

MARKETING
GEORGIA SOUTH CAROLINA
NORTH CAROLINA AND
APPALACHIAN DISTRICT
PEACHES
1978 CROP

RECORD COPY
(DO NOT REMOVE)

FEDERAL—STATE MARKET NEWS SERVICE

U.S. Department of Agriculture
Agricultural Marketing Service
Fruit and Vegetable Division

Georgia, Maryland, North Carolina
South Carolina, Pennsylvania,
Virginia and West Virginia
State Departments of Agriculture

P R E F A C E

This is a summary of the 1978 peach crop information derived from daily market reports and other related data. This information is provided for its historical interest, and for use in planning and marketing future crops.

The Federal-State Market News Service collected daily shipping point information for the 1978 peach crops in Georgia from May 30 to August 15; in South Carolina from June 5 to August 18; and in the Appalachian District from August 1 to September 15.

The Market News personnel at Martinsburg, West Virginia, compiled data for the summary. Offices contributing included: Thomasville, Georgia, Darrell Breed, Local Representative; Spartanburg, South Carolina, Robert F. Sweitzer, Local Representative; and Martinsburg, West Virginia, Robert F. Sweitzer, Local Representative.

We wish to express our appreciation to the growers, shippers, buyers and other members of the industry for their cooperation in supplying the market information that made this summary and the daily market reports possible.

Additional copies of this summary may be obtained by writing:

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CORRECTION: Page 10--South Carolina Peaches should read 1978
Season.

Page 13--Unloads in 41 Cities should read April
through September 1978

PEACH PRODUCTION

(by: Crop Reporting Board, Statistical Reporting Service
U. S. Department of Agriculture)

The Nation's 1978 peach crop totaled 2.70 billion pounds (1.23 million metric tons), of which 2.56 billion pounds (1.16 million metric tons) was utilized. This was 10 percent below last season's utilization and 3 percent under the 1976 level. The California clingstone crop, at 1.11 billion pounds, was 20 percent below last year and 7 percent less than the 1976 crop.

Excluding California clingstones, the U.S. peach production, at 1.45 billion pounds, was only slightly above the 1976 output utilized. South Carolina produced the largest crop in nearly a decade and Georgia rebounded from last year's small crop. New Jersey production fell 36 percent short of last year and Pennsylvania declined 11 percent. U.S. peach production was only slightly below last season.

STATE	PRODUCTION								
	48-POUND EQUIVALENTS						POUNDS		
	TOTAL			UTILIZED			TOTAL		
	1976	1977	1978	1976	1977	1978	1976	1977	1978
	1,000 UNITS						MILLION UNITS		
ALA	292	208	313	292	208	313	14.0	10.0	15.0
ARK	875	833	771	856	813	750	42.0	40.0	37.0
CALIF									
FREESTONE	9,667	9,750	8,333	9,667	9,750	8,333	464.0	468.0	400.0
COLO	302	375	115	292	302	115	14.5	18.0	5.5
CONN	85	125	131	85	125	131	4.1	6.0	6.3
DEL	33	50	48	33	50	48	1.6	2.4	2.3
GA	4,167	1,875	2,500	2,917	1,875	2,500	200.0	90.0	120.0
IDAHO	250	260	229	250	260	229	12.0	12.5	11.0
ILL	417	188	333	417	188	333	20.0	9.0	16.0
IND	115	21	104	115	21	104	5.5	1.0	5.0
KANS	83	188	104	83	188	104	4.0	9.0	5.0
KY	188	2	229	188	2	229	9.0	.1	11.0
LA	146	135	135	146	135	135	7.0	6.5	6.5
MD	375	438	500	375	438	500	18.0	21.0	24.0
MASS	69	73	73	69	73	73	3.3	3.5	3.5
MICH	833	1,146	1,250	833	1,146	1,250	40.0	55.0	60.0
MISS	104	83	83	104	83	83	5.0	4.0	4.0
MO	469	229	292	469	229	292	22.5	11.0	14.0
N J	1,667	2,292	1,458	1,563	2,292	1,458	80.0	110.0	70.0
N Y	198	271	333	198	271	333	9.5	13.0	16.0
N C	521	729	938	521	729	938	25.0	35.0	45.0
OHIO	313	63	104	313	63	104	15.0	3.0	5.0
OKLA	167	208	177	167	198	177	8.0	10.0	8.5
OREG	313	375	271	313	375	271	15.0	18.0	13.0
PA	1,875	1,979	1,771	1,875	1,979	1,771	90.0	95.0	85.0
S C	5,625	5,729	6,563	5,521	5,563	6,250	270.0	275.0	315.0
TENN	167	167	175	167	167	175	8.0	8.0	8.8
TEX	354	1,000	833	333	958	771	17.0	48.0	40.0
UTAH	375	375	313	371	365	313	18.0	18.0	15.0
VA	313	396	833	313	396	833	15.0	19.0	40.0
WASH	1,042	854	792	1,021	854	792	50.0	41.0	38.0
W VA	313	313	521	313	306	521	15.0	15.0	25.0
TOTAL ABOVE	31,713	30,730	30,625	30,180	30,402	30,229	1,522.0	1,475.0	1,470.0
CALIF									
CLINGSTONE	31,208	31,417	25,646	24,875	29,021	23,125	1,498.0	1,508.0	1,231.0
U S	62,921	62,147	56,271	55,055	59,423	53,354	3,020.0	2,983.0	2,701.0

PEACHES

(by: Crop Reporting Board, Statistical Reporting Service U.S. Department of Agriculture)

STATE	PRODUCTION			PRICE PER			VALUE OF		
	POUNDS			POUND			UTILIZED PRODUCTION		
	1976	1977	1978	1976	1977	1978	1976	1977	1978
	MILLION UNITS			CENTS			1,000 DOLLARS		
ALA	14.0	10.0	15.0	15.3	14.9	16.6	2,142	1,490	2,490
ARK	41.1	39.0	36.0	11.6	11.3	12.5	4,768	4,407	4,500
CALIF									
FREESTONE	464.0	468.0	400.0	7.4	8.9	11.6	34,336	41,652	46,400
COLO	14.0	14.5	5.5	16.8	13.7	17.6	2,352	1,987	968
CONN	4.1	6.0	6.3	26.0	24.0	29.0	1,066	1,440	1,827
DEL	1.6	2.4	2.3	17.0	12.5	10.5	272	300	242
GA	140.0	90.0	120.0	12.0	15.3	15.6	16,800	13,770	18,720
IDAHO	12.0	12.5	11.0	10.0	12.0	12.5	1,200	1,500	1,375
ILL	20.0	9.0	16.0	14.5	16.4	21.9	2,900	1,476	3,504
IND	5.5	1.0	5.0	9.6	23.0	22.0	528	230	1,100
KANS	4.0	9.0	5.0	16.5	15.0	17.6	660	1,350	880
KY	9.0	.1	11.0	15.3	14.6	20.0	1,377	15	2,200
LA	7.0	6.5	6.5	16.0	20.0	20.0	1,120	1,300	1,300
MD	18.0	21.0	24.0	13.3	13.5	13.3	2,394	2,835	3,192
MASS	3.3	3.5	3.5	26.0	22.0	29.0	858	770	1,015
MICH	40.0	55.0	60.0	14.1	15.6	16.0	5,640	8,580	9,600
MISS	5.0	4.0	4.0	15.0	17.0	20.0	750	680	800
MO	22.5	11.0	14.0	18.8	20.0	16.0	4,230	2,200	2,240
N J	75.0	110.0	70.0	16.2	17.0	23.6	12,150	18,700	16,520
N Y	9.5	13.0	16.0	17.0	17.5	18.5	1,615	2,275	2,960
N C	25.0	35.0	45.0	13.3	12.4	16.0	3,325	4,340	7,200
OHIO	15.0	3.0	5.0	18.7	23.5	23.7	2,805	705	1,185
OKLA	8.0	9.5	8.5	14.0	11.5	14.2	1,120	1,093	1,207
OREG	15.0	18.0	13.0	17.6	14.7	17.9	2,640	2,646	2,327
PA	90.0	95.0	85.0	13.0	12.9	15.8	11,700	12,255	13,430
S C	265.0	267.0	300.0	14.4	14.2	15.5	38,160	37,914	46,500
TENN	8.0	8.0	8.4	13.5	13.0	16.0	1,080	1,040	1,344
TEX	16.0	46.0	37.0	18.0	14.0	17.0	2,880	6,440	6,290
UTAH	17.8	17.5	15.0	12.7	12.6	17.0	2,261	2,205	2,550
VA	15.0	19.0	40.0	12.9	12.0	14.3	1,935	2,280	5,720
WASH	49.0	41.0	38.0	8.8	10.3	14.4	4,312	4,223	5,472
W VA	15.0	14.7	25.0	14.4	14.5	17.8	2,160	2,132	4,450
TOTAL ABOVE	1,448.4	1,459.2	1,451.0	11.8	12.6	15.1	171,536	184,230	219,508
CALIF									
CLINGSTONE	1,194.0	1,393.0	1,110.0	6.9	7.0	8.1	82,386	97,510	89,910
U S	2,642.4	2,852.2	2,561.0	9.6	9.9	12.1	253,922	281,740	309,418

PRODUCTION: Total production of Georgia Peaches was 120 million pounds in 1978 compared with 90 million pounds in 1977, and 200 million pounds in 1976. Florida production figures were unavailable.

GROWING CONDITIONS: Chill hours were abundant during the winter and cool weather continued late into the spring. Bloom was generally 10 to 14 days later than during the previous year. Full bloom occurred about April 1. Bloom and fruit set were very heavy, requiring extensive thinning in many orchards. The heavy set and problems with peach phony disease resulted in small size fruit in the North and Central Florida-South Georgia growing area. Dry weather in mid-June was accompanied by cool nights that curtailed fruit development. By mid-July the weather was still dry but had warmed considerably. The 1978 crop was generally small in size.

HARVEST: Harvesting began in the north and central sections of Florida and in the south Georgia growing area about mid-May and continued until early July. Peak production in those areas occurred during the last week of May. Growers in the Central Georgia growing area began harvesting about one week later. The harvest in the section continued into the middle of August. Peak production in Central Georgia occurred about mid-June.

QUALITY: Growers reported wide ranges in fruit quality during the 1978 crop year. Drought conditions resulted in small sized fruit. Very few shippers packed peaches larger than 2 inch up size. Overall quality ranged from fair to good during the season depending on whether or not individual growers used irrigation.

MARKETING: The 1978 crop was marketed under a Federal peach marketing order and agreement in Georgia. Florida peaches were marketed without a marketing order. Trading was fairly active during the first half of the season but trading slowed during the second half as competition from the northern growing states became a factor. Peaches from the North and Central Florida-South Georgia growing area began the season in mid-May at \$10 per half bushel carton for the 1 3/4 inch up size fruit. By early June the 2 inch up size brought \$8 while the 1 3/4 inch up from Florida fell to \$7. The three-quarter bushel carton sold at \$12 for the 2 inch up size while 1 7/8 inch up sold at mostly \$10. Marketing of the central Georgia crop began during the last week of May at \$15 per three-quarter bushel carton of 2 inch up size fruit and \$12 for 1 7/8 inch up size. By mid-June prices fell to \$10 for 2 inch up and \$8 for 1 7/8 inch up. Prices continued to slide downward until 2 inch up sold for \$7 in late June. The first sales of 2 1/4 inch up size peaches were reported in early July at \$11 per carton. Prices rose briefly in the first half of July until 2 1/4 inch up peaked at \$12 and 2 inch up sold for \$9 per carton. During the last half of the month the market resumed its downward trend until the season ended at \$8 for 2 1/4 inch up for \$5 for 2 inch up size. All shipments were made by truck and practically all fruit was hydrocooled. Central Georgia peaches were packed in three-quarter bushel cartons of about 38 pounds net weight. Shippers in north and central Florida and south Georgia used both half-bushel cartons of about 25 pounds net weight and three-quarter bushel cartons.

VARIETIES: Early varieties included May Gold, June Gold, Cardinals, and Dixiereds. Later varieties included Coronets, Beauty Gems, Suwanees, Lorings, Red Globes, Sun High, Southlands, Keystones, and Blakes.

DAILY F.O.B. PRICES AT GEORGIA SHIPPING POINTS

F.O.B. prices in the following tables, unless otherwise stated, refer to fruit of US Extra No. 1 quality various varieties yellow flesh. Hydrocooling included.

DATE	CENTRAL GEORGIA POINTS THREE QUARTER BUSHEL CARTONS			CENTRAL GEORGIA POINTS THREE QUARTER BUSHEL CARTONS (QONT'D)			
	2" up	1 7/8" up	2 1/4" up	2" up	1 7/8" up	2 1/4" up	
May 30	15.00	12.00	-	July 7	8.00-9.00	-	11.00-12.00
31	-	10.00-12.00	-	10	9.00	-	12.00
June 1	-	10.00-10.00	-	11	9.00	-	12.00
2	-	10.00	-	12	9.00	-	12.00
5	12.00-15.00	10.00	-	13	9.00	-	12.00
6	15.00	10.00	-	14	9.00	-	12.00
7	15.00	10.00	-	17	8.00-9.00	-	10.00-12.00
8	14.00-15.00	10.00	-	18	8.00	-	10.00
9	12.00-15.00	9.00-10.00	-	19	7.00-8.00	-	9.00-10.00
12	12.00	9.00	-	20	7.00	-	9.00
13	12.00	9.00	-	21	6.00-7.00	-	8.00
14	12.00	9.00	-	24	5.00-6.00	-	-
15	10.00	8.00	-	25	5.00	-	-
16	10.00	8.00	-	16	5.00	-	-
19	10.00	8.00	-				
20	10.00	8.00	-				
21	10.00	8.00	-				
22	9.00-10.00	-	-				
23	9.00-10.00	6.00-6.50	-				
26	8.00-9.00	-	-				
27	8.00	-	-				
28	8.00	-	-				
29	7.00-8.00	-	-				
30	7.00	-	-				
July 3	7.00	-	-				
5	8.00	-	-				
6	8.00	-	11.00				

TERMINAL MARKET WHOLESALE PRICES -- GEORGIA PEACHES 1978 SEASON

Prices in the following tables represent sales in less than carlot quantities and are for one selected day each week. Prices quoted cover fruit of US Extra No. 1 quality, various varieties yellow flesh unless otherwise stated. Fruit containers are 3/4 bushel cartons unless otherwise stated. Up sizes unless otherwise stated.

<u>BALTIMORE</u>		<u>BOSTON</u>		<u>CHICAGO</u>		
<u>DATE</u>	<u>1 7/8"</u>	<u>DATE</u>	<u>2-2 1/4"</u>	<u>DATE</u>	<u>3 7/8"</u>	<u>2"</u>
May 22	16.50-17.00	June 5	15.00-16.00	May 29	-	13.00-14.00
29	15.00	12	14.00-15.00	June 5	-	16.00
June 5	19.00	19	12.50	12	-	16.50
12	13.00	26	10.50	19	-	11.00
19	10.00-11.00	July 3	11.00	26	-	12.00
26	16.00	10	13.00-14.00	July 3	-	10.00
July 3	10.00-10.50	17	-	10	-	11.50-12.00
		24	11.00	17	-	12.00
		31	6.00- 9.00	24	11.00-12.00	8.00
		Aug 7	6.00- 7.00	31	11.50	6.00- 7.00
		14	10.00-11.00	Aug 7	9.00-10.00	7.00- 7.50
				14	9.50	
				21	11.00-12.00	

<u>CLEVELAND</u>		<u>PHILADELPHIA</u>			
<u>DATE</u>	<u>2"</u>	<u>DATE</u>	<u>1 7/8"</u>	<u>2"</u>	<u>2 1/4"</u>
June 12	15.00	June 5	13.00-14.00	16.50	-
19	11.50	12	13.00-12.00	15.00-16.00	-
		19	7.50	12.50-13.00	-
		26		8.00-10.00	-
		Jul 3		9.00- 9.50	-
		10		10.50-11.00	14.50-15.00
		17		-	13.00-14.00
		24		6.00- 6.50	8.00- 8.50

<u>PITTSBURGH*</u>		<u>NEW YORK CITY</u>			
<u>DATE</u>	<u>2" 2 1/4"</u>	<u>DATE</u>	<u>1 7/8"</u>	<u>2"</u>	<u>2 1/4"</u>
June 5	17.00-18.00	May 29	9.00-10.00	11.00-15.00	-
12	12.00-12.50	June 5	16.00-17.00	18.00-20.00	-
19	11.00-11.50	12	7.00-12.00	10.00-12.00	-
26	9.00-10.00	19	7.00	12.00-13.00	-
July 3	12.00-12.50	26	3.50- 4.00	8.00- 9.00	12.00-12.50
10	11.00-12.00	Jul 3	7.00	-	-
17	10.00	10	7.50	10.00-12.00	15.00
24	6.00- 6.50	17	-	6.50	-
Aug 7	6.50- 7.00	24	-	-	-
*SOUTH CAROLINA & GEORGIA COMBINED.		31			7.00- 7.50

<u>ST. LOUIS</u>		
<u>DATE</u>	<u>1 7/8"</u>	<u>2"</u>
May 30	17.00-17.50	17.50-18.00
June 5	14.00-14.50	17.00-17.50
12	12.00-13.00	17.00-17.50
20	10.00	13.00
26	6.50- 7.50	12.00-12.50
July 3	6.50- 7.00	10.00
10	-	-
17	6.50	10.00-11.00
24	5.50- 6.00	8.00
31	-	8.00
Aug 7	-	6.00

DAILY FOB SHIPPING POINT PRICES AT SOUTH GEORGIA-NORTH & CENTRAL FLORIDA POINTS

F.O.B. prices in the following tables, unless otherwise stated, refer to fruit of US Extra No. 1 quality various varieties yellow flesh. Hydrocooling included.

DATE	HALF-BUSHEL CARTONS			THREE QUARTER BUSHEL CARTONS		
	2" up	1 7/8" min	1 3/4" up	2" up	1 7/8" up	1 3/4" up
May 23	-	-	10.00	-	-	-
24	-	-	10.00	-	-	-
25	-	-	-	-	-	-
26	-	8.00	6.00-7.00	-	-	-
30	-	8.00	7.00*	-	12.00(min)	10.50*
31	9.00	-	8.00*	12.00	10.00-11.00	10.50*
June 1	8.00	-	7.00*	-	10.00	-
2	8.00	-	7.00*	-	10.00	-
5	8.00	-	6.00*	12.00	10.00	-
6	8.00	-	-	12.00	10.00-11.00	-
7	8.00-8.50	-	-	13.00	11.00	-
8	8.00	-	-	13.00-14.00	10.00-11.00	-
9	-	-	-	12.00	9.00-10.00	-
12	-	-	-	12.00	-	-

*Sales of Florida fruit only.

REVIEW OF THE 1978 NORTH CAROLINA PEACH SEASON

PRODUCTION & SHIPMENTS: North Carolina peach production totaled 45 million pounds in 1978 compared with 35 million pounds in 1977 and 25 million pounds in 1976 according to the Crop Reporting Board, Statistical Reporting Service, U.S. Department of Agriculture.. Shipments in 1978 were 487 truckloads of 38,000 pounds compared with 325 in 1977 and 219 shipped in 1976.

Growing conditions were very similar to those experienced in South Carolina.

MARKETING: Peaches were shipped from early June through late August and a few late varieties shipped into mid-September. Prices closely paralleled those reported in South Carolina. F.O.B. prices were reported for North Carolina from July 26 through August 15.

TERMINAL MARKET WHOLESALE PRICES -- SOUTH CAROLINA PEACHES 1979 SEASON

Prices in the following tables represent sales in less than trucklot quantities and are for one selected day each week. Quotations cover fruit of US Extra No. 1 quality, various varieties of yellow flesh unless otherwise stated. Fruit containers are 3/4 bushel crates & cartons unless otherwise stated. Up sizes unless otherwise stated.

BALTIMORE		
DATE	1 7/8"	2"
June 12	13.00-14.00	-
19	12.00-12.50	-
26	11.00	-
July 3	-	14.00
10	-	15.00
17	-	11.00-12.00
24	-	8.00- 8.50
31	-	9.50

BOSTON	
DATE	2"
June 19	13.00-15.00
26	10.00-11.00
July 3	9.00-12.00
10	11.00-12.00
17	-
24	-
31	-
Aug 7	10.00
14	11.00-12.00
21	13.00

PITTSBURGH*	
DATE	2"
June 5	17.00-18.00
12	12.00-12.50
19	11.00-11.50
26	9.00-10.00
July 3	12.00-12.50
10	11.00-12.00
17	10.00
24	6.00- 6.50
Aug 7	6.50- 7.00

*INCLUDES SOUTH CAROLINA & GEORGIA COMBINED.

CHICAGO			
DATE	1 7/8"	2"	2 1/4"
May 29	-	-	11.00-12.00
June 5	13.00-13.50	-	13.00
12	-	15.00	13.00-14.00
19	-	13.00-14.00	10.00
26	7.50	13.00	-
July 3	6.50	-	6.50- 7.00
10	-	12.00	7.50
17	-	12.00	-
24	7.50	9.00	-
31	-	7.00- 7.50	-

CINCINNATI			
DATE	2"	2 1/8"	2 1/4"
June 12	15.50	-	-
19	-	-	-
26	10.50	-	-
July 3	-	-	-
10	-	12.75	14.00
17	10.00	-	-
24	8.00	-	-
31	8.00	-	10.00
Aug 6	-	-	-
13	-	9.00	9.00-10.00
20	11.00	-	-

CLEVELAND		
DATE	2"	2 1/4"
June 12	14.00-14.50	-
19	11.50-13.50	-
26	11.00-12.00	-
July 3	9.50-10.00	-
10	12.50	-
17	12.25-12.50	-
24	-	11.00-13.00
31	-	8.00-10.00
Aug 7	-	9.25-10.00

PHILADELPHIA		
DATE	2"	2 1/4"
June 12	14.00-15.00	-
19	11.00	12.00
26	9.00-10.50	-
July 3	8.00-9.00	-
10	-	13.00-14.00
17	8.50-9.00	13.00
24	6.50-7.00	8.00- 9.00
31	-	7.50- 8.00
Aug 7	-	9.00- 9.50
14	-	10.00-11.00
21	-	11.00

NEW YORK CITY		
DATE	2"	2 1/8"-2 1/4"
June 18	10.00-12.00	13.00-14.00
25	12.00-14.00	12.50-16.00
July 2	8.00- 9.00	8.00-12.00
9	11.00-12.00	15.00
16	11.50-12.50	15.00
23	6.00- 9.00	7.00-12.00
30	4.00- 6.50	6.00- 7.00
Aug 6	5.50- 6.50	7.00- 9.00
13	7.00	8.50-10.00
20	-	11.00-12.00
27	-	10.50-12.00

ST. LOUIS			
DATE	2"	2 1/8"	2 1/4"
June 20	13.00	-	-
26	12.00	-	-
July 3	-	-	-
10	-	11.00-11.50	-
17	-	-	-
24	-	-	-
31	-	-	8.75
Aug 7	-	-	-
14	-	-	-
21	7.50	10.00	8.00-9.00
28	-	10.00-10.50	-
Sept 5	-	-	-
11	-	11.00	-

REVIEW OF THE 1978 SOUTH CAROLINA PEACH SEASON

PRODUCTION & SHIPMENTS: South Carolina peach production in 1978 was 315 million pounds compared with 275 million pounds produced in 1977. Peach shipments were 4,117 truckloads of 38,000 pounds compared with 3,553 loads shipped in 1977 an increase of about 16 percent.

GROWING CONDITIONS & HARVESTING: Drought during the 1977 growing season resulted in poor fruit bud formation where irrigation was not available. Spring frosts and hail in 1978 reduced the crop especially in the Piedmont area.

The growing season began about two to three weeks later than in 1977. Peak 1978 shipments occurred during the two-week period, July 16-29 but the heaviest two week period in 1977 was June 26-July 9. Harvest began in late May and continued through mid-August with some late varieties shipped into mid-September.

MARKETING & PACKAGING: Early season supplies were relatively light because of a light Georgia crop and later than normal seasons in other producing areas. The predominant package was the 3/4-bushel carton or wirebound crate. Some half-bushel cartons and crates were packed early in the season.

Prices were generally higher during the first few weeks than in 1977 with 2" up fruit at \$12.00 on June 12 declining gradually to \$7.00 on June 30. However, supplies were kept in check in early July by increased demand particularly from chain stores. The market firmed to \$8.00 on July 5, and ranged between \$8.00-9.00 until July 17 when supplies became heavy. The market then began a decline to the low of \$4.50-5.00 July 28-August 2. As supplies decreased, the market became \$5.00-5.50 August 3-10.

VARIETIES: Some of the main varieties were Candor, Cardinal, Junegold, Earlired, Magnolia, Dixired, Rubyred, Coronet, Redhaven, Washington, Velvet, Redglobe, Loring, Blakes, Jefferson, Madison, Monroe Rio-Oso-Gem, Jersey Queen, and Redskin.

DAILY FOB PRICES AT SOUTH CAROLINA SHIPPING POINTS

FOB prices in the following table are for 3/4 bushel cartons & crates, various varieties yellow flesh US Extra No. One. Hydrocooling included.

DATE	1 7/8" up	2" up	2 1/8" up	2 1/4" up
June 12	occ 10.00	12.00	-	-
13	9.00	12.00	-	14.00-15.00
14	8.00	10.00-12.00	-	14.00
15	7.00-8.00	10.50-11.00	-	12.00-13.00
16	7.00-8.00	10.00	10.00-12.00	12.00-13.00
19	-	10.00	10.00-12.00	12.00-13.00
20	7.00-8.00	10.00	10.00-12.00	12.00-13.00
21	-	10.00	few 11.00	12.00-13.00
22	-	9.00-10.00	few 11.00	12.00-13.00
23	-	9.00	-	11.00
26	-	8.00- 9.00	10.00	11.00
27	-	8.00	9.00- 9.50	few 11.00
28	-	7.00- 8.00	9.00	11.00
29	-	7.00- 8.00	8.00	10.00-11.00
30	-	7.00	8.00	10.00-11.00
July 3	-	7.00- 8.00	-	9.00
4	-----HOLIDAY-----			
5	-	8.00	8.50- 9.00	10.50-11.00
6	-	8.00- 8.50	9.50-10.00	11.00-12.00
7	-	8.00- 9.00	-	11.00-12.00
10	-	8.50- 9.00	10.00-10.50	8.50- 9.00
11	-	8.50- 9.00	10.00-10.50	12.00
12	-	8.50- 9.00	10.00-10.50	12.00
13	-	8.50- 9.00	10.00-10.50	12.00
14	-	8.50- 9.00	10.00	11.00-12.00
17	-	8.00- 9.00	9.00	10.00-11.00
18	-	7.00- 8.00	8.50- 9.00	9.00-10.00
19	-	7.00	8.00	9.00-10.00
20	-	6.50- 7.00	7.00- 7.50	8.00- 9.00
21	-	6.00- 7.00	7.00	8.00- 9.00
24*	-	5.00- 6.00	6.00- 6.50	7.00- 8.00
25	-	6.00	6.00	7.00- 8.00
26	-	6.00	6.00	7.00- 7.50
27	-	5.00	-	7.00
28	-	4.50- 5.00	-	6.50- 7.00
31	-	4.50- 5.00	-	6.50- 7.00
Aug 1	-	4.50- 5.00	-	6.50- 7.00
2	-	4.50- 5.00	-	6.50- 7.00
3	-	5.50- 6.00	-	7.00- 8.00
4	-	5.50	6.00	7.00- 7.50
7	-	-	5.00- 5.50	7.00- 7.50
8	-	6.00- 6.50	5.00- 5.50	7.00- 7.50
9	-	6.00- 6.50	5.00- 5.50	7.00- 7.50
10	-	6.00- 6.50	5.00- 5.50	7.00- 7.50
11	-	-	6.00	7.50- 8.00
14	-	-	-	8.00- 9.00
15	-	-	-	8.50- 9.00
16	-	-	-	8.50- 9.00
17	-	-	-	8.50- 9.00
18	-	-	-	8.50- 9.00

*PRICES JULY 24-AUGUST 15 INCLUDES NORTH CAROLINA.

WEEKLY PEACH SHIPMENTS IN THE UNITED STATES & MEXICO

38,000 pounds (1,000 38-pound cartons)

APRIL THROUGH SEPTEMBER 1978

WEEK ENDING	APLCHN	SOUTH CAROLINA	NORTH CAROLINA	GEORGIA	CALIF	FLORIDA	NEW JERSEY	WASH	MEXICO	OTHERS	TOTAL
APRIL 22	-	-	-	-	-	-	-	-	4	-	4
29	-	-	-	-	3	-	-	-	6	-	9
MAY 6	-	-	-	-	10	-	-	-	2	-	12
13	-	-	-	-	50	4	-	-	15	4	73
20	-	-	-	3	165	12	-	-	13	12	205
27	-	11	-	48	260	50	-	-	11	11	391
JUNE 3	-	23	-	114	198	67	-	-	3	3	408
10	-	120	5	236	229	52	-	-	2	2	646
17	-	311	33	146	272	11	-	-	-	-	773
24	-	312	37	159	364	29	-	-	-	-	901
JULY 1	-	388	45	155	388	36	-	-	-	-	1,012
8	-	345	46	106	432	1	-	10	3	-	933
15	3	392	54	127	423	-	-	10	2	-	1,011
22	6	551	44	98	485	-	4	26	2	-	1,216
29	14	542	79	39	595	-	20	47	-	1	1,337
AUG 5	50	499	60	31	419	-	31	34	-	4	1,128
12	120	331	51	12	333	-	75	47	-	-	969
19	190	173	21	2	245	-	148	71	-	-	850
26	224	47	2	-	148	-	129	44	-	-	594
SEPT 2	181	30	-	-	169	-	145	59	-	-	584
9	180	26	8	-	135	-	150	40	-	-	539
16	99	15	2	-	179	-	175	43	-	3	516
23	46	1	-	-	113	-	126	13	-	4	303
30	<u>9</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>67</u>	<u>-</u>	<u>89</u>	<u>6</u>	<u>-</u>	<u>5</u>	<u>176</u>
TOTAL	1,122	4,117	487	1,276	5,682*	262	1,092	440	63	49	14,590

*INCLUDES 59 RAIL OR PIGGYBACK VANS.

COMBINED RAIL & TRUCK UNLOADS (38,000 LBS) IN 41 CITIES
APRIL THROUGH SEPTEMBER 1977

	CA	FL	GA	MD	NJ	NC	PA	SC	VA	WV	OTHERS	*TOTALS
ALBANY, NY	1	5	6	--	112	8	16	62	--	13	3	127
ATLANTA, GA	3	1	111	--	6	4	1	114	14	2	--	256
BALTIMORE, MD	20	25	16	11	25	37	14	54	1	34	2	238
BIRMINGHAM, AL	1	--	1	--	1	2	--	1	2	--	12	22
BOSTON, MA	24	27	108	6	134	14	25	260	6	10	--	615
BUFFALO, NY	2	3	5	1	--	20	--	34	8	1	14	88
CHICAGO, IL	131	17	66	4	19	92	8	138	7	12	80	573
CINCINNATI, OH	21	9	10	--	3	5	--	76	7	1	6	137
CLEVELAND, OH	33	7	19	14	25	46	3	123	2	25	6	303
COLUMBIA, SC	--	1	--	1	11	--	--	121	1	--	--	124
DALLAS, TX	150	--	--	--	--	--	--	--	--	--	30	180
DENVER, CO	131	--	--	--	--	--	--	--	--	--	91	222
DETROIT, MI	75	9	22	2	334	32	--	157	4	6	20	360
FORT WORTH, TX	12	--	1	--	--	--	--	--	--	--	1	14
HOUSTON, TX	216	1	14	--	22	--	1	--	8	--	44	285
INDIANAPOLIS, IN	29	--	10	--	--	3	41	--	1	--	11	96
KANSAS CITY, MO	93	--	4	--	--	--	--	5	16	--	6	125
LOS ANGELES, CA	777	--	--	--	--	--	--	--	--	--	6	783
LOUISVILLE, KY	6	--	14	--	--	1	8	45	2	6	10	92
MEMPHIS, TN	9	1	1	--	36	--	--	--	--	2	5	23
MIAMI, FL	47	4	48	2	117	26	--	74	5	--	6	228
MILWAUKEE, WI	36	--	--	2	22	4	--	11	--	--	--	66
MINNEAPOLIS, MN	263	1	--	--	--	--	--	--	--	--	26	290
NASHVILLE, TN	2	1	10	1	11	3	--	21	1	3	16	58
NEW ORLEANS, LA	74	2	1	--	--	--	--	23	2	13	14	128
NEW YORK, NY	67	89	166	6	2241	196	56	554	10	17	4	1,407
OKLAHOMA CITY, OK	36	--	1	--	--	--	--	--	--	--	9	45
PHILADELPHIA, PA	12	22	73	--	995	36	6	221	--	5	6	477
PITTSBURGH, PA	14	10	18	1	88	25	41	91	16	26	4	255
PORTLAND, OR	54	--	--	--	--	--	--	--	--	--	35	899
PROVIDENCE, RI	1	10	--	--	77	1	2	52	--	--	--	73
ST. LOUIS, MO	67	2	28	6	33	1	--	29	--	1	88	225
SALT LAKE CITY, UT	69	--	--	--	--	--	--	--	--	--	10	79
SAN ANTONIO, TX	71	--	1	1	1	2	--	7	3	--	71	157
SAN FRANCISCO, CA	377	--	--	--	--	--	--	--	--	--	5	382
SEATTLE, WA	56	--	--	--	--	--	--	--	--	--	85	141
*TOTAL US	2,980	247	754	58	643	558	222	2,273	116	177	737	8,762
MONTREAL, QUE	77	--	41	--	82	5	--	51	--	--	267	522
OTTAWA, ONT	23	--	12	--	1	--	--	--	--	--	102	138
TORONTO, ONT	109	6	14	--	20	38	--	146	--	--	99	431
VANCOUVER, BC	38	--	--	--	--	--	--	--	--	--	58	96
WINNEPEG, MAN	34	--	--	--	--	--	--	1	--	--	19	54
*TOTAL CANADA	281	6	67	--	103	43	--	198	166	177	545	1,241
*GROUP TOTAL	3,261	253	820	58	746	601	222	2,471	116	177	1,282	10,003

*THESE FIGURES WERE CONVERTED TO 38,000 LB TRUCKLOTS FROM 10,000 LB UNITS. THEREFORE TOTALS MAY NOT ADD BECAUSE OF ROUNDING.

REVIEW OF THE 1978 APPALACHIAN DISTRICT PEACH SEASON

PRODUCTION & SHIPMENTS: The U. S. Department of Agriculture's Crop Reporting Board showed 1978 Appalachian shipments were about 16% above 1977 shipments. Pennsylvania was the only Appalachian State to show a decline with 85 million pounds produced, a decrease of about 11%. Virginia produced 40 million pounds an increase of 110%. West Virginia increased production by 66% to 25 million pounds, and Maryland showed an increase of 14% by producing 24 million pounds.

Total shipments reported by the Federal-State Market News Service were 1,122 truckloads of 38,000 pounds net weight, compared with 750 shipped in 1977 on a weight basis.

GROWING CONDITIONS AND HARVESTING: The winter averaged colder than normal, but no severe tree and bud damage was reported. There was a good bloom in most areas but some sections especially in Pennsylvania experienced poor pollination weather as well as frost which reduced the crop. Harvest of early varieties began later than usual with first shipments reported the week of July 17. West Virginia Redhaven began about the first of August, with Pennsylvania beginning about a week later. Peak shipments were between August 15 and September 9 with Loring, Sunhigh and Blake the principal mid-season varieties, and Redskin and Rio-Oso-Gem the main late varieties.

MARKETING & PACKAGING: The main containers were 3/4-bushel cartons and crates with some two and three layer traypacks. F.O.B. prices were considerably higher than in the 1977 season. Prices for 2" peaches in 3/4-bushel containers opened at \$6.00-6.50 August 8, were \$6.50-7.00 August 10-15, and \$7.00-7.50 August 16-18. The range was \$7.50-8.00 August 19-24 and was generally in the \$8.00-8.50 range the balance of the season with some periods as high as \$9.00. Demand was good throughout the season but decreased after Labor Day.

LOCATION: The Appalachian District is composed of the following areas:

VIRGINIA: Roanoke and nearby points, northward including the Shenandoah Valley and growing areas immediately east of the Blue Ridge Mountains.

WEST VIRGINIA: The four eastern counties of Jefferson, Berkeley, Morgan, and Hampshire.

MARYLAND: Primarily the three western counties of Allegany, Washington, and Frederick.

PENNSYLVANIA: Primarily the southwestern counties of Franklin, Adams, York, Berks & Lehigh.

DAILY F.O.B. PRICES AT APPALACHIAN DISTRICT SHIPPING POINTS

The F.O.B. prices in the following table are for 3/4-bushel cartons various varieties yellow flesh U. S. Extra #1 grade. Hydrocooling included.

<u>DATE</u>	<u>2" up</u>	<u>2 1/4" up</u>
August 8	6.00-6.50	8.00
9	6.00-6.50	8.00
10	6.50-7.00	8.00- 9.00
13	6.50-7.00	8.50- 9.00
14	6.50-7.00	8.50- 9.00
15	6.50-7.00	8.50- 9.00
16	7.00-7.50	9.00
17	7.00-7.50	9.00
18	7.00-7.50	9.00- 9.50
19	7.50-8.00	9.00-10.00
22	7.50-8.00	9.50-10.00
23	7.50-8.00	9.50-10.00
24	7.50-8.00	9.50-10.00
25	8.00	9.50-10.00
28	8.00	9.50-10.00
29	8.00-8.50	9.50-10.00
30	8.00-8.50	10.00
31	8.50	10.00-11.00
SEPT 1	8.50-9.00	10.50-11.00
4	-----HOLIDAY-----	
5	8.50-9.00	10.75-11.50
6	8.50	10.75-11.00
7	8.00-8.50	11.00
10	8.00-8.50	11.00
11	8.50-9.00	10.50-11.00
12	8.50	10.50-11.00
13	8.00-8.50	10.00-11.00
14	8.00	9.00-10.00
15	8.00	9.00-10.00

TERMINAL MARKET WHOLESALE PRICES-APPALACHIAN DISTRICT PEACHES

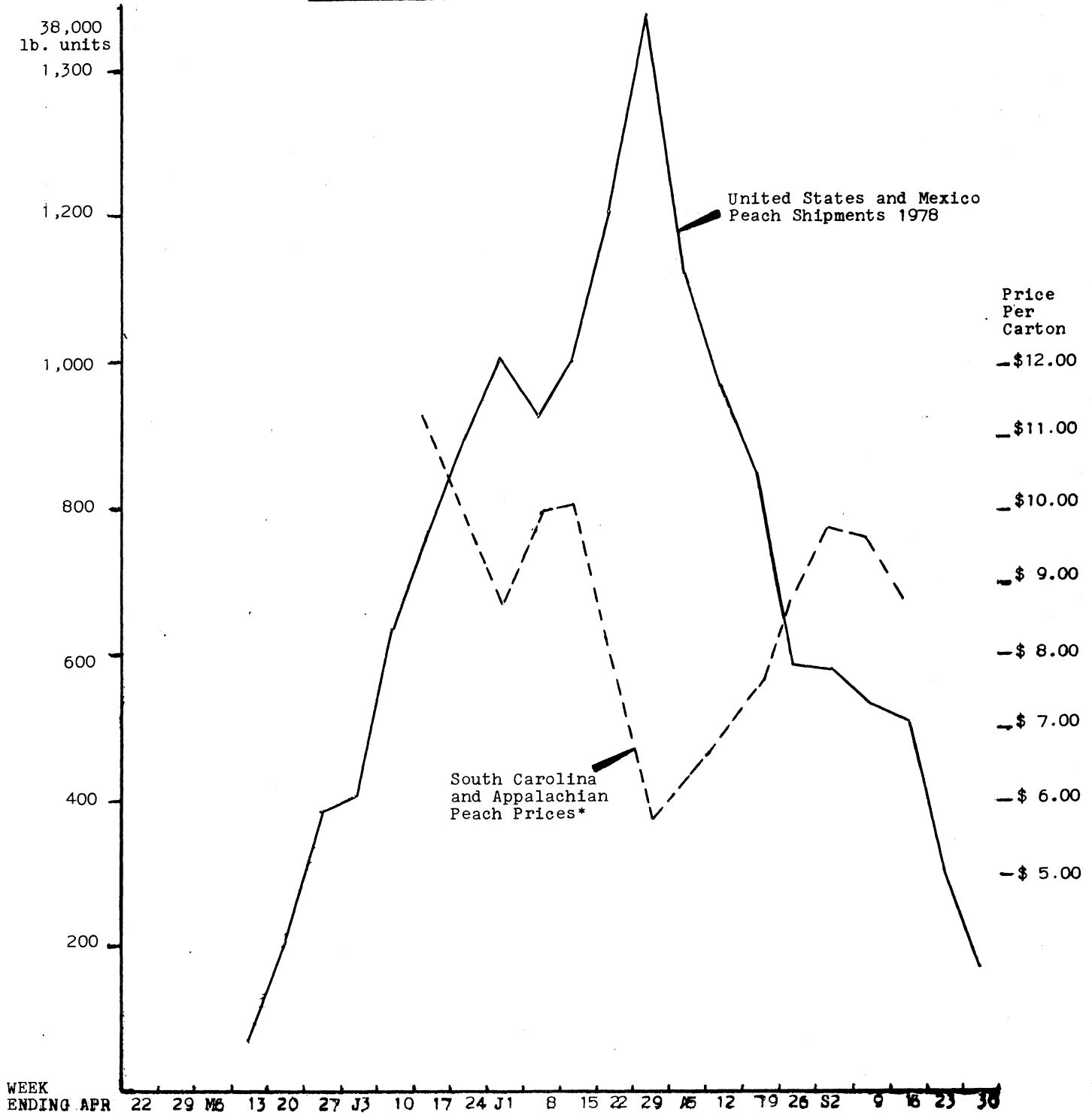
Prices in the following tables represent sales in less than trucklot quantities and are for one selected day each week. Quotations cover fruit of US Extra No. 1 quality various varieties of yellow flesh unless otherwise stated. Fruit containers are 3/4 bushel crates & cartons unless otherwise stated. Up sizes unless otherwise stated.

<u>BALTIMORE</u>			<u>BOSTON</u>			<u>CHICAGO</u>		
<u>DATE</u>	<u>2"</u>		<u>DATE</u>	<u>60-70 2-layer</u>	<u>83-120s 3-layer</u>	<u>DATE</u>	<u>2"</u>	<u>2 1/4"</u>
July 31	6.00		Aug 21	6.50	13.00	July 17	-	13.00-13.50
Aug 7	-		28	7.00	14.00	24	-	10.00
14	8.00		Sept 5	7.00	14.00	31	-	9.00
21	-		11	-	-	Aug 7	-	-
28	-		18	7.00-7.50	15.00	14	-	-
Sept 4	-					21	-	-
11	-					28	11.00	-
18	9.50-10.00					Sept 5	10.50	-
						11	-	-
						18	-	-
						25	-	-
						Oct 2	7.00	-

<u>CLEVELAND</u>			<u>NEW YORK CITY</u>		
<u>DATE</u>	<u>2"</u>	<u>2 1/4"</u>	<u>DATE</u>	<u>2"</u>	<u>2 1/4"</u>
July 31	5.50-6.00	-	Aug 13	-	10.00
Aug 7	7.50	-	20	-	-
14	-	5.00-6.00	27	9.50	12.00
21	-	9.00-11.00	Sept 3	7.50-8.00	11.50-13.50
28	-	9.00-11.50			
Sept 4	-	10.25-12.50			
11	-	12.50-13.00			
18	-	11.50-12.50			
25	-	8.00-11.00			

<u>ST. LOUIS</u>				<u>PITTSBURGH</u>	
<u>DATE</u>	<u>1 7/8"</u>	<u>2"</u>	<u>2 1/4"</u>	<u>DATE</u>	<u>2" up</u>
Sept 11	-	10.00-13.00	9.50-10.50	July 24	6.00
18	9.00	10.00-11.00	12.50-14.00	Aug 7	6.50
25	9.00-9.50	10.00	13.00-14.00	14	7.00-7.50
				21	7.50-7.75
				28	8.00-8.50
				Sept 4	9.50-9.75
				11	8.00-9.00
				18	7.00-8.00
				25	9.50

EASTERN PEACH PRICES VERSUS U.S. SHIPMENTS



*3/4 Bushel Cartons Various Varieties Yellow Flesh US Extra No. 1 2" up & 2 1/2" up (simple average) South Carolina Prices June 12-August 11 Appalachian Prices August 19-September 15.