

U. S. Dept . of Agriculture
Consumer & Marketing
Service

Arizona fruit and Vegetable
Standardization Service
Bureau of Market News

FEDERAL-STATE MARKET NEWS SERVICE

MARKETING CENTRAL ARIZONA GRAPES

BRIEF SUMMARY OF

1964 SEASON

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Local Representative

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Phoenix, Arizona
April, 1965

MARKETING OF ARIZONA GRAPES 1964 SEASON

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MARKETING CENTRAL ARIZONA GRAPES

1964

Information contained in this summary is primarily a review of the data carried in the daily market reports issued by the Federal-State Market News Service at Phoenix, Arizona. Information is also used from the Arizona Fruit and Vegetable Standardization Service; U. S. Department of Agriculture Crop Reporting Board; the Weather Bureau, Department of Commerce; local railroad representatives; and other sources. Much of the information is preliminary and subject to revision.

The 1964 grape season was financially a poor one for grape growers. Weather and market conditions were unfavorable. A cold winter and spring set the crop back one to two weeks later than usual, putting the latter part of the crop in more competition than usual with the crops in Central California. Scattered rains occurred during the harvesting period. Quality was lowered by the rains by varying degrees depending upon the amount of rainfall, with some fields abandoned because of serious rain damage. There was a wide range in prices throughout the season, with much of the crop selling at low prices after the rains because of lowered quality.

Shipping point prices for Thompson Seedless ranged from \$2.00 to \$6.50 per lug depending upon quality. Cardinal prices ranged from \$2.65 to \$6.00, Perlettes from \$4.00 to \$6.00 and Exotics from \$3.00 to \$5.50.

Auction prices in the wholesale terminal markets during the period June 25 to July 28 averaged by varieties as follows: Thompson Seedless \$3.69 per lug; Cardinals \$2.96, Perlettes \$4.28, Exotics \$4.26, and a few Robins \$4.64.

Movement of grapes from Central Arizona during the 1964 season amounted to 790,000 lugs. Thompson Seedless was the leading variety with 464,000 lugs while Cardinal was second with 207,000 lugs. Other varieties were Perlette with 53,000 lugs, Exotic with 37,000 lugs, and Robin with 30,000 lugs. The 27 lb. lug was the principal container used.

*Acreage of grapes in Central Arizona as of April 16, 1965 totaled 4,345 acres of bearing age and 842 acres of non-bearing age (one to two years old). Thompson Seedless acreage was the largest with 2,821 acres bearing and 735 acres non-bearing. Cardinal was second most important with 888 acres bearing and 15 acres non-bearing. Exotics totaled 391 acres bearing and 70 acres non-bearing, followed by Perlettes with 186 acres bearing and 22 acres non-bearing. Robins amounted to 59 acres of bearing age.

Total bearing and non-bearing grape acreages for Maricopa County for the past three years were as follows: 1964 - 3,792 bearing and 1,491 non-bearing 1/; 1963 - 2,282 bearing and 3,208 non-bearing 2/; and 1962 - 1,776 bearing and 2,056 non-bearing 2/.

Crushings of grapes in Arizona during the 1964 season amounted to 1,729 tons as compared with 3,882 tons in 1963 and 3,422 tons in 1962.

*Source * Ariz. Fruit & Veg. Standardization Service
1/ Source: Crop Reporting Board, Phoenix, Arizona.
2/ Source: County Agent, Maricop County.

SHIPPING POINT PRICES CENTRAL ARIZONA, COACHELLA VALLEY, AND KERN COUNTY
GRAPES BY VARIETIES AND DAYS JULY 1-27, 1964

DATE	CENTRAL ARIZONA (27 lb. lugs)				COACHELLA VALLEY (24 lb. lugs)			KERN COUNTY (27 lb. lugs)	
	Perlettes	Cardinals	T.Sdls	Exotic	Perlettes	Cardinals	T.Sdls	Cardinals	T.Sdls
July 1	5.00-6.00	4.00-6.00			3.50-6.00	2.50-4.50	3.00-7.50		
2	4.50-6.00	5.00-6.00			3.00-7.00	2.00-4.50	3.50-7.00		
3									
4									
5									
6	4.00-5.00	4.50-5.50			2.50-4.50	2.00-6.00			
7	4.00-5.00	4.00-5.50	4.50-5.00		3.75-4.00	2.25-6.00			
8		3.75-5.00	4.75		3.75-4.00	3.75-5.50			
9		3.75-5.00	4.00-5.00		3.00-3.75	2.75-5.50			
10		3.00-5.00	4.00-4.50		3.50-3.75	2.50-5.50			
11									
12									
13		3.00-4.50	4.50-6.50		3.00-3.50	2.75-5.50			
14		3.25-4.50	2.50-6.50	4.50-6.00	3.25-3.50	2.75-5.50			
15		3.25-4.50	2.50-6.50	4.50-6.00	3.00-3.25	2.75-5.00	4.25-5.00		
16		3.00-4.50	2.50-5.50	4.50-6.00		2.75-5.25	4.00-5.00		
17		2.65-3.50	3.00-5.50	5.00-6.00		2.75-5.00	3.75-4.75		
18									
19									
20		3.00-3.50	4.00-5.50	4.00-5.50		2.50-4.00	3.50-4.75		
21			2.00-5.50	3.00-5.50		2.50-3.75	3.50-4.75		
22			2.00-5.50			2.50-4.00	3.50-4.75		
23			2.00-5.50			2.50-4.00	3.50-4.75		
24			2.00-5.50			2.50-4.00	3.50-4.75	5.50-6.00	
25						2.50-4.00	3.50-4.75		
26									
27			2.00-5.00				3.50-4.25	5.50-6.50	

AUCTION SALES: PACKAGES SOLD, PRICE RANGE AND AVERAGE PRICE, BY MARKET
ARIZONA GRAPES BY VARIETIES AND DAYS JUNE 25 - JULY 28, 1964

DATE:	Market	Pkgs	Price Range	Average	DATE:	Market	Pkgs	Price Range	Average
CARDINALS					PERLETTES				
June 25	Chicago	99	9.10-9.15	9.11	June 29	Chicago	224	All	5.30
	NYC	100	All	8.60	July 1	NYC	300	9.95-10.00	9.99
June 29	Chicago	1099	All	5.80	July 6	Pgh	525	7.00-8.20	7.46
July 1	Chicago	1050	4.85-4.90	4.87	7	NYC	130	5.50-5.55	5.54
	NYC	700	6.50-6.55	6.52	8	Chicago	1080	5.25-5.30	5.29
6	Phila	938	3.75-3.80	3.79	9	Chicago	1080	All	3.10
7	Chicago	540	All	4.75		NYC	2160	4.00-5.20	4.61
9	Chicago	1080	4.80-4.85	4.81	10	NYC	1075	3.80-3.85	3.84
13	Chicago	2161	2.85-3.50	3.20	13	Chicago	830	2.95-3.00	2.98
	NYC	650	All	5.90		NYC	1080	3.00-3.05	3.03
	Phila	536	All	3.85	15	Phila	1070	2.90-2.95	2.95
	Det.	690	All	5.50	-----				
14	Det.	150	All	5.50	Total Lugs		9554	Avg. Price-4.28	
	NYC	600	3.00-3.05	3.03	ROBINS				
15	Det.	930	All	3.00	July 7	Chicago	700	4.50-4.90	4.64
	NYC	720	2.75-3.20	3.02	EXOTICS				
	Phila	540	3.75-3.80	3.75	July 20	Chicago	500	7.50-7.55	7.52
16	Det.	195	All	3.75		NYC	995	4.50-4.55	4.53
	NYC	1670	2.55-2.80	2.61	22	St. Louis	22	All	2.15
	Phila	535	2.60-2.65	2.62	23	Chicago	500	6.45-6.50	6.48
17	NYC	400	2.85-3.05	2.97	27	Chicago	470	All	4.50
20	Chicago	1035	2.25-2.30	2.27		NYC	1730	1.35-4.05	3.01
	Det.	280	All	2.00	28	Chicago	732	2.00-4.60	3.04
	NYC	2155	2.00-2.55	2.28	-----				
	Phila	306	1.75-1.80	1.79	Total Lugs		4949	Avg. Price-4.26	
21	NYC	2148	1.60-2.15	1.87	THOMP. SEEDLESS				
22	Chicago	1035	1.90-1.95	1.93	July 15	Phila	224	5.25-5.30	5.27
	Det.	675	All	1.57	16	Phila	427	4.75-5.00	4.77
	NYC	2065	1.75-2.25	2.02	20	Chicago	880	3.40-3.45	3.41
	Pittsb	255	2.00-2.05	2.01	21	Chicago	960	4.00-4.05	4.01
23	Phila	239	1.50-1.55	1.51	22	Chicago	1930	2.70-7.00	4.86
	NYC	1590	1.50-2.30	1.96		Pgh	545	All	3.25
	Phila	464	1.75-1.80	1.80		St. Louis	880	1.00-2.10	1.37
	Pitts	765	1.00-1.05	1.01	23	Chicago	910	5.95-8.30	6.57
27	NYC	2180	1.30-2.00	1.42		Pitts	295	All	2.75
28	Phila	457	1.10-1.15	1.13		Det.	570	All	3.50
-----					24	Chicago	806	7.55-7.60	7.57
Total Lugs		31,032		2.96	27	Chicago	1990	3.00-6.30	4.70
-----						Det.	460	All	3.00
-----						NYC	5690	1.10-7.05	2.81
-----					28	Pitts	292	2.00-2.05	2.04
-----						Chicago	848	1.90-1.95	1.91
-----						Pitts	668	1.30-1.35	1.31
-----						Phila	1079	4.25-4.30	4.25
-----					-----				
-----					Total Lugs		19,454	Avg. Price-3.69	

RAIL AND TRUCK SHIPMENTS GRAPES BY VARIETIES FOR CENTRAL AND WESTERN ARIZONA AND COACHELLA VALLEY DISTRICTS BY DAYS JUNE 8 TO AUGUST 4, 1964

DATE 1964	CENTRAL ARIZONA 1/										WESTERN ARIZONA						COACHELLA VALLEY 3/					
	Robin		Perl-ette		Card-inal		Thomp. Seedless		Exotic		Perl-ette		Card-inal		Thomp. Seedless		Perl-ette 2/		Card-inal		Thomp. Seedless	
	Rail	Truck	Rail	Truck	Rail	Truck	Rail	Truck	Rail	Truck	Rail	Truck	Rail	Truck	Rail	Truck	Rail	Truck	Rail	Truck	Rail	Truck
June 8	1																					
9																						
10																						
11																						
12																						
13																						
14																						
15																						
16																						
17																						
18																						
19																						
20																						
21																						
22	1																					
23	2																					
24	3																					
25	2																					
26	2																					
27	1																					
28																						
29	4																					
30	2																					
July 1	1																					
2	1																					
3	1																					
4	1																					
5	1																					
6	1																					
7	1																					
8	1																					
9	1																					
10																						
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25																						
26																						
27																						
28																						
29																						
30																						
31																						
Aug. 1																						
2																						
3																						
4																						
Total	17	11	35	13	130	57	281	155	19	12	1	3	6	1	3	403	409	37	147	654	625	

1/ Source Arizona Fruit & Vegetable Standardization Service
 2/ 10 cars of Perlette moved by air June 9 to 18
 3/ Other varieties from Coachella Valley, Black Beauty 1 Rail, 48 Trucks; Delights 2 Rail, 3 Trucks; Ribiers 0 Rail, 1 Truck.
 * Movement after this date unavailable.

RAIL SHIPMENTS OF GRAPES BY DISTRICTS AND DAYS JUNE 22 - AUGUST 4, 1964

DATE	Central Arizona	Western Arizona	Southern California	Imperial Valley	Central California	TOTAL U.S.	West Mexico
June 22	1	-	41	1	-	42	-
23	2	-	44	2	-	48	-
24	3	1	43	2	-	49	-
25	2	-	40	3	1	46	-
26	2	-	26	-	-	28	1
27	-	-	29	1	-	30	-
28	1	-	1	3	-	4	-
29	4	1	34	2	1	42	1
30	8	1	32	2	-	43	1
1	6	-	34	1	-	36	-
2	11	-	36	-	-	47	1
3	10	-	38	-	-	48	-
4	14	-	30	-	-	44	-
5	6	-	10	-	-	16	-
6	9	-	53	1	-	63	-
7	11	-	54	1	-	66	-
8	16	-	52	1	2	71	-
9	20	-	52	1	5	78	-
10	15	-	37	1	5	58	1
11	15	-	35	1	4	55	-
12	11	-	5	4	-	20	-
13	16	-	32	1	4	53	-
14	21	-	32	-	11	64	-
15	14	1	38	-	13	66	-
16	19	-	24	-	8	51	-
17	12	-	17	-	7	36	-
18	24	-	16	-	6	44	-
19	9	-	-	-	6	25	-
20	32	-	12	-	10	54	-
21	24	-	6	-	18	48	-
22	34	-	9	-	21	64	-
23	25	-	6	-	24	55	-
24	18	-	5	-	22	45	-
25	24	-	3	-	21	48	-
26	13	-	7	-	3	16	-
27	10	-	2	-	27	39	-
28	9	-	1	-	48	57	-
29	-	-	-	-	64	64	-
30	2	-	-	-	55	57	-
31	-	-	-	-	28	28	-
Aug. 1	-	-	1	-	56	56	-
2	-	-	1	-	23	23	-
3	-	-	1	-	60	60	-
4	-	-	1	-	78	78	-

ARIZONA GRAPE ACREAGE - 1965

(By Arizona Fruit & Vegetable Standardization Service April 16, 1965)

<u>FINAL COUNTY</u>	<u>Producing</u>	<u>1 and 2 year old plantings Non-Producing</u>
Thompsons	59	81
Cardinals	6	15
<u>MARICOPA COUNTY</u>		
Thompsons	2762	654
Cardinals	882	-
Perlettes	186	22
Exotics	391	70
Robins	59	-
<u>YUMA COUNTY</u>		
Thompsons	109	40
Cardinals	101	10
Perlettes	3	30
Exotics	17	-
<u>TOTAL ARIZONA:</u>		
Thompsons	2930	775
Cardinals	989	25
Perlettes	189	52
Exotics	408	70
Robins	59	-
	-----	-----
	4575	922

GRAPES: PRODUCTION BY STATES 1964 WITH COMPARISONS 1963, 1962 AND AVE. 1958-62

STATE	PRODUCTION			
	Average 1958-62	1962	1963	1964
	Tons	Tons	Tons	Tons
New York	109,000	107,000	107,000	120,000
New Jersey	880	900	860	900
Pennsylvania	33,000	34,500	34,000	39,000
Ohio	15,980	17,500	9,500	16,000
Michigan	54,900	68,000	33,500	75,000
Iowa	750	550	350	450
Missouri	4,060	4,100	2,400	5,000
North Carolina	970	950	1,000	1,400
South Carolina	2,600	4,000	5,200	6,000
Georgia	1,150	1,000	1,200	1,000
Arkansas	7,460	8,300	5,300	6,200
Arizona	9,060	12,100	16,500	12,500
Washington	50,320	52,000	76,600	56,400
California, all	2,805,600	2,928,000	3,500,000	3,165,000
Wine varieties	557,600	643,000	624,000	610,000
Table varieties	529,000	578,000	622,000	525,000
Raisin varieties	1,719,000	1,707,000	2,254,000	2,030,000
Raisin 1/	204,400	191,000	266,000	237,600
Not dried	896,400	918,000	1,124,000	960,000
United States	3,097,430 2/	3,238,900	3,793,410	3,504,850

1/ Dried basis: 1 ton of raisins is equivalent to 4.50 tons of fresh grapes for 1964; 4.25 tons for 1963; 4.13 tons for 1962; and 4.02 tons for the 1958-62 average.

2/ Includes production for States no longer estimated.

Source; Annual Crop Summary, December 1964, Crop Reporting Board, SRS, USDA

DAILY MAXIMUM & MINIMUM TEMPERATURES AND PRECIPITATION
 JUNE 20 - AUGUST 5, 1964 AT CASA GRANDE, CHANDLER, DEER VALLEY
 HARQUAHALA PLAIN, LITCHFIELD PARK, PHOENIX AIRPORT
 (By U. S. Dept. of Commerce, Weather Bureau, Phoenix Sky Harbor Airport)

DATE	CASA GRANDE			CHANDLER			DEER VALLEY			HARQUAHALA PLAIN			LITCHFIELD PARK			PHOENIX AIRPORT		
	Max	Min	Prec	Max	Min	Prec	Max	Min	Prec	Max	Min	Prec	Max	Min	Prec	Max	Min	Prec
June																		
20	101	61		100	67		98	61					99	61		99	61	
21	101	63		98	60		100	62					101	58		98	60	
22	102	61		100	63		100	63					105	60		102	61	
23	108	66		102	67		105	73					110	66		108	66	
24	110	69		108	76		109	73					113	66		111	68	
25	107	76		110	77		112	80					112	73		107	76	
26	105	79	T	112	77		108	79					109	76		102	80	
27	105	76		104	77		104	79					107	75		103	76	
28	107	79		106	75		101	78					107	76		106	80	
29	106	74		102	74		107	77					109	72		106	74	
30	108	72		105	72		108	74					108	75		108	71	
31																		
July																		
1	109	76		107	73		110	74					110	71		108	73	
2	111	78		107	76		110	73					111	74		111	74	
3	110	75		108	73		112	72					112	72		112	72	
4	110	80		110	74		112	74					110	76		109	73	
5	110	75		109	72		110	72					110	69		110	73	
6	109	74		104	77		110	73					110	72		109	72	
7	107	80		108	78		110	77					108	80		105	77	
8	104	76	.10	105	81		105	80					104	80		97	80	T
9	100	73		96	73		99	76					104	77		102	73	T
10	105	76		102	79		103	81					109	77		105	79	
11	109	76		104	78		108	79					112	80		110	79	
12	109	80		108	84		111	82					111	79		109	81	
13	103	77		108	80		111	82					110	80		103	80	
14	104	80	.12	102	80	.17	104	81					106	78	.08	102	72	.22
15	97	69	.10	106	69		106	73	.28				99	72		96	72	.08
16	104	75		104	75		96	76					106	75		103	75	
17	109	79		100	75		105	78					110	80		109	76	
18	110	80		104	81		110	81					112	77		110	78	
19	108	83		108	82		111	83					110	82		108	82	
20	105	82		107	84		109	82					107	80		106	82	
21	105	84		103	85		107	82					107	82		104	84	
22	105	83		100	82		106	80					106	80		105	85	T
23	107	84		103	83		106	83	T				110	79		107	79	.05
24	103	79	.24	106	75	.01	101	75	.18				109	75		100	76	
25	98	73		100	73		100	74					101	74		98	74	
26	98	79		98	79		100	78					100	78		96	80	
27	105	76		98	73		99	77					107	76		103	76	
28	111	76		103	79		106	79					112	76		111	78	
29	109	87		110	87	.18	112	84					111	84		101	86	T
30	112	79	.13	100	72	.20	103	72	1.29				101	72	.25	95	73	.11
31	98	72	.31	96	71		94	73					95	72	.70	83	73	.14
August																		
1	99	74	.10	81	72	.52	84	72	.47				91	70	.36	87	72	.05
2	88	73		88	72		88	72	.03				87	74	.06	81	71	.44
3	98	72		85	71		88	71	.05				99	70		96	70	
4	102	77		94	73		97	76					104	76	T	102	76	
5	96	77		98	74		105	75					97	74		98	75	