

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

MARKET NEWS SERVICE ON FRUIT & VEGETABLES

MARKETING MICHIGAN CELERY
SUMMARY 1959 SEASON

by
R. E. Keller

Benton Harbor, Michigan

March 1960

MARKETING MICHIGAN CELERY -- 1959 SEASON

Item	TABLE OF CONTENTS	Page
General Comments		1
Celery Unloads -- Principal Terminal		2
Consolidated Report Combined Receipts in 38 Markets -- Daily Tabulation		3
Weekly Range F.O.B. Prices & Terminal Prices		4
Crop Estimate -- Fresh Market & Processing -- California Truck Shipments		5
Crop Estimate -- Fresh Market & Processing -- Weekly Rail Shipments from Principal Shipping States		6

Page 1. MARKETING THE MICHIGAN CELERY CROP
1959 Season

GENERAL COMMENTS:

A shorter than average crop and moderate to good fob prices featured Michigan 1959 Marketing season.

MICHIGAN EARLY SUMMER -- 1959 crop features. Plantings of 1,100 acres were the same as for 1958 but 13% below the 9-year average (1949-57). Yields of 350 cwt per acre were 3% below 1958, but were nearly 10% above the 9-year average (1949-57). The Michigan early summer crop production amounted to 385,000 cwt and was 3% less than in 1958 and also 4% below average. Favorable weather prevailed for the early summer crop resulting in good yields and quality. Returns for the crop were moderate to low.

MICHIGAN EARLY FALL -- 1959 crop features. 1959 plantings of 1,100 acres were reduced 15% below 1958 and 40% less than the 9-year average. Yields per acre amounted 285 cwt, down 21% from 1958 but was the same as the previous 9-year average. Michigan early fall 1959 production amounted 314,000 cwt down 33% from 1958 and 39% from the previous 9-year average. Extremely hot weather in late August and September curtailed yields, and impaired quality of some stock. The reduced supplies of the 1959 early fall crop resulted in improved prices both for the fresh market and processing outlets.

COMPETING AREAS 1959 MARKETING SITUATION: California offerings in July and the first week in August were liberal, then demand exceeded supply for most of August with fob prices strong. There was a weaker tendency thruout late August and early September, then strong the last three weeks in September and early October. The strong market situation in California aided the Michigan market in August and September.

Yields in other early fall crop Eastern States were affected to a lesser degree by the hot fall weather resulting in moderate production, which further aided the market situation.

F.O.B. SALES -- A review of fob sales West Michigan Points on a weekly basis 2-4 doz 16" crates Pascal type show initial offerings opened the week ending June 30th at \$3.00, then declined to \$2.40-2.50 the week ending July 10th; held about steady the week ending July 17 at \$2.25-2.50; prices held at \$2.25 the week ending July 24; then declined the week ending August 31 to \$1.90-2.25. The low point in sales prices was reached the week ending August 7, at \$1.75-2.00. Prices improved slightly the next two weeks ranging from \$1.90-2.25. A sharp rise occurred the week ending August 28 with sales closing at \$3.00. The weeks ending September 4 and 11 values held between range of \$2.65-3.00; advanced to mostly \$3.25-3.50 for the weeks ending September 18 and 25, then values declined slightly the weeks ending October 2 and 9 to mostly \$3.00 few \$2.75. The hot weather in September brought maturity on rapidly and a strong fresh market and processor demand cleaned stock up by early October with no appreciable loss from late frost.

VARIETIES: Padcal type celery constitutes the bulk of production for fresh market. A limited quantity of Golden Heart type is produced for fresh market but the principal outlet for this variety is the processing trade.

SHIPMENTS: Virtually all of the Michigan celery crop moves to market via truck. No tabulation of truck shipments was made in 1959.

CELERY UNLOADS: Principal terminals using Michigan stock (Atlanta, Chicago, Cleveland, Cincinnati, Detroit, Kansas City, Louisville, New Orleans, Pittsburgh & St. Louis) handling Michigan stock by months during Michigan's shipping season (July through October 1959): 1959 unloads combined rail & truck, by months and State of origin are tabulated on page 2 of this Summary. California and Michigan are the main sources of supply in these markets during the months of Michigan's harvest. Chicago, as in the past seasons, was the largest receiver of Michigan celery, using 311 carlot equivalents; Detroit was second using 93; Atlanta ranked third using 62; New Orleans was fourth with 26; St. Louis fifth with 22, and Pittsburgh sixth with 15. **CONSOLIDATED REPORTS OF RAIL AND TRUCK RECEIPTS (COMBINED) IN CARLOT EQUIVALENTS FOR 38 MARKETS JUNE 29 THROUGH OCTOBER 7, 1959, Daily Tabulations; Michigan and Competing States and Daily Totals;**

The daily receipts in these 38 markets during Michigan's active shipping season are tabulated on page 3 and indicate Michigan receipts of 736 carlot equivalents. This compares to 953 cars on nearly comparable dates a year ago. The 1959 total receipts from all States during this period amounted to 7,726 carlot equivalents. California ranked first with unloads of 5,055 carlot equivalents. New York State was second with 1,001 cars. Michigan was third with 736 cars. Ohio was fourth with 223 cars. Michigan's unloads during this period amounted to 9% of the total unloads. This compares to 11% of the total movement a year ago.

MARKETING MICHIGAN CELERY 1959 Season
CELERY UNLOADS - PRINCIPAL TERMINALS HANDLING MICHIGAN STOCK
 During Michigan's Shipping Season July through Oct. - 1959

Celery unloads rail and truck combined by states for months indicated							
DATE:	Mich.	Calif.	Other	Total	Total	Total	
				1959	1958	1957	
ATLANTA							
1959							
July	23	4					
Aug.	17	2	2	29	28	34	
Sept.	18	7	11	30	29	28	
Oct.	4	10	9	34	38	28	
TOTALS	62	32	9	32	35	23	
DATE:	Mich.	Calif.	Other	Total	Total	Total	
				1959	1958	1957	
CHICAGO							
1959							
July	93	112	5	210	218	197	
Aug.	87	30	27	144	168	177	
Sept.	83	56	12	151	186	191	
Oct.	48	114	21	183	235	233	
TOTALS	311	312	65	688	807	798	
DATE:	Mich.	Calif.	Other	Total	Total	Total	
				1959	1958	1957	
CLEVELAND							
1959							
July	1	64	35	110	101	103	
Aug.	6	37	44	87	84	85	
Sept.	9	31	45	85	115	93	
Oct.	0	59	34	93	127	99	
TOTALS	16	191	158	375	427	380	
DATE:	Mich.	Calif.	Other	Total	Total	Total	
				1959	1958	1957	
CINCINNATI							
1959							
July	0 #	0 #	0 #	0 #	58	50	
Aug.	5	17	8	30	39	43	
Sept.	13	13	11	37	43	52	
Oct.	7	30	9	46	49	65	
TOTALS	25	60	28	113	189	210	
DATE:	Mich.	Calif.	Other	Total	Total	Total	
				1959	1958	1957	
DETROIT							
1959							
July	27	69	0	96	93	120	
Aug.	42	13	0	55	57	60	
Sept.	17	23	0	42	46	68	
Oct.	7	77	6	90	95	105	
TOTALS	93	182	6	288	291	353	
DATE:	Mich.	Calif.	Other	Total	Total	Total	
				1959	1958	1957	
KANSAS CITY							
1959							
July	0	28	0	28	25	33	
Aug.	0	16	0	16	29	34	
Sept.	1	25	5	31	31	50	
Oct.	0	34	1	35	38	56	
TOTALS	1	103	6	110	132	173	
DATE:	Mich.	Calif.	Other	Total	Total	Total	
				1959	1958	1957	
LOUISVILLE							
1959							
July	4	7	0	11	15	14	
Aug.	9	11	0	20	14	9	
Sept.	9	5	0	14	8	6	
Oct.	7	9	0	16	13	12	
TOTALS	29	32	0	61	50	41	
DATE:	Mich.	Calif.	Other	Total	Total	Total	
				1959	1958	1957	
NEW ORLEANS							
1959							
July	6	18	0	24	37	33	
Aug.	15	13	5	33	32	27	
Sept.	4	21	2	27	24	30	
Oct.	1	25	1	27	35	39	
TOTALS	26	77	8	111	128	129	
DATE:	Mich.	Calif.	Other	Total	Total	Total	
				1959	1958	1957	
PITTSBURGH							
1959							
July	3	59	11	73	94	99	
Aug.	4	44	12	60	71	86	
Sept.	8	48	14	70	78	85	
Oct.	0	68	5	73	104	101	
TOTALS	15	219	42	276	347	371	
DATE:	Mich.	Calif.	Other	Total	Total	Total	
				1959	1958	1957	
ST. LOUIS							
1959							
July	2	36	3	41	53	58	
Aug.	19	17	15	42	51	48	
Sept.	7	31	7	45	57	49	
Oct.	3	38	2	43	70	60	
TOTALS	22	122	27	171	231	215	
DATE:	Mich.	Calif.	Other	Total	Total	Total	
				1959	1958	1957	

Missing July report 1959 for Cincinnati

CELERY - DAILY TABULATION JUNE 29 TO OCT 7, 1959 OF CONSOLIDATED REPORT OF RAIL AND TRUCK COMBINED RECEIPTS IN CARLOT EQUIVALENTS BY STATES OF ORIGIN IN 38 MARKETS. (Albany, Atlanta, Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Columbia, Kansas City, Los Angeles, Louisville, Memphis, Miami, Milwaukee, Minneapolis, Nashville, Newark, New Orleans, New York, Oakland, Philadelphia, Pittsburgh, Portland, Ore., Providence, St. Louis, Salt Lake City, San Antonio, San Francisco, Washington, Wichita.)

DATE	Calif.	Colo.	Mass.	Mich.	N.J.	N.Y.	Ohio	Wash.	Wis.	Other	Total
June 29	123			1	3	1	2			14	142
30	115			1	3	1	2			7	129
July 1	113			3	3	1	3			6	127
2	112			4	3	1	3			7	130
3	205			8	3	5	3			8	234
4	110			5	3	5	3	3		8	124
5	99			4	3	5	3			4	116
6	105			10	3	8	3			3	130
7	91			10	3	8	3			3	116
8	117			12	3	11	3			4	149
9	82			12	3	10	3			3	109
10	76			9	3	6	3			3	97
11	76			11	3	10	3			3	105
12	84			16	3	7	3			3	112
13	136			6	3	10	3			4	169
14	80			6	3	12	3			4	105
15	78			7	3	8	3			1	101
16	63		1	8	3	14	3			1	93
17	60		1	8	3	8	3			1	95
18	99		1	7	3	19	3			1	143
19	66		1	11	3	10	3			2	98
20	51		1	12	3	15	3			2	85
21	68		1	13	3	16	3			1	106
22	59	1	1	13	3	16	3			1	103
Aug. 3	90	1	1	15	3	20	3			2	141
4	70	1	1	10	3	15	3			1	107
5	58	1	1	8	3	10	3			1	88
6	58	1	1	13	3	11	3			1	96
7	53	1	1	7	3	15	3			1	92
8	82	1	1	15	3	13	3			1	128
9	58	1	1	5	3	12	3			1	99
10	47	1	1	9	3	14	3			1	82
11	49	1	1	8	3	15	3			1	84
12	50	1	1	10	3	21	3			1	105
13	80	1	1	14	3	25	3	1		1	139
14	44	1	1	10	3	18	3			1	83
15	44	1	1	6	3	16	3			1	75
16	49	1	1	8	3	23	3			1	94
17	43	3	1	13	3	20	3			1	89
18	82	3	1	13	3	11	3			1	143
19	35	4	1	13	3	11	3			1	71
20	38	4	1	9	3	14	3			1	77
21	54	3	1	12	3	22	3			2	107
22	48	3	1	16	3	1	3			2	81
Sept. 2	43	1	1	10	3	22	3	1	1		85
3	61	1	1	15	3	22	3	1			108
4	48	1	1	13	3	13	3			2	86
5	95	1	1	23	3	28	3			1	163
6	76	3	1	14	3	23	3			1	125
7	63	3	1	13	3	31	3			1	121
8	44	3	1	4	3	25	3			1	86
9	79	3	1	4	3	31	3	1		1	151
10	64	3	1	20	3	17	3			1	102
11	64	3	1	12	3	11	3				95
12	47	3	1	9	3	21	3			1	109
13	59	3	1	11	3	23	3			1	102
14	52	3	1	16	3	15	3	1		3	133
15	70	3	1	15	3	22	3	1		1	120
16	68	3	1	13	3	19	3			4	120
17	52	3	1	7	3	17	3			1	87
18	52	3	1	17	3	17	3			1	99
19	64	3	1	9	3	16	3	1		1	112
20	91	3	1	11	3	20	3			1	142
21	64	1	1	5	3	15	3	1		1	102
22	64	1	1	5	3	8	3	1		1	92
Oct. 1	70	1	1	3	3	10	3		5	3	99
2	53	1	1	8	3	8	3			1	82
3	115	1	1	9	3	19	3			1	163
4	56	1	1	7	3	11	3	1		1	93
5	48	1	1	5	3	11	3			1	74
TOTALS	5055	103	43	736	232	1001	223	15	162	156	7726

The following tabulation shows weekly price ranges of f.o.b. prices for Michigan Celery during the 1959 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 - 1959:

WEEK ENDING	Pascal 16" crates 2-4 doz	Pascal 16" crates 6 doz
June 30	3.00	
July 10	2.40-3.50	2.25-2.50
17	2.25-3.50	2.00-2.25
24	3.25	3.00
31	1.90-3.35	1.65-3.00
Aug. 7	1.75-3.00	1.65-1.75
14	1.90-3.25	1.65-2.00
21	2.00-3.10	1.75-1.85
28	2.25-3.00	2.00-2.75
Sept. 4	3.75	2.00-2.50
11	2.65-3.00	2.00-2.75
18	3.00-3.50	2.00-3.00
25	3.25-3.50	3.00
Oct. 2	2.75-3.00	2.50-2.75
9	3.00	2.75

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 the size indicated:

WEEKLY PRICE RANGE JOBBING SALES MICHIGAN CELERY 1959 IN IMPORTANT MARKETS:

Week Ending	GOLDEN HEART		CHICAGO		PITTSBURGH	
	16" crates 4/5 doz	1/2 crates 3-4 doz	16" crates 2-4 doz	PASCAL 1/2 crates 2 1/2 doz	PASCAL 16" crates 2-4 doz	HEARTS SQUARES LOOSE
June 30	3.25		2.75-3.50			1.00-1.25
July 3	3.25	4.00	2.75-3.25	3.00-3.25		.75-1.25
10	3.00-3.50	4.00	1.50-3.00	3.25-3.50		.75-1.25
17	3.00-3.50	4.00	.75-2.50			1.25
24	3.00	4.00	1.50-2.50	3.00		1.50
31	2.75-3.50	4.00	1.25-2.25	2.90-3.25		1.50
Aug. 7	2.50-3.00	4.00	1.00-2.00	2.75-3.00		1.00-2.00
14	1.50-3.00	4.00	1.50-2.50	1.50-2.50		1.00-1.75
21	1.75-3.00	2.00-4.00	1.25-2.50	1.00-1.25		.50-1.75
28	3.00	4.00	2.00-3.00			1.50
Sept. 4	2.25-3.50	4.00	2.50-3.25			1.00-2.00
11	3.50	4.00	2.00-3.25			
18	3.75-4.00	4.25-4.50	2.75-4.00			.75-2.50
25	4.00-4.25	4.50-4.75	3.00-4.00			1.00-2.00
Oct. 2	4.25	4.50	2.00-4.00			.75-2.00
Week Ending	CINCINNATI		DETROIT		PITTSBURGH	
Ending	PASCAL 16" crates 2-4 doz	GOLDEN HEARTS 16" crates 4/5 doz	PASCAL 16" crates 2-4 doz	PASCAL 1/2 crates 2 1/2 doz	PASCAL 16" crates 2-4 doz	
July 10	3.25				3.50-3.75	
17	2.50-3.25				3.50	
24	2.25-3.00	3.25			3.00-3.50	
31	2.25-3.00				2.50-3.00	
Aug. 7	2.25-2.75				2.50-2.75	
14	2.25-2.75				2.75	
21	1.50-3.00				3.00-3.50	
28	2.25-3.00				3.25-3.50	
Sept. 4	2.25-3.50				3.50	
11	3.50				3.50-3.75	
18	3.50-4.25				3.50-3.75	
25	4.00-4.50				4.00-4.50	
Oct. 2	3.00-4.25				3.50-4.25	
9	3.00-3.25				3.50-3.75	
Week Ending	ATLANTA		DETROIT		PITTSBURGH	
Ending	PASCAL 16" crates 2-4 doz		PASCAL 16" crates 2-4 doz	PASCAL 1/2 crates 2 1/2 doz		
July 3	4.00					
10	3.00-3.75					
17	3.25-3.50		2.75-3.00			
24	3.25-3.50		2.50-2.75		1.40-1.50	
31	3.00-3.25		2.25-2.75		1.40-1.50	
Aug. 7	2.90-3.00		2.25-2.35			
14	2.90-3.00		1.50-2.25			
21	2.75-3.25		2.25-2.50		1.40-1.50	
28	3.00-3.25		2.00-3.50		1.40-1.50	
Sept. 4	3.85-4.00		3.00-3.50			
11	3.75-4.00		3.25-3.35			
18	3.75-4.50		3.25-4.00			
25	4.50		4.00-4.25			
Oct. 2	4.50		3.50-4.00			
9	4.50		3.50-3.75			

CROP ESTIMATE -- CELERY FOR FRESH MARKET AND PROCESSING: Released by Crop Reporting Board, AMS Washington D. C. final (Dec. 1) 1959 report: Acreage, Yield, & Production average 1949-57, annual 1958 and 1959

SEASONAL GROUP AND STATE	ACRES FOR HARVEST			YIELD PER ACRE			PRODUCTION		
	9-year av. 1949-57	1958	1959	9-year av. 1949-57	1958	1959	9-year av. 1949-57	1958	1959
	Acres	Acres	Acres	Cwt	Cwt	Cwt	1,000 cwt	1,000 cwt	1,000 cwt
Winter:									
Florida	5960	6900	3100	399	305	360	*2379	2104	*2916
Arizona	290	500	750	391	540	395	*114	270	*296
California	3600	4200	4600	494	610	515	1777	2562	2369
Group Total	9850	11600	13450	433	426	415	4270	4936	5581
Spring:									
Florida	4040	4500	5800	402	255	320	*1621	1148	*1664
California	2570	2700	3100	754	675	625	1939	1822	1938
Group Total	6610	7200	8300	538	412	434	3560	2970	3602
Early Summer:									
Massachusetts	280	190	140	180	150	170	51	28	24
New Jersey	610	500	500	232	250	240	140	125	120
Ohio	410	350	350	264	315	280	109	110	98
Michigan	1270	1100	1100	319	360	350	*401	396	385
California	1720	2400	2500	530	510	545	*896	1224	1362
Group Total	4290	4540	4590	372	415	433	1597	1883	1989
Late Summer:									
New York	2240	1600	1700	304	330	320	*679	528	514
Colorado	820	400	350	297	305	305	*245	122	107
Washington	400	380	400	307	305	320	*121	116	128
Oregon	110			357			*40		
Group Total	3570	2380	2450	305	322	318	1084	766	779
Early Fall:									
Massachusetts	310	220	180	166	160	160	52	35	29
New Jersey	430	400	350	247	255	275	106	102	96
Pennsylvania	340	250	250	213	240	205	72	60	51
Ohio	430	350	360	235	240	245	101	84	88
Michigan	1800	1300	1100	285	360	285	*512	468	314
Utah	330	140		349	190		120	27	
Group Total	3640	2660	2240	264	292	258	965	776	578
Late Fall:									
California	7980	7400	7100	364	370	380	*2891	2738	2698
ALL STATES	35930	35780	38130	401	393	399	14367	14069	15227

* Includes some quantities not marketed and excluded in computing value, Winter, Florida 349,000 cwt. in 1959; Arizona, 142,000 cwt. in 1959; Spring, Florida, 334,000 cwt. in 1959.

CALIFORNIA TRUCK SHIPMENTS IN CARLOT EQUIVALENTS 420 CRTS PER CAR
1959 and 1958 Season

WEEK ENDING	1959 No. cars per week		1958 No. cars per week	
	1959	1958	1959	1958
July 2	126	137	Sept. 3	91
9	121	131	10	95
16	115	126	17	91
23	108	117	24	100
30	103	86	Oct. 1	119
Aug. 6	98	104	8	95
13	92	91	15	113
20	84	90	22	110
27	79	88	29	139
TOTAL				1879
				2020

CROP ESTIMATE - CULLERY FOR FRESH MARKET AND PROCESSING: Released Crop Reporting Board, AMS Washington, D. C. final (Dec. 1) 1959 report; 1/ Season average price received by growers and value, average 1949-57, annual 1958 and 1959

SEASONAL GROUP AND STATE	PRICE PER CWT.			VALUE		
	9-year av. 1949-57	1958	1959	9-year av. 1949-57	1958	1959
	Dol.	Dol.	Dol.	1,000 dol.	1,000 dol.	1,000 dol.
Winter:						
Florida	3.74	4.60	2.40	8569	9678	6161
Arizona	4.51	5.80	3.45	531	1566	531
California	4.01	4.30	2.75	7010	11017	6515
Group Total	3.88	4.51	2.59	16110	22261	13207
Spring:						
Florida	3.44	6.60	2.30	5341	7577	3059
California	3.91	6.40	3.10	7488	11661	6008
Group Total	3.70	6.48	2.77	12829	19238	9067
Early Summer:						
Massachusetts	8.70	8.50	8.60	431	238	206
New Jersey	4.03	3.75	3.10	560	469	372
Ohio	6.03	5.50	6.20	444	605	608
Michigan	3.49	3.07	3.35	1372	1217	1290
California	3.82	3.35	3.35	3266	4100	4563
Group Total	4.06	3.52	3.54	6274	6529	7039
Late Summer:						
New York	3.58	3.25	4.15	2344	1716	2258
Colorado	3.59	4.00	4.50	816	488	482
Washington	3.37	3.60	4.50	399	418	576
Oregon	3.99			141		
Group Total	3.55	3.42	4.26	3700	2622	3316
Early Fall:						
Massachusetts	7.34	8.10	10.20	377	284	296
New Jersey	3.34	3.05	3.60	355	311	346
Pennsylvania	4.78	5.30	4.75	335	318	242
Ohio	4.39	5.80	5.40	433	487	475
Michigan	3.29	3.15	3.75	1633	1473	1178
Utah	3.63	3.60		437	97	
Group Total	3.79	3.83	4.39	3569	2970	2537
Late Fall:						
California	3.65	3.30	4.25	10294	9035	11466
ALL STATES	3.74	4.46	3.24	52776	62755	46632

1959-58 WEEKLY RAIL SHIPMENTS FROM PRINCIPAL RAIL SHIPPING STATES DURING MICHIGANS SHIPPING SEASON:

WEEK ENDING	Calif.	Florida	Wash.	Other States	Total U.S. 1959	Total U.S. 1958
July 4	363				363	326
11	284				284	466
18	223			1	224	337
25	214				214	258
Aug. 1	138				138	227
8	141				141	213
15	114				114	186
22	134				134	169
29	159				159	119
Sept. 5	160				160	207
12	191				191	243
19	195				195	258
26	214				214	169
Oct. 3	215				215	245
10	226				226	382
17	400		1		401	366
24	440		2		442	297
31	485	11	3		496	448
TOTAL	4296	11	3	1	4311	4916