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### VALUE OF FRUIT PRODUCTION - 1960

The total farm value of commercial fruit production in Canada for 1960 was 53.0 million dollars  $\frac{1}{2}$ , a substantial increase from the 1959 total of 43.5 million dollars  $\frac{2}{3}$ . Growers realized larger amounts in 1960 than in the previous year from the sales of all crops except blueberries, loganberries, and plums and prunes.

The value of the 1960 apple crop, estimated at 23.1 million dollars was 34 per cent above the 1959 figure of 17.3 million dollars. A price increase from \$1.11 per bushel in 1959 to \$1.55 more than offset a 600,000 bushel drop in production. The total value of tender tree fruits in 1960, estimated at 13.5 million dollars was 15 per cent above 1959's 11.7 million while the value of small fruit crops totalled 16.3 million dollars in 1960 and 14.4 million dollars the previous year.

The increase in value of fruit crops was due largely to higher prices in 1960; prices were above or equal to those of 1959 for all fruits except grapes where a limited reduction was reported. The minimum prices, for processing tender tree fruits and berries in Ontario in 1960 were, with the exception of one category of pears, higher than those for 1959  $\frac{3}{4}$ . Apple growers exported 2.4 million bushels out of the 1960 crop (July 1, 1960-May 31, 1961) at an average value of \$3.62 per bushel compared to 2.1 million bushels at \$3.15 the previous season.

In each province for which statistics on fruit production are prepared, total returns to growers of fruit crops were greater for the 1960 output than for that of 1959. Higher yields of blueberries in Newfoundland and strawberries in Prince Edward Island accounted for the increased value of fruit produced in those provinces. Nova Scotia growers benefitted from a higher apple price as well as a substantial increase in strawberry production. In New Brunswick an increased strawberry crop and a higher price for blueberries offset the effect of a smaller apple harvest. Quebec apple and strawberry growers received higher prices for their 1960 crops. The blueberry crop on the other hand was down from the unusually large volume picked in 1959 and as a result the total value of fruit produced in Quebec was only slightly above that of the previous year.

Fruit growers in Ontario realized an estimated 24.0 million dollars from the sales of their 1960 crops, almost 5 million dollars more than in 1959. The 1960 total was made up of 7.0 million dollars from the sales of apples, 9.2 million dollars from the sales of tender tree fruits, 4.8 million dollars from the sales of grapes and 3.0 million from strawberries and raspberries. In British Columbia fruit sales reached an estimated 17.2 million dollars,  $\frac{1}{4}$  27 per cent above the previous year's 13.6 million dollars. Apple growers, with receipts estimated at 9.5 million dollars for the 1960 crop, realized considerably more than the 6.2 million dollars of the previous season. Tender tree fruit producers with sales totalling 9.2 million dollars also showed gains over the 8.0 million dollars of 1959. The small fruits industry, on the other hand, with total sales at 3.4 million dollars in 1960 did not realize as large a revenue as in 1959 when a total of 3.8 million dollars was reached.

- 1/ Does not include apricots or cranberries for which data are unavailable or incomplete.
- 2/ Does not include cranberries for which data are not complete.
- 3/ Minimum prices to be paid by processors, under the (Ontario) Farm Products Marketing Act.
- 4/ Does not include apricots.

Estimated Production and Value of Fruit in Canada, by Province, 1959 and 1960

		1959			1960		
	Unit	Production	Price per Unit	Total Farm Value	Production	Price per Unit	Total Farm Value
		'000	\$	\$'000	'000	\$	\$'000
<u>CANADA</u>							
Apples	bu.	15,517	1.11	17,294	14,914	1.55	23,147
Pears	bu.	1,276	1.78	2,269	1,528	2.10	3,209
Plums and prunes	bu.	620	1.65	1,024	467	2.08	970
Peaches	bu.	2,645	2.06	5,444	2,362	2.60	6,137
Apricots	bu.	181	2.56	464	305	n.a.	n.a.
Cherries, sweet	bu.	246	6.94	1,708	201	9.41	1,893
Cherries, sour	bu.	241	3.38	815	254	5.22	1,326
Strawberries	qt.	21,405	.22	4,711	26,114	.22	5,734
Raspberries	qt.	11,215	.25	2,781	11,899	.26	3,126
Loganberries	lb.	1,217	.15	184	1,095	.15	163
Grapes	lb.	84,378	.048	4,060	113,167	.043	4,899
Blueberries	lb.	23,008	.12	2,710	19,604	.12	2,383
Cranberries	lb.	668	n.a.	n.a.	552	n.a.	n.a.
Total Values				43,464			52,987
<u>NEWFOUNDLAND</u>							
Blueberries	lb.	1,500	.07	105	2,813	.07	197
<u>PRINCE EDWARD ISLAND</u>							
Strawberries	qt.	650	.22	143	1,730	.22	381
Blueberries	lb.	600	.13	78	130	.10	13
Total Values				221			394
<u>NOVA SCOTIA</u>							
Apples	bu.	2,260	.64	1,446	2,243	.82	1,839
Pears	bu.	35	1.80	63	28	1.75	49
Plums and prunes	bu.	5	2.60	13	5	2.65	13
Strawberries	qt.	1,209	.265	320	2,295	.20	459
Raspberries	qt.	35	.45	16	30	.42	13
Blueberries	lb.	5,200	.105	546	5,400	.10	540
Cranberries	lb.	518	n.a.	n.a.	310	n.a.	n.a.
Total Values				2,404			2,913
<u>NEW BRUNSWICK</u>							
Apples	bu.	500	1.10	550	400	1.20	480
Strawberries	qt.	600	.28	168	1,500	.25	375
Raspberries	qt.	50	.42	21	60	.42	25
Blueberries	lb.	3,500	.11	385	3,500	.14	490
Cranberries	lb.	35	.16	6	40	n.a.	n.a.
Total Values				1,130			1,370

Estimated Production and Value of Fruit in Canada, by Province, 1959 and 1960 (Concluded)

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Unit	Production	Price per Unit	Total Farm Value	Production	Price per Unit	Total Farm Value	
	'000	\$	\$'000	'000	\$	\$'000	
<u>QUEBEC</u>							
Apples	bu.	3,980	1.05	4,179	3,130	1.37	4,288
Strawberries	qt.	6,552	.17	1,114	6,500	.20	1,300
Raspberries	qt.	988	.40	395	1,294	.38	492
Blueberries	lb.	10,461	.12	1,236	6,098	.14	850
Total Values			6,924	6,930			
<u>ONTARIO</u>							
Apples	bu.	4,603	1.07	4,942	3,761	1.87	7,017
Pears	bu.	767	1.54	1,177	851	1.90	1,615
Plums and prunes	bu.	360	1.66	597	267	1.94	518
Peaches	bu.	2,143	2.08	4,455	1,773	2.82	4,994
Cherries, sweet	bu.	176	5.57	982	92	7.64	706
Cherries, sour	bu.	241	3.38	815	254	5.22	1,326
Strawberries	qt.	6,188	.23	1,409	9,159	.21	1,903
Raspberries	qt.	2,365	.37	884	2,969	.38	1,122
Grapes	lb.	81,800	.047	3,871	111,838	.043	4,815
Total Values			19,132	24,016			
<u>BRITISH COLUMBIA</u>							
Apples	bu.	4,174	1.48	6,177	5,380	1.77	9,523
Pears	bu.	474	2.17	1,029	649	2.38	1,545
Plums and prunes	bu.	255	1.62	414	195	2.25	439
Peaches	bu.	502	1.97	989	589	1.94	1,143
Apricots	bu.	181	2.56	464	305	n.a.	n.a.
Cherries, sweet	bu.	70	10.37	726	109	10.89	1,187
Strawberries	qt.	6,206	.25	1,557	4,930	.27	1,316
Raspberries	qt.	7,777	.19	1,465	7,546	.20	1,474
Loganberries	lb.	1,217	.15	184	1,095	.15	163
Grapes	lb.	2,578	.073	189	1,329	.063	84
Blueberries	lb.	1,747	.21	360	1,663	.18	293
Cranberries	lb.	115	.19	22	202	.18	36
Total Values			13,575	17,203			

1/ Nova Scotia, New Brunswick and British Columbia.



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