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## **Fruit and Tree Nuts Outlook**

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California Citrus Plentiful This Summer But Sweet Cherry, Almond Crops Down

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## **Briefing Rooms**

Fruit & Tree Nuts

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The index of prices received by fruit and nut growers this May and June were the highest for these 2 months over the past decade. Very high citrus prices this season kept the indices above last year.

Despite a bigger California Valencia orange crop this season over last, bearing acres declined in 2004/05 to the smallest amount on record. The number of fruit per tree, however, was more than double last season, driving up the quantity produced.

In July, California's lemon production forecast was revised to 722,000 tons for 2004/05, down from the April forecast but still 6 percent higher than 2003/04. Lemon shipments this May through the first week of July have been running behind the same period last season. Grower prices have been very strong this season, with the highest season-average price from August-June since 2000/01.

The U.S. Department of Agriculture (USDA) forecast this year's sweet cherry production 20 percent below a year ago and 8 percent below 2003. Weather-related problems during the bloom period in some growing regions, and at harvest time in others, have resulted in lower production in most sweet cherry-producing States. California cherries are the earliest to enter the fresh market. Strong market demand, lower supplies, and larger, good quality fruit pushed California sweet cherry prices higher than a year ago.

The 2005 U.S. tart cherry crop is forecast at 244.2 million pounds, 15 percent bigger than a year ago. For 2005, the bigger crop, an increase in beginning stocks, and the weak demand thus far in international markets for U.S. frozen tart cherries are all aiding in boosting overall domestic supplies, raising the possibility of an increase in domestic consumption.

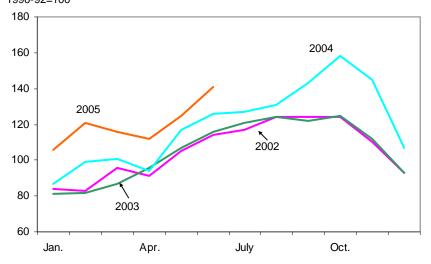
The July almond crop forecast by USDA's National Agricultural Statistics Service is 880 million pounds, the lowest since 2001/02. If realized, this year's production will be 13 percent lower than last year and 19 percent lower than the record-breaking crop of 2002/03. In light of the smaller crop this year, along with tighter supplies in other major almond-producing countries, almond grower prices are likely to increase for the 2005 season.

### Continued High Citrus Prices Drove Up Grower Price Index During Spring 2005

The index of prices received by fruit and nut growers this May and June were the highest for these 2 months over the past decade (fig. 1). The May index of 125 (1990-92 = 100) was 7 percent higher than May 2004. Growers received higher prices for all citrus fruit, with fresh grapefruit prices this May more than double last May (table 1). Prices were also higher this May for fresh pears, peaches, and strawberries. Strawberry prices rose as a result of the late start of the California season due to adverse weather conditions during the early spring, reducing supplies.

The June grower price index for fruit and tree nuts of 141 was 12 percent higher than June 2004 and 13 percent higher than this past May. Prices continued to stay strong for citrus. The California fresh navel orange harvest was mostly complete. The fresh Valencia harvest was underway with good quality fruit, boosting prices. Fresh grape prices are higher this June than a year ago because of the later start of this year's season out of California's Central Valley. While this season's harvest began around the normal time, last season's crop was early, resulting in more grapes available last June, lowering the 2004 price. Prices, however, are likely to drop in July and August once the harvest gets fully underway.

Figure 1 Index of prices received by growers for fruit and tree nuts 1990-92=100



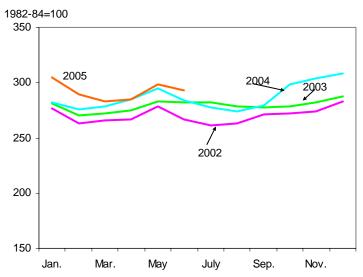
Source: National Agricultural Statistics Service, USDA.

### Consumers Pay More for Fresh Fruit This May and June

In May, the Consumer Price Index (CPI) of 298.2 (1982-84 = 100) for fresh fruit rose 5 percent from April and 1 percent from last May (fig. 2). Consumers paid higher prices at retail stores this May compared with April for citrus fruit, Red Delicious apples, Anjou pears, Thompson seedless grapes, and strawberries (table 2). Compared with May 2004, however, prices were higher for citrus, bananas, and strawberries. While the price of Red Delicious apples generally increases between April and May as supplies of stored apples become increasingly depleted, the larger crop in 2004/05 kept May 2005 prices below May 2004. The climb in navel orange prices is also a traditional increase as supply diminishes and the season ends. This year, however, navel orange prices have remained above any other year since 1999/2000 with the devastating freeze in California. While there were ample supplies of navel oranges this season, the effects of diminished citrus supplies out of Florida helped push up California's fresh citrus prices. While 95 percent of Florida's oranges go to making juice, they still supply fresh oranges to East Coast markets. Smaller supply of Florida's fresh oranges boosted demand for those from California and drove up prices for navel oranges. Consumers may also have substituted navel oranges for fresh grapefruit, since supplies were so limited this season.

Figure 2

Consumer Price Index for fresh fruit



Source: Bureau of Labor Statistics, U.S. Department of Labor.

In June, the CPI for fresh fruit, at 292.8, fell 2 percent from May, but was 3 percent above last June. Retail prices increased between May and June for fresh citrus fruit and strawberries, but declined for bananas, Anjou pears, and Thompson seedless grapes. Between June 2004 and June 2005, prices declined for fresh Red Delicious apples, strawberries, and Thompson seedless grapes due to bigger supplies of these crops this year.

The higher CPI in 2005 over the previous 3 years through June reflects the strong presence of citrus fruit in the markets during this period. The strong effects of the Florida hurricanes drove up all citrus prices this winter and spring and have been the leading factor in the generally higher CPI. In July, summer fruit begin to take over the retail store shelves. Smaller crop forecasts this season for sweet cherries and peaches, as well as occasional rain storms hindering harvesting, are likely to keep the 2005 CPI above recent years for the next few months.

Table 1--Monthly fruit prices received by growers, United States

·	2004		2005		2004-05 Change		
Commodity	May	June	May	June	May	June	
	Dollars per box				Percent		
Citrus fruit: 1/							
Grapefruit, all	3.85	9.43	11.27	18.23	192.7	93.3	
Grapefruit, fresh	8.93	11.20	18.58	21.39	108.1	91.0	
Lemons, all	12.37	14.85	12.27	15.58	-0.8	4.9	
Lemons, fresh	17.56	19.96	19.97	22.37	13.7	12.1	
Oranges, all	3.55	4.13	5.07	5.40	42.8	30.8	
Oranges, fresh	8.35	8.83	9.63	9.40	15.3	6.5	
		Dollars per p	pound				
Noncitrus fruit:							
Apples, fresh 2/	0.30	0.30	0.17	0.16	-41.9	-45.8	
Grapes, fresh 2/	0.77	0.42	0.64	0.59	-17.5	42.2	
Peaches, fresh 2/	0.46	0.48	0.60	0.50	30.7	5.5	
Pears, fresh 2/	0.22		0.28		24.8		
Straw berries, fresh	0.65	0.67	0.69	0.60	7.3	-10.2	

<sup>1/</sup> Equivalent on-tree price.

<sup>2/</sup> Equivalent packinghouse-door returns for CA, NY (apples only), OR (pears only), and

WA (apples, peaches, and pears). Prices as sold for other States.

Source: National Agricultural Statistics Service, USDA.

Table 2--U.S. monthly retail prices, selected fruit, 2004-2005

		2004		2005		2004-05 Change	
Commodity	Unit	May	June	May	June	May	June
		Dolla	ars	Dolla	'S	Pe	rcent
Fresh:							
Valencia oranges	Lb						
Navel oranges	Lb	0.770	0.878	0.899	1.012	16.8	15.3
Grapefruit	Lb	0.766	0.823	1.039	1.147	35.6	39.4
Lemons	Lb	1.172	1.178	1.405	1.455	19.9	23.5
Red Delicious apples	Lb	1.065	1.076	0.915	0.974	-14.1	-9.5
Bananas	Lb	0.491	0.498	0.497	0.493	1.2	-1.0
Peaches	Lb		1.567		1.601		
Anjou pears	Lb			1.183	1.057		
Straw berries 1/	12-oz pint	1.672	1.847	1.727	1.763	3.3	-4.5
Thompson seedless grapes	Lb	2.599	1.945	2.506	1.894	-3.6	-2.6
Processed:							
Orange juice, concentrate 2/	16-fl. oz	1.818	1.912	1.840	1.809	1.2	-5.4
Wine	liter	6.763	7.338	7.188	8.378	6.3	14.2

Source: Bureau of Labor Statistics, U.S. Department of Labor.

<sup>--</sup> Insufficient marketing to establish price.

1/ Dry pint.

2/ Data converted from 12 fluid ounce containers.

### **Fruit and Tree Nut Outlook**

### Fresh Citrus Fruit Plentiful This Summer

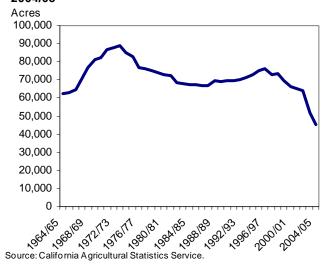
During the summer months, U.S. fresh citrus fruit comes mostly from California, with small amounts imported from Southern Hemisphere countries. California's Valencia orange crop, the major fresh orange variety available during the summer, is 7 percent bigger than last season, providing sufficient supplies for consumers. California's grapefruit crop is the same size this season as last and only 4 percent smaller than two seasons ago. Grapefruit usage declines in the summer months compared with the late fall through early spring. The California lemon crop is 6 percent bigger than 2003/04, but 20 percent smaller than in 2002/03, the biggest since 1980/81. The crop this season is slightly below the average for the last 5 years.

### Valencia Orange Production Up Despite Fewer Acres

Despite the bigger crop this season, bearing acres of Valencia trees declined in 2004/05 to 45,500 acres, 13 percent fewer than last season, and the smallest on record (fig. 3). In light of strong competition from other fruit during the summer months as well as other orange varieties from imports, especially navels from South Africa and Australia and clementines from Australia, South Africa, and Chile, demand for California Valencia oranges has been declining over the past several years. In response, growers have been removing acreage from the Valencia variety and replanting some of the acreage to later maturing varieties of navels and different tangerine varieties, such as the clementine. These fruit appear to have stronger consumer appeal for fresh consumption than the Valencia.

Figure 3

California Valencia orange bearing acreage 1964/65-2004/05



Along with fewer bearing acres this season, the number of trees per acre has declined, according to data from the 2004-05 California Valencia Orange Objective Measurement Survey Results from the California Agricultural Statistics Survey. The set, or number of fruit per tree, however, was more than double last season, driving up the quantity of fruit produced.

According to data from the California Citrus Growers Association, 80 percent of the Valencia oranges that have been harvested through the first week of July went to fresh use. About half of these oranges were exported. The reported good quality of the fruit, along with good demand, kept prices this May and June above last May and June.

According to USDA's Agricultural Marketing Service (AMS) shipment data, imports of oranges in June through the first week of July came mostly from South Africa and Mexico. These imports, competing with the dwindling supply of U.S. navels and larger supply of Valencia oranges, were mostly navel varieties. South African shipments, accounting for about three-quarters of the imports, were down 15 percent from last season during the same time. Imports from Mexico were about half the quantity shipped last season, likely due to the plentiful supply available from California. South African shipments have been down partially due to a phytosanitary issue that closed off shipments to California, Arizona, Texas, and Florida. In June, USDA's Animal and Plant Health Inspection Service (APHIS) agents discovered one live and several dead false codling moth larvae in orange shipments from South Africa. Since the insect could be harmful to citrus as well as other fruit crops, these States closed off imports until APHIS came up with a new treatment protocol that would eliminate any threat from the moth. The new protocol that increases the number of days of cold treatment has resulted in a resumption of shipments to these States, except California, as of July 1. South African shipments are expected to increase to the United States for July and August now that the issue has been resolved.

Australian navel orange shipments were expected to begin to arrive in the United States around the first week in July. Good weather this year in Australia is said to have produced a very good quality navel, which should boost U.S. demand for the fruit. Last season, about a third of Australia's orange crop was shipped to the United States. Australia ships minneolas and other tangerine varieties to the United States during this time as well. Although the weak U.S. dollar puts upward pressure on the price of these imports, the new U.S.-Australia Free Trade Agreement allows Australian citrus to enter the United States duty free this summer, reducing the impact of the weaker dollar on U.S. consumers.

Chile began exporting clementines to the United States for the first time this season. Under the U.S-Chile Free Trade Agreement, Chilean clementines enter the United States at a reduced tariff level from the general tariff. While clementine imports are small during the summer months in the United States relative to the winter and the United States has no domestic production in the market, Chilean clementines will be competing in the U.S. market with Australian and South African clementines that can enter with a zero tariff.

### Lemon Production and Prices Higher in 2004/05

In July, California's lemon production forecast was revised to 722,000 tons for 2004/05, down from the April forecast but still 6 percent higher than 2003/04. By June, harvesting was concentrated in Ventura County, the State's biggest lemon production area, with the crop completed in the Desert region and Central Valley. Grower prices this season have ranged from a low of \$6.04 in January to a high of \$15.58 in June.

Lemon shipments this May through the first week of July have been running behind the same period last season. Through the beginning of July, AMS reported that 4,655 tons have been shipped from California's South and Central regions, 19 percent less than during the same period last season. At the same time, bigger shipments were arriving from Chile, Mexico, Dominican Republic, South Africa, and Spain. Imported shipments from May through July 9 increased 58 percent over the same period last season. Chile, the major source of imported lemons during this time, increased its shipments by 33 percent. Mexico, which in the past was not a major supplier of fresh lemons to the U.S. market, accounted for 23 percent of the imports, driving up total imports and displacing demand from South Africa and Spain.

Grower prices have been very strong this season, averaging \$10.74 for a 76-lb box, 31 percent higher than last season, and the highest August-June season average since 2000/01. For May and June, prices were slightly ahead of the same time last season, but considerably ahead of what was received for the prior three seasons. Fruit sizes have been reported to be of medium to large with good quality, and demand has been strong, helping boost prices.

### 2005 U.S. Sweet Cherry Crop Smaller

USDA forecast this year's sweet cherry production at 453.1 million pounds, 20 percent below a year ago and 8 percent below 2003 (table 3). Weather-related problems during the bloom period in some growing regions, and at harvest time in others, have resulted in lower production in most sweet cherry-producing States, except for Michigan and New York where the crops are expected to be 9 percent and 6 percent larger. Cherry production in Washington is forecast to decline to 240.0 million pounds, down 10 percent from last year. Poor weather during the bloom period, including problems with frost in April, negatively affected pollination of the Washington cherry crop. As a result, fruit set is lighter than in 2004. Many growers have reported smaller fruit clusters in this year's crop, with about two or three cherries per cluster versus about six last year. On the plus side, the smaller fruit clusters are likely to yield bigger cherries, an attribute that consumers generally like. Forecast production in California is set at 90.0 million pounds, down 38 percent from a year ago and the smallest crop since 1998. Heavy rains that occurred during the peak harvest time for cherries grown in the southern San Joaquin Valley led to a lot of splitting and cracking. Fruit that were ripe were most susceptible to this type of damage. Damaged cherries, mainly among the Brooks, which is the earliest variety harvested, were rendered unmarketable. There were no major problems with splitting and cracking among the Bing cherries because the fruit were still immature when the heavy rains occurred. A light fruit set, however, brought supplies of California Bing cherries down from last year but

fruit sized up larger. The Oregon crop is forecast 33 percent smaller at 58 million pounds, as wind, rain, and frost ruined many blooms, especially among orchards in the Willamette Valley.

California cherries are the earliest to enter the fresh market. Some growers started shipping around mid-April in the Arvin/Bakersfield growing areas in the south. Shipments from the Stockton/Lodi/Linden growing areas in the north, the largest producing region in the State, started shipping in late May. The entire California sweet cherry season was expected to last through mid-June. A wide range in prices were reported for 2005 California cherries, based on varying sizes, but strong market demand, lower supplies, and larger, good quality fruit pushed prices higher than a year ago. Opening prices quoted in California's Stockton-Lodi-Linden District were strong, ranging from \$55.00 to \$60.00 for a 10-row, 18-pound carton of the Bing variety. For an 11-row, 18-pound carton of the same variety, prices ranged from \$40.00 to \$45.00. The same time last year, prices ranged from \$36.00 to \$42.00 and \$26.00 to \$30.00, respectively. Prices moved down seasonally due to increasing supplies, but the smaller overall crop has kept prices stronger than a year ago throughout the season. As of June 10, 2005, California Bing cherries were priced from \$42.00 to \$49.00 (10-row, 18-lb carton) and \$35.00 to \$40.00 (11-row, 18-lb carton). In the Washington growing districts, early-season prices for a 20pound carton of Bing cherries (10-row size) ranged from \$50.00 to \$50.50. Movement of supplies has increased and as of early July, Bing cherry prices in the Yakima Valley and Wenatchee districts have dropped to \$36.00 to \$40.00, about the same as last year. Prices for Rainier cherries (15-pound 1 in min) ranged from \$35.00 to \$45.00, versus \$30.00 to \$40.00 last year.

Export prospects for U.S. sweet cherries in 2005 will be limited by the overall decline in domestic production. Exports through May were down 37 percent from the same period last year, with significantly lower shipments to many foreign markets, including Japan, Canada, the United Kingdom, and Taiwan. More than 60 percent of the exports went to Japan, with volume down 24 percent. Lower supplies will also limit the U.S. sweet cherry industry's ability to fulfill domestic demand. Domestic consumption for sweet cherries is forecast to decline to 0.80 pound per person in 2005, down from the record estimate of 0.98 pound a year ago.

Table 3--Sw eet cherries: Total production and season-average price received by growers, 2002-2004, and indicated 2005 production

		Production				Price			
State 2002	2002	2003	2004	2005	2002	2003	2004		
		Million	Cents per pound						
California	111.0	131.2	146.0	90.0	87.0	83.5	87.5		
ldaho	3.4	5.8	6.2	4.4	74.5	70.0	70.0		
Michigan	5.4	26.0	49.4	54.0	42.8	41.5	33.0		
Montana	4.7	4.1	4.7	2.6	92.0	85.5	101.0		
New York	0.7	1.2	1.8	1.9	86.5	88.5	70.0		
Oregon	62.0	82.0	86.0	58.0	46.6	54.0	57.5		
Pennsylvania	0.7	0.7	0.8	1/	124.0	118.0	149.0		
Utah	0.8	4.4	3.2	2.2	77.0	45.0	49.8		
Washington	174.0	236.0	268.0	240.0	82.5	71.5	88.5		
United States	362.7	491.4	566.1	453.1	77.5	70.5	78.5		

<sup>1/</sup> Estimates discontinued in 2005.

Source: National Agricultural Statistics Service, USDA

### 2005 U.S. Tart Cherry Production Increases

The 2005 U.S. tart cherry crop is forecast at 244.2 million pounds, 15 percent bigger than a year ago and larger than the previous 2 years (table 4). This year's bigger crop mainly reflects the production increase in Michigan, the largest tart cherry-producing State in the country. Michigan's production is forecast to increase 28 percent to 190 million pounds, making up over three-quarters of overall production. Washington is the only other State where production is forecast to increase. Poor weather during pollination reduced yield potential of tart cherry crops in New York, Wisconsin, Pennsylvania, and Oregon. There was some tree damage reported in New York due to heavy snow cover, and frost problems reduced crop potential in Utah. Meanwhile, fruit set was better than last year in Michigan's tart cherry orchards, and dry conditions have lowered the incidence of disease problems.

Almost all of the tart cherries produced in the United States are destined for the processing sector. Due to the larger U.S. tart cherry crop, processing use in 2005 will likely be up from a year ago, and processors are likely to pay lower prices, especially as stocks of frozen tart cherries remain large. Carryover stocks at the beginning of the year were 7 percent above the same time in 2004. As of June 30, stocks of frozen tart cherries were running 57 percent higher than a year ago. Frozen tart cherries are the largest category in the U.S. tart cherry processing sector, accounting for more than half of the total quantity processed. During 2004, domestic production was reduced but large carryover stocks bumped up overall supplies, boosting domestic consumption up to an estimated 0.44 pound per person, up from 0.40 pound in the previous year. For 2005, the bigger crop, an increase in beginning stocks, and the weak demand thus far in international markets for U.S. frozen tart cherries are all aiding in boosting overall domestic supplies, raising the possibility of another increase in domestic consumption. However, if the rate of increase in cold storage stock buildup continues at the mid-year rate of 57 percent and export demand regains strength, per capita consumption would decline.

Table 4--Tart cherries: Total production and season-average price received by growers, 2002-2004,

and indicated 2005 production

		Production				Price		
State	2002	2003	2004	2005	2002	2003	2004	
	Million pounds				Cents per pound			
Colorado	0.3	0.4	0.2	1/	40.0	38.0	21.0	
Michigan	15.0	154.0	149.0	190.0	47.9	37.6	33.5	
New York	12.7	7.2	10.7	7.5	50.6	31.4	40.9	
Oregon	3.2	1.4	3.9	0.6	37.0	36.1	36.9	
Pennsylvania	3.8	3.9	3.0	2.7	55.8	43.4	35.3	
Utah	3.0	26.0	22.0	19.0	24.0	22.8	21.8	
Washington	20.5	20.1	17.5	18.0	39.8	32.3	30.9	
Wisconsin	4.0	13.3	6.7	6.4	51.2	39.4	39.5	
United States	62.5	226.3	213.0	244.2	44.8	35.4	32.7	

<sup>1/</sup> Estimates discontinued in 2005.

Source: National Agricultural Statistics Service, USDA.

## Unfavorable Weather Conditions During the Winter Results in Smaller Almond Crop in 2004/05

The July almond crop forecast by USDA's NASS is 880 million pounds, the lowest since 2001/02. If realized, this year's production will be 13 percent lower than last year and 19 percent lower than the record-breaking crop of 2002/03. While smaller than the past few years, this crop is still expected to be the fourth largest on record.

The smaller crop this year is attributed to unfavorable weather conditions when the trees, particularly the nonpareil variety, were in bloom. Rains caused trees in many orchards to have early petal-fall as well as inhibited bee activity necessary for pollination. The 2005 California Almond Objective Measurement Report published by USDA's NASS on June 30, reported that the nuts per tree were down 24 percent this year from 2004, resulting in the forecast for the smaller crop size. The nuts per tree on the nonpareil variety trees fell 30 percent. While there are fewer nuts per tree, the survey reported that the kernel weight of the nuts was 23 percent larger than last year.

In light of the smaller crop this year, along with bigger kernel sizes, almond grower prices are likely to increase for the 2005 crop. Grower prices for U.S. almonds are also affected by production in other major almond-producing countries, such as Spain. While Spain's crop is expected to be bigger in 2005 than 2004, the 2005 crop has been forecast by USDA's Foreign Agricultural Service to be below the previous 5-year average. Since Spain is a major world producer and consumer of almonds, the smaller-than-average crop is likely to further drive up demand for U.S. almonds, putting additional upward pressure on U.S. grower prices.

### **Fruit and Tree Nut Trade Outlook**

### Fresh Fruit Exports Down From a Year Ago

Exports of major fresh fruit crops, except peaches, have been down during their marketing season through May. Adverse weather conditions in the United States during 2004 and 2005 have reduced citrus fruit to the export market and delayed harvests of summer fruit, reducing the quantity shipped at the beginning of their seasons.

While fresh navel orange supplies were plentiful this season, heavy rains in California during the late fall and winter reduced the quantity of fruit available for export. As a result, exports were down to all major markets, excluding Japan, the third biggest market for California navels.

Exports of all Florida citrus through May lagged behind last season because of the smaller crops after the devastating hurricane season. Temple orange exports, which in recent years comprised 7 to 10 percent of orange exports, were down by 21 percent from November through May last season. Almost 90 percent of the Temple exports are shipped to Asia, with South Korea alone accounting for about half the exports, making it the biggest market outside the United States. This season, shipments fell to South Korea as well as to Hong Kong, which is the third largest market, but increased to Japan, the number two market and Taiwan, the number four market.

As might be expected after three hurricanes hit Florida's major grapefruit production counties, fresh grapefruit exports, the majority of which are produced in Florida, declined by 42 percent from the last season, September through May. With a 69-percent decline in Florida's grapefruit crop this season, and a higher share of the remaining fruit suffering from quality issues, there was a much smaller amount of fruit available for export.

Although Florida lost 38 percent of its oranges for processing from the hurricanes this season, the export of not-from-concentrate (NFC) orange juice increased 15 percent this October 2004-May 2005 over the same period last season. Strong international demand for U.S.-produced NFC and large beginning juice stocks this season resulted in increased shipments to the export market.

In May, the first month of the fresh grape marketing season, exports were down 43 percent from May 2004. The grape crop matured early in 2004 and harvesting began earlier than usual. This season, harvesting began on time, if not slightly later than usual, which is late May in the southern regions of California. As a result, there were not as many grapes available for export at the time. Exports are expected to increase and likely be higher than last season as harvesting moved northward and into the San Joaquin Valley, where the bulk of the table grapes are produced. A bigger crop than last season and reported good quality grapes have been cited by the industry. The only concern, that may affect exports, is reports of smaller-sized fruit than a year ago.

There has been a sharp increase in canned pear exports this year over last. Almost half the shipments went to Thailand. In Thailand, the pears are being repackaged

into individual-sized servings and then re-exported, some coming back to the United States as well as to other high-income countries. As a result of a record high U.S. crop, pistachio nut exports increased 83 percent this September through May over the same period the previous year. The industry shipped more in-shell nuts this year than ever before. Most of the in-shell nuts are shipped to the Europe, with Belgium and France the top two destinations. Shipments to China, including Hong Kong, are the third major destination. While Hong Kong had traditionally been the major port for China's pistachio shipments, over the past 2 years the quantity sent to mainland China has exceeded that of Hong Kong. Shipments to mainland China only began in 1999/2000.

Shipments of shelled pistachio nuts increased more than five fold from last year. Among the major destinations this season, the Netherlands, France, Greece, and Luxembourg, only France received any shipments last year. The traditionally major markets, Japan and Canada, received slightly smaller shipments this year than last.

### Imports Higher for Most Citrus Commodities

Imports were higher this season for fresh oranges, lemons, and limes than they were through May last season. While fresh orange imports rose 24 percent, imports still only account for a small portion of supplies. Most of the imported oranges came from Mexico.

Table 5--U.S. exports of selected fruit and tree nut products

		Season-to-date (through	Year-to-date				
Commodity	Marketing season	2004 2005		change			
		1,000 pound	ds	Percent			
Fresh-market:		•					
Oranges	November-October	1,177,788	1,049,050	-10.9			
Grapefruit	September-August	842,152	483,572	-42.6			
Lemons	August-July	197,963	189,024	-4.5			
Apples	August-July	887,785	1,143,392	28.8			
Grapes	May-April	15,484	8,798	-43.2			
Pears	July-June	355,629	317,905	-10.6			
Peaches (including nectarines)	January-December	24,156	25,648	6.2			
Straw berries	January-December	97,031	96,199	-0.9			
Sw eet cherries	January-December	30,295	19,126	-36.9			
		1,000 sse gallons 1/					
Processed:							
Orange juice, frozen concentrate	October-September	46,388	29,703	-36.0			
Orange juice, not-from-concentrate	October-September	41,276	47,516	15.1			
Grapefruit juice	October-September	24,516	16,137	-34.2			
Apple juice and cider	August-July	4,895	4,671	-4.6			
Wine	January-December	38,907	36,759	-5.5			
		1,000 pound	ds				
Raisins	August-July	222,307	214,669	-3.4			
Canned pears	August-July	8,183	21,564	163.5			
Canned peaches	July-June	93,034	70,045	-24.7			
Frozen straw berries	January-December	7,275	8,543	17.4			
		1,000 pound	ds				
Tree nuts:		, ·					
Almonds (shelled basis)	August-July	567,667	596,214	5.0			
Walnuts (shelled basis)	August-July	118,968	127,151	6.9			
Pecans (shelled basis)	September-August	24,647	26,090	5.9			
Pistachios (shelled basis)	September-August	37,984	69,427	82.8			

1/ Single-strength equivalent.

Source: Bureau of the Census, U.S. Department of Commerce.

Mexico is also the source of most limes consumed in the United States. U.S. lime imports have been growing in recent years as demand has increased due to the growing Hispanic communities in the United States and the popularity of Mexican food that uses limes as an important ingredient. The growing popularity and year round availability of limes has made it one of the major U.S. fresh fruit imports.

Lemon imports increased 88 percent this season through May over the same time last season. Much of the increase was due to larger shipments arriving in the United States from Mexico, Chile, and Spain during the first half of the season, from August through February, before the major production out of California's coastal and Central Valley regions began to be harvested. The smaller crop in Arizona this season, which is a major source of domestic supply during this early portion of the season, led to increased shipments, especially from these two sources, to meet domestic demand.

Apple imports were down 50 percent this season from August through May compared with the same time last season. The 19 percent bigger domestic crop this season provided for ample apple supplies in cold storage to meet much of the domestic demand until the next harvest. According to NASS *Cold Storage* data, as of the end of April 2005, there were 604 million pounds more remaining in cold storage than at the same date in 2004.

Table 6--U.S. imports of selected fruit and tree nut products

		Season-to-date (through	Year-to-date	
Commodity	Marketing season	2004	2005	change
		1,000 pound	ds	Percent
Fresh-market:		,,		
Oranges	November-October	24,154	29,944	24.0
Tangerines (including clementines)	October-September	169,056	156,780	-7.3
Lemons	August-July	32,344	60,647	87.5
Limes	September-August	411,650	482,278	17.2
Apples	August-July	300,533	149,800	-50.2
Grapes	May-April	83,046	108,095	30.2
Pears	July-June	40,632	35,898	-11.6
Peaches (including nectarines)	January-December	138,042	142,849	3.5
Bananas	January-December	3,618,095	3,568,647	-1.4
Vlangoes	January-December	243,143	268,769	10.5
· ·	•	1,000 sse q		
Processed:		, ,		
Orange juice, frozen concentrate	October-September	144,361	222,968	54.5
Apple juice and cider	August-July	371,028	374,208	0.9
Wine	January-December	63,343	69,774	10.2
		1,000 pound	ds	
Canned pears	August-July	40,632	35,898	-11.6
Canned peaches (including nectarines)	July-June	71,363	75,947	6.4
Canned pineapple	January-December	295,805	320,421	8.3
Frozen straw berries	January-December	87,230	95,248	9.2
		1,000 pound	ds	
Tree nuts:				
Brazil nuts (shelled basis)	January-December	7,379	9,197	24.6
Cashews (shelled basis)	January-December	106,306	121,494	14.3
Pine nuts (shelled basis)	January-December	4,475	4,822	7.8
Pecans (shelled basis)	September-August	47,168	63,034	33.6

<sup>1/</sup> Single-strength equivalent.

Source: Bureau of the Census, U.S. Department of Commerce.

## **Commodity Highlight**

# The United States Leads in World Strawberry Production

The United States is the world's largest producer of strawberries, accounting for over a quarter of total production annually throughout most of the 1990s and in more recent years. The U.S. strawberry industry's annual production capacity is supported by average yields which rank highest in the world and total harvested acreage that rank second largest in the world, next to Poland. Strawberry production areas are also relatively large in countries like the Russian Federation, Turkey, Serbia and Montenegro, Germany, and Spain. However, production capacities in these countries, including Poland, but with the exception of Spain, are very much limited by the relatively low annual yields achieved from their crops. Spain, Korea, Japan, and Mexico complete the list of the world's five leading strawberry producers, and together they produce over a quarter of overall production.

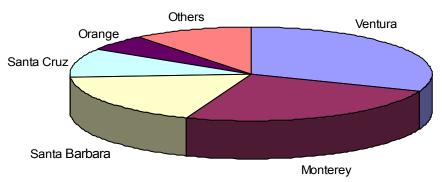
# California is the Center of U.S. Strawberry Production

Strawberries could be grown in a wide range of climates and for this reason, commercial production is reported in many States throughout the United States. The growing climate in California, however, is ideal for the crop for it provides a moderate year round temperature of warm days and cool foggy nights and low humidity. This suitable growing environment, along with the adoption of an annual planting system and development of new varieties that better adopt to the cultural systems followed by the growers, has led to a high concentration of commercial production in the State. Presently, higher output per acre on over 60 percent of the U.S. strawberry acreage enables California to produce close to 2.0 billion pounds of strawberries annually, accounting for over 85 percent of U.S. strawberries. This share of production is up from 74 percent in 1980 and 79 percent in 1990. Florida and Oregon rank a distant second and third with about 7 percent and slightly over 1 percent of overall production. Other contributing States, based on annual production data published by the National Agricultural Statistics Service, include Michigan, New York, North Carolina, Ohio, Pennsylvania, Washington, and Wisconsin.

California's strawberry production extends from San Diego to San Francisco. Most of its production occurs in the southern and central coastal counties, with only a small amount produced in the inland areas. Based on the County Agricultural Commissioner's Data published by the California Agricultural Statistics Service, Ventura, Monterey, Santa Barbara, Santa Cruz, and Orange counties together account for over 85 percent of California's strawberry harvested area and about 90 percent of its strawberry production (fig. 4). Having the largest harvested area for fresh-market strawberries in California, Monterey County is the State's biggest supplier of strawberries to the fresh market. Fresh-market production in Ventura County, however, has grown more rapidly both in terms of harvested area and yields since the early 1990s. Moreover, processing strawberry production has declined substantially in Monterey County while in Ventura County it has increased. With expansion in both its fresh and processing outputs, Ventura County is California's largest strawberry producer, supplying about one-third of the State's

Figure 4.

Top five strawberry-producing counties in California, 2003



Source: County Agricultural Commissioner's Data.

annual strawberry volume. Monterey is the second largest producer, growing about one-quarter of the State's crop.

Strawberry harvesting in California starts in the south and moves north. The South Coast growing region, which includes San Diego, Orange, Los Angeles, and western Riverside counties, begins harvesting in January and continues until June, with fresh-market shipments usually peaking in April. The Oxnard area, which covers Ventura County just north of Los Angeles, also supplies fresh-market strawberries from January through June and their deliveries to processors run from April through July. During 2003, Ventura County accounted for more than half of California's processing strawberries. The Santa Maria growing region, which encompasses the coastal regions of San Luis Obispo and northern Santa Barbara counties, begins production in March and continues through July. Deliveries to processors in the Santa Maria area continue through August. The cities of Watsonville and Salinas in Santa Cruz and Monterey counties together make up almost half of the State's strawberry acreage. Shipments from these northernmost growing areas run from April through November, with peaks around May and June.

### Florida Supplies Winter Strawberries

Strawberry is the most important berry crop produced in Florida. The most recent Census of Agriculture reported the presence of 217 farms growing strawberries on over 6,000 acres in Florida, representing about three-quarters of the State's total berry acreage in 2002. There were 126 more farms growing blueberries in Florida, but there were close to 5,000 more acres in strawberry production which more than made up for the fewer number of strawberry farms. Florida produces over 160 million pounds of strawberries annually. Strawberry production in the State has generated an average farm value of \$154 million over the last 3 years (2002-2004). For the same period, the average farm value of Florida's blueberry production amounted to \$21 million.

Florida's strawberry production starts in November and continues through May of the following year, with heaviest shipments around February and March. Close to 90 percent of Florida's strawberry acreage is near Plant City in Hillsborough County, which is in west central Florida. Strawberries are also grown in adjacent counties of Pasco, Polk, and Manatee, as well as in Collier, Palm Beach, and Dade counties in south Florida, and Bradford County in the north.

### U.S. Strawberry Farms Decline in Number

The 2002 Census of Agriculture reports some changes in the structure of the U.S. strawberry industry at the grower level from 1997, the previous census year. The number of farms growing strawberries in the United States declined from 8,038 farms in 1997 to 6,799 farms in 2002, with most States reporting declines (fig. 5). While the overall industry experienced a decline in farm numbers, strawberry acreage has remained relatively constant at nearly 56,000 acres (fig. 6). With the industry being able to maintain total production area with fewer growers suggest that farm operations are becoming larger. This may not apply individually to all the strawberry-producing States, specifically to those States where production acreage has declined along with farm numbers. Moreover, the industry is still comprised mostly of small farm operations, but the bigger farms generate most of the production. Only about 4 percent of all of the Nation's strawberry growers in 2002, each producing on 50 acres or more, accounted for 60 percent of total harvested acres.

Figure 5. Number of U.S. farms growing strawberries declining

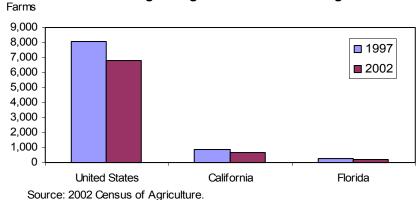
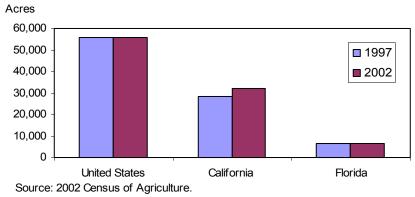


Figure 6.

Strawberry harvested acreage increasing in California



California plays a dominant role in the U.S. strawberry industry. While it only housed 10 percent of all the U.S. farms growing strawberries in 2002, it accounted for more than half of the Nation's strawberry acreage. Strawberry farms in California declined in number, from 882 in 1997 to 684 in 2002. California's strawberry acreage, however, grew 13 percent, offsetting declining acreage in most other States.

Although a majority of the strawberry farms in California are small operations, there has been an increase in the number of medium and large-sized operations between 1997 and 2002. The number of farms with less than 25 acres in production declined in number over this time period, while the number of farms with 25 acres or more increased. The expansion in acreage among farms with 50 to 99.9 acres grew more rapidly than even larger farms, those with 100 acres or more. In 2002, farms with 50 to 99.9 acres accounted for 21 percent of the State's strawberry acreage while farms with 100 or more acres made up 62 percent.

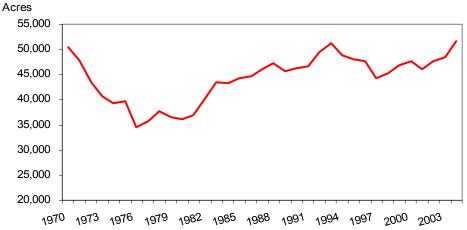
Similar to California, the number of farms with strawberry production in Florida is declining, but production area is expanding, indicating a shift to larger farm operations. Strawberry farms in Florida declined from 271 farms in 1997 to 217 farms in 2002. During this period, production acreage grew by nearly 3 percent, to over 6500 acres. California's strawberry industry appears to be more aggressive in shifting to larger production operations as farm numbers there declined more rapidly than in Florida and acreage expansion grew at a faster pace. Over 80 percent of the farms growing strawberries in Florida have less than 50 acres in production, but the larger operations, those with 100 acres or more, represent half of the State's strawberry acreage. Also, farms with 50 acres to 99.9 acres in production account for 20 percent of total acreage.

### U.S. Strawberry Acreage Expanding

The number of acres harvested to strawberries in the United States has increased at an average annual rate of 1.5 percent since the 1980s, following years of decline through much of the 1970s. Harvested area ranged from 36,050 acres in 1980 to 51,600 acres in 2004, a record high over the last 25 years (fig. 7). During the period from 1994 to 1997, harvested area trended downwards, mostly reflecting shrinking acreage in many strawberry-producing States, including California (1994 and 1997), Oregon, Michigan (1994-96), New York, Ohio (1995-97), and Washington (1994-95). Although not happening consistently year-to-year, harvested acreage in these States continued to diminish through 2004, except in California and Washington. Since 1998, strawberry harvested area in California grew at an average annual rate of 5.8 percent and in Washington the rate of growth was 4.6 percent. Florida's strawberry harvested acreage grew at a slower pace but was on an expansion path since the mid-1990s, increasing at an average annual rate of 2.1 percent. Meanwhile, Oregon's strawberry harvested area has dwindled to 2,400 acres in 2004, down from 6,200 acres in 1993, the largest reported acreage since 1990 when the State produced 5 percent of all the Nation's strawberries. Now Oregon produces just slightly over 1 percent of total production.

Figure 7.

U.S. strawberry harvested acreage increasing



Source: National Agricultural Statistics Service, U.S. Department of Agriculture.

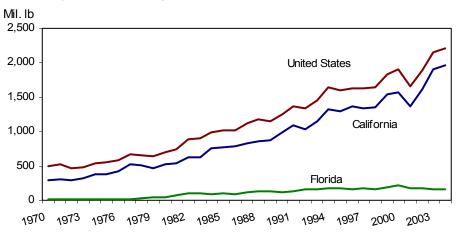
Increased competition and high labor costs combined to diminish Oregon's strong presence as a strawberry producer. Oregon grows premium-quality strawberries destined mostly for processing, often blended with frozen berries from California to add quality and flavor to processed strawberry products. Unlike in California, strawberries in Oregon are grown as a perennial crop, with plants being replaced after 4 or 5 years. Fields are picked during the 2- to 3-week harvest period, completed around the end of June. Because production in California largely overshadows processing supplies in Oregon, finding enough field workers during the industry's short harvest period has remained a challenge among Oregon strawberry growers. This is especially true when harvesting older, lower yielding fields which could be less appealing to field workers who are paid on a per-pound basis. Many Oregon growers are also finding growing competition from Mexico where there is a labor cost advantage.

### Expansion Continues in U.S. Strawberry Production

Despite some year-to-year fluctuations, U.S. strawberry production has trended upwards since the 1970s, increasing at an average annual rate of 4.7 percent. Production growth was greatest during the 1980s when production averaged 970 million pounds annually, compared with an average of 558 million pounds during the previous decade (fig. 8). Declining acreage in the 1970s was reversed during the 1980s, and along with increasing average yields contributed to the production expansion during the 1980s. Production continued to increase during the 1990s and in recent years but at a slower rate than in the 1980s as output levels in many strawberry-producing States dropped. Output levels in California and Florida, however, were rising, driving the overall growth in production.

Production in California grew from 987.0 million pounds in 1990 to a record 1.96 billion pounds in 2004. Strawberry farms in California generate the highest yields per acre in the country, averaging over 40 percent higher than the national average in recent years. Over the last 5 years, yields averaged 59 pounds per acre, up from about 47 pounds during the early 1990s. In Florida, production grew from 116.6

Figure 8. **Strawberry production rising** 



Source: National Agricultural Statistics Service, U.S. Department of Agriculture.

million pounds in 1990 to a record high of 220.5 million pounds in 2000. Declining yields per acre in the succeeding years drove Florida's strawberry output lower, averaging 166.1 million pounds annually from 2001 to 2004.

#### Fresh Market Dominates Production

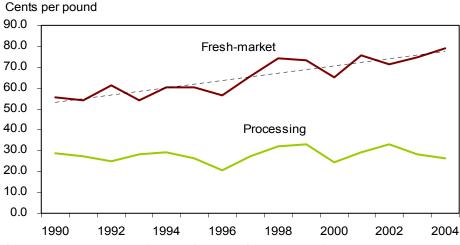
The bulk of U.S. strawberry production has always been for the fresh market. Over the last 5 years (2000-2004), fresh use accounted for 76 percent of the U.S. strawberry crop, with the rest processed. Most of the processing strawberries are frozen whole (individually quick frozen, IQF) or sliced. One of the major markets for frozen strawberries is the food service industry. The frozen berries are also packaged for retail sales and sold in bulk to manufacturers of jam and jelly, syrup, juice drinks, ice cream, yogurt, and bakery and confectionery products.

Since the nineties, grower prices for fresh-market strawberries have been trending up and averaging more than twice as high as processing strawberry prices (fig. 9). These higher grower prices, along with increasing demand, have stimulated greater production gains in the fresh market than for processing output where grower prices remained relatively flat. Total fresh-market production grew from 863.6 million pounds in 1990 to 1.69 billion pounds in 2004, increasing 94 percent over the period. For the same time period, total processing production grew 33 percent, reaching 519.3 million pounds.

About 75 percent of California's strawberry crop is destined for the fresh-market. Most other producing States also grow strawberries primarily for fresh use. For instance, all of Florida's production is for fresh use. Minor producing States, including New York, North Carolina, Ohio, Pennsylvania, and Wisconsin, also produce entirely for the fresh market. Only Oregon and Washington market the bulk of their production to the processing sector. Because of the relatively high volume produced in California, its strawberry growers have been receiving noticeably lower prices for their fresh use strawberries than other States since 1990,

Figure 9.

U.S. fresh-market strawberry prices received by growers trending up



Source: National Agricultural Statistics Service, U.S. Department of Agriculture.

averaging 62 cents per pound. Grower prices in Florida, North Carolina, and Oregon averaged 79 cents, 72 cents, and 82 cents per pound.

Approximately 93 percent of Oregon's 2000-2004 production was for processing while in Washington, 88 percent was processed. Even though processing is just a secondary use for strawberries in California, processing volumes in the State account for over 90 percent of the Nation's processing strawberries, driving their processing prices significantly lower than in Oregon and Washington. Oregon accounts for only about 6 percent of all of the Nation's processing strawberries and Washington, about 3 percent.

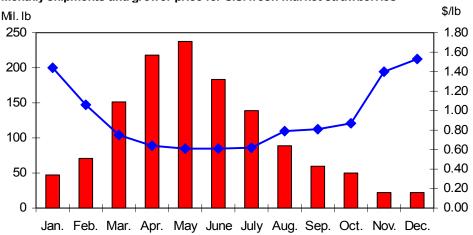
### Fresh-Market Strawberry Shipments Peak in the Spring

Fresh strawberries are now shipped in the United States year round, but shipments throughout the year still exhibit a strong seasonal pattern, increasing at the beginning of the year and through the spring and then declining from then on (fig. 10). The peak months for shipping continue to occur during April and May as it had in the 1980s and 1990s. Presently, about one-third of all available fresh-market strawberries in the United States are shipped during this 2-month period every year.

The seasonality in fresh strawberry supplies is reflected in the prices growers receive for their fresh-use berries. Fresh-market strawberry grower prices decline for about 4 months after January when strawberry shipments are building up. As shipments peak in May, prices bottom out and usually average over 30 percent lower than the average price for the season. Prices typically start to rise after this period as shipment volumes begin to decline seasonally. In recent years, grower prices averaged highest in November and January, when only between 2 and 4 percent of shipments occurred. Fresh strawberry retail prices follow quite closely the seasonal pattern in fresh-market strawberry grower prices. In April through June, when supplies are most available, retail prices are 15 to 25 percent lower than the annual average.

Figure 10.

Monthly shipments and grower price for U.S. fresh-market strawberries



Source: Agricultural Marketing Service and National Agricultural Statistics Service, USDA.

California was the source of 87 percent of U.S. fresh strawberry shipments during 2001-04, shipping at least 7.0 million pounds in each of the months. In 2001-04, about 88 percent of California's fresh strawberries were shipped between March and September, with 38 percent in April and May. Development of new varieties suitable for different growing conditions and increasing acreage in the northern growing areas continue to increase California marketings during the summer. Average California shipments during 2001-04 increased 43 percent in July and 28 percent in August, compared with the average shipments for those same months in 1991-94.

About 60 percent of Florida's fresh strawberry shipments every season occur in February (27 percent of total) and March (39 percent of total). With the aid of new varieties and cultural practices, however, Florida strawberry growers have increasingly shipped more supplies in November and December when California supplies are lowest and prices higher. Presently, shipments in November and December account for 13 percent of Florida's shipments for the season. About 10 to 15 years ago, November to December shipments accounted for 8 percent.

Mexico has long been a supplier of fresh strawberries to the U.S. market during the winter, with its season typically starting from November and extending through June. In recent years, however, small quantities have been shipped to the United States from Mexico during July through October. Strawberry supplies from Mexico continue to peak in March and April, accounting for over 45 percent of Mexico's strawberry shipments to the United States every year. About 7 percent of 2001-04 U.S. fresh strawberry shipments come from Mexico each year, up from 3 percent in 1991-94. Although this still appears to be a relatively small share of total U.S. fresh strawberry shipments, Mexico supplies about 97 percent of all of the fresh strawberries imported by the United States.

Because frozen strawberries are storable, supplies are more evenly distributed throughout the year. During the 2000-2004 seasons, the quantity of frozen strawberries available for domestic consumption as reported by the Processing Strawberry Advisory Board of California averaged 27 percent of annual disappearance in April-June, 26 percent in June-September, 24 percent in October-

December, and 23 percent in January-March. Deliveries of California strawberries to processors during the past 3 years started around mid-March when production in the State's southern growing areas was in progress. Deliveries usually continue through November with production from California's northernmost growing areas. Peak deliveries occur in May and June when fresh-market prices bottom out.

## Fresh-Market Account for Most of the Growth In Strawberry Demand

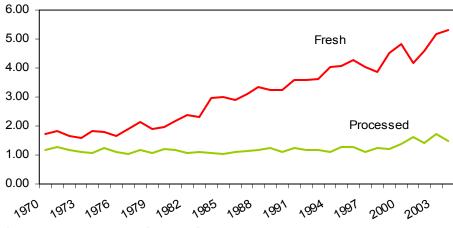
Americans are large consumers of strawberries. Increasing domestic supplies, year round availability, and growing consumer awareness of the nutritional benefits derived from this great-tasting fruit have helped stimulate U.S. demand for strawberries. U.S. strawberry consumption has risen sharply since the nineties, increasing 56 percent to a record 6.8 pounds per person in 2004. Most of the demand growth for strawberries in the United States, however, has been in the fresh market (fig. 11). Fresh-market consumption has increased more rapidly than processing as new varieties that have better shipping qualities as well as improved post harvest techniques aided in moving more high-quality berries to retail stores. Strawberries rank as the fifth most consumed fresh fruit in the United States, next to bananas, apples, oranges, and grapes. Strawberry consumption also out ranks the consumption of other berries, mostly because of its very big lead in production volume. In 2004, Americans consumed an estimated 5.31 pounds of fresh strawberries per person, up from 3.24 pounds in 1990 and the highest on record. In comparison, domestic consumption of processed strawberries (mostly frozen) increased from 1.12 pounds per person, fresh-weight equivalent, in 1990 to 1.48 pounds in 2004.

### Fresh Strawberry Exports Rising

Even though the United States leads the world in strawberry production, the bulk of its production is still consumed domestically. Spain is the largest exporter of strawberries in the world, followed by the United States. Spain exports, on average, 282 million more pounds of fresh strawberries annually to international markets

Figure 11.

U.S. fresh strawberry consumption rising sharply
Pounds per person, fresh-weight



compared with the United States. During 2001-2003, Spain accounted for 41 percent of the total quantity of fresh strawberries exported globally while the United States accounted for 15 percent. Completing the top five exporters are Mexico, Belgium, and France, with export shares ranging from 5 percent and 7 percent each.

Along with the robust growth in domestic fresh use, international demand for U.S. strawberries has also been strong. U.S. fresh strawberry exports have more than doubled in volume, increasing from 85.7 million pounds in 1990 to an average of over 150 million pounds annually in the past 3 years. Neighboring countries—Canada and Mexico—continue to absorb the bulk of these exports. Canada accounted for over three-quarters of all the fresh strawberries exported by the United States and Mexico, over 10 percent. Japan remains an important market for the U.S. strawberry industry, accounting for 6 percent of total export volume. Recent year U.S. fresh strawberry shipments to all three major markets have increased from 1990 shipment levels.

The United States exports fewer frozen strawberries than fresh. Since the late nineties, U.S. exports of frozen strawberries, declined from 59.6 million pounds in 1998 to 22.1 million pounds in 2004. Most of the decline is due to lower exports to Japan, its most important market. Japanese demand for U.S. frozen strawberries has diminished in recent years in favor of lower priced imports from China. Imported frozen strawberries are utilized primarily by Japan's jam industry where ingredient prices largely influence the competitive position of the manufacturers. U.S. exporters are finding it more difficult to compete in the Japanese frozen strawberry market as production in China has increased rapidly in recent years and the quality of the frozen berries has improved markedly. As China's strawberry production continues to expand, U.S. exporters will find it increasingly difficult to maintain their share of the Japanese market.

While U.S. frozen strawberry exports have declined, imports have increased sharply in the last 3 years. Fresh-market demand growth, both domestically and internationally, has influenced increased imports of frozen strawberries as more of the domestic crop got marketed for fresh use. The bulk of the imported frozen strawberries to the United States come from Mexico, which also supplies most of the fresh strawberry imports. Chile and China are the next two largest suppliers of imported frozen strawberries to the United States. Both ship far fewer quantities of frozen berries to the U.S. market than Mexico but their shares of U.S. import volume have been rising in recent years. Frozen strawberry imports averaged 120 million pounds annually during 2001-2004, up from an average of 64 million pounds in 1990-95.

### **Contacts and Links**

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The *Fruit and Tree Nuts Situation and Outlook Yearbook* has over 130 tables of annual or monthly time-series data on specific fruit commodities. Data include bearing acreage, production, prices, trade, per capita use, and more. To order a copy call 1-800-999-6779.

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http://www.ers.usda.gov/publications/aib792/

A series of research briefs providing information on the economic, social, and behavioral factors influencing consumers' fruit and vegetable choices. USDA's Food Guide Pyramid recommends 2-4 servings of fruit and 3-5 servings of vegetables daily, but current consumption levels of these healthy foods do not meet dietary recommendations.

### **Related Websites**

Fruit and Tree Nuts Briefing Room, http://www.ers.usda.gov/Briefing/FruitAndTreeNuts/

Organic Farming and Marketing <a href="http://www.ers.usda.gov/Briefing/Organic/">http://www.ers.usda.gov/Briefing/Organic/</a>

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