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MARKET NEWS SERVICE ON FRUITS AND VEGETABLES

MARKETING WESTERN NEW YORK

C E L E R Y

SUMMARY OF 1942 SEASON

By

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FILE COPY

300 Terminal Building  
Rochester, New York  
May 1943

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MARKETING WESTERN NEW YORK CELERY  
BRIEF REVIEW OF 1942 SEASON

Daily market reports for celery were issued from the Federal-State Market News Office at Rochester, N. Y., from August 31 to November 30, 1942. These reports were mailed free to any one requesting them. This brief review is a summarization of the material carried in the daily reports, and also contains data obtained from reports issued by the New York State Department of Agriculture and Markets and the United States Department of Agriculture.

Returns to celery growers in central and western New York were much better for the 1942 crop than for the 1941. Prices were higher per unit and the yield per acre and total production were higher, which combination made for much more profitable returns than the previous year. F.o.b. prices on all sizes and containers ranged from \$1.75-5.00 per crate during the 1942 season as compared with \$1.40-3.00 during 1941, \$.90-1.90 during 1940, \$.60-2.00 during 1939, \$.85-2.00 during 1938 and \$.90-2.40 during 1937. The distribution and demand was unusually active from mid-October until the season's close. Cars of New York celery were shipped as far west as California, south-west to Texas, and south to Florida.

Shipping point prices the first week in September ranged \$2.25-2.75 per ten-inch Florida style crate of individually washed celery. As harvesting became heavier in mid-September prices declined slightly to \$2.00-2.50 and by the end of September declined to \$1.75-2.50. Hot weather impaired the quality during part of the season as labor was not sufficient to keep the crops harvested at the proper stage of maturity. After the 1st of October quality and prices commenced to improve and by October 10 sales were being made at \$2.15-3.00 and by the end of the month at \$2.50-3.50. Competition from west coast crops was much less than in previous years during late October and November and prices continued to advance reaching the level of \$4.50-5.00 per crate for the Thanksgiving trade. Due to the good demand and the broad distribution the crop was practically all marketed by Thanksgiving except for limited cold storage holdings by market gardeners near up-state cities, canners, and a few terminal washing wholesale dealers.

Acreage planted to celery in the late section of New York State for 1942 totaled 4,000 acres as compared with 3,640 acres in 1941 and the 10-year average of 4,510 acres. The yield per acre was estimated to average 450 crates as compared with 384 crates in 1941 and the average of 302 crates. The total production was estimated to amount to 1,800,000 crates, nearly 30 percent larger than the 1941 production of 1,398,000 crates, and also about 30 percent larger than the average production of 1,368,000 crates. Growing conditions throughout the season were favorable for celery production.

Carlot shipments of New York State celery for the calendar year 1942 totaled 2,353 cars as compared with 1,167 cars for 1941. Truck movement probably amount to 25 percent to 40 percent of the movement as compared with estimates of 50 percent to 70 percent of the movement in 1941. The decrease in movement by trucks was attributed to the shortage of trucks due to tire, gas, and other war regulations. Also the demand for celery this season was good from points beyond the trucking radius, coming from as far west as California, south to Florida, and southwest to Texas.

Yellow strains of celery were the principal varieties grown in central and western New York. Growers estimate that 25 percent of the acreage was planted to Cornell 19, a variety developed and introduced by the College of Agriculture at Ithaca from a cross between the Golden Self Blanching and the Utah type celery. Other "yellow" varieties grown included Wonderful, Golden Plume, Early Fortune, and "special" varieties of various seed companies. Except for a small amount of market garden celery of green varieties, the entire commercial crop is considered "bleached" celery.

Peak holdings of celery in cold storage in central and western New York occurred on October 16, one week earlier than the previous season. Peak holdings totaled 309,724 crates as compared with 255,101 crates for a peak last year. Since 1935, only two seasons' holdings have exceeded this season's peak. Holdings dropped below the 50,000 crate mark on November 27, two to five weeks sooner than this mark was attained during the period 1935 to 1941.

William J. Jobl

CELERY ( for Market ) COMMERCIAL CROP  
Acreage, Yield per Acre, and Production

Group and STATE	ACREAGE			YIELD PER ACRE			PRODUCTION		
	10-year average	1941	1942	10-year average	1941	1942	10-year Average	1941	1942
	1931-40			1931-40			1931-40		
	- Acres -			- Crates <sup>2/</sup>			- 1,000 Crates -		
<u>Fall &amp; Winter <sup>3/</sup></u>									
California	8,580	9,570	9,500	199	250	270	1,720	2,392	2,565
<u>Early:</u>									
California	1,840	1,700	2,330	517	597	470	945	1,015	1,095
Florida	4,220	5,600	5,900	331	265	290	4/1,387	1,484	1,711
Group total	6,060	7,300	8,230	385	342	341	2,332	2,499	2,806
<u>Second Early:</u>									
California	1,610	1,450	1,400	544	635	551	4/ 880	921	771
Florida	2,030	3,100	3,450	276	340	260	563	1,054	897
Group total	3,640	4,550	4,850	396	434	344	1,443	1,975	1,668
<u>Intermediate:</u>									
Indiana	80	40	40	242	300	300	20	12	12
Michigan	2,100	2,300	2,350	270	350	330	568	805	776
New Jersey	1,190	1,000	1,200	214	250	250	252	250	300
<u>NEW YORK</u>	390	480	500	338	400	420	134	192	210
Ohio	1,210	1,300	1,230	255	320	330	308	416	406
Group total	4,970	5,120	5,320	258	327	320	1,282	1,675	1,704
<u>Late (1)</u>									
Colorado	1,190	1,600	1,250	238	250	240	287	400	300
Michigan	4,070	4,900	4,650	218	290	275	889	1,421	1,279
<u>NEW YORK</u>	4,510	3,640	4,000	302	384	450	1,368	1,398	1,800
Ohio	1,000	1,160	1,100	224	260	275	227	302	302
Oregon	480	550	450	432	480	350	208	264	158
Pennsylvania	1,140	980	1,050	266	250	280	302	245	294
Group total	12,390	12,830	12,500	265	314	331	3,281	4,030	4,133
<u>Late (2)</u>									
Indiana	130	80	60	211	257	240	27	21	14
New Jersey	530	600	500	203	220	210	107	132	105
Utah	420	550	600	221	210	220	94	116	132
Washington	460	570	300	423	430	400	191	245	120
Group total	1,540	1,800	1,460	272	286	254	419	514	371
<b>TOTAL ALL STATES</b>	<b>37,180</b>	<b>41,170</b>	<b>41,860</b>	<b>282</b>	<b>318</b>	<b>316</b>	<b>10,477</b>	<b>13,085</b>	<b>13,247</b>

<sup>2/</sup> Two-thirds size (New York) crate, containing approximately 90 pounds.

<sup>3/</sup> Fall and winter crop in California supplies earliest new-crop movement, starting in fall preceding year shown.

<sup>4/</sup> Includes some quantities not marketed and excluded in computing value.

CARLOT SHIPMENTS CELERY BY STATES AND MONTHS, CALENDAR YEAR 1942

State	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
Calif. N.D.	196	1	-	-	-	-	-	-	34	107	947	1394	2679
Calif. S.D.	563	579	567	517	434	364	7	-	16	11	48	46	3152
Calif. C.D.	582	116	25	11	-	-	-	8	4	37	421	725	1929
Colorado	-	-	-	-	-	-	-	7	21	29	1	-	58
Florida	974	1378	2398	2298	1855	179	-	-	-	-	-	576	9658
Idaho	-	-	-	-	-	-	-	-	-	4	4	-	8
Michigan	-	-	-	-	-	34	180	143	104	86	18	15	580
New York	17	-	-	-	-	1	34	295	610	762	603	31	2353
Oregon	-	-	-	-	-	48	92	40	50	113	28	1	372
Utah	-	-	-	-	-	-	-	-	-	5	9	-	14
Va. Norf. Sect.	-	-	-	-	-	13	-	-	-	-	-	-	13
Washington	-	-	-	-	-	-	-	-	-	41	15	-	56
<b>TOTAL U.S.</b>	<b>2132</b>	<b>2074</b>	<b>2990</b>	<b>2826</b>	<b>2289</b>	<b>639</b>	<b>313</b>	<b>493</b>	<b>839</b>	<b>1195</b>	<b>2094</b>	<b>2788</b>	<b>20872</b>

TRUCK SHIPMENTS (Incomplete)

Florida	219	328	431	361	79	-	-	-	-	-	-	-	1418
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Subject to revision  
BSF. 1-12-43.

CARLOT SHIPMENTS CELERY BY STATES, CALENDAR YEARS 1936-42

	1936	1937	1938	1939	1940	1941	1942
Alabama	1	-	-	-	-	-	-
Calif. N.D.	2883	3877	3367	3291	3053	3417	2679
Calif. S.D.	3544	2886	3262	3294	3717	3267	3152
Calif. C.D.	1634	2002	2138	2672	2436	2354	1929
Colorado	16	4	15	35	46	42	58
Florida	7608	9170	8508	7949	8244	8480	9658
Idaho	24	10	5	-	39	6	8
Illinois	-	-	-	1	-	-	-
Louisiana	15	7	3	1	-	-	-
Michigan	597	533	364	241	255	487	580
Minnesota	-	-	1	-	-	-	-
New Jersey	3	1	3	-	-	-	-
NEW YORK	2471	2387	2463	1448	1146	1167	2353
Oregon	523	497	716	727	622	699	372
Pennsylvania	2	-	-	-	1	-	-
Texas	-	-	-	1	-	-	-
Utah	6	33	2	1	5	16	14
Virginia N.S.	14	23	37	63	65	58	13
Washington	342	351	338	399	346	421	56
<b>TOTAL U.S.</b>	<b>19683</b>	<b>21781</b>	<b>21222</b>	<b>20123</b>	<b>19975</b>	<b>20414</b>	<b>20872</b>

WEEKLY COLD STORAGE HOLDINGS OF CELERY IN WESTERN NEW YORK

(Peak holdings each season underlined)

Date	<u>:1942-43</u>	<u>:1941-42</u>	<u>:1940-41</u>	<u>:1939-40</u>	<u>:1938-39</u>	<u>:1937-38</u>	<u>:1936-37</u>	<u>:1935-36</u>
Sept. 25	137,498	109,675	-	-	160,005	132,094	191,657	
Oct. 2	214,294	158,005	132,971	201,610	237,594	198,820	250,053	
Oct. 9	274,908	216,988	216,591	248,488	315,753	261,559	313,097	187,758
Oct. 16	<u>309,724</u>	249,962	<u>282,410</u>	<u>276,991</u>	344,665	<u>307,844</u>	<u>369,383</u>	264,857
Oct. 23	306,376	<u>255,101</u>	281,129	266,656	<u>355,435</u>	300,886	<u>359,933</u>	<u>302,886</u>
Oct. 30	271,994	232,010	270,230	243,398	328,854	290,713	305,281	296,193
Nov. 6	218,465	200,307	242,154	211,139	285,588	282,639	258,142	267,090
Nov. 13	150,020	134,440	187,162	159,344	193,547	243,959	158,697	198,257
Nov. 20	65,815	100,131	134,873	120,457	152,856	213,973	103,976	157,290
Nov. 27	41,442	83,904	106,778	95,990	127,492	191,651	85,817	132,964
Dec. 4	26,264	70,452	89,857	78,821	109,187	169,712	69,567	108,581
Dec. 11	-	50,627	67,398	52,697	91,679	134,587	53,526	80,657
Dec. 18	-	-	41,869	30,813	68,304	104,531	-	65,936
Dec. 25	-	-	-	-	53,383	89,474	-	-
Jan. 1	-	-	-	-	-	79,175	-	-

Reports on holdings cover 24 storages in Western New York, 15 of which are located in Wayne County. Includes both 2/3 and 1/2 crates.

WEEKLY CARLOT SHIPMENTS  
and  
WESTERN AND CENTRAL NEW YORK SHIPPING POINT INFORMATION, 1942  
with Comparisons

DATE	Delivered sales shipping point basis 1942		Carlots & truckloads f.o.b. usual terms and Carloads & truckloads f.o.b. shipping point (based on div'd sales less all transportation chgs) & Truckloads f.o.b. cash at shipping point		1941		1940	
	Carlot Shipments	10" & 16" crts	2/3 crates	Individually washed	10" crates	2/3 crates	Various sizes	
1942	N.Y.	Tot.	3-10 dozen #	in rough	3-10 dozen sizes			
Week Ending					1941	1940	1941	1940
							Washed	In rough
Sept. 5	128	166	2.25-2.75		1.90-2.50		2.00-2.50	
12	127	168	2.00-2.50		1.35-2.25	1.30-1.50	1.50-1.75	
19	161	208	1.85-2.50		1.50-2.50	1.25-1.40	1.40-2.00	
26	138	202	1.75-2.50		1.50-2.40	1.05-1.30	1.50-1.65	.90-1.05
Oct. 3	181	260	2.10-2.75		1.50-2.25	1.00-1.15		
10	185	273	2.15-3.00		1.50-2.35	1.00-1.25		
17	163	242	2.70-3.10	cold storage	1.60-2.60	1.05-1.50	1.40	
24	149	242	2.50-3.25	2.25-2.50	1.85-2.50	1.65-1.85		
31	139	258	2.50-3.50	2.30-2.40	2.00-2.50	1.70-1.85	1.90	
Nov. 7	152	372	2.90-3.65	2.50-2.60	2.40-2.55	1.85-1.90	1.60	1.40-1.50
14	192	583	3.25-4.50	2.55-3.50	2.60-3.00	1.85	1.85-2.65	1.35-1.55
21	212	556	4.50-5.00	5.00	2.75-3.00		2.40-2.45	1.45
28	41	410		3.75-4.25			2.40-2.45	1.45-1.50
Dec. 5	21	711						1.50
12	10	753						1.40-1.50
19	4	681						1.50-1.60

\* Last report for 1942 season - November 30.  
# After October 16th quotations include cold storage stock.

CARLOT ARRIVALS AND WHOLESALE PRICES NEW YORK CELERY  
IN IMPORTANT MARKETS

(Prices given are the range for the week and do not include Sat. prices)

		N E W Y O R K C I T Y					
Week	Carlot	Truck*			Fla. style standard	16" crts	
Ending:	Unloads	Receipts	2/3 crates		washed	clipped tops	
Sat.	N. Y.:	Total:	N. Y.:	Total:	unwashed	2 <sup>1</sup> / <sub>2</sub> -10 dozen	3-10 dozen
Sept. 5:	42	42	20	21	2.00-3.50	1.75-3.00	
12:	33	33	20	20	2.00-2.25	2.25-3.50	
19:	54	54	23	23	2.00-2.50	1.75-3.75	
26:	56	56	15	16	2.00-2.25	2.00-3.50	
Oct. 3:	48	48	29	29	2.00-2.50	1.50-3.50	
10:	44	44	18	26	2.00-2.50	1.75-4.00	
17:	50	51	17	24	2.25-2.75	2.50-4.25	
24:	54	54	15	16	2.00-2.75	2.00-4.25	
31:	51	52	14	20	2.25-3.00	2.00-4.50	
Nov. 7:	47	51	11	15	2.25-3.00	2.50-4.50	
14:	34	40	7	13	2.75-3.50	3.00-5.50	
21:	37	64	16	19	4.00-5.00	4.00-6.25	
28:	13	73	5	5	4.50-6.00		

\* Farmers' Markets excluded.

		P H I L A D E L P H I A					
Week	Carlot	Truck			Standard (10")	crates	
Ending:	Arrivals	Receipts	2/3 crates		washed		
Sat.	N. Y.:	Total:	N. Y.:	Total:	in the rough		
Sept. 5:	9	10	24	27	2.25-3.25		
12:	9	11	11	11	2.25-4.00		
19:	10	12	20	24	2.75-3.75		
26:	17	19	17	21	2.50-3.25		
Oct. 3:	9	14	24	27	2.25-3.00		
10:	10	20	14	26	2.25-3.00		
17:	2	6	6	20	2.00-2.25	2.75-3.50	
24:	9	12	4	30	2.75	2.50-3.75	
31:	4	9	1	27		2.50-3.25	
Nov. 7:	2	7	9	28		2.50-4.00	
14:	3	7	4	32	best	3.75-4.25	
21:	17	24	4	17	4.00-4.25	4.50	
28:	10	17	4	17	5.00-5.25		

CARLOT ARRIVALS AND WHOLESALE PRICES NEW YORK CELERY  
IN IMPORTANT MARKETS

(Prices given are the range for the week and do not include Sat. prices)

P I T T S B U R G H					B O S T O N				
Week	Carlot		Golden Heart		Carlot		Golden Heart		
Ending:	Arrivals		10" crates	16" crts	Arrivals		10" crates		2/3 crates
Sat.	N.Y.:	Total:	3-10 dozen	trimmed tops:	N.Y.:	Total:	indiv.washed		in the rough
Sept.	:	:	2-8 dozen	:	2 <sup>1</sup> / <sub>2</sub> -10 doz.	:	:	:	:
5	: 3	3	2.75-3.25	3.00	: 4	4	3.25-3.50		
12	: 4	5	2.50-3.00	2.50-3.00	: 5	5	2.25-3.00		
19	: 2	2	2.25-2.75	2.50	: 5	5	2.00-2.75		
26	: 6	6	2.50-3.00	2.50	: 6	9	2.00-2.75		
Oct.	:	:			:	:			
3	: 3	6	2.50-3.25	2.50-2.75	: 4	5	2.50-3.00		
10	: 5	8	2.85-3.25	2.75-3.25	: 9	9	2.75-3.25		
17	: 4	9	3.00-3.50	3.00-3.50	:12	12	3.00-3.50		
24	: 2	4	3.00-3.50	3.00-3.50	:12	12	3.50-3.75		
31	: 4	6	2.75-3.50	3.00-3.50	:19	19	3.25-3.50		
Nov.	:	:			:	:			
7	: 1	5	3.50-4.00	3.25-3.50	:12	12	3.00-3.50		3.25
14	: 2	6	3.75-4.50		:20	24	3.25-3.75		
21	: 7	13	4.25-5.00		:40	52			4.25-4.75
28	: 4	17	4.75-5.25		:20	32			4.50-5.00

B A L T I M O R E				
Week	Carlot		2/3 crates	Standard (10") crates
Ending:	Arrivals		in the rough	Individually washed
Sat.	N. Y.:	Total:	Golden Heart	Golden Heart (rail)
Sept.	:	:	all sizes	4-6 dozen
5	: 14	14	2.50	2.75-3.25
12	: 11	11	2.00-2.75	2.75-3.00
19	: 17	17	2.00-2.75	2.50-3.25
26	: 14	14	2.00-2.50	2.75-5.00
Oct.	:	:		
3	: 19	19	2.25	2.75-3.25
10	: 27	27	2.25-2.75	2.90-3.25
17	: 23	23	2.50-3.00	3.00-3.25
24	: 23	23	2.50-2.75	3.25-3.75
31	: 14	15	2.50-3.25	all sizes 2.50-3.50
Nov.	:	:		
7	: 13	13	2.75-3.25	2.50-3.75
14	: 15	15	3.00-4.00	3.00-4.25
21	: 26	26	4.50-5.00	5.25-5.50
28	: 21	22	4.50-5.00	5.00-5.25*

\*fair quality