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MARKET NEWS SERVICE ON FRUIT & VEGETABLES

MARKETING MICHIGAN CELERY
SUMMARY 1960 SEASON

by
R. E. Keller

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MARKETING MICHIGAN CELERY - 1960 SEASON

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Page 1. MARKETING THE MICHIGAN CELERY CROP
1960 Season

GENERAL COMMENTS:

Better than average yields and moderate returns, with a fairly steady market through most of the season, featured Michigan 1960 Celery Marketing Season.

MICHIGAN EARLY SUMMER - 1960 crop features - Plantings of 1,100 acres were the same as for 1959 but were 11% below the 10-year average (1949-58) of 1,250 acres. Yields of 365 cwt per acre were 4% above 1959 and 13% above the 10-year average (1949-58). The Michigan early summer crop production amounted to 402,000 cwt and was 5% more than in 1959 and nearly the same as average. Fob prices on the early summer crop were moderate in July and somewhat better in August.

MICHIGAN EARLY FALL - 1960 crop features - Plantings of 1,000 acres were 9% below 1959 and 42% less than the 10-year average (1949-58). The 1960 yields per acre were up sharply, amounting to 375 cwt per acre, 31% above 1959 yields and 28% above the previous 10-year average. Michigan's early fall 1960 production amounted to 375,000 cwt, 19% above 1959 production, with the increased yields offsetting the reduction in acreage but 25% less than the 10-year average, due to acreage reduction, ample moisture and favorable weather resulted in increased yields. Fob values were favorable in late August and early September but declined in late September and early October.

COMPETING AREAS 1960 MARKETING SITUATION: California offerings in July, while down from a year ago, were liberal combined with competing offerings, then were lighter in August with a stronger fob market, holding through the first part of September, then declining to low levels in late September and early October on advent of increased offerings locally and from competing areas.

Yields in competing States in Central and Eastern areas, in the summer and fall were general as good or better than 1959 with quality and condition better than in 1959 due to the mild weather.

F.O.B. SALES - A review of fob sales, West Michigan points, on a weekly basis, 2-4 dozen, 16" cwt. Pascal type shows as follows: Fob sales for the week ending July 8th were mostly \$3.00; then declined slightly each week during July with sales of \$2.75-2.85 for the week ending July 15, \$2.25-2.50 for the week ending July 22, \$2.15-2.25 for the week ending July 29 and \$2.00-2.25 for the week ending August 5. Value firmed the next two weeks with the range from \$2.25-2.75 then declined slightly in late August and early September to \$2.00-2.50 mostly \$2.00-2.25. Through mid-September and early October sales ranged from \$1.75-2.25 mostly \$2.00. The crop cleaned up well.

VARIETIES: Pascal 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 the market via truck. No tabulation of truck shipments was made in 1960.

CELERY UNLOADS: Principal terminals using Michigan stock (Atlanta, Chicago, Cleveland, Cincinnati, Detroit, Kansas City, Louisville, New Orleans, Pittsburgh and St. Louis) during Michigan's shipping season (July through October 1960) are tabulated on page 2 of this summary. The 1960 unloads combined rail and truck, are listed by months. California and Michigan are the main source of supply in most of these markets during the months of Michigan's harvest. Chicago as in the past seasons was the largest receiver of Michigan celery using 297 carlot equivalents, Detroit was second using 115, Cincinnati ranked third with 63, Atlanta fourth with 32, Pittsburgh fifth with 29, New Orleans sixth with 27, St. Louis and Cleveland seventh and eighth with 26 each and Kansas City ninth with 3 carlot equivalents.

CONSOLIDATED REPORTS OF RAIL AND TRUCK RECEIPTS (COMBINED) IN CARLOT EQUIVALENTS FOR 38 MARKETS JULY 6 THROUGH OCTOBER 13, 1960: 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 817 carlot equivalents. This compares to 736 carlot equivalents a year ago. The 1960 receipts from all markets for this period amounted to 6,744. California ranked first with unloads of 4,111, New York was second with 1,117, Michigan third with 817, Ohio fourth with 225, New Jersey fifth with 167, other states sixth 100, Wisconsin seventh with 90, Colorado eighth with 76, Massachusetts ninth with 36 and Washington tenth with 5 carlot equivalents.

MARKETING MICHIGAN CELERY

1960 Season

CELERY LOADS - PRINCIPAL TERMINALS HANDLING MICHIGAN STOCK

During Michigan's Shipping Season July through Oct., 1960 With Comparison 1959 & 1958

Celery unloads rail and truck combined by States for months indicated

DATE:	Mich.	Calif.	Other	Total 1960	Total 1959	Total 1958
<u>ATLANTA</u>						
1960						
July	8	8	3	19	29	28
Aug.	11	7	5	23	30	29
Sept.	10	4	10	24	34	29
Oct.	3	17	7	27	32	35
TOTALS	32	36	25	93	125	121
<u>CHICAGO</u>						
1960						
July	70	92	9	171	210	218
Aug.	98	37	21	156	144	168
Sept.	89	49	18	156	151	186
Oct.	40	132	8	180	183	235
TOTALS	297	310	56	663	688	807
<u>CLEVELAND</u>						
1960						
July	3	59	26	88	100	101
Aug.	15	30	29	74	87	84
Sept.	7	41	31	79	85	115
Oct.	1	53	16	70	94	127
TOTALS	26	183	102	311	366	427
<u>CINCINNATI</u>						
1960						
July	8	25	5	38	46	58
Aug.	14	9	10	33	30	39
Sept.	24	9	11	44	37	43
Oct.	17	18	7	42	46	49
TOTALS	63	61	33	157	159	189
<u>DETROIT</u>						
1960						
July	27	47	5	79	96	93
Aug.	43	14	2	59	55	57
Sept.	30	17	1	47	42	46
Oct.	15	66	1	81	90	95
TOTALS	115	144	7	266	283	291
<u>KANSAS CITY</u>						
1960						
July	2	23	1	25	28	25
Aug.	1	18	2	21	21	29
Sept.	1	30	1	31	32	31
Oct.	1	32	1	32	35	38
TOTALS	5	103	5	109	116	123
<u>LOUISVILLE</u>						
1960						
July	5	7	1	12	11	15
Aug.	6	7	2	15	16	14
Sept.	7	8	1	16	16	8
Oct.	9	8	1	18	10	13
TOTALS	27	30	4	61	53	50
<u>NEW ORLEANS</u>						
1960						
July	3	22	1	25	24	37
Aug.	11	18	1	29	33	32
Sept.	11	18	1	29	27	24
Oct.	3	20	1	22	27	35
TOTALS	28	78	4	105	111	128
<u>PITTSBURGH</u>						
1960						
July	5	56	5	66	73	94
Aug.	7	37	17	61	60	71
Sept.	11	38	16	65	70	78
Oct.	6	50	12	68	73	104
TOTALS	29	181	50	260	276	347
<u>ST. LOUIS</u>						
1960						
July	2	28	1	31	41	53
Aug.	12	18	9	39	42	51
Sept.	9	23	13	45	45	57
Oct.	3	35	2	40	43	70
TOTALS	26	104	25	155	171	231

CELERY-DAILY TABULATION FROM JULY 6 TO OCT. 13, 1960 OF CONSOLIDATED REPORT OF RAIL AND TRUCK COMBINED RECEIPTS IN CARLOADS 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
July 6	123			3	3	5	2			8	144
7	98			3	3	5	2			8	117
8	72		1	3	3	5	2			4	97
9	69			10	3	5	2			4	88
10	70			10	3	5	2			4	90
11	81			10	3	5	2			4	104
12	69			10	3	5	2			4	91
13	105			10	3	5	2			4	137
14	82			10	3	5	2			4	106
15	55			10	3	5	2			4	73
16	53			10	3	5	2			4	73
17	54			10	3	5	2			4	74
18	90			10	3	5	2			4	106
19	51			10	3	5	2			4	75
20	55			10	3	5	2			4	81
21	61			10	3	5	2			4	83
22	55			10	3	5	2			4	86
23											
24											
25											
26											
27											
28											
29											
30											
Aug 1	84		1	16	6	16	3		1		126
2	62			16	6	16	3				86
3	50	1		16	6	16	3				76
4	43			16	6	16	3				77
5	45			16	6	16	3				79
6	62			16	6	16	3				113
7	46			16	6	16	3				79
8	33			16	6	16	3				68
9	55			16	6	16	3				89
10	38			16	6	16	3				71
11	49			16	6	16	3				82
12	35			16	6	16	3				63
13	43			16	6	16	3				80
14	43			16	6	16	3				80
15	61			16	6	16	3				111
16	41			16	6	16	3				77
17	34			16	6	16	3				69
18	48			16	6	16	3				91
19	34			16	6	16	3				69
20	51			16	6	16	3				108
21	44			16	6	16	3				73
22	49			16	6	16	3				85
23											
24											
25											
26											
27											
28											
29											
30											
Sept 1	42			10	4	16	4				80
2	40			10	4	16	4				78
3	51			10	4	16	4				95
4	33			10	4	16	4				73
5	33			10	4	16	4				73
6	59			10	4	16	4				100
7	56			10	4	16	4				86
8	43			10	4	16	4				77
9	56			10	4	16	4				90
10	73			10	4	16	4				103
11	86			10	4	16	4				122
12	51			10	4	16	4				81
13	56			10	4	16	4				90
14	54			10	4	16	4				88
15	84			10	4	16	4				118
16	56			10	4	16	4				90
17	53			10	4	16	4				86
18	71			10	4	16	4				111
19	41			10	4	16	4				71
20											
21											
22											
23											
24											
25											
26											
27											
28											
29											
30											
Oct 1	77		1	13	4	24	2				129
2	75			13	4	24	2				104
3	70			13	4	24	2				109
4	57			13	4	24	2				90
5	56			13	4	24	2				94
6	87			13	4	24	2				135
7	67			13	4	24	2				96
8	47			13	4	24	2				59
9	58			13	4	24	2				103
TOTALS	4111	76	36	817	167	1117	225	5	90	100	6744

The following tabulation shows weekly price ranges of f.o.b. prices for Michigan Celery during the 1960 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 - 1960.

Week Ending	PASCAL 16" crates 2-4 doz	PASCAL 16" crates 6 doz
July 8	2.75-3.00	2.75-3.00
15	2.75-3.85	2.25-3.60
22	2.25-3.50	1.90-3.25
29	2.15-3.25	1.85-2.00
Aug. 5	2.00-3.25	
12	2.25-3.75	
19	2.25-3.75	
26	2.00-3.50	2.25
Sept. 2	2.00-3.25	2.00-3.25
9	2.00-3.25	1.75-2.00
16		2.00
23	2.00-3.50	2.00
30	1.75-3.25	
Oct. 7	1.75-3.25	1.75
14	1.90-3.25	1.75-2.00

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 sizes indicated:

Week Ending	PASCAL		CHICAGO		GOLDEN HEARTS		HEARTS SQUARES LOOSE
	16" crates 2-4 doz	1/2 crates 2 1/2 doz	16" crates 4/4 doz	1/2 crates 3-4 doz			
July 8	2.50-3.50		3.75-4.00	4.00-4.25	1.00-2.00		
15	2.00-3.75	1.75-2.00	3.75	2.00-2.75	.75-2.00		
22	1.50-3.00	1.50	3.50-4.00	1.50-3.00	.75-1.50		
29	1.00-3.50	1.25-1.50	3.25-3.75	2.00-2.50	.75-1.50		
Aug. 5	1.00-3.50	1.50	2.75-4.00	1.00-2.25	.75-1.50		
12	1.50-3.00		3.25-3.75	3.75-4.00	.75-2.00		
19	1.00-3.75		3.25-4.00	2.25-4.00	.75-1.50		
26	1.50-3.75		3.75-4.00	2.00-2.25	.75-1.25		
Sept. 2	.50-3.50		3.50-4.00	2.00-2.25	1.00-1.50		
9	1.50-3.25		4.00				
16	1.50-3.50		3.50-4.25	2.25	2.00-2.50		
23	1.50-3.00		3.50-4.25	4.00	1.50-2.75		
30	1.25-3.25		3.25-4.00		1.00-1.50		
Oct. 7	1.50-3.25		3.25-4.00		1.00-1.50		
14	1.50-3.50		3.00-4.00		1.00-1.50		

Week Ending	CINCINNATI		GOLDEN HEARTS 16" crates 4/5 doz	ATLANTA	
	PASCAL 16" crates 2-4 doz	PASCAL 16" crates 2-4 doz		PASCAL 16" crates 2-4 doz	PASCAL 16" crates 2-4 doz
July 8	3.00-3.50			3.50-4.00	
15	3.00-3.50			3.50-4.00	
22	2.75-3.50			3.00-3.75	
29	2.25-3.50	4.00		2.75-3.50	
Aug. 5	2.25-3.00			2.75-3.25	
12	1.50-3.50			2.85-3.25	
19	2.50-3.50			3.25-4.00	
26	2.50-3.75			3.50-3.75	
Sept. 2	2.25-3.75			3.25-3.50	
9	2.25-3.75			3.15-3.25	
16	2.25-3.25			3.25-3.50	
23	2.50-3.25			3.25-3.50	
30	2.25-3.00			3.25-3.50	
Oct. 7	2.40-3.75		3.75	3.00-3.15	
14	2.50-3.00		3.75		

Week Ending	DEMROIT		Week Ending	PASCAL 16" crates 2-4 doz (cont)
	16" crates 2-4 doz	1/2 crates 2 1/2 doz		
July 8	3.50		Sept. 2	2.25-2.50
15	3.00-3.50		9	2.25-3.50
22	2.75-3.00		16	1.50-3.00
29	2.50-3.75		23	2.50-3.00
Aug. 5	2.25-2.50		30	2.25-3.50
12	2.40-3.75		Oct. 7	2.25-2.50
19	2.50-3.75		14	2.25-2.75
26	1.50-2.75			

CROP ESTIMATE - CELERY FOR FRESH MARKET AND PROCESSING: Released by Crop Reporting Board, AMS Washington D. C. final (Dec.1) 1960 report: Acreage, Yield, & Production average 1949-58, annual 1959 and 1960

SEASONAL GROUP AND STATE	ACRES FOR HARVEST			YIELD PER ACRE			PRODUCTION		
	10-year av. 1949-58	1959	1960	10-year av. 1949-58	1959	1960	10-year av. 1949-58	1959	1960
	Acres	Acres	Acres	Cwt	Cwt	Cwt	1,000 cwt	1,000 cwt	1,000 cwt
Winter:									
Florida	6050	8100	6800	390	360	400	*2352	*2216	2720
Arizona	310	750	350	406	395	400	* 130	* 296	140
California	3660	4600	4700	506	515	500	1855	2369	2350
Group Total	10020	13450	11850	433	415	440	4337	5581	5210
Spring:									
Florida	4090	5200	4500	387	320	322	*1574	*1664	1449
California	2580	3100	3400	746	625	560	1927	1938	1904
Group Total	6670	8300	7900	526	434	424	3501	3602	3353
Early Summer:									
Massachusetts	270	130	90	177	160	150	49	21	14
New Jersey	600	500	450	234	240	260	138	120	117
Ohio	400	350	350	270	280	325	109	98	114
Michigan	1250	1100	1100	323	350	365	* 401	385	402
California	1790	2600	2300	528	555	555	* 929	1443	1276
Group Total	4310	4680	4290	376	442	448	1626	2067	1923
Late Summer:									
New York	2180	1700	1800	307	320	350	* 664	544	630
Colorado	780	350	300	297	305	260	* 233	107	78
Washington	390	400	350	307	320	320	* 120	128	112
Oregon	100			357			* 36		
Group Total	3450	2450	2450	307	318	335	1053	779	820
Early Fall:									
Massachusetts	300	170	150	166	170	150	51	29	22
New Jersey	430	350	300	248	275	280	106	96	84
Pennsylvania	330	250	220	215	205	215	71	51	47
Ohio	420	360	330	236	245	230	99	88	76
Michigan	1750	1100	1000	292	285	375	* 508	314	375
Utah	310			333			111		
Group Total	3540	2230	2000	267	259	302	946	578	604
Late Fall:									
California	7920	7300	7900	365	400	375	*2875	2920	2962
ALL STATES	35920	38410	36390	400	404	408	14337	15527	14872

* 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 (480 CRTS PER CAR IN 1960-120 FOR 1959) 1960 and 1959 Season

WEEK ENDING	1960 No. cars per week		1959 No. cars per week	
	1960	1959	1960	1959
June 30	125	113		
July 7	113	121		
July 14	117	115		
July 21	89	107		
July 28	83	103		
Aug. 4	95	98		
Aug. 11	82	92		
Aug. 18	77	84		
Aug. 25	82	79		
			Sept. 1	72
			Sept. 8	89
			Sept. 15	108
			Sept. 22	103
			Sept. 29	122
			Oct. 6	117
			Oct. 13	121
			Oct. 20	110
			Oct. 27	139
			Nov. 3	151
TOTAL				1935
				2018

CROP ESTIMATE - CELERY FOR FRESH MARKET AND PROCESSING: Released Crop Reporting Board, AMS Washington, D. C. final (Dec. 1) 1960 report: Season average price received by growers and value, average 1949-58, annual 1959 and 1960

SEASONAL GROUP AND STATE	PRICE PER CWT.			VALUE		
	10-year av. 1949-58	1959	1960	10-year av. 1949-58	1959	1960
	Dol.	Dol.	Dol.	1,000 dol.	1,000 dol.	1,000 dol.
Winter:						
Florida	3.83	2.40	2.95	8680	6161	8024
Arizona	4.64	3.45	4.10	635	531	574
California	4.04	2.75	3.65	7411	6515	8578
Group Total	3.94	2.59	3.30	16726	13207	17176
Spring:						
Florida	3.76	2.30	2.55	5564	3059	3695
California	4.16	3.10	3.45	7906	6008	6569
Group Total	3.98	2.77	3.02	13470	9067	10264
Early Summer:						
Massachusetts	8.68	8.60	12.60	412	181	176
New Jersey	4.01	3.10	3.65	551	372	427
Ohio	5.98	6.20	5.90	640	608	673
Michigan	3.45	3.35	3.32	1357	1290	1333
California	3.78	3.35	4.10	3350	4834	5232
Group Total	4.00	3.52	4.08	6309	7285	7841
Late Summer:						
New York	3.55	4.15	4.10	2282	2258	2583
Colorado	3.63	4.50	4.20	783	482	328
Washington	3.39	4.50	3.15	401	576	353
Oregon	3.99			127		
Group Total	3.54	4.26	3.98	3593	3316	3264
Early Fall:						
Massachusetts	7.42	9.90	10.40	367	287	229
New Jersey	3.31	3.55	3.30	351	341	277
Pennsylvania	4.84	4.75	4.45	333	242	209
Ohio	4.54	5.40	4.80	439	475	365
Michigan	3.28	3.71	2.82	1617	1166	1058
Utah	3.63			403		
Group Total	3.79	4.34	3.54	3509	2511	2138
Late Fall:						
California	3.62	4.35	3.05	10168	12702	9034
ALL STATES	3.82	3.27	3.34	53774	48088	49717

1960-59 WEEKLY RAIL SHIPMENTS FROM PRINCIPAL RAIL SHIPPING STATES DURING MICHIGANS SHIPPING SEASON:

WEEK ENDING	1960	Calif. 1959	1960 Florida	1960 Wash.	Other States 1960	Total U.S. 1960	Total U.S. 1959
July 2	359	363	7			366	363
9	245	284				245	284
16	280	223				280	224
23	147	214				147	214
30	122	138				122	138
Aug. 6	107	141				107	141
13	117	114				117	114
20	106	134				106	134
27	122	159				122	159
Sept. 3	104	160				104	160
10	178	191				178	191
17	195	195				195	195
24	192	214			1	193	214
Oct. 1	181	215				181	215
8	236	226				236	226
15	301	400		2		303	401
22	324	440		1		343	442
29	384	485				384	496
TOTAL	3718	4296	7	3	1	3729	4311