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Agricultural Marketing Service

and

NEW YORK STATE DEPARTMENT OF AGRICULTURE AND MARKETS
Bureau of Markets

Cooperating

MARKETING WESTERN NEW YORK
(Finger Lakes Section)

G R A P E S

SUMMARY OF THE 1940 SEASON

by

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FILE
300 Terminal Building
Rochester, New York

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MARKETING NEW YORK'S FINGER LAKES DISTRICT GRAPES

BRIEF REVIEW OF THE 1940 SEASON

Daily market reports on grapes were issued from the Federal-State Market News office in Rochester, New York from October 7 to November 1. These reports were mailed free of charge to any one requesting them. The material contained in this brief review has been obtained principally from the daily reports issued at Rochester, statistics released from Washington, D. C., data from the Agricultural Statistician's office at Albany, N.Y., and from growers and shippers in the Finger Lakes section of New York.

Grape production for the United States in 1940 totaled 2,482,110 tons which was 2 percent smaller than the 1939 crop but was 11 percent larger than average. California, the nation's leading producing State, had a crop of 2,186,000 tons which was 2 percent smaller than the 1939 crop, but was 12 percent above average. Production in Pennsylvania, Ohio and Michigan, the east's leading producing States excluding New York, totaled 117,400 tons, which was 5 percent smaller than the 1939 crop of 124,100 tons, but was 10 percent above the average of 107,160 tons.

Grape production in New York State for 1940 amounted to 75,800 tons, less than 1 percent larger than the 1939 crop of 75,600 tons and about 1 percent larger than the 10-year (1929-38) average of 74,910 tons. By varieties in New York State, the Concord crop was better than in 1939, but Catawbas, Niagaras and Delawares were poorer.

The 1940 grape growing season in western New York was late. Pests and insects did a small amount of damage during the growing season while some black rot damage was reported in the Finger Lakes region. There was also a rather severe amount of damage caused by leaf hoppers in Chautauqua Erie district. Frost during the last week in August killed some foliage in non-commercial areas but caused practically no damage in the important commercial sections. Because of the late season and the low sugar content, Finger Lakes growers did not start gathering the important Concord crop until around October 7th. About 14 days later or on the nights of October 19 and 20 a severe freeze occurred which virtually ended the season. It was estimated that about 10 percent of the crop in Western New York was unharvested at the time of the freeze. Most of the frozen grapes were gathered but were sold at salvage prices.

Grape prices for stock for shipment to markets in the Finger Lakes section during the 1940 marketing season were about the same as for 1939. Dealers F.O.B. sales of U.S.No.1 table ConCORDS ranged 11 $\frac{1}{2}$ -12¢ per 2-quart climax basket as compared with 10-13 $\frac{1}{2}$ ¢ in 1939; and \$1.45-1.55 per carton of 12 two-quart baskets as compared with 1.35-1.75 in 1939. U.S.No.1 Juice ConCORDS ranged 28-46¢ for 12-quart climax baskets as compared with 30-55¢ in 1939; and \$0.30-35.00 per ton for bushel baskets as compared with \$26.50-43.00 in 1939. Bushel baskets of U.S.No.1 Juice Niagaras ranged \$36.00-40.00 per ton as compared with \$30.00-42.50 in 1939. Prices during the 1940 season fluctuated less than in 1939; during the 1940 season prices held about steady for the first two weeks when the severe freeze occurred practically ending the season; during the 1939 season prices commenced at a moderate level, declined with mid-season heavy offerings, but reacted upward toward the end of the season.

(Continued Over)

Carlot shipments of grapes from western New York totaled 17 cars which was less than one percent of the total production. Shippers and processors estimate that truck movement amounted to about 5 or 10 percent of the crop and the balance of the crop, excepting the small amount sold at roadside stands, was used by local processors in the producing sections. The percent of the movement by trucks was much heavier from the Finger Lakes district than from the Chautauqua-Erie district.

During the 1940 season processors in the Finger Lakes district were reported to have paid growers mostly \$30.00 per ton for Concord, \$40.00 for Niagaras, \$65.00 for Catawbas, and \$110.00 for Niagaras.

The rail movement of 17 cars from New York State's 75,800 ton grape crop for 1940 was the smallest rail shipments since the industry's infancy. During prohibition years crops of 60,000 to 85,000 tons resulted in carlot shipments of 2,000 to 5,000 cars, while in 1926 the large 106,000 ton crop resulted in carlot shipments of 7,200 cars. Since prohibition the demand for grapes for wine and juice purposes has supplanted the demand for fresh shipment purposes and has been absorbing more and more of the crop each season.

PRODUCTION OF GRAPES IN THE UNITED STATES, SEASONS 1936 to 1940 ^{1/}					
STATES	1936	1937	1938	1939	1940
	Tons	Tons	Tons	Tons	Tons
Alabama	1,560	1,680	1,400	1,710	1,380
Arizona	500	560	730	710	740
Arkansas	7,000	12,800	4,800	8,200	9,600
California	1,714,000	2,454,000	2,531,000	2,228,000	2,186,000
Wine Varieties	472,000	631,000	641,000	569,000	608,000
Raisin Varieties	918,000	1,407,000	1,443,000	1,269,000	1,154,000
Dried ^{2/}	182,000	246,000	200,000	245,000	164,000
Not Dried	190,000	419,000	283,000	289,000	498,000
Table Varieties	324,000	416,000	447,000	390,000	424,000
Colorado	600	570	650	500	770
Connecticut	2,320	2,520	1,960	2,460	2,770
Delaware	2,000	2,200	1,500	2,000	2,100
Florida	840	710	820	670	830
Georgia	1,850	1,860	1,660	1,830	2,080
Idaho	550	470	580	580	580
Illinois	4,300	8,600	6,300	8,800	8,100
Indiana	3,100	5,300	2,200	4,800	4,000
Iowa	2,600	5,000	5,000	5,800	6,300
Kansas	1,200	3,400	3,100	4,100	4,600
Kentucky	2,200	2,960	2,390	2,750	2,790
Louisiana	70	50	50	50	60
Maine	20	30	30	30	30
Maryland	740	750	580	750	720
Massachusetts	660	900	540	700	780
Michigan	38,700	67,200	16,900	58,100	56,900
Minnesota	170	250	270	290	300
Mississippi	320	320	250	290	220
Missouri	5,800	12,300	6,200	12,500	10,900
Nebraska	1,000	1,800	3,100	3,000	3,800
Nevada	90	100	100	110	110
New Hampshire	70	120	70	110	120
New Jersey	3,100	4,000	2,800	3,100	3,900
New Mexico	1,300	1,180	1,240	1,170	1,270
New York	49,300	89,100	55,600	75,600	75,800
North Carolina	7,900	8,100	6,600	7,500	8,500
Ohio	26,400	37,800	9,800	42,800	37,500
Oklahoma	1,600	4,000	2,500	3,200	3,600
Oregon	2,200	2,100	2,400	1,700	2,300
Pennsylvania	16,000	26,000	15,700	23,200	23,000
Rhode Island	290	370	220	230	280
South Carolina	1,950	1,990	1,670	2,020	1,990
Tennessee	2,340	2,650	1,590	3,240	1,780
Texas	2,300	2,900	2,000	2,800	3,000
Utah	1,020	630	860	840	860
Vermont	20	50	40	50	50
Virginia	2,600	3,000	2,000	2,600	2,800
Washington	4,600	4,100	5,500	5,700	6,500
West Virginia	960	1,900	430	1,750	1,910
Wisconsin	320	450	430	490	490
TOTAL U. S.	1,916,460	2,776,770	2,703,560	2,525,830	2,482,110

^{1/} Includes some quantities not harvested on account of market conditions.
^{2/} Dried basis: 1 ton of dried raisens equivalent to 4 tons of fresh grapes.

CARLOT SHIPMENTS GRAPES BY CALENDAR YEARS - 1935 to 1940						
STATES	1935	1936	1937	1938	1939	1940
Arizona	78	31	48	34	27	17
Arkansas	125	74	133	2	16	2
California, N. D.	8,008	7,977	8,562	7,716	8,054	8,725
California, S. D.	497	576	799	643	615	814
California, C. D.	23,391	22,154	26,130	22,760	22,643	24,567
California, Imp.Valley	162	112	190	127	110	118
Idaho	-	1	-	-	-	-
Illinois	10	8	19	3	10	8
Indiana	-	-	9	-	-	-
Iowa	163	27	127	58	87	53
Kansas	50	7	-	7	13	1
Michigan	225	102	722	7	87	86
Missouri	41	32	96	-	19	13
Nebraska	7	5	4	13	12	21
New York	749	149	381	185	71	17
Ohio	2	1	51	1	4	2
Pennsylvania	409	183	361	125	46	25
Texas	-	1	1	-	-	-
Utah	-	-	1	-	-	-
Washington	83	48	16	23	11	8
TOTAL U. S.	34,001	31,488	37,650	31,704	31,825	34,477

CARLOT SHIPMENTS GRAPES BY STATES AND MONTHS, CALENDAR YEAR 1940													
STATES	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	TOTAL
Arizona	-	-	-	-	-	1	16	-	-	-	-	-	17
Arkansas	-	-	-	-	-	-	1	1	-	-	-	-	2
California, N.D.	-	-	-	-	-	-	1	474	4254	3827	151	18	8725
California, S.D.	-	-	-	-	-	222	49	52	348	143	-	-	814
California, C.D.	68	32	6	3	2	-	1942	3580	5495	9174	3585	680	24567
California Imp Vy-	-	-	-	-	-	21	97	-	-	-	-	-	118
Illinois	-	-	-	-	-	-	-	1	7	-	-	-	8
Iowa	-	-	-	-	-	-	-	4	49	-	-	-	53
Kansas	-	-	-	-	-	-	-	1	-	-	-	-	1
Michigan	-	-	-	-	-	-	-	-	23	63	-	-	86
Missouri	-	-	-	-	-	-	-	3	10	-	-	-	13
Nebraska	-	-	-	-	-	-	-	2	18	1	-	-	21
New York	-	-	-	-	-	-	-	-	-	16	1	-	17
Ohio	-	-	-	-	-	-	-	-	-	2	-	-	2
Pennsylvania	-	-	-	-	-	-	-	-	-	25	-	-	25
Washington	-	-	-	-	-	-	-	1	7	-	-	-	8
TOTAL U. S.	68	32	6	3	2	244	2106	4119	13251	3737	698	698	34477

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TRUCK SHIPMENTS - (Incomplete)													
Arkansas	-	-	-	-	-	-	-	1	-	-	-	-	1
Illinois	-	-	-	-	-	-	-	-	1	-	-	-	1
Michigan	-	-	-	-	-	-	-	1	530	976	45	-	1552
Missouri	-	-	-	-	-	-	-	-	2	-	-	-	2

CARLOT SHIPMENTS AND F.O.B. PRICES OF GRAPES IN FINGER LAKES
SECTION 1940 SEASON

DATE		Carloads & Truckloads F.O.B. usual terms or delivered sales less all transportation charges - and truckloads f.o.b. cash at shipping point											
CARLOT		U. S. NO. 1 TABLE					U. S. NO. 1 JUICE						
		2 qt. Climax bks		2 qt. Climax bks		Climax		12 quart			Bushel Baskets, per ton including bks		
1940		NY:Pa.	Mich:	Total:	Con-	Nia-	Con-	Nia-	Baskets				
					cords:	garas:	cords:	garas:	Concords:	Concords:	Niagaras:		
Oct. 3:	2	-	2	479:									
4:	1	-	6	591:									
5:	-	-	-	560:									
6:	-	-	3	452:									
7:	-	-	3	459:					.30-.32		\$35		
8:	1	-	2	424:	.11 $\frac{1}{2}$		\$1.50				\$30-\$35	\$40:	
9:	-	-	5	597:	.11 $\frac{1}{2}$		\$1.50				\$35	\$40:	
10:	1	1	3	665:	.11 $\frac{1}{2}$		\$1.50		.32		\$30-\$35	\$40:	
11:	1	-	1	621:	.11 $\frac{1}{2}$			\$1.60	.30-.31				
12:	3	1	1	645:	10 $\frac{1}{2}$.11 $\frac{1}{2}$	\$1.50	\$1.60	.28-.31		\$30-\$35	\$40:	
13:	-	-	2	427:	S	U N D A Y				S	U N D A Y		
14:	-	4	-	433:	.11 $\frac{1}{2}$		\$1.47 $\frac{1}{2}$.30		\$32.50-\$34		
15:	2	1	-	458:	.11 $\frac{1}{2}$.12 $\frac{1}{2}$	\$1.45	\$1.55	.28-.30			\$36-\$37:	
16:	1	1	-	507:	.11 $\frac{1}{2}$.12 $\frac{1}{2}$	\$1.45	\$1.55	.27-.30		\$29-\$32		
17:	1	2	-	499:	.11 $\frac{1}{2}$		\$1.45		.30		\$29-\$30	\$38-\$40:	
18:	-	2	1	522:					.28-.30		\$30-\$32	\$40:	
19:	1	1	1	510:					.30		\$32	\$40:	
20:	-	-	-	307:	S	U N D A Y				S	U N D A Y		
21:	-	2	-	340:	.11 $\frac{1}{2}$		\$1.50		.30		\$32	\$40:	
22:	-	2	1	436:	.11 $\frac{1}{2}$		\$1.50						
23:	-	1	3	410:	.11 $\frac{1}{2}$		\$1.50		.30				
24:	1	-	4	372:	1/	.11 $\frac{1}{2}$	\$1.50		.30				
25:	-	2	4	233:	1/	.11 $\frac{1}{2}$	\$1.50						
26:	1	1	4	139:	1/	.11 $\frac{1}{2}$	\$1.50						
27:	-	-	2	122:	1/	S	U N D A Y			S	U N D A Y		
28:	-	3	1	211:	1/	.12	\$1.55				\$43		
29:	-	-	2	273:	1/	.12	\$1.55		.42				
30:	-	1	1	302:	1/	.12	\$1.55		.42				
31:	-	-	-	344:	1/	.12	\$1.55		.46				
Nov. 1:	1	-	-	344:	1/	.12	\$1.55		.46				

1/ Sales from common storage, from stock harvested before freeze.

NEW YORK STATE YEARLY CARLOT GRAPE SHIPMENTS & PRODUCTION 1923-1940

Carlot : -Tons-		Carlot : -Tons-		Carlot : -Tons-	
Year	Shipments:Production:	Year	Shipments:Production:	Year	Shipments:Production:
1940	17 75,800	1934	421 49,400	1928	3,750 85,470
1939	71 75,600	1933	1,129 64,800	1927	3,050 70,412
1938	185 55,600	1932	1,670 67,971	1926	7,242 106,700
1937	381 89,100	1931	4,240 97,378	1925	3,767 51,840
1936	149 49,300	1930	2,049 76,670	1924	5,641 80,000
1935	749 66,500	1929	2,541 79,500	1923	4,312 62,000

CARLOT ARRIVALS AND WHOLESALE PRICES GRAPES IN IMPORTANT MARKETS
 (All quotations are on New York Stock unless otherwise stated)

NEW YORK CITY											
: Carlot : Truck 1/:12-qt. Climax Bskts: Cartons of 12 Two-Qt. Baskets											
DATE: Unloads :Receipts : U.S.No.1 Juice : U.S.No.1 Table											
:N.Y.:Total:N.Y.:Total: Concords :WesternNY: Hudson Valley, N.Y. :											
: : : : Western NY: Hud.Val.: Concords :Concords :Niagaras :Delawares											
Oct.:											
7 :	-	113:	7	8 :	.35-.37	.30-.37 :	-	1.25-1.50	1.50-2.00	1.50-2.25	
8 :	-	69:	7	7 :	.33-.35	.28-.33 :	-	1.25-1.50	1.50-2.00	2.25	
9 :	-	90:	3	3 :	.30-.33	.30-.33 :	1.25	1.25-1.50	1.50-1.75	2.25	
10 :	-	78:	6	6 :	.30-.32	.28-.35 :	1.25	1.25-1.50	1.50-1.75	2.25	
11 :	-	78:	4	4 :	.30-.32	.30-.32 :	-	1.25-1.50	1.25-1.75	-	
12 :				H	O	L	I	D	A	Y	
13 :				S	U	N	D	A	Y		
14 :	-	2/ 188:	10	10 :	.30-.35	.30-.33 :	-	1.25-1.50	1.75-2.00	2.50-2.75	
15 :	-	99:	5	5 :	.32	.30-.32 :	-	1.25-1.50	1.50-1.75	-	
16 :	-	92:	5	5 :	-	.30-.32 :	-	1.25-1.50	1.50-1.75	-	
17 :	-	83:	5	5 :	-	.30-.32 :	-	1.25-1.37	1.50-1.75	2.50-3.00	
18 :	-	121:	5	5 :	-	.28-.33 :	-	1.25-1.50	1.50-2.00	2.50-3.00	
19 :	-	3/:	4	4 :	-	-	-	-	-	-	
20 :				S	U	N	D	A	Y		
21 :	-	169:	-	-	.32-.35	.30-.35 :	-	1.37-1.50	1.75-2.00	-	
22 :	-	150:	2	2 :	-	.32-.35 :	-	1.50-1.75	1.75-2.00	-	
23 :	-	106:	5	5 :	-	.35-.38 :	-	1.50-1.75	1.75-2.00	2.00	
24 :	-	104:	3	3 :	-	.35-.40 :	-	1.50-1.75	1.75-2.25	2.75-3.00	
25 :	-	78:	2	2 :	.42	.35-.38 :	-	1.75-2.00	2.00-2.25	3.00	
26 :	-	3/:	2	2 :	-	-	-	-	-	-	
27 :				S	U	N	D	A	Y		
28 :	-	158:	2	2 :	.40-.42	-	1.62-1.75	1.50-2.00	1.75-2.25	3.00	
29 :	-	136:	3	3 :	.47	.42-.45 :	-	1.75-2.00	1.75-2.25	-	
30 :	-	90:	2	3 :	.50-.57	-	-	1.75-2.00	1.75-2.25	2.50-3.00	
31 :	-	92:	3	3 :	.50-.60	.50 :	-	1.75-2.00	1.75-2.25	2.25-3.00	
Nov1:	-	89:	2	5 :	.45-.55	-	-	2.00	1.75-2.25	2.50-3.00	

1/Farmers markets excluded. 2/Unloads and truck receipts for 72 hour period.
 3/Unavailable.

Note: All carlot unloads during Oct. were from California. During month of October truck receipts on the wholesale markets totaled 105 cars, 102 of which were from New York and 1 each from Dela., Mich., and N.J. In the month of October 1939 truck receipts on the wholesale markets totaled 174 cars.

CARLOT ARRIVALS AND WHOLESALE PRICES GRAPES IN IMPORTANT MARKETS
 (All quotations are on New York Stock unless otherwise stated)

		P H I L A D E L P H I A											
		Concords and Other Blue Varieties											
DATE:	Carlot Arrivals	Truck Receipts	12-qt. Baskets		2-qt. Baskets		Cartons of 12						
	N.Y.:	Total:	N.Y.:	Total:	N.Y.:	Total:	N.Y.:	Total:	2 -quart baskets				
Oct. 7	-	41	2	4		.33-.40		.10-.12					1.50
8	-	-	1	2		.35-.40		.10-.12					1.25
9	-	18	1	2		.35-.40		.10-.12				1.25	1.50
10	-	36	1	5		.35-.40		.10-.12					-
11	-		2	3		.30-.38 <u>1/</u>		.12				1.00-1.25	<u>1/</u>
12	-	36	1	1									
13					S	U	N	D	A	Y			
14	-	71	7	7		.35-.37		.12-.14					-
15	-	14	3	3		.30-.37		.11-.14					1.25 <u>1/</u>
16	-	35	2	2		.33-.40		.10-.14					-
17	-	54	2	2		.33-.38		.12-.13					-
18	-	33	4	4		.35-.40		.12-.13					-
19	-	19	4	4									
20					S	U	N	D	A	Y			
21	-	65	8	8		.32-.40 <u>1/</u>		.12-.14 <u>1/</u>				Niagaras	
22	-	51	4	4		.30-.40 <u>1/</u>		.14				12-qt bkt	2-qt bkts
23	-	15	3	3		.35-.45 <u>1/</u>		.12-.14 <u>1/</u>				.50-.55	.14
24	-	26	4	4		.40-.45 <u>1/</u>		.11-.14 <u>1/</u>				.40-.45 <u>1/</u>	.11-.14 <u>1/</u>
25	-	41	4	4		.35-.50 <u>1/</u>		.12-.14 <u>1/</u>					
26	-	39	2	2									
27					S	U	N	D	A	Y			
28	-	59	5	5		.35-.45 <u>1/</u>		.12-.13 <u>1/</u>					
29	-	18	2	2		.35-.45 <u>2/</u>		.12-.14 <u>2/</u>					
30	-	12	1	1		.35-.45 <u>2/</u>		.12-.14 <u>2/</u>					
31	-	22	1	1		.45-.55 <u>1/</u>		.12-.14 <u>1/</u>					
Nov 1	-	16	2	2		.50-.55 <u>1/</u>		.12-.14 <u>1/</u>					

1/ Includes some fair condition. 2/ Generally ordinary to fair quality and condition.
 Note: All carlot arrivals during October were from California totaling 730 cars; during October 1939 carlot arrivals totaled 743 cars, 738 Calif. & 5 New York. During October 1940 truck receipts totaled 94 cars 73 of which were from New York; during October 1939 truck receipts totaled 64 cars 60 of which were from New York.

		P I T T S B U R G H											
		Store sales, Truck & Express Receipts											
DATE:	Carlot Arrivals	Rail Receipts	12-qt. bkts		12-qt bkts		Cartons of 12		2-quart bkts				
	N.Y.:	Total:	N.Y.:	Total:	N.Y.:	Total:	N.Y.:	Total:	Concords, US#1 Table				
			Concords	US#1 Juice	Concords	US#1 Juice	Concords	US#1 Table					
			N.Y.	Penna.	N.Y.	Penna.	N.Y.	Penna.	Ohio				
Oct. 7	-	49					.35-.38						\$1.35-1.50
8	-	15											1.25-1.50
9	-	20				.35-.37	.40-.45						1.25
10	-	30				.35-.40							1.25-1.50
11	-	28				.38-.40	.35						1.25-1.50
12	-	34											
13			S	U	N	D	A	Y					
14	-	65		.38-.40	.30-.35	.32-.34							1.25-1.40
15	-	25		.37	.38	.30-.35							1.25-1.50
16	-	25			.38		.32-.35						1.25-1.35
17	-	39			.35-.38	.33-.35	.33-.35						1.25-1.40
18	-	22		.35-.36	.35-.36		.32-.35						1.25-1.40
19	-	35											
20			S	U	N	D	A	Y					
21	1	70		.35-.38	.35-.38	.32-.37	.32-.37						1.25-1.40
22	-	21		.36-.38	.36-.38	.35-.38	.35-.38						1.35-1.50
23	-	18		.38	.38								1.35-1.50
24	-	24		.38	.38			.35-.37					1.40-1.50
25	-	27		.36-.38	.36-.38		.35-.37						1.50
26	-	27											
27			S	U	N	D	A	Y					
28	-	36		.36-.38	.36-.38								