier. If consumers' incomes remain near present levels, however, as now appears likely, prices of the total 1937 crop will probably average slightly higher than those of 1935.

Apples: Production by regions, average 1931-35, annual 1936 and 1937

Region	Average 1931-35	1936	1937 as Indicated 1937	percentage of average
	1,000 bushels	1,000 bushels	1,000 bushels	Percent
North Atlantic <u>1/</u>	41,480	29,011	49,169	118.53
South Atlantic <u>2/</u>	26,945	19,935	38,165	141.64
Total Atlantic	68,425	48,946	87,334	127.63
North Central <u>3/</u>	32,809	17,593	44,293	135.00
South Central <u>4/</u>	7,265	3,214	10,298	141.75
Total Central	40,074	20,807	54,591	136.23
Rocky Mountain <u>5/</u>	<u>7/</u> 8,504	6,581	8,641	101.61
Pacific Coast <u>6/</u>	<u>7/</u> 43,905	41,172	43,762	99.67
Total Western	52,409	47,753	52,403	99.99
Total United States	160,909	117,506	194,328	120.8

1/ Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania. 2/ Delaware, Maryland, Virginia, West Virginia, North Carolina, South Carolina, Georgia. 3/ Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri, South Dakota, Nebraska, Kansas. 4/ Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas. 5/ Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada. 6/ Washington, Oregon, California. 7/ Includes some quantities not harvested.

Apples: Production and seasonal average price to growers, by regions, 1921-35

Year	Production				Seasonal average price to growers			
	Atlantic: Coast	Central	Western	Total U. S.	Atlantic: Coast	Central	Western	Total U. S.
	1,000 bushels	1,000 bushels	1,000 bushels	1,000 bushels	Cts.per bushel	Cts.per bushel	Cts.per bushel	Cts.per bushel
1921	24,265	16,501	54,872	95,638	185	197	144	164
1922	75,105	61,993	52,327	189,425	96	108	104	102
1923	65,577	53,316	62,022	180,915	118	115	106	113
1924	70,857	46,110	<u>1/</u> 43,490	<u>1/</u> 160,457	110	123	136	121
1925	60,259	40,974	51,191	152,424	121	126	129	125
1926	106,904	59,692	<u>1/</u> 63,060	<u>1/</u> 229,656	80	98	95	89
1927	43,567	24,988	47,153	115,708	144	151	129	140
1928	70,469	39,049	68,295	177,813	111	120	99	108
1929	55,262	28,066	51,764	135,092	139	148	133	139
1930	67,976	24,455	64,186	156,617	104	133	89	102
1931	87,555	64,484	<u>1/</u> 53,364	<u>1/</u> 205,403	65	63	70	66
1932	66,160	25,876	<u>1/</u> 54,813	<u>1/</u> 146,849	65	71	54	62
1933	63,311	35,175	<u>1/</u> 50,171	<u>1/</u> 148,657	83	83	68	78
1934	48,828	26,794	<u>1/</u> 50,097	<u>1/</u> 125,719	101	99	73	89
1935	76,273	48,042	<u>1/</u> 53,601	<u>1/</u> 177,916	79	74	60	72

1/ The estimated production includes quantities unharvested or dumped on account of market conditions as follows: 1924, Colorado, 300,000 bushels; 1926, Idaho, 800,000 bushels; 1931, Idaho 400,000 bushels, Washington 500,000, Oregon, 1,200,000; 1932, Idaho 300,000, Washington 3,000,000, Oregon 700,000, California 220,000; 1933, Idaho 800,000, Washington 3,000,000, Oregon 800,000; 1934, Utah 50,000; 1935, Idaho 1,000,000, Washington 3,000,000 bushels.

PEACHES: Larger Supply in Prospect

The July 1 indications of peach production were little changed from June 1. It appears that the total crop will be about a fifth larger than the relatively small crop of last year, but only slightly larger than the 1931-35 average. Peach prospects are somewhat varied, however. In the 10 Southern States, which market their crops principally during June and July, the 1937 crop is estimated at one-fourth less than average. In California it appears that the production will be about the same as that of last year and the 1931-35 average, but in the balance of the States which market during August and September, the 1937 crop is indicated to be twice as large as last year's crop and more than one-third greater than average.

Shipments thus far in the season (through July 10) are more than 60 percent smaller than the average of the like period in the last 3 years. This is explained largely by the lateness of the crop this year and the relatively small production in the Southern States. Shipments are expected to increase rather sharply before the end of July, but the total movement from the Southern States is expected to be relatively small. During August and September, however, shipments from the late States are likely to be heavier than the average of recent years.

Prices of peaches declined slightly during the past month as peach supplies in terminal markets became a little more plentiful, but they remained considerably above the prices of a year earlier. The seasonal decline in prices is expected to be less than average as long as the Southern States furnish the bulk of market supplies. Relatively sharp price declines are likely to occur, however, when shipments begin in volume from the late States. It is doubtful whether the improvement in consumer purchasing power this year over last will entirely offset the price-depressing influence of larger supplies, and peach prices in the late States may average below those of last year.

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

Item	: Average : 1931-35	: : 1936	: Indicated : 1937	: 1937 as per- : centage of av.
	: 1,000	1,000	1,000	
	: bushels	bushels	bushels	Percent
10 Southern States	14,684	13,711	11,247	76.6
California, all	1/ 21,502	21,502	22,054	102.6
Clingstone	1/ 14,168	14,043	14,320	101.1
Freestone	1/ 7,334	7,459	7,734	105.4
All other States	1/ 17,412	12,437	24,392	140.1
Total	1/ 53,598	47,650	57,693	107.6

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

Peaches, all varieties: Average l.c.l. price at New York and Chicago
wholesale markets, specified periods

Market	Unit	Week ended			Month	
		July 11,	June 12,	July 10,	June	June
		1936	1937	1937	1936	1937
		Dolls.	Dolls.	Dolls.	Dolls.	Dolls.
Chicago	Bu.	3.04	3.53	2.94	2.57	3.01
New York	Bu.	2.60	3.87	3.41	2.71	3.51
New York	Sizes	3.62	2.71	3.25	2.46	2.51

Peaches: Weekly carlot shipments, 1937 and corresponding weeks
for 1936, 1935, and 1934

Date	1937	1936	1935	1934
	Cars	Cars	Cars	Cars
May 15		4	13	4
22		29	64	9
29	3	83	153	73
June 5	62	324	559	151
12	146	540	601	395
19	356	612	492	640
26	604	775	774	456
July 3	350	713	850	1,097
10	298	732	2,284	1,766
17		1,595	2,892	2,444
24		4,033	2,619	4,318
31		3,779	1,656	5,527
Aug. 7		2,685	1,376	3,943
14		1,461	3,004	3,379
21		1,856	2,847	1,465
28		3,200	3,111	598
Sept. 4		1,786	2,302	180
11		824	964	64
18		242	647	44
25		102	303	24
Oct. 2		40	115	6
9		9	51	1
16			48	-
23			27	1
30			2	

PEARS: Record Crop Probable

July 1 indications point to a total pear crop only slightly less than that indicated a month ago, and the largest on record. The prospective crop is now estimated at about 30 million bushels, which is about 12 percent above that of 1936 and a fifth larger than the 1931-35 average. The largest relative increases in pear production this year are indicated for Oregon, Washington, and several of the Central States.

The season is a little late this year, and shipments of the early pears are just beginning. Two cars were moved during the week ended July 3, and 28 during the week ended July 10, compared with 169 and 541 for the corresponding weeks of last year.

It is likely that prices of pears will average slightly less than those of last season, although part of the price-depressing influence of the more abundant supplies will be offset by a higher level of consumer purchasing power this year as compared with last.

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

Region	Average 1931-35	1936	Indicated 1937	1937 as percentage of average
	1,000 bushels	1,000 bushels	1,000 bushels	Percent
Eastern States	3,459	3,422	3,589	103.8
Central States	4,998	4,128	6,553	131.1
Rocky Mountain States ..	454	454	330	72.7
Pacific Coast States, all	16,153	18,952	19,706	122.0
Washington	1/ 4,458	5,400	6,059	135.9
Oregon	1/ 2,753	3,760	3,825	138.9
California	1/ 8,942	9,792	9,822	109.8
Total	1/ 25,064	26,956	30,178	120.4

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

GRAPES: Lower Prices Expected

Grape production this year, as indicated by condition of the crop on July 1, will be the largest since 1928. The total crop is indicated at 2½ million tons, 32 percent larger than that of 1936 and 23 percent above the 1931-35 average.

California, the principal grape producing State, has had very favorable growing conditions this year, and the crop is indicated at 2.2 million tons compared with 1.7 million in 1936 and the 1931-35 average of 1.76 million tons. Grape prospects in New York, Pennsylvania, and Michigan are below average, but indications point to a large crop in Ohio and to above average crops in Missouri and Arkansas.

California grape prices will undoubtedly average below the relatively high prices of last season under pressure of the prospective large supplies. There are favorable aspects in the prospective demand for grapes, however. Consumers' incomes are at a higher level than a year earlier, which factor points to a better demand for grapes for all purposes. The total supply of raisins during the 1936-37 season (1936 pack plus carry-over) was relatively small, and present stocks are undoubtedly very small. Wine consumption apparently is still on the increase, and it appears that present stocks of wine are about a fifth smaller than those of a year ago.

Grapes: Production by regions, average 1931-35, annual 1936 and 1937

Region	Average 1931-35 ^{1/}	1936	Indicated 1937	1937 as per- centage of average
	Short tons	Short tons	Short tons	Percent
Western	1,771,346	1,724,860	2,229,250	125.9
California	1,760,000	1,714,000	2,219,000	126.1
Raisin varieties ...	1,018,400	918,000	1,343,000	131.9
Table varieties ...	307,400	324,000	356,000	109.9
Wine varieties	434,200	472,000	530,000	110.2
Other	11,346	10,860	10,250	90.3
North Atlantic	109,318	71,780	113,780	104.1
South Atlantic	16,578	18,840	20,540	123.9
North Central	132,038	83,590	138,080	104.6
South Central	23,114	17,390	25,020	108.2
Total U. S.	2,052,394	1,916,460	2,526,670	123.2

^{1/} Includes quantities unharvested on account of market conditions.

CITRUS FRUITS: Smaller Supplies

The July 1 report indicated an increase over the June 1 estimate of about 1 million boxes in the California Valencia orange crop (from bloom of 1936), but the prospective crop is still more than a fifth smaller than the 1931-35 average. The California lemon crop (from bloom of 1936) is now estimated at 7,668,000 boxes, which is almost 2 million boxes more than previous estimates. June 1 estimates of other citrus crops (from bloom of 1936) remain unchanged.

The July 1 condition of oranges in California and Florida from the bloom of 1937 is slightly below the 1923-32 average. Texas orange condition is below that of last year, but is well above that of the 2 previous years.

With the exception of Arizona, the July 1 condition of grapefruit from the bloom of 1937 is only fair and is much below the condition reported on July 1, 1936. In Florida the July 1 condition is only 50 percent of normal compared with the 1923-32 average of 72 percent.

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

Market and crop	Average week ended			Average	
	July 11, 1936	June 12, 1937	July 10, 1937	June 1936	June 1937
	Dollars	Dollars	Dollars	Dollars	Dollars
<u>New York City</u>					
Oranges					
Calif. Valencias	3.87	4.59	5.08	3.92	4.75
Florida	3.46	3.53	4.72	3.59	3.68
Grapefruit, Florida	---	3.36	3.22	2.93	3.44
" California.....	3.35	---	4.76	3.27	4.17
Lemons, California	6.53	6.99	6.04	5.40	6.27
<u>Chicago</u>					
Oranges					
Calif. Valencias	3.88	4.57	4.67	3.77	4.70
Florida.....	---	3.98	4.03	3.74	3.78
Grapefruit, Florida	---	4.21	3.49	3.09	3.27
" California	2.80	1/2.72	3.76	3.11	2.86
Lemons, California	6.79	6.56	5.99	5.65	6.44

1/ 1 quotation.

Citrus fruits: Production, average 1931-35, annual 1935 and 1936

Crop and States	Production 1/		
	Average 1931-35	1935	Indicated 1936
	1,000 boxes	1,000 boxes	1,000 boxes
<u>Oranges:</u>			
Winter and spring varieties			
Calif., Navels and misc.	15,216	14,469	12,064
Fla., all	16,824	18,000	22,000
Five other States	1,036	1,234	2,555
Total	33,076	33,703	36,619
Summer and early fall varieties			
Calif., Valencias	19,993	18,580	15,600
Total 7 States	53,069	52,283	52,219
<u>Grapefruit:</u>			
Fla., all	11,997	11,500	12,000
Seedless	---	4,000	6,200
Other	---	7,500	11,800
Tex.	2,097	2,267	9,231
Calif.	1,786	2,741	1,320
Ariz.	961	1,800	1,200
Total 4 States	16,841	18,308	29,751
<u>Lemons:</u>			
Calif.	8,018	7,787	7,668

Net weight of contents of boxes varies. In California and Arizona the approximate average for oranges is 70 pounds, net, and grapefruit 60 pounds; in Florida and other States oranges 90 pounds, and grapefruit 80 pounds; California lemons about 76 pounds, net.

1/ Relates to crop of bloom of year shown; picking beginning November 1 in California and September 1 in other States.