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VALUE OF FRUIT PRODUCTION, 1962

The total farm value of the 1962 commercial fruit crop in Canada is estimated at \$58.6 million, about 11 per cent above the 1961 figure of \$52.7 million. This total was made up of \$28.0 million from the sale of apples, \$14.9 million from sales of tender tree fruits and \$15.7 million from small fruits. In 1962, apple growers realized \$28.0 million, \$4.9 million more than from the 1961 crop. Apple production in 1962, at 20 million bushels, was substantially higher than in the previous season when 16.5 million bushels were picked. The value of tender tree fruits at \$14.9 million was slightly lower in 1962 than in 1961 (by about \$500,000) but small fruit sales were almost \$1.5 million higher in 1962 compared with 1961.

Ontario growers realized a total of \$22.7 million from the sales of 1962 fruit crops, 6 per cent below the \$24.1 million of the previous season. Returns for apples, pears, sweet cherries and grapes were higher in 1962 than in 1961, but lower for plums and prunes, peaches, sour cherries, raspberries and strawberries. In British Columbia, on the other hand, fruit sales at \$20.7 million for 1962 were substantially above the \$16.6 million realized in the previous season. Higher returns were received in 1962 by British Columbia growers for all crops except plums and prunes, loganberries and grapes. In Quebec the total value of fruit produced in 1962 reached \$9.7 million, 69 per cent higher than the \$5.8 million of the previous season. Most of this increase was due to the fact that the estimated apple production was much larger in the latter season. In Nova Scotia, on the other hand, the value of fruit production in 1962 at \$3.7 million was somewhat lower than the 1961 total of \$4.2 million. Similarly, total receipts were also down in Newfoundland, Prince Edward Island, and New Brunswick.

In Table 2, the estimated volume and value of apples sold on the fresh market and those sold for processing for the 1962 crop are shown. Similar estimates for the other fruits in Quebec, Ontario and British Columbia are also included in this table.

Estimates presented in this report refer to commercially grown fruit only. Farm value as indicated in Table 1 is an estimate of returns from fruit crop sales, whether for processing or for the fresh market. Table 2 includes a breakdown between the fresh market and processing sales. Except where otherwise noted, the data were supplied to the Dominion Bureau of Statistics by Provincial and Federal Departments of Agriculture personnel in the various fruit growing areas, and by the Quebec Bureau of Statistics. The 1962 figures are preliminary and subject to revision.

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TABLE 1. Estimated Total Commercial Production and Value of Fruit in Canada,
by Province, 1961 and 1962

	Unit	1961		1962	
		Production	Farm Value	Production	Farm Value
		'000	\$'000	'000	\$'000
<u>CANADA</u>					
Apples	bu.	16,521	23,077	20,049	28,008
Pears	bu.	1,477	2,101	1,720	3,471
Plums and prunes	bu.	578	1,257	487	1,011
Peaches	bu.	3,075	6,674	2,256	5,784
Apricots	bu.	265	626	310	646
Cherries, sweet	bu.	306	2,403	422	2,946
Cherries, sour	bu.	526	2,307	212	1,005
Strawberries	qt.	23,022	5,291	24,692	5,969
Raspberries	qt.	9,469	2,534	10,393	2,967
Loganberries	lb.	1,203	167	1,022	132
Grapes	lb.	85,237	4,325	92,435	4,739
Blueberries	lb.	18,063	1,823	18,226	1,821
Cranberries	lb.	719	107	530	73
Total Values			52,692		58,572
<u>NEWFOUNDLAND</u>					
Blueberries	lb.	2,934	235	1,250	88
<u>PRINCE EDWARD ISLAND</u>					
Strawberries	qt.	1,900	342	1,400	308
Blueberries	lb.	451	54	238	21
Cranberries	lb.	60	5	50	7
Total Values			401		336
<u>NOVA SCOTIA</u>					
Apples	bu.	3,151	2,962	2,461	2,475
Pears	bu.	51	98	48	76
Plums and prunes	bu.	5	13	6	16
Strawberries	qt.	2,300	529	1,800	468
Raspberries	qt.	45	16	30	10
Blueberries	lb.	5,700	513	7,400	629
Cranberries	lb.	205	23	240	26
Total Values			4,154		3,700
<u>NEW BRUNSWICK</u>					
Apples	bu.	525	604	500	600
Strawberries	qt.	1,400	364	1,000	280
Raspberries	qt.	60	25	50	20
Blueberries	lb.	4,500	405	4,000	360
Cranberries	lb.	50	6	50	6
Total Values			1,404		1,266

TABLE 1. Estimated Total Commercial Production and Value of Fruit in Canada,
by Province, 1961 and 1962 (Concluded)

	Unit	1961		1962	
		Production	Farm Value	Production	Farm Value
		'000	\$'000	'000	\$'000
<u>QUEBEC</u>					
Apples	bu.	3,055	4,094	5,985	7,397
Strawberries	qt.	4,100	1,025	6,476	1,483
Raspberries	qt.	1,300	351	1,183	480
Blueberries	lb.	2,715	299	3,429	381
Total Values			5,769		9,741
<u>ONTARIO</u>					
Apples	bu.	5,511	6,304	5,052	6,722
Pears	bu.	816	1,495	1,069	1,905
Plums and prunes	bu.	340	664	187	429
Peaches	bu.	2,544	5,565	1,633	4,570
Cherries, sweet	bu.	125	916	230	1,447
Cherries, sour	bu.	526	2,307	212	1,005
Strawberries	qt.	7,986	1,750	5,989	1,388
Raspberries	qt.	2,997	1,027	2,169	744
Grapes	lb.	81,634	4,060	89,014	4,494
Total Values			24,088		22,704
<u>BRITISH COLUMBIA</u>					
Apples	bu.	4,279	9,113	6,051	10,814
Pears	bu.	610	508	603	1,490
Plums and prunes	bu.	233	580	294	566
Peaches	bu.	531	1,109	623	1,214
Apricots	bu.	265	626	310	646
Cherries, sweet	bu.	181	1,487	192	1,499
Strawberries	qt.	5,336	1,281	8,027 ^{1/}	2,042
Raspberries	qt.	5,067	1,115	6,961 ^{1/}	1,713
Loganberries	lb.	1,203	167	1,022	132
Grapes	lb.	3,603	265	3,421	245
Blueberries	lb.	1,763	317	1,909	342
Cranberries	lb.	404	73	190	34
Total Values			16,641		20,737

The volumetric units of measurement shown above may be converted to pounds as follows:

- 1 bushel of apples = 45 pounds
- 1 bushel of other tree fruits = 50 pounds
- 1 quart of berries = 1.25 pounds (except for B.C.)
- 1 quart of berries (B.C.) = 1.5 pounds.

^{1/} See footnote (2) page 4.



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TABLE 2. Estimated Fresh Market Sales and Sales to Processors, 1962

	Unit	1962			
		Estimated Fresh Market Sales		Processing Sales	
		Quantity	Value	Quantity	Value
		'000	\$'000	'000	\$'000
<u>NOVA SCOTIA</u>					
Apples	bu.	794	1,191	1,667	1,284
<u>NEW BRUNSWICK</u>					
Apples	bu.	500	600	nil	nil
<u>QUEBEC</u>					
Apples	bu.	5,060	6,831	925	566
Strawberries	qt.	5,678	1,306	798	177
Raspberries	qt.	1,081	454	102	26
Blueberries	lb.	3,176	353	253	28
Total Values			8,944		797
<u>ONTARIO</u>					
Apples	bu.	3,187	4,908	1,865	1,814
Pears	bu.	268	414	801	1,491
Plums and prunes	bu.	132	322	55	107
Peaches	bu.	781	2,359	852	2,211
Cherries, sweet	bu.	173	1,042	57	405
Cherries, sour	bu.	37	130	175	875
Strawberries	qt.	3,850	968	2,139	420
Raspberries	qt.	1,698	600	471	144
Grapes	lb.	17,972	784	71,042	3,710
Total Values			11,527		11,177
<u>BRITISH COLUMBIA</u>					
Apples	bu.	4,704	9,531	1,347	1,283
Pears	bu.	495	1,235	108	255
Plums and prunes	bu.	205	401	89	165
Peaches	bu.	366	739	257	475
Apricots	bu.	180	360	130	286
Cherries, sweet	bu.	166	1,346	26	153
Strawberries	qt.	1,001	332	7,026 ^{2/}	1,710
Raspberries	qt.	427	141	6,534 ^{2/}	1,572
Loganberries	lb.	103	22	919	110
Grapes	lb.	1,223	113	2,198	132
Blueberries	lb.	896	180	1,013	162
Cranberries	lb.	-	-	190	34
Total Values			14,400		6,337
<u>CANADA</u>					
Apples	bu.	14,245	23,061	5,804	4,947

^{2/} Source: Acquirement of Fresh Fruits & Vegetables 1962 Crop (D.B.S.)