

The U.S. Apple Industry Situation

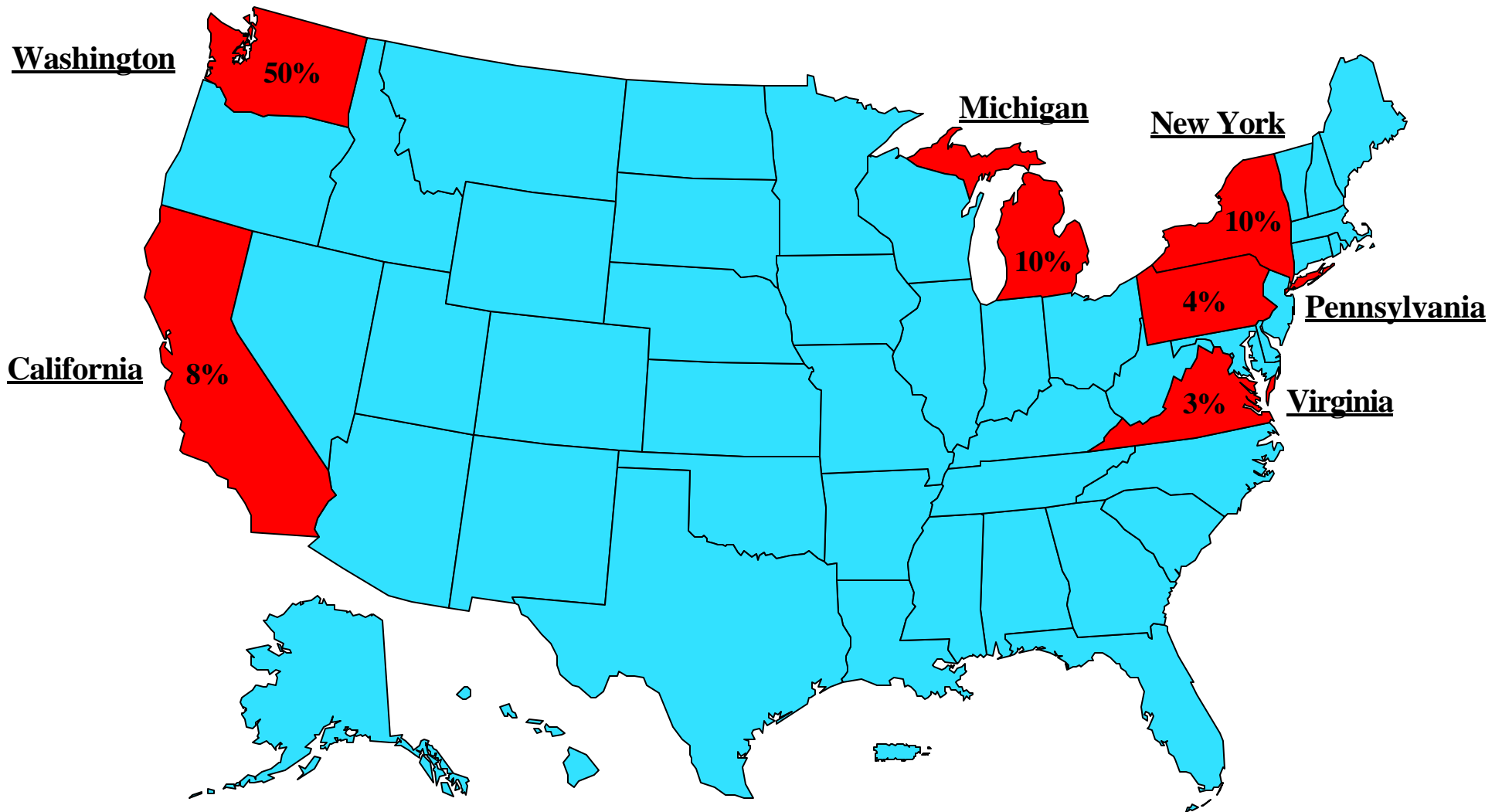


Foreign Agricultural Service
Horticultural & Tropical Products Division
September 2001

U.S. Apple Industry Facts

- Apples are grown commercially in 35 states
- There are approximately 30,000 apple growers in the United States
- Apple bearing area is currently estimated at nearly 450,000 acres, with an average yield of 24,000 pounds per acre
- The value of the U.S. 2000/01 apple crop is estimated at \$1.3 billion
- Washington is the largest producing state normally accounting for half the U.S. apple crop
- "Delicious" varieties are the most widely grown, although others, such as Galas and Fuji, are becoming increasingly popular
- U.S. per capita fresh apple consumption is estimated at around 18 pounds per year
- About 40 percent of the U.S. total apple crop is

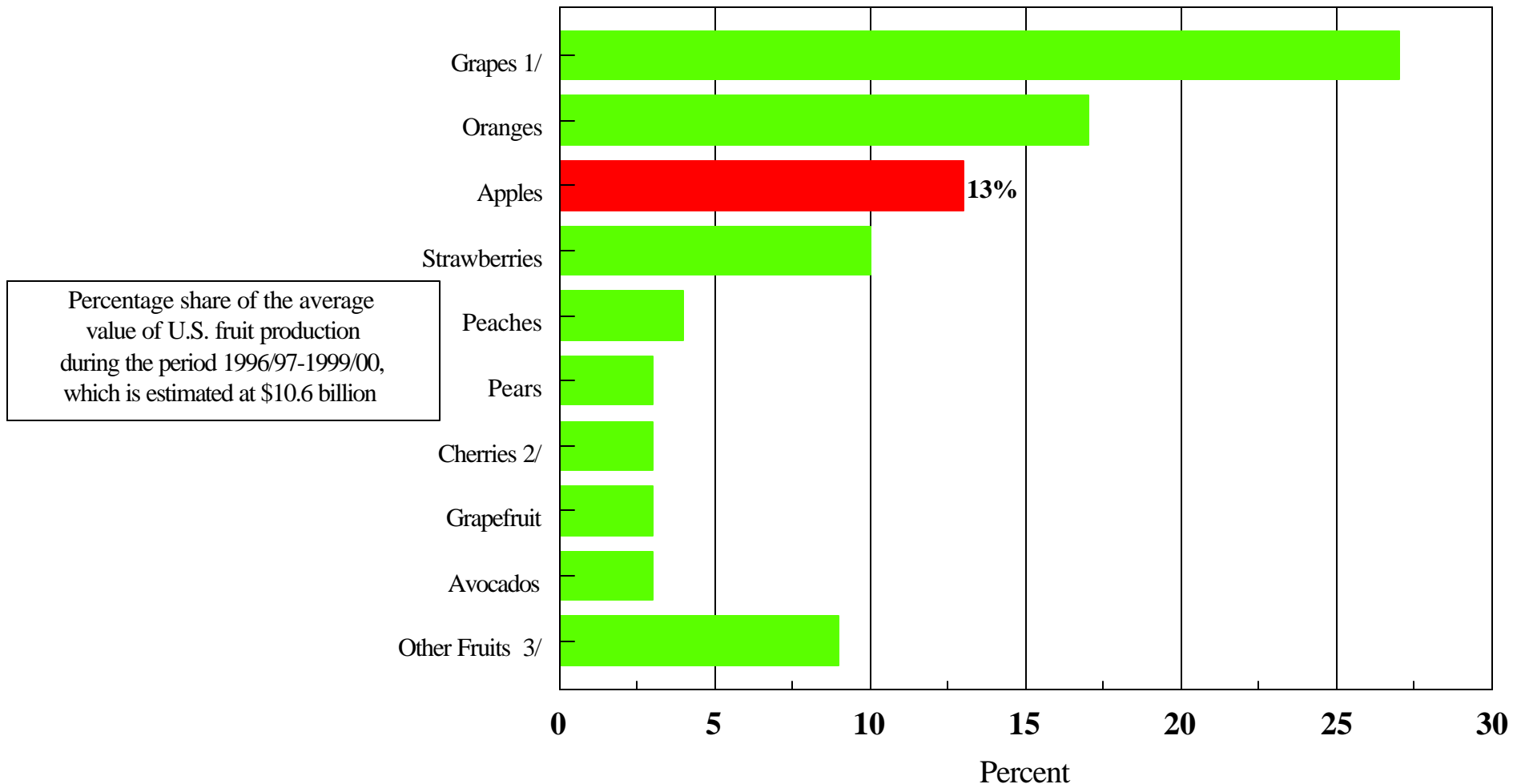
Six States Account for More than 85 Percent of the U.S. Apple Crop



Source: USDA National Agricultural Statistics Service

Apple Production is Extremely Important to the Income of U.S. Fruit Farmers

Source: USDA National Agricultural Statistics Service



1/ Includes grapes for fresh table, dried, and wine use.

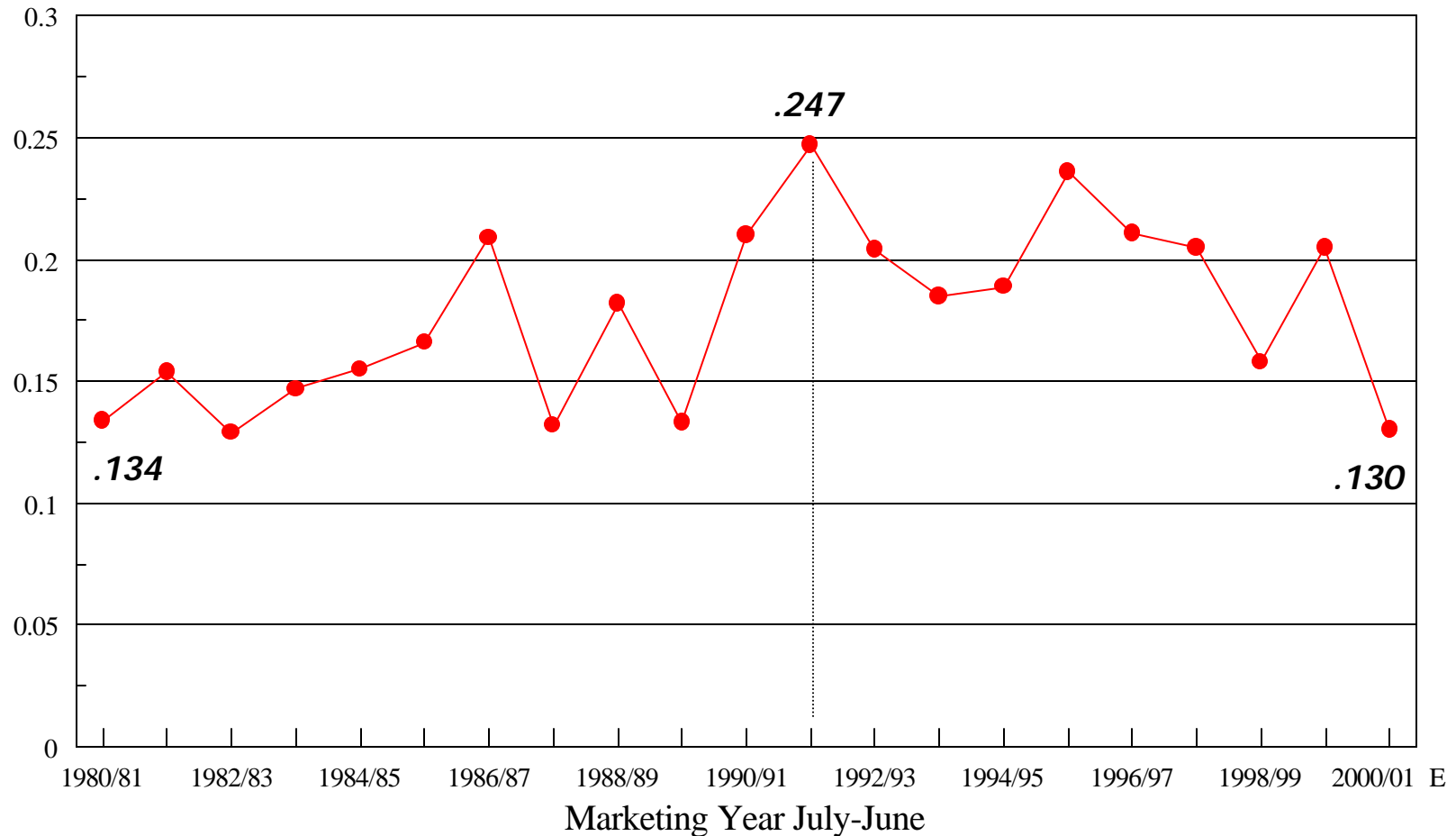
2/ Includes sweet and tart cherries.

3/ Major components in this category include blueberries, nectarines, pineapples, prunes, and tangerines.

Average Annual Prices Received by Apple Growers

Dollars per Pound

Source: USDA National Agricultural Statistics Service

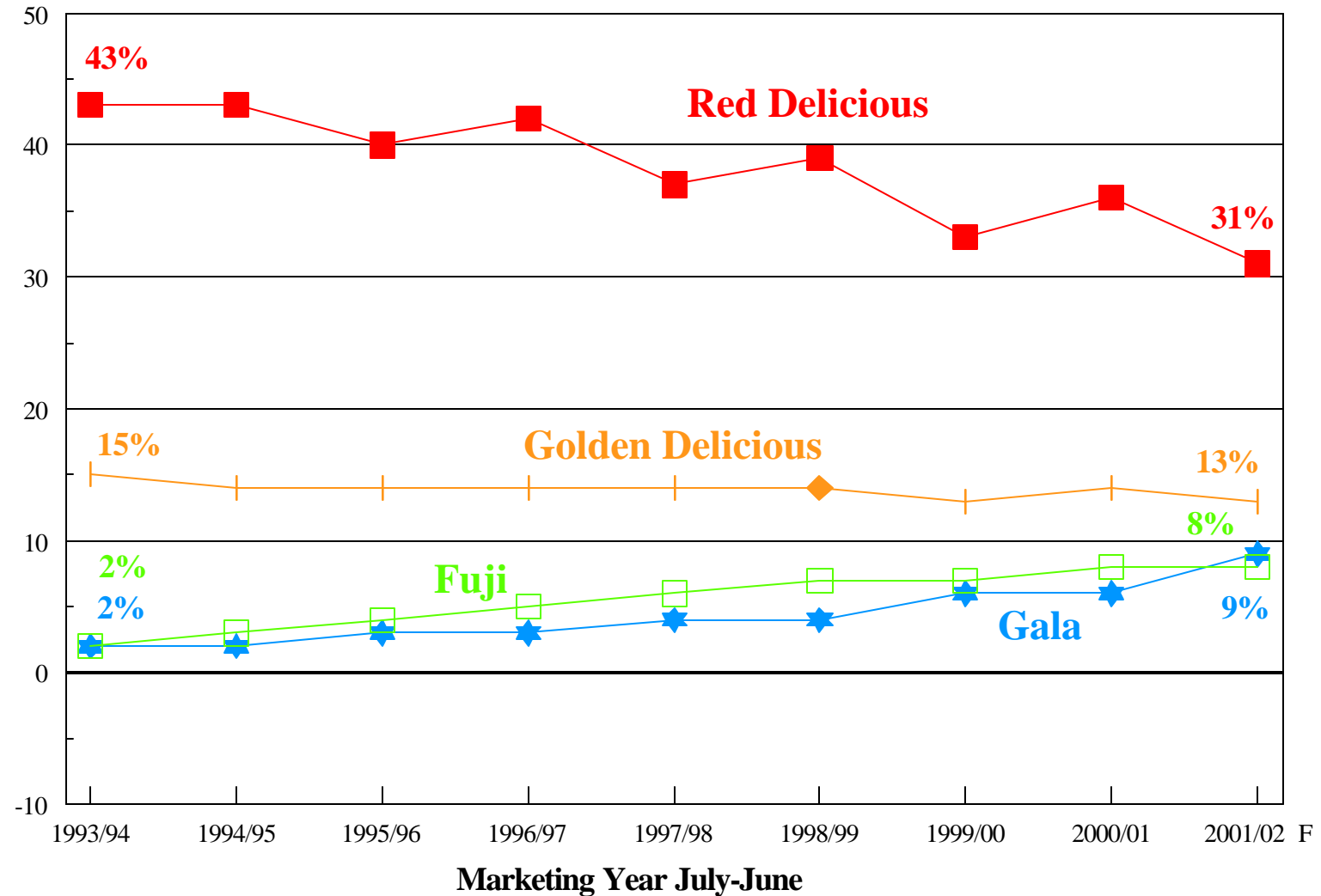


1/ Average dollars by pound received by states, marketing years July-June.
Equivalent packinghouse-door returns for the states of California, New York,
Oregon, and Washington. Price at point of first sale for other states.

E= Estimate

U.S. Apple Production is Shifting Away from the Traditional Delicious Varieties

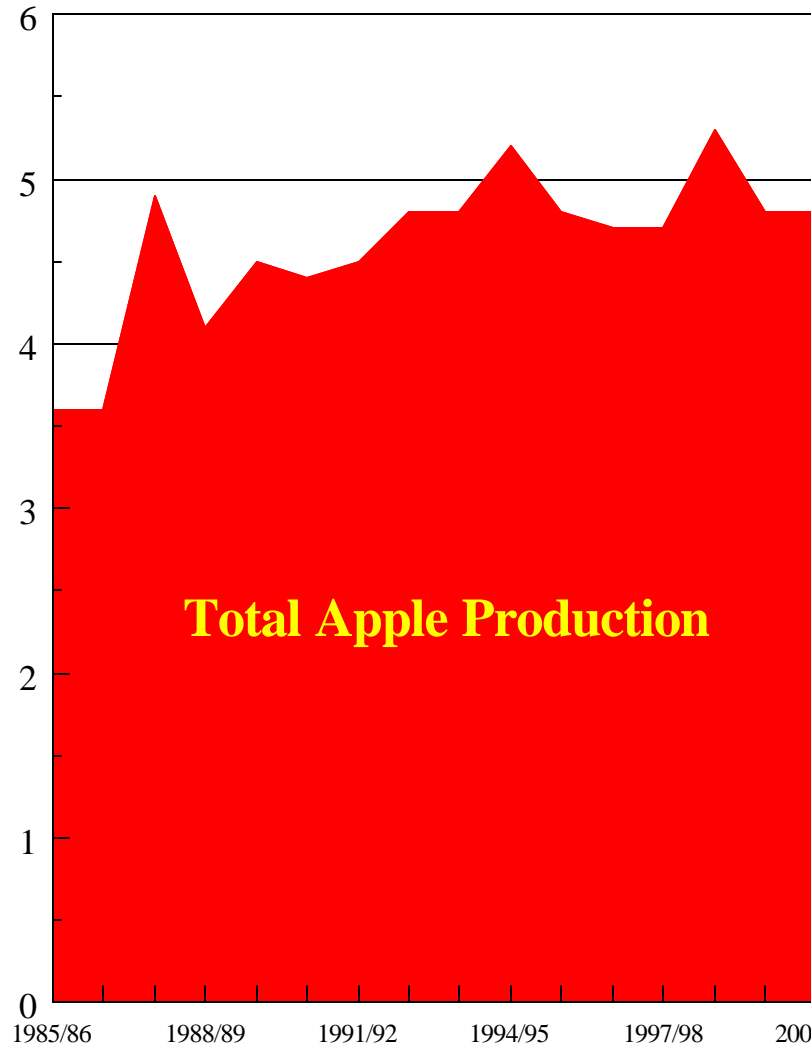
Percent of Total Production



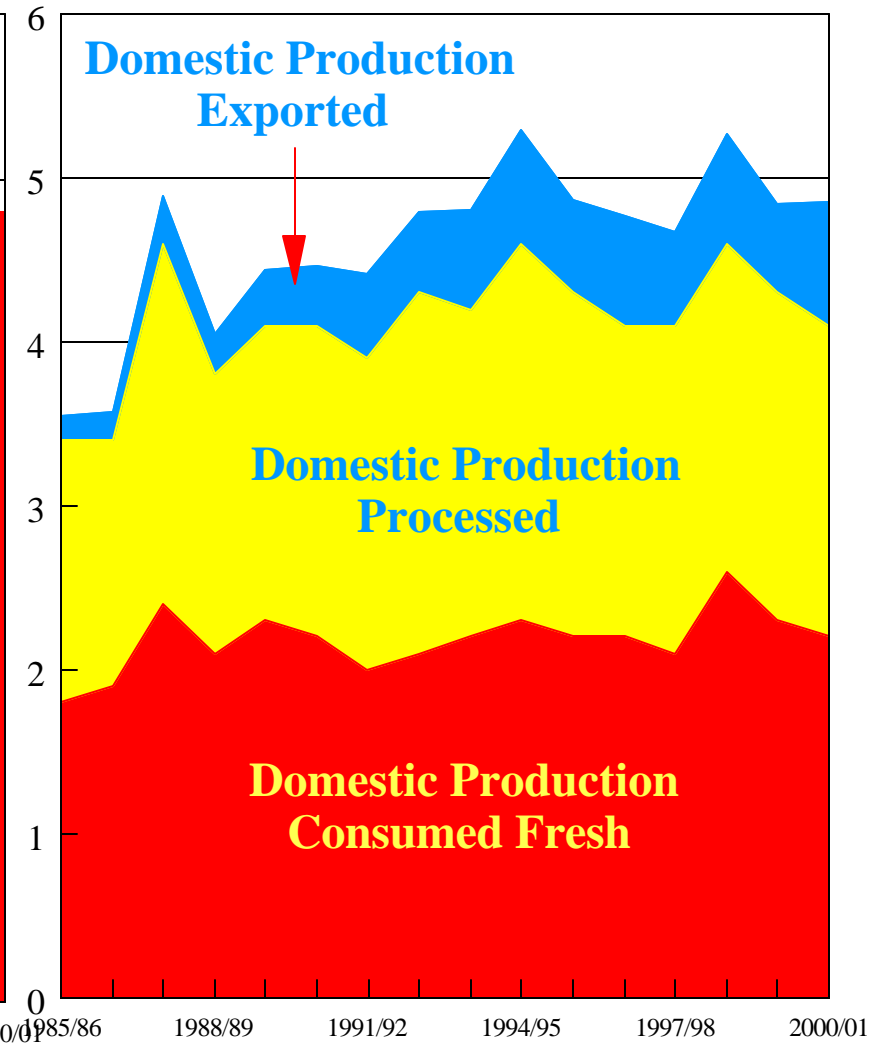
Source: US Apple Association

U.S. Apple Exports Expanding; Consumption and Processing Practically Unchanged

Million Metric Tons



Million Metric Tons

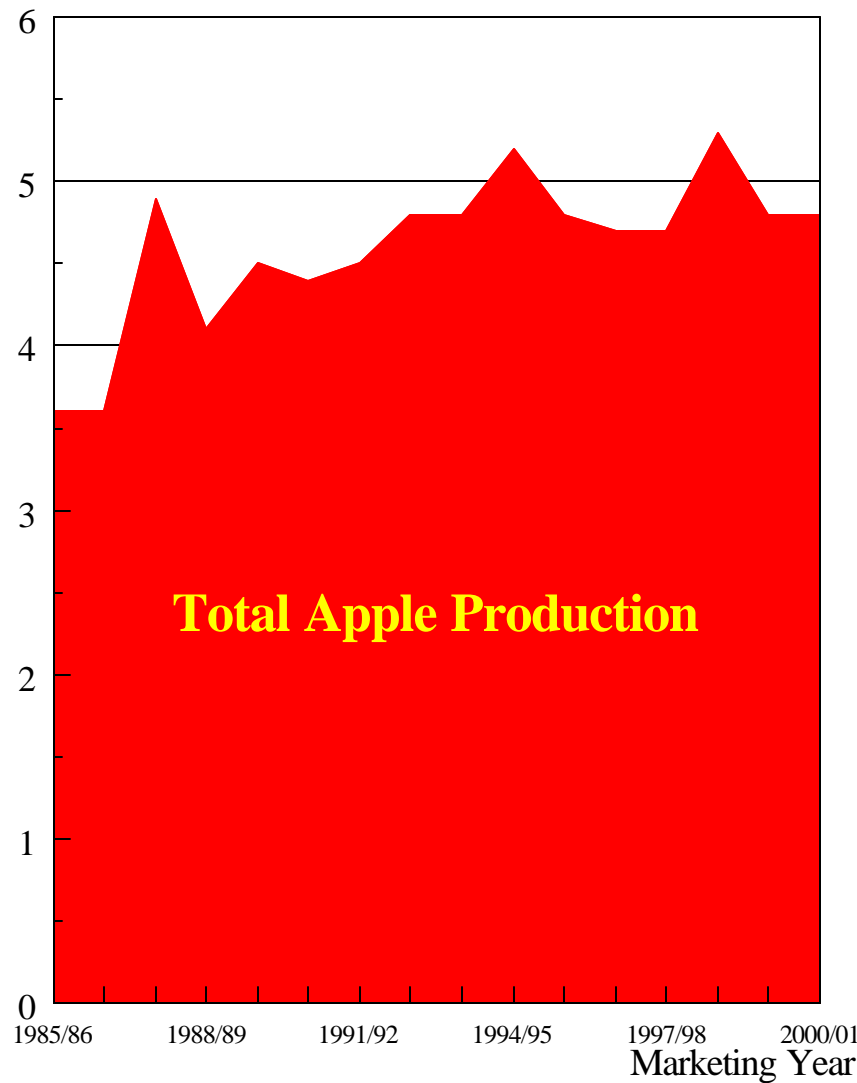


Marketing Year July-June

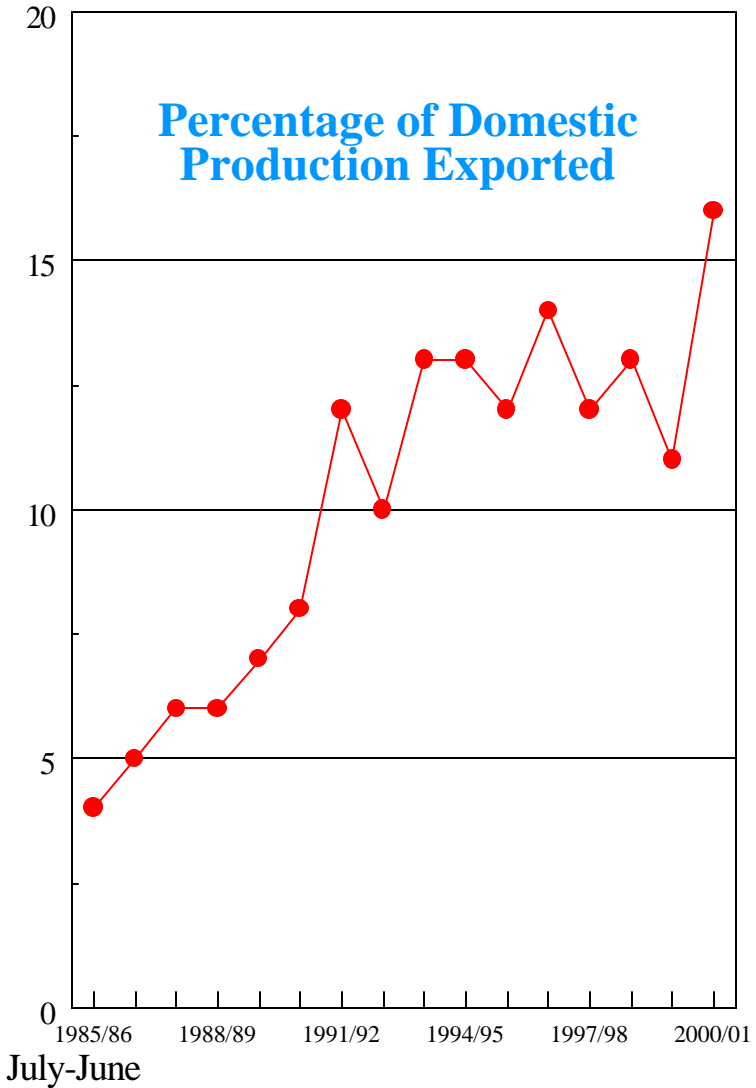
Source: USDA National Agricultural Statistics Service

Exports Have Become a Critical Outlet for Increased U.S. Apple Production

Million Metric Tons

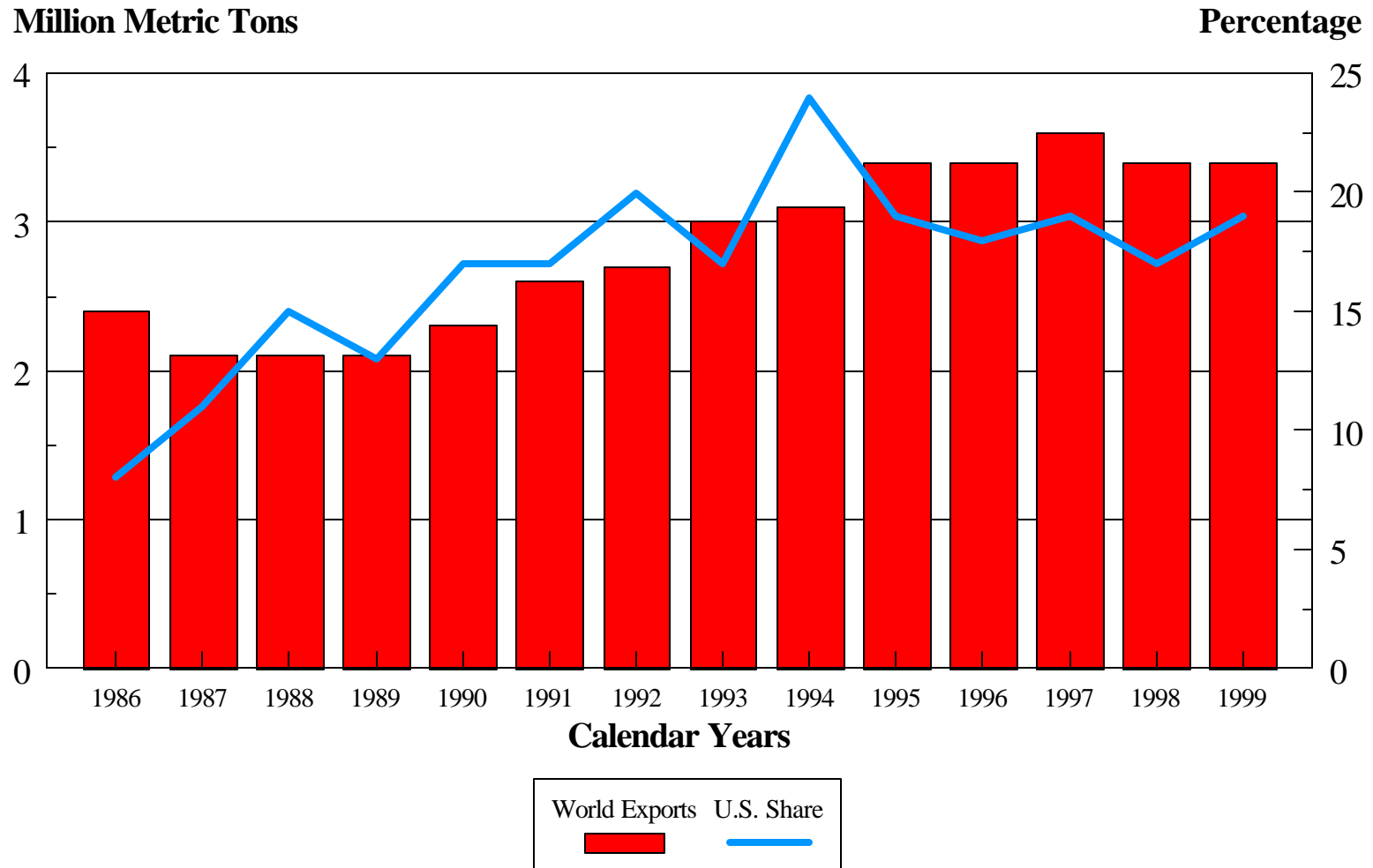


Percent



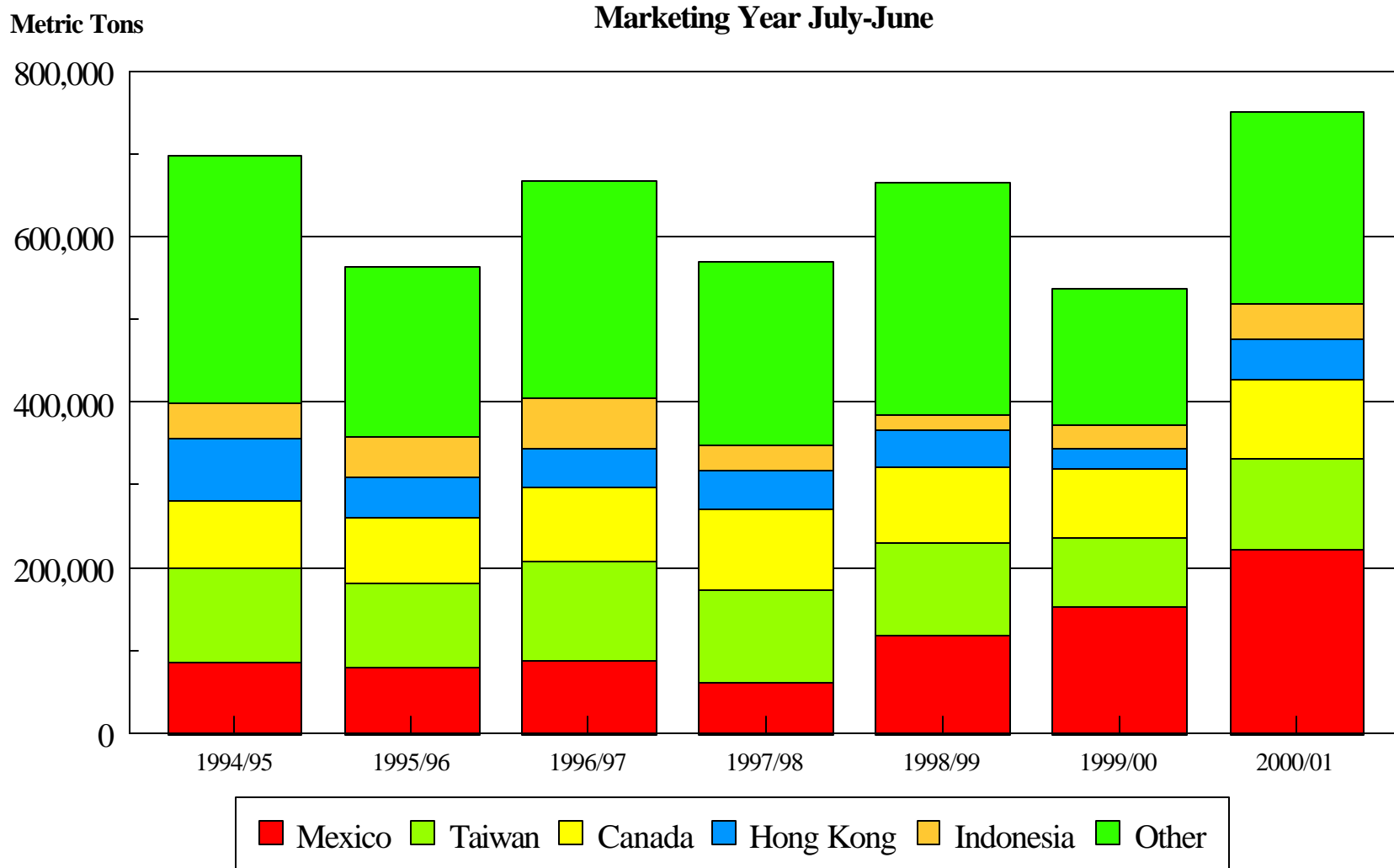
Source: USDA National Agricultural Statistics Service

U.S. Share of World Apple Exports Remains Strong



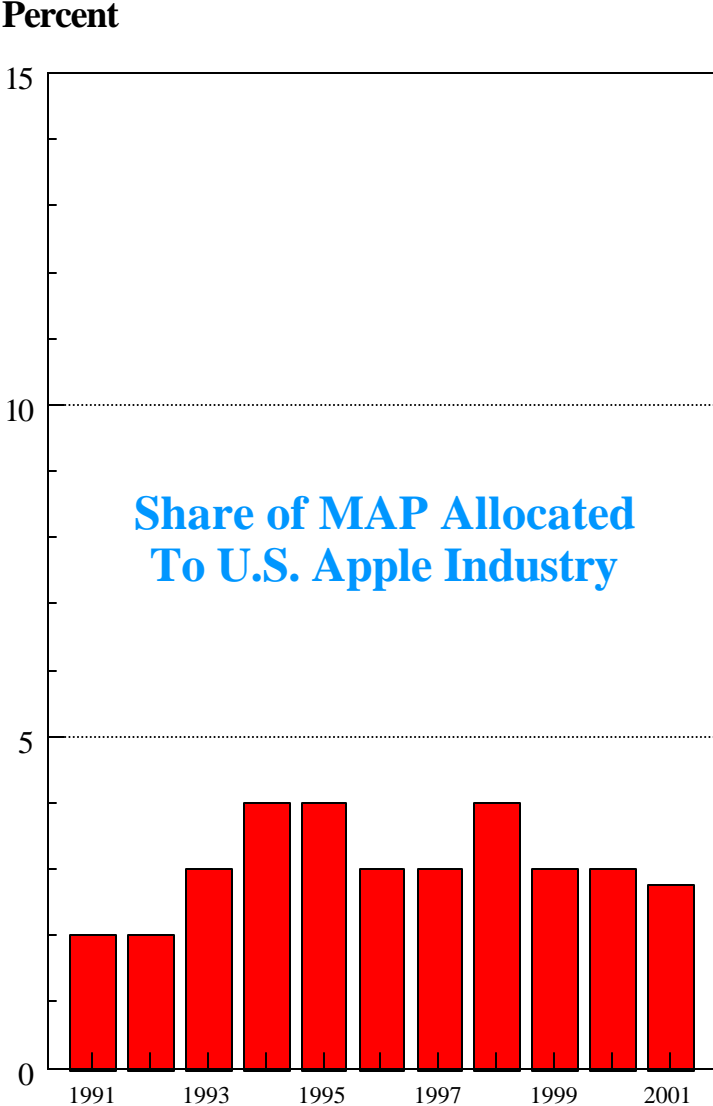
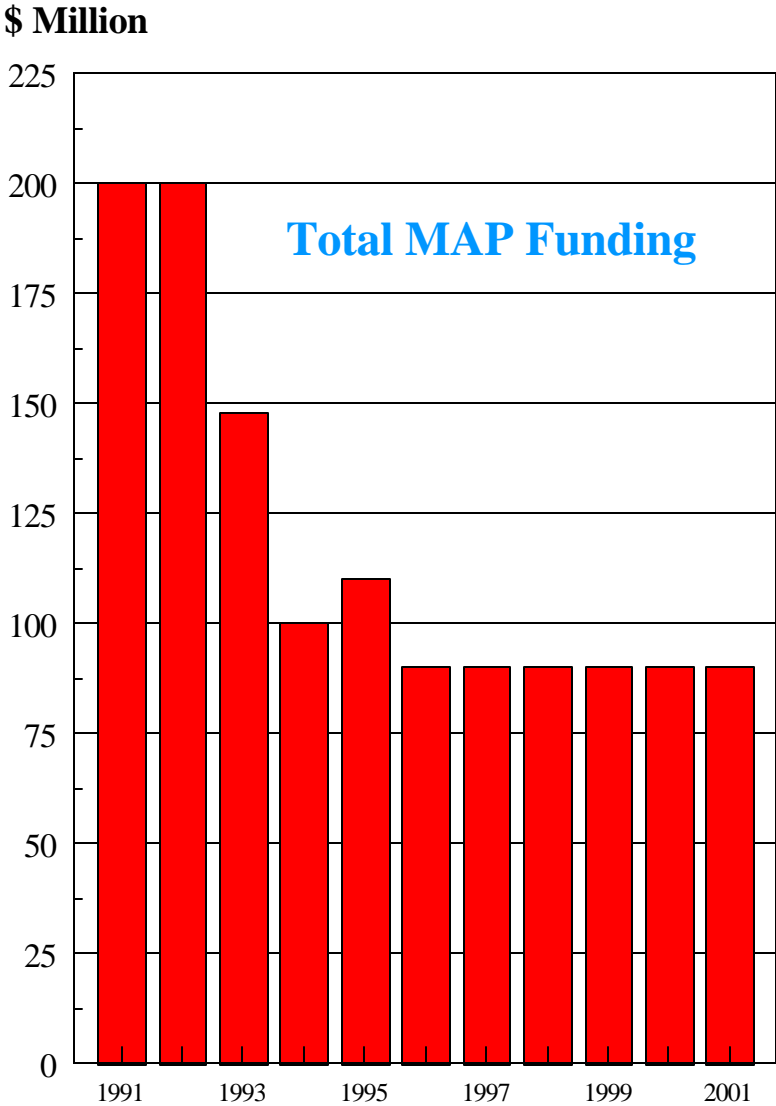
Source: Food and Agriculture Organization (FAO) of the United Nations

Mexico Has Become the Top Destination for U.S. Apple Exports



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

Market Access Program (MAP) Funds Have Been Critical To The U.S. Apple Promotion Efforts



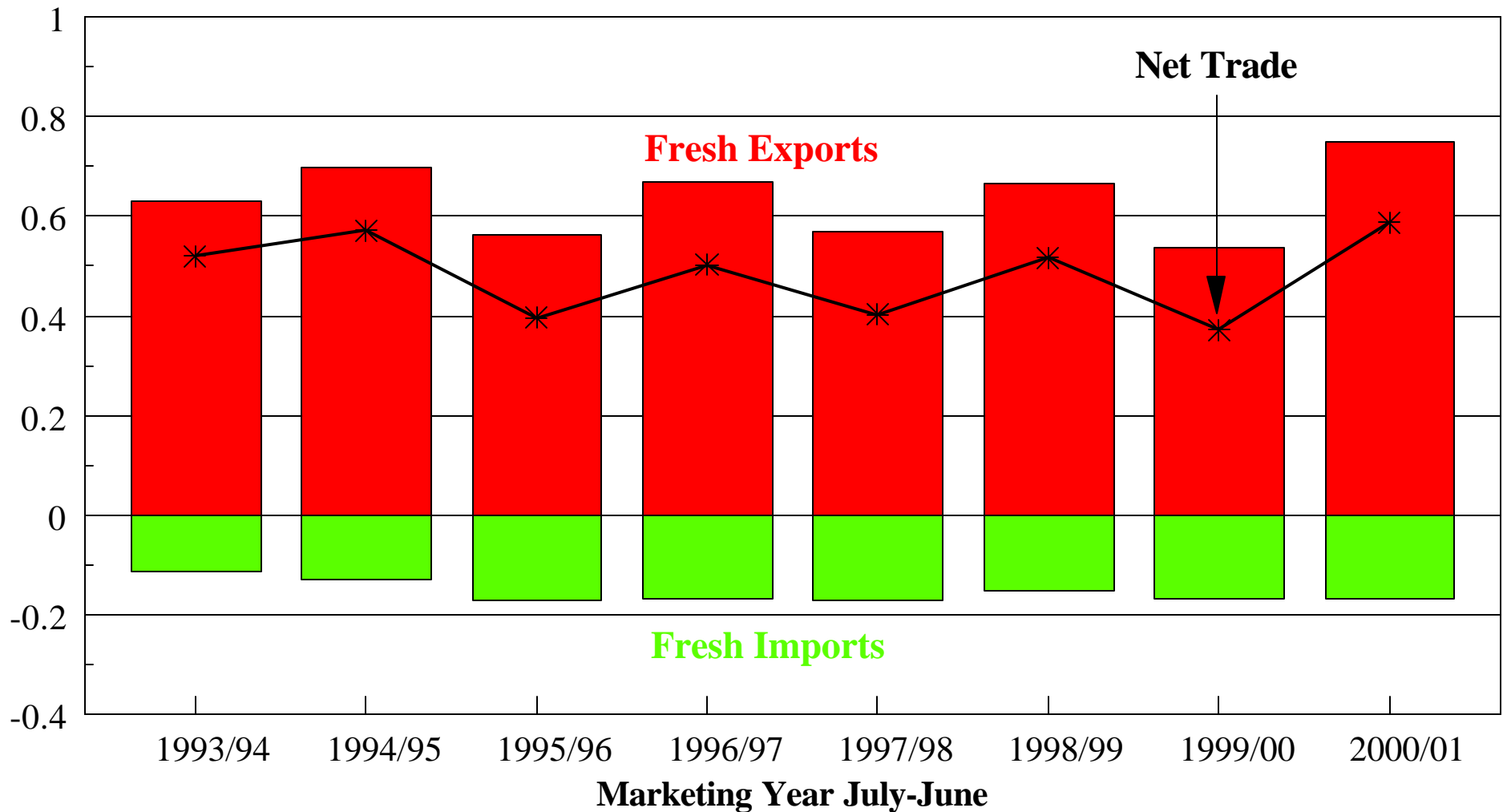
Fiscal Years

Selected Countries Import Tariff on Fresh Apples

<i><u>Country</u></i>	<i><u>Import Tariff</u></i>
Argentina	25%
Brazil	12.5%
Chile	8%
Venezuela	15%
Saudi Arabia	5%
Turkey	62.3%
Egypt	50%
India	56%
Japan	17%
Korea	46.5%
Philippines	10%
Taiwan	40%
Thailand	10%
United States	0

The United States is a Net Exporter of Fresh Apples

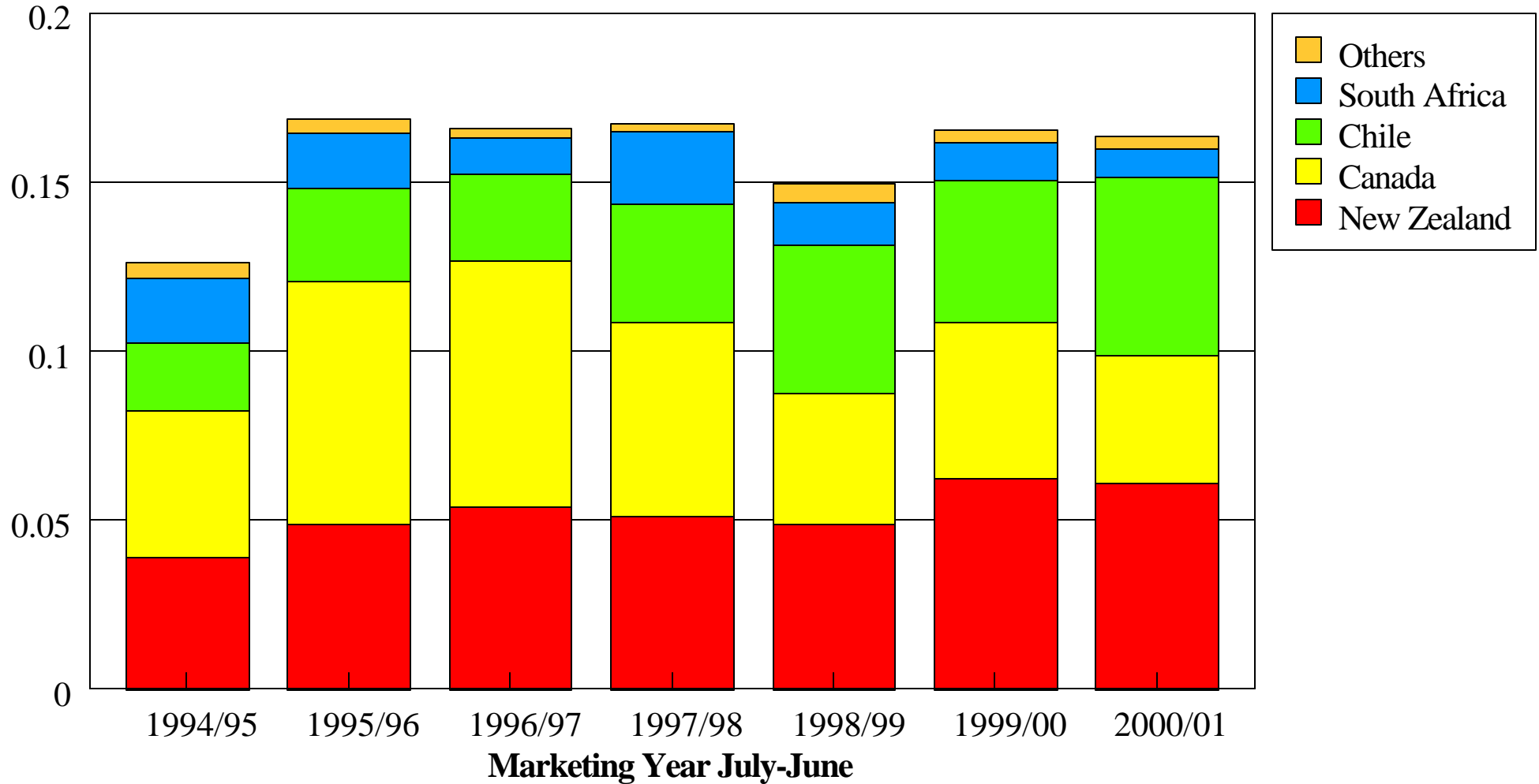
Million Metric Tons



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

New Zealand Dominates the U.S. Fresh Apple Import Market

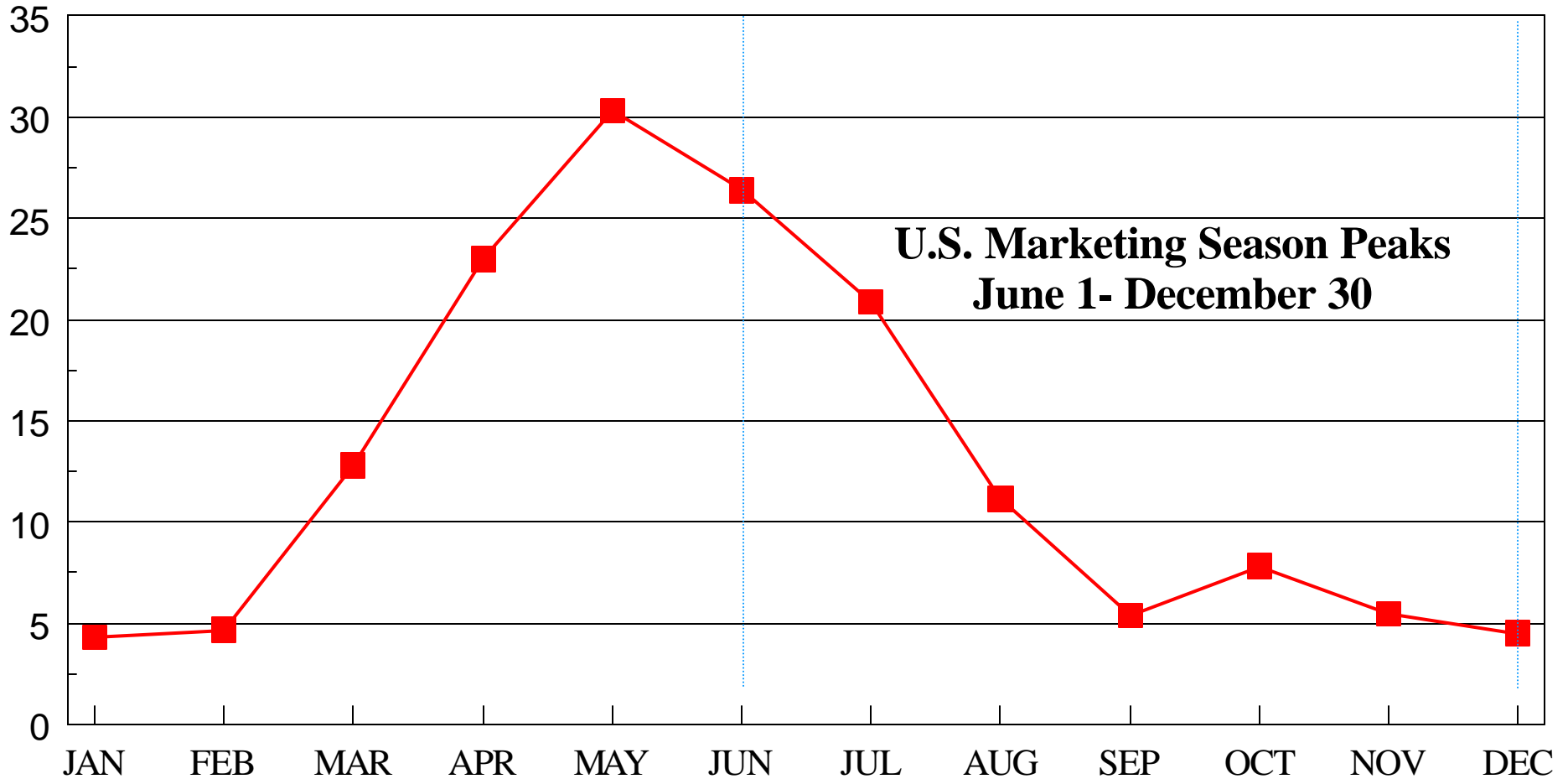
Million Metric Tons



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

U.S. Monthly Imports of Apples

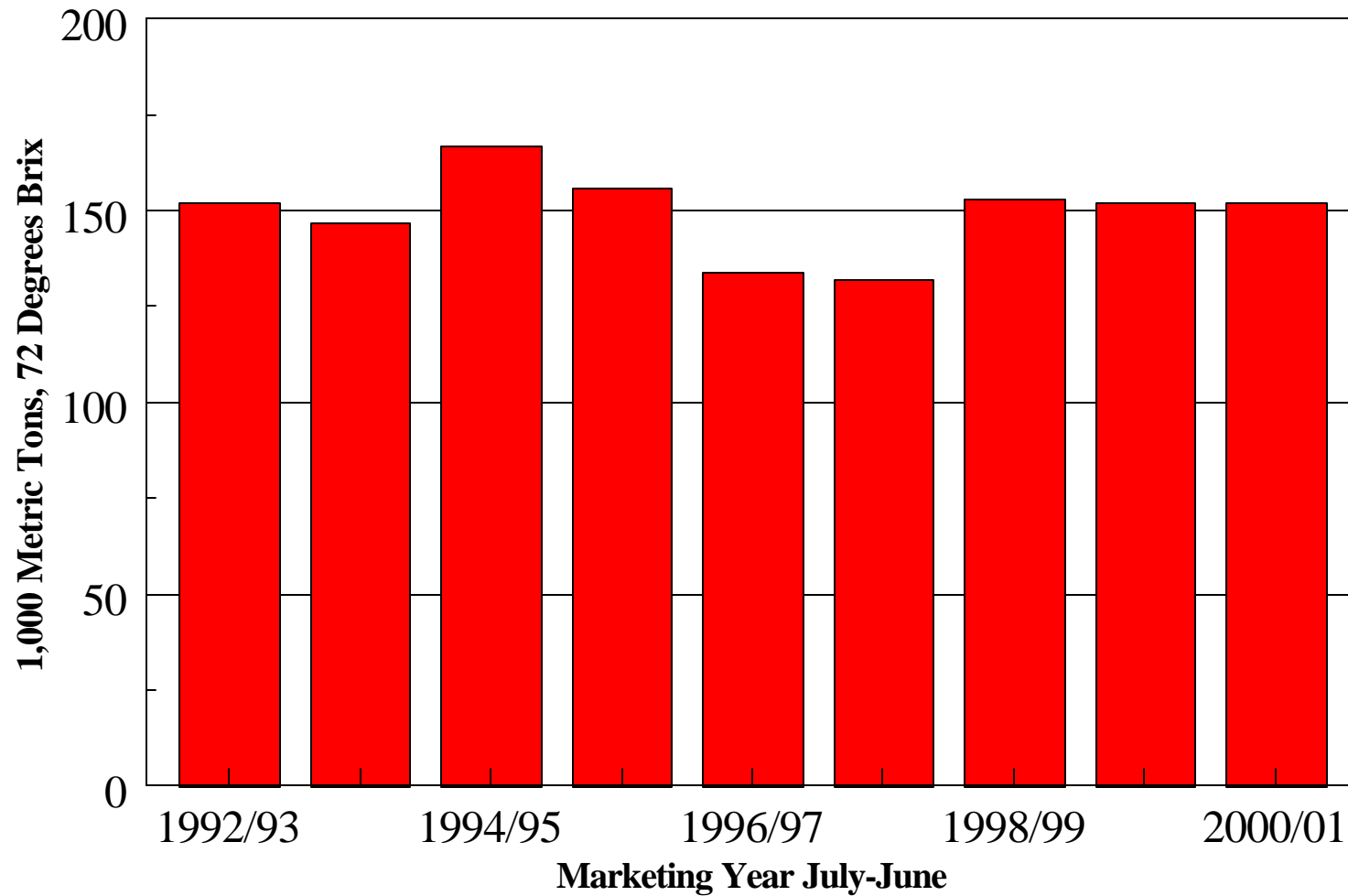
1,000 Metric Tons



Note: Average Monthly Imports in Calendar Years 1998-2000

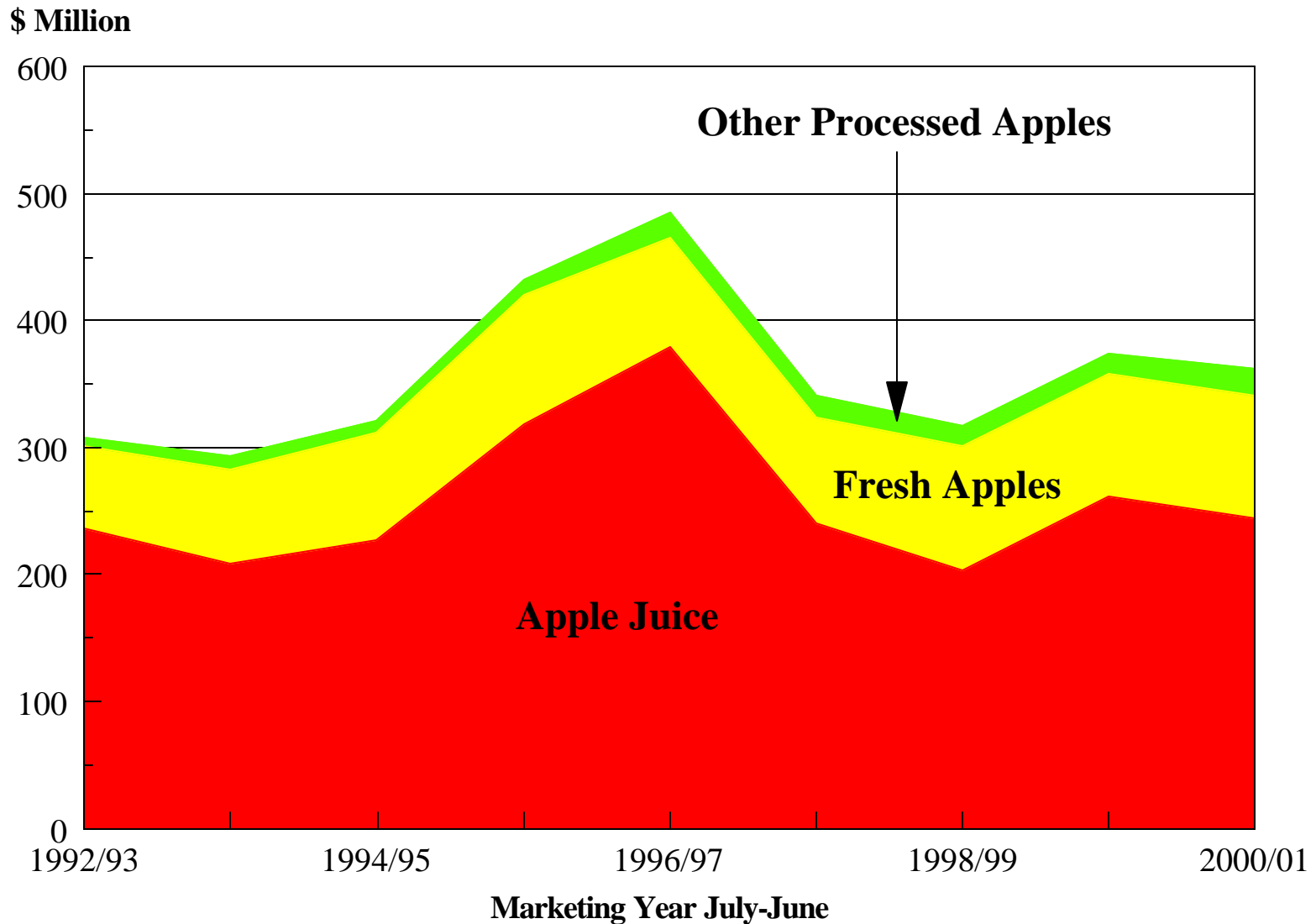
Source: US Census Bureau

U.S. Apple Juice Production



Source: U.S. National Agricultural Statistics Service and the Foreign Agricultural Service

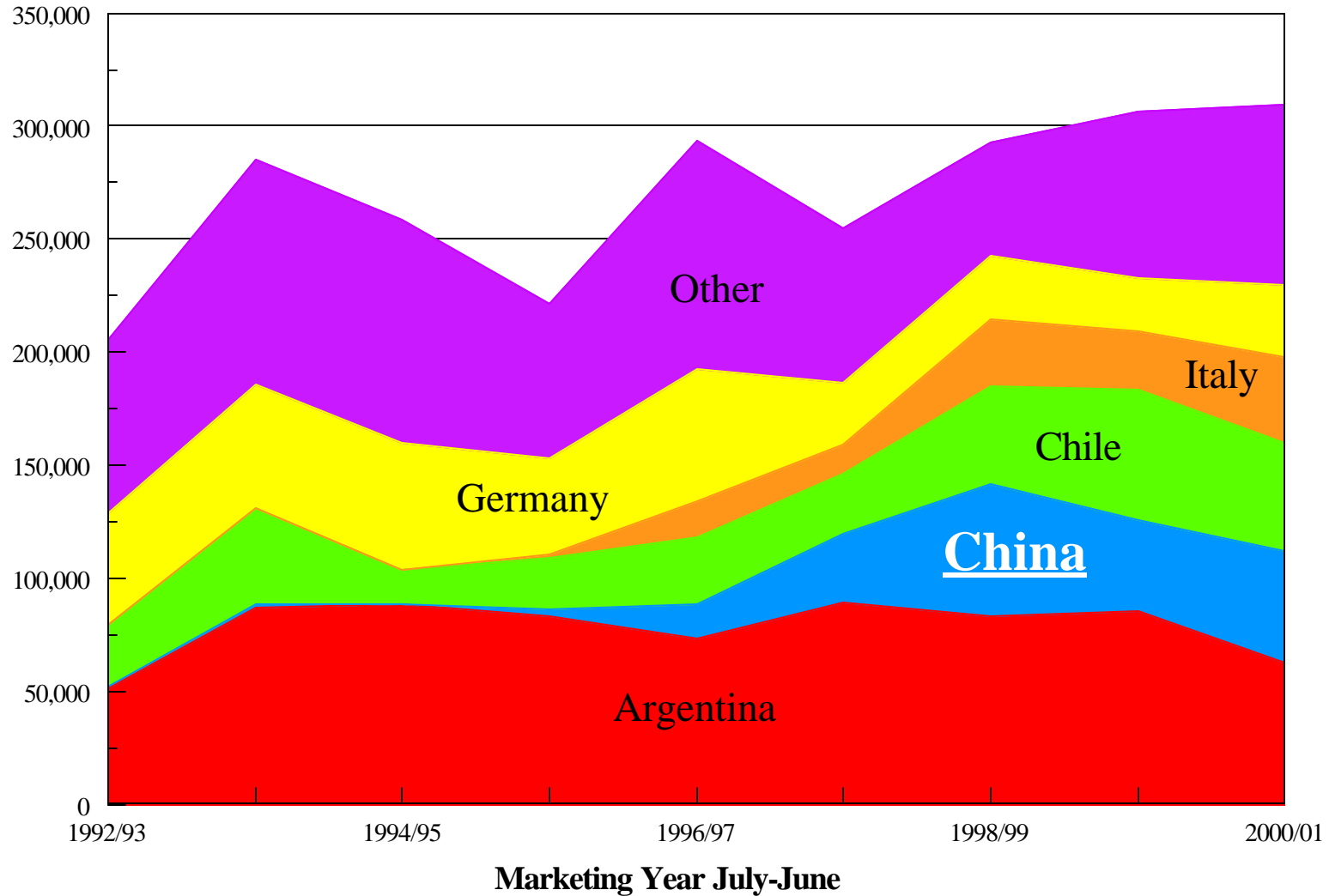
Apple Juice Accounts for Most of U.S. Imports of Apple Products



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

U.S. Imports of Chinese Apple Juice Have Increased Dramatically in Recent Years

Thousand Gallons



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