

U. S. DEPT. OF AGRICULTURE
Production and Marketing Administration

MARKETING THE MICHIGAN CELERY CROP
A Brief Review of the 1947 Season

Michigan Department of Agriculture, Bureau of Foods & Standards Cooperation

by
J. H. Selby

The tabulations contained in this Summary are compilations based on Market News reports issued by the Fruit and Vegetable Branch, Production and Marketing Administration, United States Department of Agriculture. Reports on Celery were issued at Benton Harbor, Michigan from August 11, through October 31, 1947.

PRODUCTION: National Situation

Production of celery in the United States was estimated by the Crop Reporting Board, Washington, D. C., at 20,094,000 crates (1/2 crates of approximately 65-lbs per crate) as of December 1, 1947. This was a 14% decrease from the 1946 crop of 23,329,000 crates and 16% over the 10-year (1936-45) average of 16,963,000 crates. In the summer group of States, Indiana, Michigan, New Jersey, New York, Ohio and Oregon, a decline of over four million crates was noted. No state showed any increases in production. Indiana has shown no volume large enough to record for the past three years. In all the early fall group States declines in production were recorded and the 1947 crop was 1,700,000 crates below the 1946 crop and slightly below normal for the 10-year period 1936-45.

Total celery acreage in the United States was 42,690 acres as compared to 48,250 acres for 1946 and a 10-year average of 40,370 acres. Yield per acre was placed 471 crates in 1947, with 1946 yield 484 crates and the 10-year average 420 crates per acre.

PRODUCTION: Michigan Situation

As of December 1, 1947, the Crop Reporting Board, Washington, D. C., estimated the 1947 Michigan summer celery crop at 950,000 crates as compared to the 1,050,000 crates produced in 1946 and the 10-year (1936-45) average of 971,000 crates. The estimates for the fall crop was 1,720,000 crates as compared to 2,162,000 in 1946 and the 10-year average of 1,709,000 crates.

In 1947 the fall crop yield was 400 crates per acre from 4,300 acres planted as compared to 460 crates from 4,700 acres in 1946 and a 10-year yield of 390 crates per acre from 4,340 acres planted.

CELERY PRODUCTION (for Market): COMMERCIAL CROP 1/										
SEASONAL GROUP AND STATE	ACREAGE 2/			YIELD PER ACRE			PRODUCTION			
	10-yr 4/	1946	1947	10-yr 4/	1946	1947	10-yr 4/	1946	1947	
	1936-45			1936-45			1936-45			
	- Acres			- Crates 5/			- Thousand crates 5/			
Winter										
Florida	5400	8550	7100	521	497	400	5/ 2810	6/ 4249	2840	
California	1820	2500	2570	698	625	725	1268	1562	1863	
Arizona	7/ 250	930	550	7/ 805	475	550	7/ 201	412	302	
GROUP TOTAL	7250	11980	10220	565	522	490	4098	6253	5005	
Spring										
Florida	2740	4900	4300	475	447	420	6/ 1282	6/ 2190	1806	
California	1570	2250	2000	862	970	1260	1347	2182	2520	
GROUP TOTAL	4300	7150	6300	613	611	687	2629	4372	4326	
Summer										
New York	480	700	650	390	375	375	188	262	244	
New Jersey	1160	1200	1200	248	270	220	287	324	264	
Ohio	1190	890	890	453	475	250	538	423	222	
MICHIGAN	2030	2100	2000	475	500	475	971	1050	950	
Indiana	26	--	--	392	--	--	10	--	--	
Oregon	500	440	280	552	530	660	273	233	185	
GROUP TOTAL	5380	5330	5020	420	430	372	2266	2292	1865	
Early Fall										
New York	4090	4100	3400	342	435	300	1394	6/ 1784	1020	
Pennsylvania	920	500	450	345	380	360	321	190	162	
Ohio	900	660	560	382	425	300	344	280	168	
Indiana	90	80	--	363	560	--	31	45	--	
MICHIGAN	4340	4700	4300	390	460	400	1709	2162	1720	
Colorado	1310	1500	1200	339	340	340	443	6/ 510	408	
Utah	480	950	680	361	650	670	6/ 170	5/ 618	456	
Washington	510	700	560	537	550	560	275	5/ 385	314	
GROUP TOTAL	12620	13190	11150	372	453	381	4687	5974	4248	
Late Fall										
California	10300	10000	9400	308	430	480	3170	4300	4512	
Idaho	9	--	--	532	--	--	5	--	--	
New Jersey	510	600	600	211	230	230	108	138	138	
GROUP TOTAL	10820	10600	10000	304	419	465	3283	4438	4650	
ALL STATES	40370	48250	42890	420	484	471	16963	23329	20094	

1/ Total for fresh market and processing.

4/ Note that the 10-year average figures ("group" and "all States") are the averages of the yearly totals, not the sum of the State or group averages.

5/ Equivalent one-half size crates (approximately 65 pounds).

6/ Includes some quantities not harvested and excluded in computing value: Winter, Florida-77,000 crates in 1946; Spring, Florida-74,000 in 1946, early fall, New York-268,000, Colorado-86,000, Utah-208,000 and Washington-96,000 in 1946.

7/ Winter: Arizona 1945, first year of estimate.

MATURITY AND HARVESTING: Michigan

Weather was not entirely favorable during the 1947 growing season for either the summer or the early fall crop. Hot, dry weather during the summer retarded progress of the celery. During late July and early August rains and hot, humid weather promoted blight. In some sections this was rather serious. Frost was reported in late September and some fields were damaged. It was hoped that with the warm, open days of October frost damage would be reduced but continued light frosts during nights did further damage and some stock was not harvested.

Size was not up to standard for the 1947 crop and many dealers who shipped hearts reported heavy trimming and grading necessary to pack good quality. Blight also developed in some storage stock which had apparently been free of blight at time of storage.

MARKETING: Michigan

Demand for celery during 1947 was somewhat improved over the 1946 deal. While f. o. b. values were somewhat higher than last year many complaints were reported again this season by the buying trade because of poor grading and packing. Buyers were looking for quality and size and these

requirements posed some problems to marketing the crop. The lighter crop in all sections of the country was reflected, however, in the higher f. o. b. prices and movement for the season as a whole was on a fairly orderly basis.

Truck receipts of celery over the Benton Harbor Cash Market totaled seven carlot equivalents during the 1947 season as compared to fourteen carlots in 1946 and eleven carlot equivalents in 1945. Practically all offerings were in dozen bunches and met with moderate demand throughout most of the Cash Market season. Weighted average price per dozen bunches was 77¢ as compared to the 34/ weighted average in 1946 and 85¢ average in 1945.

DAILY F. O. B. CELERY PRICES AT WESTERN MICHIGAN SHIPPING POINTS - 1947

Basis of sales: Sales f. o. b. shipping point and delivered sales shipping point basis. Golden Heart variety, washed, US#1 grade, 2 1/2 doz. size.

DATE	1/2 crates	1 1/2" wirebound crts.	DATE	1/2 crates	1 1/2" wirebound crts.
Aug. 12	2.25-2.50		Sept. 19	1.90-2.00	2.00-2.25
13	2.25-2.40	2.40-2.75	Sat		
14	2.20-2.50	2.40-2.75	Sun		
15	2.20-2.40	2.40-2.70	22	1.90-2.00	2.15-2.35
Sat			23	1.90-2.00	2.00-2.35
Sun			24	1.90-2.00	2.00-2.35
18	2.20-2.40	2.25-2.65	25	1.90-2.00	2.00-2.25
19	2.20-2.40	2.25-2.65	26	1.90-2.00	2.00-2.25
20		2.25-2.65	Sat		
21	2.15-2.25	2.30-2.50	Sun		
22	2.15-2.25	2.30-2.50	29	1.90-2.00	2.00-2.25
Sat			30		2.25
Sun			Oct. 1		2.25
25	2.10-2.25	2.25-2.50	2		2.25-2.35
26	2.10-2.25	2.25-2.50	3		2.25-2.35
27	2.10	2.20-2.30	Sat		
28	1.90-2.00	2.10-2.15	Sun		
29	1.90-2.00	2.00-2.15	6		2.50-2.60
Sat			7		2.40-2.65
Sun			8		2.40-2.65
Sept. 1	1.90-2.00	2.10-2.15	9		2.40-2.50
2	1.90-2.00	2.10-2.15	10		2.40-2.50
3	1.90-2.00	2.10-2.20	Sat		
4	2.00	2.25-2.40	Sun		
5		2.25-2.40	13		2.40-2.50
Sat			14		
Sun			15		2.50
8	2.10-2.25	2.35-2.50	16		2.50
9	2.10-2.25	2.00-2.50	17	2.50-2.60	2.75
10		2.25-2.50	Sat		
11	2.10	2.25	Sun		
12		2.25-2.40	20	2.25-2.50	2.25-2.75
Sat			21	2.25-2.50	2.00-2.75
Sun			22		2.40-2.50
15	2.00-2.20	2.25-2.40	23		2.50-2.60
16	2.00-2.10	2.25-2.40	24		
17	1.90-2.00	2.15-2.25	Sat		
18	1.90-2.00	2.10-2.25	Sun		

BENTON HARBOR CASH MARKET CELERY 1947 SEASON WITH COMPARISONS PREVIOUS YEARS

(Dozens & Crates)

SEASON	Total Packages	Average Value per Doz.	Total Value for Season	Carlot Equivalent
1947	15,510	.77	\$ 11,942.70	7
1946	31,065	.34	10,562.10	14
1945	23,311	.65	15,152.15	11
1944	34,541	.65	22,451.65	15
1943	47,004	.70	32,902.80	22
1942	59,533	.33	19,645.89	27
1941	85,592	.25	21,398.00	39
1940	79,257	.20	15,851.40	36
1939	88,642	.23	20,387.66	40
1938	109,508	.17	18,616.36	50

SHIPMENTS: Rail and Truck

Rail shipments of Michigan celery during the 1947 season totaled 586 cars as compared to 951 cars in 1946 and 1268 cars in 1945. No actual figures are available on truck movement from the State during the past season. However, several sources report that truck movement to nearby markets were very heavy. Also many shippers moved celery to distant points by truck, especially to the South and Southeastern points. Some members of the trade have estimated the truck movement to be almost double the rail shipments while other estimates are lower.

A tabulation of carlot shipments of Michigan Celery from August 11 through October 31, indicates cars were billed to 52 cities in 23 States and the District of Columbia. Destinations were unreported prior to August 11 and after October 31. Elsewhere in this Summary a table of destinations by cities and States is included for those who wish to make a further study of distribution.

WEEKLY CARLOT SHIPMENTS FROM MICHIGAN AND COMPETING STATES

Week Ending	1947 Season							Total 1947	Total 1946
	MICH.	Calif.	Colo.	N. Y.	Ore.	Utah	Wash.		
Aug. 9	54	20	9	7	11	-	-	101	182
16	50	17	6	46	13	33	1	166	157
23	41	22	9	43	10	68	2	197	197
30	42	27	5	48	8	86	2	228	224
Sept. 6	29	39	7	56	-	107	1	241	237
13	30	46	3	80	3	114	4	284	269
20	39	52	2	91	1	89	2	276	290
27	28	96	1	97	8	108	1	352	384
Oct. 4	26	164	4	47	8	105	4	358	386
11	19	125	6	61	11	107	8	337	407
18	9	183	8	69	15	70	15	372	361
25	14	213	3	35	14	27	18	333	351
Nov. 1	2	487	-	14	32	17	9	561	425
8	5	825	-	26	11	-	-	870	618
15	4	915	-	28	6	-	-	951	995
1947*	586	8125	116	857	236	987	76	11589	-
1946#	951	11351	134	1594	443	564	92	-	28759

(*) Totals June through December 1947.

(#) Totals through 1946-47 Season.

WEEKLY PRICE RANGE JOBBING SALES MICHIGAN CELERY 1947 IN IMPORTANT MARKETS

Note: Prices quoted are on the basis of generally good merchantable quality stock, variety and type of containers as indicated.

Week Ending	CHICAGO				DETROIT	
	Golden Heart 1/2 crates	Golden Heart 16" crates	Dble Hi-Balls 1/2 crates	Pascal 16" crates	Golden Heart Bunches	Pascal 1/2 crates
Aug. 15	\$1.75-2.75	\$2.25-2.75	\$1.00-2.25	\$2.00-2.50	\$.60-.65	\$4.25-4.50
22	1.50-2.50	1.50-2.75	1.50-2.00		.60-.65	4.00
29	1.25-2.25				.65	4.00
Sept. 5	1.50-2.50	2.25-2.50	1.00-2.00		.65	3.50-3.75
12	1.25-2.25	2.00-2.25	.50-1.50		.65	3.15-3.50
19	1.50-2.00	1.75-2.50	1.00	1.00-1.75		3.00-3.25
26	1.25-2.00	1.50-2.50		1.00-1.50	1.75-2.50	3.25
Oct. 3	1.50-2.00	1.75-2.50		1.00-1.50		3.25
10	1.50-2.50	1.50-3.00		1.00-1.50	1.50-2.25	3.25
17	1.75-3.00	2.00-3.00		1.00-1.50	1.50-2.00	3.25
24	1.50-3.00	2.00-3.25		1.00-2.00		3.00-3.25
31	1.50-2.75			1.25-1.50	1.00-1.75	

Week Ending	ATLANTA		NEW ORLEANS		MILWAUKEE	
	Golden Heart 1/2 crates	Golden Heart 16" crates	Golden Heart 1/2 crates	Dble Hi-Balls 16" crates	Golden Heart 1/2 crates	Golden Heart 16" crates
Aug. 15	\$3.25-3.50	\$2.75-3.00	\$3.00-3.25	\$1.75-3.00	\$2.00-2.25	
22	3.25-3.50	2.60-3.50	3.00-3.25	1.75-3.00	1.75-2.00	
29	3.25-3.50	3.00-3.50		2.00-3.00	2.25-2.50	
Sept. 5	3.25-3.50	3.00-3.50		2.00-2.75	2.25-2.50	2.75
12	3.25-3.50	3.25-3.50	2.00-3.50	2.25-3.00	2.25-2.50	3.00
19	3.25-3.50	3.00-3.50	3.00-3.75	2.00-3.00	1.75-2.00	2.50-2.75
26	3.25-3.50	3.00-3.50	3.50	1.75-2.75	1.75-2.00	1.50-2.75
Oct. 3	3.25-3.50	3.25-3.50	3.50-3.60	2.75-3.00	2.00-2.25	2.75-2.85
10	3.25-3.75	3.00-3.75		2.75-3.50	1.75-2.25	
17	3.75-4.25	3.00-3.75	3.25-3.75		3.00-3.50	3.25-3.50
24	3.90-4.50	3.00-5.00	3.25-4.25		2.50-2.75	3.00-3.50
31	4.00-5.00	2.75-4.50			2.00-2.75	2.75-3.25

Week Ending	S.T. LOUIS			
	Golden Heart 16" crates	Golden Heart Bunches	Hi-Balls	Pascal 16" crates
Aug. 15	\$.40-.65		\$2.15-2.50	\$3.5-4.00
22	.50-.70		2.25-2.50	3.75-4.00
29	.40-.70		2.25-2.50	3.25-4.00
Sept. 5	.50-.70		2.00-2.25	3.25-3.50
12	.40-.65		1.50-2.25	
19	.50-.65		2.00-2.15	
26	3.00-3.50	.50-.65		2.00-2.75
Oct. 3	2.75-3.50	.60-.70		2.25-2.75
10		.65-.70		
17	3.50-3.75	.70-.75		2.00-3.25
24	3.75-4.00	.65		
31	2.50-3.00			

PRIMARY DESTINATIONS OF MICHIGAN CARLOT CELERY SHIPMENTS
Destinations are from August 11, 1947 through October 31, 1947

State & City	Cars	State & City	Cars	State & City	Cars
ALABAMA		MISSOURI		WISCONSIN	
Birmingham	1	Kansas City	1	Appleton	4
Mobile	4	St. Louis	7	Appleton Junction	8
TOTAL	5	TOTAL	8	DePere	3
CONNECTICUT		NEW JERSEY		Duck Creek	2
Hartford	1	Jersey City	1	Green Bay	69
New Haven	1			Manitowoc	1
TOTAL	2	NEW YORK		Milwaukee	1
DISTRICT OF COLUMBIA		Albany	1	TOTAL	88
Washington	4	Buffalo	7		
		New York	3	SUMMARY BY STATES	
		TOTAL	11	Alabama	5
FLORIDA				Connecticut	2
Jacksonville	2	NORTH CAROLINA		District of Columbia	4
Miami	4	Charlotte	2	Florida	7
Tampa	1	Durham	3	Georgia	11
TOTAL	7	Raleigh	1	Illinois	36
		TOTAL	6	Indiana	1
GEORGIA				Kentucky	3
Atlanta	10	OHIO		Louisiana	28
Thomasville	1	Cincinnati	3	Maryland	2
TOTAL	11	Columbus	1	Massachusetts	3
		Toledo	3	Michigan	16
ILLINOIS		Youngstown	1	Minnesota	1
Chicago	36	TOTAL	8	Missouri	8
				New Jersey	1
INDIANA		PENNSYLVANIA		New York	11
Terre Haute	1	Philadelphia	9	North Carolina	6
		Pittsburgh	2	Ohio	8
KENTUCKY		TOTAL	11	Pennsylvania	11
Lexington	3			South Carolina	2
		SOUTH CAROLINA		Tennessee	10
LOUISIANA		Columbia	2	Texas	13
New Orleans	28			Virginia	22
		TENNESSEE		Wisconsin	88
MARYLAND		Memphis	8	TOTAL	304
Baltimore	2	Nashville	2	Unreported by railroads	35
		TOTAL	10	Unreported prior to August 11	208
MASSACHUSETTS				Unreported after October 31	50
Boston	3	TEXAS		TOTAL	596
		Dallas	11		
MICHIGAN		Ft. Worth	1		
Battle Creek	1	San Antonio	6		
Detroit	4	TOTAL	18		
Grand Rapids	1				
Ishpeming	10	VIRGINIA			
TOTAL	16	Norfolk	10		
		Richmond	10		
MINNESOTA		Roanoke	2		
Minneapolis	1	TOTAL	22		

Released: Benton Harbor, Michigan
April 9, 1948