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MARKETING WESTERN NEW YORK PEACHES

SUMMARY OF 1940 SEASON

By

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FILE COPY

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MARKETING WESTERN NEW YORK PEACHES
SUMMARY OF 1940 SEASON

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Market reports on peaches were issued daily from the Rochester office, Room 300 Terminal Building, from September 1 to October 3, 1940. The information contained in this brief summary consists principally of material taken from the Rochester daily report and excerpts from official reports released at Washington, D. C. and Albany, New York.

The production of peaches in New York State in 1940 was estimated at 1,380,000 bushels, 20 percent smaller than the 1939 crop of 1,722,000 bushels, but about 1 percent larger than the 10-year (1929-38) average of 1,368,000 bushels. From the 1940 crop 48 cars were shipped by rail as compared with 178 cars in 1939. This is the second time in the past score of years that carlot shipments have dropped below the 100 car mark. There has been a marked decline in carlot shipments from New York State loading points since about 1925 as is indicated by the following tabulation which shows New York States average shipments by five year periods for the past 20 years:

<u>Five Year Period</u>	<u>N.Y. Average Seasonal Shipments</u> <u>by Rail</u>
1936 - 1940	200 cars
1931 - 1935	885 cars
1926 - 1930	1688 cars
1921 - 1925	3818 cars

The decline in carlot shipments has been caused to some extent by a change in the mode of transportation, the change being from rail to trucks; however, there has also been a reduction in production during these four periods as is indicated by the following tabulation which shows the average seasonal production for the corresponding periods:

<u>Five-Year Period</u>	<u>N.Y. Average Seasonal Production</u>
1936 - 1940	1,455,000 bushels
1931 - 1935 <u>1/</u>	1,089,000 bushels
1926 - 1930	1,699,000 bushels
1922 - 1925 <u>2/</u>	2,247,000 bushels

The United State total production of peaches in 1940 was estimated at 52,772,000 bushels, which was 14 percent smaller than the unusual large crop of 61,072,000 bushels produced in 1939, but slightly larger than the 10-year (1929-38) average of 52,723,000 bushels.

Growing conditions were relatively favorable in most of the important peach producing areas of the North Atlantic States and production was well above average in that region. Spring freezes materially reduced the crop in North Carolina and Georgia, and also in most of the South Central States. In Tennessee and in many sections of the North Central States, the crop was a near failure due to losses from winter and spring frosts.

1/Drop in production due to crop failures following severe 1934 winter.
2/Four year average.

Above average peach crops were produced in all of the important western States except Arizona. In California the Clingstone crop was slightly below average but production of all peaches was larger than average because of a relatively good crop of Freestone peaches. The Colorado crop was the largest of record and the Washington crop was the third largest of record.

Prices during the 1940 season in Western New York held around the \$1.00 figure during the heaviest part of the Elberta movement, with the range for the season 85¢-\$1.25. Due to the cool rainy summer the peaches did not color well and many orchards were unable to control the Brown Rot disease. Because of the latter there were more than the usual number of rejections in the terminal markets and a heavier loss than usual from cold storage holdings. The prices during the 1940 season were at about the same level as for 1939, but were 40¢-80¢ per bushel lower than for 1938.

The Western New York peach harvest was about 10 days later than in 1939. Prior to the start of the Elberta harvest, around September 15th, the weather was cool and cloudy; however, soon after the picking commenced the weather turned warm causing the crop to ripen faster than it could be picked or marketed. Much of the crop was placed in cold storage and the movement after September 27 was practically all from that source. No price improvement occurred for the stock from cold storage, the movement of which continued until mid-October.

PRODUCTION OF PEACHES IN THE UNITED STATES, SEASON 1935 to 1940 1/

PRINCIPAL STATES	1935	1936	1937	1938	1939	1940
	-Thousand Bushels-					
Alabama	825	1,720	980	1,705	1,705	700
Arizona	67	37	47	22	51	50
Arkansas	1,290	1,012	2,288	2,451	2,615	2,040
California	17,876	21,502	23,252	20,501	21,293	22,418
2/Clingstone	12,001	14,043	15,418	13,042	15,501	14,168
3/Freestone	5,875	7,459	7,834	7,459	8,792	8,250
Colorado	1,276	1,345	1,533	1,634	1,575	2,000
Connecticut	37	176	177	140	84	130
Delaware	225	500	398	304	422	437
Florida	52	67	36	68	33	66
Georgia	5,891	5,589	2,730	5,320	3,800	4,154
Idaho	160	175	14	181	136	207
Illinois	3,285	256	2,117	1,480	1,800	255
Indiana	900	10	402	144	378	58
Iowa	81	15	87	90	110	93
Kansas	198	18	232	43	154	183
Kentucky	546	131	1,369	352	562	258
Louisiana	175	378	269	325	409	412
Maryland	382	279	448	352	427	440
Massachusetts	21	105	107	88	74	76
Michigan	1,966	1,720	2,652	1,341	2,760	1,682
Mississippi	550	1,052	474	1,061	1,034	420
Missouri	1,186	107	1,728	116	1,140	528
Nebraska	60	5	38	72	70	58
Nevada	8	6	3	6	6	5
New Hampshire	2	13	24	19	17	10
New Jersey	800	1,352	1,651	1,172	1,435	1,494
New Mexico	103	56	92	51	73	120
New York	793	1,232	1,806	1,134	1,722	1,380
North Carolina	2,400	1,558	1,984	2,232	1,305	1,344
Ohio	1,606	164	1,296	481	1,212	443
Oklahoma	816	20	1,073	429	615	434
Oregon	297	258	241	327	391	352
Pennsylvania	1,675	799	2,673	1,842	2,460	2,356
Rhode Island	6	28	27	27	12	18
South Carolina	1,781	1,159	1,080	1,515	1,636	1,915
Tennessee	899	854	1,860	610	1,470	264
Texas	1,891	1,156	1,392	964	1,972	2,036
Utah	680	554	72	573	564	574
Virginia	774	594	1,599	1,161	1,025	1,392
Washington	928	1,558	935	1,428	1,210	1,494
West Virginia	300	90	528	184	315	446
TOTAL U. S.	52,808	47,650	59,724	51,945	61,072	52,772

1/ Includes some quantities not harvested on account of market conditions.
 2/ Mainly for canning.
 3/ Mainly for drying.

CARLOT SHIPMENTS PEACHES, 1935 - 1940

STATE	1935	1936	1937	1938	1939	1940
Alabama	56	62	5	56	49	24
Arkansas	644	1,123	1,214	1,775	1,336	849
California, N. D.	5,901	4,356	4,566	3,403	3,597	2,749
California, S. D.	10	11	15	6	33	6
California, C. D.	2,037	3,465	3,481	2,272	3,148	2,863
Colorado	1,878	1,996	2,163	1,825	1,630	2,409
Delaware	--	196	56	18	32	138
Georgia	8,626	8,200	2,697	7,359	4,564	5,837
Idaho	35	113	--	137	51	131
Illinois	2,202	147	1,460	858	609	13
Indiana	244	1	81	22	26	--
Kentucky	108	58	264	3	27	6
Louisiana	3	21	10	--	3	3
Maryland, E.S.	25	77	52	122	72	118
Maryland, Other	111	31	81	60	25	41
Michigan	164	163	133	6	259	13
Mississippi	3	17	11	--	1	--
Missouri	7	--	--	3	2	--
New Jersey	2	6	4	--	49	26
New York	623	336	260	185	178	48
North Carolina	1,494	937	1,078	1,133	302	299
Ohio	85	4	1	10	28	--
Oklahoma	8	--	22	2	--	9
Oregon	59	53	52	33	27	51
Pennsylvania	302	88	505	197	139	338
South Carolina	1,362	1,285	1,431	1,737	2,242	2,729
Tennessee	106	207	403	113	206	1
Texas	40	164	30	27	90	76
Utah	299	459	19	426	321	278
Virginia	596	390	927	389	376	340
Washington	583	1,551	540	713	519	756
West Virginia	96	123	189	115	95	135
TOTAL U. S.	27,709	25,638	21,750	23,005 ^{1/}	20,036 ^{2/}	20,286 ^{3/}

1/Includes 21 cars for Government Relief.
 2/Includes 826 cars for Government Relief.
 3/Includes 225 cars for Government Relief.

CARLOT SHIPMENTS OF PEACHES 1940 SHIPPING SEASON
 (Including boat shipments reduced to car-lot equivalents)

STATE	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
Alabama	-	-	-	-	-	-	3	21	-	-	-	-	24
Arkansas	-	-	-	-	-	70	703	76	-	-	-	-	849
Calif. N.D.	-	-	-	-	-	2	482	2211	54	-	-	-	2749
Calif. S.D.	-	-	-	-	-	-	6	-	-	-	-	-	6
Calif. C.D.	-	-	-	-	1	4	1598	1255	5	-	-	-	2863
Colorado	-	-	-	-	-	-	2	2136	271	-	-	-	2409
Delaware	-	-	-	-	-	-	-	63	75	-	-	-	138
Georgia	-	-	-	-	12	1043	4384	398	-	-	-	-	5837
Idaho	-	-	-	-	-	-	-	130	1	-	-	-	131
Illinois	-	-	-	-	-	-	6	7	-	-	-	-	13
Kentucky	-	-	-	-	-	-	-	6	-	-	-	-	6
Louisiana	-	-	-	-	-	-	3	-	-	-	-	-	3
Maryland ES	-	-	-	-	-	-	-	72	46	-	-	-	118
Maryland, Other	-	-	-	-	-	-	-	3	38	-	-	-	41
Michigan	-	-	-	-	-	-	-	-	13	-	-	-	13
New Jersey	-	-	-	-	-	-	-	-	26	-	-	-	26
New York	-	-	-	-	-	-	-	-	37	11	-	-	48
No. Carolina	-	-	-	-	-	-	72	227	-	-	-	-	299
Oklahoma	-	-	-	-	-	-	-	9	-	-	-	-	9
Oregon	-	-	-	-	-	-	1	41	9	-	-	-	51
Pennsylvania	-	-	-	-	-	-	-	2	336	-	-	-	338
South Carolina	-	-	-	-	-	9	318	2402	-	-	-	-	2729
Tennessee	-	-	-	-	-	-	-	1	-	-	-	-	1
Texas	-	-	-	-	-	29	47	-	-	-	-	-	76
Utah	-	-	-	-	-	-	6	247	25	-	-	-	278
Virginia	-	-	-	-	-	-	10	236	94	-	-	-	340
Washington	-	-	-	-	-	1	4	545	206	-	-	-	756
West Virginia	-	-	-	-	-	-	-	20	115	-	-	-	135
TOTAL U.S.	-	-	-	-	13	1158	7645	10108	1351	11	-	-	20286

TRUCK SHIPMENTS (Incomplete)

Arkansas	-	-	-	-	-	-	1	6	-	-	-	-	7
Georgia	-	-	-	-	-	557	1282	71	-	-	-	-	1910
Illinois	-	-	-	-	-	-	2	3	-	-	-	-	5
Kentucky	-	-	-	-	-	-	-	2	-	-	-	-	2
Michigan	-	-	-	-	-	-	15	310	1050	19	-	-	1394

1/ Includes 225 cars for Government Relief.

CARLOT SHIPMENTS AND F.O.B. PRICES NEW YORK PEACHES, SEASON 1940

Date	Carlot Shipments <u>1/</u>						Bushel Baskets		
	N.Y.	Penna.	Calif.	Colo.	Wash.	Total	U. S. No. 1 Elbertas	2 inch minimum	2 inch min.
1940	1940						1940	1939	1938
Sept.:									
1	-	-	-	29	33	82	-	-	-
2	-	3	7	31	16	136	-	-	-
3	-	8	13	40	20	168	-	-	-
4	-	12	13	39	18	165	-	-	-
5	-	18	8	38	23	138	-	-	-
6	-	21	5	26	17	105	-	-	:1.45-1.50
7	-	66	2	17	12	128	-	-	:1.45-1.50
8	-	2	-	12	10	24	-	-	: 1.50
9	-	43	3	10	11	78	-	1.10-1.15	:1.45-1.55
10	-	31	2	8	9	62	-	Sunday	: 1.50
11	-	39	3	4	9	62	-	1.10-1.15	: Sunday
12	-	27	1	2	5	37	-	1.10-1.15	: 1.50
13	-	14	1	1	6	26	-	1.00-1.10	:1.50-1.65
14	-	19	1	-	-	21	-	1.00-1.10	:1.45-1.55
15	-	3	-	-	-	4	-	.95-1.05	:1.40-1.50
16	-	4	-	1	4	9	-	.90-1.00	:1.40-1.50
17	-	4	-	-	4	8	1.15-1.20	Sunday	:1.40-1.50
18	1	6	-	-	2	9	1.10-1.20	.90-1.00	: Sunday
19	-	2	-	-	-	2	1.10-1.25	.90-1.00	:1.65-1.70
20	4	2	-	1	-	8	1.00-1.20	.90-1.00	:1.60-1.70
21	4	2	-	6	-	14	1.00-1.10	.90-.95	:1.65-1.80
22	2	-	-	-	3	5	Sunday	.90-.95	:1.50-1.75
23	7	3	-	3	-	16	1.00-1.10	.90-1.05	: ---
24	2	-	-	1	-	5	1.00-1.05	Sunday	: ---
25	2	-	-	-	-	7	1.00	.90-1.05	: Sunday
26	1	-	-	1	-	3	1.00-1.10	.90-1.10	:1.50-1.60
27	5	-	-	1	-	7	.80-1.00	.90-1.10	: 1.55
28	4	-	-	1	-	7	.85-1.15	.90-1.00	: -
29	-	-	-	-	-	1	Sunday	---	: -
30	5	2	-	-	-	7	.85-1.10	-	: -
Oct.:									
1	3	-	-	-	-	3	.85-1.00	-	: -
2	-	-	-	-	-	-	.85-1.00	-	: -
3	-	-	-	-	-	-	1.00	-	: -
4	2	-	-	-	-	2	-	-	: -
5	3	-	-	-	-	3	-	-	: -
6	-	-	-	-	-	-	-	-	: -
7	-	-	-	-	-	-	-	-	: -
8	3	-	-	-	-	3	-	-	: -

1/ Subject to revision.

WHOLESALE PRICES OF NEW YORK PEACHES IN IMPORTANT MARKETS

SEASON OF 1940

DATE	NEW YORK	CITY	CINCINNATI	BOSTON			
1940	Carlot	Truck #	Bu. Bkts. West	Carlot	Bu. Boxes	Carlot	Street sales
	unloads	Receipts	N.Y. Elbertas	Arrivals	Elbertas	Arrivals	trk rpts. Elb.
	N.Y.: Tot.	N.Y.: Tot.	US #1, 2" min	N.Y.: Tot.	2" min	N.Y.: Tot.	U.S. #1, 2" min
Sept.:							(1/2 bu. bkts.)
16:	-	1 2	49	-	6	-	4
17:	-	2 9	41	-	4	-	6 .65
18:	-	1 4	34	-	1	-	1 .65
19:	-	1 8	35	1.00-1.25	4	-	2 .65-.85
20:	-	1 8	28	1.00-1.25	-	-	3 .75-.85
21:	-	6	14	-	-	-	2
22:	S U N D A Y			S U N D A Y			S U N D A Y
23:	-	1 11	33	1.00-1.25	1	-	3 .50-.65
24:	-	1 8	24	1.00-1.50	1 2	1.50-1.75	H O L I D A Y
25:	-	1 9	18	1.00-1.25	1 1	1.50-1.75	-
26:	-	1 8	13	1.00-1.50	1 2	1.40-1.50	- .85
27:	-	1 4	15	1.00-1.50	2 3	-	- .85-1.00
28:	-	1 3	7	-	-	-	-
29:	S U N D A Y			S U N D A Y			S U N D A Y
30:	-	- 5	11	1.25-1.50	2 2	-	-
Oct. 1:	-	- 4	12	1.25-1.62 1/2	-	1.25-1.50	- 1.00
2:	-	- 6	10	1.25-1.50	1 1	1.00-1.25	- 1.00
3:	-	-	1	1.40	1 1	-	1
4:	-	- 2	3	1.25-1.50	-	1.25-1.50	- 1.00
5:	(Unavailable)						1 1
6:	S U N D A Y			S U N D A Y			S U N D A Y
7:	-	- 7	12	1.25-1.50	1 1	1.25-1.50	-
8:	-	- 6	8	-	2 2	1.25-1.50	- .90-1.00
9:	-	- 6	8	.85-1.25	-	1.25-1.40	- .75-1.00
10:	-	- 3	5	.85-1.25	-	1.00-1.40	- .65-.85
11:	-	- 1	3	1.00-1.25	-	-	1 1 .70-1.00
:							: Truck receipts, Sept. &
:							: Oct.-N.Y. 11 cars;
:							: Total 142 cars.

Farmers' Markets Excluded.

WHOLESALE PRICES OF NEW YORK PEACHES IN IMPORTANT MARKETS

SEASON OF 1940 (CONT'D)

DATE	PHILADELPHIA			PITTSBURGH			CLEVELAND		
1940	Carlot	Truck	Bu.Bkts & E.	Carlot	Bu.Bkts.	Carlot	Bu.Bkts.	Carlot	Bu.Bkts.
	Arrivals	Receipts	Boxes, Elbertas	Arrivals	Elbertas	Arrivals	Elbertas	Arrivals	Elbertas
	N.Y.:Tot.	N.Y.:Tot.	U.S.#1,2"min	N.Y.:Tot.	U.S.#1,2"min	N.Y.:Tot.	U.S.#1,2"min	N.Y.:Tot.	U.S.#1,2"min
(Store sales, truck and express receipts):									
Sept. 16	-	-	-	17	-	1	-	3	:1.40-1.50
17	-	-	-	24	-	-	-	-	:1.40-1.50
18	-	-	-	21	-	-	-	3	:1.25-1.50
19	-	-	1	29	1.25	-	1.25	-	:1.25-1.40
20	-	-	2	22	1.25	-	1.00-1.15	-	:1.15-1.35
21	-	-	-	12	-	-	-	1	:
22	Sunday								
23	-	-	1	17	1.25	-	-	2	:1.00-1.25
24	-	-	-	23	1.25-1.40	-	1.00-1.10	-	:1.00-1.25
25	-	-	2	18	1.40	-	1.00-1.15	-	:1.10-1.40
26	-	-	1	15	-	-	1.00-1.15	-	:1.00-1.35
27	-	-	1	14	1.40	-	1.00-1.15	-	:1.00-1.35
28	-	-	-	9	-	-	-	-	:
29	Sunday								
30	-	-	2	9	-	-	1.25	-	:1.00-1.25
Oct. 1	-	-	-	9	-	-	-	-	:1.00-1.25
2	-	-	-	6	-	1	1.00-1.15	-	:1.00-1.25
3	-	-	-	2	-	-	1.00-1.25	-	:1.00-1.25
4	-	-	-	4	-	-	1.15-1.25	-	:
5	-	-	-	5	-	-	-	-	:
6	Sunday								
7	-	-	-	4	-	-	.90-1.00	-	:1.10-1.40
8	-	-	-	4	-	-	-	-	:1.00-1.35
9	-	-	-	4	-	-	-	-	:1.00-1.25
10	-	-	-	4	-	-	-	-	:1.00-1.35
11	-	-	-	3	-	-	-	-	:1.00-1.35
12	-	-	-	2	-	-	-	-	: