

Highlights of the Québec Apple Marketing Survey

June 2013

2011 harvest

The survey on the 2011 harvest conducted by the Institut de la statistique du Québec shows that apple marketing in Québec reached 5.75 million bushels, i.e. 0.4% more than in 2010. The number of productive apple trees decreased slightly (– 0.6%) from 2010, while the number of non-productive apple trees increased by 8.4%. The total orchard acreage stood at 5,440 hectares, down 6.8%.

According to the results obtained, 3.4 million bushels were intended for the fresh apple market. Of that number, 554,500 bushels were sold directly to consumers, representing 9.6% of total sales. Late varieties accounted for 98.6% of sales.

The sales value of the 2011 harvest stood at \$46.79 million, up 3.3% from 2010 and 8.2% compared with the average sales value between 2006 and 2010. All markets combined, the average selling price paid to the grower rose 2.9%, going from \$7.91/bushel in 2010 to \$8.14/bushel in 2011.

Compared with the historical regional averages (2006-2010), the 2011 harvest was characterized by production increases of 6.4% in the Estrie-Missisquoi region and 13.2% in Montérégie I⁽¹⁾. Both regions produced over a million bushels. In contrast, the regions of Montérégie II⁽²⁾ (– 9.6%), Laval-Laurentides-Outaouais (– 8.2%) and Elsewhere in Québec⁽³⁾ (– 7.3%) all had harvests below the average of the previous five years.

(1) (2) and (3): See table 2 on the next page for a complete description of RCMs included in these regions.

For comprehensive statistics on the Québec Apple Marketing Survey:
http://www.stat.gouv.qc.ca/donstat/econm_finnc/filr_bioal/culture/pomme/index_an.htm

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Table 1 : Apple production and marketing, Québec, 2011 harvest

	Unit	2006	2007	2008	2009	2010	2011	2011/2010 %
Orchard acreage	ha	6 503	6 414	6 280	6 025	5 837	5 440	-6,8%
Apple trees	'000	2 616,2	2 713,1	2 635,9	2 614,9	2 625,1	2 638,6	0,5%
Productive	'000	2 326,9	2 397,0	2 302,7	2 300,1	2 300,7	2 287,1	-0,6%
Non-productive	'000	289,3	316,0	333,2	314,9	324,4	351,5	8,4%
Harvests								
Total production volume	"000 bu.	4 627,7	7 421,3	5 697,6	6 290,0	5 736,5	5 785,0	0,8%
Total marketing volume ¹	"000 bu.	4 607,6	7 395,3	5 671,2	6 271,3	5 723,9	5 747,2	0,4%
Fresh apples ²	"000 bu.	3 026,4	3 605,1	3 200,8	3 107,6	3 173,8	3 402,4	7,2%
Processing apples ³	"000 bu.	1 581,3	3 790,1	2 470,4	3 163,7	2 550,1	2 345,1	-8,0%
Sales								
Sales value	\$ '000	34 694,0	46 782,5	46 487,8	43 041,9	45 291,1	46 789,2	3,3%
Average selling price	\$/bu.	\$ 7,53	\$ 6,33	\$ 8,20	\$ 6,86	\$ 7,91	\$ 8,14	2,9%

Note: The data in this table come from a universe composed of orchards with at least 50 productive apple trees.

1. The difference between the production volume and the marketing volume reflects the losses and the quantity consumed by the grower.
2. Refers to the sale of apples to packers, wholesalers, retailers and direct selling from grower to consumer through the pick-your-own system, booths by the roadside and producers' markets. Please note that part of the volume of apples transacted with the packer is routed to processing after grading.
3. Refers to the sale of apples to juice apple processors and dealers.

Source: Institut de la statistique du Québec, Québec Apple Marketing Survey, 2011

Table 2 : Apple production and marketing, by apple growing region, Québec, 2011 harvest

	Orchard acreage	Productive apple trees	Non-productive apple trees	Marketed pro- duction volume	Sales value	Average selling price
	ha	'000	000	000 bu.	\$ '000	\$/bu.
Montréal - Laval - Laurentides - Outaouais	1207	410,4	64,9	1 463,8	12 117,7	8,28 \$
Montérégie I	1065	439,5	75,1	1 017,3	8 513,0	8,37 \$
Montérégie II	2085	938,2	118,4	2 076,0	15 845,4	7,63 \$
Estrie-Missisquoi	754	398,0	72,7	1 004,5	8 024,6	7,99 \$
Elsewhere in Québec	328	101,1	20,3	185,6	2 288,6	12,33 \$
All of Québec	5440	2 287,1	351,5	5 747,2	46 789,2	8,14 \$

Note: The data in this table come from a universe composed of orchards with at least 50 productive apple trees.

Montréal - Laval - Laurentides - Outaouais comprises the administrative regions of Montréal (06), Laval (13), Laurentides (15) and Outaouais (07).

Montérégie I includes the following RCMs: Champlain (58), Roussillon (67), Les Jardins-de-Napierville (68), Le Haut-Saint-Laurent (69), Beauharnois-Salaberry (70) and Vaudreuil-Soulanges (71).

Montérégie II includes the following RCMs: La Haute-Yamaska (47), Acton (48), Le Bas-Richelieu (53), Les Maskoutains (54), Rouville (55), Le Haut-Richelieu (56), La Vallée-du-Richelieu (57), Lajemmerais (59), and the Centre-du-Québec administrative region (17).

Estrie comprises the Estrie administrative region (05) together with the Brome-Missisquoi RCM (46).

Elsewhere in Québec mainly comprises the administrative regions of Capitale-Nationale (03), Mauricie (04) and Chaudière-Appalaches (12). Some orchards are also listed in the administrative regions of Bas-Saint-Laurent(1), Saguenay-Lac-Saint-Jean (2), Abitibi-Témiscamingue (8), Gaspésie-Îles-de-la-Madeleine (11) and Lanaudière (14).

Source: Institut de la statistique du Québec, Québec Apple Marketing Survey, 2011