

MARKETING THE MICHIGAN PEACH CROP
Brief Review of the 1943 Season
by R. E. Keller

Michigan Dept. of
Agric., Bureau of
Foods & Standards
Cooperating.

Market reports on peaches were issued from the Benton Harbor, Michigan office from August 5 to October 6, 1943.

National Situation

National peach production dropped sharply in 1943, due to very light crop in sections East of the Rockies. The total peach crop in the United States was estimated December 17 by the Crop Reporting Service at 42,060,000 bushels, compared to 66,365,000 bushels in 1942 and 55,392,000 bushels for the ten year (1932-41) average, or 38% less than in 1942 and 24% less than average. As a result of the extremely light eastern crop, peach supplies for the fresh market were very scarce this season.

Michigan Situation

Production: The Michigan 1943 peach harvest was estimated December 17 by the Crop Reporting Board at 1,452,000 bushels, and was 33% less than the 1942 crop of 2,150,000 bushels and 33% under the 10-year (1932-41) average of 2,182,000 bushels. The reduction in this season's harvest was due to winter injury to buds, in South Berrien County, and in some instances in other sections to poor sets due to cold, rainy weather at blossom time. Bearing acreage of peach trees is increasing in Michigan. In spite of the reduction in Michigan's crop, only two states East of the Pacific Coast states had larger yields. Colorado's crop exceeded Michigan's by 27% and Georgia by only 9%.

Shipments: The truck movement over the Benton Harbor Cash Market this season amounted to 1,133 cars. The truck movement from principal packing houses in Western Michigan amounted to 1,045 cars, and the rail movement to only 24 cars, making a combined total of 2,202 cars. No record is available on the truck movement direct from farms to market. Such forwardings were heavier than usual this season. Labor and containers were scarce, so more stock was sold unpacked to buyers in field crates and lugs than usual.

F.o.b. Situation: Michigan's 1943 peach prices topped all records for volume movement. Growers with full crops did very well and those with partial crops fared much better than usual. However, many peach growers in the large commercial section in South Berrien had the second consecutive crop failure due to winter injury to buds and suffered losses on peach acreage. The weighted average price for all peaches of various varieties, grades, and sizes sold over the Benton Harbor Cash Market amounted to \$4.40 per bushel. This compared to \$2.05 received in 1942 and \$.96 received for the large crop in 1941. F.o.b. sales from associations and shipper's packing houses for U. S. No. 1 stock, 2-inch and larger, packed in bushel baskets or boxes, ranged for the season as follows: Elbertas \$4.00-5.50, Hale Havens \$4.50-5.00 and South Havens \$4.00-4.50. Cash to grower prices over the Benton Harbor Cash Market ranged for the season: Elbertas \$3.00-6.50, Hale Havens \$4.00-6.25, South Havens \$3.50-5.00, and J. H. Hales \$5.00-7.25. These favorable prices were a result of several factors. Southeastern States and New York had a near crop failure. Competing states just South of Michigan - Illinois, Indiana and Ohio, had extremely short crops. Michigan had only about 67% of an average crop. Supplies were far short of demand. Also, supplies of competing fruits were unusually light this season, due both to light sets in the East and diversion of Western supplies to processors. Demand was strong due both to healthy positions of consumer purchasing power, and desire for home-canning due to rationing of the commercial canned pack. The quality was good and harvesting peaked slowly, allowing for best condition and time to sell supplies. Michigan peach marketing was left on the supply and demand basis, with no diversions, orders, or ceiling prices imposed.

Distribution: Peaches moved mostly to the areas in near-by states and Northern Mississippi Valley points. A few cars and truckloads moved to distant markets. This was normal distribution.

Harvesting and Maturity: Fruit was picked and harvested with only normal loss, in spite of the tight labor situation. The weather at harvest time was very favorable, remaining seasonably cool as peaches were maturing. This allowed the peak to be spread out over a longer period. In some years an extremely hot spell ripens fruit very fast, and growers have difficulty in picking fruit before it becomes over-ripe. The 1943 crop had a late bloom and harvesting was correspondingly delayed. The movement was about two to ten days later than a year ago.

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

(Season)	(Carlot Equivalents)	(Value per bushel)	(Total Value)
1931	1,170	\$.70	\$336,000
1932	1,665	.42	557,980
1933	91	1.79	65,425
1934	801	1.63	524,478
1935	1,692	.92	625,874
1936	1,668	1.61	1,073,976
1937	2,587	1.08	1,117,445
1938	1,286	1.35	694,532
1939	2,583	.68	702,660
1940	1,394	1.25	697,052
1941	2,956	.96	1,135,158
1942	1,844	2.05	1,512,412
1943	1,133	4.40	2,029,453

TRUCK MOVEMENT MICHIGAN PEACHES FROM PRINCIPAL WEST MICHIGAN PACKING HOUSES:

(Rail shipments made by some shippers not included in this total. Does not include truck movement to Benton Harbor Cash Market, nor truck movement from individual farmers to market)

	1939	1940	1941	1942	1943
Bushels - - - - -	536,700	345,080	745,648	670,400	422,284
Carlot Equivalents (400 bushels per car)-	1,342	863	1,864	1,676	1,045

COMBINED TOTALS - MICHIGAN RAIL & TRUCK SHIPMENTS REDUCED TO CARLOTS

(Truck movement direct from farms to market omitted as this data is unavailable)

	1939 Cars	1940 Cars	1941 Cars	1942 Cars	1943 Cars
Truck movement from principal packing houses - -	1,342	863	1,864	1,676	1,045
Truck movement from Benton Harbor Cash Mkt.	2,583	1,394	2,956	1,844	1,133
Rail Shipments - - - - -	259	13	672	77	24
Total	4,184	2,270	5,192	3,597	2,202

PEACH CROP REPORT AS OF DECEMBER 1, 1943:

STATES	Production 1/			STATES	Production 1/		
	Average	1942	1943		Average	1942	1943
	- Thousand Bushels -				- Thousand Bushels -		
New Hampshire	16	15	1	Florida	72	123	66
Massachusetts	65	51	2	Kentucky	596	183	368
Rhode Island	20	16	1	Tennessee	1,146	466	294
Connecticut	131	163	6	Alabama	1,411	1,595	649
New York	1,398	1,615	95	Mississippi	833	974	476
New Jersey	997	1,228	918	Arkansas	1,891	2,337	738
Pennsylvania	1,649	1,771	1,176	Louisiana	283	335	176
Ohio	756	678	300	Oklahoma	456	477	136
Indiana	298	112	157	Texas	1,456	1,610	900
Illinois	1,293	652	360	Idaho	187	279	198
MICHIGAN	2,182	2,150	1,452	Colorado	1,382	1,490	1,978
Iowa	84	22	20	New Mexico	87	110	134
Missouri	677	512	68	Arizona	65	50	60
Nebraska	26	14	2/	Utah	510	340	846
Kansas	90	22	2	Nevada	5	2	5
Delaware	359	396	93	Washington	1,477	2,168	2,052
Maryland	384	476	221	Oregon	378	535	418
Virginia	1,028	3/1,936	172	California, all	22,689	3/28,752	25,127
West Virginia	308	570	160	Clingstone 4/	14,084	3/17,668	14,792
North Carolina	1,978	2,463	252	Freestone	8,605	11,084	10,334
South Carolina	1,832	3,500	392				
Georgia	4,896	3/6,177	1,593	UNITED STATES	55,392	66,365	42,060

1/ For some States in certain years, production includes some quantities unharvested on account of market conditions or scarcity of harvest labor. 2/ Production less than 1,000 bushels. 3/ Includes some quantities harvested but not utilized due to excessive cullage. 4/ Canning.

DISTRIBUTION OF MICHIGAN PEACH RAIL SHIPMENTS, 1943 Season

State and City	Cars	State and City	Cars	State and City	Cars	State and City	Cars
Alabama		Maryland		Ohio		Tennessee	
Mobile	2	Easton	1	Cleveland	1	Memphis	1
				Toledo	1	Texas	
Florida		Minnesota		Total	2	Houston	1
Jacksonville	1	Minneapolis	1				
				Pennsylvania		Wisconsin	
Illinois		New York		Erie	1	Green Bay	1
Rock Island	1	Buffalo	1	Northeast	2		
				Pittsburgh	3	Unknown	6
				Total	6	TOTAL	24

DAILY F.O.B. PEACH PRICES AT WESTERN MICHIGAN SHIPPING POINTS - 1943

Basis of sales: Sales f.o.b. shipping point, warehouse packed stock, in Bushel Baskets & Boxes, U. S. No. 1 grade.

DATE	HALE HAVENS		SOUTH HAVENS		ELBERTAS	
	2" min.	1 3/4" min.	2" min.	1 3/4" min.	2" min.	1 3/4" min.
Aug. 26	\$5.00	4.00	4.25-4.50	3.50-4.00		
27	4.50-4.75	3.50-3.75	4.00	3.00-3.50		
28	5.00	3.75				
29	4.75	3.50-3.75	4.25	3.25		
30	4.75	3.75				
31	5.00	4.00				
Sept. 2					4.65	4.10-4.50
6					5.25-5.50	4.25-4.50
7					5.00	3.75-4.25
8					4.75	3.75-4.00
9					4.75	3.90-4.00
10					4.50-4.75	3.25-3.90
12					4.75	3.75-4.25
13					5.00	4.00
15					4.75-5.00	3.75-4.00
16					4.00-4.75	3.00-3.25
17					4.00-4.50	3.00-3.50
19					3.50-4.00	3.00-3.25
20					3.75-4.00	3.00
21					3.75-4.00	3.25
22					4.00-5.00	
23					4.00-5.00	

BENTON HARBOR CASH MARKET ON PEACHES, 1943 SEASON

Price range is for truckloads cash to growers, Bushel Baskets and Boxes, U. S. No. 1 stock.

DATE	JUBILEES	ROCHESTERS	HALE HAVENS	S. HAVENS	AMBER GEMS	ELBERTAS
	1 3/4" & 2"	1 3/4" & 2"	2" & 2 1/4"	2" & 2 1/4"	2" & 2 1/4"	2" min. - 2 1/4" min.
Aug. 5	\$4.00-5.00	2.00-3.00				
6	4.00-5.50	4.00				
8	3.50-5.60	3.50-4.50	4.25			
9	3.25-5.00	4.00-4.50	5.00			
10	3.00-5.00	3.50-4.60	5.00-5.30	4.25-4.60		5.50
11	3.25-4.50	4.00-4.25	4.25-5.00	4.00-4.25		
12	3.00-5.00	3.75-4.25	4.25-4.85	4.00-4.25		
13	4.25-5.25	4.00-4.35	4.25-5.25			4.50
15	4.00-5.25	3.75-4.10	4.00-5.25			
16	4.00-5.00	3.90-4.00	4.25-5.25	4.00-4.75		5.00
17	4.25-5.00	4.25-4.75	4.25-5.50	4.25-4.75		5.00-5.50
18	4.25-5.25	3.50-4.50	4.50-5.50	4.25-5.25		5.00-5.50
19	4.50-5.75	3.85-4.75	5.00-6.25	4.50-5.75		5.50-6.25
20	3.75-5.00	3.50-4.25	4.00-5.25	3.75-5.00		4.50-5.25
22		4.00	4.00-5.25	3.75-4.50		5.25-5.80
23			4.50-5.50	4.00-5.00		5.00-5.50
24	4.50-5.50		4.75-5.60	4.00-5.00	4.75	
25		3.00-4.00	4.00-5.25	3.85-4.50		5.25
26			4.00-5.00	4.00-4.75	4.75-5.00	5.00-5.25
27			4.00-5.00	3.75-4.50	4.75	5.00-5.50
29		3.00-4.00	4.00-5.00	3.50-4.50	4.00-4.75	5.00-5.15
30			4.00-5.25	3.50-4.75	4.75	5.25-6.00
31			4.25-5.25	4.00-5.00	4.75	5.50-6.00
Sept. 1			4.00-5.25	4.00-4.85	4.00-5.25	5.25-6.00
2			4.50-5.00	3.75-4.25	3.25-4.50	5.00-6.00
3		4.25-4.50	4.00-4.50			4.00-5.25

BENTON HARBOR CASH MARKET ON PEACHES (Cont'd)

DATE	HALES		HALE HAVENS	AMBER GEMS	ELBERTAS	
	2 1/4" & 2 1/2"	2" & 2 1/4"	2" & 2 1/4"	2" & 2 1/4"	2" min.	2 1/4" min.
Sept. 6	\$5.50-6.60		4.00-5.00	5.00	4.50-5.35	4.75-5.50
7	5.50-6.25		4.75	4.75		4.00-5.00
8	5.50-6.00				4.00-5.25	4.00-5.25
9	5.25-6.60				4.00-5.00	4.00-5.00
10	5.50-6.50				4.00-4.85	4.00-4.85
12	5.25-7.25				4.00-5.00	4.00-5.00
13	5.50-7.00				4.50-5.10	4.50-5.10
14	6.50				4.00-5.50	4.00-5.50
15	6.00				4.00-5.60	4.00-5.60
16	6.00				3.50-4.75	3.50-4.75
17	4.00-4.50				3.00-4.75	3.00-4.75
19	5.00				3.00-4.25	3.00-4.25
20					3.75-4.50	3.75-4.50
21					3.50-4.80	3.50-4.80
22					3.00-5.00	3.00-5.00
23					4.00-5.00	4.00-5.00
24					4.50	
26					4.00-4.75	
27					4.00-5.00	
28				Gold Drops	4.00-4.75	
29				1 3/4" min.	4.50-4.75	
30				\$3.00	4.00-5.25	
Oct. 1					4.00-4.50	
3					4.50	
4					4.00	
5					4.50	

DAILY PRICE RANGE JOBBING SALES MICHIGAN PEACHES 1943 IN IMPORTANT MARKETS

Prices quoted are for Bushel baskets or boxes, U. S. No. 1 stock.

DATE	C H I C A G O				MILWAUKEE		
	Orioles 2" & 2 1/4"	Jubilees 2" & 2 1/4"	Rochesters 2" & 2 1/4"	Hale Havens 2" min.	South Havens 2" & 2 1/4"	Jubilees 2" min.	Hale Havens 2" & 2 1/4" min.
Aug. 5	\$5.00-5.25						
6	4.00-4.50						
9	4.50-4.75	4.50-5.50				\$4.50-5.50	
10	3.50-4.75	5.00				5.00	
11	4.00-4.75	4.50-5.00				5.00	
12	4.00	4.50-4.75	4.00-4.50	5.00-5.25		5.00	
13		4.75-5.00	3.75			4.75	
16	3.75-4.00	4.50-5.00		5.00-5.25		4.50-5.00	
17		4.50-5.25		5.00-5.25	4.00	4.75-5.25	
18	Elbertas	Elbertas		5.00-5.75	5.00	5.25	4.85
19	2" min.	2 1/4" min.		4.50-5.75	5.00-5.25	4.90	4.75-5.50
20	6.50			5.00-5.75	5.00-5.75		5.00-5.75
23	6.00			4.75-5.50	4.50-5.00		5.00-5.25
24				4.50-5.25	4.00-4.75		4.85-5.50
25				4.00-5.50	4.00-4.65		5.00-5.25
26				4.50-5.25			5.00-5.25
27				4.50-5.00	3.50-4.00		4.75-5.25
30	6.35			4.25-5.25	4.00-4.50		4.50-4.75
31	5.50-6.25			4.50-5.25	3.50-4.00		4.50-5.00
Sept. 1	5.50-6.50			4.50-5.50		Elbertas	5.25-6.00
2	5.50		J. H. Hales	3.50-5.00	3.75-4.25	2" min.	4.75-5.00
3	5.50-6.00		2 1/4" & up	4.00-5.00	4.00	5.00-5.75	
7	4.50-5.75	4.75-6.00		5.25-6.50		5.15-5.50	
8	4.50-5.00	4.75-6.00		5.00-6.00		5.15-5.50	
9	3.25-5.00	4.00-5.00		5.50-6.25		5.30-5.65	
10	4.50-5.25	4.75-5.25		5.00-5.50			
13	4.00-5.25	4.50-5.25		5.00-6.00		5.00-5.25	
14	4.75-5.25	5.00-5.50				5.00-5.25	
15	4.25-5.25					5.00-5.25	
16	4.00-5.50	4.00-5.50				5.35	
17	3.75-4.75	4.00-5.00	4.50				
20		3.50-5.00	5.50				
21	3.00-4.85						
22	3.50-4.50					3.75	
23	3.00-4.00	3.00-4.00					
24	4.00-5.25	4.00-5.25					

C I N C I N A T T I : : S T . L O U I S :

DATE	C I N C I N A T T I		S T . L O U I S			
	Hale Havens 2" & up	South Havens 2" min.	Elbertas 2" & 2 1/4" min.	Hale Havens 2" min.	Amber Gems 2" min.	Elbertas 2" & 2 1/4" min.
Aug. 17	\$4.75-5.25					
18	5.50-5.75	5.50-5.75		\$5.50		
19	5.50-6.00	5.50-6.00				
20	5.50-6.00	5.50-6.00				
23	5.25-6.00	5.00-5.50		5.50		
24	5.00-5.50	5.00-5.50		6.00-6.50		
25	5.00-5.50	5.00-5.50		5.00-5.50		
26	5.00-5.50	5.25		5.50-5.75		
27	4.50-5.50			3.00-5.00		
30	5.00-5.75	5.00-5.50		5.50-6.00		
31	4.75	4.00-4.50		5.50-6.00		
Sept. 1	4.50-5.00		6.50	5.50		
2	4.00-4.50				6.00	
3			6.00-6.50		5.00-5.50	6.00-6.25
7			5.50-6.50			5.50-6.25
8			5.00-6.25			5.50-6.25
9			5.00-5.75			5.00-5.50
10			5.00-5.50			5.00-5.25
13			5.00-5.50			5.00-5.25
14			5.25-5.50			4.75-5.00
15			5.50-6.50			4.50-5.00
16			4.20-6.50			5.00
17			5.00-6.25			5.00-5.25
20			4.00-5.00			4.50-5.00
21			5.00			4.75-5.00
22			4.50-4.75			4.25-4.50
23			4.50-5.00			4.35-4.50
24			4.50-5.00			4.25