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FEDERAL-STATE MARKET NEWS SERVICE

MARKETING LODI DISTRICT TOKAYS

PRELIMINARY SUMMARY

1953 SEASON

Current figures are preliminary  
and subject to revision.

T. M. Jones  
Local Representative  
Lodi, California  
October 1953

TABLE OF CONTENTS

<u>Table No.</u>		<u>Page No.</u>
	Foreward . . . . .	1 - 2
1	Daily California Grape Shipments by Rail During Lodi Season . . . . .	3
2	Tokay Packout by Packages . . . . .	4
3	Daily Shipping Point Prices of Lodi District Tokays . . . . .	5
4	Weekly Auction Averages of Lodi District Tokays . . . . .	6
5	16 Cities Arrivals, Track Holdings, Unloads and Diversions . . . . .	7
6	Lodi Daily Maximum and Minimum Temperatures . . . . .	8

FEDERAL-STATE MARKET NEWS SERVICEMarketing Lodi District Tokay GrapesPreliminary Summary of 1953 Season

Information contained in this summary is based on market news reports on grapes issued from the Lodi office of the Federal-State Market News Service from September 1st through October 28, 1953. Data furnished by other agencies are shown where applicable. Current figures are preliminary and subject to final revision.

The 1953 Lodi Tokay Grape season was rather disappointing from both a quality and yield standpoint but trading levels were considerably higher than those of the previous season. Net returns to growers are difficult to estimate at this time, partly because final figures on production are not yet available and remaining cold storage stock is yet to be sold. Quality was generally below normal with the exception of color, which was outstanding. Preliminary packout figures indicate approximately a million less packages than the all time record established last year of 6,357,903 packages. Detrimental rains did not occur until October 18th, allowing for a near complete harvest. Cold storage holdings as of October 15th were 663,177 packages compared to the record set last season of 710,709 packages. Eastern auction prices were erratic, at times reflecting extreme lows.

As in the past fourteen years, the Tokay shipping season again operated under the Tokay Marketing Agreement, an order established under Federal law designed to eliminate over-supply and to stabilize prices through control of quality and quantity. Both interstate and intrastate shipments were restricted to grapes possessing not less than 65% color and not more than 8% grade defects. In addition, pro-rate quotas were inaugurated limiting shipments, both rail and truck, on the basis of 125 carlot equivalents daily, with minor adjustments allowable for over and under shipments.

Early asking prices of \$3.00 were reported on first offerings with official opening FOB values firmly established at \$2.50 on September 2nd. Price resistance soon developed at this level, forcing the market to adjust the following day to \$2.25. Harvesting accelerated as shippers endeavored to enlarge their prospective allotment quotas before installation of the quota system on September 10th. Disagreement as to prices over the Labor Day week end continued until mid-week, at which time a level of \$1.75 had become established.

Marketing conditions quickly reversed as demand exceeded supply for the newly restricted offerings. Trading levels advanced almost daily, reaching a high of \$2.00. Demand soon slackened with resulting price declines. Shippers immediately recommended growers enter storage to allow existing supplies to clean up. The season low of \$1.50 held steady for almost two weeks while rollers were reported selling for less as Eastern auctions continued to lag below corresponding FOB values. Movement into storage was rapid during this period.

Daily improvement in demand started when the harvesting peak had been reached and shipments declined. Light showers Saturday, October 10th halted harvesting, temporarily forcing a carry over of unfilled orders.

Opening prices Monday, October 12th were \$1.75 and held firm until Thursday, when a heavy penetrating fog again curtailed harvesting. Closing prices as the week ended were generally \$1.85-1.90, with increasing interest in storage lots. Rain Sunday morning, October 18th restricted harvesting to only limited offerings. Most subsequent fresh shipments were confined to truck movement and near-by rail points.

Storage interest quickly accelerated following the rain for both immediate and future delivery. Most sales thus far have been for day to day shipment as many shippers have refused to commit stock at present prices for future delivery. Trading levels for storage stock have been \$2.00-2.25, mostly around \$2.00-2.10.

TABLE NO. 1. DAILY CALIFORNIA GRAPE SHIPMENTS BY RAIL DURING LODI SEASON.

1953 Season

Date	No. Calif. Exp.	No. Calif. Frt.	Cent. Calif. Exp.	Cent. Calif. Frt.	Calif. Boat	Total
<u>AUGUST</u>						
31	-	3	-	49	-	52
<u>SEPTEMBER</u>						
1	-	6	1	89	-	96
2	-	17	1	94	-	112
3	8	25	24	87	-	144
4	12	27	21	98	-	158
5	7	34	12	94	-	147
6	-	7	8	28	-	43
7	-	73	1	46	-	120
8	-	93	3	78	-	174
9	2	121	16	101	-	240
10	-	89	19	91	-	199
11	2	97	17	96	-	212
12	-	60	10	117	-	187
13	-	15	5	36	-	56
14	-	93	1	82	-	176
15	-	99	10	87	-	196
16	-	104	13	85	-	202
17	-	104	9	75	-	188
18	-	101	11	74	-	186
19	-	85	10	68	-	163
20	-	17	3	15	2	37
21	-	91	-	39	-	130
22	-	104	6	57	-	167
23	-	95	14	49	-	158
24	-	89	7	38	-	134
25	-	86	12	54	-	152
26	-	69	12	63	-	144
27	-	17	6	22	-	45
28	-	63	-	37	-	100
29	-	81	8	59	-	148
30	-	93	11	56	-	160
<u>OCTOBER</u>						
1	-	71	11	46	-	128
2	-	86	19	68	-	173
3	-	85	13	64	-	162
4	-	9	7	35	-	51
5	-	74	1	54	-	129
6	-	76	2	74	-	152
7	-	72	14	72	-	158
8	-	81	18	72	-	171
9	-	63	16	95	-	174
10	-	59	12	62	4	137
11	-	5	1	25	-	31
12	-	71	2	97	-	170
13	-	69	8	118	-	195
14	-	65	16	124	3	208
15	-	53	13	111	-	177
16	-	47	16	124	2	189
17	-	51	20	122	2	195
18	-	3	3	54	3	63
19	-	40	1	100	-	141
20	-	32	9	122	-	163
21	-	47	12	120	-	179
22	-	26	10	120	-	156
23	-	36	10	151	-	197
24	-	20	12	161	-	193
25	-	4	-	62	-	66
26	-	11	-	115	-	126
27	-	5	6	125	-	136

Source of data: Compiled from daily grape reports issued by Federal-State Market News Service, Lodi, California

## Marketing Lodi District Tokays

TABLE NO. 2. TOKAY PACKOUT BY PACKAGES

(All 1953 totals to date include previous minor adjustments)

Week ending September 6.		Week ending September 13.		Week ending September 20.	
Day	No. of Pkgs.	Day	No. of Pkgs.	Day	No. of Pkgs.
Monday	4,744	Monday	110,077	Monday	149,065
Tuesday	11,511	Tuesday	121,913	Tuesday	168,375
Wednesday	25,144	Wednesday	164,235	Wednesday	164,534
Thursday	47,809	Thursday	120,043	Thursday	165,302
Friday	61,645	Friday	144,794	Friday	161,475
Saturday	88,035	Saturday	122,058	Saturday	129,642
Sunday	2,161	Sunday	2,357	Sunday	- - -
Total	242,154	Total	795,477	Total	938,393
<u>TO DATE</u>		<u>TO DATE</u>		<u>TO DATE</u>	
1953	242,154	1953	1,022,290	1953	1,947,917
1952	522,833	1952	1,689,218	1952	3,000,203

  

Week ending September 27.		Week ending October 4.		Week ending October 11.	
Day	No. of Pkgs.	Day	No. of Pkgs.	Day	No. of Pkgs.
Monday	133,247	Monday	110,808	Monday	160,195
Tuesday	164,339	Tuesday	149,591	Tuesday	115,978
Wednesday	148,996	Wednesday	149,520	Wednesday	119,254
Thursday	171,877	Thursday	136,407	Thursday	110,496
Friday	147,208	Friday	142,299	Friday	98,975
Saturday	115,434	Saturday	111,474	Saturday	76,584
Sunday	2,904	Sunday	- - -	Sunday	- - -
Total	884,105	Total	800,099	Total	681,482
<u>TO DATE</u>		<u>TO DATE</u>		<u>TO DATE</u>	
1953	2,831,922	1953	3,631,960	1953	4,313,442
1952	4,100,229	1952	5,013,862	1952	5,645,505

  

Week ending October 18.		Week ending October 25.		Week ending November 1.	
Day	No. of Pkgs.	Day	No. of Pkgs.	Day	No. of Pkgs.
Monday	99,803	Monday	27,532	Monday	10,232
Tuesday	81,461	Tuesday	33,093	Tuesday	7,859
Wednesday	77,611	Wednesday	25,065	Wednesday	4,083
Thursday	47,697	Thursday	31,477	Thursday	2,746
Friday	51,720	Friday	20,963	Friday	719
Saturday	63,042	Saturday	15,215	Saturday	1,502
Sunday	- - -	Sunday	- - -	Sunday	- - -
Total	421,334	Total	153,345	Total	27,141
<u>TO DATE</u>		<u>TO DATE</u>		<u>TO DATE</u>	
1953	4,734,919	1953	4,889,447	1953	4,915,063
1952	6,082,797	1952	6,325,994	1952	6,357,903

Source of data: Compiled from daily reports issued by the Tokay Marketing Agreement, Lodi, California

TABLE NO. 3. DAILY SHIPPING POINT PRICES OF LODI DISTRICT TOKAYS.

1953 Season

(Basis of sale: f.o.b. shipping point)

FRESH STOCK		FRESH STOCK		STORAGE
Date	Range	Date	Range	Range
<u>SEPTEMBER</u>		<u>OCTOBER</u>		
1	-	1	1.50, Special pack 1.60	
2	2.50	2	1.50, Special pack 1.60	
3	2.25	3	Saturday	
4	2.25	4	Sunday	
5	Saturday	5	1.50, Special pack 1.60	
6	Sunday	6	1.50, Special pack 1.60	
7	Holiday	7	1.50, Special pack 1.60	
8	1.85-2.00, mostly 1.85	8	1.50-1.60, mostly 1.50	
9	1.75	9	1.60, occ 1.65-1.70	
10	1.75	10	Saturday	
11	1.75	11	Sunday	
12	Saturday	12	1.75, Special pack 1.80-1.90	
13	Sunday	13	1.75-1.85, Sp. pack 1.90-2.00	2.00
14	1.75, Special pack 1.85	14	1.80-1.85, few 1.90-2.00	2.00
15	1.85, Special pack 1.95	15	1.80-1.90, mostly 1.85, occ 2.00	2.00
16	1.90-2.00	16	1.85-1.90, occ 2.00	2.00-2.25
17	1.95-2.00, Special pack 2.10	17	Saturday	
18	2.00, Special pack 2.10	18	Sunday	
19	Saturday	19	Supplies insufficient to quote.	2.00-2.25
20	Sunday	20		2.00-2.25
21	1.90, Special pack 2.00	21		2.00-2.25
22	1.75, Special pack 1.85	22		2.00-2.25 mostly 2.00-2.10
23	1.75	23		2.00-2.25 mostly 2.00-2.10
24	1.65, Special pack 1.75	24	Saturday	
25	1.60-1.65	25	Sunday	
26	Saturday	26		2.00-2.10
27	Sunday	27		2.00-2.10
28	1.50, occ 1.60		Last Report	
29	1.50, Special pack 1.60			
30	1.50, Special pack 1.60			

Source of data: Compiled from daily grape reports issued by Federal-State Market News Service, Lodi, California.

## Marketing Lodi District Tokays

TABLE NO. 4. WEEKLY AUCTION AVERAGES OF LODI DISTRICT TOKAYS

Weighted Averages on the Basis of Number of Packages Sold.  
Comparison with Last Week & Last Year.

Week ending September 5.				Week ending September 12.				Week ending September 19.			
Market	No. of Pkgs.	Averages		Market	No. of Pkgs.	Averages		Market	No. of Pkgs.	Averages	
		1953	1952			1953	1952			1953	1952
Balti.	-	-	-	Balti.	-	-	-	Balti.	1090	2.81	2.26
Boston	-	-	-	Boston	996	3.63	-	Boston	5499	2.78	2.27
Chicago	3351	2.99	3.10	Chicago	4470	2.94	2.77	Chicago	8391	2.59	2.19
Cinci.	-	-	-	Cinci.	-	-	-	Cinci.	3314	2.78	2.29
Cleve.	-	-	-	Cleve.	300	3.25	-	Cleve.	2079	2.88	2.00
Detroit	-	-	-	Detroit	2013	2.87	2.97	Detroit	4955	2.78	2.48
N.Y.	1325	3.79	3.10	N.Y.	10145	3.06	3.31	N.Y.	12550	3.06	2.33
Phila.	-	-	-	Phila.	2702	3.32	3.45	Phila.	10826	2.90	2.34
Pitts.	-	-	-	Pitts.	-	-	2.99	Pitts.	1372	2.54	2.62
St.Louis	-	-	-	St.Louis	3315	2.80	-	St.Louis	2230	2.71	2.19
Total	4676	3.21	-	Total	23941	3.04	-	Total	52307	2.84	-
Ls.Week	626	3.20	-	Ls.Week	4676	3.21	-	Ls.Week	23941	3.04	-
Ls.Year	6602	-	3.13	Ls.Year	28158	-	3.08	Ls.Year	76015	-	2.31
<u>TO DATE</u>				<u>TO DATE</u>				<u>TO DATE</u>			
1953	5302	3.21	-	1953	29243	3.07	-	1953	81550	2.92	-
1952	6602	-	3.13	1952	34760	-	3.11	1952	104775	-	2.70

Week ending September 26.				Week ending October 3.				Week ending October 10.			
Market	No. of Pkgs.	Averages		Market	No. of Pkgs.	Averages		Market	No. of Pkgs.	Averages	
		1953	1952			1953	1952			1953	1952
Balti.	4410	2.51	2.06	Balti.	2200	2.37	1.77	Balti.	1100	2.40	-
Boston	2860	2.06	1.79	Boston	4303	1.75	1.83	Boston	2144	2.74	-
Chicago	8580	2.51	1.93	Chicago	5525	2.14	2.00	Chicago	8775	2.18	2.10
Cinci.	60	2.75	1.92	Cinci.	4295	2.20	2.15	Cinci.	3650	2.41	1.91
Cleve.	2535	2.13	2.04	Cleve.	1480	1.94	2.00	Cleve.	1455	2.13	2.35
Detroit	5995	2.61	2.09	Detroit	4270	2.42	2.06	Detroit	6620	2.35	2.20
N.Y.	12355	2.57	1.99	N.Y.	19970	2.06	2.04	N.Y.	15305	2.40	2.47
Phila.	7547	2.59	2.08	Phila.	5846	2.18	2.18	Phila.	9735	2.80	2.07
Pitts.	1105	1.91	1.84	Pitts.	2968	2.22	1.77	Pitts.	2175	2.44	2.31
St.Louis	3335	2.63	2.24	St.Louis	5195	2.31	2.12	St.Louis	2210	2.54	2.18
Total	48782	2.50	-	Total	56052	2.13	-	Total	53169	2.44	-
Ls.Week	52307	2.84	-	Ls.Week	48782	2.50	-	Ls.Week	56052	2.13	-
Ls.Year	72625	-	2.00	Ls.Year	67969	-	2.05	Ls.Year	60798	-	2.25
<u>TO DATE</u>				<u>TO DATE</u>				<u>TO DATE</u>			
1953	130332	2.76	-	1953	186384	2.57	-	1953	239553	2.55	-
1952	177400	-	2.42	1952	251369	-	2.32	1952	312167	-	2.30

Week ending October 17.				Week ending October 24.				Week ending October 31.			
Market	No. of Pkgs.	Averages		Market	No. of Pkgs.	Averages		Market	No. of Pkgs.	Averages	
		1953	1952			1953	1952			1953	1952
Balti.	1100	2.61	2.24	Balti.	1125	2.75	2.45	Balti.	2340	2.74	2.47
Boston	3303	2.44	2.17	Boston	2200	2.55	2.42	Boston	2799	2.39	2.16
Chicago	4989	2.56	2.20	Chicago	10985	2.84	2.01	Chicago	8820	2.59	2.22
Cinci.	1245	2.46	-	Cinci.	37	2.90	2.10	Cinci.	4225	2.67	-
Cleve.	1880	2.39	2.25	Cleve.	825	2.90	-	Cleve.	1227	2.79	-
Detroit	6820	2.57	2.47	Detroit	5280	2.88	2.44	Detroit	5629	2.55	2.00
N.Y.	14320	3.17	2.63	N.Y.	16500	3.14	2.44	N.Y.	17580	2.43	2.39
Phila.	9722	2.64	2.49	Phila.	8811	2.93	2.63	Phila.	10912	2.52	2.33
Pitts.	2188	2.48	2.32	Pitts.	-	-	2.60	Pitts.	-	-	2.21
St.Louis	4420	2.61	2.32	St.Louis	3315	2.26	2.33	St.Louis	3315	2.97	2.38
Total	49987	2.74	-	Total	49078	2.91	-	Total	56,847	2.55	-
Ls.Week	53169	2.44	-	Ls.Week	49987	2.74	-	Ls.Week	49,078	2.91	-
Ls.Year	60797	-	2.45	Ls.Year	56883	-	2.40	Ls.Year	45,737	-	2.30
<u>TO DATE</u>				<u>TO DATE</u>				<u>TO DATE</u>			
1953	289540	2.58	-	1953	338618	2.63	-	1953	395465	2.62	-
1952	366964	-	2.33	1952	429847	-	2.30	1952	475584	-	2.30

Source of data: Compiled from weekly summary reports issued by Federal-State Market News Service, Fresno, California.



TABLE NO. 5. 16 CITIES ARRIVALS, TRACK HOLDINGS, UNLOADS AND DIVERSIONS.a/

1953 Season

Date	Cars Arrived	Unloads and Diverts	Cars on Track	Date	Cars Arrived	Unloads and Diverts	Cars on Track
<u>SEPTEMBER</u>				<u>OCTOBER</u>			
1	65	*	119	1	98	105	301
2	85	80	124	2	91	166	226
3	62	83	103	3	Saturday		
4	58	82	79	4	Sunday		
5	Saturday			5	218	151	293
6	Sunday			6	71	106	258
7	Holiday			7	99	**	211
8	182	138	123	8	110		228
9	81	97	107	9	74	124	178
10	94	82	119	10	Saturday		
11	90	94	114	11	Sunday		
12	Saturday			12	126	**	153
13	Sunday			13	110		176
14	191	133	173	14	91	113	154
15	98	107	164	15	100	113	141
16	141	118	187	16	92	98	135
17	159	124	222	17	Saturday		
18	83	115	190	18	Sunday		
19	Saturday			19	176	135	176
20	Sunday			20	80	88	168
21	293	189	294	21	110	135	143
22	125	93	326	22	119	89	173
23	138	177	287	23	88	89	172
24	137	143	281	24	Saturday		
25	101	96	286	25	Sunday		
26	Saturday			26	231	162	241
27	Sunday			27	80	122	209
28	281	225	342	28	133	101	241
29	95	117	320		Last Report		
30	101	113	308				

Source of data: Compiled from daily grape reports issued by the Federal-State Market News Service, Lodi, California

\* 15 Cities reporting. \*\* 14 Cities reporting.

a/ 16 Leading Markets include Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Detroit, Fort Worth, Kansas City, Philadelphia, Pittsburgh, New York, Minneapolis, St. Paul, Washington, and St. Louis.

TABLE NO. 6. LODI DAILY MAXIMUM AND MINIMUM TEMPERATURES.

1953 Season

Date	Max. & Min.	Condition	Date	Max. & Min.	Condition
<u>SEPTEMBER</u>			<u>OCTOBER</u>		
1	-	-	1	48-76	clear
2	53-96	clear	2	37-82	clear
3	56-96	clear	3	36-84	clear
4	53-85	clear	4	36-89	clear
5	54-84	clear	5	52-95	clear
6	53-83	clear	6	45-93	clear
7	50-88	clear	7	48-92	clear
8	52-94	clear	8	45-92	clear
9	49-100	clear	9	43-82	partly cloudy
10	56-102	clear	10	47-71	rain .02
11	54-96	cloudy	11	36-78	clear
12	61-96	clear	12	46-79	clear
13	62-103	clear	13	39-74	partly cloudy
14	57-100	clear	14	41-68	cloudy, rain .01
15	56-83	clear	15	40-69	fog
16	54-80	clear	16	33-74	clear
17	53-89	clear	17	37-74	partly cloudy
18	53-88	clear	18	46-74	rain .31
19	48-80	clear	19	37-71	clear
20	50-79	clear	20	33-74	clear
21	51-76	cloudy	21	46-72	clear
22	48-81	clear	22	42-73	clear
23	44-84	clear	23	46-73	clear
24	41-87	clear	24	36-71	clear
25	46-80	clear	25	37-72	clear
26	41-77	clear	26	38-79	clear
27	47-79	clear	27	40-80	clear
28	44-88	clear	Last Report		
29	42-81	clear			
30	38-82	clear			

Source of data: Compiled from daily grape reports issued by Federal-State Market News Service, Lodi, California