

# Highlights from the Québec Apple Marketing Survey

February 2020

## 2018 Harvest

The Apple Marketing Survey for the 2018 harvest was conducted by the Institut de la statistique du Québec (ISQ) among Québec apple producers with at least 50 trees. The data from this survey are available on the ISQ's website and provide a picture of the Québec apple industry.

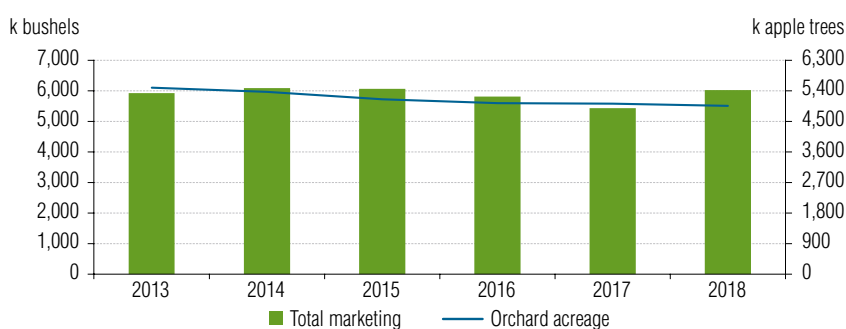
### Surface area of orchards and number of trees

The surface area of orchards for the 2018 harvest is estimated at 4,956 hectares (ha) compared to 5,022 ha in 2017. The number of apple trees totalled approximately 2,901,372, of which 2,588,962 were producing trees. At the regional level, the Montréal II apple-producing region<sup>1</sup> had the largest orchard surface area with 1,965 ha, followed by the Montréal-Laval-Laurentides-Outaouais region with 1,170 ha. Together, these two regions accounted for nearly two-thirds (63.3%) of the province's total orchard area and for 55.8% of apple trees in Québec.

### Harvest volume and value

In 2018, the apple harvest reached 6.07 million bushels<sup>2</sup>, an increase of 11.0% from 2017. The amount of apples put on the market stood at 6.03 million bushels for a total value of \$59.31 million (\$M). On the fresh apple market, 4.25 million bushels were sold for a total of \$51.64 million, while 1.76 million bushels were directed to the processing market (\$7.67 million).

Figure 1  
**Changes in apple marketing and orchard acreage, Québec, 2013-2018**



Source and notes: See Table 1.

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.

## Average selling price

For both markets overall, the average sales price was \$9.84/bushel, compared to \$10.53/bushel in 2017. It stood at \$12.15/bushel for fresh apples (\$13.47/bushel in 2017) and \$4.32/bushel for processing apples (\$4.38/bushel in 2017). Across the apple-producing regions, average apple prices ranged from \$7.66/bushel (Montréal-Laval-Laurentides-Outaouais) to \$15.74/bushel (elsewhere in Québec).

**Table 1: Production and marketing of apples, Québec, 2013-2018**

|   | Unit      | 2013     | 2014     | 2015     | 2016     | 2017     | 2018     | 2018/2017 |
|---|-----------|----------|----------|----------|----------|----------|----------|-----------|
|   |           |          |          |          |          |          |          | %         |
| <b>Number of operations<sup>1</sup></b> | n         | 550      | 493      | 480      | 450      | 438      | 433      | -1.1%     |
| <b>Orchard acreage</b>                  | ha        | 5,493.0  | 5,370.0  | 5,153.0  | 5,037.0  | 5,022.0  | 4,957.0  | -1.3%     |
| <b>Apple trees</b>                      | K         | 2,743.0  | 2,796.2  | 2,907.7  | 2,798.4  | 2,846.6  | 2,901.4  | 1.9%      |
| Producing                               | K         | 2,299.5  | 2,356.2  | 2,475.1  | 2,425.3  | 2,485.0  | 2,589.0  | 4.2%      |
| Non-producing                           | K         | 443.6    | 440.0    | 432.7    | 373.2    | 361.7    | 312.4    | -13.6%    |
| <b>Harvests</b>                         |           |          |          |          |          |          |          |           |
| Total production volume                 | K bushels | 5,946.3  | 6,149.4  | 6,109.5  | 5,843.9  | 5,467.4  | 6,070.4  | 11.0%     |
| Total marketing volume <sup>2</sup>     | K bushels | 5,925.0  | 6,089.0  | 6,067.4  | 5,814.4  | 5,433.1  | 6,025.7  | 10.9%     |
| Fresh apples <sup>3</sup>               | K bushels | 3,785.4  | 3,979.1  | 3,987.6  | 4,107.2  | 3,677.0  | 4,250.5  | 15.6%     |
| Processing apples <sup>4</sup>          | K bushels | 2,139.6  | 2,110.0  | 2,079.8  | 1,707.2  | 1,756.1  | 1,775.2  | 1.1%      |
| <b>Average selling price</b>            | \$/bushel | 9.61     | 9.63     | 9.88     | 10.83    | 10.53    | 9.84     | -6.6%     |
| Fresh apples <sup>3</sup>               | \$/bushel | 13.24    | 13.05    | 13.01    | 13.77    | 13.47    | 12.15    | -9.8%     |
| Processing apples <sup>4</sup>          | \$/bushel | 3.20     | 3.18     | 3.89     | 3.76     | 4.38     | 4.32     | -1.3%     |
| <b>Sales</b>                            | \$K       | 56,949.3 | 58,621.2 | 59,967.3 | 62,960.8 | 57,226.3 | 59,310.4 | 3.6%      |
| Fresh apples <sup>3</sup>               | \$K       | 50,102.1 | 51,913.2 | 51,874.3 | 56,536.2 | 49,542.5 | 51,642.7 | 4.2%      |
| Processing apples <sup>4</sup>          | \$K       | 6,847.2  | 6,707.9  | 8,093.0  | 6,424.6  | 7,683.9  | 7,667.7  | -0.2%     |

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

ha In hectares.

K In thousands

K bushels In thousands of bushels.

\$K In thousands of dollars.

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, 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 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*.

**Table 2 : Production and marketing of apples, by apple-producing region, Québec, 2018 harvest**

|                                     | Unit           | Apple-producing region <sup>4</sup>  |           |             |           |                     |
|-------------------------------------|----------------|--------------------------------------|-----------|-------------|-----------|---------------------|
|                                     |                | Montréal-Laval-Laurentides-Outaouais | Montréal  | Montréal II | Estrie    | Elsewhere in Québec |
| <b>Orchard acreage</b>              | ha             | 1,170.0                              | 825.0     | 1,965.0     | 713.0     | 284.0               |
| <b>Apple trees</b>                  | K              | 500.9                                | 583.6     | 1,168.6     | 518.7     | 129.6               |
| Producing                           | K              | 443.8                                | 538.3     | 1,060.6     | 432.5     | 113.8               |
| Non-producing                       | K              | 57.0**                               | 45.3**    | 108.0       | 86.2      | 15.9**              |
| <b>Harvests</b>                     |                |                                      |           |             |           |                     |
| Total production volume             | K bushels      | 1,746.5*                             | 856.7     | 2,242.9     | 985.2*    | 239.0               |
| Total marketing volume <sup>1</sup> | K bushels      | 1,740.8*                             | 845.5     | 2,230.8     | 972.0*    | 236.5               |
| Fresh apples <sup>2</sup>           | K bushels      | 1,118.0*                             | 686.5**   | 1,538.3     | 683.2**   | 224.6               |
| Processing apples <sup>3</sup>      | K bushels      | 622.9*                               | 159.1**   | 692.5       | 288.9     | 11.9**              |
| <b>Average selling price</b>        |                |                                      |           |             |           |                     |
| Fresh apples <sup>2</sup>           | \$/bushel      | 7.66                                 | 11.28     | 10.41       | 9.78*     | 15.74               |
| Processing apples <sup>3</sup>      | \$/bushel      | 9.44                                 | 12.90     | 13.26       | 11.97*    | 16.29               |
| <b>Sales</b>                        |                |                                      |           |             |           |                     |
| Fresh apples <sup>2</sup>           | \$K            | 13,327.8                             | 9,534.5*  | 23,215.3    | 9,510.2   | 3,722.6             |
| Processing apples <sup>3</sup>      | \$K            | 10,555.2                             | 8,853.0** | 20,398.5    | 8,176.8   | 3,659.2             |
| <b>Output</b>                       |                |                                      |           |             |           |                     |
| Density                             | bushel/ha      | 1,492.76*                            | 1,038.46* | 1,141.43    | 1,381.72* | 841.62              |
|                                     | apple trees/ha | 428.08                               | 707.40    | 594.71      | 727.43    | 456.47              |

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

\* 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.

ha In hectares.

K In thousands.

K bushels In thousands of bushels.

\$K In thousands of dollars.

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 sold to packers is routed to processing after grading.

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

4. Montréal-Laval-Laurentides-Outaouais correspond to 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, Marguerite-D'Youville 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.

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*.

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)

**Suggested citation:**

INSTITUT DE LA STATISTIQUE DU QUÉBEC (2020). *Highlights from the Québec Apple Marketing Survey: 2018 Harvest*, [Online], Québec, ISQ, 4 p. [[www.stat.gouv.qc.ca/statistiques/agriculture/pomiculture-pommes/fs-pomicole-2020.pdf](http://www.stat.gouv.qc.ca/statistiques/agriculture/pomiculture-pommes/fs-pomicole-2020.pdf)].

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| Direction:                     | Sylvain Carpentier, Director   | © Gouvernement du Québec,<br>Institut de la statistique du Québec, 2013   |
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