WASHINGTON STATE UNIVERSITY

World Class. Face to Face.

Organic Tree Fruit Trends 2019

David Granatstein and Elizabeth Kirby

WSU TFREC, Wenatchee

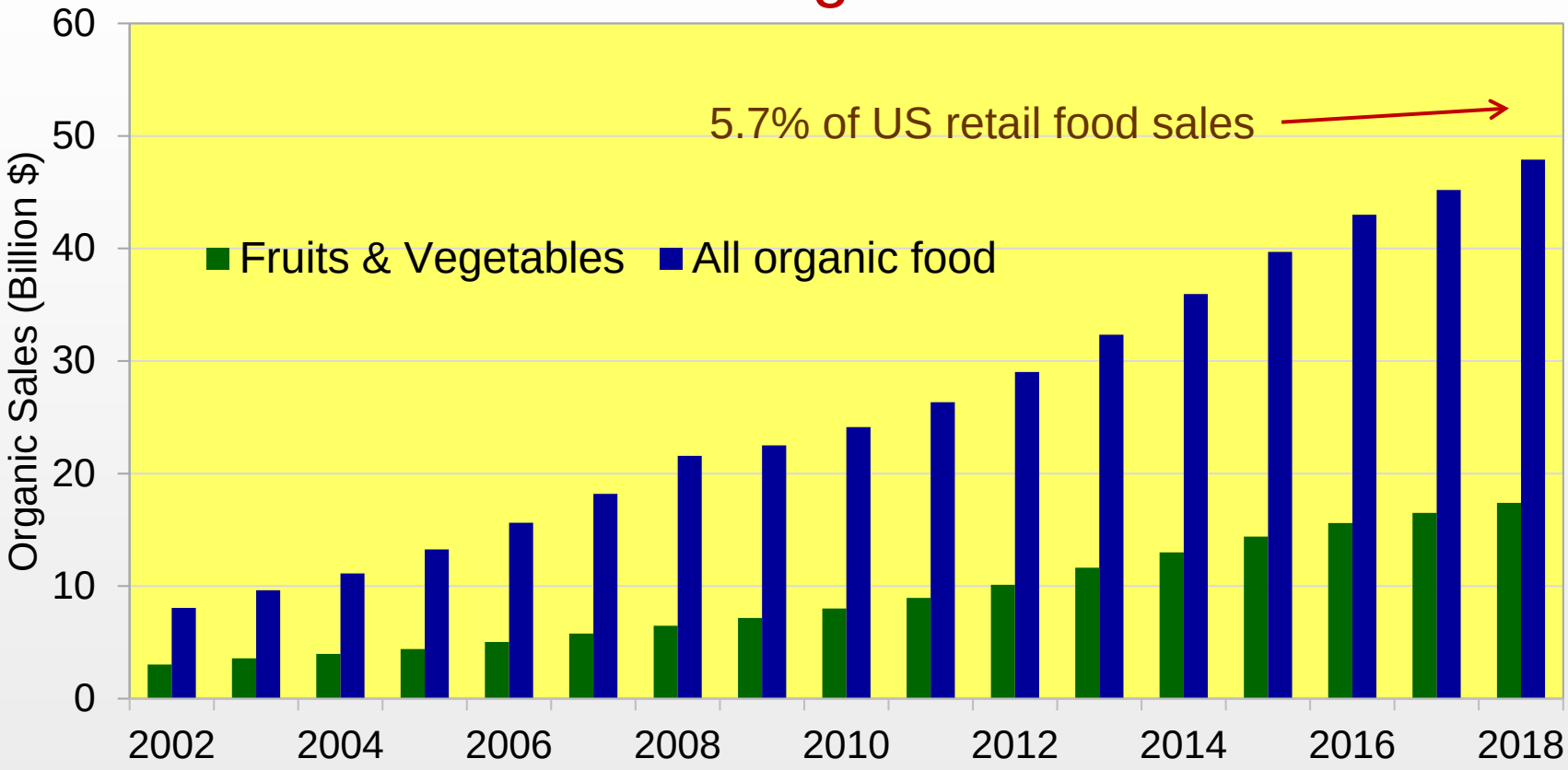
In cooperation with
WSDA Organic Program and WSTFA

G.S.Long Organic Meeting
Jan. 21, 2020 – Yakima, WA

Organic Honeycrisp

Consumer Demand

Growth of US Organic Food Sales



Retail organic food sales increased 5.9% in 2018. Organic fruits and vegetable sales increased 5.6% and were 36% of all organic food sales; over 90% were sales of fresh produce. Organic produce was about 14% of all U.S. produce sales.

Source: OTA, Nutrition Business Journal

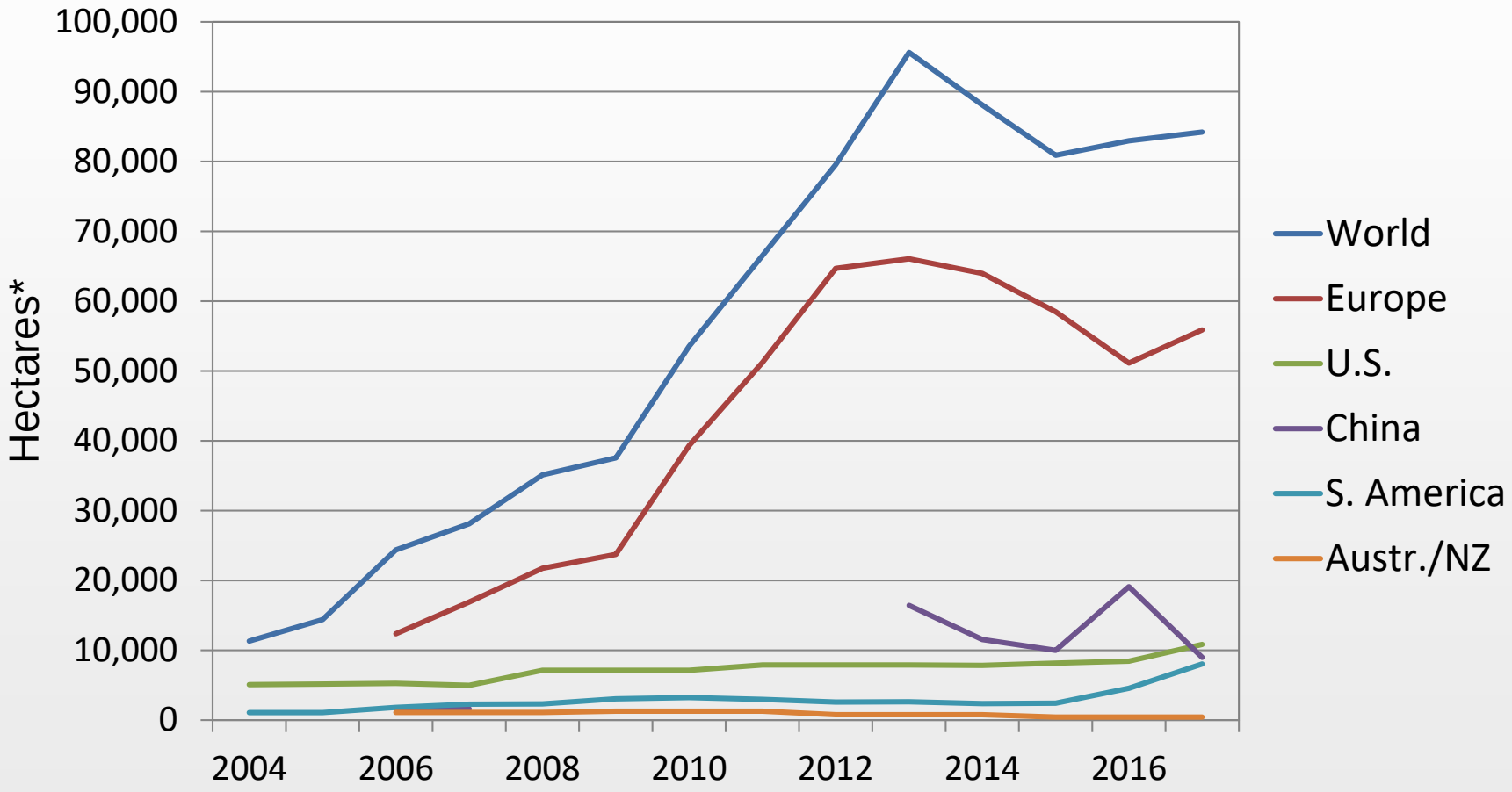
Top 10 Organic Fresh Produce Items by Sales, 2018

Category	2018 Sales (million $)	% Annual Change
Pre-packaged salads	1,120	5.3
Apples	393	6.4
Carrots	340	3.5
Strawberries	298	1.9
Bananas	290	9.3
Herbs & spices	263	7.8
Blueberries	256	33.3
Lettuce	252	3.5
Tomatoes	204	0.8
Grapes	169	14.9

Source: Nielsen xAOC, Total Food View, 52 weeks ending 12/29/18

2018 Apple FOB value $547 mil

Organic Apple Trends
Expansion of Global Area



*Certified + Transition area

1 hectare = 2.47 acres

Data courtesy of H. Willer, FiBL

World Organic Apple Area

	2017 Ha (C+T)	% change from 2016
World	84,231*	+4
US	10,842	+28
Europe	55,893	+9
Poland	5,411	-57
Germany	6,092	+16
Italy	6,201	+20
France	10,401	+30
Turkey	10,510	+180
China	9,000	-53
Argentina	5,940	+190
Chile	2,106	+63
New Zealand	450?	0

1 hectare (ha) = 2.47 acres *includes US estimate

Europe is the leading region for producing organic tree fruits.

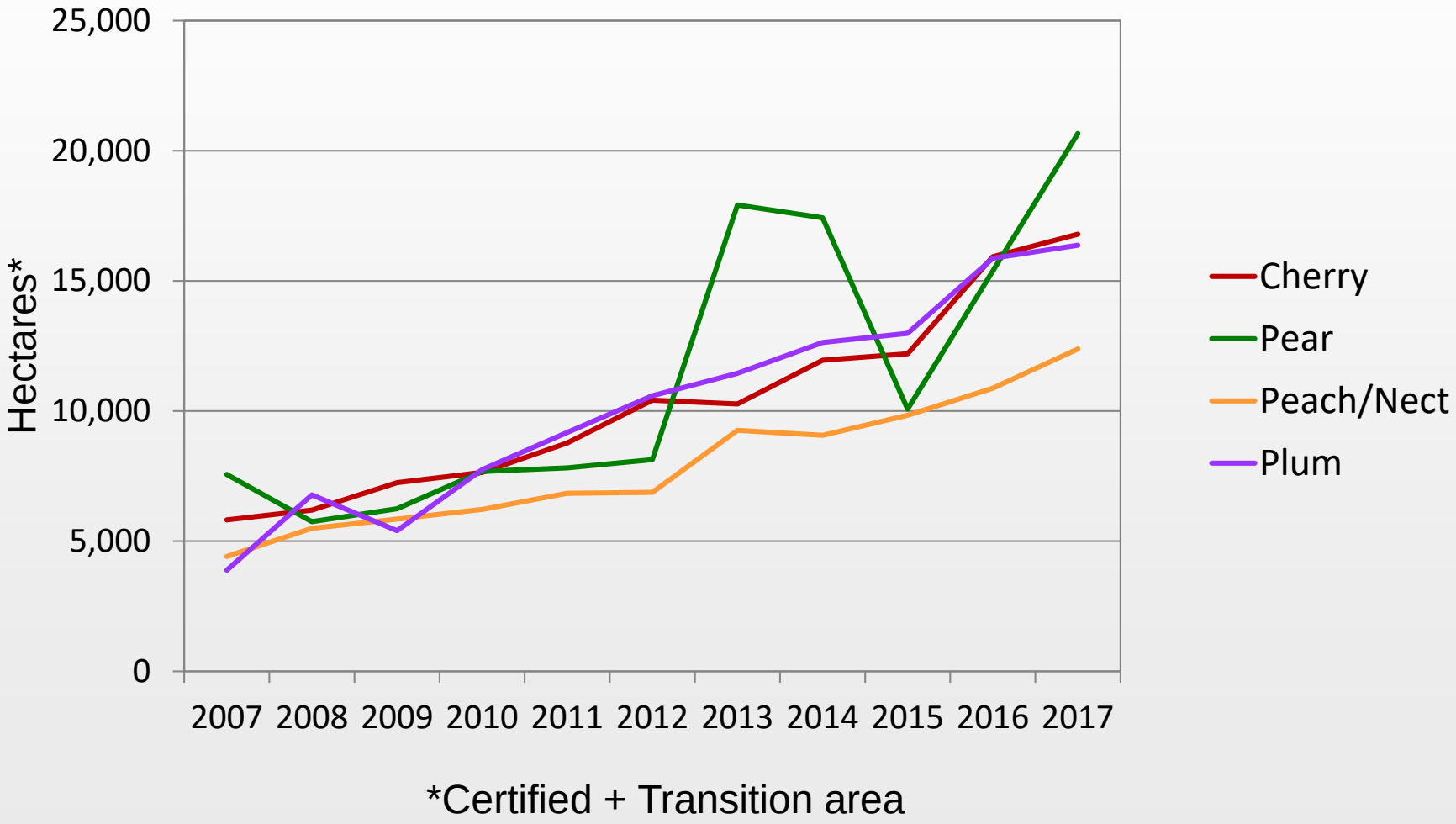
- 66% of world organic apple area

WA organic <u>apples, 2017</u>

- 8,954 ha cert.
- ~80% of US area
- >10% of world certified area, but higher % of production

Data courtesy of H. Willer, FiBL

Organic Tree Fruit Trends
Expansion of Global Area



*Certified + Transition area

Data courtesy of H. Willer, FiBL

Organic Tree Fruit Acres
Washington State

	--- Certified acres ---								Trans acres†
	2010	2012	2014	2015	2016	2017	2018	2019	2019
Apple	14,790	13,657	14,052	14,283	16,191	22,116	28,473	30,150	2,975
Pear	2,033	1,900	1,843	2,050	2,243	2,763	3,263	3,963	158
Cherry	2,147	1,792	1,939	2,056	2,078	2,546	3,014	3,311	74
Apricot*	299	266	299	260	251	216	271	377	0
Nectarine	550	488	440	395	379	357	470	466	30
Peach	701	618	580	553	553	580	580	612	14
Plum/Prune*	125	89	58	56	76	45	49	52	0
Mixed stone	13	45	17	32	--	1	4	2	0
Total*	20,658	18,855	19,228	19,685	21,771	28,624	36,122	38,933	3,251

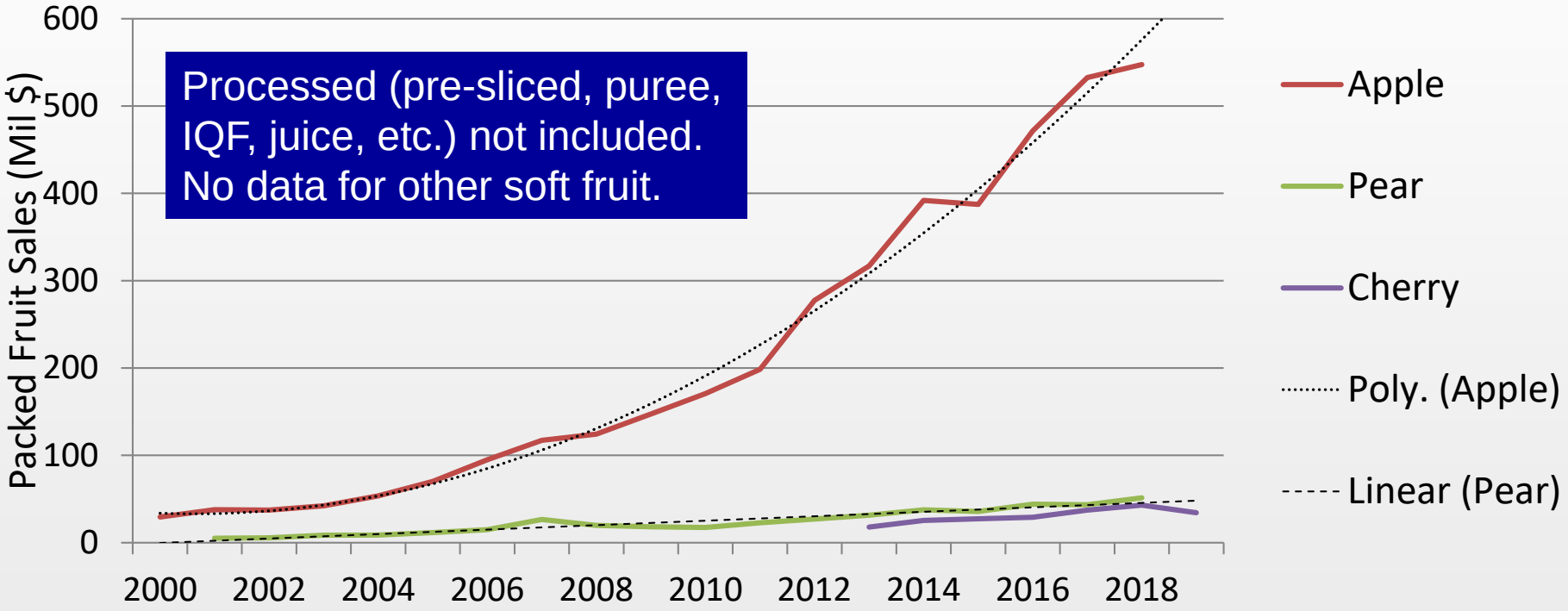
*apricot includes aprium; plum includes prune, pluot and plumcot; totals do not include mixed tree fruit;
†only those acres registered with a certifier

Organic tree fruit accounted for about 14% of all tree fruit acres in Washington State in 2018.

Combined certifier data

Value of Fresh WA Organic Tree Fruit

>%642 mil in 2018

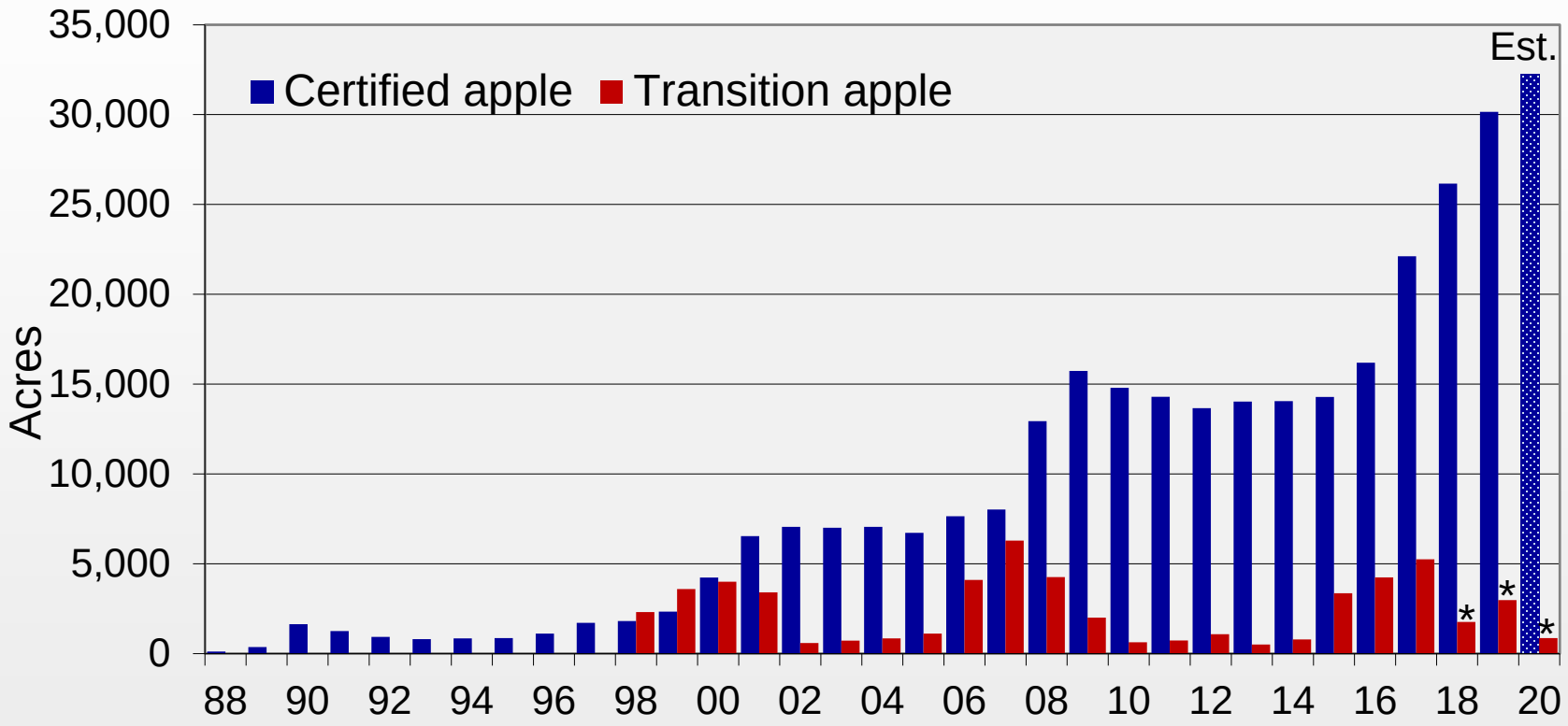


Based on shipped volume for the crop (e.g., 2008 harvest was shipped in both 2008 and 2009) and estimated weighted average price per packed box during the same period. Dashed line is a trend line estimate. Does not included processed fruit.

Data: WSTFA, WGCH, WVTA

Photo: F. Peryea

Organic Apple Acreage
Washington State

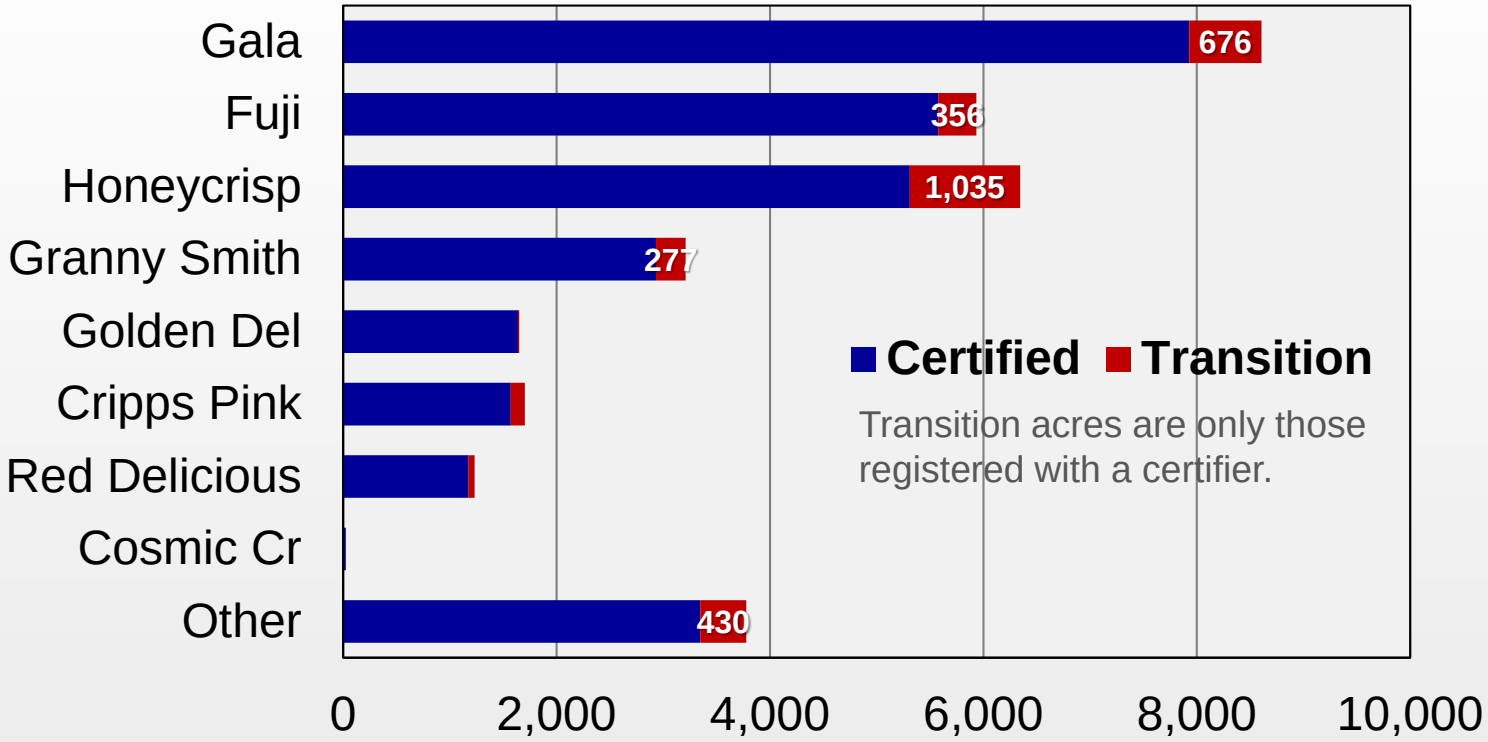


Cert. organic apples = 18% of WA apple acreage

(based on 2017 NASS value of 179,146 acres)

*Transition acres from WSDA and CCOF only

Organic Apple Variety Acres
Washington 2019



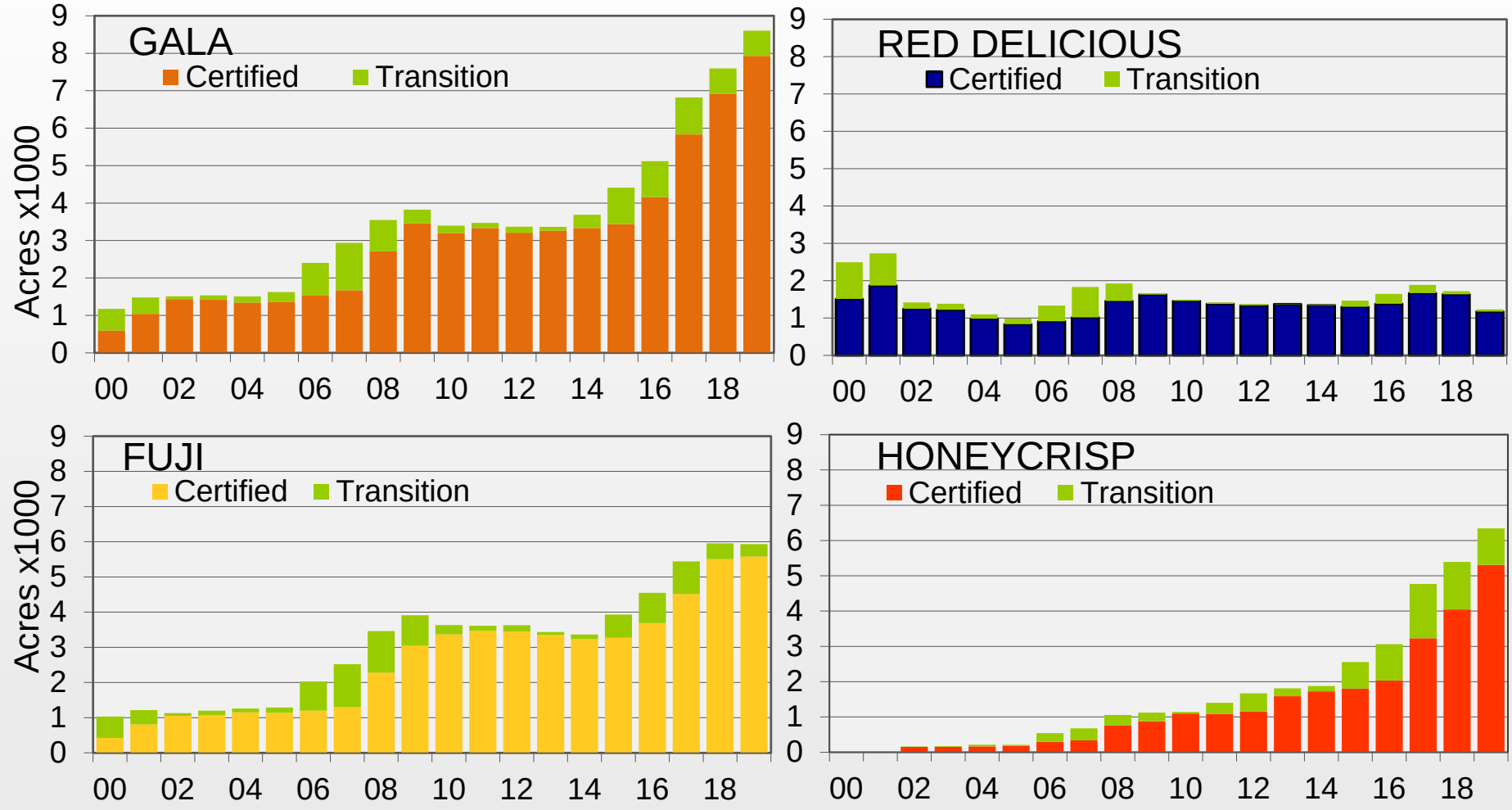
WA Fuji; ARS Photo

- **Fuji and Gala = 45% of certified apple acres**
- **Honeycrisp now 18%, will be #2 in 2020**

WSDA and CCOF data. Cripps Pink includes Pink Lady.

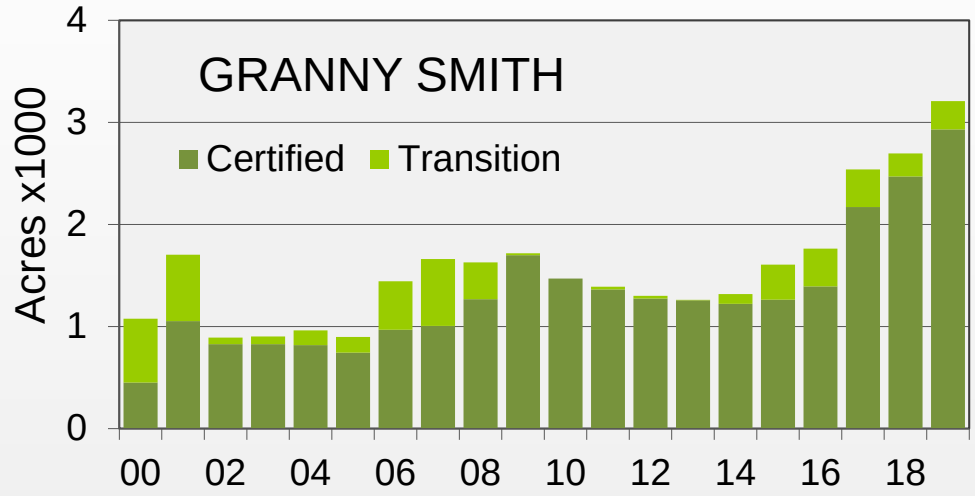
Organic Apple Varieties

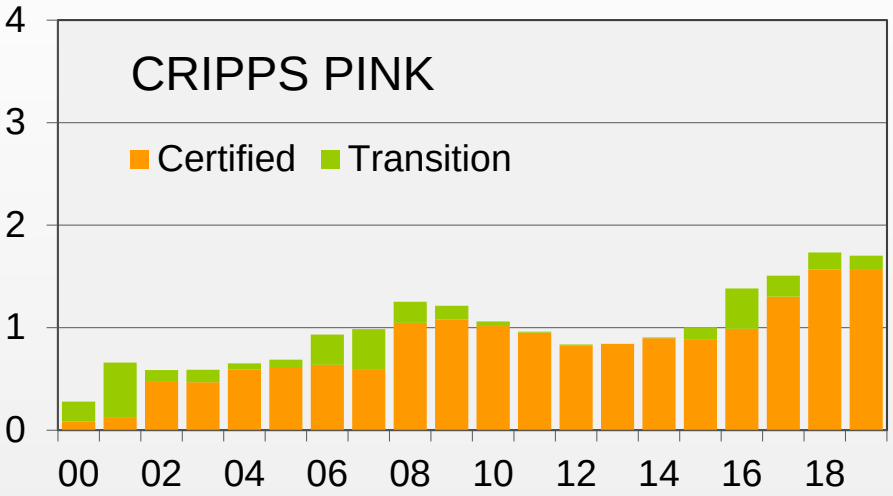
Washington State Acres Trend

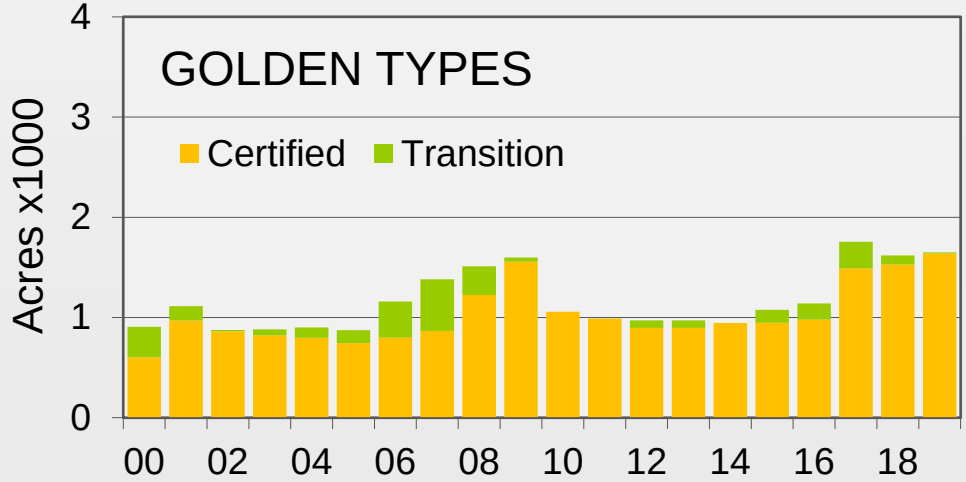


Combined certifier data

Organic Apple Varieties
Washington State Acres Trend





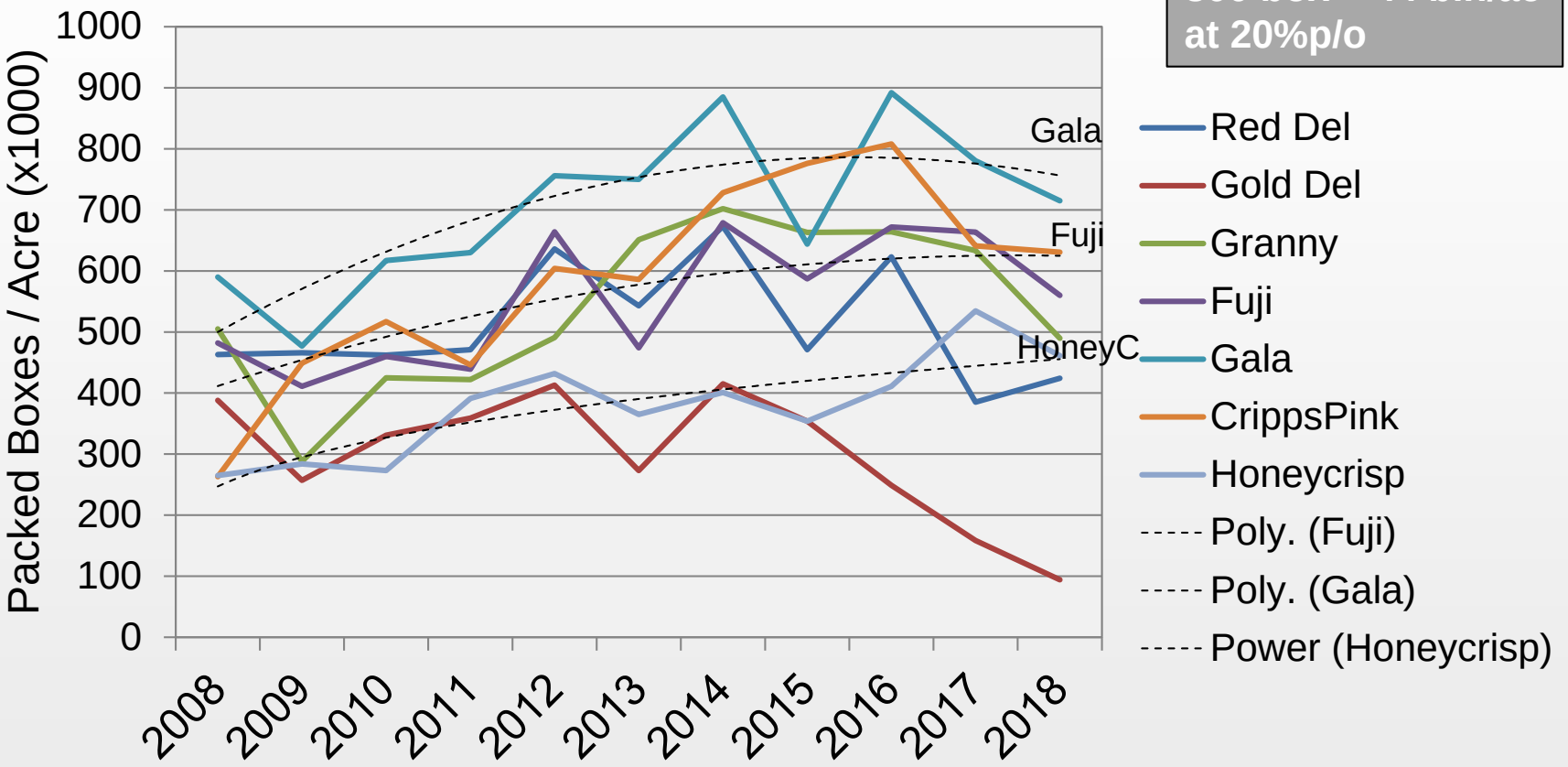


Combined certifier data

Organic Apple Yield Trend

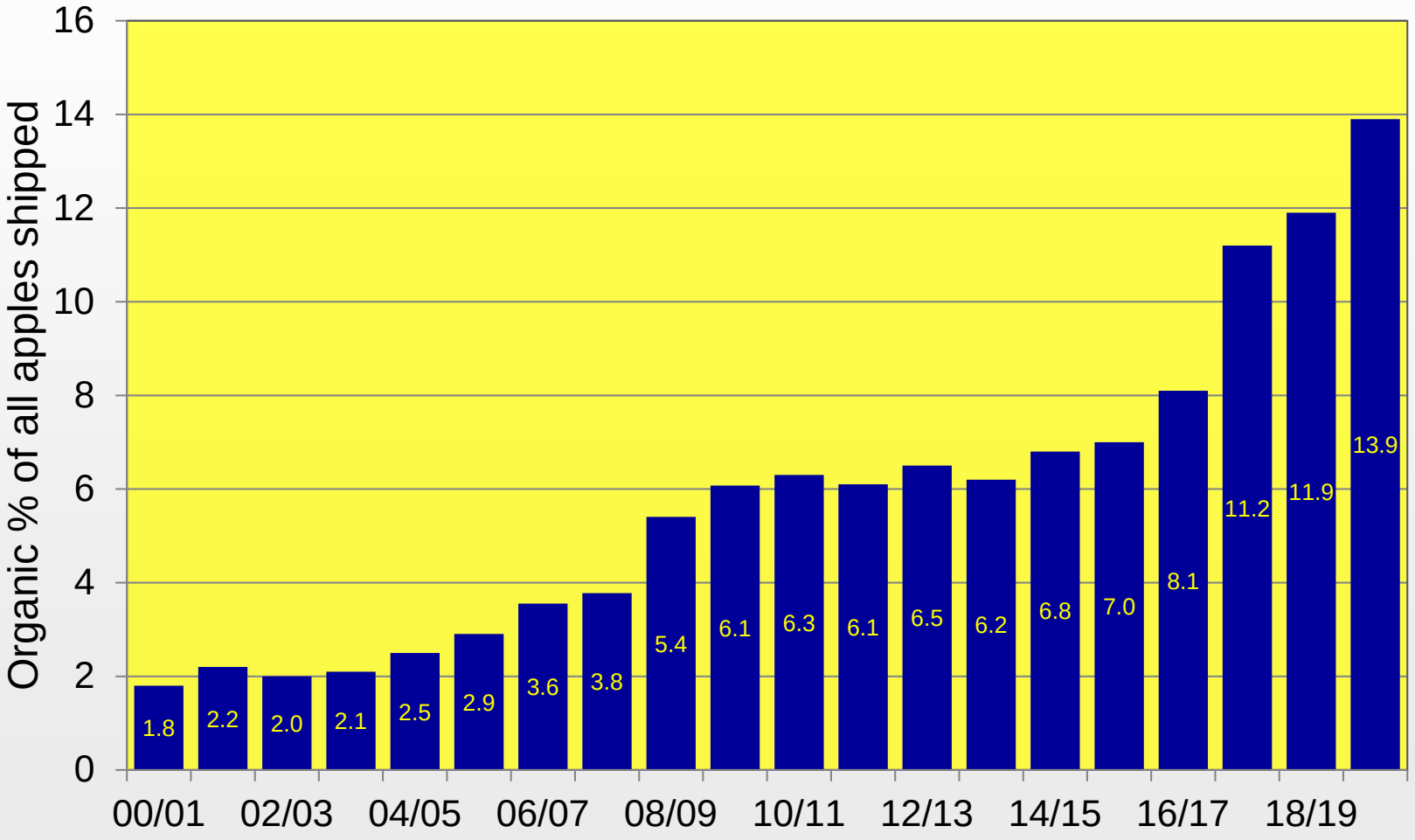
Washington

800 box = 44 bin/ac at 20%p/o



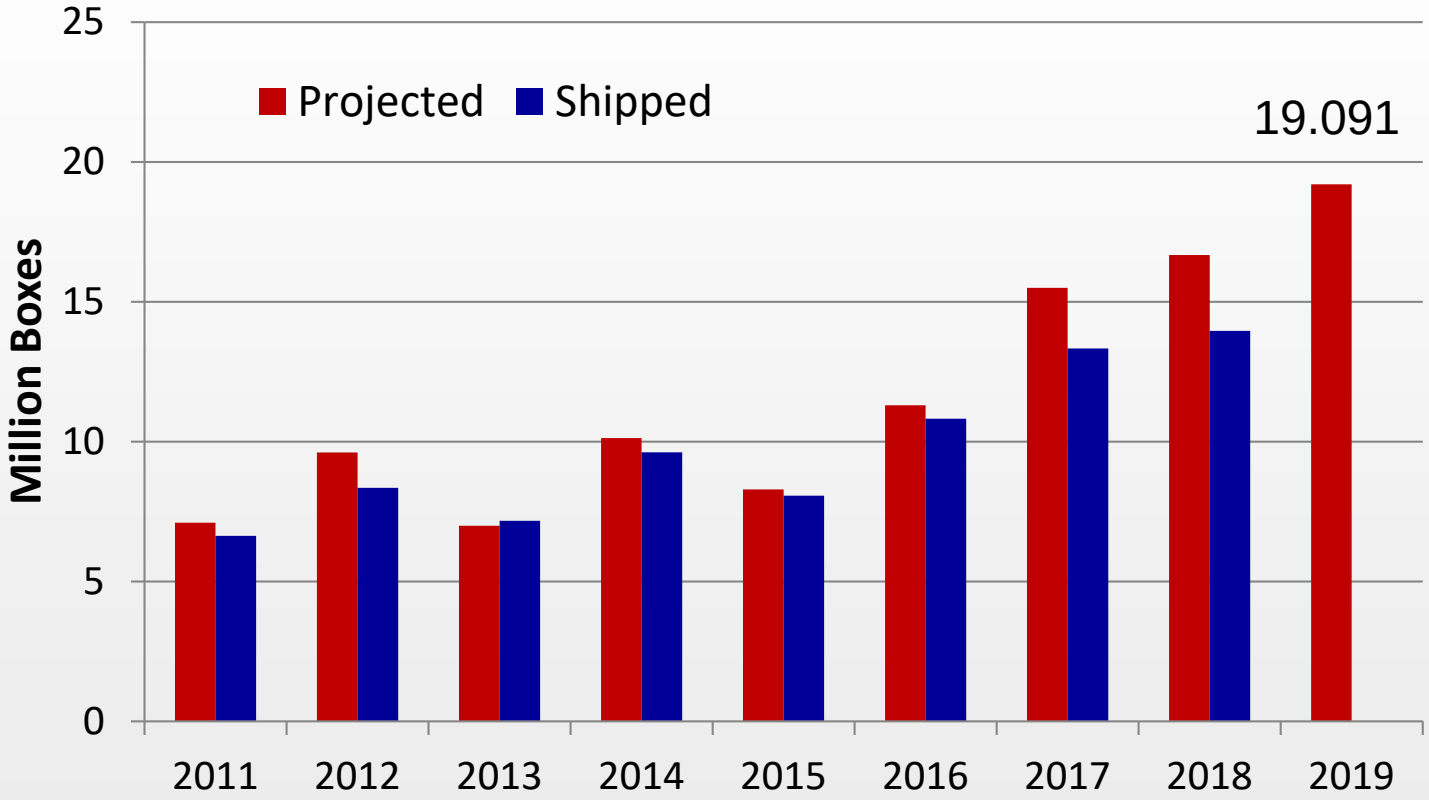
- Total shipped organic boxes / total certified acres
- Includes young and non-bearing acres
- Does not account for processor or other diverted fruit

Organic Share of Apple Shipments
Washington State



Data: WSTFA, WVTA, WGCH

Washington Organic Apple Crop Size

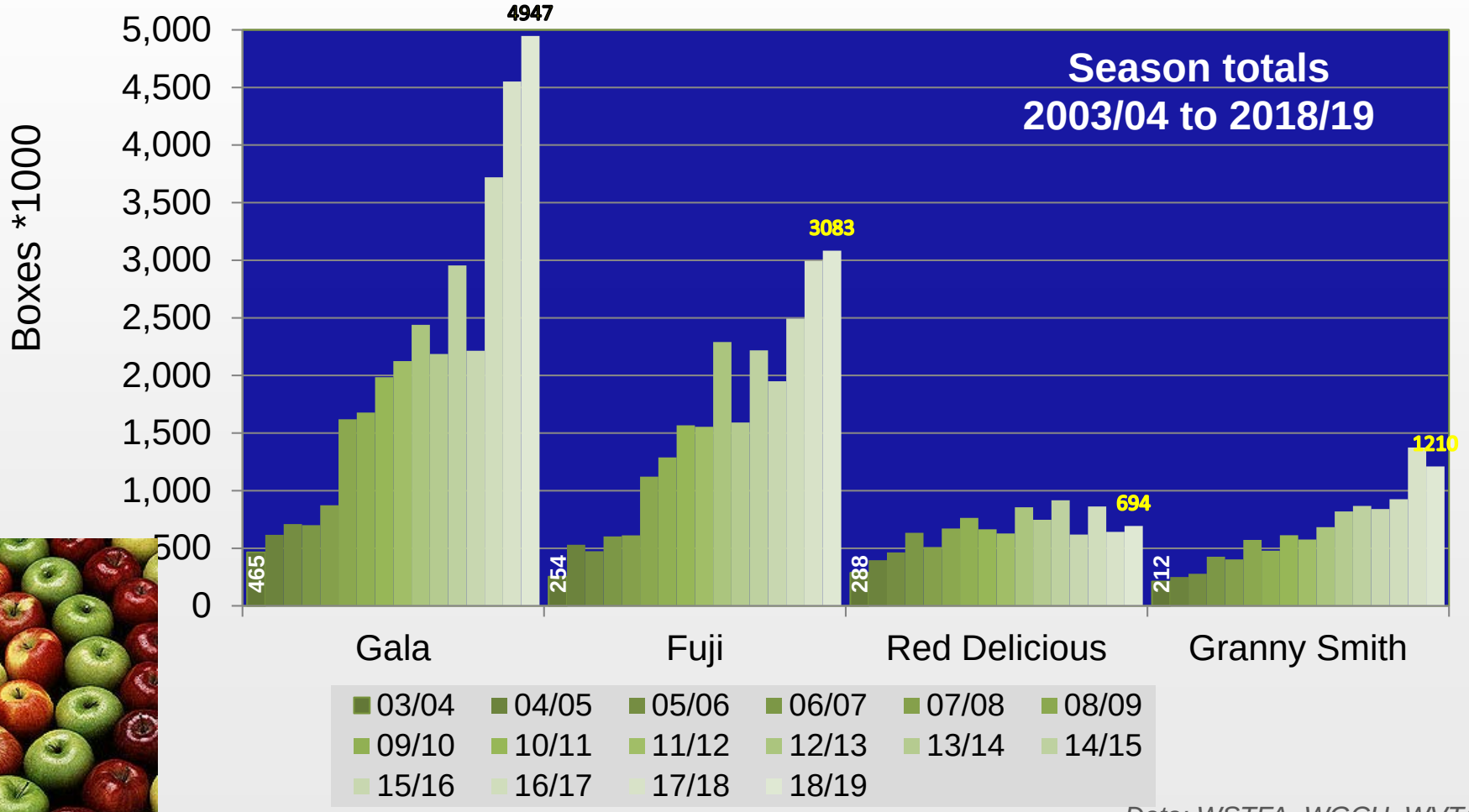


Comparison of recent organic apple crop size estimates (December 1) with actual season-end volume shipped.

Data: WSTFA, WVTA, WGCH

Total Shipped Organic Volume

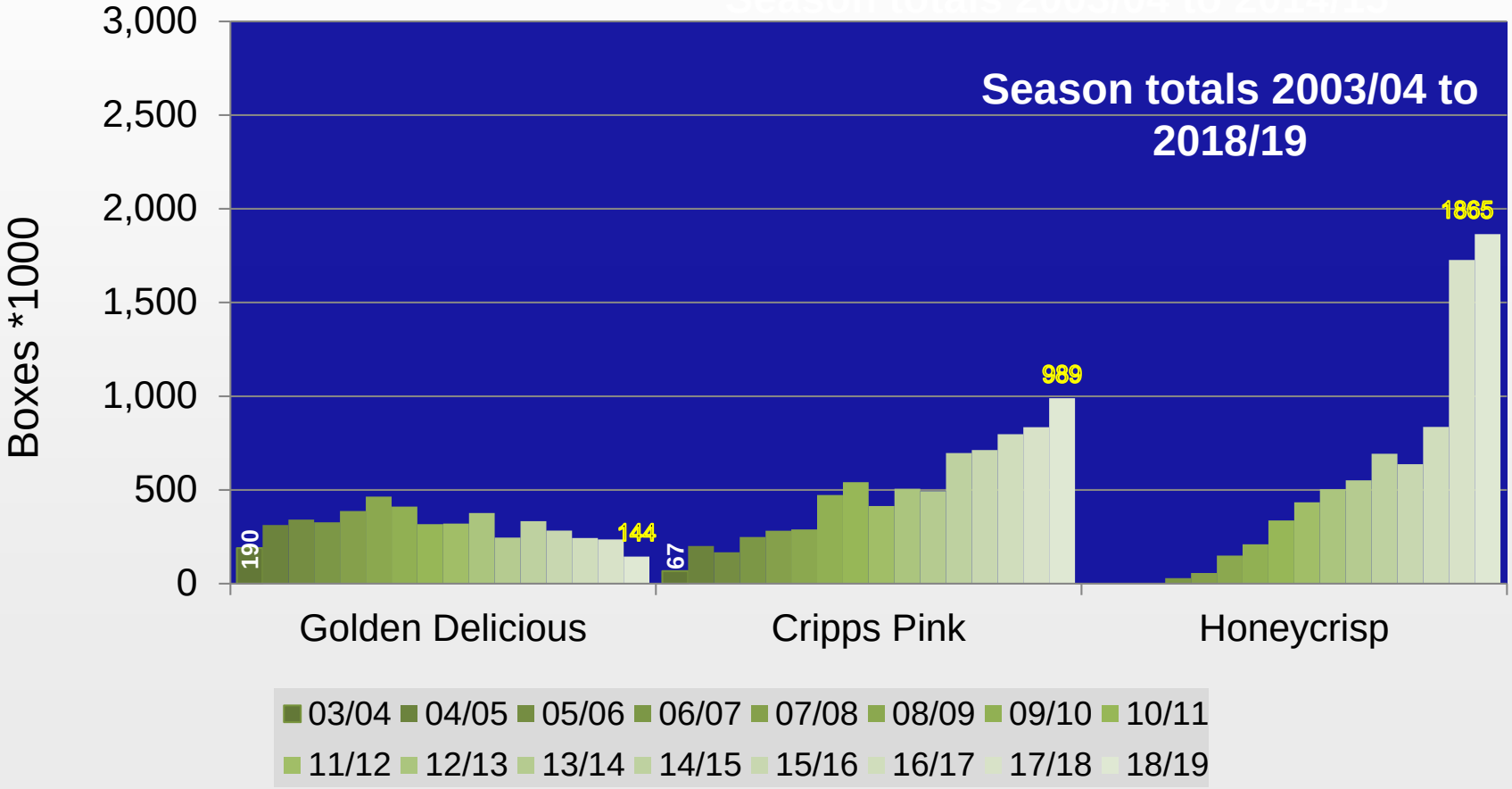
by year and variety, Washington State



ARS Photo

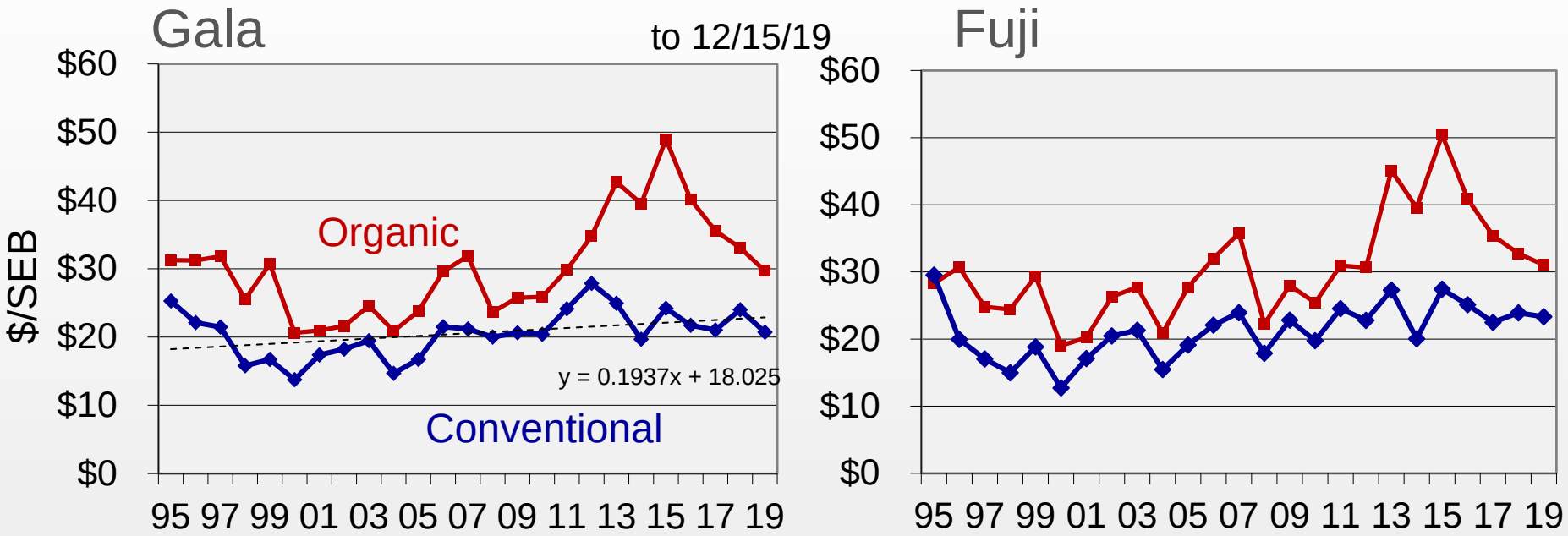
Data: WSTFA, WGCH, WVTA

Total Shipped Organic Volume
by year and variety, Washington State



Data: WSTFA, WGCH, WVTA

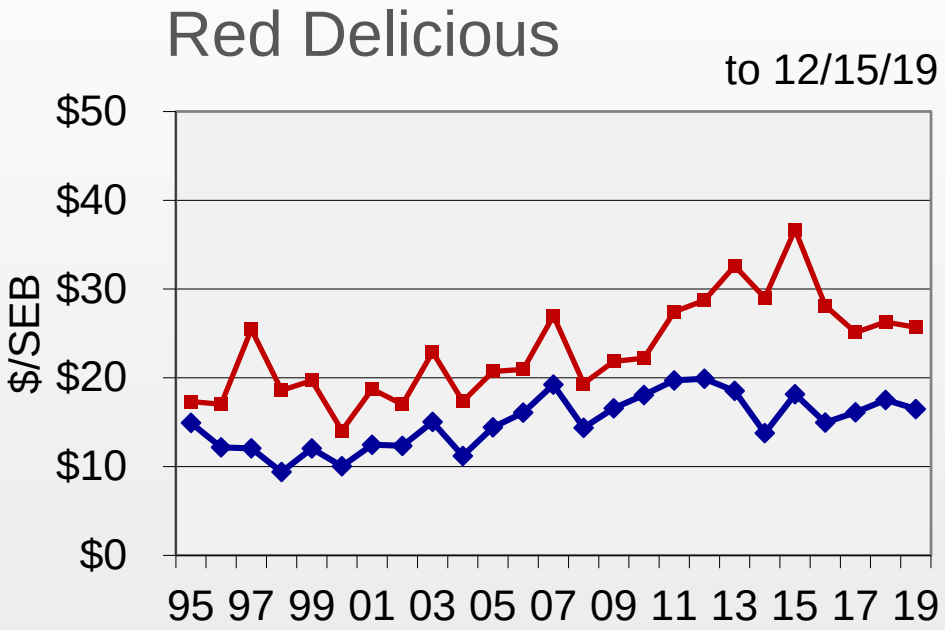
Price Trends
Washington Apples

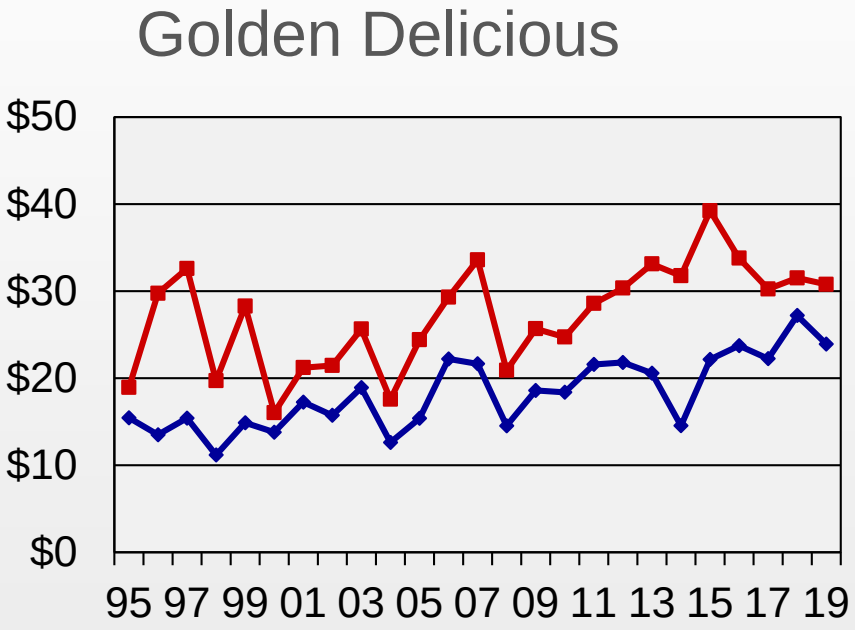


***SEB=standard equivalent box of 40 lb**. Data: WSTFA, WGCH; FOB averages, all storage, grades, sizes. Annual data points represent season averages: season approx. Sept 1 to end of Aug.*

Photo: B. Barritt

Price Trends
Washington Apples





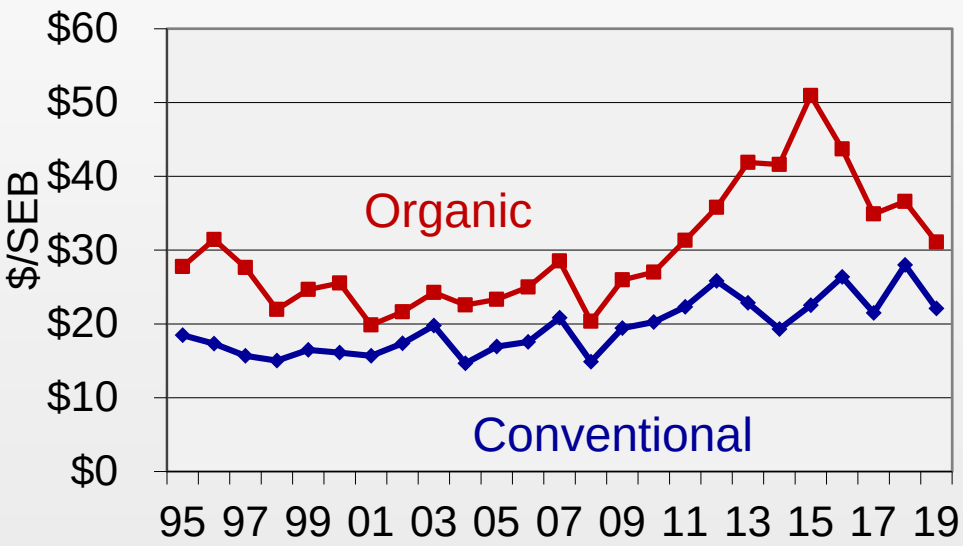
NY Apple Assoc.

Data: WSTFA, WGCH; FOB averages, all storage, grades, sizes. Annual data points represent season averages: season approx. Sept 1 to end of Aug.

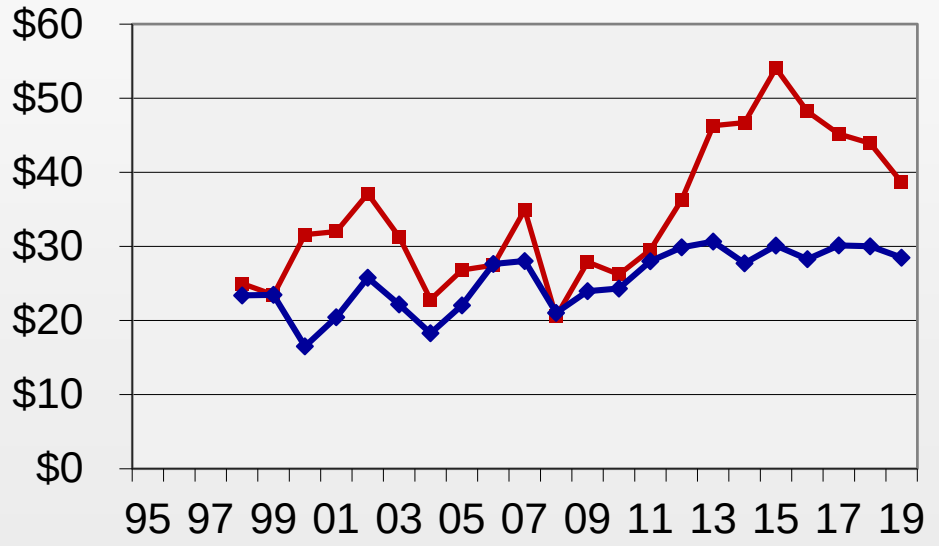
Price Trends
Washington Apples

Granny Smith

to 12/15/19

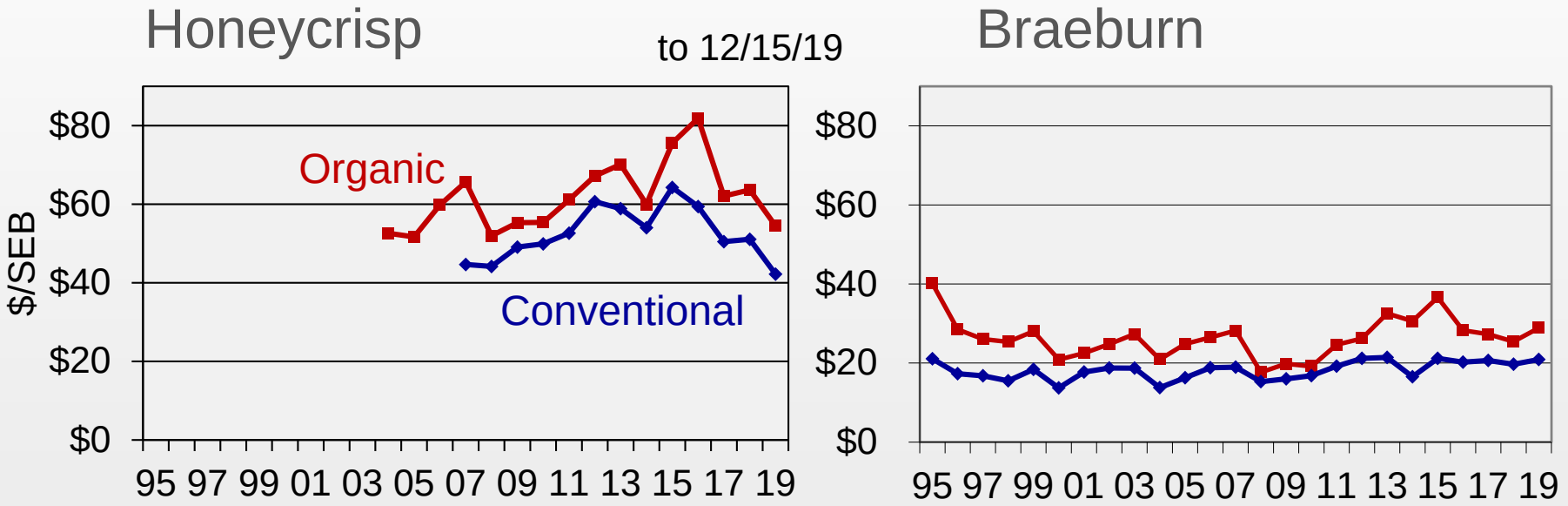


Cripps Pink



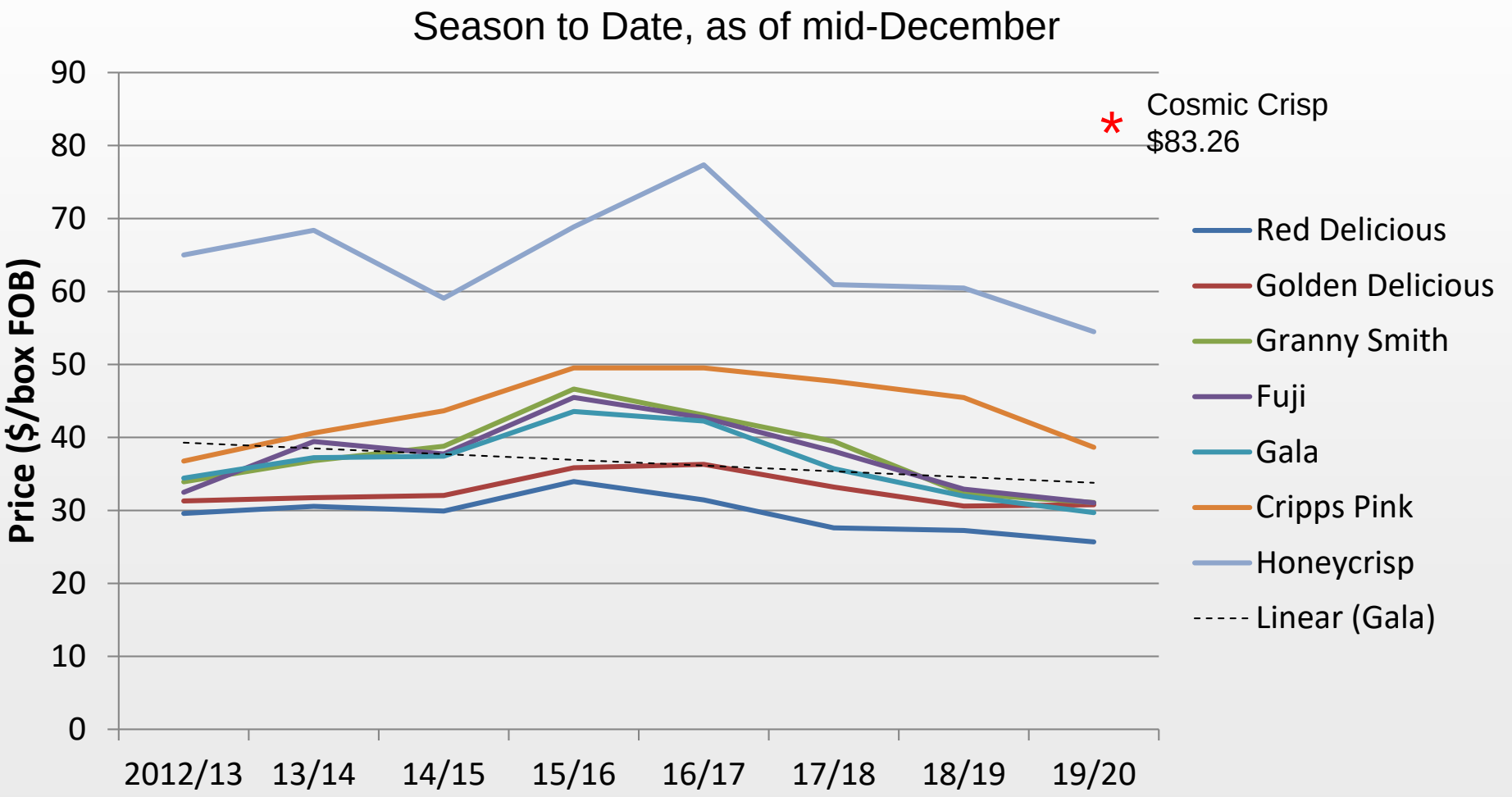
Data: WSTFA, WGCH; FOB averages, all storage, grades, sizes. Annual data points represent season averages: season runs approx. Sept 1 to end of Aug.

Price Trends
Washington Apples



Data: WSTFA, WGCH; FOB averages, all storage, grades, sizes. Annual data points represent season averages: season runs approx. Sept 1 to end of Aug.

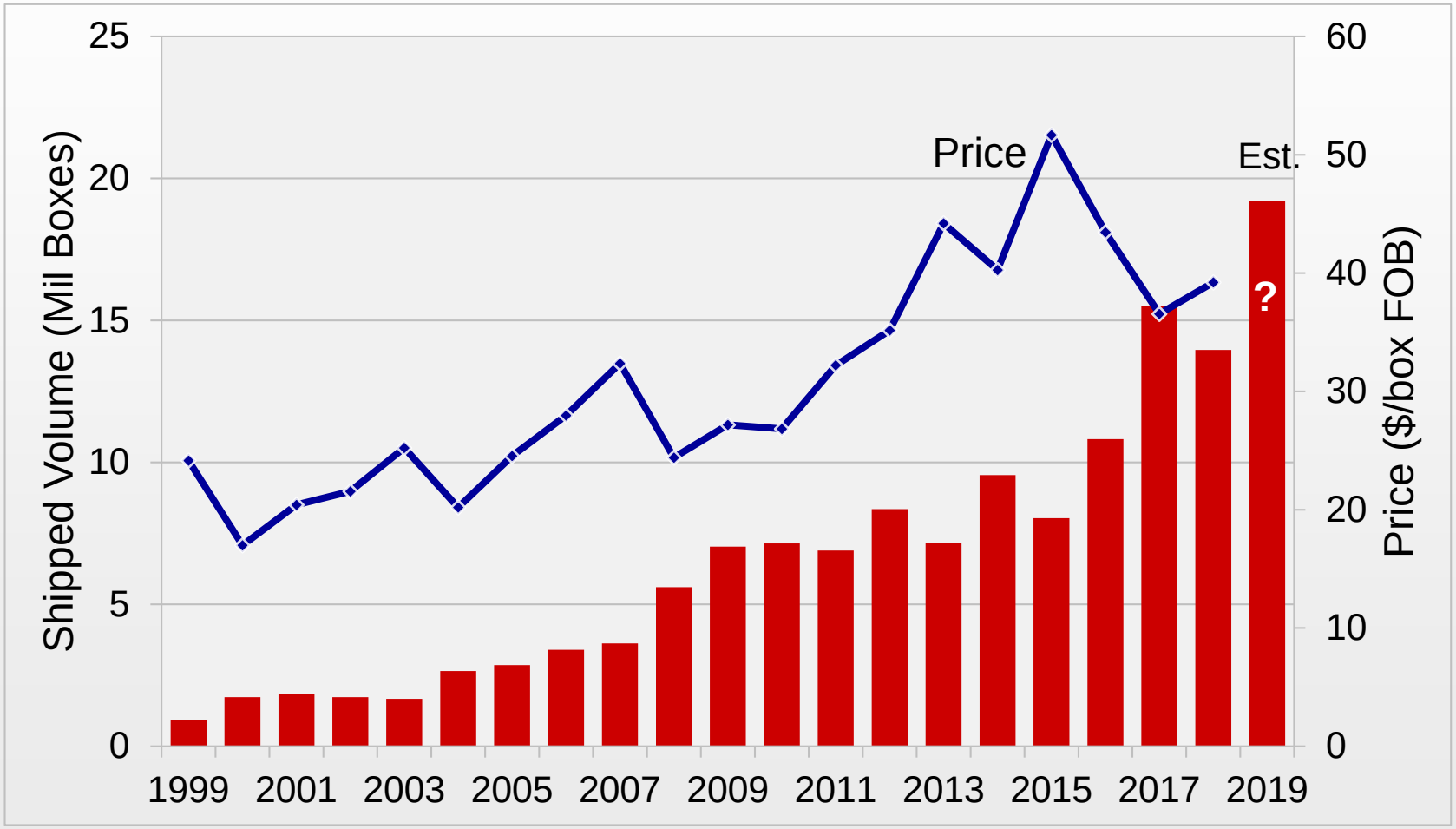
Price Trends
Washington Organic Apples



Data: WSTFA, WGCH; FOB averages, all storage, grades, sizes.

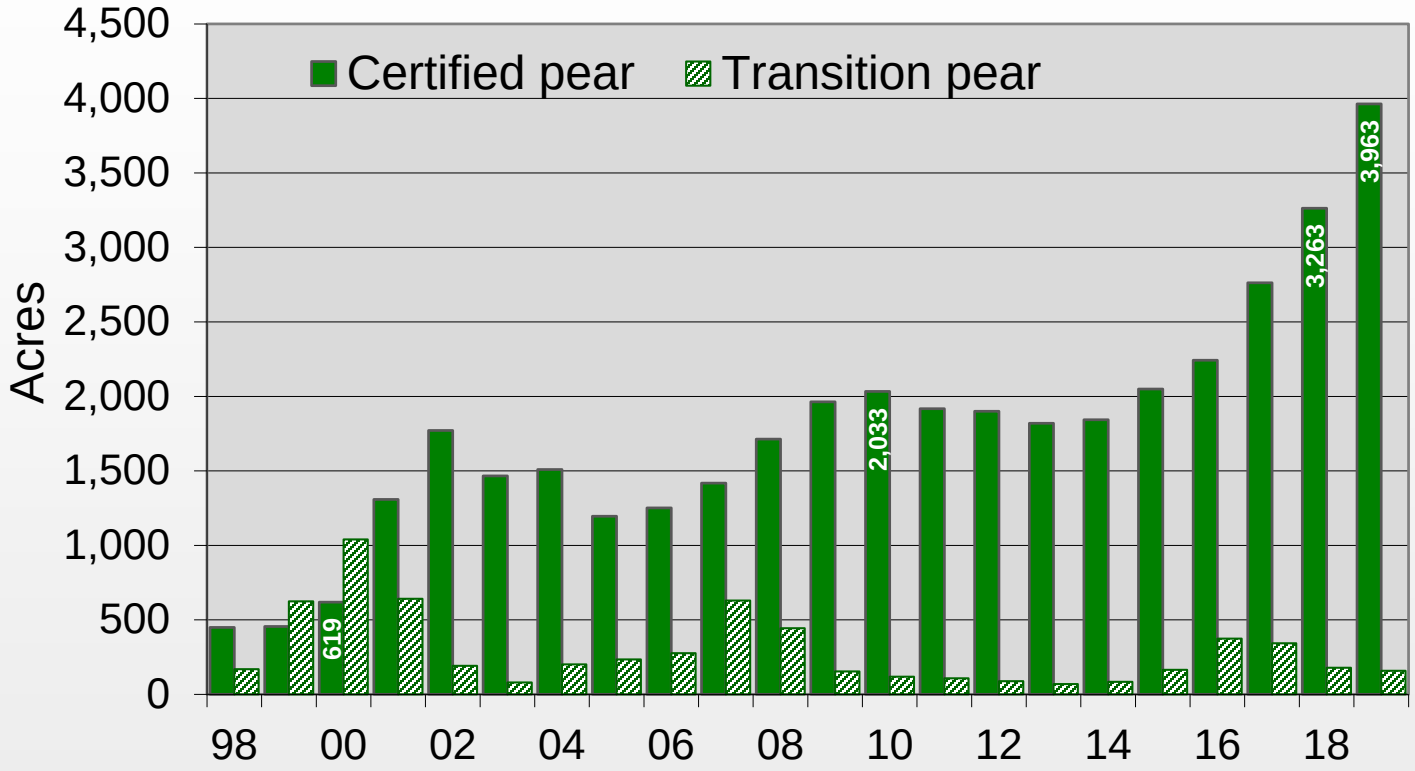
Organic Apple Sales

Volume and Price Trends - WA



40 lb box. Data: WSTFA, WVTA, WGCH; organic season average FOB history; priced boxes all grades ,sizes, storage

Organic Pear Acreage
Washington State

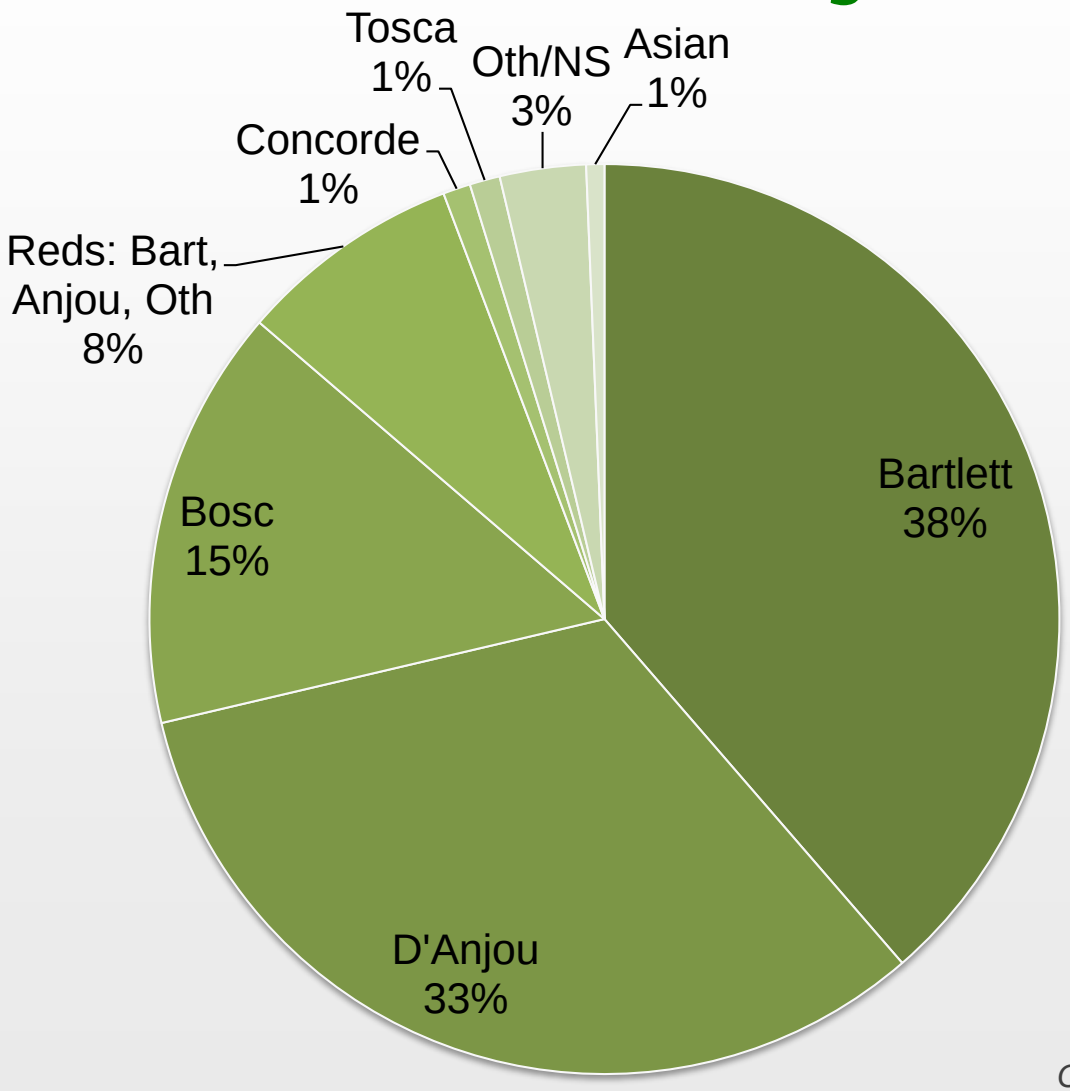


2019 organic = 19% of total WA pear acreage
(based on WA-NASS 2017 value of 20,965 pear acres)

Combined certifier data

2019 Organic Pear Acres by Variety

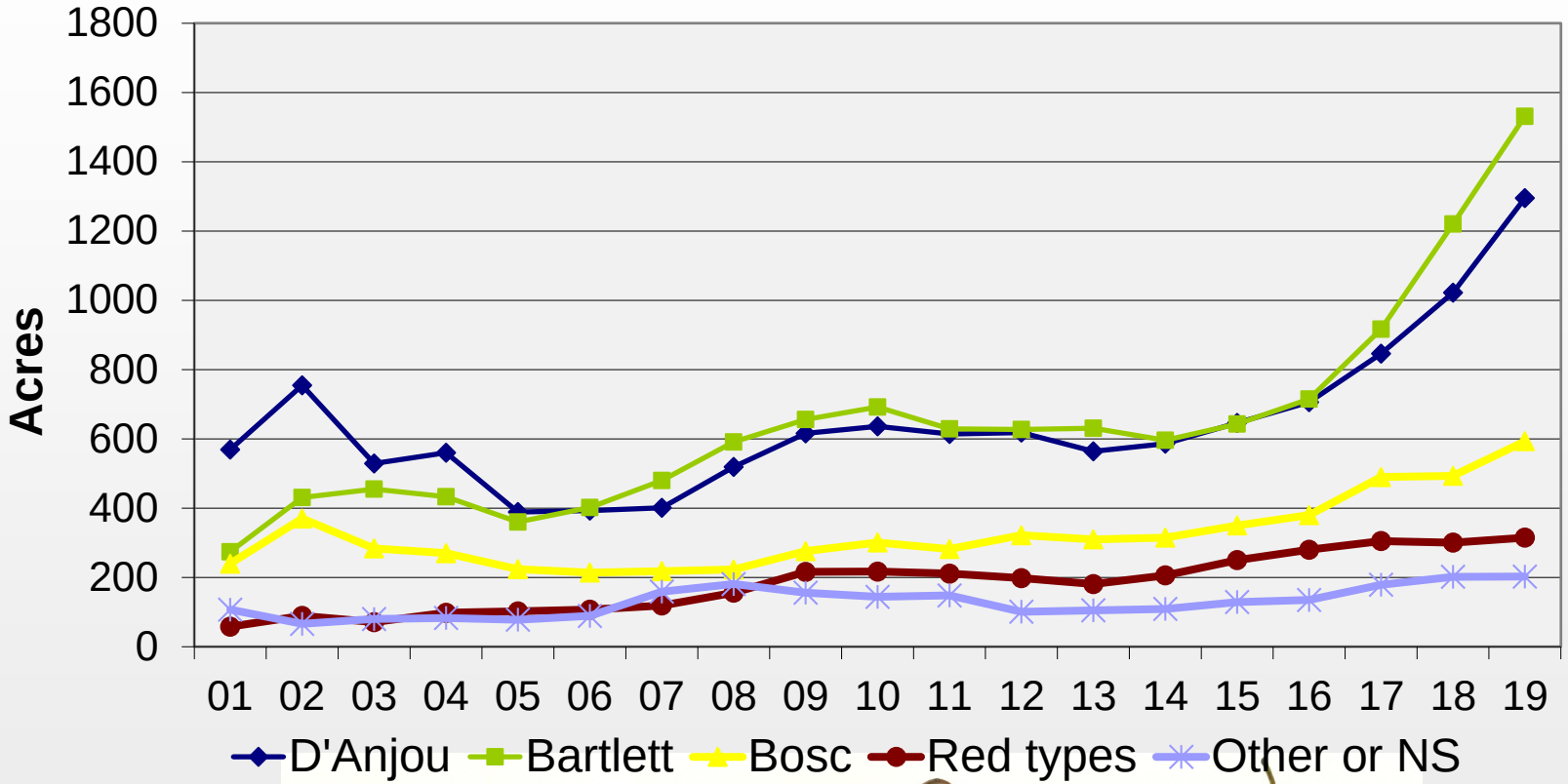
Washington



Combined certifier data; NS = not specified

Organic Pear Variety Trend

Washington State



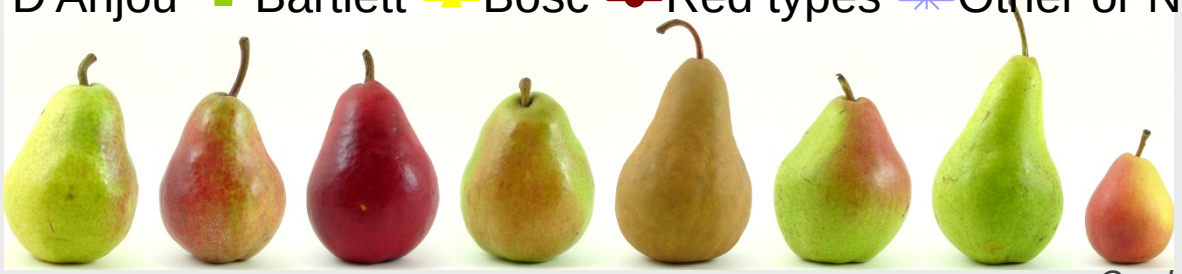
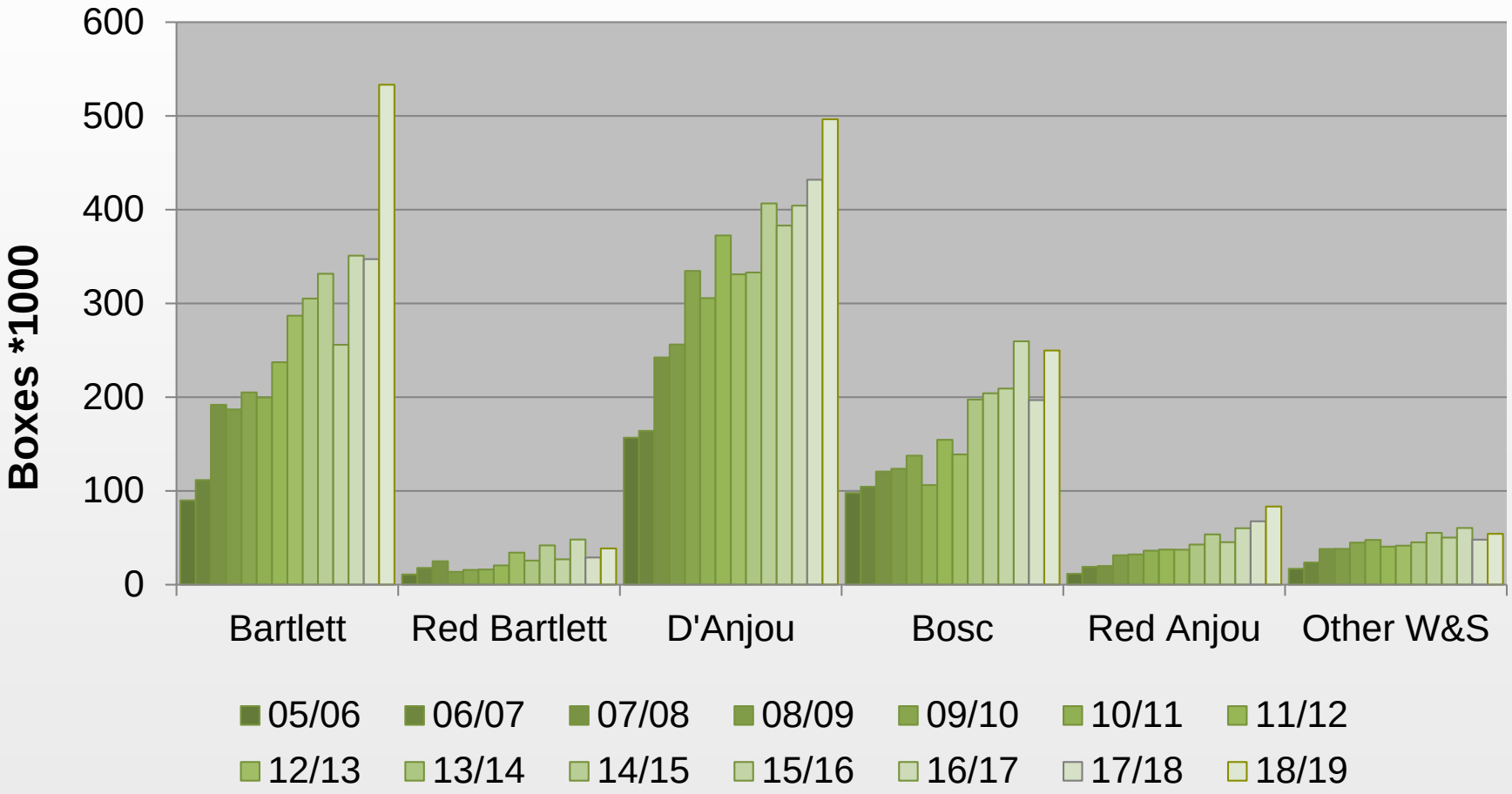


Photo: Agyle

Combined certifier data

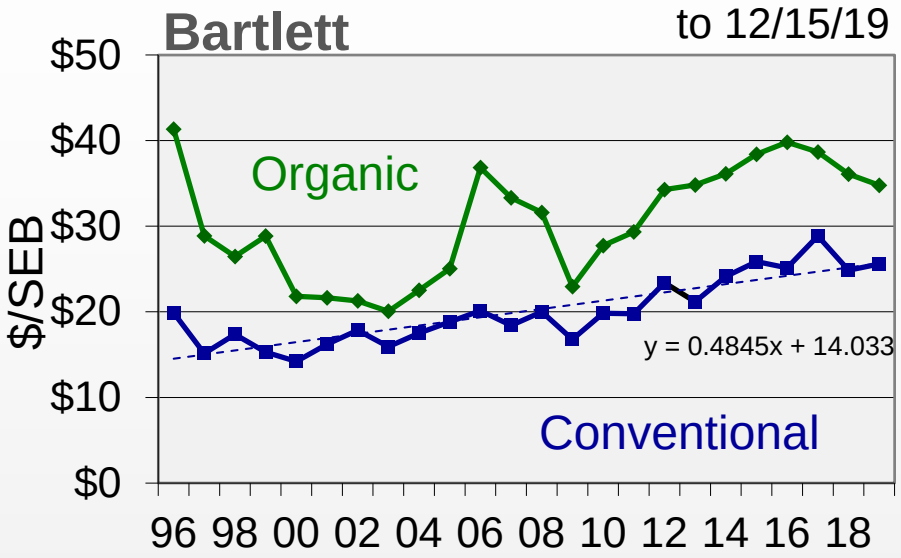
Shipped Organic Pear Volume
by year and variety, WA and OR

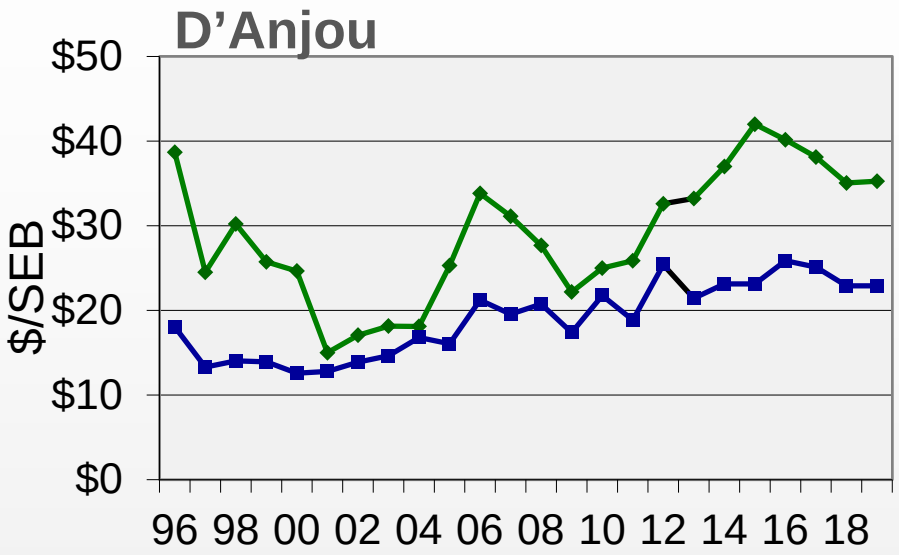


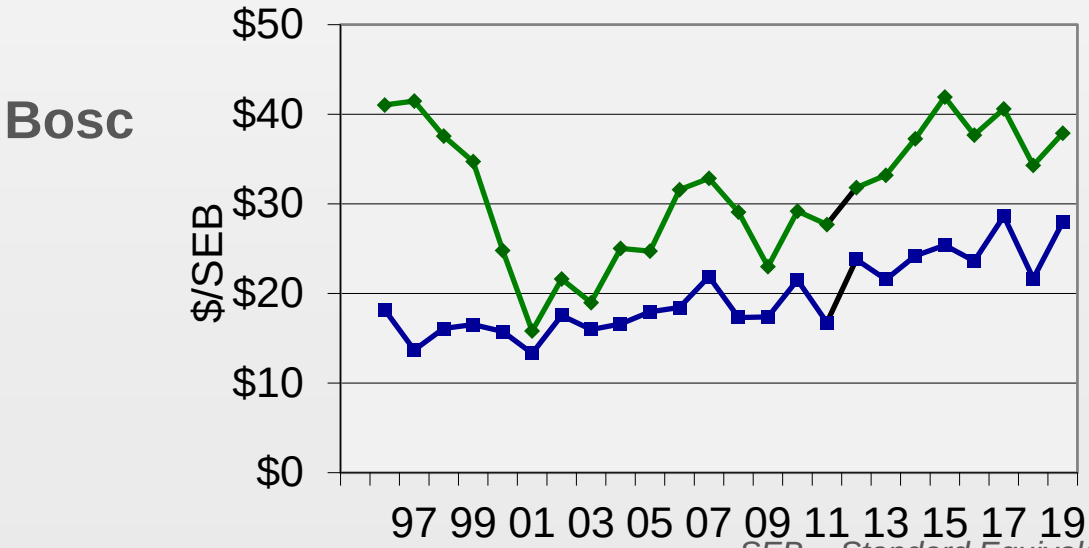
Organic volume ~14% of total WA pear volume;
OR organic volume ~ 2% of total organic

Standard Equivalent Box = 44 lb. Data Sources: WSTFA, PBNW, WGCH, WVTA (11/12-13/14)

Price Trends Washington Pears



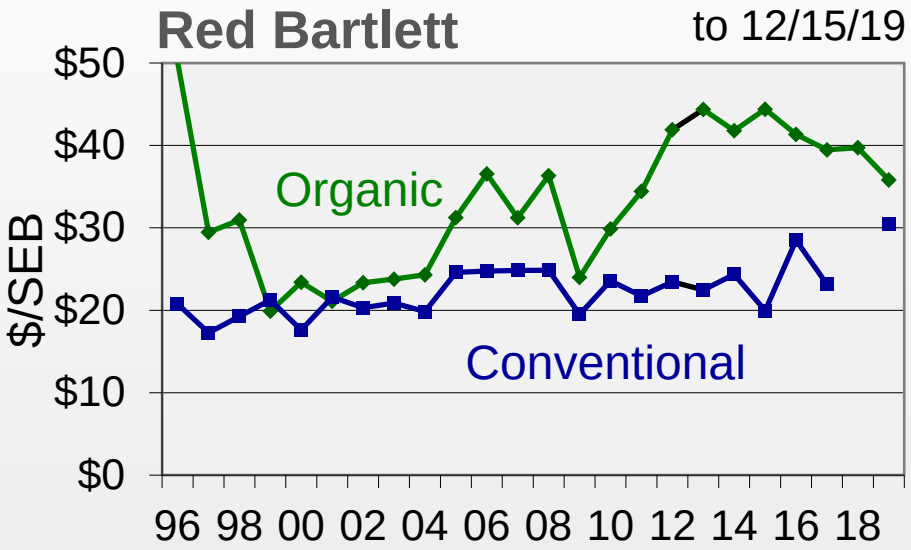


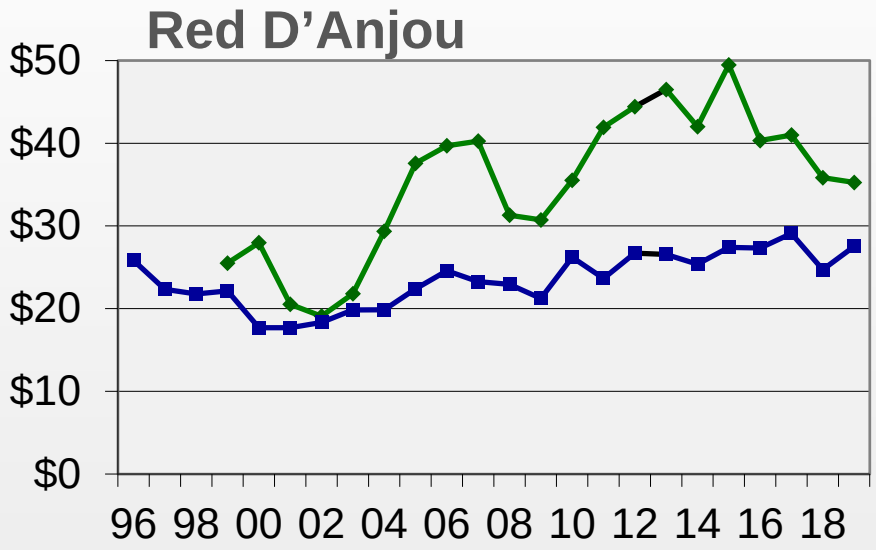


Bosc photo: US Pear

SEB = Standard Equivalent Box; Data: WSTFA, WGCH.
Annual data points represent FOB season price averages.

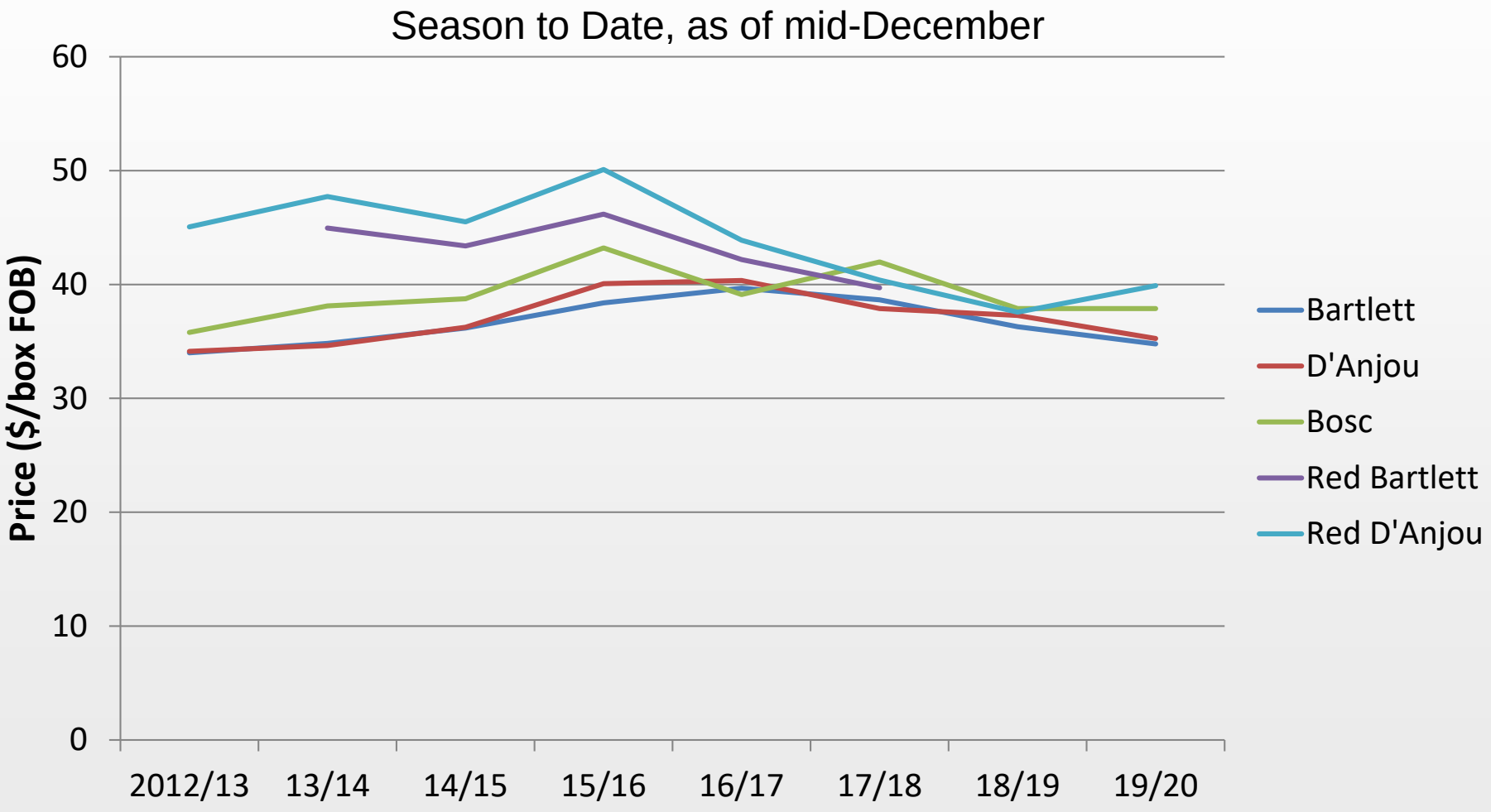
Price Trends
Washington Pears





SEB = Standard Equivalent Box; Data: WSTFA, WGCH.
Annual data points represent FOB season price averages.

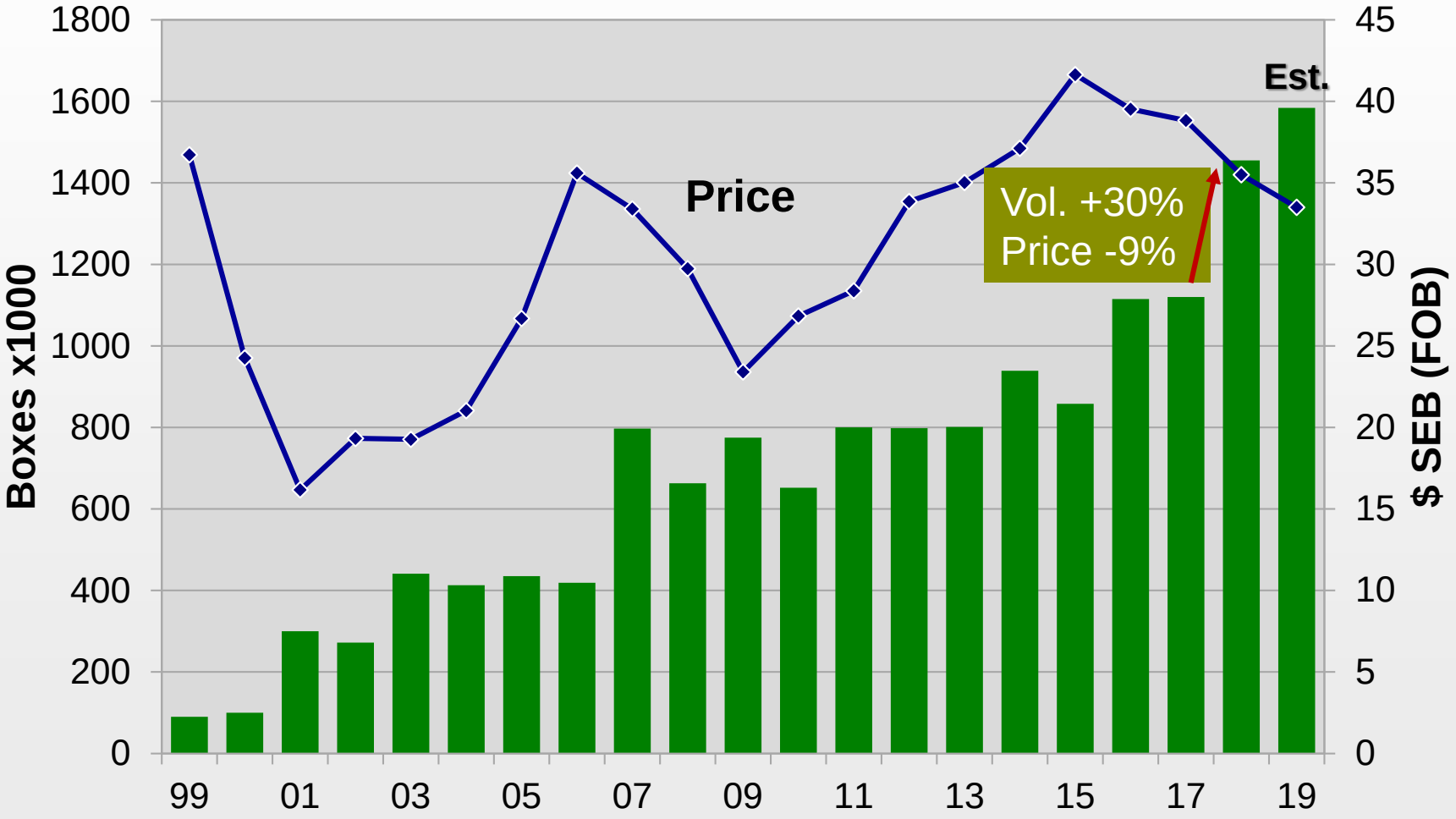
Price Trends
Washington Organic Pears



Data: WSTFA, WGCH; FOB averages, all storage, grades, sizes.

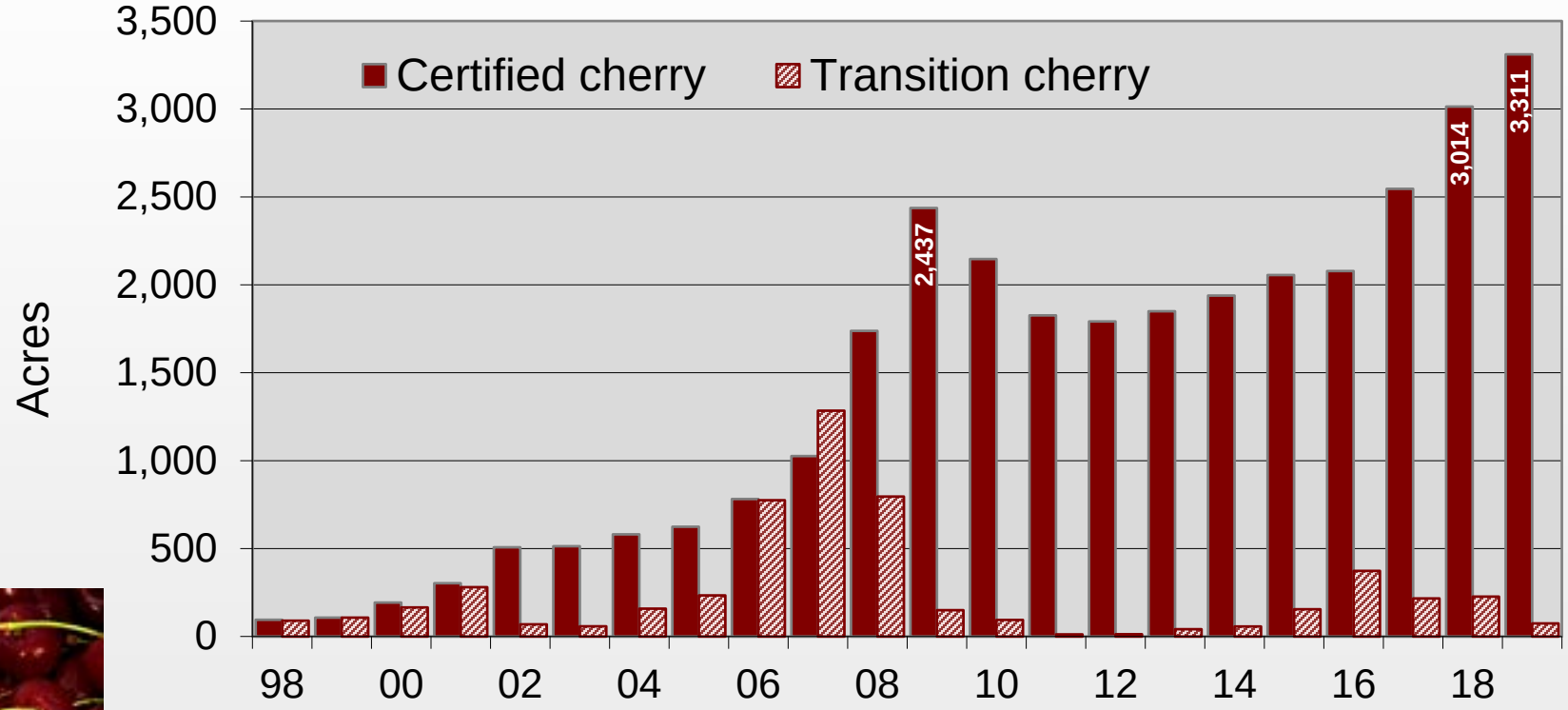
Organic Pear Sales

Volume and Price Trends



SEB = Standard Equivalent Box of 44 lb.
Data Sources: WSTFA, WGCHA & WVTA

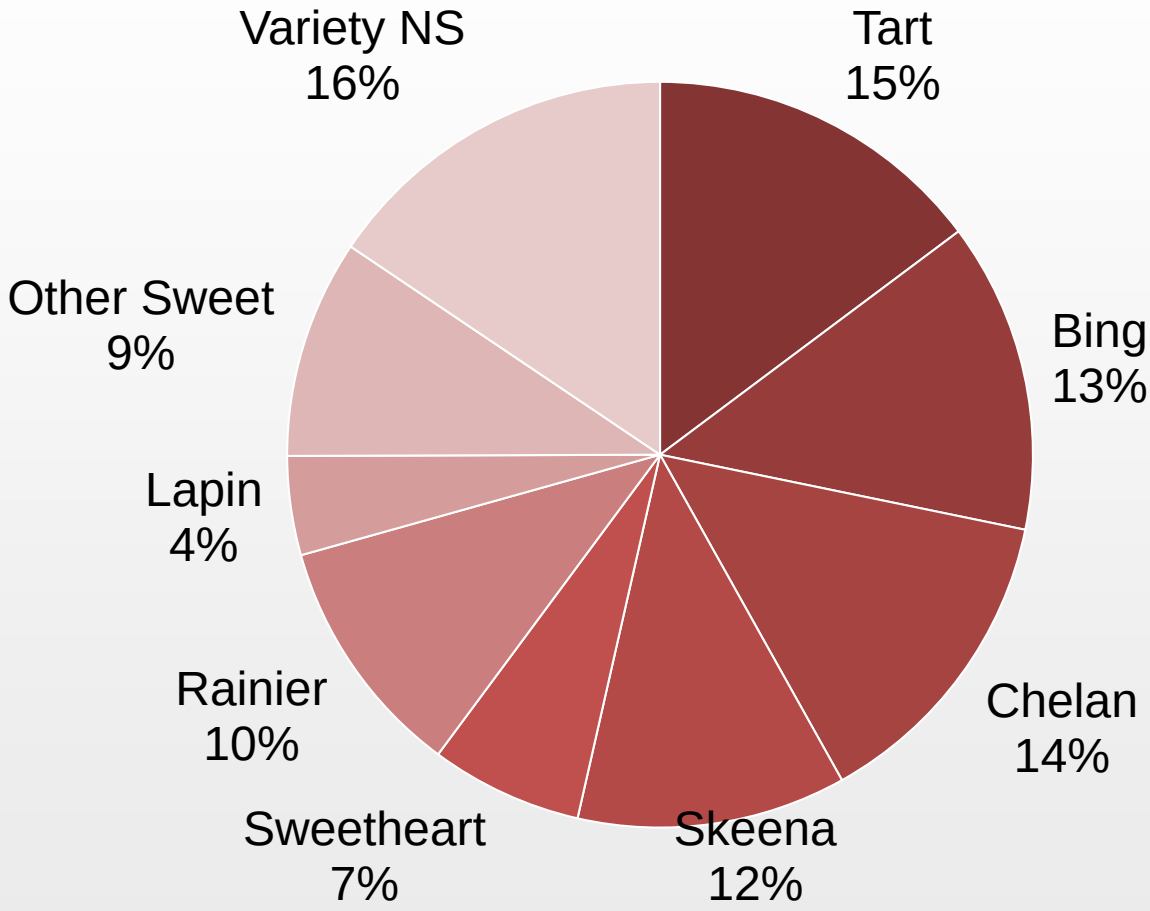
Organic Cherry Acreage
Washington State (sweet + tart)



2018 organic = 7.4% of total WA cherry area
(based on 2017 WA-NASS estimate of 44,707 acres)

Combined certifier data

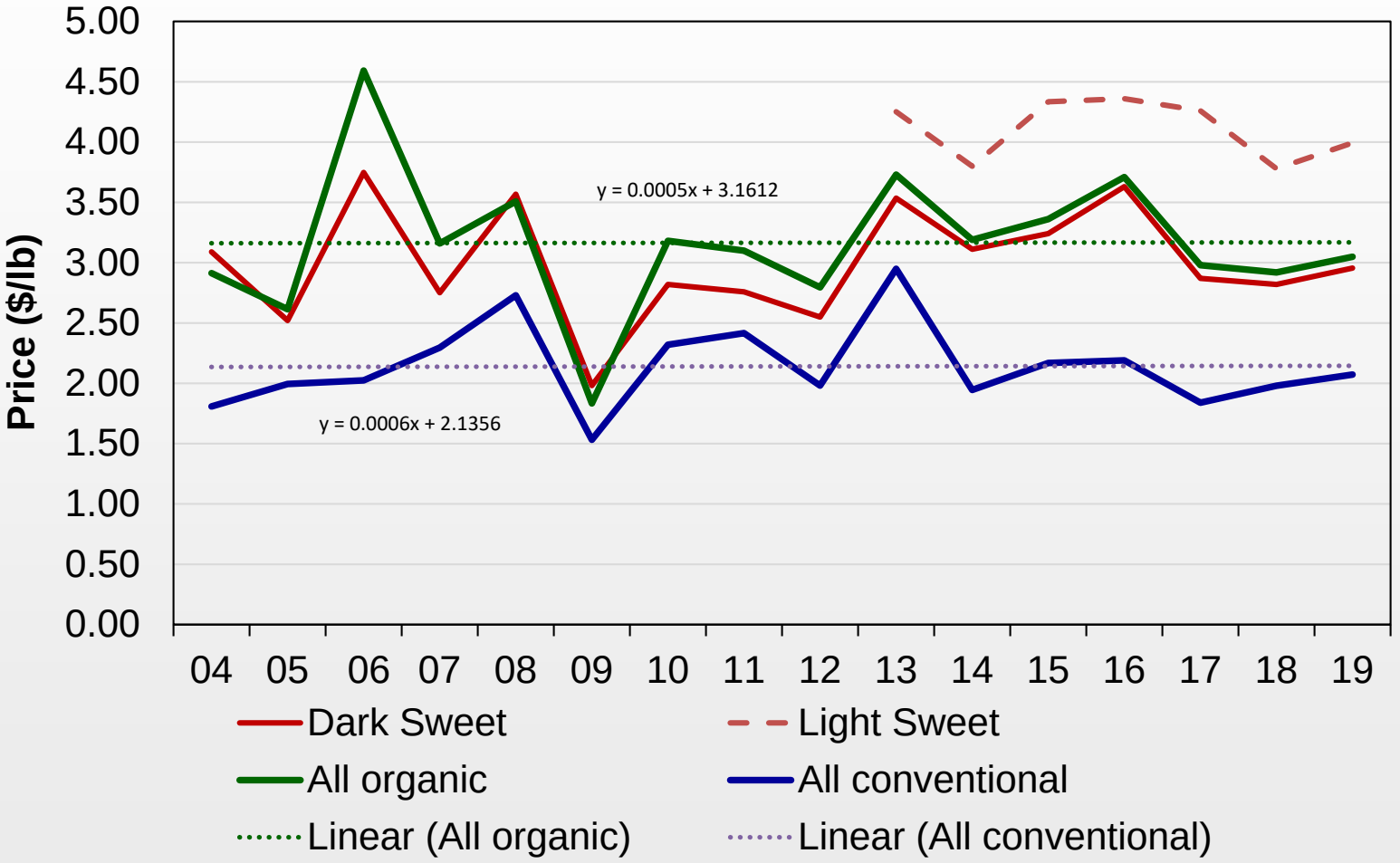
2019 Organic Cherry Variety Acres
Washington State



16% of cherries not reported by variety in 2019 compared to 57% in 2008

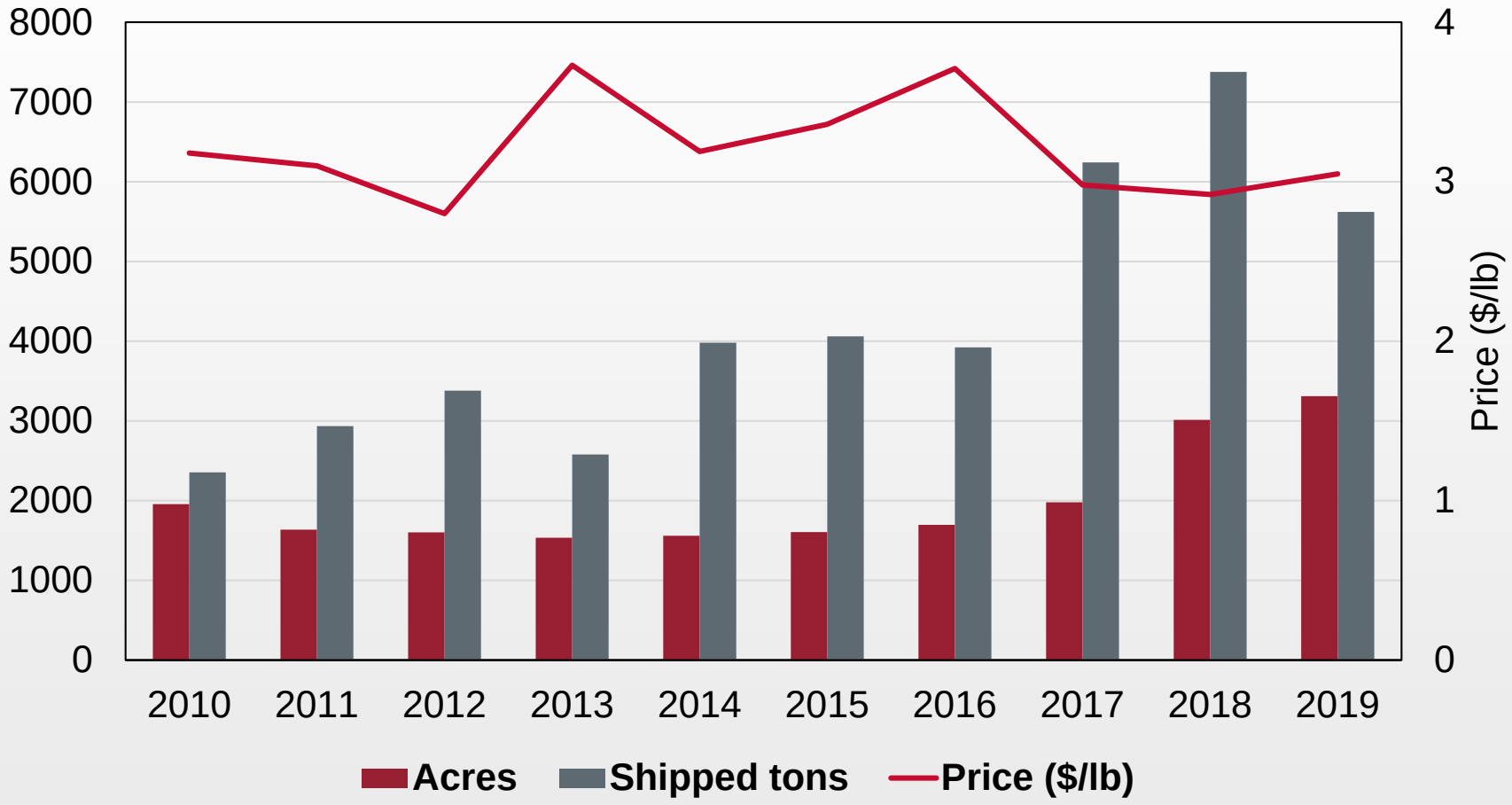
Combined certifier data;
NS = not specified

WA Organic Sweet Cherry Prices



Data: WSTFA, WGCH. Annual data points represent FOB season price averages.

WA Organic Sweet Cherries



Data: WSTFA

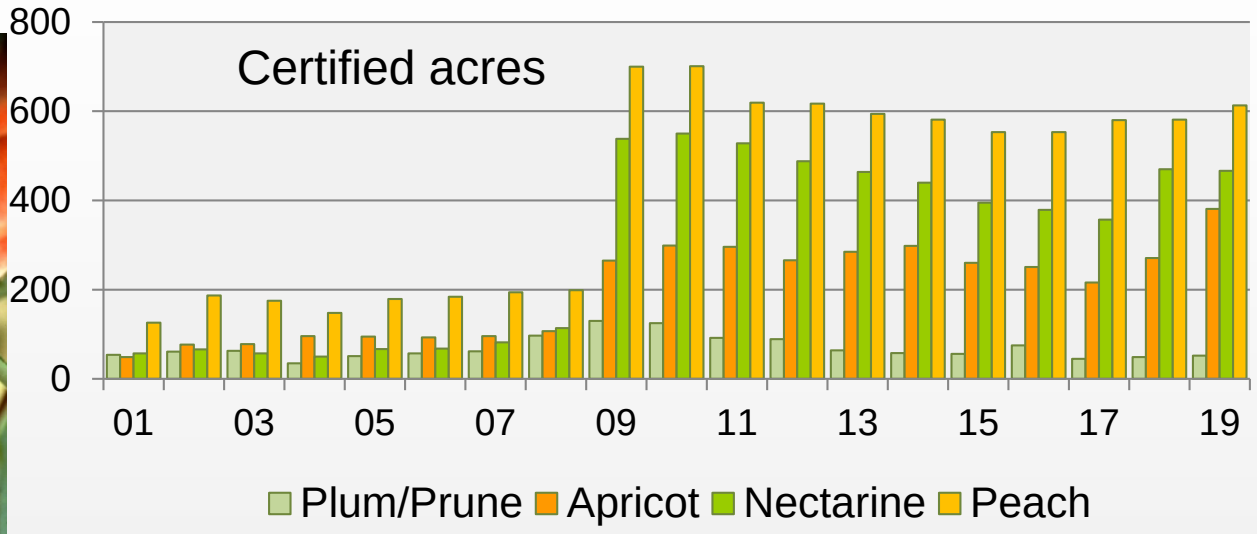
WA Organic Cherries

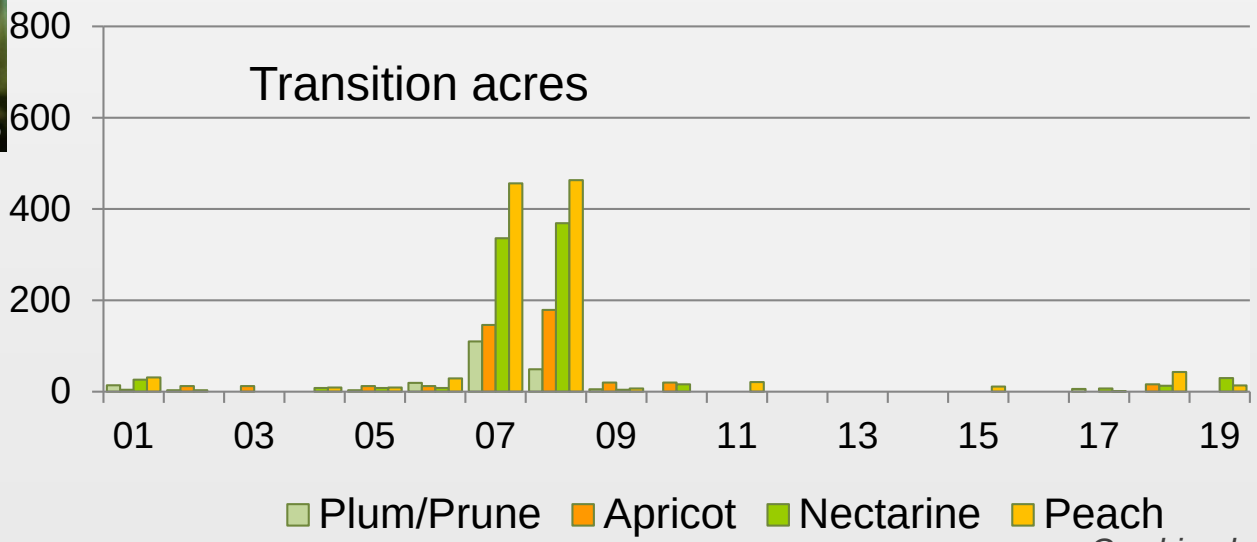
	2016		2017		2018		2019	
	ORG	CONV	ORG	CONV	ORG	CONV	ORG	CONV
Dark Sweet								
Volume (1000 box*)	349	14,795	574	22,407	665	20,954	511	18,739
% of crop	86	94	90	92	87	91	88	91
Light Sweet								
Volume (1000 box*)	58	1,289	67	1,863	97	2,201	68	1,970
% of crop	14	6	10	8	13	9	12	9
Organic Share of all, %	2.5		2.6		3.2		2.8	
Calculated Yield (packed tons/ac)	2.31		3.15		2.95		1.70	

*Standard Equivalent Box: Dark Sweet = 20 lb; Light Sweet = 15 lb.

Data: WSTFA

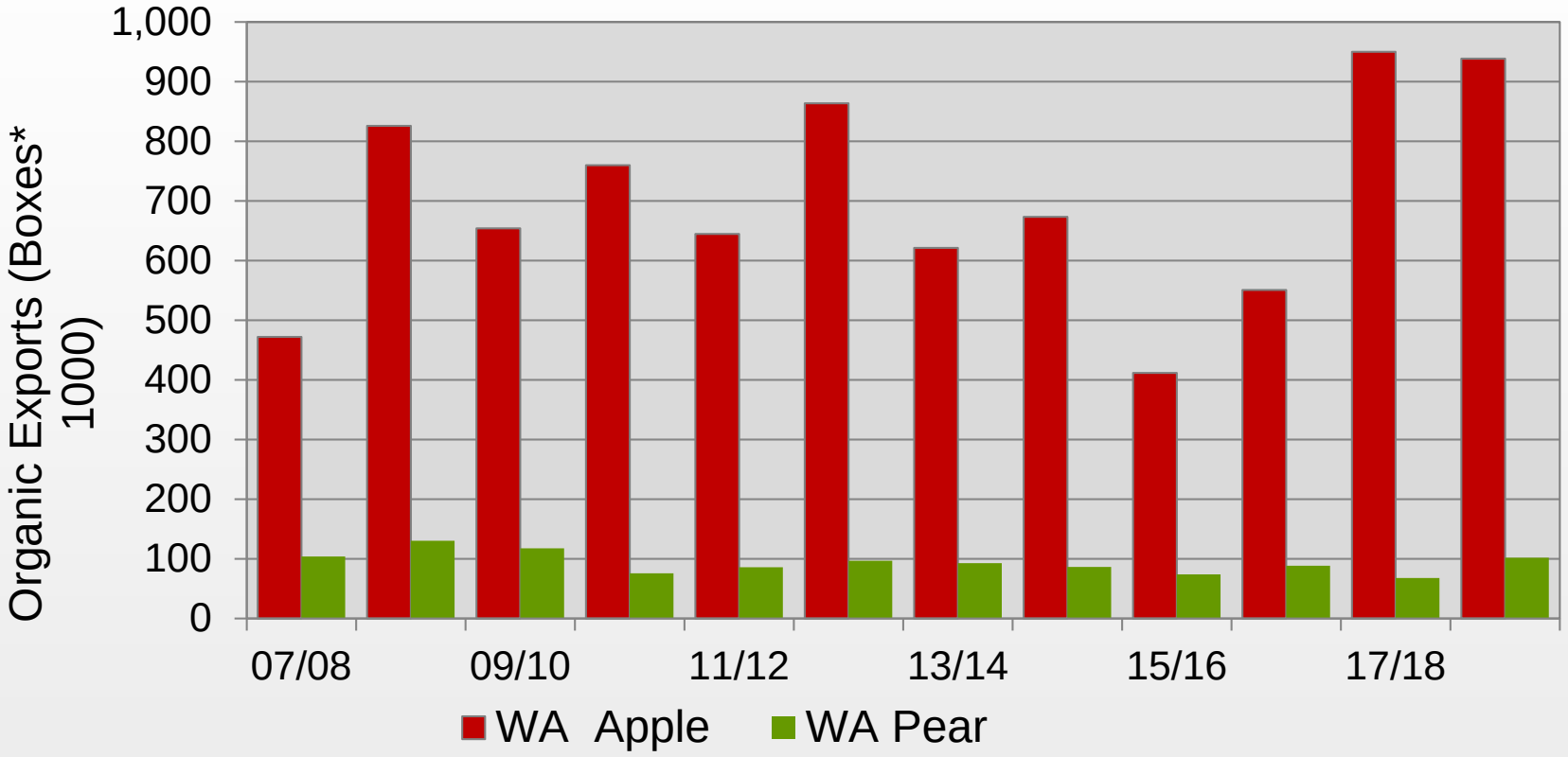
Other Stone Fruit Trends
Washington State





Combined certifier data

Organic Apple and Pear Exports
Washington State



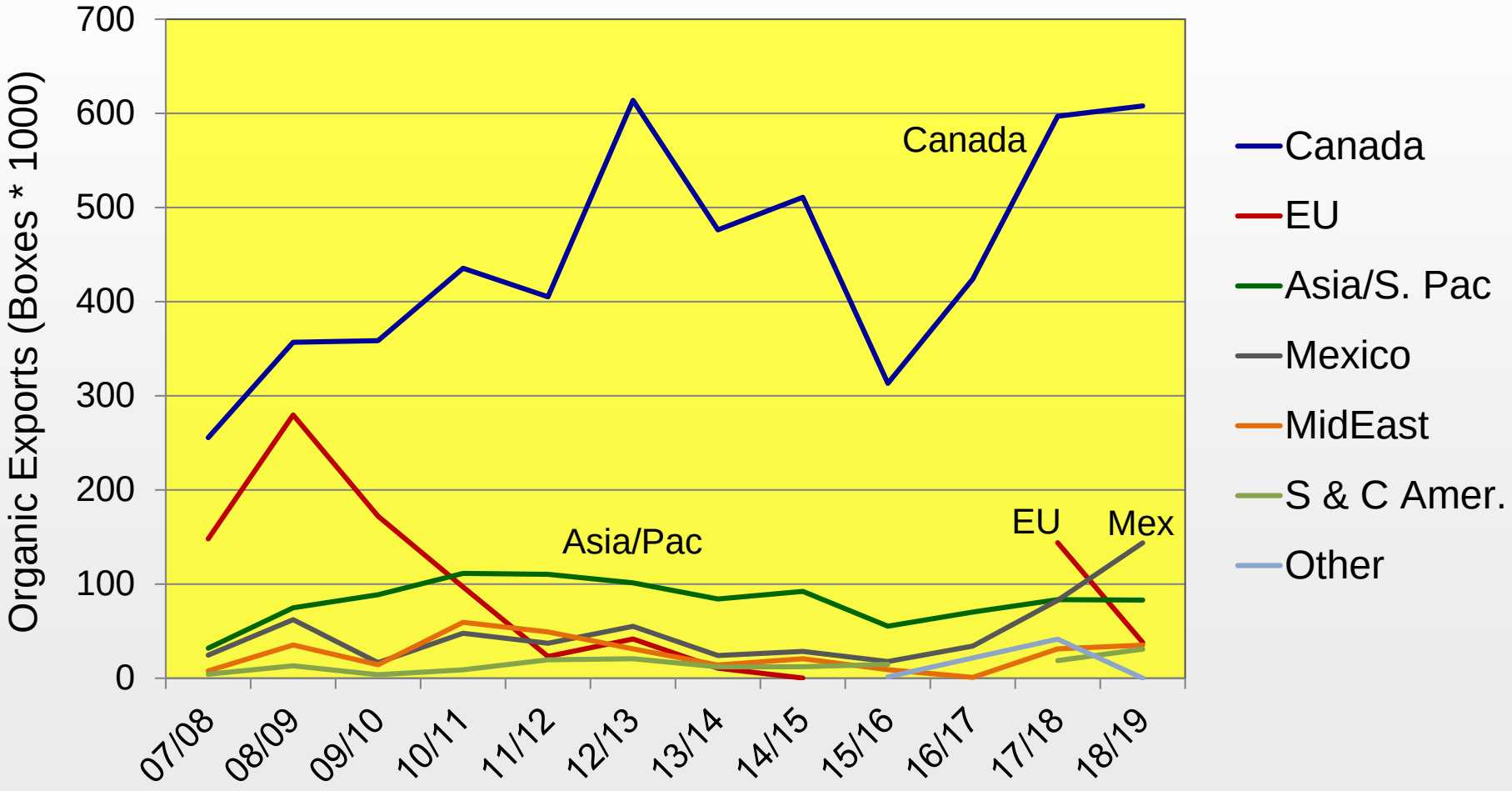
2018 exports: ~7% of the organic apple and pear volume;
Canada, largest export destination, 65% of apples and 74% of pears

Data: WSTFA, WGCH. Export includes Canada.

2018 Exports

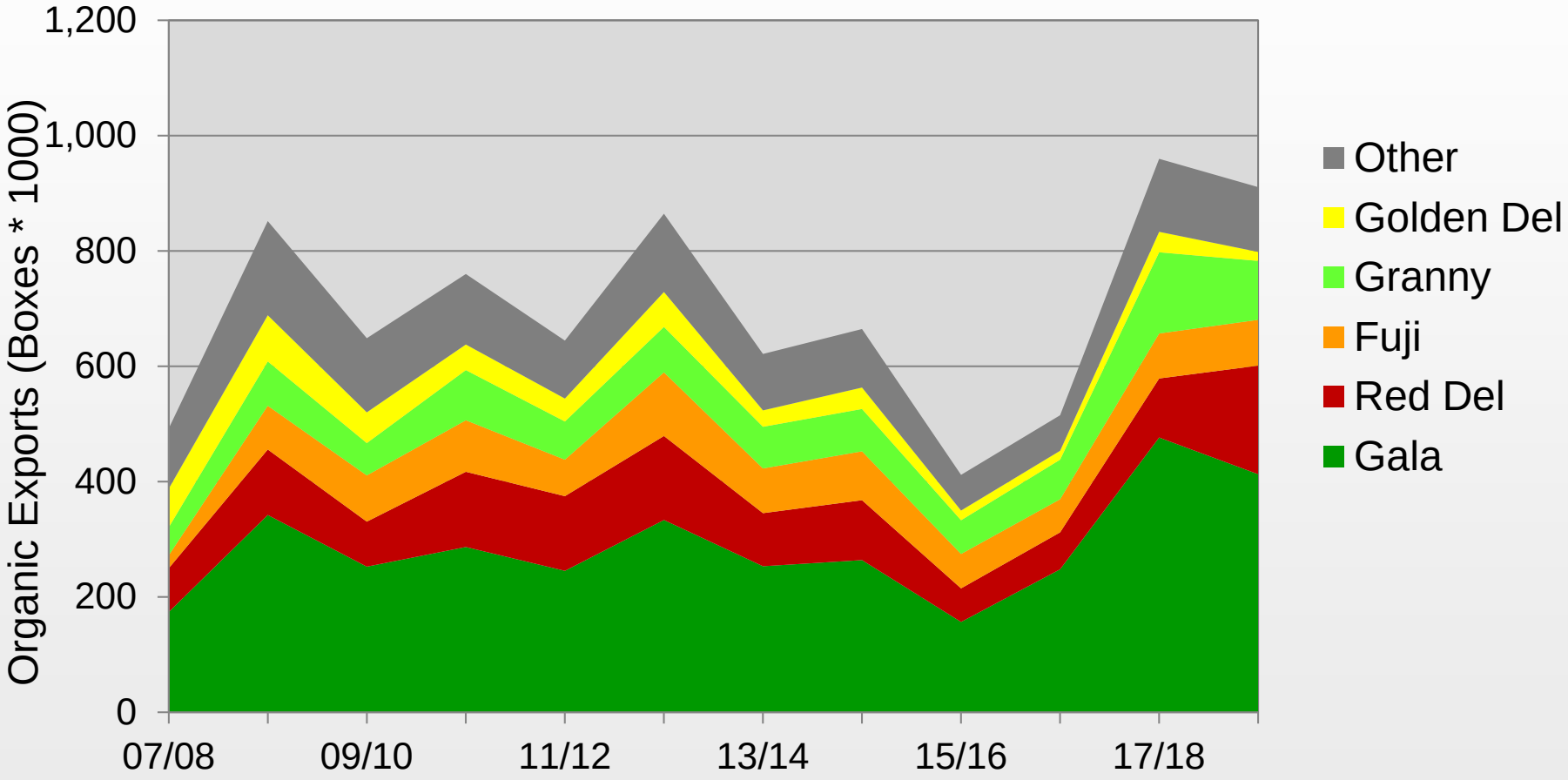
- ‘Gala’ apple and ‘Bartlett’ pear were leading export varieties
- 2018: large drop in shipments to UK; only EU sales
- Mexico is 2nd largest market and growing; 15% of apples and 24% of pears
- Exports to Asia are flat

Washington Organic Apple Top Export Destinations



Data: WSTFA, WVTA

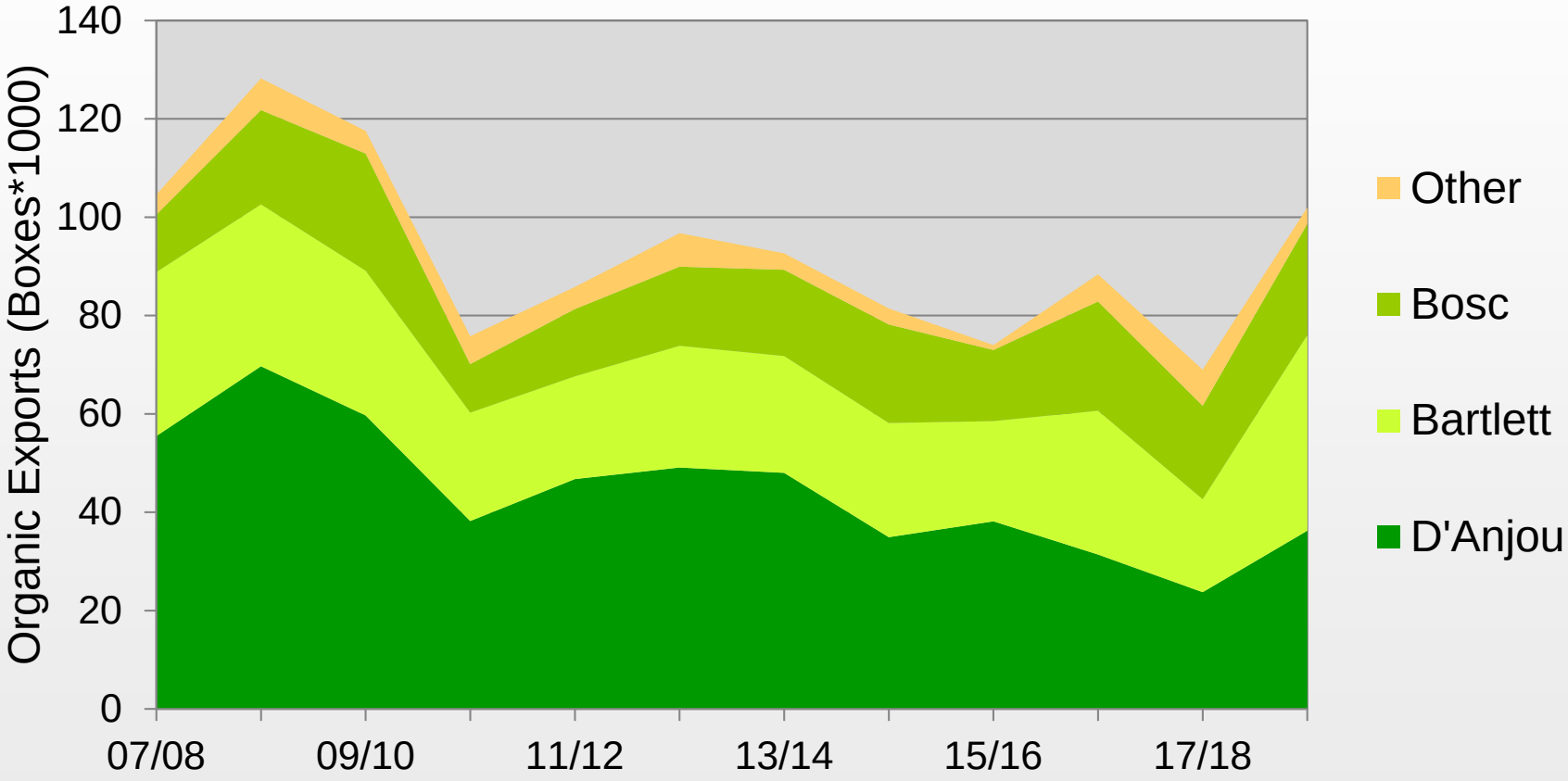
WA Organic Apple Exports by Variety



Top 2019 varieties for export: Gala 45%, Red Del. 21%

Data: WSTFA, WVTA

WA Organic Pear Exports by Variety

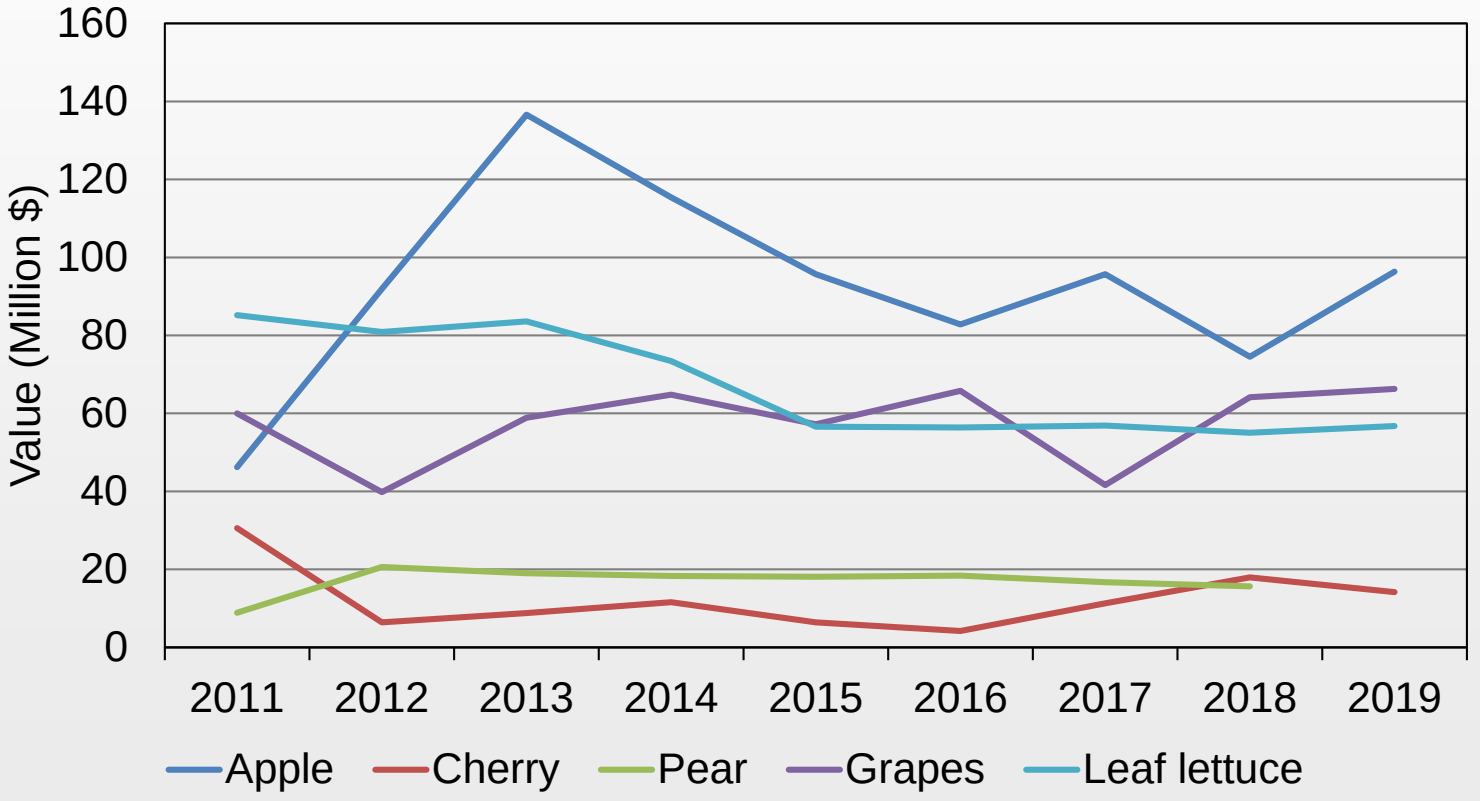


2018/19 export volume: Canada 74%, Mexico 24%

Data: WSTFA, WVTA

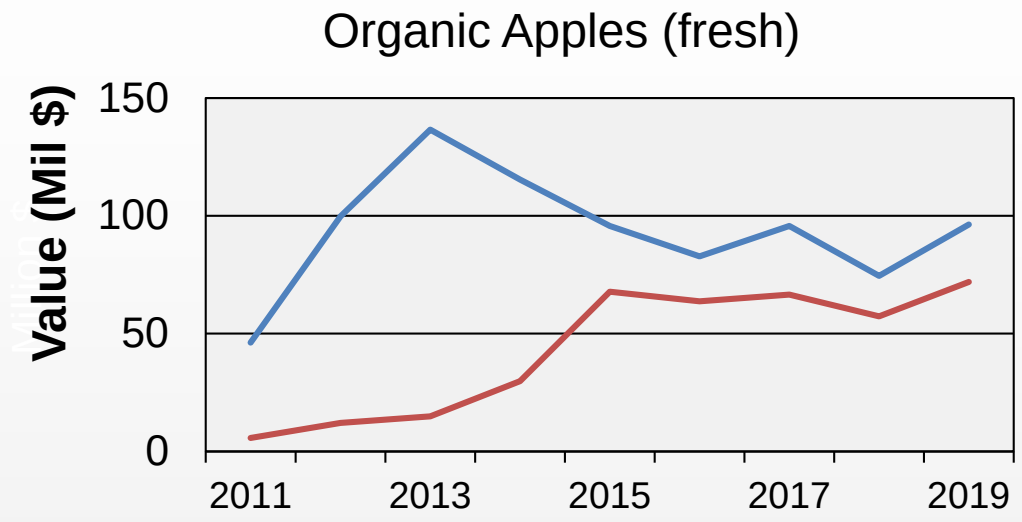
U.S. Organic Exports

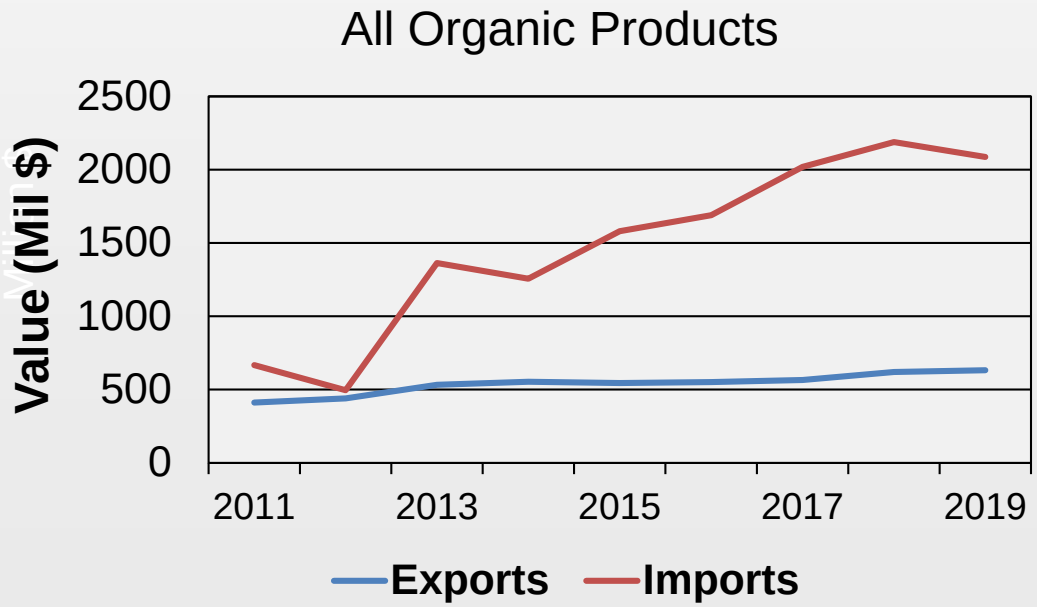
Fresh fruits are an important U.S. organic export. Apple is the leading fresh organic export, but value has declined in recent years.



Source: USDA-FAS GATS

U.S. Organic Trade



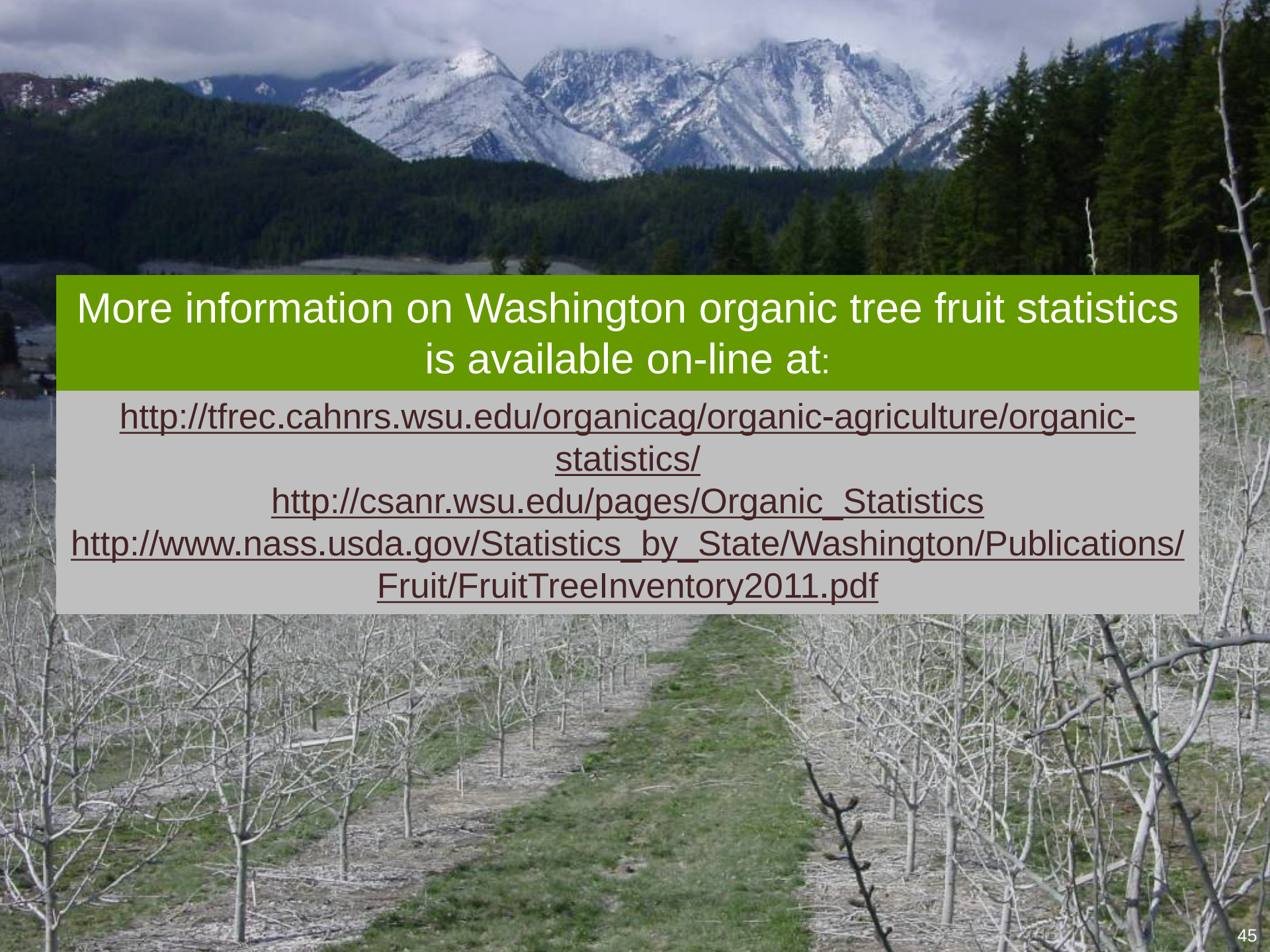


2019

- Apples were 15% of export $, 3% of import $
- Apples, largest organic export value of any produce
- Grapes, #2, Lettuce #3, Spinach #4, Strawberry #5

Annual Change (11/31/19)	
Org Apple exp	+29%
Org Apple imp	+25%
All Org exp	+ 2%
All Org imp	- 5%

Data: USDA-FAS



More information on Washington organic tree fruit statistics is available on-line at:

http://tfrec.cahnrs.wsu.edu/organicag/organic-agriculture/organic-statistics/

http://csanr.wsu.edu/pages/Organic_Statistics

http://www.nass.usda.gov/Statistics_by_State/Washington/Publications/Fruit/FruitTreeInventory2011.pdf