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VALUE OF FRUIT PRODUCTION - 1963

The total farm value of the 1963 commercial fruit crop in Canada is estimated at 67.3 million dollars, about 14 per cent above the revised 1962 total of 59.0 million dollars. The 1963 figure was made up of 31.0 million dollars from the sales of apples, 17.6 million dollars from the sales of tender tree fruits and 18.7 million dollars realized from sales of small fruit crops. In the previous season, 1962, growers received less from the sales of all fruits with the exception of apricots and strawberries. The increase in total farm value of commercial fruit crops in 1963 was associated with a larger production of most fruits during the latter season. The 1963 apple crop was an all-time record.

Ontario growers realized an estimated 27.2 million dollars from the sales of fruit crops in 1963, about 20 per cent more than in the previous season. Returns were greater for all crops, except pears and strawberries. Strawberry production was lower in 1963 than in 1962 as a result of dry weather. The value of British Columbia grown fruit reached an estimated 23.2 million dollars in 1963, compared with 21.2 million dollars in 1962. Of this increase in value of 2 million dollars, one million was attributable to the apple crop which was much heavier in 1963 than in 1962. The rest of the increase was in pears and raspberries.

The value of fruit production in Quebec increased from 9.7 million dollars in 1962 to 11.0 million dollars in 1963. All crops produced in this province returned more to the growers in the latter season. Throughout the Atlantic provinces, the value of the 1963 fruit crops exceeded those of the previous year. Nova Scotia apple growers realized an estimated 2.6 million dollars for the 1963 crop compared with 2.5 million dollars from the 1962 crop. The value of blueberries harvested was also considerably higher in both Nova Scotia and New Brunswick in 1963 compared with 1962.

In table 2, the estimated volume and value of apples sold on the fresh market and those sold for processing for both 1962 and 1963 are shown. Similar estimates for the other fruits in Quebec, Ontario, and British Columbia are also included in this table.

Crop 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 1963 figures are preliminary and subject to revision.

TABLE 1. Estimated Total Commercial Production and Value of Fruit in Canada, by Province, 1962 and 1963

	Unit	1962			1963		
		Production	Farm Value		Production	Farm Value	
		'000	Tons	\$'000	'000	Tons	\$'000
<u>CANADA</u>							
Apples	bu.	20,095	452,132	28,056	23,016	517,863	31,028
Pears	bu.	1,720	43,006	3,471	1,688	42,206	3,999
Plums and prunes	bu.	487	12,189	1,031	700	17,499	1,434
Peaches	bu.	2,256	56,405	5,784	2,373	59,320	6,933
Apricots	bu.	310	7,742	714	99	2,484	327
Cherries, sweet	bu.	422	10,550	2,946	406	10,145	3,143
Cherries, sour	bu.	212	5,305	1,005	346	8,648	1,716
Strawberries	qt.	25,455	17,009	6,080	24,166	16,112	5,849
Raspberries	qt.	10,901	7,747	3,129	12,663	9,009	3,915
Loganberries	lb.	1,022	511	132	1,461	731	231
Grapes	lb.	92,435	46,217	4,739	106,780	53,390	5,739
Blueberries	lb.	18,226	9,112	1,821	23,955	11,978	2,795
Cranberries	lb.	530	265	73	1,071	536	167
Total Values				58,981	67,276		
<u>NEWFOUNDLAND</u>							
Blueberries	lb.	1,250	625	88	1,401	700	105
<u>PRINCE EDWARD ISLAND</u>							
Strawberries	qt.	1,400	875	308	1,550	969	326
Blueberries	lb.	238	119	21	150	75	20
Cranberries	lb.	50	25	7	100	50	11
Total Values				336	357		
<u>NOVA SCOTIA</u>							
Apples	bu.	2,461	55,372	2,475	3,180	71,550	2,576
Pears	bu.	48	1,210	76	64	1,612	105
Plums and prunes	bu.	6	150	16	5	125	13
Strawberries	qt.	1,800	1,125	432	2,000	1,250	460
Raspberries	qt.	30	19	10	25	16	9
Blueberries	lb.	7,400	3,700	629	7,000	3,500	840
Cranberries	lb.	240	120	26	120	60	14
Total Values				3,664	4,017		
<u>NEW BRUNSWICK</u>							
Apples	bu.	500	11,250	600	475	10,688	584
Strawberries	qt.	1,000	625	260	1,500	938	375
Raspberries	qt.	50	31	20	50	31	20
Blueberries	lb.	4,000	2,000	360	4,000	2,000	440
Cranberries	lb.	50	25	6	50	25	6
Total Values				1,246	1,425		

TABLE 1. Estimated Total Commercial Production and Value of Fruit in Canada,  
by Province, 1962 and 1963 (Concluded)

	Unit	1962			1963		
		Production		Farm	Production		Farm
		'000	Tons	Value \$'000	'000	Tons	Value \$'000
<u>QUEBEC</u>							
Apples	bu.	5,985	134,662	7,397	5,298	119,205	8,062
Strawberries	qt.	6,476	4,048	1,451	6,558	4,099	1,538
Raspberries	qt.	1,183	739	480	1,383	864	498
Blueberries	lb.	3,429	1,714	381	8,551	4,276	911
Total Values				9,709			11,009
<u>ONTARIO</u>							
Apples	bu.	5,098	114,710	6,770	5,433	122,234	7,947
Pears	bu.	1,069	26,730	1,905	731	18,272	1,604
Plums and prunes	bu.	187	4,687	429	427	10,675	800
Peaches	bu.	1,633	40,818	4,570	1,941	48,522	5,844
Cherries, sweet	bu.	230	5,760	1,447	261	6,515	1,805
Cherries, sour	bu.	212	5,305	1,005	346	8,648	1,716
Strawberries	qt.	5,989	3,743	1,388	4,501	2,813	1,088
Raspberries	qt.	2,169	1,356	744	2,450	1,531	909
Grapes	lb.	89,014	44,507	4,494	102,600	51,300	5,482
Total Values				22,752			27,195
<u>BRITISH COLUMBIA</u>							
Apples	bu.	6,051	136,138	10,814	8,630	194,186	11,859
Pears	bu.	603	15,066	1,490	893	22,322	2,290
Plums and prunes	bu.	294	7,352	586	268	6,699	621
Peaches	bu.	623	15,587	1,214	432	10,798	1,089
Apricots	bu.	310	7,742	714	99	2,484	327
Cherries, sweet	bu.	192	4,790	1,499	145	3,630	1,338
Strawberries (1)	qt.	8,790	6,593	2,241	8,057	6,043	2,062
Raspberries (1)	qt.	7,469	5,602	1,875	8,755	6,567	2,479
Loganberries	lb.	1,022	511	132	1,461	731	231
Grapes	lb.	3,421	1,710	245	4,180	2,090	257
Blueberries	lb.	1,909	954	342	2,853	1,427	479
Cranberries	lb.	190	95	34	801	401	136
Total Values				21,186			23,168

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 and 5.

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

	Unit	Estimated Fresh Market Sales		Processing		Sales
		Quantity	Value	Quantity	Value	
		'000	Tons	'000	Tons	\$'000
<u>NOVA SCOTIA</u>						
Apples	bu.	794	17,865	1,191	1,667	37,507
<u>NEW BRUNSWICK</u>						
Apples	bu.	500	11,250	600	nil	nil
<u>QUEBEC</u>						
Apples	bu.	5,060	113,850	6,831	925	20,812
Strawberries	qt.	5,678	3,549	1,306	798	499
Raspberries	qt.	1,081	675	454	102	64
Total Values				8,591		737
<u>ONTARIO</u>						
Apples	bu.	3,433	77,252	5,150	1,665	37,458
Pears	bu.	268	6,698	414	801	20,032
Plums and prunes	bu.	132	3,317	322	55	1,370
Peaches	bu.	781	19,515	2,359	852	21,303
Cherries, sweet	bu.	173	4,333	1,042	57	1,427
Cherries, sour	bu.	37	926	130	175	4,379
Strawberries	qt.	3,850	2,406	968	2,139	1,337
Raspberries	qt.	1,698	1,062	600	471	294
Grapes	lb.	17,972	8,986	784	71,042	35,521
Total Values				11,769		10,983
<u>BRITISH COLUMBIA</u>						
Apples	bu.	4,704	105,838	9,531	1,347	30,300
Pears	bu.	495	12,361	1,235	108	2,705
Plums and prunes	bu.	205	5,134	418	89	2,218
Peaches	bu.	366	9,165	739	257	6,422
Apricots	bu.	180	4,490	360	130	3,252
Cherries, sweet	bu.	166	4,149	1,346	26	641
Strawberries (2)	qt.	1,001	751	332	7,789	5,842
Raspberries (2)	qt.	427	320	141	7,042	5,282
Loganberries	lb.	103	52	22	919	459
Grapes	lb.	1,223	612	113	2,198	1,098
Blueberries	lb.	896	448	180	1,013	506
Cranberries	lb.	-	-	-	190	95
Total Values				14,417		6,769
<u>CANADA</u>						
Apples	bu.	14,491	326,055	23,303	5,604	126,077

(2) Source: Processing sales, Acquirements of Fresh Fruits & Vegetables (D.B.S.)



TABLE 2. Estimated Fresh Market Sales and Sales to Processors, 1963

	Unit	Estimated Fresh Quantity		Market Sales Value		Processing Quantity		Sales Value
		'000	Tons	\$'000		'000	Tons	\$'000
<u>NOVA SCOTIA</u>								
Apples	bu.	953	21,442	972		2,227	50,108	1,604
<u>NEW BRUNSWICK</u>								
Apples	bu.	475	10,688	584		nil	nil	nil
<u>QUEBEC</u>								
Apples	bu.	4,345	97,763	7,256		953	21,442	806
Strawberries	qt.	5,524	3,452	1,337		1,034	647	201
Raspberries	qt.	1,272	795	467		111	69	31
Total Values				9,060				1,038
<u>ONTARIO</u>								
Apples	bu.	3,649	82,098	6,188		1,784	40,136	1,759
Pears	bu.	204	5,092	516		527	13,180	1,088
Plums and prunes	bu.	333	8,330	621		94	2,345	179
Peaches	bu.	1,030	25,757	3,461		911	22,765	2,383
Cherries, sweet	bu.	217	5,417	1,496		44	1,098	309
Cherries, sour	bu.	26	660	103		320	7,988	1,613
Strawberries	qt.	2,546	1,591	716		1,955	1,222	372
Raspberries	qt.	1,906	1,191	732		544	340	177
Grapes	lb.	29,452	14,726	1,676		73,148	36,574	3,806
Total Values				15,509				11,686
<u>BRITISH COLUMBIA</u>								
Apples	bu.	6,013	135,310	9,496		2,617	58,876	2,363
Pears	bu.	676	16,890	1,823		217	5,432	467
Plums and prunes	bu.	178	4,437	437		90	2,262	184
Peaches	bu.	236	5,895	667		196	4,903	422
Apricots	bu.	75	1,877	244		24	607	83
Cherries, sweet	bu.	113	2,834	1,131		32	796	207
Strawberries (2)	qt.	955	716	324		7,102	5,327	1,738
Raspberries (2)	qt.	449	337	162		8,306	6,230	2,317
Loganberries	lb.	74	37	20		1,387	694	211
Grapes	lb.	353	177	28		3,827	1,913	229
Blueberries	lb.	531	266	96		2,322	1,161	383
Cranberries	lb.	-	-	-		801	401	136
Total Values				14,428				8,740
<u>CANADA</u>								
Apples	bu.	15,435	347,301	24,496		7,581	170,562	6,532

(2) Source: Processing, sales, and requirements of Fresh Fruits & Vegetables (D.B.S.)





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