

UNITED STATES DEPARTMENT OF AGRICULTURE
Bureau of Agricultural Economics
and
MICHIGAN DEPARTMENT OF AGRICULTURE
Bureau of Foods & Standards Cooperating

MARKET NEWS SERVICE ON FRUITS AND VEGETABLES

MARKETING THE MICHIGAN PEACH CROP

Brief Review of the 1938 Season
by

R. E. Keller

Market reports on peaches were issued from Benton Harbor, Michigan for the period of August 20 to September 23, 1938.

National Situation

The total 1938 peach harvest for the United States was estimated at 51,945,000 bushels as compared to 59,724,000 bushels in 1937 and 52,498,000 bushels for the 10-year average (1927-36). Thus the 1938 crop was 13% less than for 1937, and 1% below the ten year average. Production was below average in all geographic sections except the South Atlantic and South Central States, and compared to 1937, the South Atlantic group of states, Colorado, and Washington were the only producing areas with larger crops. In the states east of the Mississippi, production was lower largely as a result of early spring frosts. In California, excessive soil moisture in the Sacramento River Valley, following spring floods was an adverse factor affecting the peach crop and production of clingstones was 8% below average. The total rail shipments for the United States (Oct. 15, 1938) amounted to 22,989 cars as compared to (final) 21,750 cars for 1937, 25,638 cars for 1936, 27,707 cars in 1935, 26,588 cars for 1934, 28,588 cars for 1933 and 20,750 cars for 1932. While the 1938 production was 13% less than the 1937 crop, the rail shipments were 5% greater. This was because the crop in the Southeast was larger than in 1937 and the major portion of this stock moves by rail.

Michigan Situation

The 1938 Michigan peach crop was only moderate, being slightly below average and only about 1/2 that of the year previous when the crop was exceptionally large. The 1938 harvest was estimated at 1,341,000 bushels as compared to 2,652,000 bushels in 1937 and 1,354,000 bushels for the 10-year average (1927-36). The reduction in the Michigan peach crop over that of 1937 was a result of frost damage in the spring. Little damage was reported from winter killing. An unusually early spring advanced buds and hastened blossoming. Fruit was in advanced stage in April and some buds were lost from low temperatures at this time. Then a severe frost visited this state May 12-13 after the peaches had bloomed and caused heavy losses. Orchards with poor frost protection were hard hit and many others had only a part crop. Rainfall during the growing season was adequate to produce a crop of large sized fruit wherever peaches set. Because of good crops and prices the two years previous and the favorable outlook for this season, most growers gave their peach orchards good care. Little damage was reported from the Oriental peach moth this season. The cool weather and intermittent rains at harvest time helped to color fruit and increase the size. However, some lots held on the trees too long showed some losses from brown rot.

F.O.B. prices for Michigan peaches were the brightest spot in the fruit deal, returning consistently good averages. In many of the past seasons, a hot spell right at harvest time has caused all the fruit to mature quickly resulting in over-supply, poor quality, and a sharp break in the market, or shipments from Southern Illinois and Colorado have overlapped heavily causing a temporary over-supply. This season all crops east of the Mississippi were early. Southern Illinois peaches overlapped some on the early varieties, South Havens and Rochester's, but were well cleaned up by the time Elbertas started moving. Colorado's peak movement was a few days later than Michigan's and as this stock takes longer to get to market, local offerings were not pressed from this source. Also, the weather remained cool during harvest time and growers were able to pick the fruit in firm sound condition over an orderly marketing period. When the stock ripens too quickly and offerings are soft ripe, a large portion of the retailers are unable to handle it on account of shrinkage losses, so prices have to be discounted to move it into canning channels. This season most stock was picked firm and could be moved through all outlets. The peak day this year was September 5 and the peak week was August 28 to September 2, which was about two weeks earlier than a year ago. The weighted seasonal average of all varieties and sizes of peaches moving over the Benton Harbor Cash Market was estimated at \$1.35 per bushel. Prices by varieties and sizes over the Market ranged as follows: South Havens 2 1/4" & 2" min. \$1.30-1.75; 1 3/4" min. \$1.20-1.35; Elbertas 2 1/4" & 2" min. \$1.00-2.50; 1 3/4" min. \$1.00-1.75; and Hales 2 1/2" min. \$1.75-2.50; 2 1/4" min. \$1.60-2.50; and 2" min. \$1.25-2.25. F.O.B. trucklot sales, mostly cash track and a few usual terms basis, for warehouse stock U. S. No. 1 bushel Elbertas 2" min. ranged from \$1.40-2.25 and 1 3/4" min. \$1.20-1.60.

Practically all of Michigan's peach crop is handled by truck. This past season only 5 cars were shipped via rail, while trucks hauled the equivalent of 1281 cars from the Benton Harbor Cash Market and 642 cars from Association packing houses and an unknown number direct from the farms. The total rail and truck movement that could be tabulated amounted to 1932 cars as compared to 3330 cars for 1937.

PRODUCTION OF PEACHES BY STATES
(with comparisons)

S T A T E	PRODUCTION			S T A T E	PRODUCTION		
	Average 1927-36	1937	1938		Average 1927-36	1937	1938
	1,000 bushels				1,000 bushels		
New Hampshire.....	18	24	19	Florida.....	63	36	68
Vermont.....	-	-	-	Kentucky.....	452	1,369	352
Massachusetts.....	116	107	88	Tennessee.....	1,214	1,860	586
Rhode Island.....	25	27	27	Alabama.....	1,252	990	1,705
Connecticut.....	172	177	140	Mississippi.....	750	474	1,061
New York.....	1/1,348	1,806	1,134	Arkansas.....	1,584	2,288	2,451
New Jersey.....	1,330	1,651	1,172	Louisiana.....	240	269	325
Pennsylvania.....	1,507	2,673	1,842	Oklahoma.....	494	1,073	429
Ohio.....	876	1,296	481	Texas.....	1,219	1,392	964
Indiana.....	456	402	144	Idaho.....	146	14	181
Illinois.....	1,424	2,117	1,425	Colorado.....	1,013	1,533	1,388
MICHIGAN.....	1,354	2,652	1,341	New Mexico.....	67	92	51
Iowa.....	78	87	90	Arizona.....	63	47	22
Missouri.....	672	1,728	116	Utah.....	534	72	564
Nebraska.....	40	38	72	Nevada.....	4	3	6
Kansas.....	123	232	43	Washington.....	1/1,019	935	1,428
Delaware.....	271	398	304	Oregon.....	265	241	327
Maryland.....	374	448	352	California.....	1/22,135	23,252	1/20,835
Virginia.....	767	1,599	1,161	#Clingstone4/.....	1/14,564	15,418	13,459
West Virginia.....	299	528	184	#Freestone5/.....	1/7,572	7,834	7,376
North Carolina.....	1,813	1,984	2,232				
South Carolina.....	1,095	1,080	1,515	UNITED STATES.....	1/52,498	59,724	1/51,945
Georgia.....	1/5,824	2,730	5,320				

1/ Includes some quantities not harvested on account of market conditions.

4/ Mainly for canning.

5/ Mainly for drying.

DISTRIBUTION OF MICHIGAN PEACH RAIL SHIPMENTS, 1938 SEASON

State and City	Cars	State and City	Cars
ARKANSAS		WISCONSIN	
Little Rock	1	Green Bay	1
		Milwaukee	1
ILLINOIS		Total	2
Blue Island	1	UNKNOWN	
			1
		TOTAL	5

CARLOT SHIPMENTS OF MICHIGAN PEACHES DURING 1938 SEASON
(By Counties and Billing Stations)

County and Station	Aug.	Sept.	Total	County and Station	Aug.	Sept.	Total
Berrien				Boat Shipments			
Benton Harbor	1		1				1
Coloma	1		1	GRAND TOTAL			
Total	2		2		2	4	6
Mason				*TRUCK SHIPMENTS			
Ludington		3	3	(Incomplete)			
				(*) Not included in Grand Total.			

DAILY F.O.B. PEACH PRICES AT WESTERN MICHIGAN SHIPPING POINTS - 1938

Basis of Sales: Carloads & Truckloads f.o.b. usual terms and cash track, mostly truckloads cash track, warehouse packed stock, packed in bu. baskets & boxes U.S.#1.

SOUTH HAVENS			ELBERTAS		
DATE	2" & up	1-3/4"	DATE	2"	1-3/4"
Aug. 22	1.70-1.75	1.30-1.35	Sept. 15	1.50-1.65	---
23	1.50	--	16	1.50-1.70	---
24	--	--	17	1.50-1.65	---
25	1.50	--	19	1.65-1.85	---
ELBERTAS			20	1.50-1.80	---
Aug. 22	2.00-2.50	1.60	21	1.75	---
23	1.85-2.15	--			
24	2.10-2.25	--			
25	2.00-2.10	1.45-1.60			
26	1.90-2.00	--			
27	1.70-1.75	1.35			
29	1.60-1.65	1.35			
30	1.50-1.55	1.30			
31	1.40-1.60	1.25-1.30			
Sept. 1	1.40-1.55	--			
2	1.40-1.50	1.20			
4	1.45-1.60	1.25			
6	1.45-1.55	1.20-1.25			
7	1.50-1.60	1.25-1.30			
8	1.60-1.85	1.25-1.40			
9	1.65-1.85	1.35-1.50			
10	1.65-1.75	1.30-1.40			
12	1.50-1.70	1.35-1.40			
13	1.50-1.75	--			
14	1.50	--			

SUMMARY OF PEACH MOVEMENT AND AVERAGE PRICE ON BENTON HARBOR CASH MARKET

(Season)	(Carlot Equivalents)	(Value per bushel)	(Total Value)
1931	1170	\$.70	\$ 336,000.00
1932	1665	.42	557,980.00
1933	91	1.79	65,424.50
1934	861	1.63	524,477.90
1935	1692	.92	625,873.50
1936	1668	1.61	1,073,976.26
1937	2587	1.08	1,117,444.68
1938	1286	1.35	694,531.80

MICHIGAN PEACHES DAILY RAIL & TRUCK MOVEMENT 1938 SEASON

(Truck carlot equivalents are on a basis of 400 bushels per carload. Truck movement over the Benton Harbor Cash Market.

DATE	Total U.S.	Michigan Rail	B.H.Truck Equivalent	DATE	Total U.S.	Michigan Rail	B.H.Truck Equivalent
Through				Sept. 16	42	1	4.03
Aug. 21			265.41	17	45	0	0
22	172	0	18.33	18	16	0	2.92
23	247	0	24.55	19	32	0	1.27
24	247	0	32.23	20	20	0	.84
25	204	0	37.96	21	23	0	2.00
26	257	0	49.68	22	9	0	.69
27	250	0	0	23	13	0	1.25
28	202	0	87.42	24	9	0	0
29	287	0	60.58	25	0	0	.79
30	313	2	103.56	26	4	0	0
31	325	0	79.16	27	8	0	.11
Sept. 1	300	0	86.24	28	2	0	.42
2	310	0	54.04	29	3	0	.40
3	176	0	0	30	4	0	.14
4	147	0	0	Oct. 1	9	0	0
5	248	0	110.70	2	0	0	.35
6	343	0	86.02	3	1	0	.08
7	307	0	53.04	4	12	0	.35
8	252	0	37.64	5	3	0	0
9	234	0	22.62	6	1	0	.27
10	134	0	0				
11	85	0	26.82				
12	145	0	14.42				
13	122	0	9.67				
14	93	1	6.21				
15	77	1	3.89				
						Michigan Boat.....1	
							TOTAL ENTIRE SEASON....6.....1286.00

WEEKLY CARLOT PEACH SHIPMENTS FROM MICHIGAN AND PRINCIPAL COMPETING STATES 1938 SEASON

Week Ending	Calif	Colo.	Ida.	Md.	MICH	N.Y.	Ore.	Pa.	Utah	Va.	Wash	W.Va	U. S.
Aug. 20	885	1	1	97	0	0	0	30	48	26	23	82	1260
" 27	816	237	74	21	0	0	4	119	1	1	158	21	1453
Sept. 3	537	942	48	1	2	1	9	39	56	0	268	4	1915
" 10	668	473	6	0	0	51	4	2	268	0	191	0	1665
" 17	318	97	3	0	4	71	4	0	50	0	65	0	613
" 24	11	57	4	0	0	36	1	0	3	0	10	0	122
Oct. 1	5	3	0	0	0	20	2	0	0	0	0	0	30
" 8	0	13	0	0	0	5	3	0	0	0	0	0	22
" 15	0	1	0	0	0	2	1	0	0	0	0	0	4

BENTON HARBOR CASH MARKET ON PEACHES, 1938 SEASON

Price range is for truckloads cash to growers, bushel baskets, U.S. #1, sizes as indicated.

DATE	Elbertas		South Havens		Hales		
	2"-2 1/4"up	1 3/4"	2" & 2 1/4"	1 3/4"	2 1/2"up	2 1/4"	1 3/4"up
Aug. 22	2.00-2.50	1.50-1.60	1.50-1.75	1.25-1.35			
23	1.75-2.25	1.50-1.65	1.35-1.60	1.20-1.30			2.25-2.50
24	1.75-2.10	1.40-1.75	1.50-1.75				2.40-2.50 2.00-2.25
25	1.75-2.10	1.35-1.60	1.30-1.50				2.15-2.25 1.90-2.00
26	1.40-1.75	1.25-1.45					2.25-2.65 2.00
28	1.50-1.75	1.25-1.35			2.25-2.50	2.00-2.25	1.75-2.00
29	1.40-1.65	1.25-1.35			2.25-2.35	1.90-2.10	1.50
30	1.35-1.60	1.20-1.25			2.25-2.50	1.75-2.00	1.50-1.65
31	1.40-1.60	1.10-1.25			2.00-2.10	1.75-2.00	1.50-1.75
Sept. 1	1.30-1.50	.75-1.25			2.00-2.25	1.65-1.75	
2	1.25-1.50	1.00-1.15			2.15-2.25	1.65-2.00	
5	1.40-1.65	1.00-1.25			2.00-2.35	1.60-1.80	1.50-1.70
6	1.00-1.50	.90-1.15			2.00-2.25	1.65-1.85	1.35-1.40
7	1.35-1.55	1.00-1.30	Kalamazoos 2"		2.15	1.75-2.00	1.25-1.40
8	1.50-1.85	1.20-1.40	1.20-1.50		2.00-2.35	2.00-2.35	1.50-1.75
9	1.50-1.90	1.00-1.50				1.75-2.40	
11	1.50-1.90		1.25-1.30			2.15-2.50	
12	1.50-1.80				1.75-2.00		
13	1.00-1.75	1.25-1.30				1.85	
14	1.25-1.75	1.40-1.50					
15	1.50-1.85	1.25-1.35					
16	1.25-1.85						
18	1.50-1.70						
19	1.60-2.00						
20	1.50-2.00						

DAILY PRICE RANGE JOBBING SALES MICHIGAN PEACHES 1938 IN IMPORTANT MARKETS

DETROIT

ELBERTAS			HALES		
Date	2 & 2-1/4"	2-1/4" & 2-1/2"	Date	2 & 2-1/4"	2-1/4" & 2-1/2"
Aug. 22	2.50	---	Sept. 7	1.65-1.75	2.00-2.50
23	2.25	---	8	1.65-1.75	---
24	2.00-2.15	---	9	1.85-2.00	2.50
25	2.00-2.15	---	12	1.75-1.85	---
26	2.00-2.25	3.00	13	1.85-2.00	---
29	1.75-1.90	2.00-2.75	14	1.50-1.85	---
30	1.65-1.85	2.00-2.25	15	1.65-1.75	---
31	1.60-1.90	2.00-2.25	16	1.90-2.00	---
Sept. 1	1.60-1.75	2.35-2.50	19	1.90-2.00	---
2	1.60-1.75	2.25-2.50	22	1.90-2.00	---
6	1.75-1.85	2.25-2.50			

CINCINNATI

ELBERTAS		ELBERTAS	
Date	2" & 2-1/4"	Date	2" & 2-1/4"
Aug. 25	1.75	Sept. 7	1.60-1.90
26	2.10	8	1.75-2.00
29	2.00-2.25	9	2.00-2.15
30	1.85-2.00	12	2.00-2.25
31	1.75-2.00	13	1.75-2.00
Sept. 1	1.65-1.85	14	1.75-1.90
2	1.60-1.80	15	2.00-2.15
6	1.75-2.00	16	1.85-2.00

MILWAUKEE

ELBERTAS			ELBERTAS		
Date	2"	1-3/4"	Date	2"	1-3/4"
Aug. 25	2.10-2.35	---	Sept. 8	1.75	---
26	2.10-2.35	---	9	1.75-1.90	1.40-1.50
29	1.75-1.90	1.50	12	2.00-2.15	---
30	1.70-1.90	1.40	13	1.75-2.25	---
31	1.75-2.00	---	14	1.75-2.25	1.50-1.75
Sept. 1	1.60-1.75	1.40	15	1.75-2.00	---
2	1.60-1.75	1.40	16	1.90-2.00	1.50-1.75
6	1.60-1.75	1.45	19	1.80-2.00	1.50-1.75
7	1.65-1.75	1.35	20	1.50	---

CHICAGO

ELBERTAS			HALES		
Date	2-1/4"	2"	Date	2" & 2-1/4"	
Aug. 22	2.50	2.25	Aug. 25	2.50	
23	2.50	2.00-2.50	26	2.35-2.50	
24	2.25-2.50	2.00-2.25	29	2.50	
25	2.25-2.50	2.00-2.25	30	2.00	
26	2.25-2.35	1.85-2.15	31	1.50-2.00	
29	1.85-2.00	1.50-1.75	Sept. 1	1.75-2.25	
30	1.65-1.85	1.50-1.75	2	1.75-2.00	
31	1.65-1.85	1.40-1.75	6	----	
Sept. 1	1.65-1.75	1.40-1.65	7	2.00-2.50	
2	1.60-1.75	1.40-1.65	8	2.50	
6	1.60-1.85	1.50-1.75	9	2.00-2.25	
7	1.60-1.70	1.50-1.75	12	2.25	
8	1.75-2.00	1.50-1.75	13	----	
9	----	1.75-2.00	14	----	
12	1.85-2.25	1.50-2.00	15	1.50-1.75	
13	2.00-2.25	1.00-2.00	16	1.50-2.00	
14	1.75-1.90	.50-1.90			
15	1.75-2.00	.50-2.00			
16	----	.75-2.00			
19	----	1.00-2.00			
20	1.85-2.25	1.00-2.00			
21	1.85-2.10	1.50-1.85			
22	1.50-2.00	----			

ST. LOUIS

ELBERTAS		ELBERTAS	
Date	2"	Date	2"
Aug. 24	2.00	Sept. 9	1.75-2.25
25	2.25-2.40	12	2.00-2.15
26	2.25-2.50	13	1.50-2.25
29	1.75-2.15	14	.75-2.25
30	1.65-2.00	15	1.25-1.50
31	1.75-2.00	16	1.25-2.25
Sept. 1	1.75-1.85	20	1.50-2.15
2	1.75-2.00	21	2.00-2.25
6	1.75-2.00	22	2.00-2.25
7	1.50-2.00		
8	1.00-2.00		

TRUCK MOVEMENT OF 1937 & 1938 WESTERN MICHIGAN PEACH HARVEST FROM 22 PRINCIPAL
PACKING HOUSES OF SHIPPERS, ASSOCIATIONS, AND COLD STORAGE PLANTS

(Figures do not include rail movement from packing houses)

PEACHES:	1937	1938
Bushels.....	243,988	256,700
Carlot Equivalents..... (Basis 400 bu.per car)	610	642

COMBINED TOTALS 1937 & 1938 HARVEST OF MICHIGAN PEACH SHIPMENTS

(Only truck movement direct from farms to market omitted as this data unavailable)

PEACHES:	1937	1938
Carlot Shipments (rail).....	133 cars	6 cars
Truck movement from ass'ns & packing houses..	610 "	642 "
Movement over Benton Harbor Cash Market going out by truck (figures reduced to carlot equivalents,basis 400 bu.per car)...	2,587. "	1,286
TOTAL CARS.....	3,330	1,934

January 30, 1939.

R. E. Keller,
Local Representative