

UNITED STATES DEPARTMENT OF AGRICULTURE  
Agricultural Marketing Service  
and the  
MICHIGAN DEPARTMENT OF AGRICULTURE  
Bureau of Foods & Standards Cooperating

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MARKET NEWS SERVICE ON FRUITS & VEGETABLES

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MARKETING MICHIGAN CELERY  
SUMMARY OF 1955 SEASON

by

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MARKETING THE MICHIGAN CELERY CROP  
1955 Season

GENERAL COMMENTS:

Excellent prices and near normal yields featured the 1955 Michigan celery marketing season. Pricewise, the 1955 season was the best since World War II, and of near record importance.

The average value of the early summer crop was placed at \$2.45 per crate (60 lbs.) by the Crop Reporting Service and was exceeded only in one year - 1952 - since World War II. The early fall crop was placed at \$3.00 per crate and was the highest on record. The total value of the 1955 harvest (early summer and early fall) was placed at \$3,697,000.00, 37% above 1954 values and 13% above the 5-year (1949-53) average.

Decrease in yields in principal competing States, New York and California, as well as decline in yields in Michigan's early fall crop resulted in an excellent balance between supply and demand with demand exceeding supply during some periods in the marketing of the early fall crop. Quality of Michigan stock was generally good. Several extended heat waves, occurring over much of the country East of the Rockies during July, August and early September, stimulated demand for salad vegetables such as celery. Some acreage in the Lower Hudson Valley was lost due to flood damage. The combination of these factors resulted in strong f.o.b. prices.

F.o.b. sales of Pascal 16-inch crates, on size 2-3dozen, from the week ending July 16 through the week ending August 20, ranged from \$2.25-2.75. Then prices jumped sharply with weekly increases, and reached a peak in the week ending September 17, at \$4.00-4.50. Sales closed the last week in September at \$3.50-4.00 per crate. A moderate decline occurred during October with the last f.o.b. prices quoted the week ending October 20 at \$2.75-3.00 per crate. Due to good demand and favorable prices, crop was market early and offerings virtually cleaned up before inclement weather set in.

PRODUCTION AND YIELDS:

The Crop Reporting Service, AMS, final Dec. 1 estimate placed the Michigan early crop at 686,000 crates, 15% above 1954 production of 598,000 crates and nearly the same as the 5-year (1949-53) average of 685,000 crates. The early fall crop showed a sharp decline, mostly due to acreage reduction and to a lesser degree to decrease in yields resulting from hot, dry weather. The 1955 acreage was down 13% and yields down 1% from 1954, and from the 5-year average, 1955 acreage was down 23% and yields down 4%. The early fall production amounted to 672,000 crates as compared to 765,000 crates in 1954 and 918,000 crates for the 5-year average.

The combined production of early summer and early fall crops amounted to 1,358,000 crates, only 3% less than 1954's production of 1,363,000 crates, but was down 15% from the 5-year average of 1,603,000 crates.

VARIETIES:

Pascal type celery constitutes the bulk of production for fresh market, with only limited quantities of Golden Heart type so utilized. Most of the Golden Heart type produced was sold to processors.

QUALITY, CONDITION AND SIZE:

Quality of the 1955 celery crop was variable, but generally average. Some loss occurred from black heart on early stock injured by early frosts. Size and quality on the cleanup of early summer plantings and the start of early fall harvesting was adversely affected by hot, dry weather in late August and early September. There were continued trade complaints that some of the early cuttings were harvested too soon before gaining proper maturity and size.

SHIPMENTS, RAIL & TRUCK:

The bulk of Michigan celery shipments move to market via truck. This season, weekly truck movement was collected from five principal shippers. Volume so handled amounted to 1,535 carlot equivalents. Nine smaller shippers were contacted at the end of the shipping season for seasonal reports on their truck movement. These shippers reported movement of 547 cars, making a total of 2089 carlot equivalents for the 1955 season. Local grower sales and consignments direct to markets were not collected due to the diffuse movement and the difficulty of collecting same. The total State yields as estimated by the Crop Reporting Service amounted to 1,358,000 crates, and on the basis of 450 crates per car, amounted to 3,018 cars. Rail shipments for 1955 in Michigan amounted to 53 cars.

CELERY UNLOADS: Rail & Truck, carlot basis.

Unloads from nine principal markets using Michigan celery during Michigan's active shipping season, June through October, are tabulated by months for all States during the 1955 season on pages 5 and 7 and indicate Michigan distribution in these markets.

Growers planning 1956 acreages and marketing plans should analyze the 1955 season closely. Increased plantings because of high prices, especially in the early fall marketing may stimulate over production. A portion of the success of the 1955 season was in reducing acreage, however decreased yields in competing States and in the Michigan early fall crop was equally important in balancing supplies. That is, with the same acreage as in 1955, improved yields would result in increased supplies and alter the excellent balance enjoyed the past season. California, one of Michigan's principal competitors, 1955 yields were 7% below 1954 and 15% less than the 5-year average. New York's 1955 yields in the early summer crop were down 20% from 1954 and 10% from the 5-year average. New York's 1955 early fall yields were about the same as 1954, and only 3% above the 5-year average.

MARKETING MICHIGAN CELERY

1955 Season

CROP ESTIMATE - CELERY - NATIONAL: Released by Crop Reporting Board, AMS, Washington, D. C., 1/ final (Dec. 1) 1955 report: Acreage, Yield & Production for 1955, 1954 & 5-year average (1949-53).

SEASONAL GROUP AND STATE	ACREAGE		YIELD PER ACRE			PRODUCTION			
	5-year av. 3/	1954	1955	5-year av. 3/	1954	1955	5-year av. 3/	1954	1955
	ACRES		CRATES			1,000 CRATES			
<b>Winter:</b>									
California	3540	3800	3500	772	865	910	2725	3287	3185
Florida	5980	5900	5300	632	690	805	6/ 3799	6/ 4071	4266
Arizona	300	290	260	643	675	520	6/ 197	195	135
Group Total	9820	9990	9060	682	756	837	6720	7554	7566
<b>Spring:</b>									
Florida	4000	4700	3800	679	690	715	6/ 2703	6/ 3243	6/ 2717
California	2220	2900	2800	1234	1210	1370	2739	3509	3836
Group Total	6220	7600	6600	877	888	993	5442	6752	6553
<b>Early Summer:</b>									
New York	680	750	350	445	500	400	6/ 303	6/ 375	140
New Jersey	650	600	600	366	400	385	237	240	231
Massachusetts	350	330	250	399	410	400	139	135	100
Ohio	700	650	650	448	400	430	314	260	280
MICHIGAN	1440	1300	1400	477	460	490	6/ 685	598	686
California	1280	1900	1900	920	840	780	1159	1596	1482
Group Total	5100	5530	5150	557	579	567	2838	3204	2919
<b>Late Summer:</b>									
Oregon	160	80	70	606	650	550	95	6/ 52	38
Washington	470	480	440	485	500	525	6/ 230	240	231
Colorado	1080	900	800	503	500	500	6/ 544	450	400
Utah	440	300	240	596	530	540	267	159	130
Group Total	2150	1760	1550	527	512	515	1136	901	799
<b>Early Fall:</b>									
Pennsylvania	400	300	250	360	350	330	144	105	82
New York	1840	1600	1400	508	525	530	6/ 929	840	742
Massachusetts	370	290	250	384	350	250	141	102	62
Ohio	390	280	300	409	410	420	159	115	126
MICHIGAN	2100	1800	1600	437	425	420	6/ 918	765	672
Group Total	5090	4270	3800	450	451	443	2291	1927	1684
<b>Late Fall:</b>									
California	8200	7200	7200	533	645	700	4359	4644	5040
New Jersey	450	370	350	395	440	370	176	163	130
Group Total	8650	7570	7550	526	635	685	4535	4807	5170
<b>ALL STATES</b>	<b>37040</b>	<b>36720</b>	<b>33710</b>	<b>621</b>	<b>685</b>	<b>733</b>	<b>22952</b>	<b>25145</b>	<b>24711</b>

- 1/ Mostly for fresh market but includes production used for processing and for dehydration.
- 2/ Acreage available for harvest including mature acreage abandoned or only partially harvested because of low prices or other economic factors.
- 3/ Group averages (including All States) are simple averages of annual data for the group.
- 4/ approximately 60 pounds.
- 5/ Includes some quantities not marketed and excluded in computing value: Winter, Florida 71,000 crates in 1954; Spring, Florida 456,000 crates in 1954 and 110,000 crates in 1955; Early Summer, New York 40,000 crates in 1954.

## MARKETING MICHIGAN CELERY

1955 Season

CELERY - Crop Value, National. Released by Crop Reporting Board, AMS, Washington, D. C., final (Dec.1) 1955 report: 1/

SEASONAL GROUP AND STATE	PRICE PER CRATE			VALUE 4/		
	5-year average 3/ 1949-53	1954	1955	5-year average 3/ 1949-53	1954	1955
	- Dollars -			- 1,000 dollars -		
<b>Winter:</b>						
California	\$2.39	2.30	2.60	6325	7560	8281
Florida	2.36	1.85	2.50	8418	7400	10665
Arizona	2.62	2.30	2.95	544	451	398
Group Total	2.38	2.08	2.55	15287	15411	19344
<b>Spring:</b>						
Florida	2.23	1.55	1.90	5859	4320	4953
California	2.47	1.95	2.05	6774	6843	7864
Group Total	2.35	1.77	1.99	12632	11163	12817
<b>Early Summer:</b>						
New York	2.50	1.60	2.40	763	536	336
New Jersey	2.54	1.65	2.60	597	396	601
Massachusetts	3.94	3.20	4.10	548	432	410
Ohio	3.17	3.15	3.15	983	819	882
MICHIGAN	2.21	1.95	2.45	1475	1166	1681
California	2.45	2.05	2.15	2864	3272	3186
Group Total	2.57	2.09	2.43	7229	6621	7096
<b>Late Summer:</b>						
Oregon	2.54	2.25	2.05	199	117	78
Washington	1.80	1.45	2.00	403	348	462
Colorado	1.95	2.20	2.80	1004	990	1120
Utah	2.24	1.80	3.10	587	286	403
Group Total	2.07	1.93	2.58	2194	1741	2063
<b>Early Fall:</b>						
Pennsylvania	2.54	2.95	3.35	363	310	275
New York	2.11	1.80	3.00	1876	1512	2226
Massachusetts	3.19	2.85	3.95	448	291	245
Ohio	2.38	2.90	3.00	379	334	378
MICHIGAN	2.00	2.00	3.00	1801	1530	2016
Group Total	2.18	2.06	3.05	4866	3977	5140
<b>Late Fall:</b>						
California	2.24	2.10	2.50	9743	9752	12600
New Jersey	2.13	1.70	2.35	376	277	306
Group Total	2.24	2.09	2.50	10119	10029	12906
<b>ALL STATES</b>	<b>2.31</b>	<b>1.99</b>	<b>2.41</b>	<b>52327</b>	<b>48942</b>	<b>59366</b>

3/ Group averages (including All States) are simple averages of annual data for the group.

4/ Value is for the marketing season or crop year and does not correspond to calendar year income.

MARKETING MICHIGAN CELERY

1955 Season

1955 CELERY CROP - WEEKLY RAIL SHIPMENTS FROM MICHIGAN AND COMPETING STATES - DURING MICHIGAN'S SHIPPING SEASON:

Week Ending	MICH.	Calif.	N. Y.	Utah	Others	1955#	1954*
July 2	-	135	-	-	-	135	237
9	-	323	-	-	-	323	363
16	-	305	-	-	2	307	378
23	-	292	-	-	1	293	356
30	4	314	-	-	-	318	285
Aug. 6	7	310	-	-	-	317	216
13	7	279	10	-	-	296	213
20	4	261	10	-	-	275	202
27	-	253	4	-	2	259	184
Sept. 3	-	305	4	-	4	313	200
10	4	324	7	-	1	336	258
17	-	278	12	11	4	305	207
24	1	233	13	15	3	265	256
Oct. 1	2	246	19	27	4	298	246
8	4	257	20	33	7	321	281
15	4	316	16	28	3	367	332
22	-	393	13	22	4	442	430
TOTAL 1955#	53**	4408	129	135	456	5182	4568
FINAL 1954	28	10452	297	203	329	-	28025

(#) Through October 22, only.

(\*) For comparable periods in 1954

(\*\*) Includes 16 cars previously reported under "Others".

The following tabulation shows weekly price ranges of f.o.b. prices for Michigan celery during the 1955 season and includes both summer and fall crops. Quotations are for sales on stock of generally good merchantable quality and condition & cover mostly the sizes indicated:

WEEKLY RANGES OF F. O. B. CELERY PRICES AT WESTERN MICHIGAN SHIPPING POINTS - 1955:

Week Ending	PASCAL 18" crates 2-3doz	PASCAL 16" crates 4doz	Week Ending	PASCAL 16" crates 2-3doz	PASCAL 18" crates 4doz
July 16	2.40-2.75	2.25-2.50	Sept. 10	3.50-4.00	3.25-3.75
23	2.25-2.50	2.00-2.25	17	4.00-4.50	4.00-4.25
30	2.25-2.75	2.15-2.50	24	3.50-4.00	2.25-2.50
Aug. 6	2.50-2.75	2.25-2.50	Oct. 1	3.25	3.00
13	2.35-2.50	2.25	8	3.25-3.90	2.75-3.50
20	2.35-2.50	2.50	15	3.00-3.25	2.50-2.75
27	2.60-3.00	2.50-2.75	22	2.75-3.00	2.25-2.75
Sept. 3	3.00-3.75	3.00-3.50			

Figures in the following tabulation are compiled from daily market reports issued from the Benton Harbor Market News office and cover sales of Michigan Celery in important terminal markets. Price ranges are for jobbing sales in less than carlot volume for stock of generally good merchantable quality and condition & cover mostly the sizes indicated:

WEEKLY PRICE RANGE JOBBING SALES MICHIGAN CELERY 1955 IN IMPORTANT MARKETS:

CHICAGO:

Week Ending	GOLDEN HEART 16" crates 2-4doz	HEART 1/2 crates 2-6doz	PASCAL 16" crates 2-4doz	1/2 crates 2-4doz	Hearts Squares Hoose
July 16	1.25-2.25	1.00-2.00	2.00-3.00	-	.75-2.00
23	1.00-2.00	1.00-1.75	1.25-3.00	1.00-1.50	.50-1.50
30	1.00-2.00	1.00-1.50	1.25-3.00	1.00-1.50	.40-1.50
Aug. 6	3.00-3.50	1.25-3.00	1.00-3.00	1.50-2.00	.50-2.00
13	2.00-3.00	1.75-2.50	1.25-2.75	1.50-2.25	.75-2.00
20	1.75-4.00	2.25-3.00	1.25-3.00	1.25-2.25	1.00-2.00
27	1.50-3.50	1.50-3.00	1.00-3.00	1.25-2.25	1.00-2.00
Sept. 3	2.40-3.50	1.25-3.00	2.50-3.75	1.25-3.00	1.00-2.00
10	3.50-4.00	1.25-3.00	2.50-5.00	1.00-2.75	1.00-2.00
17	2.50-5.00	2.00-4.00	2.50-5.00	1.25-3.25	1.00-2.50
24	2.50-3.50	1.25-2.50	1.25-3.50	1.00-2.50	.50-1.50
Oct. 1	3.00-3.50	1.00-2.00	1.25-3.75	1.00-2.00	-
8	2.25-3.50	1.00-2.50	1.00-4.00	1.00-2.00	.50-1.75
15	2.25-3.00	1.00-2.50	1.00-3.00	1.00-2.00	.50-2.00
22	2.00-3.00	1.00-2.50	1.50-3.50	1.00-2.50	.50-2.00

WEEKLY PRICE RANGE JOBBING SALES MICHIGAN CELERY 1955 IN IMPORTANT MARKETS: (Cont'd)

		NEW ORLEANS	ATLANTA	CINCINNATI	DETROIT
Week		PASCAL & GOLDEN	PASCAL & GOLDEN	PASCAL	PASCAL
Ending		16" crates	16" crates	16" crates	16" crates
		3-4 doz	3-4 doz	2-4 doz	2-2 doz
July	23	3.50-4.25	3.00-3.75	2.00-2.75	2.50-3.75
	30	3.25-3.75	3.00-3.75	2.25-3.00	2.75-3.25
Aug.	6	3.50-4.00	3.50-4.00	2.25-3.50	2.75-3.25
	13	3.50-4.00	2.75-3.75	2.00-3.00	2.75-3.00
	20	3.50-4.00	3.50-3.75	2.25-3.00	2.75-3.00
	27		3.50-4.00	2.50-2.75	2.75-3.00
Sept.	3	4.00	3.75-4.75	2.50-4.25	
	10	4.00	4.50-5.00	4.00-4.25	4.50
	17	5.25-5.75	4.75-5.50	4.00-5.50	4.00-5.00
	24	5.00-5.50	4.50-5.25	3.00-4.50	4.00-4.50
Oct.	1	4.25-5.00	4.00-4.50	3.00-3.50	3.75-3.85
	8	2.50-5.35	4.00-4.75	3.50-4.50	3.75-3.85
	15	3.00-4.75	4.00-4.75	3.00-3.75	
	22	4.50	3.50-4.50	3.00-3.50	3.75-4.00

MICHIGAN TRUCK SHIPMENTS

#Michigan Truck Shipment 1955 Season by weeks as reported by five principal shippers and includes both fresh market and processed movement handled. Also California Truck Shipments by weeks for same period as reported to Department of Agriculture. Carlot equivalent Michigan basis 450 16" crates per car.

		No. cars per week		No. cars per week	
		Mich.	Calif.	Mich.	Calif.
Prior to					
July	9	140			
Week Ending					
July	9		114	Week Ending	
	16	81	102	Sept.	3
	23	116	98		10
	30	106	78		17
Aug.	6	110	69	Oct.	1
	13	116	66		8
	20	111	66		15
	27	90	62		86
TOTAL					1535
Seasonal report	nine smaller shippers.				118
TOTAL					2082

#Michigan--direct grower shipments, local sales and few small shippers not included. Also processed movement when dealing direct with grower not reported.

CELERY UNLOADS--PRINCIPAL TERMINALS HANDLING MICHIGAN STOCK

During Michigan's Shipping Season June through Oct.-1955

Celery unloads rail and truck combined by states for months indicated

DATE	Calif.	Fla.	Mich.	N.Y.	ATLANTA:				TOTAL
1955									
June	7	16	1						24
July	6		20						26
Aug.	4		20	1					25
Sept.	8		11	2					21
Oct.	5		12	5					22
TOTALS	30	16	64	8					118
DATE	Calif.	Colo.	Fla.	Mich.	Ohio	Utah	Wash.	Canada	TOTAL
1955									
June			68	25				2	253
July	109			150	3				262
Aug.	81	1		163	1				246
Sept.	93	2		115		10	1		222
Oct.	66			86	1	14	4		170
TOTALS	507	3	68	539	5	24	5	2	1153
DATE	Calif.	Fla.	Ohio	Ind.	Mich.	N.Y.	Utah		TOTAL
1955									
June	46	20			1				67
July	49		4	1	1				55
Aug.	37		4	6	4				51
Sept.	28		2	6	5	1	1		43
Oct.	27		2	8	5	1	2		45
TOTALS	187	20	13	21	15	2	3		261
DATE	Calif.	Ohio	N.Y.	Fla.					TOTAL
1955									
June	58	12			40				110
July	55	26							81
Aug.	48	34							82
Sept.	38	30		7					75
Oct.	30	27		8					65
TOTALS	229	129		15	40				413
DATE	Calif.	Fla.	Mich.	Canada	N.Y.	Utah	Ohio	Wis.	TOTAL
1955									
June	130	30	1	1				1	163
July	90		11	3				3	107
Aug.	38		20		1			3	62
Sept.	63		16	1				2	83
Oct.	69		8		2	1		1	81
TOTALS	390	30	56	5	3	1	9	2	496
DATE	Calif.	Fla.	Colo.	Mich.	Utah				TOTAL
1955									
June	35	6							41
July	31								31
Aug.	31		1	1					33
Sept.	41			1					43
Oct.	35			2	1				46
TOTALS	173	6	1	4	10				194
DATE	Utah	Calif.	Fla.	Mich.	Colo.	N.Y.			TOTAL
1955									
June		5	25						30
July		12	2	13					27
Aug.		20				3			23
Sept.		13		11		5			28
Oct.	2	13		6		3			24
TOTALS	2	62	27	30		8	3		132
DATE	Utah	Calif.	Fla.	Ohio	Mich.	Wash.	N.Y.		TOTAL
1955									
June		84	32	9					125
July		77	2	17	3				99
Aug.		76		21					97
Sept.		58		15			15		88
Oct.	2	55		14		1	11		83
TOTALS	2	350	34	76	3	1	26		492

MARKETING MICHIGAN CELERY

1955 Season

CELERY UNLOADS--PRINCIPAL TERMINALS HANDLING MICHIGAN STOCK (Con't)

DATE:	Calif.:	Mich.:	Utah:	Fla.:	S T. LOUIS:		TOTAL
1955							
June	35			34			69
July	65	1					66
Aug.	53	6					59
Sept.	56	1	1				58
Oct.	47	5	2				54
TOTALS	256	13	3	34			306