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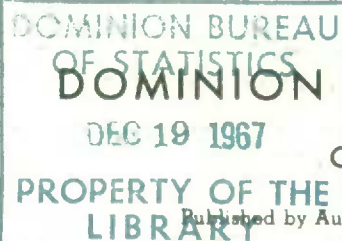
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OTTAWA CANADA

Published by Authority of the Minister of Trade and Commerce

December 14, 1967

Price: \$1.00 for series

F.V.R. No. 8

VALUE OF FRUIT PRODUCTION - 1966

The total farm value of the 1966 commercial fruit crop in Canada is estimated at 77 million dollars, about 20 per cent above the 1965 total of 64.1 million dollars. The 1966 total figure is comprised of 31.7 million dollars from the sales of apples, 19 million dollars from the sales of tender tree fruits and 26.3 million dollars from sales of small fruit crops. The increase in value of sales from the previous year was associated with increased harvests in 1966 of all fruit crops with the exception of apples, sour cherries and grapes.

Ontario growers realized an estimated 30.7 million dollars from the sales of fruit crops in 1966, an 8 per cent increase over the previous year. Returns were higher for all crops with the exception of strawberries and raspberries.

The value of British Columbia fruit reached an estimated 26.1 million dollars, compared with 18.4 million dollars on 1965. The increase is largely due to the return of a normal pattern of production which was curtailed in 1965 by low temperature damage.

The value of fruit production in Quebec reached 12.1 million dollars, a 29 per cent increase over 1965. Substantial increases in the total values and volumes of strawberries and blueberries accounted for most of the increase; however, the farm value of the apple crop in 1966 was lower by 9 per cent as compared to the previous year.

The total value of commercial farm sales of fruit crops in the Atlantic Provinces was 8.1 million dollars in 1966 as compared to an almost equal value of 7.9 million dollars in 1965. The farm value of fruit crops was lower in Newfoundland, Prince Edward Island and Nova Scotia for 1966 as compared to the previous year. The farm value of fruit produced in New Brunswick increased in 1966, reaching 2.1 million dollars, and comparing favourably with the 1965 value of 1.6 million dollars. This increase is largely due to the substantial rise in production and total value of the blueberry crop in that province.

In table 2, the estimated volume and value of apples sold on the fresh market and those sold for processing for both 1965 and 1966 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 1966 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, 1965 and 1966

	Unit	1965			1966		
		Production		Farm Value	Production		Farm Value
		'000	Tons	\$'000	'000	Tons	\$'000
<u>CANADA</u>							
Apples	bu.	22,316	502,110	30,999	21,042	473,445	31,717
Pears	bu.	1,065	26,625	2,661	2,062	51,550	4,240
Plums and prunes	bu.	505	12,625	1,209	591	14,775	1,491
Peaches	bu.	1,606	40,150	5,531	2,085	52,125	7,434
Apricots	bu.	2	50	13	279	6,975	536
Cherries, sweet	bu.	242	6,050	2,018	413	10,325	3,649
Cherries, sour	bu.	444	11,100	1,621	264	6,600	1,647
Strawberries	qt.	17,282	11,151	5,405	30,695	20,591	8,809
Raspberries	qt.	13,485	9,697	4,390	13,910	10,111	3,947
Loganberries	lb.	991	496	168	1,340	670	236
Grapes	lb.	126,046	63,023	5,440	122,536	61,268	6,333
Blueberries	lb.	18,145	9,072	4,406	37,509	18,754	6,674
Cranberries(1)	lb.	1,550	775	241	1,797	898	287
Total Values				64,102	77,000		
<u>NEWFOUNDLAND</u>							
Blueberries	lb.	2,264	1,132	634	2,361	1,180	567
<u>PRINCE EDWARD ISLAND</u>							
Strawberries	qt.	1,600	1,000	352	1,100	688	240
Blueberries	lb.	250	125	40	550	275	77
Cranberries	lb.
Total Values				392	317		
<u>NOVA SCOTIA</u>							
Apples	bu.	3,100	69,750	3,092	2,962	66,645	3,171
Pears	bu.	48	1,200	108	82	2,050	119
Plums and prunes	bu.	1	25	3	6	150	16
Strawberries	qt.	2,000	1,250	520	2,100	1,312	567
Raspberries	qt.	32	20	19	40	25	26
Blueberries	lb.	7,000	3,500	1,610	7,600	3,800	1,178
Cranberries	lb.
Total Values				5,352	5,077		
<u>NEW BRUNSWICK</u>							
Apples	bu.	450	10,125	554	450	10,125	562
Strawberries	qt.	1,300	812	364	1,300	812	403
Raspberries	qt.	50	31	30	60	38	36
Blueberries	lb.	2,500	1,250	625	7,000	3,500	1,120
Cranberries	lb.
Total Values				1,573	2,121		

See footnotes on page 5.

TABLE 1. Estimated Total Commercial Production and Value of Fruit in Canada, by Province, 1965 and 1966 (Concluded)

	Unit	1965			1966		
		Production		Farm Value	Production		Farm Value
		'000	Tons	\$'000	'000	Tons	\$'000
QUEBEC							
Apples	bu.	7,733	173,992	7,106	4,100	92,250	6,456
Strawberries	qt.	1,995	1,247	799	7,250	4,531	2,172
Raspberries	qt.	1,165	728	564	1,345	841	586
Blueberries	lb.	3,081	1,540	882	16,550	8,275	2,923
Total Values				9,351			12,137
ONTARIO							
Apples	bu.	5,383	121,118	8,350	5,933	133,492	9,263
Pears	bu.	887	22,175	2,035	1,113	27,825	2,383
Plums and prunes	bu.	369	9,225	799	314	7,850	805
Peaches	bu.	1,606	40,150	5,531	1,724	43,100	6,179
Cherries, sweet	bu.	212	5,300	1,562	241	6,025	1,793
Cherries, sour	bu.	444	11,100	1,621	264	6,600	1,647
Strawberries	qt.	7,581	4,738	2,252	7,692	4,808	2,169
Raspberries	qt.	2,083	1,302	860	1,140	713	533
Grapes	lb.	125,634	62,817	5,411	116,500	58,250	5,933
Total Values				28,421			30,705
BRITISH COLUMBIA							
Apples	bu.	5,650	127,125	11,897	7,597	170,932	12,265
Pears	bu.	130	3,250	518	867	21,675	1,738
Plums and prunes	bu.	135	3,375	407	271	6,775	670
Peaches	bu.	--	--	--	361	9,025	1,255
Apricots	bu.	2	50	13	279	6,975	536
Cherries, sweet	bu.	30	750	456	172	4,300	1,856
Strawberries(2)	qt.	2,806	2,104	1,118	11,253	8,440	3,258
Raspberries(2)	qt.	10,155	7,616	2,917	11,325	8,494	2,766
Loganberries	lb.	991	496	168	1,340	670	236
Grapes	lb.	412	206	29	6,036	3,018	400
Blueberries	lb.	3,050	1,525	615	3,448	1,724	809
Cranberries	lb.	1,550	775	241	1,797	898	287
Total Values				18,379			26,076

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.

TABLE 2. Estimated Fresh Market Sales and Sales to Processors, 1966

	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.	867	19,508	1,404	2,095	47,138	1,767
<u>NEW BRUNSWICK</u>							
Apples	bu.	450	10,125	562	--	--	--
<u>QUEBEC</u>							
Apples	bu.	3,440	77,400	6,192	660	14,850	264
Strawberries	qt.	6,563	4,102	2,048	687	429	124
Raspberries	qt.	--	--	--	(2)	(2)	(2)
Total Values				8,240			388
<u>ONTARIO</u>							
Apples	bu.	3,662	82,395	7,097	2,271	51,097	2,166
Pears	bu.	456	11,400	841	657	16,425	1,542
Plums and prunes	bu.	227	5,675	575	87	2,175	230
Peaches	bu.	1,107	27,675	4,254	617	15,425	1,925
Cherries, sweet	bu.	137	3,425	984	104	2,600	809
Cherries, sour	bu.	38	950	162	226	5,650	1,485
Strawberries	qt.	6,515	4,072	1,909	1,177	736	260
Raspberries	qt.	1,084	678	510	56	35	23
Grapes	lb.	30,882	15,441	1,185	85,618	42,809	4,748
Total Values				17,517			13,188
<u>BRITISH COLUMBIA</u>							
Apples	bu.	5,225	117,562	11,518	2,372	53,370	747
Pears	bu.	648	16,200	1,305	219	5,475	433
Plums and prunes	bu.	184	4,600	490	87	2,175	180
Peaches	bu.	226	5,650	796	135	3,375	459
Apricots	bu.	171	4,275	335	108	2,700	201
Cherries, sweet	bu.	126	3,150	1,392	46	1,150	464
Strawberries(2)	qt.	937	703	368	10,316	7,737	2,890
Raspberries (2)	qt.	441	331	154	10,884	8,163	2,612
Loganberries	lb.	1	0.5	--	1,339	670	236
Grapes	lb.	708	354	64	5,328	2,664	336
Blueberries	lb.	235	117	70	3,213	1,607	739
Cranberries	lb.	--	--	--	1,797	898	287
Total Values				16,492			9,584
<u>CANADA</u>							
Apples	bu.	13,644	306,990	26,773	7,398	166,455	4,944

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	1,128	2,232	50,220	1,964
<u>NEW BRUNSWICK</u>							
Apples	bu.	450	10,125	554	—	—	—
<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	qt.	(2)	(2)	(2)
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.	50,678	25,339	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.	--	--	--	—	—	—
Apricots	bu.	2	50	13	—	—	—
Cherries, sweet	bu.	28	700	448	2	50	8
Strawberries(2)	qt.	1,111	833	503	1,695	1,271	615
Raspberries (2)	qt.	371	278	128	9,784	7,388	2,789
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				11,792			6,809
<u>CANADA</u>							
Apples	bu.	15,193	341,843	23,771	7,123	160,267	7,228

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