Roadmap

U.S. Production

U.S. Utilization

U.S. Trade

Global Production

Other Trends & Forces
U.S. Apple Production: 2022/23 CY Review

Sources: USDA, NASS; USApple
U.S. Apple Production: 2023/24 CY Estimate

236 M BU
▲ 1.5% YOY

Sources: USDA, NASS; USAApple

Where the apple industry grows together
U.S. Apple Production Trends

2023/24 (F) Production

Vs. 2022 ▶ 1.5%
Vs. 5-YR AVG ▼ 3.4%

Sources: USDA, NASS; USApple

2019 - 2022

PRODUCTION ▼ 12%
ACRES ▼ 2%
YIELD ▼ 10%
U.S. Apple Production Trends

U.S. apples produced per capita

Sources: USDA, NASS; USApple

Where the apple industry grows together
Washington Apple Production Trends

2023/24 (F) Production

Vs. 2022 ▲ 9%
Vs. 5-YR AVG ▼ 2%

2019 - 2022

PRODUCTION ▼ 19%
ACRES ▲ 1%
YIELD ▼ 20%

Sources: USDA, NASS; USApple
Washington Apple Production Trends

Washington State Tree Fruit Association

2023/24 (F)

134 M Fresh 40-LB Boxes

▲ 29% YOY

128 M Fresh BUs

75% 5-YR Average Fresh Utilization

170 M BUs

160 M BUs

WSTFA* vs. USDA:

+10.7 M BU

▲ 6.7%

* Implied total production.
Sources: USDA, NASS; WSTFA; USApple

9 | Where the apple industry grows together
### Washington Apple Production Trends

<table>
<thead>
<tr>
<th>Year</th>
<th>Washington State Tree Fruit Association</th>
<th>USDA</th>
<th>Change</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018/19</td>
<td>112 M BU ▼ 6%</td>
<td>120 M BU</td>
<td>70%</td>
<td></td>
</tr>
<tr>
<td>2019/20</td>
<td>128 M BU ▼ 6%</td>
<td>136 M BU</td>
<td>71%</td>
<td></td>
</tr>
<tr>
<td>2020/21</td>
<td>117 M BU ▼ 6%</td>
<td>123 M BU</td>
<td>71%</td>
<td></td>
</tr>
<tr>
<td>2021/22</td>
<td>116 M BU ▼ 6%</td>
<td>124 M BU</td>
<td>72%</td>
<td></td>
</tr>
<tr>
<td>2022/23*</td>
<td>99 M BU ▼ 9%</td>
<td>110 M BU</td>
<td>68%</td>
<td></td>
</tr>
</tbody>
</table>

* Subject to revision

Sources: USDA, NASS; WSTFA; USApple
Michigan Apple Production Trends

2023/24 (F) Production

Vs. 2022 ▼ 15%
Vs. 5-YR AVG ▲ 11%

Sources: USDA, NASS; USApple

2019 - 2022

- PRODUCTION ▲ 28%
- ACRES 0%
- YIELD ▲ 28%

PREMIER 32 M BU
New York Apple Production Trends

2023/24 (F) Production

Vs. 2022 ▼ 19%
Vs. 5-YR AVG ▼ 19%

2019 - 2022

PRODUCTION ▲ 3%
ACRES ▼ 2%
YIELD ▲ 5%

Sources: USDA, NASS; USAApple

PREMIER 29 M BU
Pennsylvania Apple Production Trends

2023/24 (F) Production

Vs. 2022 ▲ 7%
Vs. 5-YR AVG ▼ 8%

2019 - 2022

PRODUCTION ▼ 19%
ACRES ▼ 10%
YIELD ▼ 9%

Sources: USDA, NASS; USApple
California Apple Production Trends

2023/24 (F) Production

Vs. 2022 ▲ 13%
Vs. 5-YR AVG ▼ 10%

2019 - 2022

PRODUCTION ▼ 32%
ACRES ▼ 23%
YIELD ▼ 11%

Sources: USDA, NASS; USApple

4.8 M BU
Virgina Apple Production Trends

2023/24 (F) Production

Vs. 2022 ▲ 6%
Vs. 5-YR AVG ▲ 8%

2019 - 2022

PRODUCTION ▼ 3%
ACRES ▼ 14%
YIELD ▲ 13%

Sources: USDA, NASS; USApple

PREMIER 4.3 M BU
Oregon Apple Production Trends

2023/24 (F) Production

- Vs. 2022 ▼ 8%
- Vs. 5-YR AVG ▼ 20%

Sources: USDA, NASS; USApple

2019 - 2022

- PRODUCTION ▼ 9%
- ACRES 0%
- YIELD ▼ 9%
“Other States” Apple Production Trends

NORTH CAROLINA  2,500,000
WEST VIRGINIA    2,000,000
OHIO             1,100,000
MARYLAND         1,000,000
NEW JERSEY       889,000
MAINE            600,000
CONNECTICUT      375,000
MASSACHUSETTS   300,000
NEW HAMPSHIRE    150,000
VERMONT          150,000
RHODE ISLAND     25,000

Sources: USDA, NASS; USApple; Premier

14 M BU

9.1 M BU

24% from 2017/18
### "Other States" Apple Production Trends

<table>
<thead>
<tr>
<th>Rank</th>
<th>State</th>
<th>Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>WASHINGTON</td>
<td>22,166,593</td>
</tr>
<tr>
<td>2</td>
<td>CALIFORNIA</td>
<td>598,550</td>
</tr>
<tr>
<td>3</td>
<td>MICHIGAN</td>
<td>253,580</td>
</tr>
<tr>
<td>4</td>
<td>OREGON</td>
<td>68,653</td>
</tr>
<tr>
<td>5</td>
<td>NEW YORK</td>
<td>67,139</td>
</tr>
<tr>
<td>6</td>
<td>COLORADO</td>
<td>60,057</td>
</tr>
<tr>
<td>7</td>
<td>WISCONSIN</td>
<td>32,250</td>
</tr>
<tr>
<td>8</td>
<td>NEW MEXICO</td>
<td>13,148</td>
</tr>
<tr>
<td>9</td>
<td>KENTUCKY</td>
<td>13,125</td>
</tr>
<tr>
<td>10</td>
<td>MINNESOTA</td>
<td>12,970</td>
</tr>
<tr>
<td>11</td>
<td>PENNSYLVANIA</td>
<td>10,097</td>
</tr>
<tr>
<td>12</td>
<td>ILLINOIS</td>
<td>8,850</td>
</tr>
<tr>
<td>13</td>
<td>MAINE</td>
<td>8,684</td>
</tr>
<tr>
<td>14</td>
<td>VERMONT</td>
<td>3,905</td>
</tr>
<tr>
<td>15</td>
<td>INDIANA</td>
<td>1,733</td>
</tr>
<tr>
<td>16</td>
<td>NORTH CAROLINA</td>
<td>1,307</td>
</tr>
<tr>
<td>17</td>
<td>OKLAHOMA</td>
<td>807</td>
</tr>
<tr>
<td>18</td>
<td>IOWA</td>
<td>657</td>
</tr>
<tr>
<td>19</td>
<td>MONTANA</td>
<td>165</td>
</tr>
<tr>
<td>20</td>
<td>CONNECTICUT</td>
<td>155</td>
</tr>
</tbody>
</table>

**Organic Production, 2021**

- **U.S. Total**: 23.4 M BU
- **WA Share**: 95%

**104,000 BU**

Sources: USDA, NASS; USApple
## U.S. Apple Production by Variety

<table>
<thead>
<tr>
<th>Variety</th>
<th>Percentage</th>
<th>Change</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gala</td>
<td>18%</td>
<td>▼</td>
<td>3%</td>
</tr>
<tr>
<td>Red Delicious</td>
<td>13%</td>
<td>▼</td>
<td>3%</td>
</tr>
<tr>
<td>Honeycrisp</td>
<td>11%</td>
<td>▲</td>
<td>26%</td>
</tr>
<tr>
<td><em>Other Varieties</em></td>
<td>10%</td>
<td>▼</td>
<td>7%</td>
</tr>
<tr>
<td>Fuji</td>
<td>10%</td>
<td>▲</td>
<td>3%</td>
</tr>
<tr>
<td>Granny Smith</td>
<td>10%</td>
<td>▲</td>
<td>12%</td>
</tr>
<tr>
<td>Golden Delicious</td>
<td>6%</td>
<td>▲</td>
<td>2%</td>
</tr>
<tr>
<td>Pink Lady / Cripps Pink</td>
<td>5%</td>
<td>▲</td>
<td>4%</td>
</tr>
<tr>
<td>Cosmic Crisp</td>
<td>4%</td>
<td>▲</td>
<td>21%</td>
</tr>
<tr>
<td>Rome</td>
<td>3%</td>
<td>▼</td>
<td>8%</td>
</tr>
</tbody>
</table>

Sources: USAApple; WSTFA; CAC
U.S. Apple Production by Variety

Sources: USApple; WSTFA; CAC
U.S. Apple Production: “Other” Varieties

22 varieties and “Other”

NOV 2018  6%
NOV 2022  11%
2018–2022  ▲ 77%

Does not include ... Envy Opal Autumn Glory Jazz Rockit SnapDragon SugarBee SweeTango Other Varieties

7% of U.S. 2022 apple sales
6% of U.S. 2022 apple sales

Sources: USApple; Nielsen
U.S. Apple Utilization

The ratio of fresh to processing apples has remained remarkably consistent over the last decade or more. In 2002, fresh apples made up around 66% of total apples produced while processing apples accounted for around 34%. The remaining 3% of apples produced went unsold.
U.S. Apple Utilization

Sources: USDA, NASS; USApple
Notes: Fresh, processing and not sold utilization shares are based on five-year averages: 2018-2022. Sub-processing utilization shares are based on five-year averages: 2013-2017.
U.S. Apple Utilization

Sources: USDA, NASS; USApple
Notes: Fresh and processing production shares are based on five-year averages: 2018-2022.
## U.S. Apple Utilization

<table>
<thead>
<tr>
<th>2021</th>
<th>By Weight</th>
<th>By Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic <strong>Fresh</strong> Sales</td>
<td>91%</td>
<td>96%</td>
</tr>
<tr>
<td>Organic <strong>Processing</strong> Sales</td>
<td>9%</td>
<td>4%</td>
</tr>
</tbody>
</table>

### Organic **Processing** Sales: Top States / Varieties

<table>
<thead>
<tr>
<th>State</th>
<th>%</th>
<th>Variety</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington</td>
<td>55%</td>
<td>Golden Delicious</td>
<td>24%</td>
</tr>
<tr>
<td>California</td>
<td>27%</td>
<td>Granny Smith</td>
<td>10%</td>
</tr>
<tr>
<td>Michigan</td>
<td>6%</td>
<td>Honeycrisp</td>
<td>8%</td>
</tr>
<tr>
<td>Colorado</td>
<td>4%</td>
<td>Red Delicious</td>
<td>6%</td>
</tr>
<tr>
<td>Oregon</td>
<td>1%</td>
<td>Gala</td>
<td>5%</td>
</tr>
</tbody>
</table>

(by weight)

**Other Varieties** 16%

Sources: USDA, NASS; USApple
Roadmap

U.S. Production

U.S. Utilization

U.S. Trade

Global Production

Other Trends & Forces

U.S. Apple Trade

According to USDA trade data, fresh apple exports totaled 36.2 million bushels in 2022—a 7% decline over 2021 levels. At the same time, fresh apple imports also decreased by nearly 20% to 13.3 million bushels. This resulted in a 23% million bushel increase in the year-over-year balance of trade.

While the U.S. still maintains a healthy export surplus, there’s still much work needed to get back to the high-water mark set in 2018. In that year, total exports were 65.5 million bushels and the trade balance was 52 million bushels. That represents a decline in exports of more than 10.3 million bushels in just four years with an estimated value of almost $100 million.

36.2 MILLION BUSHELS EXPORTED
U.S. Fresh Apple Trade

Exports
- 32 M BU
- ▼ 16% YOY

Net Trade
- 27 M BU
- ▼ 16% YOY

Imports
- 5 M BU
- ▼ 19% YOY

“Lost” $128 M YOY

Sources: USDA, FAS; USApple
U.S. Fresh Apple Trade

In **2018**, India became the #2 export market for U.S. fresh apples – 7.9 million bushels.

In **2022**, that figure was down to 203,000 bushels – an **97% decline**.

*Since 2018, the cumulative loss of the Indian market has cost U.S. growers more than a half billion dollars.*

Sources: USDA, FAS; USApple

June 2023, India agrees to remove retaliatory tariff within **90 days**.
U.S. Fresh Apple Trade

**Exports 2022**

- Dominican Republic: 3%
- Other: 21%
- Taiwan: 6%
- Vietnam: 7%
- Mexico: 38%
- Canada: 25%
- Israel: 62% YOY

**Imports 2022**

- Chile: 51%
- New Zealand: 24%
- Canada: 20%
- Argentina: 3%
- China: 2%
- Other: 0%

▲ ▲ 21% YOY
▲ ▲ 46% YOY
▲ ▲ 62% YOY

Sources: USDA, FAS; USApple
U.S. Apple Juice Concentrate Trade

**Imports**

$683M

▲33% YOY

**Exports**

$60M

▲13% YOY

Net AJC Trade:

-$623M

▲35% YOY

Sources: USDA, FAS; USApple
# U.S. Apple Juice Concentrate Trade

### Market Share of Imports, 2022

<table>
<thead>
<tr>
<th>Country</th>
<th>By Weight</th>
<th>By Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turkey</td>
<td>32%</td>
<td>35%</td>
</tr>
<tr>
<td>China</td>
<td>29%</td>
<td>20%</td>
</tr>
<tr>
<td>Ukraine</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>Poland</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Chile</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Sources: USDA, FAS; USApple
roadmap

- U.S. Production
- U.S. Utilization
- U.S. Trade
- Global Production
- Other Trends & Forces
Global Apple Production

These *6 regions* account for *more than 73%* of total global production.

Sources: USDA, FAS; USApple; UN, FAO; WAPA, CHC
China’s 2023 production is estimated to be 2 billion bushels.

An increase of 57 million bushels from 2022 – roughly equivalent to combined production of New York and Michigan.

Sources: UN, FAO; WAPA; USAapple
# Global Apple Production

## European Production: 612 M BU

<table>
<thead>
<tr>
<th>Country</th>
<th>Production (M BU)</th>
<th>Change YOY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poland</td>
<td>210 M BU</td>
<td>▼ 11% YOY</td>
</tr>
<tr>
<td>Italy</td>
<td>110 M BU</td>
<td>▼ 0% YOY</td>
</tr>
<tr>
<td>France</td>
<td>79 M BU</td>
<td>▲ 8% YOY</td>
</tr>
<tr>
<td>Germany</td>
<td>50 M BU</td>
<td>▼ 11% YOY</td>
</tr>
<tr>
<td>Turkey</td>
<td>241 M BU</td>
<td>▲ 2% YOY</td>
</tr>
</tbody>
</table>

Sources: WAPA; USApple
Global Apple Production

Chile
63 M BU

Brazil
60 M BU

Argentina
28 M BU

Sources: WAPA; USDA, FAS; USApple
Global Apple Production

Mexico
42 M BU

Canada
19 M BU

\(\downarrow 1\%\) YOY

\(\downarrow 5\%\) YOY

Sources: WAPA; USApple
Roadmap

Introduction

In 2023, the U.S. apple industry continued to perform well despite persistent and significant economic and political headwinds. The lingering effects of the COVID-19 pandemic, recession and monetary policies still loom large, even as we celebrate the return of the U.S. to normalcy. While these issues have put pressure on operating margins, the apple industry continues to adapt, learning from global trends and taking advantage of new opportunities in their supply chains.

To assist in that adaptation, this report provides users with the most up-to-date data and analysis on U.S. and global apple production, utilization, and trade. This overview of the industry is intended to provide those data and analyses with relevant context.
Other Trends & Forces: Inflation

Sources: BLS; USApple

MAR ’20 – JUL ’23
All Items: ▲ 18%
Food: ▲ 23%
Fresh Fruits: ▲ 17%
Apples: ▲ 24%

YOY
All Items: ▲ 3%
Food: ▲ 5%
Fresh Fruits: ▲ 0%
Apples: ▲ 8%

Consumer Price Index

Sources: BLS; USApple
Other Trends & Forces: Inflation

Since 2020 ...

... the cost to buy apples is ▲24%, but the costs to grow apples are ▲62%.

Sources: BLS; FRED; USApple
Other Trends & Forces: Labor

2023 Adverse Effect Wage Rates (AEWR)

<table>
<thead>
<tr>
<th>State</th>
<th>2023 Rate</th>
<th>Change YOY</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Average</td>
<td>$16.17</td>
<td>▲ 7.6%</td>
</tr>
<tr>
<td>Apple States</td>
<td>$17.19</td>
<td>▲ 6.4%</td>
</tr>
</tbody>
</table>

Top 3 Highest AEWR Rates

<table>
<thead>
<tr>
<th>State</th>
<th>2023 Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>$18.65</td>
</tr>
<tr>
<td>Washington</td>
<td>$17.97</td>
</tr>
<tr>
<td>Oregon</td>
<td>$17.97</td>
</tr>
</tbody>
</table>

Other Apple State Rates

<table>
<thead>
<tr>
<th>State</th>
<th>2023 Rate</th>
<th>Change YOY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michigan</td>
<td>$17.34</td>
<td>▲ $1.97 YOY ▲ 13% YOY</td>
</tr>
<tr>
<td>New York</td>
<td>$16.95</td>
<td>▲ $1.29 YOY ▲ 8% YOY</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>$16.55</td>
<td>▲ $1.01 YOY ▲ 6% YOY</td>
</tr>
<tr>
<td>Virginia</td>
<td>$14.91</td>
<td>▲ $0.75 YOY ▲ 5% YOY</td>
</tr>
</tbody>
</table>

Sources: US DOL; USApple
Other Trends & Forces: Crop Insurance

The USDA’s Risk Management Agency (RMA) has proposed several changes to the apple crop insurance program with an express intent to balance expenditures (indemnities) with revenues (premiums). Two primary changes include:

• The introduction of a Fresh Fruit Factor (FFF) to account for the salvage value of the fruit covered under a claim – will be determined regionally with a 10% cap for the first year.

• Allowing producers to elect different coverage levels by variety and thus better manage risk – available only in WA/PNW (as of now).

Target Publication Date:  August 2024

Effective Date:  2025/26 Crop Year
Industry Collaboration

What’s in it for you / your industry?
Access to consistent, unbiased, up-to-date, convenient, value-added statistics and analysis for effective long-range strategic planning.

Also, direct payments!

USDA’S Coronavirus Food Assistance Program (CFAP)
Round 1: $79.54 M
Round 2: $ MILLIONS MORE
Better data, better decisions.

Christopher Gerlach
Director, Industry Analytics
U.S. Apple Association
cgerlach@usapple.org