

# HIGHLIGHTS

## from the *Québec Apple Marketing Survey* 2020 Harvest

The apple marketing survey was conducted by the Institut de la statistique du Québec (ISQ) for the 2020 harvest. The data produced from this survey provide a portrait 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 2020 harvest was 4,858 hectares (ha), up 1.4% (+66 ha) from the previous year. The number of apple trees stood at 3,032,734, of which 2,507,041 were bearing trees. At the regional level, the Montérégie II<sup>1</sup> region had the largest orchard area with 1,918 ha, followed by the Montréal-Laval-Laurentides-Outaouais region with 1,190 ha. These two regions accounted for nearly two-thirds (64.0%) of the province's total orchard area and for 56.6% of apple trees in Québec.

### Harvest volume and value

In 2020, the apple harvest totalled 5.04 million bushels,<sup>2</sup> a 3.1% increase from 2019. The total amount of apples put on the market stood at 4.99 million bushels for a total value of \$67.36 million. The share of apples sold on the fresh market was 3.91 million bushels for a value of \$61.67 million. As for the share sold for the processing market, it totalled 1.08 million (\$5.69 million).

### Average selling price

For all markets together, the average selling price was \$13.49/bushel in 2020 compared to \$12.67/bushel in 2019. For specific markets, it was \$15.76/bushel for the fresh market (+\$0.69 compared to 2019) and \$5.27/bushel for the processing market (+\$0.01 compared to 2019). At the apple-growing region level, the average price of apples ranged from \$11.36/bushel (Estrie) to \$18.54/bushel (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 bushel is equivalent to 42 lbs or 19.05 kg.

Table 1

## Apple production and marketing, Québec, 2020 harvest

Variable	Unit	2020
<b>Number of operations<sup>1</sup></b>	n	416
<b>Orchard area</b>	ha	4,858
<b>Apple trees</b>	k	3,032.7
Bearing	k	2,507.0
Non-bearing	k	435.1
<b>All varieties</b>		
Total production (harvest)	t	95,963
Marketed <sup>2</sup>	t	95,099
Value of sales	\$K	67,361.0
Average selling price	\$/t	708.14
<b>Fresh apples<sup>3</sup></b>		
Marketed	t	74,520
Value of sales	\$K	61,669.6
Average selling price	\$/t	827.30
Marketed to packers, wholesalers and retailers	t	59,680**
Value of sales	\$K	45,191.0**
Average selling price	\$/t	757.22**
Marketed directly to consumers	t	14,840**
Value of sales	\$K	16,478.6*
Average selling price	\$/t	1,110.41**
<b>Processing apples<sup>4</sup></b>		
Marketed	t	20,579
Value of sales	\$K	5,691.4
Average selling price	\$/t	276.64*
<b>Early varieties</b>		
Production (harvest)	t	1,421
Marketed	t	1,390
Value of sales	\$K	1,163.7
Average selling price	\$/t	837.27*
<b>Late varieties</b>		
Production (harvest)	t	94,542
Marketed	t	93,709
Value of sales	\$K	66,197.3
Average selling price	\$/t	706.56

\* Coefficient of variation between 15% and 25%: interpret 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 grower to consumer sales through the pick-your-own system, roadside stands and farmers markets. Please note that part of the volume of apples transacted with packers is routed to processing after grading.
4. Refers to the sale of apples to juice apple processors and dealers.

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

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, 2020 harvest

Variable	Unit	All of Québec	Apple-growing region <sup>1</sup>				
			Montréal - Laval - Laurentides - Outaouais	Montréal I	Montréal II	Estrie	Elsewhere in Québec
<b>Number of operations<sup>2</sup></b>	n	416	90	76	119	45	86
<b>Orchard area</b>	ha	4,858	1,190	838	1,918	615	298
<b>Apple trees</b>	k	3,032.7	521.9	662.6	1,194.0	514.5	139.6
Bearing	k	2,507.0	428.0	548.1	1,000.7	409.7	120.7
Non-bearing	k	435.1	94.1 *	114.5 *	103.4 *	104.1 **	18.9
<b>All varieties</b>							
Total production (harvest)	t	95,963	26,466	15,981	35,187	13,874	4,456
Marketed <sup>3</sup>	t	95,099	26,417	15,909	34,647	13,720	4,406
Value of sales	\$K	67,361.0	19,423.4	11,772.0	23,698.4	8,179.7	4,827.5
Average selling price	\$/t	708.14	735.43 *	740.16	683.99	596.33	973.23
<b>Fresh apples<sup>4</sup></b>							
Marketed	t	74,520	18,949	13,953	27,800	10,601	4,169
Value of sales	\$K	61,669.6	17,020.3	11,307.9	21,783.6	7,342.3	4,215.5
Average selling price	\$/t	827.30	945.93 *	810.50	783.73	692.39	1,011.02
<b>Processing apples<sup>5</sup></b>							
Marketed	t	20,579	8,420 **	1,956 *	6,848 *	3,119 **	237 **
Value of sales	\$K	5,691.4	2,403.1 **	464.1 *	1,914.8 *	837.3 **	72.0 **
Average selling price	\$/t	276.64 *	285.56 **	237.27 **	279.79 **	268.24 **	304.46 **
<b>Early varieties</b>							
Production (harvest)	t	1,421	222 **	441 *	442 *	148 **	167 *
Marketed	t	1,390	222 **	441 *	431 *	147 **	149 *
Value of sales	\$K	1,163.7	208.4 **	357.2 *	288.1 *	130.7 **	179.3 *
Average selling price	\$/t	837.27 *	940.68 **	809.97 **	668.24 **	890.29 **	1,202.10 **
<b>Late varieties</b>							
Production (harvest)	t	94,542	26,244	15,540	34,744	13,726	4,289
Marketed	t	93,709	26,195	15,468	34,216	13,573	4,256
Value of sales	\$K	66,197.3	19,215.0	11,414.8	23,410.3	8,049.0	4,108.2
Average selling price	\$/t	706.56	733.33 *	738.06	683.99	593.18	965.35

\* 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. Montréal - Laval - Laurentides - Outaouais comprises the administrative regions of Montréal, Laval, Laurentides and Outaouais. Montréal I comprises the following RCMs: Longueuil, Roussillon, Les Jardins-de-Napierville, Le Haut-Saint-Laurent, Beauharnois-Salaberry and Vaudreuil-Soulanges. Montréal II comprises the following RCMs: La Haute-Yamaska, Acton, Pierre-De Saurel, Les Maskoutains, Rouville, Le Haut-Richelieu, La Vallée-du-Richelieu, Lajemmerais and the administrative region of Centre-du-Québec. Estrie corresponds to the administrative region of Estrie, to which is added the RCM of Brome-Missisquoi. Elsewhere in Québec corresponds mainly to 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.
4. Refers to the sale of apples to packers, wholesalers and retailers and to direct grower to consumer sales through the pick-your-own system, roadside stands and farmers markets. Please note that part of the volume of apples transacted with packers is routed to processing after grading.
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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

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