



# Highlights of the Québec Apple Marketing Survey

June 2014

## 2012 harvest

### Record prices for Québec apples

The sales value of the 2012 harvest hit record highs of \$18.19/bushel (+ 58.7%) for fresh apples and \$7.29/bushel (+ 119.5%) for processing apples. Compared with averages of the previous five years (2007-2011), these increases stood at 63.9% and 125.1% respectively. This information was taken from the *Québec Apple Marketing Survey*, conducted by the Institut de la statistique du Québec.

The sales volume amounted to 5.65 million bushels—2.1% less than in 2011. Overall, sales totaled nearly \$75.0 million, a record for this sector.

For the 2012 harvest, the price of Québec apples was supported by a sharp reduction in supply from orchards of Ontario and neighboring states, which have been significantly affected by adverse weather conditions during the 2012 spring.

The number of productive apple trees increased by 4.0% from 2011, while the number of non-productive apple trees increased by 8.1%. The total orchard acreage increased for the first time in six years to 5,646 hectares, up 3.8% from 2011.

There were 3.1 million bushels intended for the fresh apple market. Of this number, an estimated 547 000 bushels were sold directly to consumers, which represents 9.7% of total volume and 13.8% of total sales (\$10.3 million).

Picking labour costs increased significantly in 2012, averaging \$2.03 per bushel, i.e. 18.5% growth compared with 2011 and 35.2% above the past five years average (\$1.50/bushel).

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](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, 2012 harvest**

	Unité	2007	2008	2009	2010	2011	2012	2012/2011 %
<b>Orchard acreage</b>	ha	6 414,0	6 280,0	6 025,0	5 837,0	5 440,0	5 646,0	3,8%
<b>Apple trees</b>	'000	2 713,1	2 635,9	2 614,9	2 625,1	2 638,6	2 759,3	4,6%
Productive	'000	2 397,0	2 302,7	2 300,1	2 300,7	2 287,1	2 379,3	4,0%
Non-productive	'000	316,0	333,2	314,9	324,4	351,5	380,0	8,1%
<b>Harvests</b>								
Total production volume	'000 bu.	7 421,0	5 697,3	6 289,7	5 736,2	5 784,8	5 661,2	-2,1%
Total marketing volume <sup>1</sup>	'000 bu.	7 394,9	5 671,0	6 271,0	5 723,6	5 747,2	5 654,3	-1,6%
Fresh apples <sup>2</sup>	'000 bu.	3 026,4	3 605,1	3 200,8	3 107,6	3 173,8	3 402,4	7,2%
Processing apples <sup>3</sup>	'000 bu.	1 581,3	3 790,1	2 470,4	3 163,7	2 550,1	2 345,1	-8,0%
<b>Average selling price</b>								
	\$/bu.	6,33	8,20	6,86	7,91	8,14	13,26	62,8%
Fresh apples <sup>2</sup>	\$/bu.	10,06	11,87	10,66	11,45	11,46	18,19	58,7%
Processing apples <sup>3</sup>	\$/bu.	2,78	3,44	3,14	3,51	3,32	7,29	119,5%
<b>Sales</b>								
	'000 \$	46 782,6	46 487,9	43 041,9	45 291,1	46 789,2	74 949,3	60,2%
Fresh apples <sup>2</sup>	'000 \$	36 249,0	37 981,9	33 119,0	36 341,8	39 002,7	56 305,0	44,4%
Processing apples <sup>3</sup>	'000 \$	10 533,6	8 506,0	9 923,0	8 949,3	7 786,6	18 644,3	139,4%
<b>Picking and marketing expenses</b>								
	'000 \$	16 097,5	13 625,4	15 042,5	16 478,2	15 712,1	18 620,0	18,5%
Picking labor cost	'000 \$	9 125,6	8 536,9	9 129,7	9 339,0	9 688,4	11 482,0	18,5%
	\$/bu.	1,23	1,51	1,46	1,63	1,69	2,03	20,5%

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, 2012*

**Table 2: Apple production and marketing, by apple growing region, Québec, 2012 harvest**

	Orchard acreage	Productive apple trees		Marketed produc- tion volume		Sales value		Average selling price	
		Var. 2012/ 2011 %	Var. 2012/ 2011 %	Var. 2012/ 2011 %	Var. 2012/ 2011 %				
	ha	'000	%	'000 bu.	%	'000 \$	%	\$/bu.	%
Montréal - Laval - Lauren- tides - Outaouais	1 355	425,2	3,6%	1 520,0	3,8%	21 302,1	75,8%	14,01 \$	69,3%
Montréal - Laval - Lauren- tides - Outaouais	977	460,9	4,9%	845,1	-16,9%	9 530,8	12,0%	11,28 \$	34,8%
Montréal - Laval - Lauren- tides - Outaouais	2 115	1 006,3	7,3%	2 258,7	8,8%	30 130,1	90,2%	13,34 \$	74,8%
Estrie-Missisquoi	873	382,8	-3,8%	845,6	-15,8%	11 232,7	40,0%	13,28 \$	66,3%
Elsewhere in Québec	326	104,1	3,0%	184,8	-0,4%	2 753,6	20,3%	14,90 \$	20,8%
Le Québec	5 646	2 379,3	4,0%	5 654,3	-1,6%	74 949,3	60,2%	13,26 \$	62,8%

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).

**Montréal - Laval - Laurentides - Outaouais** 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).

**Montréal - Laval - Laurentides - Outaouais** 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-Missisquoi** 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, 2012*