

# Highlights from the *Québec Apple Marketing Survey*

February 2019

## 2017 Harvest

Orchard hectareage in 2017 totalled 5,022 hectares (ha) compared with 5,037 ha in 2016. The number of apple trees stood at 2,846,649, of which 2,484,971 were bearing trees. At the regional level, the Montérégie II apple-producing region<sup>1</sup> had the largest orchard surface area with 1,951 ha, followed by the Montréal-Laval-Laurentides-Outaouais region with 1,199 ha. Together, these two regions accounted for nearly two-thirds (62.7%) of the province's total orchard area and for 57.7% of apple trees in Québec.

The 2017 apple crop totalled 5.47 million bushels,<sup>2</sup> down 6.4% from 2016. The amount of apples put on the market stood at 5.43 million bushels (-6.6%), for a total value of \$57.23 million (-10.5%). On the fresh apple market, 3.68 million bushels were sold (\$49.54 million), while 1.76 million bushels were directed to the processing market (\$7.68 million).

For both markets overall, the average sales price was \$10.53/bushel, compared to \$10.83/bushel in 2016. It stood at \$13.47/bushel for fresh apples (\$13.77/bushel in 2016) and at \$4.38/bushel for processing apples (\$3.76/bushel in 2016). At the regional level, average apple prices ranged from \$8.54/bushel (Montréal-Laval-Laurentides-Outaouais) to \$15.37/bushel (elsewhere in Québec).

This information is based on the findings of the *Québec Apple Marketing Survey, 2017 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.

2. Equivalent to 42 pounds or 19.05 kilograms.

**Table 1: Apple production and marketing, Québec, 2012-2017**

	Unit	2012	2013	2014	2015	2016	2017	2017/2016 %
<b>Number of operations<sup>1</sup></b>	n	564	550	493	480	450	438	-2.7%
<b>Orchard hectareage</b>	ha	5,646.0	5,493.0	5,370.0	5,153.0	5,037.0	5,022.0	-0.3%
<b>Apple trees</b>	K	2,759.3	2,743.0	2,796.2	2,907.7	2,798.4	2,846.6	1.7%
Producing	K	2,379.3	2,299.5	2,356.2	2,475.1	2,425.3	2,485.0	2.5%
Non-producing	K	380.0	443.6	440.0	432.7	373.2	361.7	-3.1%
<b>Harvest</b>								
Total production volume	K bushels	5,661.2	5,946.3	6,149.4	6,109.5	5,843.9	5,467.4	-6.4%
Total marketing volume <sup>2</sup>	K bushels	5,654.3	5,925.0	6,089.0	6,067.4	5,814.4	5,433.1	-6.6%
Fresh apples <sup>3</sup>	K bushels	3,095.8	3,785.4	3,979.1	3,987.6	4,107.2	3,677.0	-10.5%
Processing apples <sup>4</sup>	K bushels	2,558.5	2,139.6	2,110.0	2,079.8	1,707.2	1,756.1	2.9%
<b>Average selling price</b>	\$/bushel	13.26	9.61	9.63	9.88	10.83	10.53	-2.7%
Fresh apples <sup>3</sup>	\$/bushel	18.19	13.24	13.05	13.01	13.77	13.47	-2.1%
Processing apples <sup>4</sup>	\$/bushel	7.29	3.20	3.18	3.89	3.76	4.38	16.3%
<b>Sales</b>	\$K	74,949.3	56,949.3	58,621.2	59,967.3	62,960.8	57,226.3	-9.1%
Fresh apples <sup>3</sup>	\$K	56,305.0	50,102.1	51,913.2	51,874.3	56,536.2	49,542.5	-12.4%
Processing apples <sup>4</sup>	\$K	18,644.3	6,847.2	6,707.9	8,093.0	6,424.6	7,683.9	19.6%

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*, 2017 harvest.

**Table 2: Apple production and marketing, by apple-producing region, Québec, 2017 harvest**

	Unit	Apple-producing region <sup>1</sup>				
		Montréal - Laval - Laurentides - Outaouais	Montréal I	Montréal II	Estrie	Elsewhere in Québec
<b>Orchard hectareage</b>	ha	1,199.0	871.0	1,951.0	708.0	293.0
<b>Apple trees</b>	K	524.5	585.5	1,116.9	485.1	134.7
Producing	K	444.3	517.4	1,006.5	405.0	111.8
Non-producing	K	80.3	68.1	110.4	80.0	22.9
<b>Harvest</b>						
Total production volume	K bushels	1,474.4	772.4	2,154.1	833.0	233.4
Total marketing volume <sup>2</sup>	K bushels	1,466.0	768.9	2,143.6	827.0	227.6
Fresh apples <sup>3</sup>	K bushels	952.9	468.9	1,514.1	536.7	204.4
Processing apples <sup>4</sup>	K bushels	513.1	300.0	629.5	290.3	23.1*
<b>Average selling price</b>						
Fresh apples <sup>3</sup>	\$/bushel	8.54	10.30	11.07	11.57	15.37
Processing apples <sup>4</sup>	\$/bushel	11.05	13.96	13.86	15.15	16.39
	\$/bushel	3.88*	4.58*	4.34*	4.96	6.30**
<b>Sales</b>						
Fresh apples <sup>3</sup>	\$K	12,518.35	7,920.73	23,722.68	9,567.11	3,497.46
Processing apples <sup>4</sup>	\$K	10,526.53	6,547.08	20,988.58	8,128.57	3,351.67
	\$K	1,991.81	1,373.65	2,734.10*	1,438.53	145.79*
<b>Picking and marketing expenses</b>						
Picking labour cost	\$K	4,015.6**	2,480.0**	6,559.8**	3,083.3**	823.8**
	\$K	2,393.1**	1,501.6**	3,700.5**	1,728.0**	397.9**
	\$/bushel	1.63**	1.95**	1.73**	2.09**	1.75**
<b>Output</b>	bushels/ha	1,229.72*	886.82*	1,104.11*	1,176.53*	796.59*
<b>Density</b>	apple trees/ha	437.48*	672.20*	572.47*	685.12*	459.65*

\* 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](http://www.stat.gouv.qc.ca/statistiques/agriculture/pomiculture-pommles/index_an.html)

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