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VALUE OF FRUIT PRODUCTION - 1964

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The total farm value of the 1964 commercial fruit crop in Canada is estimated at 74.0 million dollars, about 10 per cent above the 1963 total of 67.3 million dollars. The 1964 total figure was comprised of 31.6 million dollars from the sales of apples, 20.6 million dollars from the sales of tender tree fruits and 21.8 million dollars from sales of small fruit crops. The increase in value of sales from the previous year was associated with a larger return from sales of all crops with the exception of pears, plums and prunes, raspberries and loganberries.

Ontario growers realized an estimated 32.0 million dollars from the sales of fruit crops in 1964, about 18 per cent more than in the previous year. Returns were greater for all crops, except plums and prunes and sweet cherries. Of the total increase in value of 4.8 million dollars, 2.3 million was attributable to the apple crop which was much heavier in 1964 than in 1963 and the rest of the increase was mostly in peaches, strawberries and pears.

The value of British Columbia-grown fruit reached an estimated 25.1 million dollars in 1964, compared with 23.2 million dollars in 1963. This increase of about 1.9 million was largely the result of heavier strawberry and sweet cherry crops as well as firm average prices.

The value of fruit production in Quebec for 1964 was almost unchanged from the previous year. Smaller returns from the sales of apples and strawberries were offset by increased sales of raspberries and blueberries. The total value of sales of fruit crops in the Maritime provinces was slightly below the 1963 level. Increased returns from strawberries throughout the Maritimes in 1964 largely offset lower returns from apples and blueberries.

In Table 2, the estimated volume and value of apples sold on the fresh market and those sold for processing for both 1963 and 1964 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 1964 figures are preliminary and subject to revision.

Crops Section, Agriculture Division

5502-553.09

TABLE 1. Estimated Total Commercial Production and Value of Fruit in Canada,
by Province, 1963 and 1964

Unit		1963			1964		
		Production		Farm Value	Production		Farm Value
		'000	Tons	\$'000	'000	Tons	\$'000
<u>CANADA</u>							
Apples	bu.	23,036	518,310	31,028	20,044	450,989	31,598
Pears	bu.	1,688	42,200	3,999	2,000	50,000	3,942
Plums and prunes	bu.	700	17,500	1,434	667	16,675	1,171
Peaches	bu.	2,373	59,325	6,933	2,862	71,550	8,128
Apricots	bu.	99	2,475	327	387	9,675	754
Cherries, sweet	bu.	406	10,150	3,143	558	13,950	4,603
Cherries, sour	bu.	346	8,650	1,716	604	15,100	2,003
Strawberries	qt.	24,166	16,112	5,860	30,866	20,732	7,939
Raspberries	qt.	12,664	9,009	3,906	13,765	9,875	3,854
Loganberries	lb.	1,461	730	231	1,078	539	173
Grapes	lb.	106,760	53,380	5,739	119,595	59,797	6,015
Blueberries	lb.	23,954	11,977	2,795	20,861	10,431	3,603
Cranberries	lb.	1,071	535	167	1,040	520	171
Total Values				67,278	73,954		
<u>NEWFOUNDLAND</u>							
Blueberries	lb.	1,400	700	105	1,036	518	83
<u>PRINCE EDWARD ISLAND</u>							
Strawberries	qt.	1,550	969	326	1,650	1,031	353
Blueberries	lb.	150	75	20	200	100	28
Cranberries	lb.	100	50	11	15	8	2
Total Values				357	393		
<u>NOVA SCOTIA</u>							
Apples	bu.	3,180	71,550	2,576	2,430	54,675	2,466
Pears	bu.	64	1,600	105	43	1,075	84
Plums and prunes	bu.	5	125	13	6	150	16
Strawberries	qt.	2,000	1,250	460	2,200	1,375	550
Raspberries	qt.	25	16	9	35	22	13
Blueberries	lb.	7,000	3,500	840	5,100	2,550	765
Cranberries	lb.	120	60	14	75	38	9
Total Values				4,017	3,903		
<u>NEW BRUNSWICK</u>							
Apples	bu.	475	10,688	584	425	9,562	531
Strawberries	qt.	1,500	938	375	2,000	1,250	540
Raspberries	qt.	50	31	20	50	31	20
Blueberries	lb.	4,000	2,000	440	3,000	1,500	420
Cranberries	lb.	50	25	6	25	12	3
Total Values				1,425	1,514		

TABLE 1. Estimated Total Commercial Production and Value of Fruit in Canada,
by Province, 1963 and 1964 (Concluded)

	Unit	1963			1964		
		Production		Farm Value	Production		Farm Value
		'000	Tons	\$'000	'000	Tons	\$'000
<u>QUEBEC</u>							
Apples	bu.	5,298	119,205	8,062	3,765	84,712	7,304
Strawberries	qt.	6,558	4,099	1,538	5,500	3,438	1,408
Raspberries	qt.	1,383	864	498	1,150	719	512
Blueberries	lb.	8,551	4,276	911	8,762	4,381	1,799
Total Values				11,009	11,023		
<u>ONTARIO</u>							
Apples	bu.	5,452	122,670	7,947	6,522	146,745	10,264
Pears	bu.	731	18,275	1,604	1,102	27,550	2,245
Plums and prunes	bu.	427	10,675	800	344	8,600	605
Peaches	bu.	1,941	48,525	5,844	2,145	53,625	6,743
Cherries, sweet	bu.	261	6,525	1,805	241	6,025	1,512
Cherries, sour	bu.	346	8,650	1,716	604	15,100	2,003
Strawberries	qt.	4,501	2,813	1,088	7,995	4,997	2,059
Raspberries	qt.	2,450	1,531	909	2,358	1,474	920
Grapes	lb.	102,580	51,290	5,482	113,814	56,907	5,639
Total Values				27,195	31,990		
<u>BRITISH COLUMBIA</u>							
Apples	bu.	8,631	194,197	11,859	6,902	155,295	11,033
Pears	bu.	893	22,325	2,290	855	21,375	1,613
Plums and prunes	bu.	268	6,700	621	317	7,925	550
Peaches	bu.	432	10,800	1,089	717	17,925	1,385
Apricots	bu.	99	2,475	327	387	9,675	754
Cherries, sweet	bu.	145	3,625	1,338	317	7,925	3,091
Strawberries (1)	qt.	8,057	6,043	2,073	11,521	8,641	3,019
Raspberries (1)	qt.	8,756	6,567	2,470	10,172	7,629	2,389
Loganberries	lb.	1,461	730	231	1,078	539	173
Grapes	lb.	4,180	2,090	257	5,781	2,890	376
Blueberries	lb.	2,853	1,426	479	2,763	1,382	508
Cranberries	lb.	801	400	136	925	462	157
Total Values				23,170	25,048		

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, 1963

	Unit	Estimated Fresh Market Sales			Sales to Processors		
		Quantity		Value	Quantity		Value
		'000	Tons	\$'000	'000	Tons	\$'000
<u>PRINCE EDWARD ISLAND</u>							
Strawberries	qt.
<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.	3,668	82,530	6,188	1,784	40,140	1,759
Pears	bu.	294	5,100	516	527	13,175	1,088
Plums and prunes	bu.	333	8,325	621	94	2,350	179
Peaches	bu.	1,030	25,750	3,461	911	22,775	2,383
Cherries, sweet	bu.	217	5,425	1,496	44	1,100	309
Cherries, sour	bu.	26	650	93	320	8,000	1,623
Strawberries	qt.	2,547	1,592	716	1,954	1,221	372
Raspberries	qt.	1,906	1,191	732	544	340	177
Grapes	lb.	29,436	14,718	1,675	73,144	36,572	3,807
Total Values				15,498			11,697
<u>BRITISH COLUMBIA</u>							
Apples	bu.	6,014	135,315	9,496	2,617	58,882	2,363
Pears	bu.	676	16,900	1,823	217	5,425	467
Plums and prunes	bu.	178	4,450	437	90	2,250	184
Peaches	bu.	236	5,900	667	196	4,900	422
Apricots	bu.	75	1,875	244	24	600	83
Cherries, sweet	bu.	113	2,825	1,131	32	800	207
Strawberries (2)	qt.	955	716	324	7,102	5,327	1,749
Raspberries (2)	qt.	449	337	162	8,307	6,230	2,308
Loganberries	lb.	74	37	20	1,387	693	211
Grapes	lb.	353	176	28	3,827	1,914	229
Blueberries	lb.	530	265	96	2,323	1,161	383
Cranberries	lb.	-	-	-	801	400	136
Total Values				14,428			8,742
<u>CANADA</u>							
Apples	bu.	15,455	347,738	24,496	7,581	170,572	6,532

(2) Source: Processing sales, Acquirements of Fresh Fruits & Vegetables (D.B.S.)
 .. Figures not available.

TABLE 2. Estimated Fresh Market Sales and Sales to Processors, 1964

	Unit	Estimated Fresh Market Sales			Sales to Processors		
		Quantity		Value	Quantity		Value
		'000	Tons	\$'000	'000	Tons	\$'000
<u>PRINCE EDWARD ISLAND</u>							
Strawberries	qt.	749	468	177	901	563	186
<u>NOVA SCOTIA</u>							
Apples	bu.	779	17,528	997	1,651	37,147	1,469
<u>NEW BRUNSWICK</u>							
Apples	bu.	425	9,562	531	NIL	NIL	NIL
<u>QUEBEC</u>							
Apples	bu.	3,452	77,670	7,119	313	7,042	185
Strawberries	qt.	3,574	2,234	981	1,926	1,204	427
Raspberries	qt.
Total Values				8,100			612
<u>ONTARIO</u>							
Apples	bu.	3,913	88,043	7,803	2,609	58,702	2,461
Pears	bu.	326	8,150	594	776	19,400	1,651
Plums and prunes	bu.	292	7,300	490	52	1,300	115
Peaches	bu.	1,223	30,575	4,206	922	23,050	2,537
Cherries, sweet	bu.	191	4,775	1,171	50	1,250	341
Cherries, sour	bu.	132	3,300	379	472	11,800	1,624
Strawberries	qt.	6,996	4,373	1,830	999	624	229
Raspberries	qt.	1,501	938	645	857	536	275
Grapes	lb.	41,474	20,737	1,831	72,340	35,170	3,808
Total Values				13,949			13,041
<u>BRITISH COLUMBIA</u>							
Apples	bu.	5,268	118,530	9,475	1,634	36,765	1,558
Pears	bu.	643	16,075	1,232	212	5,300	381
Plums and prunes	bu.	212	5,300	379	105	2,625	171
Peaches	bu.	435	10,875	877	282	7,050	508
Apricots	bu.	232	5,800	465	155	3,875	289
Cherries, sweet	bu.	260	6,500	2,605	57	1,425	486
Strawberries (2)	qt.	1,063	797	368	10,458	7,844	2,651
Raspberries (2)	qt.	417	313	148	9,755	7,316	2,241
Loganberries	lb.	(3)	(3)	(3)	1,078	539	173
Grapes	lb.	625	312	58	5,156	2,578	318
Blueberries	lb.	268	134	59	2,495	1,248	449
Cranberries	lb.	-	-	-	925	462	157
Total Values				15,666			9,382
<u>CANADA</u>							
Apples	bu.	13,837	311,333	25,925	6,207	139,656	5,673

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

(3) Negligible included with Processing.

.. Figures not available.

Year	Month	Day	Time	Location	Temperature	Humidity	Wind	Clouds	Remarks
1952	Jan	1	10:00	San Francisco	55°F	75%	10 mph	Partly cloudy	Clear sky
1952	Jan	2	10:00	San Francisco	58°F	78%	12 mph	Partly cloudy	Clear sky
1952	Jan	3	10:00	San Francisco	60°F	80%	15 mph	Partly cloudy	Clear sky
1952	Jan	4	10:00	San Francisco	62°F	82%	18 mph	Partly cloudy	Clear sky
1952	Jan	5	10:00	San Francisco	65°F	85%	20 mph	Partly cloudy	Clear sky
1952	Jan	6	10:00	San Francisco	68°F	88%	22 mph	Partly cloudy	Clear sky
1952	Jan	7	10:00	San Francisco	70°F	90%	25 mph	Partly cloudy	Clear sky
1952	Jan	8	10:00	San Francisco	72°F	92%	28 mph	Partly cloudy	Clear sky
1952	Jan	9	10:00	San Francisco	75°F	95%	30 mph	Partly cloudy	Clear sky
1952	Jan	10	10:00	San Francisco	78°F	98%	32 mph	Partly cloudy	Clear sky

The following table shows the results of the experiments conducted on the effect of temperature and humidity on the growth of the plant. The data was collected over a period of 10 days, with measurements taken at 10:00 AM each day. The results show that the plant grows best at a temperature of 70-75°F and a humidity of 85-90%. The growth rate was highest at 75°F and 90% humidity, and lowest at 55°F and 75% humidity.

Temperature (°F)	Humidity (%)	Growth Rate (cm/day)
55	75	0.5
60	80	1.0
65	85	1.5
70	90	2.0
75	95	2.5

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