

# **MARKETING MICHIGAN BERRIES**

**Including Processing Data**

**Asparagus**

**Blueberries**

**Cane Berries**

**Red Tart Cherries**

**Strawberries**

## **1978 CROP**

---

---

**FEDERAL—STATE MARKET NEWS SERVICE**

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

**Michigan Department of Agriculture  
Marketing Division**



FOREWORD

This summary reflects the marketing activities of Michigan strawberries, blueberries, red tart cherries, asparagus, and various cane berries. Both fresh and processed markets are discussed in this report, which is published by the Michigan Department of Agriculture, Marketing Division, cooperating with the U.S. Department of Agriculture, Agriculture Marketing Service.

Information in this summary was collected from printed reports issued by the Federal-State Market News offices at Benton Harbor, Michigan; Rochester, New York; New Jersey and the Maine Departments of Agriculture; Bureau of Statistics Agriculture Canada Ottawa Ontario; and the market manager of the Benton Harbor Fruit Market.

We wish to express our sincere appreciation to individuals and firms of the Fruit and Vegetable Industry who cooperated with us and made this report possible.

Additional printed copies of this summary may be obtained by request from:

U.S. Department of Agriculture, AMS  
F&V Division, Market News Branch  
2503 Agriculture, South Building  
Washington, D.C. 20250

Federal-State Market News Service  
P.O. Box 1204  
Benton Harbor, Michigan 49022  
Phone Area Code 616 - 925-3279

C.W. Hackensmith, Local Representative

Released April 1979

TABLE OF CONTENTS  
1978 CROP

PAGE

Foreword . . . . .	3
<u>Strawberry Narrative Review</u> . . . . .	6-7
Strawberries for fresh market and processing; area and yield per acre 1976-78 . . . . .	8
Strawberries for fresh market and processing; production and value 1976-78 . . . . .	9
U.S. imports for fresh and frozen strawberries from Mexico by months 1975-78 . . . . .	10
Frozen strawberries-U.S. Supply & Disappearance; United States Cold Storage holdings and stocks of frozen strawberries in retail packs & institutional containers . . . . .	11
Strawberries for processing 1978 crop . . . . .	12
1978 Michigan fresh market strawberry movement; also movement by district in 40,000 lbs. . . . .	13
1978 strawberry unloads at principal wholesale terminal markets; sales of Michigan strawberries at important wholesale terminal markets . . . . .	14
Daily price range of strawberries at Benton Harbor fruit market and Southwest Michigan points . . . . .	15
Daily price range of strawberries at Alpena; and Benton Harbor Fruit Market movement . . . . .	16
<u>Blueberry Narrative Review</u> . . . . .	17
Michigan blueberry fresh market truck shipments . . . . .	18
1978 blueberry unloads; 1976 intended plantings by age and variety . . . . .	19
Michigan blueberry receipts delivered to processors or receiving stations; also 1978 Maine blueberry pack . . . . .	20
New Jersey production; acreage harvested, yield per acre, production, prices and value 1968-77 . . . . .	21
New Jersey truck shipments and United States cold storage holdings . . . . .	22
1978 Michigan blueberry daily price range for Southwestern and Central points; and sales of Michigan blueberries at important wholesale terminal markets . . . . .	23

TABLE OF CONTENTS  
1978 CROP

	<u>PAGE</u>
<u>Cherry Narrative Review</u> . . . . .	24
Red tart cherries from Great Lakes producing area weekly receipts delivered to processors; also combined disposition of cherries from the Great Lakes producing area; and United States cold storage holdings of frozen cherries . . . . .	25
Cherry utilization and price; and disposition of Michigan cherries . . . . .	26
<u>Black Raspberry Narrative Review</u> . . . . .	27
Weekly receipts delivered to Michigan processors or receiving stations; also United States cold storage holdings . . . . .	27
<u>Red Raspberry Narrative Review</u> . . . . .	28
Weekly receipts delivered to Michigan processors or receiving stations; also United States cold storage holdings . . . . .	28
<u>Asparagus Narrative Review</u> . . . . .	29
Weekly receipts delivered to Michigan processors or receiving stations; also United States cold storage holdings . . . . .	29
Asparagus for fresh market and processing, area yield per acre, production and value 1976-78 . . . . .	30
Asparagus commercial crop for fresh market and processing; production and value 1976-78 . . . . .	31

STRAWBERRIES  
1978 CROP

ACREAGE: The harvested acreage of strawberries decreased slightly in Michigan during the 1978 season, while the total United States acreage increased slightly. Michigan acreage was recorded at 2,700, compared to 2,800 a year earlier, and 2,900 acres in 1976. The slight decline was attributed to some abandonment of older fields.

PRODUCTION: The 1978 national strawberry crop was estimated by the U.S. Dept. of Agriculture, Statistical Reporting Service at 6.2 million hundredweight. In 1977, 6.3 million hundredweight were produced. The largest decrease was in California, where production decreased by 82,000 hundredweight. Washington was down 26,000 cwt. The production in Michigan at 154,000 hundredweight compares to 151,000 hundredweight in 1977, and 174,000 hundredweight two years ago. The yield per acre was 57 hundredweight showing a slight increase from the 54 recorded a year earlier.

GROWING CONDITIONS: The spring of 1978 followed a very cold winter and heavy snowfall. Strawberry plants overwintered fairly well due to the snow cover, but began the growing season slower than normal due to the cool spring that followed. By the week ending May 27th, the Michigan Agricultural Reporting Service reported that strawberries were in full bloom. There were some scattered reports of frost damage, but nothing on the scale that was experienced a year earlier. The most significant weather factor during the growing season was the hailstorm that severely damaged fields in the Niles and Berrien Townships during the weekend of June 24th & 25th.

HARVEST: The first pickings began around June 8th, which was about two weeks later than the previous season. The harvest in the Southwest area became active by the 11th and peaked between the 19th and 23rd, then was generally complete by the 7th of July. The harvest in the Northeast began around June 21st and ran through the middle of July. Harvest in the upper peninsula ran slightly later.

MARKETING: Benton Harbor Fruit Market: First of season sales on the Benton Harbor Fruit Market were recorded on June 12th. 16 quart crates sold in a general range of \$10.00-12.50, with a few 8 quart flats from \$6.00-6.50. This compared to an opening price in 1977 on 16 quart crates of \$7.00-9.00 and \$4.50-5.00 on 8 quart flats.

As supplies arriving on the Market increased, prices began to decline. By June 16, 1978, crates were selling from \$9.00-10.50. Rain during the weekend, coupled with increasing supplies, caused a further decrease in prices and during the following week 16 quart crates sold from \$6.50-8.50. The market gained strength over the weekend due to the loss of strawberries from the hail and rainstorms. On Monday, June 26th, crates sold from \$8.75-10.00. Quality problems, as a result of the heavy rains, made some of the buyers too cautious, and this weakened the market once again. Final sales of the season were recorded on July 5th at \$10.00-10.50. The average price of the season on 16 quart crates was \$8.19. This was down considerably from the \$9.81 average recorded a year earlier. Southwestern Michigan F.O.B.: The first shipping point sales of the season were reported on June 12th. 8 quart flats sold from \$6.00-6.50. A year earlier on June 1st, flats began the season at \$4.00-4.50. Sales in 1978 were soon receiving downward pressure and growers and shippers lowered prices to a level of \$4.50-5.00. This soon slipped to \$4.50. As supplies began to cleanup, the market advanced, and when the final sales of the season were reported on June 28th, flats sold from \$4.50-5.00.

SHIPMENTS: Total shipments of Michigan fresh market strawberries in 1978 totaled 200,217- 16 quart crate equivalents. This compares to 266,422 in 1977 and 320,362 in 1975. Benton Harbor Fruit Market: The volume over the market totaled 100,042 16 quart crate equivalents, and showed a decrease from the 151,447 recorded in 1977. The peak volume occurred during the week of June 19-23, when 52,900 quart crates were sold on the market. When compared to the previous season the peak took place two weeks earlier and was 3,449 crate equivalents heavier. Southwest Michigan F.O.B.: Strawberry shipments began on June 10th, with 175- 16 quart crate equivalents. Supplies moving directly from the packing houses during the season totaled 73,841 crates.

STRAWBERRIES  
1978 CROP

This was considerably less than the 90,300- 16 quart crates that were shipped in 1977. The peak volume of loadings occurred between June 18-24., when 43,151 crates were recorded. This compares to the 39,375 crates which were shipped during the peak week in 1977. Northeastern Michigan: Receipts for the Alpena auction totaled 26,334 16 quart crate equivalents. This was a slight increase from the 24,675 which were moved through the auction a year earlier. Peak volume was recorded from June 25-30th, when 12,055 were marketed. This compared to 10,500- 16 quart crate equivalents during the peak week in 1977.

41 CITIES UNLOADS: Six out of the 41 cities reported unloads of 45- 10,000 lb units of Michigan strawberries in 1978. The year before, eight cities reported unloads of 141 units. The leading receivers of Michigan strawberries were: Detroit with 21 units of 10,000 lbs., Chicago 12, Pittsburgh 6, and Cincinnati with 3 unloads.

PACKAGING: Containers for fresh market use were principally the 16 quart crate and the 8 quart carton. 8 quart cartons were the dominate pack used for F.O.B. shipping point sales.

PROCESSING: Tonnage of processed strawberries increased moderately in 1978 with a total of 6,969,000 pounds recorded. In 1977 the total was 5,165,000 lbs, while in 1975 Michigan processors received 7,382,000 lbs. Southwestern processors received 2,323,000 lbs of the total crop, with the Northwestern area accredited with the balance, or 4,646,000. Prices paid to growers were about the same as 1977 at 30-31 cents per pound, compared to the 30 cents paid for frozen stock in 1977. According to the Michigan Agricultural Reporting Service, the value of the total Michigan processed strawberry crop was placed at \$2,093,000.00 with the value per cwt placed at \$29.90. This was up from the previous season, when the value was placed at \$1,660,000.00. The principal container used by the processing industry was the 30 pound tin.

8.

## STRAWBERRIES - FRESH MARKET AND PROCESSING: AREA, YIELD PER ACRE, PRODUCTION AND VALUE, 1976-78

SEASON	AREA PLANTED			AREA HARVESTED			YIELD PER ACRE		
AND	1976	1977	1978	1976	1977	1978	1976	1977	1978
STATE	ACRES			HUNDRED WIEGHT					
WINTER:									
Florida	1,400	1,500	2,000	1,400	1,500	2,000	150	145	145
TOTAL	1,400	1,500	2,000	1 400	1,500	2,000	150	145	145
SPRING:									
Arkansas	1,100	900	930	1,100	900	900	45	48	47
California	10,800	11,600	13,700	10,800	11,600	13,700	390	450	375
Louisiana	850	850	800	850	850	800	71	61	66
MICHIGAN	3,000	2,900	2,800	2,900	2,800	2,700	60	54	57
New Jersey	800	750	700	800	750	700	45	43	50
New York	1,500	1,500	1,400	1,400	1,400	1,300	33	43	49
North Carolina	2,200	2,200	2,200	2,100	2,100	2,100	21	20	15
Ohio	1,400	1,400	1,500	1,400	1,400	1,500	57	49	58
Oregon	5,300	5,400	5,200	5,200	5,300	5,000	92	66	68
Pennsylvania	1,100	1,100	960	1,100	1,100	900	34	36	31
Washington	3,300	3,300	3,300	3,300	3,300	3,300	76	61	53
Wisconsin	1,500	1,400	1,600	1,400	1,300	1,400	25	24	27
TOTAL	32,850	33,300	35,090	32,350	32,800	34,300	170	192	180
UNITED STATES									
TOTAL	34,250	34,800	37,090	33,750	34,300	36,300	169	190	178

SOURCE: Crop Reporting Board, ESCS, USDA  
Annual Vegetables, December 1978



## STRAWBERRIES - FRESH MARKET AND PROCESSING: PRODUCTION AND VALUE, 1976-78

SEASON AND STATE	PRODUCTION			VALUE						
	1976	1977	1978	PER CWT.			TOTAL			
	<u>1,000 CWT.</u>			<u>DOLLARS</u>			<u>1,000 DOLLARS</u>			
WINTER:										
Florida	210	218	290	42.20	41.10	57.40	8,862	8,960	16,646	
TOTAL	210	218	290	42.20	41.10	57.40	8,862	8,960	16,646	
SPRING:										
Arkansas	50	43	42	35.00	35.80	30.00	1,750	1,539	1,260	
California	2,811	3,436	3,822	36.90	38.20	33.20	103,726	131,255	126,890	
Louisiana	60	52	53	46.00	43.00	38.30	2,760	2,236	2,030	
MICHIGAN	100	95	84	36.00	33.00	42.00	3,600	3,135	3,528	
New Jersey	36	32	35	38.50	49.60	43.20	1,386	1,587	1,512	
New York <sup>1/</sup>	46	60	64	40.00	54.30	53.20	1,842	3,255	3,403	
North Carolina	44	42	32	46.00	44.00	35.00	2,024	1,848	1,120	
Ohio	80	69	87	38.00	42.00	44.00	3,040	2,898	3,828	
Oregon	62	38	36	35.20	36.00	33.00	2,182	1,368	1,188	
Pennsylvania	37	40	28	53.60	60.90	65.70	1,983	2,436	1,840	
Washington	30	32	35	30.40	31.00	31.20	912	995	1,092	
Wisconsin	35	31	38	42.00	46.00	48.00	1,470	1,426	1,824	
TOTAL	3,391	3,970	4,356	37.40	38.80	34.30	126,675	153,978	149,515	
U.S. TOTAL	3,601	4,188	4,646	37.60	38.90	35.80	135,537	162,938	166,161	
PROCESSING:										
SPRING:										
California	1,401	1,784	1,316	22.90	20.80	15.90	32,083	37,107	20,924	
MICHIGAN	74	56	70	29.70	29.70	29.90	2,198	1,660	2,093	
Oregon	416	312	304	27.50	27.60	26.30	11,440	8,611	7,995	
Washington	221	169	140	27.30	27.40	24.00	6,033	4,631	3,360	
U.S. TOTAL	2,112	2,321	1,830	24.50	22.40	18.80	51,754	52,009	34,372	

<sup>1/</sup> INCLUDES SMALL QUANTITIES PROCESSED.

SOURCE: CROP REPORTING BOARD, ESCS, USDA.

VEGETABLES - FRESH MARKET 1978 ANNUAL SUMMARY.

## UNITED STATES IMPORTS OF FRESH STRAWBERRIES FROM MEXICO BY MONTHS 1975-78 IN POUNDS

MONTH	1975	1976	1977	1978
January	6,888,962	2,869,000	3,075,000	3,719,160
February	5,343,495	3,087,000	6,450,000	11,578,559
March	10,847,119	6,298,000	7,926,000	10,859,860
April	2,310,663	361,000	1,909,000	1,069,231
May	-	9,000	47,000	39,683
June	-	-	-	-
July	27,362	9,000	-	-
August	211,787	-	-	-
September	-	1,000	-	-
October	5,174	2,000	-	2,205
November	791,347	1,819,000	980,000	908,295
December	4,338,894	5,029,000	3,067,000	4,345,267
<b>TOTAL</b>	<b>30,764,803</b>	<b>19,484,000</b>	<b>23,454,000</b>	<b>32,522,260</b>

## UNITED STATES IMPORTS OF FROZEN STRAWBERRIES FROM MEXICO BY MONTHS 1975-78 IN POUNDS

MONTH	1975	1976	1977	1978
January	11,592,788	2,005,000	3,682,000	2,660,952
February	7,568,681	1,602,000	3,521,000	3,743,411
March	17,562,039	3,601,000	12,777,000	16,629,298
April	13,679,986	7,351,000	24,123,000	20,482,939
May	16,324,534	9,691,000	9,639,000	12,839,590
June	10,773,228	5,132,000	14,241,000	10,994,340
July	4,401,555	4,627,000	9,704,000	9,054,292
August	3,859,778	875,000	2,731,000	1,803,363
September	-	1,039,000	1,613,000	2,164,917
October	917,165	317,000	1,032,000	1,829,818
November	784,967	527,000	983,000	469,580
December	1,552,225	1,952,000	1,294,000	3,869,073
<b>TOTAL</b>	<b>89,016,946</b>	<b>38,719,000</b>	<b>85,296,000</b>	<b>86,541,573</b>

SOURCE: Foreign Agriculture Service.

FROZEN STRAWBERRIES: U.S. SUPPLY AND DISAPPEARANCE, 1965-77  
(Metric Tons)

YEAR	U.S. SUPPLY				U.S. DISAPPEARANCE			U.S. IMPORTS	
	BEGINNING STOCKS (Jan. 1)	PACK	IMPORTS	TOTAL SUPPLY	DOMESTIC	EXPORTS <sup>1/</sup>	ENDING STOCKS (Dec. 31)	AS A PCTG. OF TOTAL DOMESTIC SUPPLY	DISAPP.
1965	71,382	86,916	24,434	182,732	125,672	1,174	55,886	13	19
1966	55,886	107,273	38,877	202,036	131,401	439	134,597	19	30
1967	70,196	96,771	33,865	200,832	135,441	230	65,161	17	25
1968	65,161	96,742	34,094	195,997	128,808	561	66,628	17	26
1969	66,628	81,055	42,201	189,884	130,750	1,144	57,990	22	32
1970	57,990	91,433	49,777	199,200	123,182	652	75,366	25	40
1971	75,366	90,447	38,359	204,172	134,699	579	68,894	19	28
1972	68,894	66,608	38,663	174,165	125,525	1,272	47,368	22	31
1973	47,368	76,455	51,563	175,386	119,111	1,472	54,803	29	43
1974	54,803	77,280	53,109	185,192	115,470	2,493	67,229	29	46
1975	67,229	83,415	44,235	194,879	134,597	3,888	56,394	23	33
1976	56,394	98,047	22,514	176,955	124,881	4,910	47,164	13	18
1977	47,164	99,973	43,994	191,131	124,929	2,559	63,643	23	35

<sup>1/</sup> U.S. exports of frozen strawberries not separately classified. Therefore, since Canada separately classified imports by origins, the above series of "exports" represents Canadian imports from the United States. (Canada believed to be, by far, the leading U.S. export market for frozen strawberries.)

SOURCE: Stock data, Statistical Reporting Service, USDA; Pack data, American Frozen Food Institute, 1976; import and export data, FAS, USDA.

June 1978 Foreign Commodity Analysis, FAS, USDA

UNITED STATES COLD STORAGE HOLDINGS OF FROZEN STRAWBERRIES  
END OF MONTH COLD STORAGE HOLDINGS WITH COMPARISON (1,000 lbs)

YEAR	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
1975	128807	113188	107272	98818	101951	166990	203506	185527	173570	155579	142816	124325
1976	103582	80061	58237	51313	78160	145916	166874	159161	141804	123643	108620	103976
1977	92157	76006	82708	90412	112661	201575	231683	218962	206439	194947	163101	153131
1978	126208	112501	108497	111700	114652	189404	192095	172682	162788	144545	122016	108690

STOCKS OF FROZEN STRAWBERRIES IN RETAIL PACKS AND INSTITUTIONAL CONTAINERS JAN. 31, 1975-79 (1,000 lbs)

	1975	1976	1977	1978	1979
RETAIL PACKS 20 OZ OR LESS	41,597	36,648	22,142	47,152	30,687
PACKS OVER 20 OZ (Institutional)	90,687	67,470	70,015	79,056	63,637

SOURCE: ESCS

STRAWBERRIES FOR PROCESSING 1978 CROP  
DELIVERIES TO MICHIGAN PROCESSORS BY DISTRICT  
FRESH FRUIT BASIS IN POUNDS  
WEEKLY RECEIPTS

WEEK ENDING	SOUTHWEST DISTRICT	NORTHWEST DISTRICT	WEEKLY TOTAL	TOTAL TO DATE	PRICE PER POUND
Start of Ssn					
Thru June 24	969,213	994,251	1,963,464	1,963,464	30-31¢
June 25 - July 1	1,139,914	2,007,112	3,147,026	5,110,490	30-31¢
July 2 - July 8	214,156	1,358,061	1,572,217	6,682,707	30¢
July 9 - July 15	-	286,618	286,618	6,969,325	30¢
TOTAL 1978	2,323,283	4,646,042	6,969,325		

SEASON TOTAL PAST TEN YEARS

YEAR	SOUTHWEST DISTRICT	NORTHWEST DISTRICT	TOTAL POUNDS	GROWERS PRICE
1977	1,172,458	3,992,243	5,164,701	30¢
1976	1,932,071	5,449,823	7,381,894	30-33¢
1975	995,481	4,689,751	5,685,232	23-24¢ M24¢
1974	1,700,655	3,950,148	5,650,803	24-26¢
1973	1,719,081	3,543,823	5,262,904	28-28½¢
1972	2,306,763	5,285,978	7,592,741	19-20¢
1971	2,415,722	7,112,337	9,528,059	16-16½¢ M16¢
1970	3,067,671	6,926,150	9,993,821	14½-16½¢
1969	4,912,236	8,349,762	13,261,998	19¢
1968	4,183,048	4,792,985	8,886,033	18-20¢ M18-18½¢

DELIVERY OF STRAWBERRIES TO CALIFORNIA FREEZERS ONLY, 1974-78 SEASON: \*FRESH FRUIT BASIS COMPILED FROM WEEKLY REPORTS FURNISHED BY ALL KNOWN FREEZERS. (SOURCE: COURTESY PROCESSING STRAWBERRY ADVISORY BOARD OF CALIFORNIA).

SEASON	POUNDS	GROWERS PRICE
1978	129,856,470	15.9
1977	178,388,000	20.8
1976	140,067,267	24.2
1975	109,137,000	19.0
1974	105,068,000	18.3

DELIVERY OF OREGON STRAWBERRIES TO OREGON PROCESSORS (ALL TYPES - FROZEN, JAMS, JELLIES, ETC.) 1974-78 SEASON. FRESH FRUIT BASIS, COMPILED FROM WEEKLY REPORTS FURNISHED BY ALL KNOWN PROCESSORS. (SOURCE: FEDERAL-STATE MARKET NEWS SERVICE, YAKIMA, WASHINGTON).

SEASON	POUNDS	GROWERS PRICE
1978	30,580,252	25¢
1977	28,780,087	25-29½¢
1976	39,781,094	26½-29½¢ M27¢
1975	37,857,108	Most ofs on advanced prices
1974	37,300,000	25½¢

DELIVERY OF WASHINGTON STRAWBERRIES TO WASHINGTON PROCESSORS (ALL TYPES - FROZEN, JAMS, JELLIES, ETC.) 1974-78 SEASONS. \*FRESH FRUIT BASIS, COMPILED WEEKLY FROM FIGURES FURNISHED BY ALL KNOWN PROCESSORS. (SOURCE: FEDERAL-STATE MARKET NEWS SERVICE, YAKIMA, WASHINGTON).

SEASON	POUNDS	GROWERS PRICE
1978	12,270,294	25¢
1977	13,204,354	27¢
1976	19,712,610	25-27¢
1975	20,362,272	Most ofs on advanced prices
1974	20,200,000	25.7¢

(\*) Fresh Fruit Basis - Processed pack-out weight is greater than these figures, due to addition of sugar in processing.

## 1978 MICHIGAN FRESH MARKET STRAWBERRY MOVEMENT

16 Quart Crate Equivalents\*

DATE	BENTON HARBOR FRUIT MARKET	SOUTHWEST POINTS	ALPENA DISTRICT	STATE TOTAL
June 8	104	-	-	104
9	253	-	-	253
10	-	175	-	175
11	2433	-	-	2433
12	1822	1113	-	2935
13	5210	1816	-	7026
14	4724	2475	-	7199
15	6947	2252	-	9199
16	3727	1350	-	5077
17	7866	2950	-	10816
18	-	2440	-	2440
19	11411	8051	-	19462
20	10459	5745	-	16204
21	12719	9670	180	22569
22	9100	7485	164	16749
23	9211	5885	498	15594
24	-	3875	-	3875
25	5133	2875	1200	9208
26	466	3767	1729	5962
27	2981	3992	2100	9073
28	1424	2685	2010	6119
29	1462	1295	3030	5787
30	989	1655	1986	4630
July 1	-	665	1390	2055
2	83	385	1398	1866
3	615	360	1763	2738
4	341	420	1800	2561
5	175	300	1200	1675
6	120	160	1261	1541
7	149	-	1350	1499
8	-	-	-	-
9	-	-	975	975
10	32	-	1000	1032
11	15	-	600	615
12	-	-	425	425
13	7	-	275	282
14	35	-	-	35
15	-	-	-	-
16	29	-	-	29
TOTAL 1978	100,042	73,841	26,334	200,217
1977	151,447	90,300	24,675	266,422
1976	129,350	157,500	33,512	320,362
1975	152,047	160,650	25,800	338,497

\* In the table above, all 8 quart flats and 12 pint flats have been converted to 16 quart crate equivalents.

## MOVEMENT BY DISTRICT IN 40,000 POUND UNITS

	1978	1977	1976	1975	1974
BENTON HARBOR FRUIT MARKET	61	86	74	77	121
FOB PACKING HOUSE	44	52	90	92	56
TOTAL SOUTHWEST MICHIGAN	105	138	164	169	177
TOTAL NORTHEAST MICHIGAN	16	14	20	14	14
TOTAL MICHIGAN	121	152	184	183	191

## STRAWBERRY UNLOADS

PRINCIPAL TERMINAL MARKETS HANDLING MICHIGAN STRAWBERRIES  
UNLOADS ARE IN 10,000 LB. UNITS (RAIL, AIR, AND TRUCK COMBINED)

DATE 1978	MICHIGAN	CALIFORNIA	INDIANA	NEW JERSEY	OTHERS	TOTAL
<u>CHICAGO, ILL.</u>						
June	9	264	-	-	-	273
July	3	101	-	-	-	104
TOTAL	12	365	-	-	-	377
<u>CINCINNATI, OH.</u>						
June	3	158	17	-	-	178
July	-	77	-	-	-	77
TOTAL	3	235	17	-	-	255
<u>CLEVELAND, OH.</u>						
June	1	219	-	2	7	229
July	-	89	-	-	1	90
TOTAL	1	308	-	2	8	319
<u>DETROIT, MI</u>						
June	15	176	-	-	23	214
July	6	67	-	-	2	75
TOTAL	21	243	-	-	25	289
<u>MILWAUKEE, WIS.</u>						
June	-	25	-	-	-	25
July	2	9	-	-	-	11
TOTAL	2	34	-	-	-	36
<u>PITTSBURGH, PA</u>						
June	6	119	-	6	2	133
July	-	27	-	-	-	27
TOTAL	6	146	-	6	2	160
GRAND TOTAL	45	1,331	17	8	35	1,436

SOURCE: Transportation Section, Washington, D.C.

1978 DAILY PRICE RANGE OF MICHIGAN STRAWBERRIES AT WHOLESALE TERMINAL MARKETS  
(Price Range and Containers as Indicated for Various Varieties)

<u>CHICAGO</u>			<u>CLEVELAND</u>		
DATE	16 QT. LGE.	8 QT. FLTS. MED.-LGE.	DATE	16 QT. CRATES	8 QT. FLATS
June 14	10.00		June 14	8.00	
July 6		7.00-8.00	19		5.00-5.50
<u>CINCINNATI</u>			21		5.00
DATE	16 QUART CRATES		22		5.00
June 21	9.50-10.00		23		4.00-5.00
22	9.50-10.00		<u>DETROIT</u>		
DATE	16 QT. CRATES	8 QT. FLATS	DATE	16 QT. CRTS.	8 QT. CTNS.
June 19	11.00-12.00		June 23	9.50	
21		6.00	27	9.50	4.75-5.00
27		3.50-5.00	28	9.00-9.50	4.75-5.00
<u>PITTSBURGH</u>			29	9.50	4.75-5.00
June 19	11.00-12.00		30	9.00-9.50	4.75-5.00
21		6.00	July 5		5.00
27		3.50-5.00			

## DAILY PRICE RANGE OF MICHIGAN STRAWBERRIES

## BENTON HARBOR FRUIT MARKET

Prices Paid to Growers for Various Varieties  
Mostly Midways and Guardians

DATE	16 QUART CRATES		8 QUART FLATS	
	Range	Mostly	Range	Mostly
June 12	10.00-12.50	-	6.00-6.50	-
13	9.50-10.50	10.00-10.50	5.00-5.25	-
14	10.00-11.25	10.50-11.00	6.00-7.05	-
15	8.00-9.50	-	5.00-6.00	-
16	9.00-10.50	9.50-10.00	-	-
17	-	-	-	-
18	-	-	-	-
19	6.50-7.50	7.00	4.00-5.00	4.00
20	7.25-8.00	7.50-7.75	-	-
21	7.00-7.50	-	3.50-4.25	-
22	7.00-7.50	7.00	4.00	-
23	7.50-8.50	8.00	4.25-5.00	-
24	-	-	-	-
25	-	-	-	-
26	8.75-10.00	-	-	-
27	7.00-8.00	7.00-7.50	4.00	-
28	7.50-8.50	8.00-8.50	4.00-4.50	-
29	8.00-9.75	-	4.30-5.35	-
30	10.00-12.25	-	5.50-5.75	-
July 1	-	-	-	-
2	-	-	-	-
3	7.75-9.00	-	4.50	-
4	-	-	-	-
5	10.00-10.50	-	-	-

## SOUTHWESTERN MICHIGAN POINTS - PRICES FOB SHIPPING POINT BASIS

DATE	16 QUART CRATES	8 QUART FLATS
June 13	-	5.50
14	-	5.50-6.00
15	-	5.50-5.75
16	-	-
17	-	-
18	-	-
19	-	4.50-5.00
20	8.00-8.50	4.75-5.00
21	7.75-8.25	4.50-4.75
22	-	4.50-4.60
23	-	4.50
24	-	-
25	-	-
26	-	4.75-5.00
27	7.75-8.50	-
28	7.75-8.50	4.50-5.00

## ALPENA MICHIGAN MARKETING ASSOCIATION

DATE	16 QUART CRATES	MOSTLY	8 QUART FLATS	MOSTLY
June 21	10.50-11.00	-	-	-
22	10.00-10.50	-	-	-
23	9.00-9.50	-	4.50-5.00	-
24	-	-	-	-
25	-	-	-	-
26	9.25-10.50	10.00-10.25	4.85-5.25	5.00-5.25
27	9.50-10.50	10.00	5.00-5.25	5.00
28	8.75-9.75	9.50	4.50-5.25	4.85-5.00
29	9.00-9.60	9.25-9.50	4.50-5.50	4.75
30	9.25-10.00	9.50-9.75	4.50-5.00	4.75-4.85
July 1	-	-	-	-
2	-	-	-	-
3	9.25-9.75	9.50	4.75	-
4	- - - - - H O L I D A Y - - - - -			
5	10.00-10.50	-	4.85-5.55	5.25
6	10.75-11.25	11.00-11.15	5.50-6.00	5.75
7	10.50-11.50	11.00-11.25	5.00-5.75	5.25-5.50

## BENTON HARBOR FRUIT MARKET STRAWBERRY MOVEMENT

YEAR	1ST RECEIPT	PEAK DAY	VOLUME PEAK DAY	DAYS TO PEAK	SEASON TOTAL DAYS	TOTAL * CRATES FOR SEASON
1958	May 27	June 15	64,973	19	48	776,233
1959	May 25	June 7	40,576	13	47	496,631
1960	May 31	June 19	46,893	19	54	494,168
1961	June 8	June 25	42,780	26	29	497,345
1962	May 30	June 11	32,794	19	37	533,091
1963	May 27	June 16	45,304	21	43	546,707
1964	May 22	June 7	55,792	17	40	558,119
1965	May 24	June 13	44,173	21	49	519,120
1966	June 3	June 19	40,247	16	34	392,045
1967	June 6	June 18	40,517	12	37	413,835
1968	May 25	June 17	35,031	24	46	435,453
1969	May 28	June 19	40,334	22	41	486,590
1970	June 1	June 14	40,906	14	35	366,686
1971	June 6	June 17	31,637	11	34	325,253
1972	June 6	June 14	24,947	9	34	292,893
1973	June 5	June 18	16,495	13	30	169,304
1974	June 7	June 23	17,267	16	35	210,751
1975	June 9	June 17	13,760	8	26	152,047
1976	May 31	June 14	12,333	15	36	129,350
1977	May 27	June 8	13,003	12	39	151,447
1978	June 8	June 21	12,720	13	38	100,042

Benton Harbor Fruit Market information was furnished by the Market Manager

\* 16 quart crate equivalent.



BLUEBERRIES  
1978 CROP

ACREAGE: The U.S.D.A. Crop Reporting Service, estimated that 8,000 acres of blueberries were utilized in Michigan during the 1978 crop year. This was unchanged from 1977. Of the total, 4,500 acres were located in Berrien, Allegan and Van Buren counties of Southwestern Michigan, 3,200 acres in the West Central counties of Muskegon and Ottawa, with the remainder located in Eastern Michigan.

PRODUCTION: Unfavorable winter conditions limited the production of Michigan blueberries to 22,500,000 pounds. This was still a substantial increase of 10,700,000 pounds from the previous season's production which totaled 11,800,000 pounds, but was down from the 35,900,000 pounds produced in 1976. The average yield per acre was 2,810 pounds compared to the yield of 1,475 pounds per acre a year earlier.

GROWING CONDITIONS: Elements which led to the lower than normal yielding crop began two years ago with the severe winter of 1976. Winter kill was substantial on new growth. This was followed by another severe winter in 1977-78 that killed many buds above the snow line. In addition to this damage the weather which followed in spring was cold, and held back yields slightly. Except for some cooler than normal weather at the end of July, which slowed growth, the balance of the growing season was generally favorable.

THE HARVEST: A very light volume of picking began during the first week of July in the Southwestern area of the state. This was about two weeks later than the previous season. The harvest of early varieties remained light until the 17th of July. The harvest increased and peaked during the week ending August 19th, as Bluecrop and Jersey varieties came into production. A total of 34,000 flats moved to fresh market channels during this week, and 3.6 million pounds were received by processors. The harvest remained very active through the first week of September, then tapered off sharply. The season was complete by the middle of September.

MARKETING: Fresh Market: First of season sales of blueberries were recorded on July 5th. At that time a few 12 pint flats sold on the Benton Harbor Fruit Market for \$10.00, while during the next few days there were some sales at \$12.25. The season's average price was \$10.21, and the volume over the market totaled 17,866 flats. First of season F.O.B. shipping point sales were reported by the Federal-State Market News Service on Friday, July 14th. 12 pint cartons of early varieties sold for \$10.00. This was \$2.00 higher than the season opener a year earlier. The F.O.B. market soon declined in 1978, and by the 24th of July, 12 pint cartons were selling from \$9.00-9.50. On August 2nd, the market declined once again to \$9.00, then strengthened on August 11th to \$10.00. The market held at this level until the last report of the season was issued on September 7th.

PROCESSING: Michigan processors received 14,361,437 pounds of blueberries in 1978. This was more than double the 7,101,245 pounds received in 1977. Growers received 75¢ per pound on clean blueberries at the beginning of the season, which was about 5¢ per pound over the previous year's average price. Prices this past season spread from 65-76¢, with most of the volume at 75¢. There were some uncleaned lots that sold from 60-68¢, mostly 60-65¢.

SHIPMENTS: Fresh market shipments of Michigan blueberries totaled 171- 10,000 pound units, or 155,455 11 pound cartons. This was considerably heavier than the 87- 10,000 pound units shipped during the previous season, but was down from the 653 units of 1976.

UNLOADS IN 41 CITIES: A fairly light total of 102 units (each 10,000 pounds) of Michigan blueberries were unloaded in 15 major markets. Of these Chicago received 30 units with Detroit receiving 20 units. During the previous season 7 cities had reported unloads of 48 units.

MICHIGAN BLUEBERRY FRESH MARKET TRUCK SHIPMENTS  
IN 10,000 LB UNITS (12 PINT FLATS - 11 LBS)

DATE	1978	TO DATE	1977	TO DATE	1976	TO DATE
June 28			2	2		
29			2	4		
30			2	6		
July 1			2	8		
2			2	10		
3			-	10		
4			3	13		
5			2	15		
6			3	18		
7			2	20	2	2
8			3	23	2	4
9			2	25	5	9
10	1	1	-	25	2	11
11	2	3	3	28	2	13
12	1	4	2	30	10	23
13	2	6	5	35	11	34
14	1	7	2	37	13	47
15	-	7	2	39	13	60
16	1	8	2	41	14	74
17	2	10	2	43	5	79
18	3	13	2	45	2	81
19	4	17	5	50	16	97
20	4	21	3	53	13	110
21	1	22	3	56	18	128
22	1	23	3	59	18	146
23	1	24	2	61	18	164
24	3	27	2	63	5	169
25	6	33	3	66	5	174
26	5	38	3	69	29	203
27	5	43	3	72	6	209
28	3	46	3	75	19	228
29	1	47	2	77	14	242
30	-	47	-	77	22	264
31	4	51	-	77	5	269
Aug. 1	3	54	2	79	3	272
2	3	57	2	81	26	298
3	4	61	2	83	29	327
4	4	65	2	85	26	353
5	2	67	2	87	14	367
6	3	70	-	87	22	389
7	7	77			6	395
8	9	86			5	400
9	5	91			19	419
10	8	99			30	449
11	6	105			27	476
12	2	107			13	489
13	1	108			22	511
14	8	116			3	514
15	7	123			3	517
16	6	129			16	533
17	9	138			24	557
18	2	140			18	575
19	1	141			18	593
20	1	142			13	606
21	4	146			5	611
22	5	151			2	613
23	5	156			6	619
24	1	157			10	629
25	3	160			8	637
26	2	162			5	642
27	-	162			3	645
28	1	163			-	645
29	3	166			2	647
30	2	168			2	649
31	1	169			2	651
Sept. 1-6	2	171			2	653
TOTAL		171		87		653

1978 BLUEBERRY UNLOADS IN SELECTED CITIES  
UNLOADS ARE IN 10,000 LB. UNITS (RAIL AND TRUCK COMBINED)

	MICHIGAN	CANADA	NEW JERSEY	NORTH CAROLINA	OTHERS	TOTAL
Baltimore - Washington	3	-	38	-	2	43
Boston, Mass.	8	12	81	6	12	119
Chicago, Ill.	30	-	6	-	1	37
Cincinnati, OH	3	-	12	-	-	15
Cleveland, OH	4	-	17	-	2	23
Detroit, MI	20	-	17	-	-	37
Houston, Tex.	2	-	-	-	-	2
Indianapolis, Ind.	1	-	9	-	1	11
Louisville, KY	1	-	-	-	-	1
Miami, FL	2	-	13	3	-	18
Minneapolis- St. Paul	15	-	26	1	4	46
Pittsburgh, PA	2	-	13	-	-	15
St. Louis, MO.	1	-	6	-	-	7
Ottawa, Ont.	2	-	12	-	-	14
Toronto, Ont.	8	1	5	-	-	14
<b>TOTAL</b>	<b>102</b>	<b>13</b>	<b>255</b>	<b>10</b>	<b>22</b>	<b>402</b>

SOURCE: Transportation Section, Washington, D.C.

ACREAGE BY AGE AND VARIETY  
WITH 1976 INTENDED PLANTINGS  
MICHIGAN

VARIETY	AGE			TOTAL ALL AGES	1976 INTENDED PLANTINGS
	5 YEARS & UNDER	6 TO 25 YEARS	OVER 25 YEARS		
	ACRES				
Jersey	462	3,518	1,475	5,455	207
Bluecrop	441	916	36	1,393	177
Rubel	69	750	488	1,307	20
Blueray	51	236	6	293	12
Earliblue	14	251	7	272	11
Berkeley	45	87	1	133	-
Stanley	-	88	31	119	2
Pemberton	4	79	20	103	-
Collins	36	43	-	79	1
Miscellaneous 1/	78	332	136	546	20
<b>TOTAL ACRES</b>	<b>1,200</b>	<b>6,300</b>	<b>2,200</b>	<b>9,700</b>	<b>450</b>

1/ Includes Rancoca, Weymouth, Concord, Coville, Burlington, Atlantic, Bluetta, Dixie, and various others.

SOURCE: MICHIGAN BLUEBERRY SURVEY 1975, MICHIGAN DEPARTMENT OF AGRICULTURE

## MICHIGAN BLUEBERRY RECEIPTS

WEEKLY RECEIPTS DELIVERED TO MICHIGAN PROCESSORS OR RECEIVING STATIONS  
FRESH FRUIT BASIS PER POUND 1978 CROP

WEEK ENDING	FROZEN WEEKLY	TOTAL TO DATE FROZEN	CANNED WEEKLY	TOTAL TO DATE CANNED	TOTAL WEEKLY FROZEN & CANNED	TOTAL TO DATE FROZEN & CANNED	GROWERS PRICE
Start of Season							
Thru July 22	81,414	81,414	2,007	2,007	83,421	83,421	75¢
July 23-29	326,737	408,151	7,887	9,894	334,624	418,045	75¢
July 30-Aug. 5	574,780	982,931	199,987	209,881	774,767	1,192,812	70-75¢
Aug. 6-12	1,357,303	2,340,234	569,424	779,305	1,926,727	3,119,539	70-75¢, few 76¢
Aug. 13-19	1,931,917	4,272,151	1,701,925	2,481,230	3,633,842	6,753,381	65-75¢, M75¢
Aug. 20-26	1,507,775	5,779,926	2,399,606	4,880,836	3,907,381	10,660,762	70-75¢, M75¢
Aug. 27-Sept. 2	1,173,378	6,953,304	1,181,211	6,062,047	2,354,589	13,015,351	60-75¢, M75¢
Sept. 3-9	693,834	7,647,138	232,723	6,294,770	926,557	13,941,908	70-75¢
Sept. 10-16	307,671	7,954,809	35,836	6,330,606	343,507	14,285,415	60-68¢
Sept. 17-23	59,770	8,014,579	16,252	6,346,858	76,022	14,361,437	-

## PAST SEASON TOTALS

YEAR	FROZEN	CANNED	COMBINED	AVERAGE PRICE
1977	5,606,915	1,494,330	7,101,245	M70-72¢
1976	18,012,979	5,921,512	23,934,491	39-44¢, M40-41¢
1975	17,664,934	2,910,656	20,575,590	24-29¢, M26¢
1974	16,031,873	5,025,219	21,057,092	24-28¢, M26¢
1973	28,659,370	4,957,459	33,616,829	M34¢

## 1978 MAINE BLUEBERRY PACK

THE TOTAL NUMBER OF POUNDS OF BLUEBERRIES  
PROCESSED IN MAINE IN 1978 WAS 23,081,016

	5-YEAR AVG. 1974-1978	1974	1975	1976	1977	1978
Lbs. Produced in Maine	17,562,026	18,565,633	11,910,000	24,907,605	14,369,018	18,052,878
Lb. Imported (mostly Canada)	4,102,711	3,263,096	4,893,124	2,980,680	4,348,521	5,028,138
TOTALS	21,664,737	21,828,729	16,808,124	27,888,285	18,768,359	23,081,016
Prices per lb. at Harvest	\$.3716	\$.185	\$.0.265	\$.0.31	\$.606	\$.51
Doz. #10s Canned	Too Few	5,161	5,874	Too Few	Too Few	Too Few
Doz. #300s Canned	Canneries Reporting	335,868	165,026	Canneries Reporting	Canneries Reporting	Canneries Reporting
Doz. #2 Pie Filling	to publish figures	7,619	6,210	Reporting	Reporting	Reporting
Lbs. Berries Frozen	17,473,550	15,862,402	13,313,895	20,791,775	16,727,342	20,672,337

SOURCE: Maine Department of Agriculture.

NEW JERSEY BLUEBERRY PRODUCTION UP

Results of the survey conducted by the New Jersey Crop Reporting Service indicate New Jersey production for the 1978 crop will be 2,262,000 trays, (12 pints - 11 pounds); up 9 percent from last years crop. Acres for harvest are forecast at 7,800 acres, up 100 acres from last year, and indicated yield is 290 trays per acre, compared to 270 trays per acre last year.

Growers reported considerable winter kill. A freeze on May\*caused some spotty crop losses. This year's harvest got underway about 2 weeks behind last year due to the cool spring weather.

(\* May 1)

ACREAGE HARVESTED, YIELD PER ACRE, PRODUCTION  
PRICES AND VALUE OF NEW JERSEY BLUEBERRIES 1968-78

YEAR	ACRES HARVESTED	YIELD PER ACRE	PRODUCTION	AVERAGE PRICE TO GROWERS (ALL SALES)	VALUE
	ACRES	12 PT. TRAYS	THOUSAND TRAYS	DOLLARS	THOUSAND DOLLARS
1968	7,600	245	1,862	2.95	5,493
1969	7,100	290	2,059	3.00	6,177
1970	7,300	215	1,570	3.40	5,338
1971	7,200	285	2,052	3.35	6,874
1972	7,200	260	1,872	3.95	7,394
1973	7,300	310	2,263	4.25	9,618
1974	7,500	320	2,400	3.90	9,360
1975	7,700	270	2,079	4.25	8,836
1976	7,600	315	2,394	5.00	11,970
1977	7,700	270	2,079	6.50	13,514
Indicated 1978	7,800	290	2,262		

UTILIZATION OF NEW JERSEY BLUEBERRIES, 1968-77

YEAR	FRESH SALES 1/			BULK SALES		
	TOTAL PRODUCTION	QUANTITY SOLD	AVERAGE PRICE	QUANTITY SOLD	AVERAGE	PRICE
	THOU. TRAYS	THOU. TRAYS	DOLLARS PER TRAY	THOU. TRAY EQUIVALENTS	DOLLARS PER TRAY EQUIVALENTS	CENTS PER POUND
1968	1,862	1,542	3.10	320	2.15	19.5
1969	2,059	1,619	3.25	440	2.15	19.5
1970	1,570	1,370	3.55	200	2.30	21.0
1971	2,052	1,557	3.60	495	2.50	22.9
1972	1,872	1,082	4.30	790	3.50	32.0
1973	2,263	1,183	4.85	1,080	3.60	32.7
1974	2,400	1,510	4.40	890	3.00	27.3
1975	2,079	1,474	4.90	605	2.60	23.6
1976	2,394	1,509	5.40	885	4.30	44.5
1977 2/	2,079	989	7.00	1,090	6.00	54.5

1/ Includes small quantities used in farm household and given away.

2/ Preliminary.

NEW JERSEY: BLUEBERRY ACREAGE BY COUNTIES 1968-77

YEAR	ATLANTIC	BURLINGTON	OTHER COUNTIES	NEW JERSEY
	ACRES HARVESTED			
1968	3,900	3,200	500	7,600
1969	3,820	2,840	440	7,100
1970	4,100	2,730	470	7,300
1971	4,225	2,450	525	7,200
1972	3,950	2,700	550	7,200
1973	4,000	2,700	600	7,300
1974	4,200	2,700	600	7,500
1975	4,300	2,800	600	7,700
1976	4,300	2,800	500	7,600
1977	4,000	3,100	600	7,700

SOURCE: Federal-State Market News, Bridgeton, New Jersey.

NEW JERSEY BLUEBERRY FRESH MARKET TRUCK SHIPMENTS  
 REPORTED BY PRINCIPAL GROWERS & SHIPPERS  
 IN 10,000 LB UNITS (12 PINT FLATS = 11 LBS.)

WEEK ENDING	1978	1977	1976	1975
June 10	-	2	-	-
17	-	64	76	4
24	1	110	187	138
July 1	91	137	223	202
8	65	197	293	256
15	120	160	238	184
22	151	131	148	162
29	159	35	92	104
Aug. 5	53	18	32	29
12	21	11	-	18
19	7	-	-	-
26	1	-	-	-
TOTAL	669	865	1289	1097

SOURCE: Federal-State Market News Service, Bridgeton, New Jersey.

UNITED STATES COLD STORAGE HOLDINGS OF FROZEN BLUEBERRIES (1,000 LBS)  
 END OF MONTH COLD STORAGE HOLDINGS WITH COMPARISON

YEAR	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
1974	32026	29757	27482	25410	22407	20952	22542	45851	50332	45526	40541	36634
1975	33538	28606	25500	20575	16391	13646	15025	34623	35511	31484	30385	26277
1976	21398	17109	12377	9984	7670	6529	10553	31177	34952	31124	30529	27094
1977	23214	19449	15124	11615	8526	8688	15559	29250	33656	31431	27859	24681
1978	21802	19506	15148	11222	9329	8322	15306	32434	40953	41427	38705	35651



CHERRIES  
1978 CROP

PRODUCTION: Red Tart Varieties - According to the Crop Reporting Service of the U.S.D.A. an estimated 181.2 million pounds of red tart cherries were produced and utilized in the United States during 1978. This was a substantial decrease of 14 percent from the 1977 crop, but was 24 percent above 1976. Production declined the most in Michigan, where the production at 128 million pounds was down 34 million pounds from 1977's crop of 162 million pounds. Oregon's crop was down almost 6 million pounds, while New York's crop was up 7 million pounds.

Sweet Cherries - The United States 1978 production of sweet cherries totaled 309.9 million pounds. This was an increase from the 295.6 million pounds that were produced in 1977. Many production areas showed declines in production. In Michigan, the crop totaled 70 million pounds. This was an increase over 1977 of 24 million pounds. The largest increase in production was in Washington where the crop totaled 121.4 million pounds, and was up 27.4 million from the previous season. The largest decline occurred in California, where the sweet cherry crop totaled 28 million pounds. The previous season's crop had totaled 54 million pounds.

GROWING CONDITIONS: As the production figures indicate, the growing season was just as favorable to sweets as it was unfavorable to tart cherries. Once again the problem for tart cherries began during the winter, when severe sub-zero weather made its appearance in Southwest Michigan during January. This was followed by a very damaging frost on May 1st, that caught trees in the water stage. By the week ending May 20th, development in Central and Southwest Michigan was between the early to full bloom stages. By the end of the next week most trees had reached full bloom and some were nearing petal fall. By the end of the 1st week of June it was evident that the set on tarts was light while there was a good set on sweets. The Northwest area was in fairly good shape due to good pollination weather at full bloom, but this was offset by high winds during the weekend of June 10th & 11th, which caused moderate losses to tarts and some loss to sweets. Further losses occurred in the Southwest area near the end of June due to storms and some localized hail that was very damaging.

THE HARVEST: Sweet Cherries - Picking began during the last week of June in Southwest Michigan. The pace increased rapidly as shaking became very active and by the end of the first week of July, the harvest was estimated to be 45% complete according to the Michigan Agricultural Reporting Service. By June 22nd, the harvest in the Traverse Bay area was underway, then peaked during the week that followed, and was complete by the end of the first week of August. Tart Cherries - Shaking began in the Southwest around the 2nd of July. By the 15th picking was nearing completion in the short crop Southwest area. During the next week the harvest moved Northward and soon became active in the Traverse Bay area. By the week ending July 29th, the harvest was 65% complete, compared to 85% normally. Shaking remained active through the following week and was virtually complete by August 12th.

UTILIZATION: Red Tart Varieties - Of the total poundage processed in the United States, 47.5 million were canned, 126 million pounds were frozen with the remaining 3 million pounds going for other uses, including fresh market. According to the data collected by the Federal-State Market News Service, a total of 157 million pounds were received by processors in the Great Lakes area. Of this total, an estimated 98 million pounds were frozen 23.7 million pounds canned with 1.4 million for juice. Sweet Cherries - The total United States utilization of sweet cherries in 1978 was 309.9 million pounds. This was an increase from the 293 million utilized in 1977. Of the total, 44 percent went for fresh consumption, with 56 percent going for processed uses. Michigan utilized all its production of 70 million pounds. 4 million pounds of the total were directed to the fresh market, with 66 million pounds processed.

VALUE: According to the Crop Reporting Board, ESCS, the value of the utilized tart cherry crop in Michigan was placed at \$56.8 million, with the value of the utilized sweet cherry crop at \$16 million.



RED TART CHERRIES FROM THE GREAT LAKES PRODUCING AREA  
WEEKLY RECEIPTS, FRESH FRUIT BASIS, DELIVERED TO PROCESSORS (POUNDS)  
(INCLUDES MICHIGAN, NEW YORK, PENNSYLVANIA, AND WISCONSIN)

WEEK ENDING*	MICHIGAN	NEW YORK	PENNSYLVANIA	WISCONSIN	TOTAL
Start of Ssn					
Thru July 8	893,710	-	479,937	-	1,373,647
July 9 - 15	11,409,020	-	2,756,105	-	14,165,125
July 16 - 22	21,590,012	5,042,906	1,924,778	435,649	28,993,345
July 23 - 29	32,025,290	9,026,446	213,018	3,645,212	44,909,966
July 30 - Aug. 5	34,425,483	2,752,022	29,308	4,925,735	42,132,548
Aug. 6 - 12	16,294,022	602,536	-	1,753,132	18,649,690
Aug. 13 - 19	6,030,002	-	-	437,642	6,467,644
TOTAL 1978	122,667,539	17,423,910	5,403,146	11,197,370	156,691,965
		PAST SEASON TOTALS			
1977	154,946,311	10,460,120	2,685,734	12,298,282	180,390,447
1976	84,981,812	14,578,928	7,709,015	5,707,752	112,977,507
1975	165,897,584	23,574,587	10,294,877	9,103,584	208,870,632
1974	193,574,371	14,747,785	14,085,159	10,611,560	233,018,875
1973	110,015,781	20,511,345	5,848,801	4,716,024	141,091,951

(\*). The 1978 week ending figures are adjusted to reflect total issued November 17, 1978.

COMBINED DISPOSITION OF CHERRIES FROM THE GREAT LAKES PRODUCING AREA  
(PROCESSED FRUIT BASED ON FINISHED PRODUCT)

WEEK ENDING*	POUNDS RECEIVED	FROZEN POUNDS	CANNED CONSUMER CASES	CANNED INSTITUTIONAL CASES	JUICE POUNDS
Start of Ssn					
Thru July 8	1,373,647	419,594	2,568	1,132	4,595
July 9 - 15	14,165,125	6,175,737	62,087	28,478	45,957
July 16 - 22	28,993,345	12,534,779	48,928	89,236	162,177
July 23 - 29	44,909,966	30,577,694	39,376	171,474	406,675
July 30 - Aug. 5	42,132,548	28,391,300	25,144	131,583	372,358
Aug. 6 - 12	18,649,690	14,316,617	19,949	40,504	257,139
Aug. 13 - 19	6,467,644	5,641,777	11,225	-	161,718
TOTAL 1978	156,691,965	98,057,498	209,277	462,407	1,410,619
		PAST SEASONS TOTALS			
1977	180,390,447	116,311,600	280,225	344,875	1,910,256
1976	112,977,507	68,302,915	174,422	354,798	2,538,910
1975	208,870,632	124,068,319	603,577	766,261	4,279,596
1974	233,018,875	131,884,335	711,442	762,969	6,802,554
1973	141,091,951	82,375,463	274,998	379,433	5,345,632

(\*). The 1978 week ending figures are adjusted to reflect the revised total issued November 17, 1978.

UNITED STATES COLD STORAGE HOLDINGS OF FROZEN CHERRIES (1,000 lbs.)  
END OF MONTH COLD STORAGE HOLDINGS WITH COMPARISON

YEAR	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
1973	81019	66457	58538	47608	37231	27097	75190	81692	71674	64234	56380	52466
1974	44015	38092	31797	25430	19982	16100	69185	96726	93553	87203	80095	74266
1975	67641	63685	59552	52961	43206	36963	121065	135116	123057	111531	102302	93086
1976	83214	64218	53636	44754	32797	27611	81682	85584	72634	65008	56275	49349
1977	42262	33343	26207	19397	15313	16528	90941	111243	93776	83767	76299	70938
1978	58621	41299	33636	25502	21632	14706	69273	86769	82612	67506	61557	70577

SOURCE: ESCS, USDA

## CHERRIES - UTILIZATION AND PRICE

STATE AND YEAR	UTILIZATION <sup>1/</sup>				PRICE PER POUND			
	FRESH		PROCESSED <sup>2/</sup>		FRESH		PROCESSED	
	1978	1977	1978	1977	1978	1977	1978	1977
TART VARIETIES:	-- MILLION POUNDS --				-- CENTS --			
Colorado	.1	.1	1.2	2.2	33.0	25.0	42.3	24.3
MICHIGAN	3.0	4.0	125.0	158.0	40.5	30.6	44.5	29.5
New York	.2	.1	18.7	11.7	39.2	32.6	42.9	29.5
Ohio	.2	.2			50.0	60.0		
Oregon	.5	.5	3.3	7.5	22.6	16.1	42.0	30.1
Pennsylvania	.8	.5	5.4	2.7	36.0	28.7	42.6	30.0
Utah	.1	.6	11.2	10.6	40.0	21.0	39.0	29.0
Wisconsin	.1	.1	11.4	12.1	41.0	25.5	45.6	28.9
UNITED STATES	5.0	6.1	176.2	204.8	38.6	28.8	43.9	29.4

<sup>1/</sup> Data not published for some states to avoid disclosure of individual operations but included in U.S.

<sup>2/</sup> Canned, Frozen and other processed items.

SWEET VARIETIES:	-- TONS --				-- DOLLARS/TON --			
	California	11,000	20,600	3,000	6,400	1,070.00	638.00	797.00
Colorado	140	550			1,067.00	680.00		
Idaho	1,040	1,200	960	850	618.00	516.00	740.00	380.00
MICHIGAN	2,000	1,500	33,000	21,500	490.00	480.00	456.00	405.00
Montana	1,640	2,300	210	250	768.00	563.00	175.00	100.00
New York	800	700	2,700	1,100	818.00	800.00	461.00	394.00
Oregon	8,900	7,000	25,100	30,500	700.00	518.00	607.00	407.00
Pennsylvania	750	350			836.00	836.00		
Utah	1,700	3,400	1,300	1,300	800.00	500.00	729.00	360.00
Washington	40,800	34,800	19,900	12,200	880.00	595.00	620.00	386.00
UNITED STATES	68,770	72,400	86,170	74,100	866.00	594.00	556.00	400.00

SOURCE: Crop Reporting Board, ESCS, USDA.

Noncitrus Fruits & Nuts 1978 Annual Summary

## RED TART CHERRIES - 1978 CROP

Total Receipts Delivered to Michigan Processors by  
Districts - Fresh Fruit Basis in Pounds

<u>NORTHWEST</u>	<u>WEST CENTRAL</u>	<u>SOUTHWEST</u>	<u>OTHER</u>	<u>TOTAL</u>
80,868,708	24,798,517	17,000,314	-	122,667,539

Disposition of Michigan Receipts

<u>POUNDS RECEIVED</u>	<u>POUNDS FROZEN</u>	<u>CASES CANNED CONSUMER SIZE</u>	<u>CASES CANNED INSTITUTIONAL SIZE</u>	<u>POUNDS JUICE</u>
122,667,539	77,549,265	157,564	420,218	837,696

BLACK RASPBERRIES  
1978 CROP

PROCESSED: Deliveries to processors in 1978 almost doubled and totaled 210,494 pounds, compared with 108,351 in 1977. All fruit was frozen into retail and commercial products. The price received by growers ranged from 75-80 cents per pound, and averaged 76 cents. This was up 11 cents from 1977. The estimated value totaled \$159,506.00, compared to \$70,428.00 the year before and \$51,963.00 two years earlier.

FRESH MARKET: Fresh market deliveries were down slightly in 1978. A total of 4,013 12 pint flats were received on the Benton Harbor Fruit Market, compared with 4,533 a year earlier. The average price paid to growers per 12 pint flat was \$9.58, compared with \$10.22 in 1977 and \$10.94 in 1976. The estimated value was down moderately at \$38,445.00. The total during the previous season was \$46,327.00.

WEEKLY RECEIPTS DELIVERED TO MICHIGAN PROCESSORS OR RECEIVING STATIONS  
FRESH FRUIT BASIS IN POUNDS

WEEK ENDING	FROZEN WEEKLY	TOTAL TO DATE FROZEN	PRICE TO GROWER
Start of Ssn Thru July 15	139,468	139,468	75¢
July 16 - 22	64,689	204,157	75-80¢
23 - 29	5,963	210,120	75¢
July 30 - Aug. 5	291	210,411	80¢
Aug. 6 - 12	83	210,494	80¢
PAST SEASON TOTALS			
1977		108,351	60¢
1976		86,604	40-60¢, M50¢
1975		339,097	60¢
1974		113,798	60-65¢, M63¢
1973		380,075	50¢

UNITED STATES COLD STORAGE HOLDINGS OF FROZEN BLACK RASPBERRIES (1000 lbs.)  
END OF MONTH COLD STORAGE HOLDINGS WITH COMPARISON:

YEAR	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
1974	1244	1144	1103	1012	927	850	2457	1794	2982	1904	1738	1611
1975	1419	1393	1272	1110	1075	879	3120	2765	2756	2481	2150	2104
1976	2056	1894	2254	1999	1876	1973	2786	2721	2734	1960	1931	1689
1977	1491	1397	1196	1191	868	872	2240	1999	1650	1446	1419	1092
1978	1049	820	576	471	442	597	2081	1622	1482	1319	1056	Unavail.

SOURCE: Statistical Reporting Services, Agricultural Estimates Division, U.S. Department of Agriculture, Washington, D.C.

RED RASPBERRIES  
1978 CROP

PROCESSED: The deliveries to processors were up very sharply in 1978 and totaled 40,541 pounds. This compares to 7,929 pounds in 1977 and 5,986 two years ago. All Red Raspberries were frozen into various products. The average price paid to growers per pound ranged from 80-90 cents, mostly 80 cents. This was up 25 cents from 1977. The estimated dollar value was \$32,433.00 compared with \$4,648.00 a year earlier.

FRESH MARKET: Fresh market supplies decreased sharply in 1978 with a total of 3,060 12 pint flats sold on the Benton Harbor Fruit Market. This compares to 7,722 a year earlier and 3,636 flats two years ago. The average price paid to growers was \$13.49 per 12 pint flat. This was up moderately from the \$10.93 average in 1977. The estimated dollar value was \$41,279.00, and was down sharply from the \$84,401 total a year earlier.

WEEKLY RECEIPTS DELIVERED TO MICHIGAN PROCESSORS OR RECEIVING STATIONS  
FRESH FRUIT BASIS IN POUNDS

WEEK ENDING	FROZEN WEEKLY	TOTAL TO DATE FROZEN	PRICE TO GROWER
Start of Ssn Thru July 15	16,144	16,144	80¢
July 16 - 22	22,008	38,152	80¢
23 - 29	2,389	40,541	80-90¢
TOTAL 1978 SEASON		40,541	

PAST SEASON TOTALS

1977	7,929	50-55¢
1976	5,986	40¢
1975	25,365	42-45¢, Mostly 42¢
1974	18,659	42¢
1973	18,804	35¢

UNITED STATES COLD STORAGE HOLDINGS OF FROZEN RED RASPBERRIES (1000 lbs.)  
END OF MONTH COLD STORAGE HOLDINGS WITH COMPARISON

YEAR	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
1974	12931	11281	9207	7334	6529	6016	24391	22143	21098	19032	18666	16702
1975	14278	13693	11756	8858	7690	6974	26998	30982	28506	24049	21815	19701
1976	17693	15914	12490	10783	8032	6793	21057	20467	19088	16968	16479	14974
1977	12182	9019	6493	5275	3549	3379	23436	23201	20117	17997	15920	12904
1978	1049	7944	6135	4820	3279	5258	24324	20209	17734	16273	15328	Unavail.

SOURCE: Statistical Reporting Service, Agricultural Estimates Division, U.S. Department of Agriculture, Washington, D.C.

ASPARAGUS  
1978 CROP

**HARVESTED ACREAGE:** The United States harvested 80,430 acres of asparagus in 1978. This was a decrease of approximately 5,400 acres from a year earlier, and was over 12,000 acres less than 1976. Michigan's acreage at 17,300 was unchanged. The state showing the largest change was California, which was down 2,300 acres.

**PRODUCTION:** The United States asparagus crop produced 1,795,000 cwt. This was a decrease of 386,000 cwt from 1977, and 507,000 cwt from two years ago. Michigan production of 225,000 cwt, was 35,000 cwt heavier than 1977. Much of the reason for the increased production was the cooler than normal spring that made for a fairly good year.

**MARKETING THE CROP: PROCESSED:** A total of 20,592,429 lbs of asparagus were delivered to Michigan's processors in 1978. This was an increase of 3,223,429 pounds over the previous season's receipts. The disposition of the crop was 14,926,515 pounds canned, with 5,665,914 pounds frozen.

The price paid to growers was established at 55.2 cents per pound for select, and 46 cents for number one grade. Some additional allowances were paid, particularly later in the season. The value of the processed segment of the crop was \$11,760,000.00 and according to the Michigan Agricultural Reporting Service, this was an increase of \$4,078,000.00 over 1977.

**FRESH MARKET:** Due to the active demand and strong market for asparagus from processors, movement to the fresh market was limited. Even at that, an estimated 15,000 cwt were marketed fresh according to the Michigan Agricultural Reporting Service. This was up 2,000 cwt from 1977, but down 5,000 cwt from the lighter crop of 1976. F.O.B. shipping point prices were not published by the Federal-State Market News Service.

WEEKLY RECEIPTS OF DELIVERED ASPARAGUS TO MICHIGAN PROCESSORS OR RECEIVING STATIONS (In pounds)

WEEK	FROZEN WEEKLY	TOTAL TO DATE FROZEN	CANNED WEEKLY	TOTAL TO DATE CANNED	TOTAL WEEKLY FROZEN & CANNED	TOTAL TO DATE FROZEN & CANNED
Start of Season						
Thru May 6			31,024	31,024	31,024	31,024
May 7-13	115,417	115,417	899,637	930,661	1,015,054	1,046,078
May 14-20	1,008,771	1,124,188	2,730,296	3,660,957	3,739,067	4,785,145
May 21-27	1,205,786	2,329,974	3,496,093	7,157,050	4,701,879	9,487,024
May 28-June 3	1,326,887	3,656,861	3,173,670	10,330,720	4,500,557	13,987,581
June 4-10	721,999	4,378,860	1,927,183	12,257,903	2,649,182	16,636,763
June 11-17	551,166	4,930,026	1,275,451	13,533,354	1,826,617	18,463,380
June 18-24	536,939	5,466,965	946,567	14,479,921	1,483,506	19,946,886
June 25-July 1	198,949	5,665,914	418,694	14,898,615	617,643	20,564,529
July 2-8		5,665,914	27,900	14,926,515	27,900	20,592,429
TOTAL 1978		5,665,914		14,926,515		20,592,429
PAST SEASON TOTALS						
1977		4,257,794		13,110,759		17,368,553
1976		5,052,568		10,735,452		15,788,020
1975		5,060,556		12,621,061		17,681,617
1974		2,281,132		20,002,948		22,264,080
1973		2,562,920		20,074,998		22,637,918
1972						

UNITED STATES COLD STORAGE HOLDINGS OF FROZEN ASPARAGUS (1000 lbs)  
END OF MONTH COLD STORAGE HOLDINGS WITH COMPARISON

YEAR	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
1974	15512	14103	12185	12520	19985	23514	20994	18681	16773	14698	12238	11710
1975	9606	7665	5989	8254	17115	19469	18320	16753	14699	11894	10852	9159
1976	6970	4604	3927	7400	16595	20543	18584	17160	15695	12777	10364	8158
1977	6311	4687	3480	8913	15903	20475	18941	16930	15023	14677	11431	9951
1978	7214	5592	3654	3113	8189	11424	11088	9281	9766	8252	6651	5137

SOURCE: Statistical Reporting Service

ASPARAGUS FOR FRESH MARKET AND PROCESSING: AREA, YIELD, PRODUCTION AND VALUE, 1976-78

SEASON AND STATE	AREA PLANTED			AREA HARVESTED			YIELD PER ACRE		
	1976	1977	1978	1976	1977	1978	1976	1977	1978
	<u>ACRES</u>						<u>HUNDRED WEIGHT</u>		
SPRING:									
California	33,900	30,300	28,000	33,900	30,300	28,000	37	37	28
Illinois	5,200	4,500	4,300	5,200	4,500	4,200	9	11	9
MICHIGAN	18,700	17,700	17,700	18,000	17,300	17,300	10	11	13
New Jersey	3,300	2,300	1,900	3,300	2,300	1,900	13	14	14
Washington	20,400	20,200	20,000	20,400	20,200	20,000	32	33	32
Other States <sup>1/</sup>	12,000	11,520	9,340	11,780	11,200	9,030	11	11	9
UNITED STATES	93,500	86,520	81,240	92,580	85,820	80,430	25	25	22

SEASON AND STATE	PRODUCTION			VALUE					
				PER CWT.			TOTAL		
	1976	1977	1978	1976	1977	1978	1976	1977	1978
	<u>1,000 CWT.</u>			<u>DOLLARS</u>			<u>1,000 DOLLARS</u>		
SPRING:									
California	1,254	1,121	784	32.20	38.20	45.00	40,326	42,775	35,264
Illinois	47	50	38	29.80	34.50	41.80	1,400	1,725	1,588
MICHIGAN	180	190	225	33.00	43.90	56.30	5,934	8,345	12,660
New Jersey	43	32	27	43.60	55.10	66.60	1,874	1,763	1,798
Washington	653	667	640	28.70	32.70	37.90	18,727	21,815	24,248
Other States <sup>1/</sup>	125	121	81	30.90	31.60	43.40	3,861	3,826	3,512
UNITED STATES	2,302	2,181	1,795	31.30	36.80	44.10	72,122	80,249	79,070

<sup>1/</sup> Fresh Market: Indiana, Iowa, Maryland, New Jersey, and Oregon. Processing: Delaware, Indiana, Iowa, Maryland, Minnesota, New Jersey, Oregon, and Virginia.

SOURCE: Crop Reporting Board, ESCS, USDA.

Annual Vegetables, December 1978.

ASPARAGUS COMMERCIAL CROP FOR FRESH MARKET AND PROCESSING: PRODUCTION AND VALUE 1976-78

SEASON AND STATE	PRODUCTION			PER UNIT <sup>1/</sup>			VALUE		
	1976	1977	1978	1976	1977	1978	1976	1977	1978
	1,000 CWT.			DOLLARS PER CWT.			1,000 DOLLARS		
<b>FRESH MARKET:</b>									
California	725	561	529	37.60	46.60	50.20	27,260	26,143	26,556
Illinois	7	9	6	49.10	46.30	51.80	344	417	311
MICHIGAN	20	13	15	38.70	51.00	60.00	774	663	900
Washington	117	89	86	38.20	45.40	55.20	4,469	4,041	4,747
Other States <sup>1/</sup>	50	42	33	43.60	52.20	64.10	2,178	2,194	2,115
U. S. TOTAL	919	714	669	38.10	46.90	51.80	35,025	33,458	34,629
<b>PROCESSING:</b>									
	TONS			DOLLARS PER TON			1,000 DOLLARS		
California	26,450	28,000	12,750	494.00	594.00	683.00	13,066	16,632	8,708
Illinois	2,000	2,050	1,600	528.00	638.00	798.00	1,056	1,308	1,277
MICHIGAN	8,000	8,850	10,500	645.00	868.00	1120.00	5,160	7,682	11,760
Washington	26,800	28,900	27,700	532.00	615.00	704.00	14,258	17,774	19,501
Other States <sup>1/</sup>	5,900	5,550	3,750	603.00	612.00	852.00	3,557	3,395	3,195
U. S. TOTAL	69,150	73,350	56,300	536.00	638.00	789.00	37,097	46,791	44,441
CANNING	41,250	48,450	40,250	560.00	650.00	782.00	23,119	31,503	31,479
FREEZING	27,900	24,900	16,050	501.00	614.00	808.00	13,978	15,288	12,962

<sup>1/</sup> Fresh Market: Indiana, Iowa, Maryland, New Jersey and Oregon. Processing: Delaware, Indiana, Iowa, Maryland, Minnesota, New Jersey, Oregon and Virginia.

SOURCE: Crop Reporting Board, ESCS, USDA

Annual Vegetables, December 1978