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# FRUIT SITUATION 



## IN THIS ISSUE

## 1969/70 Citrus Outlook

Fall Noncitrus Fruit and Nut Review

Table l. - - U.S. Fruit and nut production: 1969 estimates with comparisons


1/ Crop year beginning year indicated.
2/ Excluding California Valencias.
3/ Excluding California production in areas other than desert valleys.

# The Fruit Situation 

Approved by the Outlook and Situation Board, October 30, 1969

## CONTENTS

|  | Page |  | Page |
| :---: | :---: | :---: | :---: |
| Summary ......................................... | 3 | Grapes ............................................. | 7 |
| Recent Developments and Outlook ...... | 4 | Cranberries .................................... | 7 |
| Oranges .................................. ..... | 4 | Strawberries | 7 |
| Grapefruit | 5 | Tree Nuts | 8 |
| Lemons and Limes ......................... | 5 | Processed Citrus Fruit | 10 |
| Apples ................. ....................... | 5 | Processed Noncitrus Fruit | 11 |
| Pears.. | 6 | List of Tables | 22 |

## SUMMARY*

Plentiful fresh and processed fruit supplies are expected in $1969 / 70$. With supplies substantially above a year earlier, reduced prices are likely.

## $\underline{\text { Larger Citrus Supplies }}$

Citrus fruit supplies are expected to be moderately larger than in 1968/69.

Florida's orange crop (excluding Temples) is forecast at 143 million boxes compared with 129.7 million last season and the previous record of 139.5 million in $1966 / 67$. California' s Navel output is expected to be down moderately. But Texas' orange crop may rise more than one-fifth to 5.5 million boxes.

The U.S. grapefruit crop (excluding California's late areas) is estimated at 51.4 million boxes. This is slightly below last year's crop and moderately less than the big 1966/67 volume. Record Temple, tangelo and lime crops are forecast, but tangerine production is expected to be off 12 percent from last season. Lemon output in Arizona appears to be about the same as in 1968/69.

With record large output of Florida oranges, a larger pack of processed products-particularly frozen orange juice concentrate-is likely. Carryover of this leading product

[^0]into the new packing season will be moderate. But with higher juice yields compounding the effect of increased tonnage, supplies are likely to gain sharply, lowering prices.

## Noncitrus Output Up

Deciduous fruit tonnage in 1969 is estimated to be substantially larger than a year earlier. A gain of more than one fifth in apple output leads the increase. And production is up for most other items--including grapes and pears which are still being marketed fresh. Accordingly, the lower price levels that prevailed for many items during the summer are extending into the fall.

Generally increased deciduous fruit outputanplus large carryovers-mean larger supplies and lower prices for some canned fruits this season. Supplies of canned peaches, pears, and fruit cocktail appear to be particularly large. Supplies of dried fruit are also plentiful, despite a smaller total pack this year. And inventories of frozen fruits on September 30 approached record proportions.

## Tree Nut Supplies Sharply Expanded

Output of domestically produced tree nuts (almonds, filberts, pecans, and walnuts) is expected to total sharply above a year ago. Filbert output may drop, but output of pecans, the leader, is up nearly a fourth.

## RECENT DEVELOPMENTS AND OUTLOOK

## ORANGES

October 1 prospects suggest a substantial increase in orange production in 1969/70。Excluding California Valencias, the U.S. crop is forecast at 171.6 million boxes. This is 8 percent larger than last season and about 50 percent above the short crop of 2 years ago.

The biggest gain is in output of early, mideseason, and Navel varieties. These variieties, forecast at 103.2 million boxes, are up 12 percent from 1968/69. Florida and Texas crops are up sharply, offsetting a moderate reauction in California.

Output of Valencia oranges in Florida, Texas, and Arizona is expected to total 68.4 million boxes. This is 4 percent more than last season. The first forecast of California Valencia production will be released on December 10 .

## 1969/70 Harvest Underway.

Orange crops in both Florida and Texas are maturing earlier this year than last, and shipments of fresh fruit through mid-October were running well ahead of year-earlier levels in both States. However, California's Navels are late, and only light volume is expected before mid-November.

Shippers will be hard pressed to move the crop at prices comparable to last year's。U.S. average orange prices were estimated at. $\$ 2.63$ per box (equivalent packinghouse door) in 1968/ 69. This compared with $\$ 3.08$ per box a year earlier, and $\$ 1.85$ per box for the large 1966/67 output. Total value of orange sales last season was estimated at a record $\$ 478$ million. Prices for early shipments from Florida and Texas this season were below year-earlier levels.

Because of the larger supply of winter oranges, some increase in exports is likely. Most of the gain is expected to be in movement to Canada. A bumper crop in the Mediterranean area precludes any sizable participation in the European market during the winter months.

## Records For Specialty Fruit Crops Seen

Florida's Temple cropoeestimated at 6 million boxes-ais a third larger than last year's output and a record high. Bearing acreage, fruit set, and sizes are all greater. The State's projected tangelo crop at 2.9 million boxes would also be a record.

The Florida tangerine crop is expected to be a fifth smaller than last season. Fruit set shows a sharp decrease from a year ago as the cyclical crop is in an off-year in production. Tangerine production in California and Arizona continues to trend upward, however,

These two states--with record crops this year-m are expected to account for a little more than a fourth of U.S. output.

## GRAPEFRUIT

## Smaller Crop Likely

Grapefruit production (excluding California's "other" areas) is projected at 51.4 million boxes, down slightly from a year ago.

Florida's output, at 37 million boxes, would be 7 percent smaller than a year ago and about 15 percent less than the State's record $1966 / 67$ crop. Texas grapefruit production is forecast at 8 million boxes, up nearly a fifth from last season and largest since the late 1940 s. California's Desert Valley crop at 3.4 million boxes would be a record Arizona's 3 million-box crop also represents an increase from a year ago.

Through the third week in October, Florida had shipped more than 3,000 carlots of new - crop grapefruit to fresh markets. A year earlier, harvest had barely started. F.o.b. prices in both Florida and Texas were reported to be considerably below the earlymseason levels of 1968/69.

Better quality, larger sizes, an earlier harvest start, and the slightly smaller supply available are positive factors in the 1969/70 market outlook. And last season's heavy movement of grapefruit juice items has left carryovers moderate. Nevertheless, the 1969/70 crop is large enough to provide adequate supplies.

## LEMONS AND LIMES

## Arizona Lemon Crop Down Slightly

Arizona's lemon crop is expected to total 3.5 million boxes in 1969/70-ma shade below last season's record output. Through mid. October, fresh market shipments of new-crop lemons from Arizona were running behind those of a year earlier, but the crop was reported in good conditions and sizing rapidly. In California, lemon harvest is reported light in all areas except central California and the desert area, where picking of the new crop has begun. (The first official forecast of California's 1969/70 crop will be released on November 12.)

In 1968/69, 61 percent of Arizona's 3.5 million-box lemon crop moved to processing outlets; only about 38 percent of California's 12.3 million-box crop was processed. The season average price for California's lemons in $1968 / 69$ was $\$ 4.48$ per box (packinghouse door basis); Arizona's prices, reflecting a larger proportion used for processing, averaged \$2.84 per box.

## Record Florida Lime Crop Expected

Record-large lime output is expected in Florida in 1969/70. According to the Florida State Statistical Reporting Service, the crop is projected at 800,000 boxes. This would be 100,000 boxes larger than last season's output. Through October 5, harvest for fresh use was estimated at 254,500 boxes - -up 11 percent from the same date a year earlier. Cannery movement through early October was reported at 270,000 boxes, more than 40 percent ahead of last year's rate.

## APPLES

## Crop Up Sharply

As of October 1, this year's commercial apple crop was estimated at 6.6 billion pounds ( 158 million 42 -pound boxes). This is 22 percent more than last year's output and the largest crop since the late $1930^{\circ} \mathrm{s}$ : Estimated regional production is compared with recent years:

| Area | : | $\begin{gathered} \text { Indicated } \\ 1969 \end{gathered}$ | $1968$ | Average 1963-67 |
| :---: | :---: | :---: | :---: | :---: |
|  | : - - - - Billion pounds- . . . |  |  |  |
| East | : | 2.89 | 2.49 | 2.56 |
| Central States |  | 1.20 | 1.05 | 1.10 |
| West |  | 2.55 | 1.89 | 2.14 |
| Total | : | 6.64 | 5.43 | 5.80 |

Output by States is shown in table 12.
The greatest gains are expected in the West, where a 35 percent increase is forecast. In Washington-the leading apple State--the crop is estimated to be up 59 percent. California's crop is down, and hail damage has limited New Mexico's output. But all other Western States look for larger crops this year.

Central States production is forecast 14 percent larger than in 1968. Michigan, the leading producer in the group, expectsits biggest crop in years.

Output in the East is expected to be up 16 percent from last season. New York-athe second ranked State in U.S. output-mas a substantial gain. But the biggest regional tonnage increase is occurring in Pennsylvania, where production is nearly a third larger than last year.

Apple prices in most areas have been well below last season's high levels since the outset of the current season. In mid. October, quotations for Red Delicious apples compared with 1968 and 1967 levels were:

*Per carton, tray pack, mostly 125 's and larger.
Although supplies are up sharply, several factors lend support to price prospects. Growers have gotten off to a fast start moving the crop; shipments through mid-October were running substantially ahead of year-earlier levels. Furthermore, on a per capita basis, production is little different from 1964, and disposable incomes are much higher. Perhaps most constructive is the location of the bulk of supplies. About 60 percent of the production increase is in 3 States-oWashington, New York, and Michi-gan--which have by far the Nation's greatest storage capacity.

Lower prices for this season's harvest should stimulate some increase in U.S. exports over last year's rather poor performance. Moderate gains are expected in movement to such offshore markets as Venezuela and possibly the United Kingdom and Scandinavia. However, another large European crop, particularly in France, is expected to dampen any appreciable gains in the European market.

## PEARS

Pacific Coast Production of Fall<br>and Winter Pears Up Sharply

The 1969 U.S. pear crop, as of October l, was estimated at 713,750 tons, 16 percentabove last year and 58 percent above the short 1967 output. The large crop in Oregon--almost double that of last yearmis responsible for most of the increase. California's output is up slightly but a one-fourth smaller crop is expected in Washington. Pacific Coast Bartlett production is up 6 percent from last year and accounts for about 69 percent of this year's crop. Prom duction of fall and winter pears is up 31 pera cent from last season's light volume in the Pacific Coast area, and largest since 1966. Pear output in States not on the Pacific Coast is estimated to be nearly double last season's small crop and 47 percent above 1967.

## Fresh Market Movement

Fresh market pear movement from the Pacific Coast area has about equaled last year's shipments during the summer and early fall. California's movement has been about the same as a year ago, while increased Oregon volume has offset a drop in Washington shipments. Shipping point prices have been ma. terially below a year ago. With a larger crop of fall and winter pears, prices are likely to remain well below last year's high levels.

Total stocks of pears in cold storage on October 1, 1969, were about 9.8 million boxes, 51 percent above the light levels of a year ago. About 94 percent of cold storage holdings were on the Pacific Coast. Stocks of both Bartletts and other varieties were up sharply. As of October 15, the Winter Pear Control Committee reported 4.9 million boxes of winter pears available for domestic and export marketing. This compared with 3 million on hand a year earlier, but was only. a little higher than in 1966, the last year in which winter pear production approached this year's level. Movement to date has been substantially larger than in 1966.

The pear crop in Europe is expected to be down nearly 12 percent from last year. This should enhance prospects for pear exports this season. Exports of fresh pears in June-August 1969 totaled 223,000 bushels compared with 166,000 during the same period a year ago.

## GRAPES

U.S. grape production in 1969 is estimated at 3.8 million tons. This would be 8 percent larger than last season's crop and moderately above the 1963-67 average. Decreases are expected in Pennsylvania and Washington, but production in most other States is up from 1968.

California's output, accounting for more than 90 percent of the crop, is up 8 percent from 1968. The increase is spread through all varietial groups. Output of wine varieties is estimated at 770,000 tons, 18 percent above 1968. California's production of table varieties is forecast at 550,000 tons, an increase of 17 percent over last year. The State's production of raisin varieties totals 2.2 million tons, up 3 percent. Output of natural (sun-dried) raisins is estimated at 261,000 tons compared with 246,400 tons in ${ }^{\prime} 1968$.

Varietal classifications of California grapes do not correlate with their utilization. Most wine variety grapes are crushed for wine. And while drying is the leading use for raisin varieties (including the important Thompson Seedless) crushing and fresh sales are also important uses. In addition, crushing is a larger volume outlet for table varieties than is the fresh market. Last season nearly half of Calim fornia's grape sales went to crushing outlets. About a third were dried, 16 percent went to fresh markets and 2 percent were canned.

Of the 456,000 acres of bearing-age grape vines growing in California last year, 55 percent were raisin varieties, 28 percent were wine varieties, and 17 percent were table types. California's grape acreage has held relatively stable in the last few years, with gains in wine variety plantings about offsetting reductions for table varieties. In 1968, more than half of the State's young acreage--below bearing age-wwas in wine varieties.

## Movement Lagging

Combined rail and truck shipments of 1969-crop California fresh grapes totaled nearly 19,000 carlot equivalents through the middle of October compared with 20,000 carlots during the same period a year earlier. Exports in June-August 1969 totaled about 18,400 tons compared with 19,100 tons during the same period in 1968. Total exports during the 1968/69 season were 199,187 tons.

## Crushing Active

More than 1.2 million tons of grapes had been crushed at California wineries from the beginning of the season through mid-October. This was slightly ahead of the same period a year ago and sharply above the 0.8 million tons received during the comparable period in 1967. About 55 percent of the crusher receipts were Thompson Seedless grapes and more than a third were wine varieties.

Stocks of fresh grapes in cold storage totaled 81 million pounds as of September 30, 1969. This was a 3 percent increase from a year earlier. Essentially all of the cold storage holdings were in the Pacific Coast region.

Shipping point prices for Thompson Seedm less and table varieties have averaged somewhat higher than last year through mid-October.

## CRANBERRIES

## Larger Crop Expected

The 1969 cranberry crop is expected to total 80,255 tons, an increase of 9 percent over 1968 and 16 percent above the 1963-67 average. Larger crops are expected in allStates except New Jersey and Washington. Berry size was reduced in Massachusetts by dry conditions in September. However, quality and color of berries harvested in Wisconsin have been reported excellent. About four-fifths of this year's crop will be produced in these two States.

Season-opening prices for fresh Massachusetts cranberries in the New York and Chicago wholesale markets were moderately above last season's openings.

About three-fourths of the total production was utilized for processing in 1967 and 1968. Most processed cranberries are used for canned whole cranberries and cranberry sauce, but recently usage for cranberry juice cocktail has been trending strongly upward.

## STRA WBERRIES

## Intended 1970 Acreage Down

U.S. commercial strawberry acreage for harvest in 1970 is expected to total 54,280
acres. This would be a decrease of 5 percent from 1969. Most of the reduction will occur in the late-spring group, which accounts for 58 percent of the intended 1970 acreage. However, winter strawberry acreage in Florida and spring acreage in Califronia are expected to be larger. In 1969, California' s spring straw berry acreage accounted for only 15 percent of the U.S. harvested acreage but 55 percent of production.

## Fewer 1969-Crop Strawberries

U.S. production of commercial strawberries in 1969 was about 242,203 tons, approximately 7 percent less than in 1968. Most of the decrease occurred in California where lower yields prevailed, and in the late-spring group where acreage was down.

Stocks of frozen strawberries on September 30, 1969, totaled 173 million pounds compared with 186 million pounds the same date a year ago. Imports of frozen strawberries in January-August 1969 totaled about 83.9 million pounds and imports of fresh strawberries totaled approximately 38.1 million pounds. This compares to 64.0 million pounds of frozen and 20.4 million pounds of fresh strawberries a year earlier. Most of the imported strawberries originate in Mexico. Continued strong competition is likely from Mexico, where labor and raw product costs are relatively low.

## TREE NUTS

## Production Up Sharply From 1968

The Nation's 1969 production of 4 major edible tree nuts=almonds, filberts, pecans, and walnuts--is estimated at 338,350 tons, nearly a fourth above 1968 and 18 percent above the 1963/67 average. A moderate decrease infilbert production is expected. But the other 3 major tree nut crops are all likely to be much larger than last year. Composition of the 1969 crop, as estimated October 1, is as follows: Pecans 35 percent; almonds 32 percent; walnuts 31 percent; and filberts 2 percent.

## California's Almond Crop <br> Largest of Record

A record almond crop is expected. California's almond production is expected to total

108,000 tons (in shell)- 45 percent above last year and 41 percent above the 1967 crop. A high-quality crop is reported.

Market allocation percentages for the 1969 California almond crop were announced by USDA's Consumer and Marketing Service on August 25. Sixty-five percent of the crop was designated as domestically salable and the remaining 35 percent was allocated to noncompetitive outlets-oprimarily the export trade.

The market allocation percentages were unanimously recommended by the Almond Control Board which administers the Federal marketing agreement and order program covering almonds. The 1969 allocation is intended to provide a sufficient quantity of almonds to meet the domestic trade requirements and have a desirable yearmend carryover.

Although the California almond crop is the largest on record, world almond production this year is reported to be the smallest since 1963. Foreign production is far below the large 1968 harvest and the smallest since 1962. Spain and Italy, the two largest foreign producers, expect sharply reduced production. Portugal and Morocco also expect smaller crops, but production in Iran is expected to equal last year's output. Carryover stocks in exporting countries are substantially larger than a year ago, but world supplies for the $1969 / 70$ season will be materially smaller.

With competition from other world suppliers reduced and foreign demand remaining strong, prospects are excellent for moving a substantial tonnage of the U.S. crop to foreign markets in 1969/70. U.S. almond exports in 1968/69 totaled less than 9,000 tons (shelled basis) down approximately 17 percent from a year earlier. U.S. carryover stocks at the beginning of the 1969 season were substantially below a year ago.

California growers received a season average price of $\$ 597$ per ton in 1968, slightly above that of the preceding year. Total value of sales amounted to $\$ 44.3$ million.

## Filbert Crop Down

Filbert production in Oregon and Washington is estimated at 7,300 tons, 4 percent below 1968 and 14 percent less than the 1963-67 average. Oregon expects to harvest 6,800 tons compared with 7,000 tons in 1968. Production is also down in Washington.

Foreign production of filberts is down materially from last year. Most of the reduction reflects a much smaller crop in Italy, which expects to harvest 50,000 tons (in shell) compared with 90,000 tons in 1968. Spain also expects a smaller crop. Turkey, the largest producer, may produce 165,000 tons, an increase of 14 percent over 1968 .

Besides the smaller foreign production, carryover stocks are believed to be negligible in the producing countries. With a reduction in world supplies, recent prices for Turkish filberts have shown strength and forward prices for new-crop Turkish nuts have opened higher than in any recent year.

Proposed market allocation percentages announced for the 1969 crop of Oregon and Washington filberts are 85 percent "free" and 15 percent "restricted". Filberts designated as "free" may be marketed through normal domestic in-shell trade channels. "Restricted" quantities are allocated to shelled filbert or export markets.

These marketing percentages were recommended by the Filbert Control Board. Composed of filbert growers and handlers, the Board administers the Federal marketing agreement and order program for this commodity.
U.S. imports of shelled filberts during October 1968-August 1969 totaled 4,065 tons. This was 24 percent above the same period in $1967 / 68$.

Decreases in both domestic and foreign supplies should enhance U.S. price prospects for new-crop filberts. Last season, filbert growers received an average price of $\$ 518$ per ton at first delivery point, an increase of 5 percent over the preceding year.

## Pecan Crop Larger

U.S. production of pecans in 1969 is expected to total 119,250 tons. This is nearly a fourth above 1968 but about equal to the 1963-67 average. All producing States except Florida, Texas, and New Mexico expect larger crops, A crop almost double that of 1968 is expected to be harvested in Georgia-athe leading producer. Oklahoma has the largest percentage increase-more than 10 times last year's short output.

Fifty-eight percent of the U.S. pecan crop is comprised of improved varieties and the re-
mainder by wild and seedling varieties. Im * proved varieties account for most of the increase in total production.

Since world pecan production consists mostly of the U.S. crop, domestic prices are closely related to domestic pecan supplies and prices of other nuts. Carryover stocks thits season were smaller than in 1968, tempering the increase in total supplies. The larger supplies may hold prices below the record levels of last season. However, this year's crop is far smaller ( 37 percent) than the 1963 record production and not much larger than the recordvalued 1967 output. In 1968, the U.S. average price for all pecans was 37.5 cents per pound compared with 33.6 cents per pound the preceding year.
U.S. pecan exports in 1968/69 should about equal the $1967 / 68$ season when 2,380 tons were exported.

## Walnut Production Up

Production of walnuts in California and Oregon is estimated at 103,800 tons. This is an increase of 9 percent over 1968 and 22 percent above the $1963-67$ average. California, which produces the bulk of the crop, expects to harvest a record large 100,000 tons, 9 percent more than in 1968.

Market allocation percentages for the Pacific Coast walnut crop were proposed by the USDA's Consumer MarketService on October 16. Eighty-two percent of the merchantable quality walnuts produced in California and 91 percent of those produced in Oregon and Washington would be allocated to domestic trade channels. The remaining portions would be exported or used in outlets not competitive with normal trade channels.

These market allocation percentages were recommended by the Walnut Control Board, the group of walnut growers and handlers which admisters the Federal marketing agreement and order program for California and OregonWashington. The allocation percentages are intended to provide sufficient walnuts for domestic trade and an adequate carryover, while exporting the rest or diverting excess quantities to other outlets.

Foreign walnut production data are incomplete, but according to early reports, foreign production may be near the levels of a year ago. Production in France and Italy is reported
to be up while output in India appears to be lower. Imports for October 1968-August 1969 totaled about 4,200 tons (in-shell basis) while exports were about 2,350 tons.

The U.S. season average price received by growers for the $1968 / 69$ crop was $\$ 646$ per ton compared with $\$ 558$ per ton in the preceding year. Although walnut demand is reported to be good, price prospects this season may be less favorable than a year ago because of the sizable increase in domestic supplies.

## PROCESSED CITRUS FRUIT

## Frocessed Use Record Large

Nearly 7.8 million tons of U.S. citrus fruit were processed in the $1968 / 69$ season. This was slightly more than the previous record quantity processed in 1966/67.

Processing accounted for about 70 percent of total sales in 1968/69, up considerably from the 65 percent so utilized in the preceding season, table 3. More than three-fourths of the oranges sold were processed, as were iearly 60 percent of the grapefruit and 43 percent of the lemons.

Processing use of citrus varies widely among States. As usual it was the more important outlet for Florida citrus in 1968/69. For the first time, the portion of Florida's orange crop shipped to fresh market fell below 10 percent. Conversely, the percentage of the crop utilized for frozen concentrated orange juice (FCOJ) reached a new high of nearly 69 percent. And the quantity of oranges used for chilled products was the largest ever. Nearly two-thirds of Florida's big 1968/69 grapefruit crop also $\operatorname{moved}$ to processing outlets, up sharply from a year earlier. Much of Florida's grapefruit crop was not up to usual quality standards and fresh shipments were smaller than a year earlier, despite the much larger crop.

In California, fresh sales remained the most important outlet for oranges. More than three-fourths of the State's Navel crop was shipped to fresh markets, but for Valencia's an unusually high proportion--nearly half-was processed. And for the first time, over half of California's grapefruit crop was processed.

Texas and Arizona-upredominantly fresh market shippers-also moved larger than normal shares of their crops to processing. More than half of the Texas orange crop was used for processing, as was nearly a third of its grapefruit.

## Canned Citrus Movement Up

At the end of September-oconsidered the carryover date for canned citrus-mblorida packers' stocks of canned single strength juices, sections, and salads totaled about 5 million cases (basis $24 / 2^{\circ}$ s), table 8 . This was nearly a fifth less than a year earlier, and more than a third below the heavy carryin of $1967 / 68$. Only stocks of canned orange and tangerine juices exceeded year-earlier levels.

Movement of Florida's canned citrus products totaled 34.9 million cases last season, up more than a tenth from $1967 / 68$. Most of the gain camefrom the sale of canned grapefruit juices-which with the aid of reduced prices-mreached a new record. As a result, carryover of canned grapefruit juice at the end of September was only 1.6 million cases, less than half the levels of the 2 preceding years.

## Demand Strong for Chilled Juices

Movement of Florida's chilled orange juice failed to match the record levels of the preceding season. However, more than half of the reduction from a year earlier stemmed from a loss in export volume. Domestic sales were off only slightly, even though retail prices for chilled orange juice averaged more than 10 percent higher than a year earlier during most of the season. Chilled grapefruit juice ended the season with a record movement of 7.5 million gallons, nearly a fifth larger than a year earlier. Movement of chilled section and salad items was about the same as a year earlier but off some from the level of $1966 / 67$.

## Frozen Concentrate Stocks Up

The carryover of frozen citrus concentrates at the end of the $1968 / 69$ season(November 30) will be moderate, but larger than a year earlier. The quantity of fruit used for FCOJ in Florida in 1968/69 was up nearly 50 percent from a year earlier. But processors recovered only about 1.13 gallons of FCOJ per box, compared with more than $1-1 / 3$ gallons per box in the 2 preceding seasons. Therefore, the .pack
was only about a fourth larger than a year earlier, and more than a fifth below the $1966 / 67$ record.

Although wholesale and retail prices in 1968/69 have averaged higher than a year earlier, movement through mid-October was a little ahead of a year earlier. And if it continues at the rate of recent weeks, carryover at the end of the season (December 1) would be about 15 million gallons. While this would be above the relatively light levels of a year earlier, it would be a moderate supply, much smaller than the quantity on hand 2 years earlier.

There is a potential for much larger supplies of FCOJ in 1969/70. It is of course too early to evaluate this potential accurately. Both juice yields and the proportion of the crop available for processing are uncertain. However, juice yields were unusually low in 1968/69 and they should recover, given normal conditions. A sample of Florida groves on October lindicated a projected yield of 1.33 gallons of $45^{\text {c }} \mathrm{Brix}$ FCOJ in 1969/70. The proportion of Florida's orange and Temple crops used for FCOJ has varied from 59 to nearly 69 percent in the last 5 years--larger proportions have been used from the bigger crops.

Assuming a 1.33 gallon per box juice yield and a utilization of two-thirds of the estimated crop for FCOJ, the pack could exceed 130 million gallons, raising supply levels more than a fifth from those of 1968/69. Although demand for this product is strong, such a supply increase could result in substantially lower prices for FCOJ in 1969/70.

## PROCESSED NONCITRUS FRUIT

## Canned Supplies Large

The 1969/70 U.S. pack of noncitrus fruit will likely total at least moderately above last season's and sharply above that of 2 years ago. And with carryover stocks heavy, total supplies for 1969/70 marketing appear substantially above those of a year earlier.

Supplies of canned peaches, pears, and probably fruit cocktail are considerably above those of recent years. A big pack of cling peaches combined with a record carryover point to the biggest supplies ever. Pear carry-
over was a record, and a very big canning tonnage suggests heavy supplies. Tart cherry and plum inventories appear to have reboundedfrom the light levels of the last few seasons. And the big apple crop will assure plentiful supplies of canned apple products.

In general, canned fruit prices will likely average a little below last season's levels, and substantially below the highs of 2 years ago.

Exports up in 1968/69
Increased supplies and lower prices contributed to gains in exports of several canned fruits in 1968/69. Foreign sales of canned peaches and fruit cocktail each moved from 2.1 to 2.5 million cases. However, exports of canned pineapple--our thirdmajor canned fruit export-fell from year-earlier levels. For all 3, however, exports were substantially below the levels of the early $1960^{\circ} \mathrm{s}$.

The larger domestic supplies this year should contribute to some increase in 1969/70 exports. But our losses in traditional export markets have been largely due to increased foreign competition. With foreign production increasing further, it will be difficult to regain our former position.

## Frozen Fruit Supplies Large

The U.S. pack of frozen deciduous fruits and berries this year may be a little smaller than the 728 million pounds packed in 1968. On the basis of data on fruit movement to processors, a decrease in the pack of frozen strawberries is likely. Freezers' receipts of most bushberries have been above those of a year earlier, but receipts of tart cherries were down. Because of larger carryovers, however, total supplies are expanded. On September 30 , frozen fruit stocks (excluding juices) totaled approximately 611 million pounds. This was 5 percent above a year earlier and second only to the 1964 record for the date.

## Dried Fruit Output Down

U.S. dried fruit production 1969/70 is expected to total below that of last season. Earlyseason estimates indicate that California may produce 261,000 tons of natural (sun-dried) raisins compared with 246,400 tons a year
earlier. Production of dried prunes-athe other major dried fruit item--is estimated at 130,000 tons, 15 percent below last year and a fifth below 1967. With carryovers of both raisins and prunes large, however, supplies are expected to be ample for 1969/70 marketing. Data on 1969 output of other dried fruits are not yet available.

## Export Markets Maintained in 1968/69

Substantial quantities of U.S. raisins and dried prunes are exported. In 1968/69 (September August), our raisin exports totaled nearly 72,000 tons, up from about 69,000 a year earlier. At 44,600 tons, prune exports were a shade smaller than in the preceding season.

Table 2.-Citrus Iruits: Production, 1967, 1968, and indicated 1969 1/


1/ The crop year begins with the bloom of the year shown and ends with completion of harvest the following year. $2 /$ Net content of box varies. Approximate averages are as follows: Oranges-Cailfornia and Arizona, 75 lbs.; other States, $90 \mathrm{lbs.;}$ Grapefruit-California, Desert Valleys, and Arizona, $64 \mathrm{lbs.j}$ other California areas, $67 \mathrm{lbs}$. Florida, 85 lbs . and Texas, $80 \mathrm{lbs}$. ; Lemons - $76 \mathrm{lbs}$. ; Tangelos - $90 \mathrm{lbs}$. ; Tangerines - California and Arizona, $75 \mathrm{lbs} . ;$ Florida, 95 lbs ; and Temples - 90 lbs . 3/Navel and Miscellaneous varieties in California and Arizona. Early and Midseason varieties in Florida and Texas, including small quantities of tangerines in Texas. 4/California forecasts: Lemons will be as of November 1; Valencia oranges, and grapefruit (other areas), as of December 1.

Table 3.--Six citrus fruits: Production and use, United States, 1963/64 through 1968/69 1/


1/1968/69 preliminary. 2/ Production having value. 3/ Includes Temples. 4/ Negligible.
Data prepared from citrus production and utilization reports, SRS, USDA.

Table 4.--Selected citrus fruits: Use for processing by percentages of total sales, Florida and California, 1963-68 seasons


1/ Preliminary. 2/ Including Temples.

Table 5.--Oranges and grapefruit processed: Use by type of product, Florida, 1963-68 seasons


1/ Includes tangelos, Temples and murcotts.
2/ Preliminary.

Table 6.--Citrus fruit for processing: Season average price per box delivered to processing plant, by kind, variety, State, and

United States, 1963-68 seasons


1/ Preliminary.
Table 7.--Frozen concentrated orange and grapefruit juice:
Packs, movement, and stocks, Florida, 1963-68 seasons

| Item and season | : | Beginning stocks | Pack | $\begin{aligned} & \text { Total } \\ & \text { supply I/ } \end{aligned}$ | Season movement |  | Ending stocks |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | - - - - - - -, 000 gallons - - - - - - |  |  |  |  |  |
| Orange: 2/ : |  |  |  |  |  |  |  |
| 1963/64 | : | 15,399 | 53,674 | 71,522 | 61,385 |  | 10,137 |
| 1964/65 | : | 10,137 | 88,869 | 100,479 | 77,934 |  | 22,545 |
| 1965/66 | : | 21,814 | 76,695 | 99,396 | 86,568 |  | 12,828 |
| 1966/67 | : | 12,828 | 131,755 | 144,983 | 117,758 |  | 27,225 |
| 1967/68 |  | 27,225 | 83,697 | 114,566 | 101,681 |  | 12,885 |
| 1968/69 | : | 12,885 | 103,750 |  |  |  |  |
| Grapefruit: : |  |  |  |  |  |  |  |
| 1963/64 | : | 752 | 2,573 | 3,325 | 2,706 |  | 619 |
| 1964/65 | : | 619 | 4,000 | 4,619 | 4,048 |  | 571 |
| 1965/66 | : | 571 | 3,971 | 4,542 | 3,484 |  | 1,057 |
| 1966/67 | : | 1,030 | 5,485 | 6,515 | 3,579 |  | 2,936 |
| 1967/68 | : | 2,936 | 1,814 | 4,750 | 3,759 |  | 991 |
| 1968/69 | : | 991 | 5,920 | 6,911 |  |  |  |

$1 /$ Includes imports of frozen concentrated orange juice (1,000 gallons): 1963/64, 2,449; 1964/65,
1,$473 ; 1965 / 66,888 ; 1966 / 67,401$; and $1967 / 68$, and $3,644$.
2/ Basis 42 degrees Brix through 1964/65; basis 45 degrees Brix thereafter; includes frozen concen-
trated orange juice for manufacture.
Prepared from reports of Florida Canners Association.

Table 8.-Canned citrus products: Packs, movements, and stocks, selected items, Florida, 1963-68 seasons


1/ Season beginning October 1, approximately.
2/ Single strength.
Prepared from reports of Florida Canners Association.

Table 9.--Chilled citrus products: Packs, movement, and stocks, Florida 1963-68 seasons 1/


I/ Season beginning October 1 .
2/ Packs of chilled juices include products of fresh fruit and frozen concentrate and exclude reprocessed single strength bulk.
n.a. Not available.

Prepared from reports of Florida Canners Association.

Table 10.--Citrus fruit: United States exports of selected fresh and processed items, by areas of destination, average 1959-63, 1964/65-1967/68 seasons 1/


1/ Season beginning September 1 for fresh grapefruit; November 1 for all other items.
2/ Box weights, pounds: Oranges, 84 ; grapefruit, 78; lemons, 76.
3/ Equivalent cases of 24 No. 2 cans. Converted from gallons basis 3.4 gallons per case.

Table ll. --Fresh and processed citrus fruits: Average retail prices, selected cities, United States, by months, 1964-69


Data from Bureau of Labor Statistics, U. S. Department of Labor.

Table 12. -Apples, commercial crop: Production, 1967 , 1968, and indicated 1969 I/


1/Estimates of the comercial crop refer to the total production of apples in comercial orchards of loo or more bearing age trees.

Table 13.--Tree nuts: Production in principal States, 1967, 1968, and indicated 1969


1/ Budded, grafted, or topworked varieties.

## LIST OF TABLES

## Title

## Page

1 U.S. fruit and nut production: 1969 estimates with comparisons ... 2
2 Citrus fruits: Production, 1967, 1968, and indicated 1969..... 13
3 Six citrus fruits: Production and use, United States, 1963/64 through 1968/6914

4 Selected citrus fruits: Use for processing by percentages of total sales, Florida and California, 1963-68 seasons ............ 15
5 Oranges and grapefruit processed: Use by type of product, Flọrida, 1963-68 seasons15

6 Citrus fruit for processing: Season average price per box delivered to processing plant, by kind, variety, State, and United States, 1963-68 seasons16

Frozen concentrated orange and grapefruit juice: Packs, movement, and stocks, Florida, 1963-68 seasons16

8 Canned citrus products: Packs, movements, and stocks, selected
items, Florida 1963-68 seasons ..... 17
9 Chilled citrus products: Packs, movement, and stocks, Florida,1963-68 seasons18
10 Citrus fruit: United States exports of selected fresh and processed items, by areas of destination, average 1959-63, 1964/65-1967/68 seasons ..... 19

11 Fresh and processed citrus fruits: Average retail prices, selected cities, United States, by months, 1964-6920

12 Apples, commercial crop: Production, 1967, 1968, and indicated 196921

13 Tree nuts: Production in principal States, 1967, 1968, and indicated 1969


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[^0]:    * The summary of this report was released on October 30, 1969.

