

# Québec Apple Marketing Survey

2022 harvest

## About the survey

The objective of the *Québec Apple Marketing Survey* is to collect data that will allow us to monitor the evolution and obtain an accurate picture of this sector.

## Mandatory response

Given the importance of the survey results, your participation is mandatory in accordance with the *Act respecting the Institut de la statistique du Québec* (chapter I-13.011).

## Confidentiality

The Institut de la statistique du Québec (Statistique Québec) entered into an information-sharing agreement with Statistics Canada to avoid duplicating surveys. The federal *Statistics Act* contains the same provisions as the *Act respecting the Institut de la statistique du Québec* with regard to the protection of the confidential information you provide.

## Quality monitoring

For quality and training purposes, telephone interviews with Statistique Québec agents are recorded. However, if you don't want the interview to be recorded, simply notify the agent at the beginning of the call.

## Assistance

If you require any assistance, please contact the Direction de la gestion de la collecte by phone at 1-800-561-0213 or by e-mail at [collecte@stat.gouv.qc.ca](mailto:collecte@stat.gouv.qc.ca).

## Instructions

- ▶ Please take into account all of the orchards you operated in 2022.
- ▶ Beginning on July 31, 2023, Statistique Québec will contact you by phone to collect your information. To prepare for this call, we invite you to fill out the attached questionnaire. You can also return your completed questionnaire by mail using the prepaid return envelope before July 31.
- ▶ Please keep a copy of the completed questionnaire for your records.

## Section 1 Characteristics of the apple growing operation

- For the orchard identified below, please check the appropriate box to indicate whether you were the operator in 2022 and whether you are still the operator in 2023.
- Also provide the surface area and the number of trees in 2022.

Name of the orchard:

The **surface area** must exclude farm yards and buildings, roads, wooded areas, etc.

By **non-productive** trees, we mean recently planted trees that do not yet produce apples.

Were you the operator of this orchard in 2022?

☐ Yes ☐ No

Are you still the operator in 2023?

☐ Yes ☐ No

→ Please complete section 3  
"Change of operator"

Surface area  
in 2022

Surface  
unit:

☐ Acres  
☐ Arpents  
☐ Hectares

Surface area  
in 2022:

Number of productive  
and non-productive  
apple trees in 2022

Productive  
apple trees

Non-productive  
apple trees



Total

Do you operate any other orchards than the one identified above?

☐ Yes

☐ No → Go to section 2

Name of the orchard:

Name of former operator:

Surface area  
in 2022

Surface  
unit:

☐ Acres  
☐ Arpents  
☐ Hectares

Surface area  
in 2022:

Number of productive  
and non-productive  
apple trees in 2022

Productive  
apple trees

Non-productive  
apple trees



Total

→ Please complete section 3  
"Change of operator"

Name of the orchard:

Name of former operator:

Were you the operator of this orchard in 2022?

☐ Yes ☐ No

Are you still the operator in 2023?

☐ Yes ☐ No

→ Please complete section 3  
"Change of operator"

Surface  
unit:

☐ Acres  
☐ Arpents  
☐ Hectares

Surface area  
in 2022:

Productive  
apple trees

Non-productive  
apple trees



Total

## Section 2 Apple harvest

- When responding to the questions in this section, please take into account all of the orchards you operated in 2022 (orchard(s) identified in section 1).

### EARLY varieties of apples

#### 3a In 2022, did you harvest any early varieties of apples?

Early varieties = All varieties of apples that come to maturity or are produced before the Paulared variety

- ☐ Yes  
☐ No → [Go to question 4a](#)

#### 3b Indicate the total production of early varieties of apples.

1 bushel = 42 pounds or  
19.05 kilograms

bushels

#### 3c In the following table, indicate the information concerning the distribution of early varieties of apples harvested, according to the type of market.

If some information is unavailable, provide an estimate that is as accurate as possible.

The **amount received** corresponds to the money that you, as a producer, actually received from the sale of your harvest.

In cases of sales where the buyer withholds or deducts an amount, the amount received corresponds to the net amount paid by the buyer. The amounts withheld or deducted by the buyer must never be added to the amount received.

In the case of sales that were **directly concluded with consumers** or retailers, the **amount received** corresponds to the money that you actually received as a result of these transactions.

You must report the volume of apples sold (graded and ungraded) to packers and grower-packers as well as the proceeds of the sale.

		Quantity distributed (bushels)	Amount received (\$)
a)	Apples sold to packers and to grower-packers	<input type="text"/>	\$ <input type="text"/>
b)	Processors (for apple sauce, purée, pie filling, etc.)	<input type="text"/>	\$ <input type="text"/>
c)	Juice apple dealers	<input type="text"/>	\$ <input type="text"/>
d)	Regional groups, co-operative stores	<input type="text"/>	\$ <input type="text"/>
e)	Semi-retail sales (retailers, distributors, wholesalers and other middlemen)	<input type="text"/>	\$ <input type="text"/>
f)	Pick-your-own	<input type="text"/>	\$ <input type="text"/>
g)	Direct sales to consumers (at the orchard, at a stand, an exhibition, etc.)	<input type="text"/>	\$ <input type="text"/>
h)	Deer apples (bait)	<input type="text"/>	\$ <input type="text"/>
i)	Your homemade products (juice, cider, etc.)	<input type="text"/>	
j)	Unsold (loss after harvest, gifts and consumption by the producer and his family)	<input type="text"/>	
k)	Other (specify): <input type="text"/>	<input type="text"/>	\$ <input type="text"/>
		▼	▼
l)	TOTAL DISTRIBUTION (should be equal to total production in 3b)	<input type="text"/>	\$ <input type="text"/>

## LATE varieties of apples

### 4a In 2022, did you harvest any late varieties of apples?

Late varieties = All varieties of apples that come to maturity or are produced at the same time as the Paulared variety or later

☐

Yes

☐

No → [Go to section 3](#)

### 4b Indicate the total production of late varieties of apples.

1 bushel = 42 pounds or 19.05 kilograms

bushels

### 4c In the following table, indicate the information concerning the distribution of late varieties of apples harvested, according to the type of market.

If some information is unavailable, provide an estimate that is as accurate as possible.

The **amount received** corresponds to the money that you, as a producer, actually received from the sale of your harvest.

In cases of sales where the buyer withholds or deducts an amount, the amount received corresponds to the net amount paid by the buyer. The amounts withheld or deducted by the buyer must never be added to the amount received.

In the case of sales that were **directly concluded with consumers** or retailers, the **amount received** corresponds to the money that you actually received as a result of these transactions.

You must report the volume of apples sold (graded and ungraded) to packers and grower-packers as well as the proceeds of the sale.

	Quantity distributed (bushels)	Amount received (\$)
a) Apples sold to packers and to grower-packers	<input type="text"/>	\$ <input type="text"/>
b) Processors (for apple sauce, purée, pie filling, etc.)	<input type="text"/>	\$ <input type="text"/>
c) Juice apple dealers	<input type="text"/>	\$ <input type="text"/>
d) Regional groups, co-operative stores	<input type="text"/>	\$ <input type="text"/>
e) Semi-retail sales (retailers, distributors, wholesalers and other middlemen)	<input type="text"/>	\$ <input type="text"/>
f) Pick-your-own	<input type="text"/>	\$ <input type="text"/>
g) Direct sales to consumers (at the orchard, at a stand, an exhibition, etc.)	<input type="text"/>	\$ <input type="text"/>
h) Deer apples (bait)	<input type="text"/>	\$ <input type="text"/>
i) Your homemade products (juice, cider, etc.)	<input type="text"/>	
j) Unsold (loss after harvest, gifts and consumption by the producer and his family)	<input type="text"/>	
k) Other (specify):	<input type="text"/>	\$ <input type="text"/>
	▼	▼
l) TOTAL DISTRIBUTION (should be equal to total production in 4b)	<input type="text"/>	\$ <input type="text"/>

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## Section 3 Change of operator

- If a new operator has taken over one or more of your orchards, please complete this section.

Orchard name														
Orchard contact information														
Name of new operator														
Telephone										Extension				
E-mail address														

**Is it a sale or a rental?**

<input type="checkbox"/>	Sale
<input type="checkbox"/>	Rental

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## Section 4 End of questionnaire

**If necessary, please correct your contact information listed on page 1.**

Name of respondent														
Title or function														
Telephone										Extension				
E-mail address														
Name of enterprise														
Address														
Municipality														
Province														
Postal code														

**Please contact a representative from the Institut to provide your responses or return the completed questionnaire.**

**By mail**

Return the questionnaire in the enclosed prepaid envelope to the following address:

Institut de la statistique du Québec  
Direction de la gestion de la collecte (DGC)  
200, chemin Sainte-Foy, 2<sup>e</sup> étage  
Québec (Québec) G1R 5T4

**By phone**

1-800-561-0213

Monday to Friday

8:30 a.m. to 12 p.m. and 1 p.m. to 4:30 p.m.

Statistique Québec would like to thank you for participating in this survey.