

MARKETING THE MICHIGAN GRAPE CROP
A brief review of the 1945 Season
by
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The following summary is a compilation based on Market News reports issued by the United States Department of Agriculture, Production and Marketing Administration, from September 9 to October 17, 1945 at Benton Harbor, Michigan.

National Situation

The United States production of grapes in 1945 was the second largest on record, despite the extremely small crops in the Eastern and Central states. Production is estimated by the Crop Reporting Board, Washington, D. C. as of December 1, 1945 at 2,804,500 tons, which is 2% larger than the crop of 1944 and 13% above the 10-year (1934-43) average. The record production in 1943 was 2,972,900 tons. A very small crop was harvested in Eastern areas in 1945. Aggregate production in the North Atlantic and North Central states was less than half the 10-year (1934-43) average, and in the South Atlantic and South Central states, it was only two-thirds of the average.

California, which normally produces about 92% of the nation's grape crop, this year accounted for 95% of the total. Production in that state amounted to 2,678,000 tons, an increase of 6 1/2% from 1944, but a decrease of 4% from the record production of 1943. Raisin varieties account for all of the increase in production over 1944, with a total of 1,611,000 tons. Table varieties, estimated at 513,000 tons, is the same as production in 1944 but is 33% above average. Production of wine varieties, placed at 554,000 tons, is a little above average but slightly less than last year.

Michigan Situation

Michigan's 1945 grape production was one of the smallest on record. The crop was almost a complete failure in some areas and very light in other sections. Extremely warm weather during the first part of April advanced the buds prematurely, and this was followed by frosts and/or freezing temperatures during the latter part of April and first part of May, with the most damaging cold spell occurring April 28 and May 1. All primary and most secondary buds were severely damaged.

The 1945 Michigan grape crop was estimated by the Crop Reporting Board, Washington, D. C. as of December 1, 1945 at 14,600 tons, 57% less than the 1944 crop of 34,000 tons, and 65% below the 10-year (1934-43) average. The 1945 production compares favorably with the previous light crop of 1938 when 16,900 tons were produced. Maturity of the 1945 crop was unusually late and quality was only fair.

Marketing

Benton Harbor Cash Market

The weighted average price for all varieties and grades to growers over the Benton Harbor Cash Market was the highest ever recorded, amounting to \$1.43 for 12-qt baskets and \$.51 for 4-qt baskets, compared to \$1.01 for 12-qt baskets and \$.45 for 4-qt baskets during the 1944 season. The seasonal range by varieties over the Market for No. 1 stock was as follows: Chaperons, 12-qt \$1.00-1.60, 4-qt \$.38-.55; Moores Early, 12-qt \$1.25-1.60, 4-qt \$.40-.55; Concord, 12-qt \$1.25-1.85, 4-qt \$.45-.65; No. 2's, 12-qt \$1.00-1.60, few poor quality low as \$.80.

The truck movement over the Benton Harbor Cash Market amounted to only 147 carlot equivalents, the second lowest ever recorded, and compares to 539 carlot equivalents for 1944. The previous low was in 1938 with 124 carlot equivalents.

Rail shipments amounted to 38 cars compared to 201 cars for 1944. This year's shipments were distributed to 9 states, with New York receiving 11 cars, Minnesota 10 cars, Illinois following with 6 cars, and the remaining states ranging 1 to 4 cars each.

Processors & Wineries

Total tonnage purchased by processors and state wineries amounted to 8,506 tons, compared to 19,586 tons for 1944. Purchases by wineries totaled 4,184 tons, principally Concord, few Delawares and Niagaras, and compares to 6,726 tons purchased in 1944. The weighted average prices for all varieties purchased amounted to \$144.45 per ton. Purchases by processors amounted to 4,322 tons, and compares to 12,860 tons for 1944. All purchases by processors were made at the ceiling price of \$127.00 per ton.

No record is available on truck movement direct from farm to market, however, this movement was extremely light this year.

PRODUCTION OF GRAPES BY STATES 1945 SEASON

Crop report as of December 1, 1945. Production with comparisons. Released by Crop Reporting Board, Washington, D. C., December 18, 1945

Production 1/			Production 1/				
STATE	Average : 1934-43	1944	1945	STATE	Average : 1934-43	1944	1945
- T o n s -			- T o n s -				
Massachusetts	415	250	150	Florida	635	600	600
Rhode Island	210	200	50	Kentucky	2,030	1,900	1,100
Connecticut	1,300	900	400	Tennessee	2,250	2,300	1,900
New York	58,890	59,300	30,000	Alabama	1,280	1,200	1,500
New Jersey	2,540	2,600	900	Arkansas	8,430	10,600	4,700
Pennsylvania	17,590	19,500	6,000	Oklahoma	2,750	3,200	2,500
Ohio	22,760	24,400	6,400	Texas	2,300	2,100	2,100
Indiana	3,310	2,500	1,400	Idaho	530	450	450
Illinois	4,720	3,700	3,300	Colorado	510	600	600
MICHIGAN	41,600	34,000	14,600	New Mexico	1,070	1,000	1,100
Wisconsin	445	600	450	Arizona	920	1,500	1,000
Iowa	3,340	3,100	3,000	Utah	840	800	900
Missouri	7,490	6,500	6,500	Washington	9,480	17,300	18,000
Nebraska	1,620	1,300	1,700	Oregon	2,100	2,300	2,300
Kansas	2,640	3,300	4,500	Calif., all	2,256,700	2,514,000	2,678,000
Delaware	1,430	1,200	450	Wine var.	540,000	563,000	554,000
Maryland	425	250	100	Table var.	415,900	513,000	513,000
Virginia	1,930	1,800	250	Raisin var.	1,300,800	1,438,000	1,611,000
West Virginia	1,175	1,300	200	Raisins 2/	237,300	309,500	246,000
North Carolina	6,150	6,600	3,700	Not dried	351,600	200,000	627,000
South Carolina	1,340	1,200	1,400	UNITED STATES	2,474,835	2,736,550	2,804,500
Georgia	1,690	2,200	2,300				

1/ For some States in certain years, production includes some quantities unharvested on account of economic conditions. In 1945, the production estimate for California includes 3,000 tons of dried raisins lost on the drying trays by rain damage.

2/ Dried basis: 1 ton of raisins equivalent to about 4 tons of fresh grapes.

BENTON HARBOR CASH MARKET ON GRAPES

Note: Price ranges are for truckloads, cash to growers; 4 qt. packages are Fancy Table grade, 12 qt. packages are Michigan No. 1 and No. 2 as indicated.

DATE	Champions		Moore's Early		Concords		
	12 qts.	4 qts.	12 qts.	4 qts.	12 qts.	4 qts.	12 qts.
Sept. 9	\$1.00	\$.40			No. 1		No. 2
10	1.25						
11	1.25	.40					
12	1.25						
13	1.00	.38-.40					
14	1.00						
16	1.25		\$1.25				
17	1.25						
18	1.25	.40-.50	1.50	\$.40-.50	\$1.40-1.60	\$.50-.60	
19	1.25-1.50	.45	1.25-1.50	.45			
20	1.25-1.35		1.25-1.35		1.40-1.50		
21	1.25-1.40		1.25-1.40		1.25-1.40		
23	1.50-1.60	.45-.55	1.50-1.60	.45-.55	1.60-1.80		
24	1.50		1.50				
26					1.60-1.80		
27					1.40-1.55		\$.80-1.35
28					1.40-1.60		1.10-1.35
30					1.40-1.60		1.25-1.60
Oct. 1					1.35-1.50	.45-.50	
2					1.40-1.60	.50-.60	1.25-1.60
3					1.40-1.50	.50-.60	1.25-1.50
4					1.35-1.50	.50-.55	1.00-1.50
5					1.40-1.50	.50	1.00-1.50
7					1.40-1.50	.55-.60	1.00-1.50
8					1.40-1.50	.55-.60	1.25-1.50
9					1.40-1.50	.50-.60	1.25-1.50
10					1.40-1.60	.55-.60	1.25-1.35
11					1.50-1.65	.55-.65	1.25-1.60
12					1.40-1.50		1.25-1.35
14					1.50-1.62 ¹		1.25-1.60
16					1.75-1.85 ²	.60-.62 ²	1.50-1.60
17					1.65-1.75		1.40-1.60

MICHIGAN GRAPES DAILY TRUCK MOVEMENT - 1945 & 1944 SEASONS

(Truck movement over the Benton Harbor Cash Market, carlot equivalents are on a basis of 3,600 for 4-qt packages and 1,200 for 12-qt packages)

DATE	Benton Harbor Truck Carlot Equivalents			
	1945	1944	1945	1944
Aug. 21	-	4#	Sept. 14	0
22	-	1	15	Sat. 29
23	-	1	16	1
24	-	2	17	0
25	-	1	18	1
26	-	Sat.	19	1
27	-	3	20	1
28	-	0	21	1
29	-	1	22	Sat. 21
30	-	1	23	3
31	-	2	24	0
Sept. 1	-	2	25	1
2	-	Sat.	26	2
3	-	Sun.	27	10
4	-	3	28	4
5	-	2	29	Sat. 6
6	-	1	30	12
7	-	4	Oct. 1	5
8	Sat.	4	2	3
9	1	Sat.	3	13
10	0	20	4	20
11	1	13	5	6
12	0	27	6	Sat. 9
13	0	7	7	13
SEASON TOTAL				
		147	539	
(# Total through 8/21/44.				
(o Total through end of season.				

SUMMARY OF GRAPE MOVEMENT AND AVERAGE PRICES ON BENTON HARBOR CASH MARKET

(Season)	(Carlot Equivalents)	(Value: 12-qts.)	(4-qts.)	(Total Value)
1931	1,328	\$.27	\$.12	\$512,308
1932	2,885	.15	.08	537,518
1933	1,786	.18	.12	523,845
1934	1,837	.23	.12	657,790
1935	1,643	.18	.11	460,849
1936	820	.35	.15	431,205
1937	1,800	.21	.12	501,713
1938	124	.45	.25	74,560
1939	1,376	.21	.12	392,816
1940	1,542	.20	.12	424,803
1941	617	.42	.18	333,348
1942	904	.50	.24	581,753
1943	487	1.04	.43	626,289
1944	539	1.01	.45	674,773
1945	147	1.43	.51	254,126

AMOUNT OF GRAPES USED BY MICHIGAN JUICE PLANTS, WINERIES, AND PROCESSORS & VALUE

<u>Year</u>	<u>Total Tons Used</u>	<u>Weighted Avg. Returns</u>	<u>Total Value</u>
1945 State Wineries	4,184	\$144.45 per ton)	\$1,020,091
Processors	4,322	127.00	
1944 State Wineries	6,726	97.82	1,751,005
Processors	12,860	85.00	
1943 State Wineries	5,960	85.00	2,112,050
Processors	21,406	75.00	
1942 State Wineries	5,835	55.00	1,339,918
Processors	18,336	55.57	
1941	15,457	50.00	772,850
1940	12,938	42.25	546,620
1939	14,650	45.27	663,000
1938	4,500	52.50	236,750
1937	10,956	43.60	477,630
1936	8,000	42.50	340,000
1935	4,600	26.26	120,800
1934)	5,700	28.00	159,600
	2,342	33.00	77,286
1933	3,400	19.06	64,800
1932	1,085	12.00	13,020
1931	600	40.00	24,000
1930	4,250	40.00	170,000
1929	2,468	40.00	98,720
1928	8,011	32.00	256,352
1927	6,700	41.50	278,050
1926	8,620	31.00	267,220
1925	Very small crop		
1924	3,500	76.00	266,000
1923	4,500	60.00	270,000

DISPOSITION 1945 MICHIGAN GRAPE CROP

	<u>Tons</u>
1. Fresh market sales over Benton Harbor Cash Market (147 cars moved over Market or 1,764 tons at 12 tons per car)	1,764
2. Reported sales to commercial processors	4,322
3. Winery purchases fresh stock (Reported by Mich. Liquor Control)	4,184
Concords	2,711 tons
Niagaras	384
Delawares	167
TOTALS FOR WINE	3,262
Concords (Juice)	922
TOTAL GRAPES PURCHASED	4,184
4. Carlot movement not previously reported moving over Benton Harbor Cash Market and not destined to processors. (Total rail shipments 38 cars. Estimated approximately 20% of this moved direct from farms to cars, or about 8 cars of 12 tons per car)	96
5. Truck movement direct from farms to fresh market channels (Unavailable)	
TOTAL	10,366 tons

CARLOT DISTRIBUTION OF MICHIGAN GRAPE SHIPMENTS, 1945 SEASON

<u>State & City</u>	<u>Cars</u>	<u>State & City</u>	<u>Cars</u>	<u>SUMMARY BY STATES</u>	<u>Cars</u>
<u>Illinois</u>		<u>New York</u>			
Blue Island	5	Buffalo	2	Illinois	6
Chicago	1	New York	9	Kansas	1
Total	6	Total	11	Minnesota	10
<u>Kansas</u>		<u>North Dakota</u>		Missouri	1
Hutchinson	1	Minot	1	New York	11
<u>Minnesota</u>		<u>Pennsylvania</u>		North Dakota	1
Duluth	2	Philadelphia	3	Pennsylvania	4
Mankato	1	Pittsburgh	1	South Dakota	1
Minneapolis	3	Total	4	Wisconsin	1
St. Cloud	2	<u>South Dakota</u>		Total	36
St. Paul	1	Sioux Falls	1	Unreported by Railroads	2
Thief River Falls	1	<u>Wisconsin</u>		GRAND TOTAL	38
Total	10	Wausau	1		
<u>Missouri</u>					
St. Louis	1				

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