

Highlights of the Québec Apple Marketing Survey

May 2016

2014 harvest

Increase in the volume of apples intended for the fresh market

The 2014 harvest led to a record volume of 4.0 million bushels of apples intended for the fresh market¹, up 5.1% from 2013. Over the five previous years (2009-2013), an average of 3.3 million bushels of fresh apples were sold. Since 2009, the volume of apples intended for the fresh market has recorded four years of growth.

In total, 6.1 million bushels were harvested in 2014, up 3.4% from 2013. The value of sales rose by 2.9% to \$58.6 million. A high level of production, combined with an increase in the volume of apples for the fresh market, compensated for a drop in the price of fresh apples (-1.4% to \$13.05/bushel) and processing apples (-0.7% to \$3.18/bushel). This information comes from the *Québec Apple Marketing Survey*, conducted by the Institut de la statistique du Québec in 2015.

Foreign trade

From August 2014 to July 2015, imports² of apples for the fresh market reached 1.5 million bushels, for a total value of \$21.8 million (\$14.63/bushel). In addition, nearly 650,000 bushels (\$2.9 million) of processing apples were imported to Québec at an average price of \$4.45/bushel. Imports of fresh, concentrated or frozen apple juice totalled \$37.8 million.

Over the same period (August 2014 to July 2015), exports of fresh and processing apples to other countries reached nearly \$3.2 million (155,000 bushels). Sales of fresh, concentrated or frozen apple juice totalled \$575,000.

1. Please note that part of the volume of apples sold to packers is routed to processing after grading.
2. Imports are based on the province of clearance, i.e. apples that entered Canada through Québec.

For comprehensive statistics on the Québec Apple Marketing Survey:
http://www.stat.gouv.qc.ca/statistiques/agriculture/pomiculture-pommles/index_an.html

Patrick Lemire
Direction des statistiques sectorielles et
du développement durable
Institut de la statistique du Québec
Phone : 418 691-2411, poste 3049
Fax : 418 643-4129
E-mail : patrick.lemire@stat.gouv.qc.ca

Table 1: Apple production and marketing, Québec, 2014 harvest

	Unité	2009	2010	2011	2012	2013	2014	2014/2013 %
Orchard acreage	ha	6 025,0	5 837,0	5 440,0	5 646,0	5 493,0	5 370,0	-2,2%
Apple trees	'000	2 614,9	2 625,1	2 638,6	2 759,3	2 743,0	2 796,2	1,9%
Productive	'000	2 300,1	2 300,7	2 287,1	2 379,3	2 299,5	2 356,2	2,5%
Non-productive	'000	314,9	324,4	351,5	380,0	443,6	440,0	-0,8%
Harvests								
Total production volume	'000 bu.	6 289,7	5 736,2	5 784,8	5 661,2	5 946,3	6 149,4	3,4%
Total marketing volume ¹	'000 bu.	6 271,0	5 723,6	5 747,2	5 654,3	5 925,0	6 089,0	2,8%
Fresh apples ²	'000 bu.	3 107,5	3 173,6	3 402,2	3 095,8	3 785,4	3 979,1	5,1%
Processing apples ³	'000 bu.	3 163,5	2 550,0	2 345,0	2 558,5	2 139,6	2 110,0	-1,4%
Average selling price	\$/bu.	6,86	7,91	8,14	13,26	9,61	9,63	0,2%
Fresh apples ²	\$/bu.	10,66	11,45	11,46	18,19	13,24	13,05	-1,4%
Processing apples ³	\$/bu.	3,14	3,51	3,32	7,29	3,20	3,18	-0,7%
Sales	'000 \$	43 041,9	45 291,1	46 789,2	74 949,3	56 949,3	58 621,2	2,9%
Fresh apples ²	'000 \$	33 119,0	36 341,8	39 002,7	56 305,0	50 102,1	51 913,2	3,6%
Processing apples ³	'000 \$	9 923,0	8 949,3	7 786,6	18 644,3	6 847,2	6 707,9	-2,0%
Picking and marketing expenses	'000 \$	15 042,5	16 478,2	15 712,1	18 620,0	18 241,4	20 043,8	9,9%
Picking labor cost	'000 \$	9 129,7	9 339,0	9 688,4	11 482,0	10 818,0	10 716,4	-0,9%
	\$/bu.	1,46	1,63	1,69	2,03	1,83	1,76	-3,6%

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, 2014*

Tableau 2 : International trade of apples and apples products

	Crop year (August-July)	Unit	Imports ¹			Exports		
			Quantity (^{'000})	Value (^{'000} \$)	Price (\$/unit)	Quantity (^{'000})	Value (^{'000} \$)	Price (\$/unit)
Apples, fresh (bushel)	2012/2013	bushel	2 168,3	33 538,4	15,47	189,1	2 710,9	14,33
	2013/2014	bushel	1 759,9	29 755,8	16,91	97,6	1 657,3	16,98
	2014/2015	bushel	1 491,9	21 820,0	14,63	150,0	3 156,6	21,04
Apples, for processing (bushel)	2012/2013	bushel	478,6	2 724,0	5,69	1,8	6,7	3,76
	2013/2014	bushel	588,6	2 502,9	4,25	96,5	411,4	4,26
	2014/2015	bushel	649,2	2 890,3	4,45	4,5	18,7	4,18
Apple juice, fresh or frozen (litre)	2012/2013	litre	18 461,1	40 795,9	2,21	305,9	228,3	0,75
	2013/2014	litre	18 416,7	38 219,0	2,08	317,0	241,9	0,76
	2014/2015	litre	17 601,0	37 796,7	2,15	636,2	575,1	0,90

1. Imports are based on the province of clearance, i.e. apples that entered Canada through Québec.

Sources : Statistique Canada, International Merchandise Trade
Institut de la statistique du Québec.