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VALUE OF FRUIT PRODUCTION - 1965

The total farm value of the 1965 commercial fruit crop in Canada is estimated at 64.4 million dollars, about 13 per cent below the 1964 total of 74.0 million dollars. The 1965 total figure was comprised of 31.0 million dollars from the sales of apples, 13.1 million dollars from the sales of tender tree fruits and 20.3 million dollars from sales of small fruit crops. The decrease in value of sales from the previous year was associated with a smaller return from sales of all crops with the exception of plums and prunes, raspberries, blueberries and cranberries.

Ontario growers realized an estimated 28.4 million dollars from the sales of fruit crops in 1965, about 11 per cent below the previous year. Returns were smaller for all crops, except plums and prunes, sweet cherries and strawberries. Of the total decrease in value of 3.6 million dollars, 1.9 million was attributable to the apple crop which was less in 1965 than in 1964 and the rest of the decrease was mostly in peaches and sour cherries.

The value of British Columbia-grown fruit reached an estimated 18.6 million dollars in 1965, compared with 25.0 million dollars in 1964. This decrease of about 6.4 million was largely the result of a smaller return from sales of all crops except apples and some small fruit crops. The lower returns were brought about by drastically curtailed production in 1965 as a result of low temperature damage the previous winter.

The value of fruit production in Quebec for 1965 was lower than the previous year by 1.7 million dollars. The total value of sales of fruit crops in the Atlantic provinces was 2.1 million dollars above the 1964 level.

In Table 2, the estimated volume and value of apples sold on the fresh market and those sold for processing for both 1964 and 1965 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 1965 figures are preliminary and subject to revision.

Crops Section, Agriculture Division

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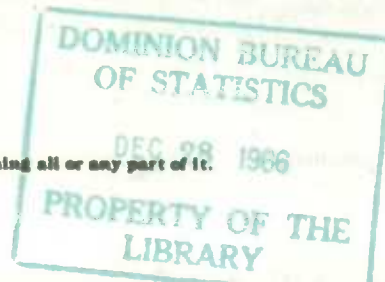


TABLE 1. Estimated Total Commercial Production and Value of Fruit in Canada, by Province, 1964 and 1965

	Unit	1964			1965		
		Production		Farm Value	Production		Farm Value
		'000	Tons	\$'000	'000	Tons	\$'000
CANADA							
Apples	bu.	20,052	451,170	31,598	22,316	502,110	31,007
Pears	bu.	1,999	49,975	3,942	1,065	26,625	2,661
Plums and prunes	bu.	668	16,700	1,171	505	12,625	1,209
Peaches	bu.	2,862	71,550	8,128	1,606	40,150	5,532
Apricots	bu.	387	9,675	754	2	50	13
Cherries, sweet	bu.	558	13,950	4,603	242	6,050	2,018
Cherries, sour	bu.	604	15,100	2,003	444	11,100	1,621
Strawberries	qt.	30,866	20,732	7,939	18,287	11,905	5,844
Raspberries	qt.	13,765	9,875	3,854	13,680	9,844	4,173
Loganberries	lb.	1,078	539	173	991	496	168
Grapes	lb.	119,595	59,798	6,015	126,012	63,006	5,440
Blueberries	lb.	20,861	10,430	3,603	18,145	9,072	4,452
Cranberries(1)	lb.	1,040	520	171	1,550	775	241
Total Values				73,954	64,379		
NEWFOUNDLAND							
Blueberries	lb.	1,036	518	83	2,264	1,132	680
PRINCE EDWARD ISLAND							
Strawberries	qt.	1,650	1,031	363	1,600	1,000	352
Blueberries	lb.	200	100	28	250	125	40
Cranberries	lb.	15	8	2
Total Values				393	392		
NOVA SCOTIA							
Apples	bu.	2,430	54,675	2,466	3,100	69,750	3,100
Pears	bu.	42	1,050	84	48	1,200	108
Plums and prunes	bu.	6	150	16	1	25	3
Strawberries	qt.	2,200	1,375	550	2,000	1,250	520
Raspberries	qt.	35	22	13	32	20	19
Blueberries	lb.	5,100	2,550	765	7,000	3,500	1,610
Cranberries	lb.	75	38	9
Total Values				3,903	5,360		
NEW BRUNSWICK							
Apples	bu.	425	9,563	531	450	10,125	554
Strawberries	qt.	2,000	1,250	540	1,300	812	364
Raspberries	qt.	50	31	20	50	31	30
Blueberries	lb.	3,000	1,500	420	2,500	1,250	625
Cranberries	lb.	25	12	3
Total Values				1,514	1,573		

(1) 1965 British Columbia only.

.. Figures not available.

TABLE 1. Estimated Total Commercial Production and Value of Fruit in Canada,
by Province, 1964 and 1965 (Concluded)

	Unit	1964			1965		
		Production		Farm Value	Production		Farm Value
		'000	Tons	\$'000	'000	Tons	\$'000
QUEBEC							
Apples	bu.	3,765	84,712	7,304	7,733	173,992	7,106
Strawberries	qt.	5,500	3,438	1,408	1,995	1,247	799
Raspberries	qt.	1,150	719	512	1,165	728	564
Blueberries	lb.	8,762	4,381	1,799	3,081	1,540	882
Total Values				11,023			9,351
ONTARIO							
Apples	bu.	6,522	146,745	10,264	5,383	121,118	8,350
Pears	bu.	1,102	27,550	2,245	887	22,175	2,035
Plums and prunes	bu.	344	8,600	605	369	9,225	799
Peaches	bu.	2,145	53,625	6,743	1,606	40,150	5,531
Cherries, sweet	bu.	241	6,025	1,512	212	5,300	1,562
Cherries, sour	bu.	604	15,100	2,003	444	11,100	1,621
Strawberries	qt.	7,995	4,997	2,059	7,581	4,738	2,252
Raspberries	qt.	2,358	1,474	920	2,083	1,302	860
Grapes	lb.	113,814	56,907	5,639	125,600	62,800	5,411
Total Values				31,990			28,421
BRITISH COLUMBIA							
Apples	bu.	6,910	155,475	11,033	5,650	127,125	11,897
Pears	bu.	855	21,375	1,613	130	3,250	518
Plums and prunes	bu.	318	7,950	550	135	3,375	407
Peaches	bu.	717	17,925	1,385	--	--	1
Apricots	bu.	387	9,675	754	2	50	13
Cherries, sweet	bu.	317	7,925	3,091	30	750	456
Strawberries(2)	qt.	11,521	8,641	3,019	3,811	2,858	1,557
Raspberries(2)	qt.	10,172	7,629	2,389	10,350	7,763	2,700
Loganberries	lb.	1,078	539	173	991	496	168
Grapes	lb.	5,781	2,891	376	412	206	29
Blueberries	lb.	2,763	1,381	508	3,050	1,525	615
Cranberries	lb.	925	462	157	1,550	775	241
Total Values				25,048			18,602

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.

(2) See footnote (2) pages 4 and 5.

-- Amount too small to be expressed.

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	9,563	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	36,170	3,808
Total Values				18,949			13,041
<u>BRITISH COLUMBIA</u>							
Apples	bu.	5,276	118,710	9,475	1,634	36,765	1,558
Pears	bu.	643	16,075	1,232	212	5,300	381
Plums and prunes	bu.	213	5,325	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	313	58	5,156	2,578	318
Blueberries	lb.	268	134	59	2,495	1,247	449
Cranberries	lb.	—	—	—	925	462	157
Total Values				15,666			9,382
<u>CANADA</u>							
Apples	bu.	13,845	311,514	25,925	6,207	139,656	5,673

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

(3) Negligible included in Sales to Processors.

TABLE 2. Estimated Fresh Market Sales and Sales to Processors, 1965

	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.	868	19,530	1,136	2,232	50,220	1,964
<u>NEW BRUNSWICK</u>							
Apples	bu.	450	10,125	554	NIL	NIL	NIL
<u>QUEBEC</u>							
Apples	bu.	6,536	147,060	6,340	1,197	26,932	766
Strawberries	qt.	1,603	1,002	699	392	245	100
Raspberries		(3)	(3)	(3)	(3)	(3)	(3)
Total Values				7,039			866
<u>ONTARIO</u>							
Apples	bu.	3,377	75,983	5,982	2,006	45,135	2,368
Pears	bu.	216	5,400	405	671	16,775	1,630
Plums and prunes	bu.	315	7,875	677	54	1,350	122
Peaches	bu.	885	22,125	3,273	721	18,025	2,258
Cherries, sweet	bu.	133	3,325	1,027	79	1,975	535
Cherries, sour	bu.	50	1,250	139	394	9,850	1,482
Strawberries	qt.	6,457	4,036	1,951	1,124	702	301
Raspberries	qt.	1,713	1,071	728	370	231	132
Grapes	lb.	50,644	25,322	1,291	74,956	37,478	4,120
Total Values				15,473			12,948
<u>BRITISH COLUMBIA</u>							
Apples	bu.	3,962	89,145	9,767	1,688	37,980	2,130
Pears	bu.	128	3,200	510	2	50	8
Plums and prunes	bu.	107	2,675	358	28	700	49
Peaches	bu.	--	--	1	--	--	--
Apricots	bu.	2	50	13	--	--	--
Cherries, sweet	bu.	28	700	448	2	50	8
Strawberries(2)	qt.	1,111	833	503	2,700	2,025	1,054
Raspberries (2)	qt.	371	278	128	9,979	7,485	2,572
Loganberries	lb.	34	17	10	957	479	158
Grapes	lb.	77	38	9	335	168	20
Blueberries	lb.	206	103	46	2,844	1,422	569
Cranberries	lb.	--	--	--	1,550	775	241
Total Values				11,793			6,809
<u>CANADA</u>							
Apples	bu.	15,193	341,843	23,779	7,123	160,267	7,228

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

(3) Confidential.

.. Figures not available.

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