

MARKET NEWS SERVICE ON FRUITS AND VEGETABLES
Fruit and Vegetable Branch

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

Michigan Department of
Agriculture, Bureau of
Foods & Standards Coop

MARKETING THE MICHIGAN GRAPE CROP
1948 Season

by
J. H. Selby

The figures and tabulations contained in this summary are compilations based on Market News Service reports issued by the Fruit and Vegetable Branch, Production and Marketing Administration, U. S. Department of Agriculture. These reports on grapes were issued from the Benton Harbor, Michigan office from August 24 through October 15, 1948.

PRODUCTION: National Situation

As of December 1, 1948, the Crop Reporting Board, B. A. E., placed the national grape production at 2,998,100 tons, 1 percent below the 1947 production of 3,024,400 tons and 3,159,500 tons in 1946. Average yearly production for the 10-year (1937-46) period is 2,705,135 tons. California production is estimated at 2,813,000 tons, slightly lower than the 1947 production of 2,824,000 tons, but 12 percent over the average. Production of wine varieties is placed at 601,000 tons as compared to 517,000 tons in 1947; table varieties is 583,000 tons in 1948 and 620,000 tons in 1947. Production of raisin varieties is 1,629,000 tons, about 60,000 tons below the 1947 figure of 1,687,000 tons. California raisin production is placed at 223,000 tons for 1948 as compared to 303,000 tons produced in 1947 and the 10-year average of 256,050 tons. Almost one-third of raisin varieties tonnage and almost one-half of the tonnage of all California grapes were crushed for wine and brandy as compared to the 16 percent raisin varieties and 34 percent of all varieties diverted to wine and brandy in 1947.

In the Great Lake States: New York, Pennsylvania, Ohio and Michigan, the crop was smaller in 1948 and below average. In Washington State, a record-large crop of 24,000 tons was harvested. This is 12 percent over the 1947 figure and nearly double the 10-year (1937-46) average.

PRODUCTION: Michigan Situation

1948 grape production in Michigan was sharply lower than for the past several years. The Crop Reporting Board, B. A. E., placed 1948 tonnage for Michigan at 27,000 tons as compared to the 1947 crop of 42,500 tons and the 10-year (1937-46) average of 33,820 tons.

The tabulation below indicates production of grapes in all competing States together with yearly comparisons and the 10-year (1937-46) averages.

PRODUCTION OF GRAPES BY STATES 1948 SEASON

Crop Report as of December 1, 1948. Production with Comparisons. Released by the Crop Reporting Board, Washington, D. C., December 17, 1948

STATE	Production 1/			STATE	Production 1/		
	Average: 1937-46	1947	1948		Average: 1937-46	1947	1948
			Tons				Tons
New York	55360	60000	62400	Georgia	1870	2600	2900
New Jersey	2250	1900	1800	Arkansas	8570	12600	11100
Pennsylvania	16330	18100	17600	Arizona	970	1100	800
Ohio	17190	15400	11000	Washington	13150	21400	24000
Indiana	2500	2400	2100	Oregon	1850	1500	1500
Illinois	3700	3200	3100	California, all	2509400	2824000	2813000
MICHIGAN	33820	42500	27000	Wine varieties	575100	517000	601000
Iowa	3090	2600	3100	Table varieties	482200	620000	583000
Missouri	5570	3800	3800	Raisin varieties	1452100	1687000	1629000
Kansas	2350	1900	2400	Raisins 3/	256050	303000	223000
Virginia	1810	1800	2300	Not dried	427900	475000	737000
West Virginia	1325	900	1500	Other States 4/	12570		
North Carolina	5300	5600	5600				
South Carolina	1160	1100	1100	UNITED STATES	2705135	3024400	2998100

1/ For some States in certain years, production includes some quantities unharvested on account of economic conditions.

3/ Dried basis; 1 ton of raisins equivalent to about 4 tons of fresh grapes.

4/ "Other States" totals include Massachusetts, Rhode Island, Connecticut, Wisconsin, Nebraska, Delaware, Maryland, Florida, Kentucky, Tennessee, Alabama, Oklahoma, Texas, Idaho, Colorado, New Mexico and Utah. Estimates of grape production for those States discontinued beginning with the 1947 crop.

MATURITY AND HARVESTING: Michigan Crop

The 1948 season was earlier than in 1947 and harvesting began at about the normal time. Weather, was not normal during the season but was fairly favorable during the early development period. Moisture was reported adequate in most sections. There were some reports of bud kill during the extreme cold of January and early February 1948. Another factor in reducing the crop was the unfavorable weather during bloom and resulting poor pollination. This condition was, however, rather spotted. A severe hail storm in the Paw Paw, Lawrence and Mattawan areas occurred in September. Some growers suffered an almost total loss while others were damaged less severely. This was the center of Michigan grape production and a major portion of the lower tonnage for 1948 can be directly attributed to this hail storm. Those grapes, not totally destroyed were so badly effected in quality that many were not harvested. In Berrien County no hail damage was reported although high winds did cause some shattering just prior to maturity.

Quality of the 1948 crop was fairly good but adverse conditions prevented development of best quality.

MARKETING THE CROP: Benton Harbor Cash Market

Marketing of the 1948 Michigan grape crop was fairly orderly with the demand mostly sufficient for the supply. Initial opening prices on the Benton Harbor Cash Market were at fairly high levels but quickly declined from a high of 1.00-1.10 to 50-65¢ per 12-quart basket. This was for the Champion variety. Prices for Moore's Early were slightly higher and ranged mostly 80-95¢ for the No. 1's. Fredonias were mostly 85-1.00 for No. 1's during their season. Prices for the first Concordes coming on the market was 90-1.10 per 12-quart basket and these prices held through September. During the first week in October there was an increased demand for the light offerings and the range on No. 1 Concordes was generally 1.10-1.20.

In the tabulation below the daily price ranges on all important varieties is given for both 12-quart and 4-quart baskets. Prices cover stock passing over the Benton Harbor Cash Market which was marked Michigan No. 1 and Michigan No. 2. Champion grapes marked Jelly Grade are classified as Michigan No. 2 in the tabulation. Most 4-quart baskets were marked Michigan Fancy Table grade.

DAILY PRICE RANGES BENTON HARBOR CASH MARKET ON GRAPES 1948 SEASON

DATE	Champions			Moore's Early		
	12-qt baskets	4-qt bsks	12-qt baskets	4-qt bsks	12-qt baskets	4-qt bsks
	Mich #1	Mich #2	Fcy Tble	Mich #1	Mich #2	Fcy Tble
Aug. 24	\$.75		.35			
25	1.00-1.10	.40-	.45			
26	.90-1.00	.40-	.45			
27	.75-.90	.30-	.35			
28						
29	.75-.95	.35-	.41			
30	.75-.85	.35				
31	.65-.85	.35-	.40			

DATE	Champions		Moore's Early		Concords			
	12-qt baskets Mich #1	12-qt baskets Mich #2	4-qt bskts Fcy Tble	12-qt bskts Mich #1	4-qt bskts Fcy Tble	12-qt baskets Mich #1	4-qt bskts Mich #2	
Sept. 1	.60	.75	.35	.40	.90	1.00	.45	.50
2	.65	.75	.25	.35			.50	
3	.65	.75	.25	.30			.45	
4								
5								
6	.55	.75	.25	.30	.80	.95	.40	.45
7	.65	.75	.30	.35	.85	.90	.40	.45
8	.60	.75	.25	.30	.80	.90	.38	.45
9	.50	.70	.30	.35	.75	1.00	.40	.50
10	.50	.65			.75	.85	.35	.40
----- Fredonias -----								
11								
12	.85	.95	.40	.50	.80	.95	.40	.47
13	.85	.95	.40	.47	.85	.95	.40	.47
14	.85	1.00	.43	.47	.80	.90	.40	.45
15	.90	1.10	.40	.47	.85	.90	.40	.45
16	.85	1.00	.42	.47	.80	.90	.40	.43
17			.40	.45	.85	.90	.40	.40
18								
19	.80	1.00	.45	.48			.80	1.20
20	1.00		.43	.46			.90	1.20
21	1.00	1.20	.48	.51	1.00	1.20	1.00	1.25
22	1.00						.90	1.20
23							.90	1.05
24							.90	1.05
25							.75	1.00
----- Niagaras -----								
26	.60						.95	1.20
27	.60						.80	1.05
28	.60						.95	1.15
29	.60						1.00	1.10
30		.50	.55				.90	1.10
Oct. 1	.60	.65					.95	1.15
2								
3	.65	.75	.55	.60			1.00	1.15
4	.85	.88	.60	.65			1.00	1.15
5		.65	.70				1.10	1.20
6							1.05	1.20
7							1.15	1.22
8							1.15	1.30
9								
10							1.15	1.27
11							1.20	1.25
12							1.15	1.27
13							1.15	1.20
14							1.15	1.20
15							1.10	1.15
							1.00	1.10

The following tabulation indicates total packages, carlot equivalents, together with seasonal weighted average price to growers for grapes passing over the Benton Harbor Cash Market. Carlot equivalents are tabulated on the basis of 1200 12-qt baskets; 3600 4-qt baskets; 500 2-qt basket crates and 500 50-pound crates per carlot.

Season	Season Average				Total Value
	Carlot Equiv.	4-qt	12-qt	8 2-qt	
1948	310	.46	1.00	3.00	\$ 36,125
1947	734	.46	.95		882,592
1946	489	.53	1.26		765,103
1945	147	.51	1.43		254,126
1944	539	.45	1.01		674,773
1943	487	.43	1.04		626,289
1942	904	.24	.50		581,753
1941	617	.18	.42		333,348
1940	1542	.12	.20		424,803
1939	1375	.12	.21		392,816
Ten-year Average	717	.35	.80	3.00	529,173

DISPOSITION OF THE CROP: Benton Harbor Cash Market

Movement over the Benton Harbor Cash Market during the 1948 season totalled 340 carlot equivalents as compared to 734 carlots in 1947 and 489 carlots in 1946. This was the lightest movement for any year since 1939 except in 1945. In addition to the short crop probably the most important contributing factor to the lighter movement over the Market was the winery and processor prices paid for grapes. This high price diverted much tonnage which ordinarily would have been packed for fresh market.

The tabulation below shows daily carlot equivalent movement of grapes moving over the Market. This includes all types of packs.

MICHIGAN GRAPES DAILY TRUCK MOVEMENT - 1948 & 1947 SEASONS										
DATE	1948		1947		1948		1947		DATE	
	1948	1947	1947	1948	1948	1947	1947	1948		
Sept. 1	67				Sept. 24	13			Oct. 17	7
2	1				25	Sat	10		18	3
3					26		21		19	2
4	Sat				27		8		20	2
5	Sun				28		19		21	2
6					29		22		22	
7					30		16		23	
8					Oct. 1		17		24	2
9					2		78		25	
10					3		20		26	
11	Sat				4		4		27	
12					5		10		28	
13					6		21		29	
14					7		10		30	
15					8		4		31	
16					9		35			
17					10	Sat	15			
18	Sat				11		4		TOTAL	340
19					12		6			734
20					13		1		# Includes all movement prior to Sept. 1.	
21					14		11		c/1 equivalent basis	
22					15		3		3,600 - 4-qt; & 1,200	
23					16	Sat	10		12-qt.	

DISPOSITION OF THE CROP: Rail Movement

Rail movement for 1948 was far under rail shipments for previous years. Only 15 cars of Michigan grapes were shipped in 1948 as compared to 96 during 1947. Available trucks were sufficient for most shipments. The high prices paid by wineries, juicers and processors along with the short crop were sufficient to divert much of the tonnage which otherwise would have been packed and moved into fresh channels.

DISPOSITION OF THE CROP: Wineries, Processors and Juicers.

The tonnage going to processors and juicers in 1948, while not as large as in 1947, still comprised over 50 percent of the total crop. Figures furnished by the Michigan Cooperative Crop Reporting Service and the State Liquor Board show a total of 15,096 tons going to processors and juicers with 3,298 tons moving to the wineries. Prices paid were somewhat higher than during the 1947 season.

The tabulation below indicates the tonnage volume going to wineries and juicers and processors together with weighted average price per ton and season value. Comparisons for past years are also shown.

VOLUME OF MICHIGAN GRAPES USED BY JUICE PLANTS, WINERIES, PROCESSORS WITH VALUE			
YEAR	Total Tons Used	Weighted Average Per Ton	Season Value
1948 State Wineries	3,298	\$ 99.15	\$ 1,836,601
Processors	15,096	100.00	
1947 State Wineries	2,734	61.50	1,809,825
Processors	20,183	81.34	
1946 State Wineries	9,824	143.64	2,770,415
Processors	10,048	135.28	
1945 State Wineries	4,184	144.45	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	1,339,913
Processors	18,336	55.57	

DISPOSITION OF THE CROP: Combined Totals

In the following table the different points of disappearance of Michigan grapes is shown with season totals and 1947 comparisons.

DISPOSITION OF THE 1948 MICHIGAN GRAPE CROP			
	1948	1947	
1. Sales of Fresh stock over the Benton Harbor Cash Market (340 carlots- 12 tons per car)	4,080	8,808	
2. Reported volume to commercial processors. (Reported by State Crop Reporting Service)	12,336	20,183	
3. Winery purchases of fresh stock for wine. (Reported by Michigan Liquor Control)			
Variety	1948	1947	
Concord	2447.6	725.2	
Niagaras	593.0	1563.3	
Delawares	88.6	453.8	
Fredonias	4.7	1.7	
Others	164.4	40.2	
TOTALS	3298.3	2734.2	
4. Purchased by Wineries for juice. (1947 estimated)	2,761	3,500	
5. Total rail carlot movement for season 19 cars, approximately 4 loaded from receipts on Benton Harbor Market. Estimated 15 cars loaded direct from farm to car and not destined for processors within State. 15 cars at 12 tons per car.	180	288	
6. Truck movement direct from farm to fresh markets. (Estimated approximate)	850	1,000	
Disappearance of 1948 Michigan Grape Crop	23,505	37,513	

DISTRIBUTION OF THE CROP:

Because of the light rail movement no effort was made during 1948 to collect primary destinations of rail movement. Trucks accounted for practically all the movement of the 1948 season and because of the difficulty of securing such information no figures were collected on destinations of truck shipments. The Benton Harbor Cash Market collected some figures, however, and these indicate that truck shipments of Michigan grapes reached 161 cities in 19 States, located mainly in the middle western and north central areas.

JOBBING SALES ON MICHIGAN GRAPES IN IMPORTANT MARKETS

Note: Prices for 4-quart baskets are Fancy Table Grade; 12-quart baskets are Michigan No. 1 grade. Some quotations include prices for stock of poor or off condition.

DATE	CHICAGO		CINCINNATI		ST. LOUIS	
	12-quart	4-quart	12-quart	4-quart	12-quart	4-quart
Sept. 17	\$.65-1.25	\$.35-.50			\$ 1.00-1.25	
18						
19						
20	.75-1.00	.40-.55			1.25-1.35	
21	.50-1.00	.45-.55			1.15-1.25	
22	.25-1.00	.53-.55			1.15-1.35	
23	.50-1.10	.40-.55	1.35		1.40	
24	.50-1.10	.45-.50	1.10-1.15		1.35-1.40	
25						
26						
27	.50-1.25	.50-.55	1.15-1.25		1.30-1.35	
28	.50-1.25	.55	1.15-1.25		1.35	
29	.75-1.15	.45-.55	1.10-1.15		1.25-1.30	
30	.75-1.25	.50-.55	1.15		1.35	
Oct. 1	1.10-1.25	.50-.55	1.10-1.15		1.10-1.35	
2						
3						
4	1.15-1.25	.50-.55	1.10		1.30-1.35	
5	1.25	.55-.57	Mich #2			
6	1.25	.57-.60	1.25-1.35		1.50	
7	1.25-1.50	.58-.62			1.50-1.60	
8	1.35-1.50	.58-.65	1.40		1.50-1.60	
9						
10						
11	1.25-1.50	.62-.65	1.40-1.50		1.50-1.60	
12	1.30-1.40	.65	1.40-1.50		1.50-1.55	