

# HIGHLIGHTS

## from the *Québec Apple Marketing Survey* 2021 Harvest

The apple marketing survey was conducted by the Institut de la statistique du Québec (ISQ) for the 2021 harvest. The data produced from this survey provide an overview of Québec apple producers with at least 50 trees. To view the full results, click on the following link: [statistique.quebec.ca/en/document/production-and-marketing-of-apples-by-apple-growing-region-quebec](https://statistique.quebec.ca/en/document/production-and-marketing-of-apples-by-apple-growing-region-quebec).

### Orchard area and number of trees

The estimated orchard area for the 2021 harvest was 4,665 hectares (ha), down 4.0% (-193 ha) from the previous year. The number of apple trees stood at 3,026,829, of which 2,549,710 were bearing trees. At the regional level, the “Montérégie-Est and Centre-du-Québec” apple-producing region once again had the largest orchard area with 1,843 ha, followed by the Montréal-Laval-Laurentides-Outaouais region with 1,130 ha. These two regions accounted for nearly two thirds (63.7%) of the province's total orchard area and for 56.3% of its apple trees.

### Harvest volume and value

In 2021, the apple harvest totalled 89,294 tonnes<sup>2</sup>, down 7.0% from 2020. The drop was due to a decrease in production of 41.1% (-6,573 tonnes) in the Montérégie-Ouest region from the previous year. Among the other regions, Estrie had the second-largest decline (-5.7%; -796 tonnes), and Montérégie-Est and Centre-du-Québec had the strongest increase (+1.4%; +497 tonnes). The total quantity of apples put on the market stood at 88,831 tonnes for a total value of \$66.14 million. The share of apples sold on the fresh market was 65,311 tonnes for a value of \$57.53 million. The share sold to the processing market totalled 23,520 tonnes (\$8.61 million).

### Average selling price

For all markets together, the average selling price was \$744.36/tonne in 2021, up from \$708.14/tonne in 2020. The selling price was \$880.84/tonne for the fresh market (+\$53.54 from 2020) and \$366.40/tonne for the processing market (+\$89.76 from 2020). At the apple-growing region level, the average price of apples ranged from \$697.64/tonne (Estrie) to \$956.43/tonne (other regions not specified in the table [elsewhere in Québec]).

1. See Table 2 on page 3 for a complete description of the regional county municipalities (RCMs) included in each apple-growing region.
2. One tonne is equivalent to 2,204.62 lbs or 52.49 bushels.

Table 1

## Apple production and marketing, Québec, 2021 harvest

	Unit	2021
<b>Number of operations<sup>1</sup></b>	<b>n</b>	<b>406</b>
<b>Orchard area</b>	<b>ha</b>	<b>4,665</b>
<b>Apple trees</b>	<b>k</b>	<b>3,026.8</b>
Bearing	k	2,549.7
Non-bearing	k	477.1
<b>All varieties</b>		
Production (harvest)	t	89,294
Marketed <sup>2</sup>	t	88,831
Value of sales	\$K	66,140.7
Average selling price	\$/t	744.36
<b>Fresh apples<sup>3</sup></b>		
Marketed	t	65,311
Value of sales	\$K	57,528.8
Average selling price	\$/t	880.84
Marketed to packers, wholesalers and retailers	t	50,738*
Value of sales	\$K	41,025.4*
Average selling price	\$/t	808.58*
Marketed directly to consumers	t	15,036
Value of sales	\$K	16,503.4
Average selling price	\$/t	1,097.57
<b>Processing apples<sup>4</sup></b>		
Marketed	t	23,520
Value of sales	\$K	8,611.8
Average selling price	\$/t	366.40
<b>Early varieties</b>		
Production (harvest)	t	1,498
Marketed	t	1,490
Value of sales	\$K	1,183.5
Average selling price	\$/t	794.23
<b>Late varieties</b>		
Production (harvest)	t	87,796
Marketed	t	87,341
Value of sales	\$K	64,957.1
Average selling price	\$/t	743.83

\* Coefficient of variation between 15% and 25%; estimate must be interpreted with caution.

\*\* Coefficient of variation greater than 25%; imprecise estimate provided for information purposes only.

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 marketed 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.

Unless otherwise indicated, coefficient of variation lower than 15%; estimate good to excellent.

Source: Institut de la statistique du Québec.

Table 2

## Apple marketing and production, by apple-growing region, Québec, 2021 harvest

	Unit	All of Québec	Apple-growing region <sup>1</sup>				
			Montréal-Laval-Laurentides-Outaouais	Montréal-Ouest	Montréal-Est and Centre-du-Québec	Estrie	Elsewhere in Québec
<b>Number of operations<sup>2</sup></b>	<b>n</b>	<b>406</b>	<b>87</b>	<b>70</b>	<b>118</b>	<b>45</b>	<b>86</b>
<b>Orchard area</b>	<b>ha</b>	<b>4,665</b>	<b>1,130</b>	<b>788</b>	<b>1,843</b>	<b>597</b>	<b>307</b>
<b>Apple trees</b>	<b>k</b>	<b>3,026.8</b>	<b>542.1</b>	<b>669.1</b>	<b>1,161.0</b>	<b>514.5</b>	<b>140.1</b>
Bearing	k	2,549.7	443.5	501.6	1,065.3	421.1	118.2
Non-bearing	k	477.1	98.5	167.5	95.7	93.4	22.0
<b>All varieties</b>							
Production (harvest)	t	89,294	26,665	9,408	35,684	13,078	4,459
Marketed <sup>3</sup>	t	88,831	26,544	9,380	35,500	12,983	4,424
Value of sales	\$K	66,140.7	20,088.0	7,703.6	25,060.2	9,057.8	4,231.0
Average selling price	\$/t	744.36	756.96	821.00	706.04	697.64	956.43
<b>Fresh apples<sup>4</sup></b>							
Marketed	t	65,311	17,575	7,102	26,204	10,279	4,150
Value of sales	\$K	57,528.8	16,513.7	6,809.2	22,096.6	7,957.5	4,151.8
Average selling price	\$/t	880.84	939.63	958.53	843.04	774.28	1,000.52
<b>Processing apples<sup>5</sup></b>							
Marketed	t	23,520	8,969	2,278	9,295 *	2,704	274 **
Value of sales	\$K	8,611.8	3,574.2	894.4	2,963.6 *	1,100.3	79.2 **
Average selling price	\$/t	366.40	398.43	392.65 *	318.64 *	406.82 *	289.24 **
<b>Early varieties</b>							
Production (harvest)	t	1,498	304 *	250	615 *	168	161 *
Marketed	t	1,490	304 *	249	614 *	163	160 *
Value of sales	\$K	1,183.5	261.8 *	190.6	409.0 *	166.6 *	155.5
Average selling price	\$/t	794.23	861.42 **	764.30 *	666.14 **	1,019.95 *	973.23 *
<b>Late varieties</b>							
Production (harvest)	t	87,796	26,361	9,158	35,069	12,910	4,298
Marketed	t	87,341	26,240	9,131	34,886	12,819	4,264
Value of sales	\$K	64,957.1	19,826.2	7,513.0	24,651.2	8,891.3	4,075.5
Average selling price	\$/t	743.83	755.38	822.57	706.56	693.44	955.91

\* Coefficient of variation between 15% and 25%; estimate must be interpreted with caution.

\*\* Coefficient of variation greater than 25%; imprecise estimate provided for information purposes only.

1. Apple-growing regions are defined by the Producteurs de pommes du Québec. The geographic boundaries of apple-growing regions, which are used in the survey, are different from those of administrative regions.

Montréal-Laval-Laurentides-Outaouais comprises the administrative regions of Montréal, Laval, Laurentides, and Outaouais.

Montréal-Ouest comprises the following RCMs: Longueuil, Roussillon, Les Jardins-de-Napierville, Le Haut-Saint-Laurent, Beauharnois-Salaberry, and Vaudreuil-Soulanges.

Montréal-Est and Centre-du-Québec comprises the Centre-du-Québec administrative region and the following RCMs: La Haute-Yamaska, Acton, Pierre-De Saurel, Les Maskoutains, Rouville, Le Haut-Richelieu, La Vallée-du-Richelieu, and Marguerite-D'Youville.

Estrie comprises the following RCMs: Sherbrooke, Le Haut-Saint-François, Le Granit, Memphrémagog, Coaticook, Le Val-Saint-François, Les Sources, and Brome-Missisquoi.

Elsewhere in Québec mainly comprises the administrative regions of Capitale-Nationale, Mauricie, and Chaudière-Appalaches. A few orchards are also located in the administrative regions of Bas-Saint-Laurent, Saguenay-Lac-Saint-Jean, Abitibi-Témiscamingue, Gaspésie-Îles-de-la-Madeleine, and Lanaudière.

2. 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.

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

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Source: Institut de la statistique du Québec.

## Abbreviations and standard symbols

..	Data not available
ha	In hectares
k	In thousands
\$K	In thousands of dollars
n	Number
t	In metric tonnes

## Suggested citation

INSTITUT DE LA STATISTIQUE DU QUÉBEC (2023). *Highlights from the Québec Apple Marketing Survey: 2021 Harvest*. Québec, 4 p. Retrieved from: [[statistique.quebec.ca/en/fichier/highlights-quebec-apple-marketing-survey-2021-harvest.pdf](https://statistique.quebec.ca/en/fichier/highlights-quebec-apple-marketing-survey-2021-harvest.pdf)].

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## Legal deposit

Bibliothèque et Archives nationales du Québec  
2nd quarter 2023  
ISSN 2563-0679 (print)  
ISSN 2561-5203 (online)

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Institut de la statistique du Québec, 2019

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