

# 2000-2001 CANADIAN VEGETABLE SITUATION AND TRENDS

(excluding potatoes)



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Agriculture & Agri-Food Canada Market Industry & Services Branch Ottawa, Ontario  
K1A 0C5

## OVERVIEW

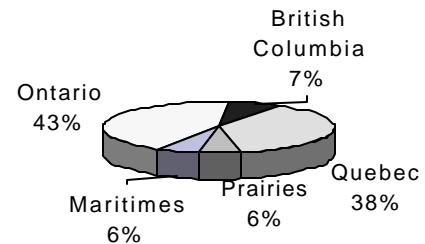
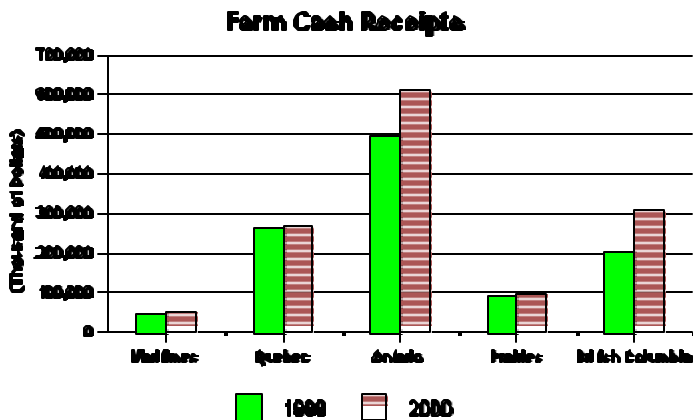
According to Statistics Canada figures, Canada's vegetable growing area decreased by 5.2% to an estimated 109,242 hectares in 2000 of which 105,389 were harvested. The area of production of major commodities for processing declined from about 66,000 hectares in 1988 to a low of 42,393 hectares in 1993, but has since increased to 52,627 hectares in 2000, down 10.7% from last year. From 1991 to 1996, the number of producers increased by 7% to 11,440. The average area per farm has been stable at 11.3 hectares for the same period (the next Census will be in June 2001).

## CANADIAN SITUATION

### *Field Grown Vegetables: Production and Farm Gate Value Down in 2000*

In 2000, the total Canadian field grown vegetable production was 1.9 million tonnes, down 8.4% from 1999 and 8.2% from the 5 year average (see Table 2) mainly due to cool and wet weather conditions during summer. The total farm gate value declined 13.5% to \$475 million due to lower

### 2000 Farm Gate Value share



Ontario has the highest farm gate value for vegetables, followed by Quebec and British Columbia. Processing is also centered in these three provinces.

In 2000, farm cash receipts were \$1.34 billion, up 10.7% from 1999 and up 26.5% from the 5-year average. This accounted for 32% of the \$4.2 billion in farm cash receipts for the horticultural sector. Growth has been mainly in mushrooms, greenhouse and fresh-cut including prepared salads.

acreage and prices for some major vegetables.

In 2000, the volume of fresh market vegetables was 867,000 tonnes with a farm gate value of \$346 million down 10.8% in volume and 11.6% in value from 1999. Farm gate value declined for carrot (down 37%), corn (down 22%), cauliflower (down 17%), rutabagas and peppers (both down 15%), and onions (down 7.4%) sold to fresh market while asparagus increased 9.6% and leeks 29% (see Table 1). The average farm price increased 14 to 404 per kg for all vegetables sold to fresh market. However, average farm price of parsnips declined 37%, carrots 24%, brussels

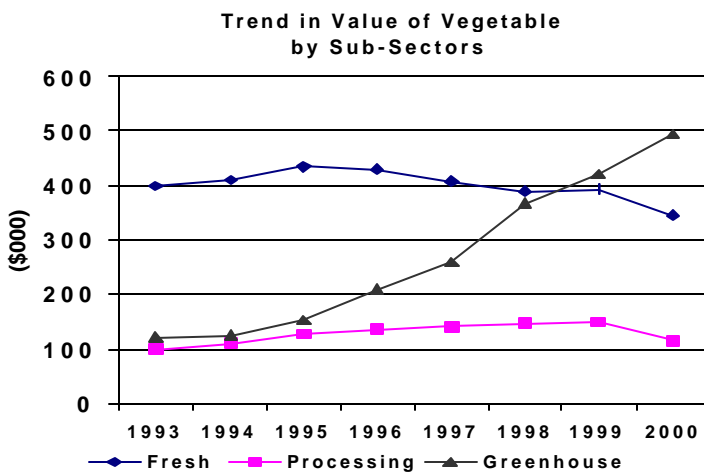
sprouts 21%, cucumbers 16% and onions 10% while price of rhubarb was up 116%, garlic 61%, green peas 42% and lettuce up 23%.

In 2000, the volume of processing vegetables was 974,947 tonnes with a farm gate value of \$115 million, down 6.1% in volume and 23.2% in value from 1999. Farm gate value declined for tomatoes (down 39%), corn (down 30%) and peas (down 9.5%) sold to processors while onions increased 53%. The average farm price was 124 per kg for all vegetables sold to processors, 24 below 1999. Farm price of asparagus sold to processors declined 58%, tomatoes 39%, beets 31%, pumpkins 28%, peppers 21%,

(see Table 3).

New varieties of peppers, cucumbers, lettuce and of tomatoes including "on the vine" types in association with improved crop management techniques helped increase production. Increases in gas prices have slowdown the growth. Greenhouse vegetable production increased by 16% in 2000 compared to 24% in 1999.

According to Statistics Canada, in 2000, the Ontario greenhouse tomato production increased by 22% to 130,773 tonnes and its value was up 22% to reach \$177 million. Ontario remains the country's leader with greenhouse vegetable (excluding lettuce) production worth \$292 million in 2000 (59% of Canadian production value). British Columbia has the second largest production of greenhouse vegetables (excluding lettuce) in Canada worth \$131 million (27% of Canadian production). Excluding lettuce, Quebec greenhouse vegetable production worth 6% of Canadian greenhouse vegetable value (see Table 4). Moreover, Quebec remains the world leading producer in greenhouse lettuce - mainly Boston type.



As shown in the above graph, the value of domestic field grown vegetables destined to the fresh market has decreased slightly since 1995 and is being replaced by greenhouse vegetables and imported produce from US and Mexico.

corn 17%, cauliflower 15.5% and cabbage 13% while carrots gained 10%.

In 2000, based on production volume, 53% of all vegetables produced were for processing compared to 46% in 1995 and 23% in 1993, of which 76% of sweet corn, 97% of peas, 84% of beans and 94% of field tomatoes produced were sold to processors.

**Major Greenhouse Vegetables (tomatoes, cucumbers, peppers and lettuce): Production and Value Increased in 2000**

in 2000, Canadian greenhouse vegetable production was estimated at 312,921 tonnes worth \$494 million, an increase of 16% in volume and 15% in value from 1998

**Fresh-cut Produce**

The rapid growth of fast-food restaurants in the 1980's encouraged the development and use of fresh-cut products. As the demand for products increased, new technology and product innovation were developed to help make fresh-cut produce one of the fastest growing segments of the food industry. It is estimated that in the US fresh-cut produce makes up about 8% of all produce sold in retail grocery outlets and 20% of all produce sold in the food service industry.

Fresh-cut is expected to continue growing in size and popularity as more products are introduced and consumers change their buying habits. In the US, over the next five years fresh-cut produce retail sales are expected to reach \$19 billion compared to \$5 billion in 1994. Freshly prepared, ready to eat salads, now with cut tomatoes, will have a shelf life of up to 14 days utilizing unique Modified Atmosphere Packaging technology. This product was available for the first time in the United States and Mexico early in 1999. Data for Canada are not

available, but growth of fresh-cut produce appears to be slightly behind that of the US.

## TRADE

### *Canada is a net importer of fresh vegetables.*

In 2000, Canada experienced a negative balance of trade by almost \$745 million for fresh vegetables compared to \$694 million in 1999. During the last five years, the value of exports has increased at a rate of 31% per year, much higher than the rate of imports (6.8% per year). Even though balance of trade has been negative for fresh vegetables, ratios of imports over exports have decreased by almost 4 fold going from over 10:1 in 1992 to 2½:1 in 2000 due, in large part, to increased exports of greenhouse vegetables and mushrooms.

The fresh vegetable market has become a truly North American market where production shortages in one region are balanced off by imports from other regions where crops are bountiful. Our major trading partner, the United States, accounts for more than 97% of our exports and 84% of our imports. In recent years, Canadian exports of greenhouse vegetable to the U.S. have increased sharply reflecting the expansion of the greenhouse vegetable industry in Canada. The exports of greenhouse tomatoes and peppers represented 61% of the value of all vegetable exports in 2000.

## Exports

### *Fresh Exports Remain Strong and Exceed Processing Exports*

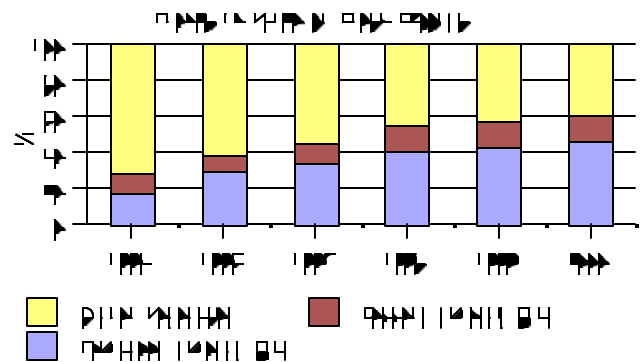
In 2000, Canada exported 346,283 tonnes of fresh vegetables worth \$521 million and 214,310 tonnes of processed vegetables (excluding frozen potatoes) worth \$238 million (mainly frozen and canned). The 2000 fresh vegetable export value (\$521 million) has doubled from the five year average (\$265 million) and has risen at an annual rate of 31% since 1995, while exports of processed vegetables have increased an average of 16% per year since 1995.

The 2000 export price of all fresh vegetables averaged above 1999 by 8.7%. However, the average export price of mushrooms declined 24%, eggplants 16% and carrots 14% due to increased supplies of these commodities in

the United States and competition from Mexico. The average export price for leaf lettuce increased 42%, leeks 40%, garlic 31%, brussels sprouts 32% and cucumbers 15%.

Producers continue to improve production, product quality, and marketing and promotion to remain

competitive in world markets and to continue export



As shown in the above graph, greenhouse vegetable growers continued to build niche markets in the US and in some offshore markets. Total value of greenhouse tomato and pepper exports in 2000 accounted for 61% of all exports of fresh vegetables compared to 29% in 1995. The value of greenhouse tomato exports topped the \$200 million mark in 2000.

growth. In 2000, export values for leeks increased 234%, celery 128%, leguminous vegetables 117%, asparagus 122%, leaf lettuce 92% and spinach 80%, while eggplants declined 83%, beans 52%, turnips 48% and carrots 15% (see Table 6). In value, exports from Ontario represented 48% of total, BC 38% and Quebec 12%. In volume, Ontario exported 47% of all vegetables, Quebec 30% and B.C. 20%.

The value of exports to offshore markets was \$14 million in 2000 compared to \$20 million in 1999. Japan is the leading importer at \$8.2 million followed by Venezuela (\$1.2 million) and

France (\$0.95 million). The value of vegetable export to Caribbean declined 47%, Asia 36%, Middle East 32%, Central America 27%, European Union 24% and South America 14%.

Tomato ketchup leads Canada's five major exported processed vegetables with about \$30 million in export sales, followed by canned sweet corn \$29 million, frozen sweet corn \$20 million, pickles \$17 million and frozen mixed vegetables \$14 million.

## Imports

In 2000, Canada imported 1.3 million tonnes of fresh vegetables worth \$1.26 billion and 2.27 million tonnes of processed vegetables (excluding frozen potatoes) worth \$640 million.

The top five fresh vegetable imports (see Table 7) were lettuce with 17.5% of all imports followed by tomatoes 14.7%, peppers 10.8%, cabbage 6.9% and carrots 6.3%, some of which are imported in bulk and repacked in Canada for retail. Canada imports 67% of fresh vegetables between December and June inclusively, mostly non storage vegetables.

In 2000, about 83% of fresh vegetables were from the US, with 9% coming from Mexico compared to 90% and 5% respectively in 1992. The Netherlands, Spain and China together follow with 4.5% of all imports.

The top five processed vegetable imports are tomato sauce, \$71 million, followed by tomato paste, \$46 million, olives, \$38 million, vegetable juice (including tomato juice), \$37million, and canned tomatoes and canned mushrooms both with \$29 million.

## UNITED STATES SITUATION

### ***Total US Fresh Vegetable and Melon Production Down, Prices Up, Acreage Slightly Down in 2000***

*(Values are represented in \$US)*

Fresh vegetable and melon production in 2000 totaled 34.3 million tonnes down 9.3% from 1999. Farm Gate Value of the 2000 crop was estimated at \$9.3 billion, the same as 1999. Harvested area covered 3.3 million acres down 2.5% from 1999. Erratic weather in California, cool and wet summer conditions in Eastern States, combined with

lower acreage and yield helped fresh vegetable prices to rise in 2000.

Led by lettuce, onions and watermelons, vegetables for fresh market accounted for \$7.8 billion (19.3 million tonnes) in 2000 up 3.3% from last year. Processing vegetables, valued at \$1.48 billion (15 million tonnes), decreased about 14% in 2000 mainly due to a lower tomato crop spurred by high stocks and weak wholesale prices. Tomatoes account for about 63% of total processing vegetables; sweet corn, peas, cucumbers and beans for about 27% and the remaining tenth consists of items such as cabbage, carrots and spinach.

Despite higher prices, the US per capita consumption of fresh vegetables and melons (excludes potatoes and mushrooms) is forecast to 75 kg per person, the same as 1999 (see Table 8). Rising per capita use of leaf and romaine lettuce, cabbage, bell peppers, asparagus and watermelon lead the way in 2000.

U.S. vegetable and melon **exports** are forecast to reach \$1.1 billion in 2000 up 3% from 1999 largely because of increased export value of broccoli, celery, tomatoes, and leaf and romaine lettuce. The USDA estimates the annual growth rate of fresh vegetable and melon exports to reach 4.5% in 2001.

The value of fresh vegetable and melon **imports** into the United States in 2000 is expected to rise 7% to \$2.3 billion compared to 1999. Topping the list of fresh vegetable import values are tomatoes, melons, peppers, onions and cucumbers. Imports from Canada rose 20% to \$410 million led by greenhouse tomatoes and bell peppers (both commodities accounting for two-thirds of Canadian vegetable import values into the United States). Canada now provides 18% of U.S. fresh vegetable imports, up from 16% from 1999. Mexico supplies 73% of fresh vegetable imports into the United States down from 75% a year ago and 84% in 1995.

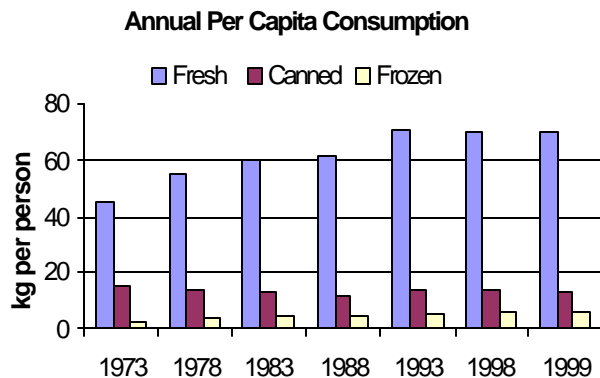
## WORLD SITUATION

### ***Acreage and Production up in 2000***

According to FAO statistics, world production of vegetables including melons has been increasing by 3.9% per year since 1995 and is estimated to reach 670 million tonnes in 2000. The highest production was recorded for tomatoes with 100 million tonnes, followed by watermelons with 63 million tonnes, cabbage with 52 million tonnes, dry onions with 47 million tonnes and yams with 38 million tonnes.

Commodities showing the highest increase during the last five years were watermelons (55%), asparagus (37%), chillies and green peppers (35%), dry onions (28%), cucumbers and gherkins (26%), and eggplant (23%). China grows 41.5% of total vegetables and melons in the world followed by India with 9% and the United States with 6%. Canada grows approximately 0.4% of vegetables in the world.

Growing areas increased by 3.0% per year since 1995 to reach 41.6 million hectares in 2000. Melons, tomatoes, dry onions, cabbage and yams used about half of total growing area.



*In Canada, annual consumption of fresh vegetables (excluding potatoes) has been increasing steadily and in 1999 stood at 69.5 kg per person, up more than 7% from 1990 and 54% from 25 years ago.*

## CONSUMPTION

### **Fresh per Capita Use Steady While Processed Vegetable Use Declines in 1999**

In 1999, Canadian consumption of fresh vegetables stood at 69.5 kg per capita, the same as 1999 (see Table 9). Consumption of lettuce has been increasing steadily during the past several years and stood at over 10 kg per

capita in 1999. Iceberg lettuce remains the favorite but the growing popularity of fresh-cut salad mixes for use at home or in restaurants has also resulted in Canadians eating more romaine and other leaf lettuces. Onions, carrots, tomatoes and cabbage also continue to be an important part of the Canadian fresh vegetable diet.

On a per capita basis, Canada has one of the highest consumption rates of fresh vegetables in the world. In 1996, vegetable purchases per capita totaled \$111, including \$16 of potatoes, \$15 of tomatoes, \$11 of lettuce and \$7 of onions. Quebec (\$128 per person) and British Columbia (\$121 per person) consumers spent the most on fresh vegetables in Canada. Vegetable purchases in stores represent 6.8% of total food expenditures, virtually unchanged in the past 10 years.

In 1999, frozen vegetable consumption was 5.6 kg per person up from 5.5 kg in 1998 but up from 3.3 Kg per person 25 years ago. Canned vegetables and vegetable juices consumption was 13 Kg per person down from 13.4 kg in 1998 and 15 Kg per person 25 years ago (see Table 9). Canadian producers and processors supply approximately 56% of domestic processed and fresh vegetable consumption.

## OPPORTUNITIES AND CHALLENGES

*AThe projected continued increase in U.S. agricultural imports in fiscal 2001 is a modest gain to \$39.5 billion. This reflects slower projected 2001 growth of the U.S. economy and higher domestic supplies of many commodities. The strong dollar will help hold import values down. Most of the import growth is attributed to the major horticultural products--fruits, vegetables, and wine and malt beverages." according to the USDA-Economic Research Services specialists. Higher prices and reduced output combined with slower projected economy growth could result in a slight decline in U.S. per capita vegetable use and slow down the Canadian fresh vegetable exports to the United States in 2001.*

Canadian **organic** production has been expanding for the last ten years, mainly because of increased awareness of consumers for better health and nutrition and also from the controversy over the genetically modified foods. Approximately 4.9%

(1999) of the fruit and vegetable farms in Canada are considered to produce organic products, accounting for about 1.9% and 1.6% of the commercial fruit and vegetable area under cultivation in Canada, respectively. The organic industry anticipates that its market share will increase to about 10% of the Canadian retail market by 2010. Opportunities for exporting organic products exist in the United States, the European Union and in Asia, mainly Japan, Singapore and Hong Kong.

The **fresh-cut produce** market is growing significantly, particularly in the hotel, retail and institutional (HRI) trade, with annual retail sales in the US expected to reach \$19 billion and 25% of fresh produce sales by 2003. Packaged salads alone topped the 1.6 billion US mark in retail sales in 1999, a 16% increase from the year before. The Canadian market is developing more slowly but shows a similar trend. A new fresh-cut produce processing facility was built in Laval, Quebec to serve the New-England, Maritimes, Ontario and Quebec markets starting in 1999.

Following several years of negotiations and scientific testing, Japan has removed their phytosanitary restrictions for **tomatoes** from the United States and Canada and published the ordinance allowing the import of all varieties of tomatoes from Canada and the United States on September 6, 1999 making it effective on that date. Japan had restricted imports of tomatoes from the two countries, except for 25 U.S. varieties and seven Canadian ones, over concerns of the possible spread of fungi.

Canadian **greenhouse vegetable** producers (tomatoes, cucumbers, peppers) as well as greenhouse flower and plant growers are experiencing significant cost increases due to the rise in natural gas prices. Natural gas is the primary fuel used for greenhouse heating and generating carbon dioxide for optimum crop yield and it typically represents up to 25 percent of direct operating costs. Possibilities are being discussed with buyers for increases in their product prices as the competition allows.

**Retail coding** requirements for fresh produce are being adopted quickly by the major produce retailers in Canada. This will allow retailers and packers to differentiate products and track sales and inventory more easily. Large buying companies in Canada and the US started to use this practice.

On October 26, 1998, US Food and Drug Administration issued the final version of the **Guide to Minimize Microbial Food Safety Hazard for Fresh Fruits and Vegetables** in response to Clinton's Food Safety Initiative launched in January 1997. The US Food Safety Initiative is a comprehensive program to improve the safety of food, including produce, through improved surveillance and inspection and expanded food safety research and consumer education. The guide is voluntary for domestic and foreign producers.

In Canada, the Canadian Horticultural Council <http://www.hortcouncil.ca> and the Canadian Produce Marketing Association <http://www.cpma.ca/> worked jointly with United Fresh Fruit and Vegetable Association in the US to develop and implement an HACCP-based **On Farm Food Safety Initiative for Fresh Fruit and Vegetables** in response to the American food safety initiative. One of the outcomes of the Canadian Food Safety Initiative was the development of an On Farm Food Safety Generic Guide for Fresh Fruits and Vegetables. The Canadian guide is voluntary, compatible and equivalent to the American guide.

**Industry consolidation** continues at the processing and retail levels to increase product services and reduce costs. Producers are then further challenged to continue to increase quality and continuity of supply while keeping costs to a minimum.

Canadian horticulture producers are challenged to become **internationally competitive** as trade between countries becomes more liberalized. Under NAFTA, tariffs for imports from Mexico will be fully phased out in 2003. Most-Favoured-Nation (MFN) tariffs for horticulture products have also declined by at least 15% under the provisions of the World Trade Organization (WTO) Agreement.

Free trade negotiations between Canada and the European Free Trade Association (EFTA) (Switzerland and Liechtenstein, Norway and Iceland) are currently delayed due to one outstanding issue in the industrial sector. Once an agreement is signed, selective tariff reductions for agriculture products will be contained in three bilateral agreements between Canada and each



EFTA state. It is expected vegetables will be one of the products to benefit from improved access to the EFTA countries. More information on EFTA and trade agreements can be obtained at the following URL: <http://secretariat.efta.int/>

After extensive consultations with the produce industry from the three NAFTA countries (Canada, United States and Mexico), the Fruit and Vegetable Dispute Resolution Corporation (DRC) was created in 1999 in accordance with the mandate of the NAFTA treaty. The result is an organization of produce companies that builds on existing

services in the U.S. and fills a gap for international transactions for each country and for domestic transactions in Canada and Mexico. The DRC's mission is to provide the North American produce industry with the international policies, standards and services necessary for resolving disputes in a timely and cost effective manner. More information can be obtained at the following URL: <http://www.fvdrc.com/>

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1 tonne = 1 metric tonne = 1,000 kg or 2,200 lb (22 cwt).  
1 acre = 0.40 hectare and 1 hectare = 2.47 acres  
FCR = value based on a "calendar year"  
FGV = value based on any given "crop year"

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Horticulture and Special Crops Division

Source: Statistics Canada, [Food Consumption in Canada](#), Catalogue no. 32-230-XIB, Part II. 8 1999  
Statistics Canada, [Farm Cash Receipts](#), Catalogue no. 21-001-XIB. 8 February 2001  
Statistics Canada, [Fruit and Vegetable Production](#), Catalogue no. 22-003-XIB. 8 February 2001  
Statistics Canada, [Greenhouse, Sod and Nursery](#), Catalogue no. 22-202-XIB. 8 1999  
Food and Agricultural Organization (FAO) [FAO Database](#) 1990-2000.  
Economic Research Service, USDA, [Vegetables and Specialties](#), Situation and Outlook Report. 8 November 2000.

Other Links: Economic Overview of Farm Incomes/Greenhouse and Nursery Farms <http://www.agr.ca/policy/epad>  
Revised: June 2001

## FIELD GROWN VEGETABLE STATISTICS

<b>Table 1: Canadian Major Vegetable Production and Farm Gate Value by Sub-sector<sup>1</sup></b>							
<b>Production (Tonnes)</b>							
Product	1995	1996	1997	1998	1999	5 year average	2000
<b>Processing Vegetables</b>							
Tomatoes	462,882	457,791	450,934	509,783	494,785	475,235	493,157
Corn	226,937	264,017	285,312	252,551	229,200	251,603	193,675
Peas	50,126	64,265	69,824	65,605	67,912	63,546	66,340
Beans	33,894	34,245	35,109	42,919	48,233	38,880	41,991
Carrots	60,070	75,404	82,427	79,279	74,911	74,418	56,949
Cucumbers	38,166	39,703	41,585	47,936	55,604	44,599	54,204
<b>Total</b>	<b>908,838</b>	<b>1,002,878</b>	<b>1,029,066</b>	<b>1,047,422</b>	<b>1,038,277</b>	<b>1,005,296</b>	<b>974,947</b>
<b>Fresh Market Vegetables</b>							
Carrots	207,955	246,383	210,129	235,376	218,583	223,685	182,018
Onions, dry	156,410	158,872	150,860	152,570	160,796	155,902	165,979
Cabbage	139,423	139,466	121,814	134,935	118,748	130,877	123,244
Lettuce	59,994	92,366	95,805	89,823	81,525	83,903	63,691
Corn	97,956	90,408	72,139	94,474	72,787	85,553	51,580
<b>Total</b>	<b>1,058,048</b>	<b>1,149,843</b>	<b>1,015,526</b>	<b>992,026</b>	<b>972,213</b>	<b>1,037,531</b>	<b>867,003</b>
<b>Farm Gate Value (\$000)</b>							
Product	1995	1996	1997	1998	1999	5 year average	2000
<b>Processing Vegetables</b>							
Tomatoes	60,628	52,833	50,320	58,990	57,415	56,037	35,065
Corn	16,807	21,824	23,279	20,885	19,370	20,433	13,525
Peas	16,708	19,069	22,075	20,090	19,200	19,428	17,375
Beans	6,650	7,144	7,088	8,495	9,670	7,809	8,035
Carrots	5,064	6,025	6,898	7,355	7,560	6,580	6,325
Cucumbers	9,378	10,117	11,717	13,180	15,225	11,923	14,700
<b>Total</b>	<b>127,352</b>	<b>135,922</b>	<b>140,874</b>	<b>146,420</b>	<b>149,325</b>	<b>139,979</b>	<b>114,640</b>
<b>Fresh Market Vegetables</b>							
Carrots	58,765	57,280	59,387	58,248	54,948	57,726	34,620
Onions	37,061	42,433	40,253	47,701	47,319	42,953	43,840
Cabbage	36,073	33,450	32,405	34,707	29,501	33,227	28,877
Lettuce	36,360	52,431	50,158	37,765	37,940	42,931	36,427
Corn	39,430	40,212	33,845	35,525	31,604	36,123	24,605
<b>Total</b>	<b>434,171</b>	<b>430,967</b>	<b>408,573</b>	<b>388,292</b>	<b>391,869</b>	<b>400,930</b>	<b>346,524</b>

<sup>1</sup>= Excludes Greenhouse Vegetables, Mushrooms and Potatoes

Source: Statistics Canada



**Table 2: Total Vegetable<sup>1</sup> Production and Farm Gate Value by Province**

	1995	1996	1997	1998	1999	5 year average	2000
<b>Production (Tonnes)</b>							
Canada*	1,966,886	2,152,721	2,044,592	2,117,267	2,075,923	2,071,478	1,901,739
Maritimes	62,891	74,013	81,434	115,539	95,753	85,926	91,299
Quebec	523,395	609,966	601,795	599,277	609,038	588,694	554,848
Ontario	1,184,698	1,235,258	1,180,896	1,230,934	1,210,130	1,208,383	1,111,812
Prairie	94867	64,228	53,052	71,450	83,777	73,475	78,248
British Columbia	93,445	94,264	73,323	81,404	76,918	83,871	64,043
<b>Farm Gate Value (\$000)</b>							
Canada*	561,523	541,628	525,484	550,797	549,341	545,755	474,596
Maritimes	27,831	27,799	19,904	35,031	30,717	28,256	29,039
Quebec	180,889	193,557	200,249	190,035	200,290	193,004	179,570
Ontario	258,509	222,390	211,994	237,485	237,510	233,578	201,005
Prairies	40,539	31,242	28,093	24,668	32,769	31,462	29,357
British Columbia	49,660	50,735	43,780	50,360	47,645	48,436	35,100

<sup>1</sup>= Excludes greenhouse vegetables, mushrooms and potatoes

Source: Statistics Canada

\* Canada includes confidential data

## GREENHOUSE VEGETABLE AND MUSHROOM STATISTICS

<b>Table 3: Major Greenhouse Vegetable Production and Farm Gate Value in Canada</b>					
<b>Production (Tonnes)</b>					
Product	1996	1997	1998	1999	2000
Tomatoes	62,642	78,100	115,970	158,042	182,736
Cucumbers	56,628	60,558	82,168	89,660	101,157
Peppers	7,124	12,430	9,780	12,419	17,580
Lettuce	6,430	6,792	9,474	10,644	11,448
<b>Total</b>	<b>132,824</b>	<b>157,880</b>	<b>217,392</b>	<b>270,765</b>	<b>312,921</b>
<b>Farm Gate Value (\$000)</b>					
Tomatoes	114,999	140,152	213,525	255,905	287,691
Cucumbers	63,837	64,034	107,017	117,352	129,879
Peppers	24,712	43,642	34,367	43,036	61,256
Lettuce	7,334	10,350	12,866	13,097	15,219
<b>Total</b>	<b>210,882</b>	<b>258,178</b>	<b>367,775</b>	<b>429,390</b>	<b>494,045</b>

Source: Statistics Canada

<b>Table 4: Canadian Major Greenhouse Vegetable Production and Farm Gate Value by Province (2000)</b>						
Product	Maritimes	Quebec	Ontario	Prairies	British Columbia	Canada <sup>1</sup>
<b>Production (Tonnes)</b>						
Tomatoes	1,284 <sup>2</sup>	10,241	130,773	2,440	37,775	182,736
Cucumbers	1,154 <sup>2</sup>	2,757	76,237	7,538 <sup>4</sup>	13,462	101,157
Lettuce	N/A	N/A	N/A	N/A	N/A	11,448
Peppers	N/A	15	6,180	N/A	10,859	17,580
<b>Total</b>						<b>270,380</b>
<b>Farm Gate Value (\$000)</b>						
Tomatoes	3,258 <sup>2</sup>	26,175	177,223	6,924	73,587	287,691
Cucumbers	2,025 <sup>2</sup>	3,175	97,252	10,792 <sup>4</sup>	16,623	129,879
Lettuce	N/A	N/A	N/A	N/A	N/A	15,219
Peppers	N/A	N/A	17,983	1,817 <sup>5</sup>	41,283	61,256
<b>Total</b>						<b>494,045</b>

Source: Statistics Canada

1/ Canada includes confidential data: 2/ Nova Scotia and New Brunswick: 3/ Newfoundland, Nova Scotia and New Brunswick:

4/ Saskatchewan and Alberta: 5/ Alberta

<b>Table 5: Mushroom Production and Farm Gate Value by Province (1999)</b>					
	MARITIMES & QUEBEC	ONTARIO	PRAIRIES	BRITISH COLUMBIA	CANADA
<b>Production (Tonnes)</b>					
Fresh	3,606	29,001	9,830	16,819	59,256
Processed	192	4,295	238	5,444	10,170
<b>Farm Gate Value (\$000)</b>					
Fresh	13,901	101,648	33,514	40,986	190,049
Processed	337	8,402	547	13,175	22,461

Source: Statistics Canada

## IMPORT AND EXPORT STATISTICS

<b>Table 6: Canada's Ten Major Exported Fresh Vegetables</b>							
<b>Value (\$000)</b>							
Produce	1995	1996	1997	1998	1999	5 year average	2000 <sup>1</sup>
Tomatoes	24,575	53,021	84,585	153,023	180,207	99,082	244,294
Peppers	15,516	15,975	25,618	50,408	56,934	32,890	74,198
Mushrooms	18,748	30,617	35,577	40,318	55,247	36,101	62,454
Carrots	31,380	24,562	24,374	28,751	28,578	27,529	24,309
Cucumbers and Gherkins	6,751	9,019	14,103	19,304	23,870	14,609	34,007
Onions and shallots	13,390	16,230	13,113	25,105	20,077	17,583	22,094
Cabbage	11,908	10,800	13,936	17,764	16,311	14,144	19,199
Lettuce and Head Lettuce	5,181	5,851	12,758	7,552	10,928	8,454	18,779
Cauliflowers and Headed Broccoli	1,424	3,343	7,963	8,023	4,690	5,089	5,033
Celery	1,592	3,683	2,334	1,518	1,789	2,183	4,071
<b>Total</b>	<b>135,727</b>	<b>176,907</b>	<b>240,990</b>	<b>363,792</b>	<b>411,408</b>	<b>265,765</b>	<b>521,076</b>

Source: Statistics Canada

1 = Preliminary Results

<b>Table 7: Canada's Ten Major Imported Fresh Vegetables</b>							
<b>Value (\$000)</b>							
Produce	1995	1996	1997	1998	1999	5 year average	2000 <sup>1</sup>
Lettuce and Head Lettuce	176,632	139,223	169,506	188,038	184,638	171,607	222,252
Tomatoes	160,779	159,075	183,128	200,523	179,201	176,541	209,336
Peppers	89,940	83,827	99,202	112,567	114,992	100,106	136,765
Carrots	47,966	44,739	58,364	71,720	75,212	59,600	80,015
Broccoli	56,507	54,567	61,234	66,085	60,465	59,772	73,065
Onions	41,584	32,596	40,302	51,359	43,190	41,806	41,252
Celery	52,592	34,139	45,673	40,872	39,108	42,477	58,979
Cauliflower & Headed Broccoli	37,132	38,205	35,766	38,339	38,654	37,619	44,098
Asparagus	23,288	22,384	29,059	29,225	32,977	27,387	37,668
Cucumbers and Gherkins	33,758	33,350	33,807	35,941	32,114	33,794	35,060
<b>Total</b>	<b>947,090</b>	<b>869,092</b>	<b>1,003,588</b>	<b>1,116,688</b>	<b>1,105,073</b>	<b>1,008,306</b>	<b>1,266,197</b>

Source: Statistics Canada

1 = Preliminary Results

## UNITED STATES STATISTICS

**Table 8: U.S. Fresh Vegetables and Melons<sup>1</sup>**

(In \$US)	1998		1999		2000f	
	Quantity	\$ Million	Quantity	\$ Million	Quantity	\$ Million
Area Harvested ('000 acres)	3,300	-----	3,410	-----	3,325	-----
Production ('000 Tonnes)	33,318	9,528	37,818	9,283	34,318	9,285
Import ('000 Tonnes)	2,628	2,266	2,703	2,171	2,561	2,325
Export ('000 Tonnes)	1,577	1,062	1,672	1,068	1,782	1,100
Per Capita Consumption (Kg per Year)	72	-----	75	-----	75	-----

Source: Economic Research Services, USDA

f = forecast

1 = excludes mushrooms and potatoes

## PER CAPITA CONSUMPTION STATISTICS

**Table 9: Per Capita Consumption of Fresh and Processed Vegetables in Canada**

Kg per person	Fresh <sup>1</sup>	Canned	Frozen
1973	45	15	2.9
1978	54.7	13.2	3.4
1983	59.6	12.9	4.1
1988	61.2	11.8	4.4
1993	70.7	13.1	4.8
1994	69.1	13.4	4.8
1995	67.7	12.8	5.5
1996	69.7	12.7	5.4
1997	67.9	13.1	5.5
1998	69.5	13.4	5.5
1999	69.5	13.0	5.6

Source: Statistics Canada, Food Consumption in Canada, Part II, 1999

1 = excludes potatoes