

# Highlights from the Québec Apple Marketing Survey

May 2017

## 2015 Harvest

The 2015 harvest consisted of 6.11 million bushels of apples, compared to 6.15 for the 2014 harvest. Fresh apples accounted for nearly two thirds (65.7%) of the marketed harvest with 3.99 million bushels, while 2.08 million bushels were destined for the processing market.

Orchard surface area for the 2015 harvest totalled 5,153 hectares (ha), a 4.0 % decrease compared to 2014, while the number of producing apple trees (2,475,100) was up 5.0%.

Sales for all markets attained \$60.0 million, with an average price of \$9.88/bushel. Total sales could be broken down as follows: \$51.9 million (\$13.01/bushel) for fresh apples, and \$8.1 million (\$3.89/bushel) for processing apples. Picking and marketing costs were \$20.8 million (\$20.0 million in 2014), an average of \$2 per bushel marketed.

### Regional statistics

In 2015, the apple growing region of Montérégie II<sup>1</sup> had the largest orchard surface area (1970.0 ha). Most of Québec's apple trees (1.2 million) were also found here, with a density of 600.4 apple trees/ha. Picking labour fees varied from \$1.76 /bushel ("Elsewhere in Québec") to \$2.16 /bushel (Montérégie II).

These data were drawn from the findings of the *Québec Apple Marketing Survey, 2015 Harvest*, by the Institut de la statistique du Québec.

1. See table 2 on page 3 for the full description of the regional county municipalities included in the apple growing regions.

**Table 1: Apple production and marketing, Québec, 2015 harvest**

	Unit	2010	2011	2012	2013	2014	2015	2015/2014
								%
<b>Orchard acreage</b>	ha	5,837.0	5,440.0	5,646.0	5,493.0	5,370.0	5,153.0	-4.0
<b>Apple trees</b>	k	2,625.1	2,638.6	2,759.3	2,743.0	2,796.2	2,907.7	4.0
Producing	k	2,300.7	2,287.1	2,379.3	2,299.5	2,356.2	2,475.1	5.0
Non-producing	k	324.4	351.5	380.0	443.6	440.0	432.7	-1.7
<b>Harvests</b>								
Total production volume	k bushels	5,736.2	5,784.8	5,661.2	5,946.3	6,149.4	6,109.5	-0.6
Total marketing volume <sup>1</sup>	k bushels	5,723.6	5,747.2	5,654.3	5,925.0	6,089.0	6,067.4	-0.4
Fresh apples <sup>2</sup>	k bushels	3,173.6	3,402.2	3,095.8	3,785.4	3,979.1	3,987.6	0.2
Processing apples <sup>3</sup>	k bushels	2,550.0	2,345.0	2,558.5	2,139.6	2,110.0	2,079.8	-1.4
<b>Average selling price</b>	\$/bushel	7.91	8.14	13.26	9.61	9.63	9.88	2.7
Fresh apples <sup>2</sup>	\$/bushel	11.45	11.46	18.19	13.24	13.05	13.01	-0.3
Processing apples <sup>3</sup>	\$/bushel	3.51	3.32	7.29	3.20	3.18	3.89	22.4
<b>Sales</b>	\$k	45,291.1	46,789.2	74,949.3	56,949.3	58,621.2	59,967.3	2.3
Fresh apples <sup>2</sup>	\$k	36,341.8	39,002.7	56,305.0	50,102.1	51,913.2	51,874.3	-0.1
Processing apples <sup>3</sup>	\$k	8,949.3	7,786.6	18,644.3	6,847.2	6,707.9	8,093.0	20.6
<b>Picking and marketing expenses</b>	\$k	16,478.2	15,712.1	18,620.0	18,241.4	20,043.8	20,823.0	3.9
Picking labour cost	\$k	9,339.0	9,688.4	11,482.0	10,818.0	10,716.4	12,123.8	13.1
	\$/bushel	1.63	1.69	2.03	1.83	1.76	2.00	13.5

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

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 farmers' 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.

Note: 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, 2015*.

**Table 2: Apple production and marketing, by apple-producing region, Québec, 2015 harvest**

	Unit	Apple-producing region <sup>1</sup>				
		Montréal - Laval - Laurentides - Outaouais	Montréal I	Montréal II	Estrie	Ailleurs au Québec
<b>Orchard acreage</b>	ha	1,265.0	911.0	1,970.0	681.0	326.0
<b>Apple trees</b>	k	491.6	611.8	1,182.8	481.1	140.3
Producing	k	433.9	499.4	1,032.8	400.3	108.7
Non-producing	k	57.8	112.4	150.1	80.8*	31.6*
<b>Harvests</b>						
Total production volume	k bushels	1,760.1	917.5	2,161.5	1,001.6	268.8
Total marketing volume <sup>2</sup>	k bushels	1,757.8	913.1	2,138.5	995.7	262.4
Fresh apples <sup>3</sup>	k bushels	1,253.5	741.7	1,098.5	655.2	238.8
Processing apples <sup>4</sup>	k bushels	504.3	171.5	1,040.0	340.5	23.6**
<b>Average selling price</b>						
	\$/bushel	9.29	11.73	9.12	9.77*	14.12
Fresh apples <sup>3</sup>	\$/bushel	11.57	13.47	13.92	12.93*	15.17
Processing apples <sup>4</sup>	\$/bushel	3.63*	4.19*	4.05	3.68	3.54**
<b>Sales</b>						
	\$k	16,326.79	10,710.27	19,497.10	9,727.94	3,705.20
Fresh apples <sup>3</sup>	\$k	14,497.72	9,991.23	15,289.46	8,474.30	3,621.60
Processing apples <sup>4</sup>	\$k	1,829.07	719.04	4,207.64	1,253.64	83.60**
<b>Picking and marketing expenses</b>						
	\$k	5,161.4	3,371.0	8,012.7	3,556.4	721.4
Picking labour cost	\$k	3,251.0	1,832.3	4,617.6	1,960.2	462.7*
	\$/bushel	1.85	2.01	2.16	1.97*	1.76**
<b>Output</b>	bushels/ha	1,391.38	1,007.17	1,097.21	1,470.71*	824.52
<b>Density</b>	apple trees/ha	388.65	671.60	600.42	706.47	430.40

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

\*\* Coefficient of variation greater than 25%: ill-defined 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), Rousillon (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), Lajemmerais (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.

3. 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 farmers' markets. Please note that part of the volume of apples transacted with the packer is routed to processing after grading.

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

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

Source: Institut de la statistique du Québec, *Québec Apple Marketing Survey, 2015*.

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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