

Highlights from the Québec Apple Marketing Survey

February 2018

2016 Harvest

Orchard hectareage for the 2016 harvest totalled 5,037 hectares (ha), down 2.3% from 2015, and the number of apple trees declined from 2,907,729 to 2,798,444 (-3.8%). At the regional level, the Montérégie II apple-producing region¹ had the largest orchard surface area with 1,880 ha, followed by the Montréal-Laval-Laurentides-Outaouais region with 1,210 ha. These two combined regions accounted for 61.3% of the total orchard hectareage and for 56.8% of apple trees in Québec.

In 2016, 5.84 bushels of apples were harvested. The quantity of apples put on the market reached 5.81 million bushels, worth \$62.96 million. On the fresh apple market, 4.11 million bushels were sold (\$56.54 million), while 1.71 million bushels were destined for the processing market (\$6.42 million).

For both markets overall, the average sales price was \$10.83/bushel, compared to \$9.88/bushel in 2015. It stood at \$13.77/bushel for fresh apples (\$13.01/bushel in 2015) and at \$3.76/bushel for processing apples (\$3.89/bushel in 2015). At the regional level, average apple prices ranged from \$9.82/bushel (Montérégie II) to \$14.94/bushel (elsewhere in Québec).

Apple picking and marketing costs in the province totalled \$21.2 million (\$20.8 million in 2015), an average of \$2.18 per bushel marketed.

This information is based on the findings of the Québec Apple Marketing Survey, 2016 Harvest, conducted by the Institut de la statistique du Québec.

1. See table 2 on page 3 for a complete description of the regional county municipalities (RCMs) included in each apple-producing region.

Table 1: Apple production and marketing, Québec, 2011-2016

| | Unit | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2016/2015 |
|---|-----------|----------|----------|----------|----------|----------|----------|-----------|
| | | | | | | | | % |
| Number of operations¹ | n | 573 | 564 | 550 | 493 | 480 | 450 | -6.3 |
| Orchard hectareage | ha | 5,440.0 | 5,646.0 | 5,493.0 | 5,370.0 | 5,153.0 | 5,037.0 | -2.3 |
| Apple trees | K | 2,638.6 | 2,759.3 | 2,743.0 | 2,796.2 | 2,907.7 | 2,798.4 | -3.8 |
| Producing | K | 2,287.1 | 2,379.3 | 2,299.5 | 2,356.2 | 2,475.1 | 2,425.3 | -2.0 |
| Non-producing | K | 351.5 | 380.0 | 443.6 | 440.0 | 432.7 | 373.2 | -13.8 |
| Harvest | | | | | | | | |
| Total production volume | K bushels | 5,784.8 | 5,661.2 | 5,946.3 | 6,149.4 | 6,109.5 | 5,843.9 | -4.3 |
| Total marketing volume ² | K bushels | 5,747.2 | 5,654.3 | 5,925.0 | 6,089.0 | 6,067.4 | 5,814.4 | -4.2 |
| Fresh apples ³ | K bushels | 3,402.2 | 3,095.8 | 3,785.4 | 3,979.1 | 3,987.6 | 4,107.2 | 3.0 |
| Processing apples ⁴ | K bushels | 2,345.0 | 2,558.5 | 2,139.6 | 2,110.0 | 2,079.8 | 1,707.2 | -17.9 |
| Average selling price | \$/bushel | 8.14 | 13.26 | 9.61 | 9.63 | 9.88 | 10.83 | 9.6 |
| Fresh apples ³ | \$/bushel | 11.46 | 18.19 | 13.24 | 13.05 | 13.01 | 13.77 | 5.8 |
| Processing apples ⁴ | \$/bushel | 3.32 | 7.29 | 3.20 | 3.18 | 3.89 | 3.76 | -3.3 |
| Sales | \$K | 46,789.2 | 74,949.3 | 56,949.3 | 58,621.2 | 59,967.3 | 62,960.8 | 5.0 |
| Fresh apples ³ | \$K | 39,002.7 | 56,305.0 | 50,102.1 | 51,913.2 | 51,874.3 | 56,536.2 | 9.0 |
| Processing apples ⁴ | \$K | 7,786.6 | 18,644.3 | 6,847.2 | 6,707.9 | 8,093.0 | 6,424.6 | -20.6 |
| Picking and marketing expenses | \$K | 15,712.1 | 18,620.0 | 18,241.4 | 20,043.8 | 20,823.0 | 21,175.3 | 1.7 |
| Picking labour cost | \$K | 9,688.4 | 11,482.0 | 10,818.0 | 10,716.4 | 12,123.8 | 12,666.0 | 4.5 |
| | \$/bushel | 1.69 | 2.03 | 1.83 | 1.76 | 2.00 | 2.18 | 9.0 |

1. Refers to operations that produced and harvested apples for sale or for personal use. An operation can include more than one orchard. Except in rare cases, a minimum of 50 apple trees is considered necessary for commercial apple production.

2. The difference between production volume and marketing volume reflects crop losses and the quantity of apples consumed by the producer.

3. Refers to the sale of apples to packers, wholesalers and retailers and to direct sales from growers to consumers through the pick-your-own system, booths by the roadside and farmers' markets.

Please note that part of the volume of apples sold to packers is routed to processing after grading.

4. Refers to the sale of apples to juice apple processors and dealers.

Notes: Figures may not add up to totals due to rounding.

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

Source: Institut de la statistique du Québec, *Québec Apple Marketing Survey*, 2016 harvest.

Table 2: Apple production and marketing, by apple-producing region, Québec, 2016 harvest

| | Unit | Apple-producing region ¹ | | | | |
|---------------------------------------|----------------|---|---------------|----------------|-----------|------------------------|
| | | Montréal - Laval - Laurentides - Outaouais | Montréal I | Montréal II | Estrie | Elsewhere in Québec |
| Orchard hectareage | ha | 1,210.0 | 890.0 | 1,880.0 | 740.0 | 318.0 |
| Apple trees | K | 508.0 | 571.9 | 1,080.4 | 509.8 | 128.3 |
| Producing | K | 431.2 | 499.9 | 966.4 | 424.2 | 103.7 |
| Non-producing | K | 76.8 | 72.1* | 114.0 | 85.6* | 24.7* |
| Harvest | | | | | | |
| Total production volume | K bushels | 1,425.2 | 884.6 | 2,420.6 | 862.2 | 251.4 |
| Total marketing volume ² | K bushels | 1,418.5 | 882.2 | 2,409.7 | 855.7 | 248.3 |
| Fresh apples ³ | K bushels | 981.2 | 652.5 | 1,634.0 | 613.9 | 225.6 |
| Processing apples ⁴ | K bushels | 437.3 | 229.7* | 775.8 | 241.8 | 22.7** |
| Average selling price | | | | | | |
| Fresh apples ³ | \$/bushel | 10.59 | 12.19 | 9.82 | 11.47 | 14.94 |
| Processing apples ⁴ | \$/bushel | 13.88 | 15.07 | 12.65 | 14.34 | 15.97 |
| | \$/bushel | 3.19* | 4.03* | 3.84 | 4.20 | 4.70** |
| Sales | | | | | | |
| Fresh apples ³ | \$K | 15,018.17 | 10,756.32 | 23,657.41 | 9,819.14 | 3,709.77 |
| Processing apples ⁴ | \$K | 13,622.46 | 9,831.00 | 20,676.03 | 8,803.55 | 3,603.20 |
| | \$K | 1,395.71 | 925.32* | 2,981.37 | 1,015.58 | 106.57** |
| Picking and marketing expenses | | | | | | |
| Picking labour cost | \$K | 5,197.8 | 3,451.3 | 8,006.6 | 3,487.4 | 1,032.2 |
| | \$K | 3,116.3 | 2,103.2 | 5,030.0 | 1,893.8 | 522.7* |
| | \$/bushel | 2.20* | 2.38* | 2.09* | 2.21* | 2.11** |
| Output | bushels/ha | 1,177.82* | 993.88* | 1,287.58* | 1,165.08* | 790.47* |
| Density | apple trees/ha | 419.86* | 642.64* | 574.66* | 688.90* | 403.54* |

* Coefficient of variation between 15% and 25%: interpret with caution.

** Coefficient of variation greater than 25%: imprecise estimate provided for information only.

1. Montréal, Laval, Laurentides and Outaouais correspond to the administrative regions of Montréal (06), Laval (13), Laurentides (15) and Outaouais (07).

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

Montréal II comprises the following RCMs: La Haute-Yamaska (47), Acton (48), Pierre-De Saurel (53), Les Maskoutains (54), Rouville (55), Le Haut-Richelieu (56), La Vallée-du-Richelieu (57), Marguerite-D'Youville (59) and the administrative region of Centre-du-Québec (17).

Estrie corresponds to the administrative region of Estrie (05), to which is added the RCM of Brome-Missisquoi (46).

Elsewhere in Québec corresponds mainly to the administrative regions of Capitale-Nationale (03), Mauricie (04) and Chaudière-Appalaches (12). A few orchards are also located in the administrative regions of Bas-Saint-Laurent (01), Saguenay-Lac-Saint-Jean (02), Abitibi-Témiscamingue (08), Gaspésie-Îles-de-la-Madeleine (11) and Lanaudière (14).

2. The difference between production volume and marketing volume reflects crop losses and the quantity of apples consumed by the producer.

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

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