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VALUE OF FRUIT PRODUCTION - 1969

The total farm value of the 1969 commercial fruit crop in Canada is estimated at 77.5 million dollars, about 11 per cent lower than the 1968 total of 87.1 million dollars. The 1969 total is comprised of 31.5 million dollars from the sale of apples, 18.4 million dollars from the sales of tender fruits and 27.6 million dollars from sales of small fruits. The decrease in total farm value over last year was due mainly to the decrease in the value of tree fruit crops in British Columbia, as well as a lower return for apples in Quebec.

Ontario fruit growers received an estimated 39.6 million dollars from the sales of crops in 1969, about a 9 per cent increase over the previous year. Returns were higher this year for grapes, peaches and pears, while the value of most other fruits varied only slightly.

The value of British Columbia fruit is estimated at 19.1 million dollars, substantially lower than the 31.6 million dollars in 1968. The lower returns in 1969 are due mainly to the decrease in the value of all tree fruits and strawberries. The winter of 1968-69 was one of the most severe on record and winter injury resulted in no 1969 peach crop and a greatly reduced crop of apricots.

Commercial fruit production in Quebec stood at 10.1 million dollars in 1969, about 3 million dollars less than the 1968 value. This decrease is mainly due to lower returns for apples in 1969.

The 1969 total value of commercial fruit production in the Atlantic Provinces increased to 8.6 millions dollars from 6.2 million in 1968.

In table 2 the estimated volume and value of apples sold on the fresh market and those sold for processing for both 1968 and 1969 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 fruit 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 Agricultural personnel in the various fruit growing areas and by the Quebec Bureau of Statistics. The 1969 figures are preliminary and subject to revision.

Agriculture Division
Crops Section

5502-553

TABLE 1. Estimated Total Commercial Production and Value of Fruit in Canada, by Province, 1968 and 1969

		1968			1969		
		Production		Farm value	Production		Farm value
		'000	tons	\$'000	'000	tons	\$'000
<u>Canada</u>							
Apples	bu.	20,033	450,743	39,947	21,822	490,995	31,521
Pears	"	1,657	41,425	5,065	1,103	27,575	3,312
Plums and prunes ..	"	363	9,075	1,416	299	7,475	1,238
Peaches	"	1,916	47,900	8,963	1,660	41,500	8,935
Apricots	"	144	3,600	491	2	50	11
Cherries, sweet ...	"	284	7,100	3,606	312	7,800	2,609
Cherries, sour	"	313	7,825	2,821	411	10,275	2,287
Strawberries	qt.	33,088	22,030	9,778	28,078	17,973	7,847
Raspberries	"	10,423	7,567	3,546	11,489	8,332	5,079
Loganberries	lb.	1,600	800	276	1,216	608	238
Grapes	"	121,589	60,794	7,586	124,218	62,108	9,060
Blueberries	"	15,781	7,890	3,055	28,700	14,350	4,886
Cranberries	"	3,170	1,585	521	2,866	1,433	470
Total values				87,071			77,493
<u>Newfoundland</u>							
Blueberries	lb.	568	284	148	795	398	254
<u>Prince Edward Island</u>							
Strawberries	qt.	1,050	656	252	1,650	1,031	363
Blueberries	lb.	450	225	81	1,400	700	210
Total values				333			573
<u>Nova Scotia</u>							
Apples	bu.	2,790	62,775	2,894	3,050	68,625	3,446
Pears	"	53	1,325	113	65	1,625	137
Plums and prunes ..	"	5	125	14	3	75	8
Strawberries	qt.	2,500	1,562	675	2,400	1,500	672
Raspberries	"	41	26	25	50	31	30
Blueberries	lb.	2,100	1,050	357	9,280	4,640	1,438
Cranberries	"	100	50	30	140	70	34
Total values				4,108			5,765
<u>New Brunswick</u>							
Apples	bu.	435	9,788	718	530	11,925	620
Strawberries	qt.	2,290	1,431	641	1,705	1,066	563
Raspberries	"	45	28	25	50	31	32
Blueberries	lb.	1,500	750	225	5,500	2,750	825
Total values				1,609			2,040

TABLE 1. Estimated Total Commercial Production and Value of Fruit in Canada,
by Province, 1968 and 1969 - Concluded

		1968			1969		
		Production		Farm value	Production		Farm value
		'000	tons	\$'000	'000	tons	\$'000
<u>Quebec</u>							
Apples	bu.	5,604	126,090	9,158	5,402	121,545	6,380
Strawberries	qt.	7,600	4,750	2,187	9,100	5,688	1,874
Raspberries	"	800	500	332	1,100	688	414
Blueberries	lb.	6,010	3,005	1,341	8,000	4,000	1,444
Total values				13,018			10,112
<u>Ontario</u>							
Apples	bu.	6,033	135,742	11,671	6,813	153,292	11,395
Pears	"	705	17,625	2,229	796	19,900	2,603
Plums and prunes ..	"	220	5,500	922	172	4,300	810
Peaches	"	1,558	38,950	7,325	1,660	41,500	8,935
Cherries, sweet ...	"	114	2,850	1,157	183	4,575	1,212
Cherries, sour	"	313	7,825	2,821	411	10,275	2,287
Strawberries	qt.	8,841	5,526	2,831	9,837	6,148	2,961
Raspberries	"	1,114	696	593	1,079	674	584
Grapes	lb.	109,200	54,600	6,743	120,745	60,372	8,814
Total values				36,292			39,601
<u>British Columbia</u>							
Apples	bu.	5,171	116,348	15,506	6,027	135,608	9,680
Pears	"	899	22,475	2,723	242	6,050	572
Plums and prunes ..	"	138	3,450	480	124	3,100	420
Peaches	"	358	8,950	1,638	—	—	—
Apricots	"	144	3,600	491	2	50	11
Cherries, sweet ...	"	170	4,250	2,449	129	3,225	1,397
Strawberries	qt.	10,807	8,105	3,192	3,386	2,540	1,414
Raspberries	"	8,423	6,317	2,571	9,210	6,908	4,019
Loganberries	lb.	1,600	800	276	1,216	608	238
Grapes	"	12,389	6,194	843	3,473	1,736	246
Blueberries	"	5,153	2,576	903	3,725	1,862	715
Cranberries	"	3,070	1,535	491	2,726	1,363	436
Total values				31,563			19,148

Note: 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
1969

	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.	1,016	22,860	1,728	2,034	45,765	1,718
<u>New Brunswick</u>							
Apples	bu.	464	10,440	575	66	1,485	45
<u>Quebec</u>							
Apples	bu.	4,191	94,298	5,700	1,211	27,248	680
Strawberries	qt.	7,690	4,806	1,523	1,410	881	351
Raspberries	"	967	604	379	133	83	35
Total values			7,602				1,066
<u>Ontario</u>							
Apples	bu.	4,647	104,558	9,126	2,166	48,735	2,269
Pears	"	233	5,825	1,090	563	14,075	1,513
Plums and prunes ..	"	136	3,400	683	36	900	127
Peaches	"	1,180	29,500	7,308	480	12,000	1,627
Cherries, sweet ...	"	108	2,700	561	75	1,875	651
Cherries, sour	"	32	800	255	379	9,475	2,032
Strawberries	qt.	9,091	5,682	2,808	746	466	153
Raspberries	"	974	609	538	105	66	46
Grapes	lb.	26,907	13,454	2,512	93,838	46,919	6,302
Total values			24,881				14,720
<u>British Columbia</u>							
Apples	bu.	4,358	98,055	9,049	1,669	37,553	631
Pears	"	158	3,950	572	84	2,100	--
Plums and prunes ..	"	105	2,625	367	19	475	53
Peaches	"	—	—	—	—	—	—
Apricots	"	2	50	11	—	—	—
Cherries, sweet ...	"	108	2,700	1,279	21	525	118
Strawberries	qt.	789	592	412	2,597	1,948	1,002
Raspberries	"	287	215	137	8,923	6,692	3,882
Loganberries	lb.	3	2	1	1,213	606	237
Grapes	"	241	120	27	3,232	1,616	219
Blueberries	"	1,120	560	246	2,605	1,302	469
Cranberries	lb.	—	—	—	2,726	1,363	436
Total values			12,101				7,047
<u>Canada</u>							
Apples	bu.	14,676	330,211	26,178	7,146	160,786	5,343

-- Too small to be expressed.

— Nil.

TABLE 2. Estimated Fresh Market Sales and Sales to Processors - Concluded
1968

	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.	743	16,718	1,277	2,047	46,058	1,617
<u>New Brunswick</u>							
Apples	bu.	435	9,788	718	—	—	—
<u>Quebec</u>							
Apples	bu.	4,559	102,578	8,493	1,045	23,512	665
Strawberries	qt.	6,551	4,094	1,978	1,049	656	209
Raspberries	qt.	704	440	312	96	60	20
Total values			10,783				894
<u>Ontario</u>							
Apples	bu.	4,336	97,560	9,393	1,697	38,182	2,278
Pears	"	173	4,325	794	532	13,300	1,435
Plums and prunes ..	"	176	4,400	773	44	1,100	149
Peaches	"	977	24,425	5,337	581	14,525	1,988
Cherries, sweet ...	"	94	2,350	957	20	500	200
Cherries, sour	"	39	975	315	274	6,850	2,506
Strawberries	qt.	8,224	5,140	2,666	617	386	165
Raspberries	"	1,009	631	551	105	66	42
Grapes	lb.	23,158	11,579	1,379	86,042	43,021	5,364
Total values			22,165				14,127
<u>British Columbia</u>							
Apples	bu.	4,487	100,958	15,103	684	15,390	403
Pears	"	594	14,850	1,959	305	7,625	764
Plums and prunes ..	"	106	2,650	391	32	800	89
Peaches	"	284	7,100	1,271	74	1,850	367
Apricots	"	93	2,325	323	51	1,275	168
Cherries, sweet ...	"	151	3,775	2,171	19	475	278
Strawberries	qt.	886	664	360	9,921	7,441	2,832
Raspberries	qt.	350	262	149	8,073	6,055	2,422
Loganberries	lb.	1	0.5	--	1,599	800	276
Grapes	"	1,078	539	122	11,311	5,656	721
Blueberries	"	987	494	174	4,166	2,083	729
Cranberries	"	—	—	—	3,070	1,535	491
Total values			22,023				9,540
<u>Canada</u>							
Apples	bu.	14,560	327,602	34,984	5,473	123,142	4,963

-- Too small to be expressed.

- Nil.

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