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THIRD ESTIMATE OF THE COMMERCIAL PRODUCTION OF FRUITS - 1963<sup>1/</sup>

Apples - Latest estimates placed the 1963 apple crop at 21.3 million bushels, 6 per cent greater than the revised 1962 crop of 20.0 million bushels. This is the largest crop on record in Canada. Most of the increase from last year is due to a larger crop in British Columbia where production reached an estimate of 7.6 million bushels this year in contrast to 6.0 million in 1962. Larger crops were also picked in the Maritime Provinces but outturns were down somewhat in Ontario and Quebec.

Pears - The 1963 pear crop is estimated at 1.5 million bushels, down 11 per cent from 1962. This drop in production is due to a smaller volume harvested in Ontario. In contrast, growers in both Nova Scotia and British Columbia harvested more pears this season than last.

Sweet Cherries - The production of this crop reached an estimated 368,000 bushels in 1963 down by 13 per cent from the 421,000 bushels produced in 1962. The drop in output was due entirely to a smaller British Columbia crop with Ontario orchards producing practically the same tonnage in both seasons.

Sour Cherries - The 1963 sour cherry crop was estimated at 317,000 bushels, 50 per cent above last year's output of 212,000 bushels.

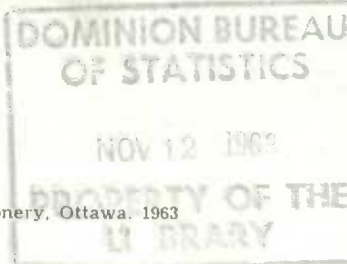
Peaches - Peach growers harvested an estimate of 2.4 million bushels this year, 7 per cent above last year's crop. Output estimated at 1.9 million bushels in Ontario was substantially above that of last year while British Columbia's 1963 crop, estimated at 521,000 bushels, fell below the previous season's total of 623,000.

Apricots - Apricot production in 1963 totaled only 123,000 bushels, substantially below the 1962 volume of 310,000 bushels.

Plums and Prunes - Production reached an estimated 589,000 bushels in 1963, 21 per cent above the previous season's 487,000 bushels. All this increase was attributable to better crops in Ontario.

Strawberries - The 1963 strawberry crop totalled 22.2 million quarts, a small reduction from last year's figure of 23.6 million quarts. Ontario and British Columbia picked less of this fruit this year than last, although production was up in the other strawberry growing areas. Most of the drop in Ontario occurred because of a severe frost when the plants were in bloom and drought at harvest time.

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Raspberries - Raspberry production, placed at 10.3 million quarts, was 11 per cent above the 1962 crop of 9.2 million quarts. Most of this increase was achieved in British Columbia, the principal producer of this fruit.

Grapes - The 1963 grape crop is expected to reach 96.4 million pounds, 4 per cent above last year's 92.3 million. This increase was due to higher production in Ontario, the major producing area, and occurred in spite of losses from freezing last May, which reduced crop prospects from what they would otherwise have been.

Blueberries - An estimated total of 22.5 million pounds of blueberries was picked in 1963, 23 per cent above the 1962 harvest of 18.2 million. The bulk of this increase occurred in Quebec where production reached 7.3 million this year, more than twice as great as the 1962 outturn of 3.4 million pounds.

Atlantic Provinces - The 1963 blueberry crop in Newfoundland reached an estimated 1.5 million pounds, 20 per cent above that of 1962. In spite of this increase, however, this was not a particularly large crop for this province where in 1960 and 1961 total output passed the 2 1/2 million pound mark. Earlier in the season the outlook was good but the berries ripened somewhat later than usual so that before picking was completed, schools had re-opened and many of the pickers had returned to their classrooms. Since the bulk of the Newfoundland blueberry crop is produced on Crown land and harvested by family labour, the timing of the harvest this year resulted in much of the fruit not being picked. Had the weather been more suitable for earlier ripening, it is felt that production would have reached 3 million pounds this year.

The 1963 Nova Scotia apple crop is placed at 3 million bushels, 22 per cent above last year's 2.5 million. This crop is also up in New Brunswick this year. The reasons for the increased production in the Maritimes were a heavy set of fruit and better sizing. Reports as of the middle of September described conditions as ideal and the fruit of good quality. However, on October 8 a heavy frost struck the Annapolis Valley and caused some concern for the unharvested fruit. Estimates of the extent of damage are not yet available. Although some off-shaped McIntosh apples have been reported, the crop in general is of very good quality.

Nova Scotia pear orchards produced an estimated 50,000 bushels in 1963. Although the set of the fruit was lighter this year than last, sizing was much better, with the result that the final 1962 crop estimate of 48,000 bushels was exceeded slightly. It is anticipated that most of the crop will be processed in Nova Scotia, but some fresh fruit will be exported to overseas markets.

Strawberry production was heavier this year than last in all three Maritime provinces. Earlier in the season it had been anticipated that yields would be even higher, but losses from rot in inadequately sprayed plantings occurred in both mainland Maritime provinces. Picking extended over a longer period of time than usual, and as a result no market gluts were encountered and prices remained fairly good throughout the season. Both Nova Scotia and New Brunswick growers placed some fruit on Eastern U.S. markets. The blueberry crop was also good this year, except in Prince Edward Island where late spring frosts did considerable damage and cut production.

Quebec - The 1963 apple crop in Quebec estimated at 5.3 million bushels fell somewhat below the revised 1962 figure of 6.0 million bushels. Apples destined for fresh market are placed at 4.2 million bushels this year, with approximately 1.1 million expected to be sold for processing purposes. The comparable revised 1962 figures are



5.1 million for fresh sales and 925 thousand processed. Earlier in the season Quebec apple orchards blossomed well and the set was heavy. However, the June and July drop was quite severe and drought in July hampered sizing of the fruit. In addition, hail struck later in several locations while elsewhere damage was sustained from the high winds of September 13. Nevertheless, this year's apple crop is showing extremely good colour and is reported to have exceptionally good flavour.

The 1963 output of strawberries rose slightly to 6,558,000 quarts. Yields were reduced from what was earlier anticipated as a result of heavy rains during the latter part of July. Raspberry production at 1.3 million quarts was also slightly above the previous season's estimate and also suffered from the effects of unfavourable weather at harvest time.

Blueberry production for 1963, placed at 7.3 million pounds, was more than twice as heavy as in 1962.

Ontario - In 1963, Ontario growers harvested smaller crops of apples, pears and strawberries, while production was up for plums, prunes, peaches, sour cherries, raspberries and grapes and practically the same for sweet cherries. The first crop reports covering the situation as of the middle of May were fairly favourable. Orchards had wintered well with a good snow cover reported for the snow belt areas. Except for peaches no winter damage to tree fruits was apparent and heavy rains early in the month assured adequate moisture at the beginning of the season. Strawberries and raspberries also came through the winter well, except for unprotected plantings of the former in Western Ontario, in which cases some losses were sustained.

One notable exception to the generally optimistic outlook was the loss of peach trees and limbs which occurred in the Niagara district and elsewhere where this crop is grown. In the Niagara Peninsula, however, damage was largely confined to certain orchards with the production potential elsewhere being unimpaired. In Essex County, on the other hand, the trouble was more widespread.

On May 24 in Western Ontario, and on May 24 and 25 in Eastern Ontario, heavy frosts struck many of the fruit growing districts. Damage, however, was largely confined to grapes, strawberries and apples. In the grape-growing area although losses were spotty, it was apparent that some vineyards would yield no fruit at all this year. Apples escaped damage in the Georgian Bay District and Essex County but elsewhere crop prospects were reduced. Strawberries in Western Ontario suffered considerably with the first blossom being lost. Plants subsequently bloomed again quite heavily but the set was light. In Eastern Ontario, the earlier strawberry growing areas sustained considerable damage but in the Ottawa and St. Lawrence Valleys the crop was not far enough advanced to be harmed.

By mid-July crop reports indicated continuous dry weather. As a result, strawberry production was further reduced and in the case of raspberries the fruit did not size as it otherwise would have done. However, it was apparent by this time that in the Niagara district a heavy peach crop was in prospect on healthy trees and considerable thinning was being undertaken. Eastern Ontario was also experiencing hot dry weather with wind and rain damage in some localities. A heavy drop of apples was reported with crop prospects described as variable.

By the middle of August the weather had changed with adequate rains and low temperatures reported. These conditions aided the sizing and colouring of fruit and the apple crop prospects improved. Low temperatures continued until September 15. Mid-October reports indicated a return of dry weather and above-average temperatures

providing ideal harvesting conditions. In Western Ontario, only late apples, pears and grapes remained to be harvested after October 15. The apple crop coloured well and the fruit is clean but sizes are smaller than average which is attributed to the dry weather earlier in the summer. Diseases and insects were not troublesome this season but frost scarring on apples and Keiffer pears is causing heavy cull-out in areas hardest hit by spring frosts. Latest estimates place the 1963 grape crop at 93.4 million pounds, 5 per cent above that of the previous season. This occurred in spite of frost damage in May and reports indicate that those vineyards not affected at that time are producing very high yields this year.

In Eastern Ontario, similar weather conditions prevailed from September 15 to October 15. The quality of fruit has also been good in these counties although some apple varieties are running to small sizes. The colour and maturity of apples have advanced very quickly following two or three fairly heavy frosts during the week of September 25.

British Columbia - The 1963 apple crop in British Columbia is estimated at 7.6 million bushels, 25 per cent above the 1962 output of 6.0 million. By October 22, the picking of late varieties was under way and winesaps were partly harvested in the south Okanagan. Almost all varieties were exceeding earlier crop estimates with all trees carrying heavy crops of well-sized fruit. Colour was slow to develop early in the fall but subsequently improved with cooler weather. Pear production now estimated at 700,000 bushels is 16 per cent above that of last year. The Bartlett crop was heavy but sizes were not large. Anjous were also heavy and the crop sized well with excellent quality reported.

Peaches, like the other stone fruits, were down as a result of weather conditions. Low temperatures early in the summer had adverse effects on this crop. Apricot production was also substantially below the 1962 level, as a result of bud injury which reduced the set. Pear production in both the Okanagan and the Kootenays was below that of 1962. Although growing conditions were good for cherries, rain at harvest time caused heavy splitting and there were some losses from brown rot.

Grape harvesting was finished by the latter part of October and the warm fall improved the quality of this fruit. Strawberry production was down from that of the previous year largely because of poor sizing, the result of cool weather earlier in the season. Raspberries also failed to achieve anticipated production as a result of the unfavourable weather although acreage has increased. Loganberry growers on the other hand, harvested an excellent crop with reports indicating that new plantings are being considered by many growers. Blueberries also increased in volume as new plantings reached maturity. Cranberry harvesting was in full swing by October 22 with an excellent quality crop anticipated.

1/ Estimates released in this memorandum, except where otherwise indicated, are based on reports submitted to the Dominion Bureau of Statistics by the Quebec Bureau of Statistics and Federal and Provincial Departments of Agriculture personnel in the various fruit growing areas. All 1963 figures are subject to revision. All reports refer to conditions as of the middle of October with the exception of British Columbia. The British Columbia apple estimate was dated October 25, the summary of crop conditions October 22 and the estimates for the other crops cover those published by the Provincial Department on September 12. Accordingly, all estimates apply to the situation as it existed at the time when the reports concerned were made.

TABLE 1. - Third Estimate of the Commercial Production of All Fruits 1963 with Latest Estimates for 1962

Kind of Fruit	Estimated Production				
	Volumetric Units or Pounds			Tons	
	Unit	1962	1963	1962	1963
		'000	'000		
Canada -					
Apples .....	bu.	20,039	21,287	450,873	478,955
Pears .....	bu.	1,718	1,528	42,960	38,216
Plums and prunes .....	bu.	487	589	12,178	14,725
Peaches .....	bu.	2,256	2,415	56,404	60,370
Apricots .....	bu.	310	123	7,742	3,064
Cherries, sweet .....	bu.	421	368	10,538	9,193
Cherries, sour .....	bu.	212	317	5,305	7,925
Strawberries .....	qt.	23,588	22,176	15,608	14,692
Raspberries .....	qt.	9,232	10,275	6,495	7,250
Loganberries .....	lb.	1,022	1,160	511	580
Grapes .....	lb.	92,343	96,371	46,171	48,185
Blueberries .....	lb.	18,226	22,457	9,112	11,228
Newfoundland -					
Blueberries .....	lb.	1,250	1,500	625	750
Prince Edward Island -					
Strawberries .....	qt.	1,400	1,550	875	969
Blueberries .....	lb.	238	150	119	75
Nova Scotia -					
Apples .....	bu.	2,461	3,000	55,372	67,500
Pears .....	bu.	48	50	1,200	1,250
Plums .....	bu.	6	5	150	125
Strawberries .....	qt.	1,800	2,000	1,125	1,250
Raspberries .....	qt.	30	25	19	16
Blueberries .....	lb.	7,400	7,000	3,700	3,500



TABLE 1. - Third Estimate of the Commercial Production of All Fruits 1963 with Latest Estimates for 1962

Kind of Fruit	Estimated Production				
	Volumetric Units or Pounds			Tons	
	Unit	1962	1963	1962	1963
		'000	'000		
New Brunswick -					
Apples .....	bu.	500	525	11,250	11,812
Strawberries .....	qt.	1,000	1,500	625	938
Raspberries .....	qt.	50	50	31	31
Blueberries .....	lb.	4,000	4,500	2,000	2,250
Quebec -					
Apples .....	bu.	5,985 <sup>1/</sup>	5,298 <sup>2/</sup>	134,662	119,205
Strawberries .....	qt.	6,476	6,558	4,048	4,099
Raspberries .....	qt.	1,183	1,300	739	812
Blueberries .....	lb.	3,429	7,301	1,714	3,650
Ontario -					
Apples .....	bu.	5,052 <sup>3/</sup>	4,908	113,677 <sup>3/</sup>	110,421
Pears .....	bu.	1,069	778	26,730	19,458
Plums and prunes .....	bu.	187	350	4,687	8,752
Peaches .....	bu.	1,633	1,894	40,817	47,348
Cherries, sweet .....	bu.	230	228	5,760	5,702
Cherries, sour .....	bu.	212	317	5,305	7,925
Strawberries .....	qt.	5,989	3,920	3,743	2,450
Raspberries .....	qt.	2,169	2,271	1,356	1,419
Grapes .....	lb.	89,014	93,450	44,507	46,725
British Columbia -					
Apples .....	bu.	6,041	7,556	135,912	170,017
Pears .....	bu.	601	700	15,030	17,508
Plums and prunes .....	bu.	294	234	7,341	5,848
Peaches .....	bu.	623	521	15,587	13,022
Apricots .....	bu.	310	123	7,742	3,064
Cherries, sweet .....	bu.	191	140	4,778	3,491
Strawberries .....	qt.	6,923	6,648	5,192	4,986
Raspberries .....	qt.	5,800	6,629	4,350	4,972
Loganberries .....	lb.	1,022	1,160	511	580
Grapes .....	lb.	3,329 <sup>4/</sup>	2,921	1,664 <sup>4/</sup>	1,460
Blueberries .....	lb.	1,909	2,006	954	1,003
Cranberries .....	lb.	450	600	225	300

For all Provinces other than British Columbia the original estimates secured by the Bureau were stated in measures of volume (except grapes and blueberries). These were converted to tons at the following rates: 1 quart of strawberries, raspberries or blueberries = 1.25 pounds; 1 bushel of apples = 45 pounds; 1 bushel of all other tree fruits = 50 pounds (net weight). In the case of British Columbia tree fruits, the volumetric estimates were calculated as follows: 1 bushel of apples = 45 pounds; 1 bushel of all other tree fruits = 50 pounds (net weight); 1 quart of berries = 1.5 pounds.

<sup>1/</sup> Revised, 5,060,000 bushels fresh market      <sup>2/</sup> Revised, 4,150,000 bushels fresh market  
925,000 bushels processing.      1,148,000 bushels processing.

<sup>3/</sup> Revised.      <sup>4/</sup> Okanagan Valley only.

TABLE 2. - Minimum Prices for Processing for Strawberries, Raspberries, Sweet and Sour Cherries, Pears, Peaches, Plumb, and Grapes in the Province of Ontario

	1962	1963
	cents per qt.	
Strawberries <u>1/</u> .....	17.0	17.0
Purple Raspberries (No. 1 grade) <u>1/</u> .....	27.0	27.0
Red Raspberries (No. 1 grade) <u>1/</u> .....	27.0	31.0 <sup>3/</sup>
	dollars per ton	
White sweet cherries <u>2/</u> .....	260.00	260.00
Black sweet cherries <u>2/</u> .....	280.00	280.00
Sour cherries <u>2/</u> .....	195.50	200.50
Bartlett pears <u>2/</u>		
not less than 2 inches in diameter .....	107.50	115.00
not less than 1 3/4 inches and less than 2 inches		
in diameter .....	62.50	70.00
less than 1 3/4 inches in diameter .....	62.50	70.00
Kieffer pears <u>2/</u>		
not less than 2 1/16 inches in diameter .....	57.00	58.50
not less than 1 3/4 inches and less than 2 1/16		
inches in diameter .....	33.00	34.50
All varieties other than Bartlett or Kieffer .....	62.50	70.00
Peaches <u>2/</u>		
Jubilee, Marilyn, Victory, Elberta and all other		
varieties of the Elberta Type .....	105.50	103.50
Other varieties .....	100.50	98.50
Plums and Prunes <u>2/</u>		
Felenburg, German and Stanley prunes .....	85.00	82.50
Damson plums .....	85.00	85.50
Other varieties .....	67.50	63.00
Grapes      Delaware, Dutchess, Muscat, President,		
Marshall Foch, Johanisburgh Riesling and Seibel		
white S9110, S10868, S6468 .....	150.00	152.00
All other varieties .....	100.00	102.00

1/ Source: Ontario Berry Growers' Marketing Board.

2/ Source: Ontario Tender Fruit Growers' Marketing Board.

3/ Revised.

TABLE 3. - Estimate of Commercial Production of Apples, Pears, Peaches, Apricots, Sweet and Sour Cherries, Strawberries and Grapes in United States 1962 and 1963

Kind of Fruit	Estimated Production				
	Volumetric Units or Pounds			Tons	
	Unit	1962	1963	1962	1963
		'000	'000		
United States -					
Apples <u>1/</u> .....	bu.	125,425	121,885		
Pears <u>1/</u> .....	bu.	29,294	19,221	716,516	472,607
Peaches <u>1/</u> .....	bu.	75,789	73,481	1,818,936	1,763,544
Apricots <u>1/</u> .....	bu.	6,925	9,171	166,200	220,100
Cherries, sweet <u>3/</u> .....	bu.	3,943	2,482	110,400	69,500
Cherries, sour <u>3/</u> .....	bu.	6,312	2,630	176,740	73,640
Strawberries <u>2/</u> .....	qt.	343,635	327,970	257,726	245,978
Grapes <u>1/</u> .....	lb.	6,419,800	7,327,400	3,209,900	3,663,700
California -					
Strawberries <u>2/</u> .....	qt.	138,600	137,200	103,950	102,900

1/ Source: Crop Production as of October 10, 1963 - United States Department of Agriculture,

2/ Source: Vegetables - Fresh Market as of August 10, 1963 - United States Department of Agriculture.

3/ Source: Fruit Situation August, 1963, - United States Department of Agriculture.

The United States Department of Agriculture published the original estimates of apples, pears and peaches in bushels; apricots, cherries, sweet and sour, and grapes in tons; strawberries in pounds. Conversion rates used to express pears and peaches in tons were: 1 bu. of pears = 50 lb. except California where 1 bu. = 48 lb.; 1 bu. of peaches = 48 lb. Conversion rates used to express apricots and cherries in bushels were: 1 bu. of apricots = 48 lb.; 1 bu. of cherries = 56 lb. Strawberries were converted at the rate of 1 qt. = 1.5 lb. (Conversion Factors and Weights and Measures for Agricultural Commodities and Their Products - United States Department of Agriculture, May, 1952.)



TABLE 4. - Estimated Apple Production in England & Wales - 1963 with Latest 1962 Figures 1/

	Estimated Production			
	1962	1963	1962	1963
	'000 bushels		'000 tons	
Dessert Apples .....	13,813	14,933	311	336
Cooking Apples .....	10,667	12,842	240	289
TOTAL .....	24,480	27,775	551	625

1/ Source: (Commonwealth Economic Committee).

TABLE 5. - Estimated Apple Production in France, 1963 1/, with comparable 1962 Figures

	Estimated Production			
	1962	1963	1962	1963
	'000 bushels		'000 tons	
Table Apples .....	39,978	44,089	900	992

1/ Source: Commonwealth Economic Committee (September 21 estimate O.E.C.D.)..

TABLE 6. - Estimated Apple Production in Western Germany, 1963 1/ with final 1962 Figures 2/

	Estimated Production <sup>3/</sup>			
	1962	1963	1962	1963
	'000 bushels		'000 tons	
	83,000	91,067	1,868	2,049

1/ Mid-September Estimate.

2/ Source: Commonwealth Economic Committee.

3/ It is estimated that one-half of the crop is cider fruit.

TABLE 7. - Estimate of Apple Production in Italy, 1963 with Comparable 1962 Figures 1/

	1962	1963	1962	1963
	'000 bushels		'000 tons	
	108,222	115,133	2,435	2,590

1/ Source: Commonwealth Economic Committee. (September 10 estimates 1963 crop).

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