

Apple Marketing Fact Sheet

<http://www.uky.edu/Ag/HortBiz>



U.S. Apple Production Data

	1998	1999	2000	2001	2002	2003
Bearing Acreage	466,300	454,200	433,700	409,300	394,800	395,900
Pounds Per Acre	24,975	23,408	24,399	23,025	21,591	21,758
Total Production (Million Lbs)	11,646.0	10,632.0	10,582	9,424	8,524	8,614
Cash Receipts Per Acre	1,429,747	1,378,722	1,522,555	1,303,439	1,471,772	1,524,003
Cash Receipts (\$1,000)	3,066	3,036	3,511	3,185	3,728	3,849

Source: USDA/ERS

Kentucky Apple Production Data

	1998	1999	2000	2001	2002	2003	2004
Total Utilization							
Million Pounds	9.0	7.0	7.0	6.0	8.0	8.0	9.0
Cents Per Pound	28.4	29.3	24.9	29.0	31.8	32.7	35.0
Total Value (\$1,000)	\$ 2,556	\$ 2,051	\$ 1,761	\$2,080	\$1,908	\$ 2,400	\$ 2,400

Source: USDA/ERS

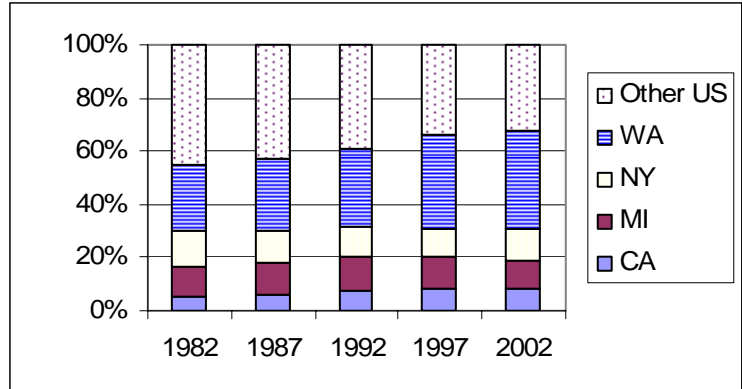
- Kentucky orchards produced high-quality apple crops in 2003 and 2004 after below-average production in 2002.
- According to the 2002 Census of Agriculture, Kentucky apple acreage decreased from 2,535 acres in 1997 to 1,920 acres in 2002. About 1,250 of these acres are estimated to be full bearing.
- Some smaller orchards began successfully marketing apples in 2003. Direct marketing and value-added processing (cider) appear to be the primary ways that Kentucky apple orchards will remain profitable.

Production Leaders

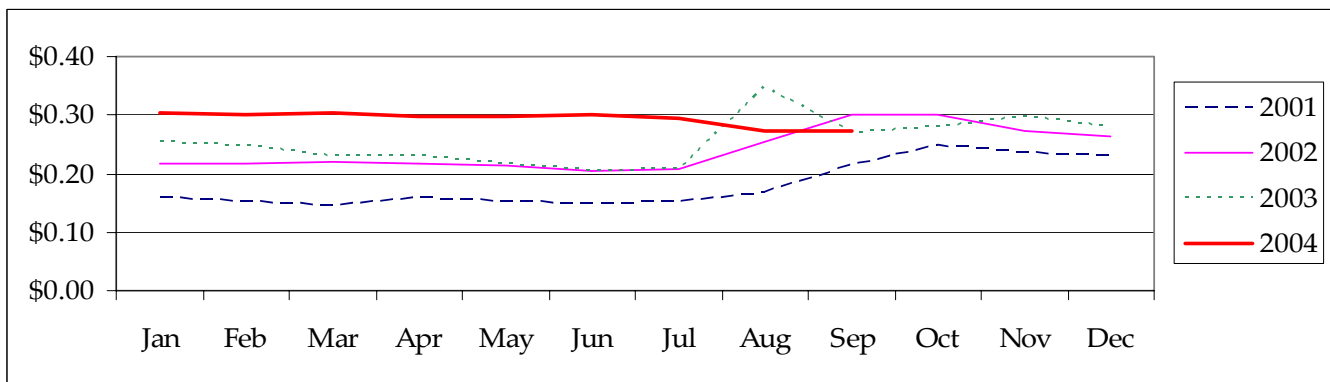
In 1997, Washington State apple acreage increased to exceed all other states combined except NY, MI, and CA. Together, the four major apple producers combine for 2/3 of all U.S. acreage and production.

Western apple acreage decreased in 2001, but Washington continues to hold the sizable lead in apple production.

Percentage of Apple Acres by Major Producing States

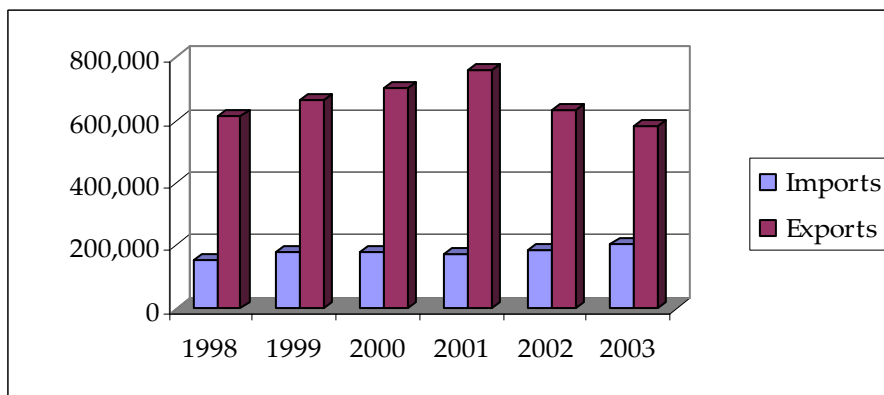


U.S. Monthly Fresh Apple Prices Received by Growers



Source: NASS

U.S. Fresh Apple Trade (Short Tons)



Source: USDA/ERS

Information Sources

U.S. Census of Agriculture

<http://www.nass.usda.gov/census/>

USDA/ERS Fruit and Tree Nuts Situation and Outlook Yearbook

<http://www.ers.usda.gov/Briefing/FruitAndTreeNuts/>

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