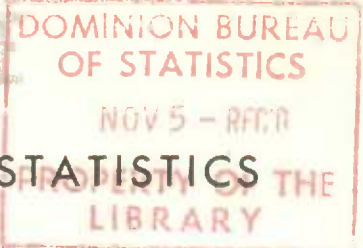


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THIRD ESTIMATE OF THE COMMERCIAL PRODUCTION OF FRUITS - 1964(1)

Apples - Latest estimates place the 1964 apple crop at 20.3 million bushels, almost 12 per cent below the 1963 figure of 23.0 million bushels. This year's crop is the second largest crop on record in Canada. Production was lower this year than last in Nova Scotia, Quebec and British Columbia. Ontario orchards produced an estimated 6.5 million bushels in 1964, one million more than last year's 5.4 million bushels. Spring frosts greatly reduced the average yield in Quebec while poor pollination in Nova Scotia was largely responsible for the lower production there. In British Columbia this year's crop of 7.3 million bushels is larger than any harvested since 1950 except for that of last year.

Pears - The 1964 pear crop is estimated at 1.9 million bushels, 10 per cent above that of 1963. Production was up in Ontario over that of last year but down in British Columbia and Nova Scotia.

Sweet Cherries - Sweet cherry growers harvested 459 thousand bushels in 1964 compared with a harvest of 406 thousand bushels the previous season. A very substantial increase in British Columbia's outturn more than offset the moderate decline in production of this fruit in Ontario.

Sour Cherries - The 1964 sour cherry crop was estimated at 582 thousand bushels, 68 per cent greater than that of 1963. This is a record production and it is attributed in part to a heavy blossom and good pollination in Ontario where this fruit is grown.

Peaches - Peach orchards produced a total of 2.7 million bushels in 1964, 14 per cent above the 2.4 million of the previous season. Crops were larger in both Ontario and British Columbia.

Apricots - Apricot production in 1964 reached 280 thousand bushels, 183 per cent above the 1963 volume of 99 thousand bushels.

Plums and Prunes - Production amounted to 630 thousand bushels in 1964, 10 per cent below that of last year. Most of this reduction from the previous season occurred in Ontario.

Strawberries - Strawberry growers picked an estimated 25.9 million quarts, almost 12 per cent more than was harvested in 1963. Production of this fruit was higher this year than last in the Maritime Provinces and Ontario; but down in Quebec and British Columbia.

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Raspberries - Raspberry production was placed at 11.7 million quarts, very close to the previous season's figure of 11.9 million quarts. Crops were comparable to those of the previous year in Quebec, Ontario, and British Columbia, the three major producing areas.

Grapes - The production of grapes in 1964 is estimated at 112.5 million pounds, 5 per cent above that of the previous season. Output was up in both Ontario and British Columbia.

Blueberries - The 1964 blueberry crop is placed at 21.4 million pounds, 11 per cent below that of 1963. Production was reduced from that of last year in all provinces for which statistics are available, except Prince Edward Island.

Quebec - Apple production in Quebec in 1964 is estimated at 3.8 million bushels, about 29 per cent below the 1963 figure. The drop in production this year was the result of killing frosts which hit many of the orchard areas at the middle of May. The blossom had been heavy. The districts most severely affected by the spring frost are the areas to the south of Montreal and in Missisquoi County. Fruit development during the early part of the summer was very slow due to low temperatures. Scab damage was quite light. As a result of the small crop, harvesting was completed earlier than usual this season. The apples are large and show excellent colour.

Strawberry and raspberry plantings also suffered from the effect of the unfavourable temperatures during May and the volumes picked were much below normal. In the Quebec city area, large quantities of raspberries were lost through insect damage. Blueberry production estimated at 8.0 million pounds was below last year's output of 8.6 million pounds.

Atlantic Provinces - The 1964 blueberry crop in Newfoundland reached an estimated 1.1 million pounds somewhat below the 1.4 million pounds picked in 1963. Prospects appeared promising at the beginning of the season but continuous wet weather during the summer reduced the crop from what it otherwise would have been. Although no killing frost had been reported by the last week of October, the berries were then too soft to handle so that no further harvest could be anticipated. The 1964 blueberry crop in Prince Edward Island at 200 thousand pounds was higher than last year's 150 thousand pounds. This increase in production is attributed to a greater area of blueberries having been cared for this year than last. Nova Scotia production however, placed at 6 million pounds for 1964, is below the 1963 figure of 7 million pounds. Although there was a fairly heavy bloom, a heavy drop of fruit occurred in spite of ample moisture supplies. New Brunswick pickers harvested an estimated 4 million pounds of blueberries, the same amount as in 1963. Reports indicate the blossom was heavy but pollination was insufficient to produce an increased set of fruit over that of 1963, due to poor weather during that time.

The 1964 Nova Scotia apple crop was placed at 2.2 million bushels, 31 per cent below last year's 3.2 million. The New Brunswick crop is the same this year as last at 475 thousand bushels. Reports dated October 23 indicated that the Nova Scotia production did not turn out to be as heavy as had been expected. Earlier in the season, blossom was fairly heavy but the weather at that time was somewhat cool so that pollination was not as effective as might have been expected. Indications are that most of the set was on the outside of the trees. In spite of wet weather for most of the growing season, sizing and colour were average.

The New Brunswick apple orchards blossomed heavily and the set appeared to be good; a late drop however took place due probably to the lack of rain in the orchard area. Early sizing was good but growth tapered off later in the season. Harvesting was still under way in both Nova Scotia and New Brunswick during the last week of October although the bulk of the crop had been picked.

Nova Scotia pear orchards produced an estimated 60 thousand bushels of pears this year, about 9 per cent less than in 1963. This decline in production is attributed to the set being only fair in spite of a heavy blossom. The wet, cool season also hampered development of the fruit.

Strawberry production was heavier this year than last in all three Maritime Provinces. In Nova Scotia the area planted in 1963 for harvest in 1964 was considerably higher than for previous years. There was little or no frost damage but weather at picking time was very cool and wet and this contributed to some loss. New Brunswick growers had an excellent harvest season, a good stand of plants having come through the winter with practically no winter damage and no frost damage to the bloom. Raspberry production was up this year from last in Nova Scotia but the same in both years in New Brunswick. Both provinces had very good snow-cover to protect the canes last winter.

Ontario - Ontario fruit growers harvested larger crops of apples, peaches, pears, sour cherries, strawberries and grapes than in 1963, while outturns of plums and prunes, sweet cherries, and raspberries were lower. The latest estimates place the apple crop at 6.5 million bushels in 1964, 20 per cent greater than last year's final figure of 5.4 million bushels. Sour cherry production at a record 582 thousand bushels was also much above last year's crop of 346 thousand.

The first reports in May of 1964 indicated that orchards and small fruit plantations had generally wintered well. In Western Ontario, although snow-cover had not been plentiful, spring rains provided adequate moisture supplies. No serious spring frost damage was reported. Strawberry plantations showed heavy blossom in the earlier areas. In the Niagara peach orchards, dead wood, the result of winter damage in 1962-63 was still showing up and reports the following month indicated that heavy pruning was being undertaken.

June reports indicated that blossoms on tree fruits was heavy and temperatures were suitable for pollination in most orchard areas in Western Ontario. Cooler weather however, prevailed throughout the province from the latter part of May to mid-June, with the result that early crops were retarded. Frosts in low-lying areas damaged some strawberries and in Eastern Ontario some apple orchards were affected. First picking of sweet cherries was reported on June 11.

By the middle of July in some areas of Western Ontario very heavy rain occurred, which caused losses of sweet cherries through splitting. Temperatures were quite variable. All varieties of apples were progressing well in Western Ontario with diseases and insects generally well controlled. Most fruit trees with full crops required some thinning. Peach orchards were showing good new growth in the Niagara district with a heavier set than had been anticipated earlier. Sweet cherry quality was above average in spite of the losses through splitting. Sour cherries sized well and it was evident that a heavy crop was materializing. The increased moisture supplies raised strawberry yields from what had previously been expected. Grape prospects were generally favourable for most varieties with the berries sizing well.



Eastern Ontario experienced dry weather from the middle of June until July 11, when there were heavy rains and some hail damage. Temperatures were normal. Apple orchards experienced a heavy drop of the McIntosh variety but the set was still satisfactory although somewhat lower than had been expected earlier. Strawberry production, except on irrigated land, was cut by the dry weather which prevailed until the middle of July. Some reduction in the sizing of raspberries was also observed and was attributed to the earlier lack of moisture.

Weather throughout the province continued hot until the end of July when temperatures became cooler, accompanied by rain. Reports as of August 15 for Western Ontario indicated that good sizing of fruit crops could be expected. Maturity was generally advanced as a result of the heat earlier in the season while the cooler weather in August helped colour the apples. Some sour cherries, on the other hand, were abandoned, being left unpicked due to poor colour and low quality. Some losses of early apples occurred from over-maturity. Earlier varieties of pears were small but Bartletts sized well and crop prospects were good. Plums were variable in different areas with the late crops sizing satisfactorily. Reports indicated that the increased moisture supplies had contributed to increase split pit losses in peaches. The size, however, was good where the crop had been thinned and diseases were well controlled. Grapes were sizing very well with the vines showing vigorous growth.

Reports from Eastern Ontario based on the conditions at August 15 indicated that fruit crop development had suffered from the earlier dry weather but prospects were improving with the rain. Colouring of apples was also improving rapidly with the cooler weather. Harvesting was a week ahead of the previous season.

Temperatures between the middle of August and September 15 were variable but generally below normal and as a result apples coloured well in Western Ontario. Rainfall was above average. As the peach picking advanced brown rot reduced market production considerably although overall yields were good. No serious damage from insects occurred. Heavy winds caused some losses to Jubilee peaches. Increased mildew damage on grapes was reported as a result of weather conditions.

In Eastern Ontario, moisture supplies were described as adequate with showery weather having prevailed during the latter part of August. Some high temperatures were reported at the end of the month and early September. As a result apple colouring developed slowly until about September 12 when cooler weather brought about considerable improvement. Apple size was reported about average to better than average in most orchards with the crop fairly free from scab and insect injury.

Record low temperatures in October on the sixth and tenth caused some damage to unharvested apples and pears and to the remaining grape crop in Western Ontario. Pin-point scab on apples was causing concern in some areas; this was attributed to the hot, foggy weather in early September. All pears had been harvested by October 15 except for Kieffers. The Bartlett crop was generally of good quality but in some districts size was lacking. In grapes, the quality and sugar content prior to the frost were above average. Reports from Eastern Ontario also indicated that heavy frost occurred on the nights of October 6 and 10 over most of the area. Half of the Delicious and most of the Spy crops were on the trees on October 6 and as a result considerable frost damage to the late crop is reported, although the extent is variable. McIntosh apples had been harvested earlier under favourable conditions. A considerable drop took place in some orchards during the final week of harvest.

British Columbia - The tree fruit-growing area in the Interior of the Province experienced a generally cool, wet growing season this year. As a result, the production of apples and pears was below that of 1963. However, more peaches, apricots, and sweet cherries were picked this year than last. Although a spring frost occurred and damage was sustained in certain orchards, the effect on the overall output was limited. Had summer weather conditions been normal, British Columbia production would have been substantially higher this year than was actually the case.

The 1964 apple crop is estimated at 7.3 million bushels, 15 per cent below the revised 1963 figure. The 1963 crop, although not a record, was larger than any harvested since 1950. The 1964 crop is of extremely good quality although size was generally below that of 1963. Losses due to a pre-harvest drop were quite limited. However, there have been reports of water core showing on susceptible varieties. Growers picked an estimated 800 thousand bushels of pears this year, 10 per cent below the 1963 volume. The crop was later maturing but quality was satisfactory. The size of fruit varied greatly.

Latest estimates place this year's peach crop at 578 thousand bushels 34 per cent above that of last year. The early varieties of fruit produced a good crop of quality fruit but the peaches which ripened after September 1, were poor and in some cases harvesting was not completed. Apricot production reached an estimated 280 thousand bushels this year, more than twice as large as in 1963. Picking extended beyond the normal season this year but quality was satisfactory. Plum and prune production reached 265 thousand bushels in 1964, moderately below that of last year. The prunes ripened very slowly and quality is described as only fair and in some areas the fruit was left to fall because of condition. Sweet cherry production in 1964 reached 219 thousand bushels, substantially above the 145 thousand bushels picked in 1963. This was achieved in spite of moderate losses from rain splitting. Brown rot was not a problem. Sweet cherry orchards at the Coast were also adversely affected by weather conditions.

Weather conditions in the Lower Main Land adversely affected most small fruit crops through the development of root rots and fruit rots. Strawberries, loganberries, and cranberries all produced less fruit in 1964 than in 1963. An estimated 5.9 million quarts of strawberries were harvested this year compared with 7.1 million in 1963. The fruit matured later than usual which proved helpful in that schools were closed when pickers were needed and growers were able to utilize student labour at this time. Later in the season, however, when blueberries were ready to pick the schools had reopened and growers found it difficult to obtain help. Raspberry production at 8.1 million quarts was slightly higher than the 8.0 million of 1963.

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(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 1964 figures are subject to revision. All reports refer to conditions as of the middle of October or shortly thereafter with the exception of those referring to British Columbia small fruit crops. The British Columbia small fruits estimates were dated July 9. 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 1964 with Latest Estimates for 1963

Kind of Fruit	Estimated Production				
	Volumetric Units or Pounds			Tons	
	Unit	1963	1964	1963	1964
		'000	'000		
Canada -					
Apples .....	bu.	23,016	20,286	517,863	456,429
Pears .....	bu.	1,688	1,863	42,206	46,572
Plums and prunes .....	bu.	700	630	17,499	15,734
Peaches .....	bu.	2,373	2,713	59,320	67,813
Apricots .....	bu.	99	280	2,484	6,990
Cherries, sweet .....	bu.	406	459	10,145	11,463
Cherries, sour .....	bu.	346	582	8,648	14,560
Strawberries .....	qt.	23,176	25,909	15,369	16,932
Raspberries .....	qt.	11,909	11,725	8,443	8,346
Loganberries .....	lb.	1,461	1,422	731	711
Grapes .....	lb.	106,780	112,498	53,390	56,249
Blueberries .....	lb.	23,955	21,382	11,978	10,691
Cranberries(1) .....	lb.	801	850	401	425
Newfoundland -					
Blueberries .....	lb.	1,401	1,100	700	550
Prince Edward Island -					
Strawberries .....	qt.	1,550	1,650	969	1,031
Blueberries .....	lb.	150	200	75	100
Nova Scotia -					
Apples .....	bu.	3,180	2,200	71,550	49,500
Pears .....	bu.	64	60	1,612	1,500
Plums .....	bu.	5	6	125	150
Strawberries .....	qt.	2,000	2,200	1,250	1,375
Raspberries .....	qt.	25	35	16	22
Blueberries .....	lb.	7,000	6,000	3,500	3,000

(1) British Columbia only



TABLE 1. - Third Estimate of the Commercial Production of All Fruits 1964 with Latest Estimates for 1963

Kind of Fruit	Latest Estimates for 1965				
	Estimated Production				
	Volumetric Units or Pounds		Tons		
	Unit	1963	1964	1963	1964
		'000	'000		
New Brunswick -					
Apples .....	bu.	475	475	10,688	10,688
Strawberries .....	qt.	1,500	2,000	938	1,250
Raspberries .....	qt.	50	50	31	31
Blueberries .....	lb.	4,000	4,000	2,000	2,000
Quebec -					
Apples .....	bu.	5,298	3,765	119,205	84,712
Strawberries .....	qt.	6,558	5,500	4,099	3,438
Raspberries .....	qt.	1,383	1,150	864	719
Blueberries .....	lb.	8,551	8,026	4,276	4,013
Ontario -					
Apples .....	bu.	5,433	6,505	122,234	146,360
Pears .....	bu.	731	1,003	18,272	25,070
Plums and prunes .....	bu.	427	359	10,675	8,968
Peaches .....	bu.	1,941	2,135	48,522	53,375
Cherries, sweet .....	bu.	261	240	6,515	5,995
Cherries, sour .....	bu.	346	582	8,648	14,560
Strawberries .....	qt.	4,501	8,651	2,813	5,407
Raspberries .....	qt.	2,450	2,343	1,531	1,464
Grapes .....	lb.	102,600	107,800	51,300	53,900
British Columbia -					
Apples .....	bu.	8,630	7,341	194,186	165,169
Pears .....	bu.	893	800	22,322	20,002
Plums and prunes .....	bu.	268	265	6,699	6,616
Peaches .....	bu.	432	578	10,798	14,438
Apricots .....	bu.	99	280	2,484	6,990
Cherries, sweet .....	bu.	145	219	3,630	5,468
Strawberries .....	qt.	7,067	5,908	5,300	4,431
Raspberries .....	qt.	8,001	8,147	6,001	6,110
Loganberries .....	lb.	1,461	1,422	731	711
Grapes .....	lb.	4,180	4,698	2,090	2,349
Blueberries .....	lb.	2,853	2,056	1,427	1,028
Cranberries .....	lb.	801	850	401	425

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.

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

	1963	1964
	cents per qt.	
Strawberries(1).....	17.0	17.5
Purple Raspberries (No. 1 grade) (1) .....	27.0	29.0
Red Raspberries (No. 1 grade) (1) .....	31.0	32.5
	dollars per ton	
White sweet cherries(2) .....	260.00	260.50
Black sweet cherries(2) .....	280.00	295.50
Black sweet cherries for brining purposes(2) .....	-	210.50
Sour cherries(2) .....	200.50	130.50(3)
Bartlett pears(2)		
not less than 2 inches in diameter.....	115.00	107.50
not less than 1 3/4 inches and less than 2 inches		
in diameter.....	70.00	67.50
less than 1 3/4 inches in diameter .....	70.00	67.50
Kieffer pears(2)		
not less than 2 1/16 inches in diameter.....	58.50	59.00
not less than 1 3/4 inches and less than 2 1/16		
inches in diameter.....	34.50	34.50
All varieties other than Bartlett or Kieffer.....	70.00	67.50
Peaches(2) .....		
Jubilee, Marilyn, Victory, Elberta and all other		
varieties of the Elberta Type .....	103.50	111.50
Other varieties .....	98.50	106.50
Plums and Prunes(2)		
Felenburg, German and Stanley prunes .....	82.50	85.50
Damson plums .....	85.50	100.50
Other varieties .....	63.00	68.50
Grapes, Delaware, Dutchess, Muscat, President,		
Marshall Foch, Johanisburgh Riesling and Seibel		
White S9110, S10868, S6468 .....	152.00	152.00
All other varieties .....	102.00	102.00

(1) Source: Ontario Berry Growers' Marketing Board.

(2) Source: Ontario Tender Fruit Growers' Marketing Board.

(3) This price does not include any payments which may be made under the Agricultural Stabilization Act in respect of the 1964 crop.



TABLE 3. - Estimate of Commercial Production of Apples, Pears, Peaches, Apricots, Sweet and Sour Cherries, Strawberries and Grapes in United States 1963 and 1964

Kind of Fruit	Estimated Production				
	Volumetric Units or Pounds			Tons	
	Unit	1963	1964	1963	1964
		'000	'000		
United States -					
Apples (1).....	bu.	125,505	141,215		
Pears (1).....	bu.	19,378	30,141	476,825	736,816
Peaches (1).....	bu.	73,789	74,093	1,770,936	1,778,232
Apricots (1).....	bu.	8,333	9,167	200,000	220,000
Cherries, sweet (2).....	bu.	2,504	4,061	70,100	113,700
Cherries, sour (2).....	bu.	2,897	8,598	81,110	240,750
Strawberries (2).....	qt.	340,566	362,638	255,424	271,978
Grapes (1).....	lb.	7,586,820	6,954,900	3,793,410	3,477,450
California -					
Strawberries (3).....	qt.	158,760	138,000	119,070	103,500

(1)Source: Crop Production as of October 9, 1964 - United States Department of Agriculture.

(2)Source: Fruit Situation August, 1964 - United States Department of Agriculture.

(3)Source: Fruit Situation June, 1964 - 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 - 1964 with Latest 1963 Figures (1)

	Estimated Production			
	1963	1964	1963	1964
	'000 bushels		'000 tons	
Dessert Apples .....	14,779	16,576	333	373
Cooking Apples .....	11,399	14,734	256	332
TOTAL .....	26,178	31,310	589	705

(1) Source: Commonwealth Economic Committee August 31, Estimate 1964 crop

TABLE 5. - Estimated Apple Production in France, 1964 (1), with comparable 1963 Figures

	Estimated Production			
	1963	1964	1963	1964
	'000 bushels		'000 tons	
Table Apples .....	48,369	48,550	1,088	1,092

(1) Source: Commonwealth Economic Committee (September 22 estimate 1964 crop O.E.C.D.).

TABLE 6. - Estimated Apple Production in Western Germany, 1964 (1) with final 1963 Figures (2)

	Estimated Production (3)			
	1963	1964	1963	1964
	'000 bushels		'000 tons	
	96,096	58,456	2,162	1,315

(1) September 10 estimate 1964 crop

(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, 1964 with Comparable 1963 Figures (1)

	1963	1964	1963	1964
	'000 bushels		'000 tons	
	114,463	115,619	2,575	2,601

(1) Source: Commonwealth Economic Committee. (September 10 estimates 1964 crop).





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