

# **The U.S. Apple Industry**

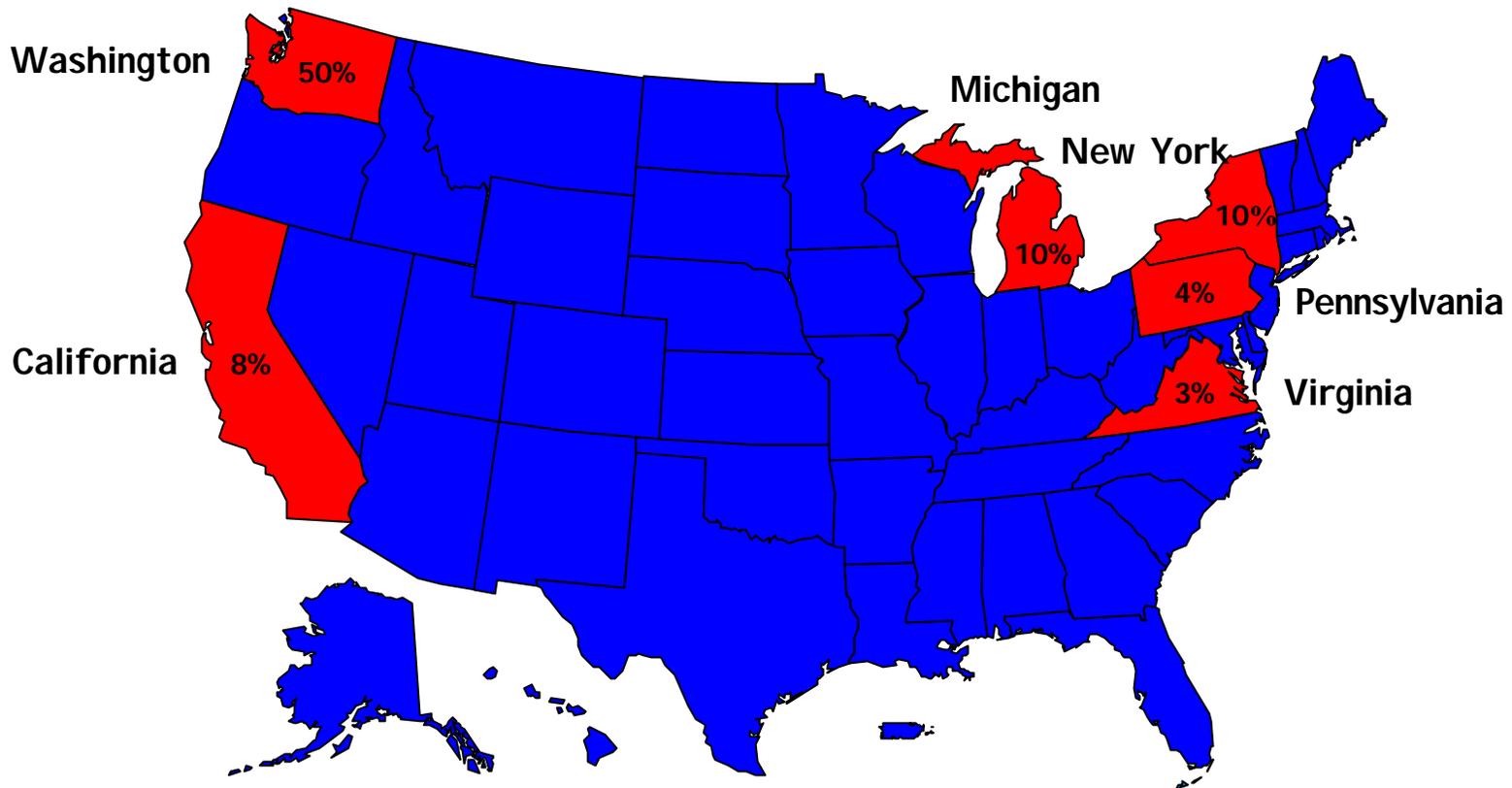


**Situation, Trends, and  
Outlook**

# The U.S. Apple Industry

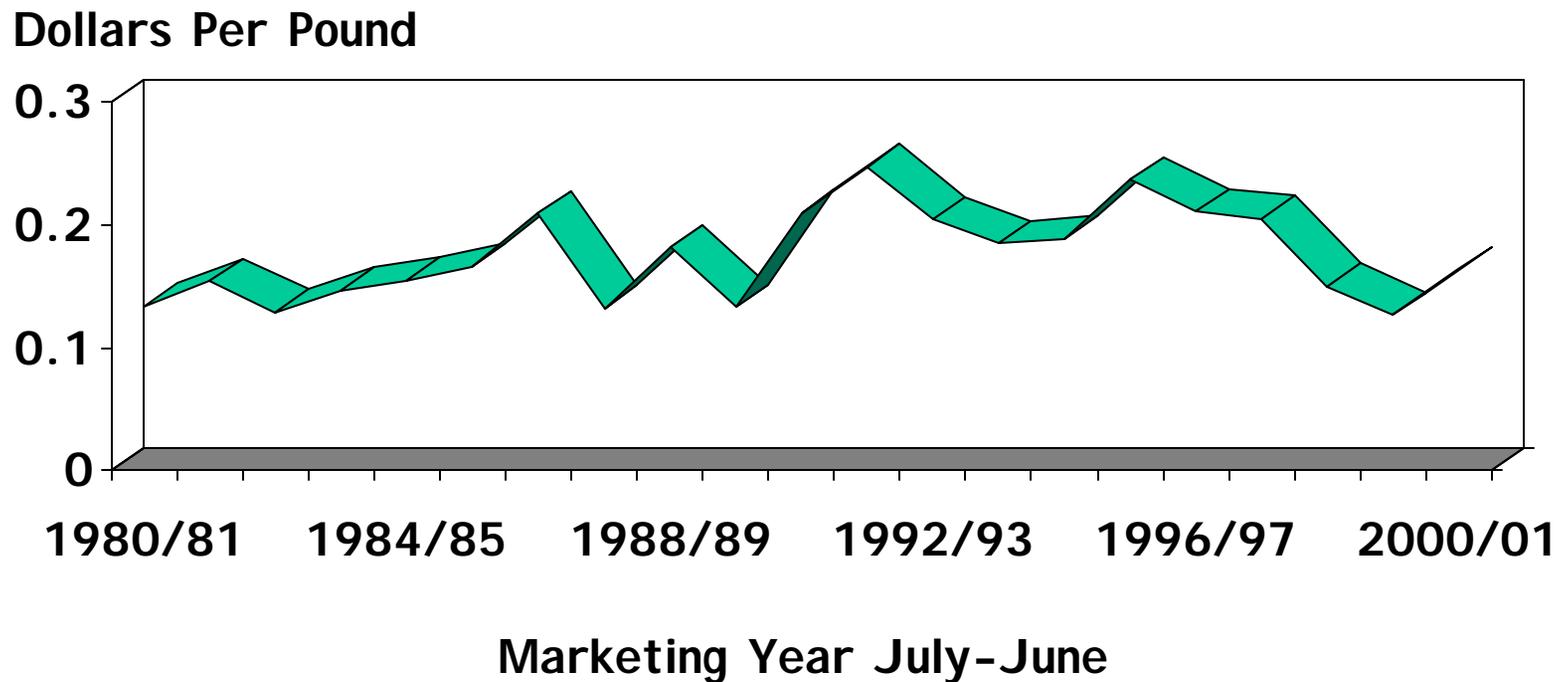
- Apples are grown commercially in 35 states.
- There are approximately 30,000 apple growers in the US.
- Apple bearing area is currently estimated at nearly 431,200 acres, with an average yield of 23,000 pounds per acre.
- The US 2000/01 apple crop is valued at \$1.5 billion.
- Washington is the largest producing state normally accounting for half the US apple crop.
- “Delicious” varieties are the most widely grown, although others, such as Galas and Fuji are becoming increasingly popular.
- US per capita fresh apple consumption is estimated at around 18 pounds per year.
- About 40 percent of the US total apple crop is processed and 13 percent is exported fresh.

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



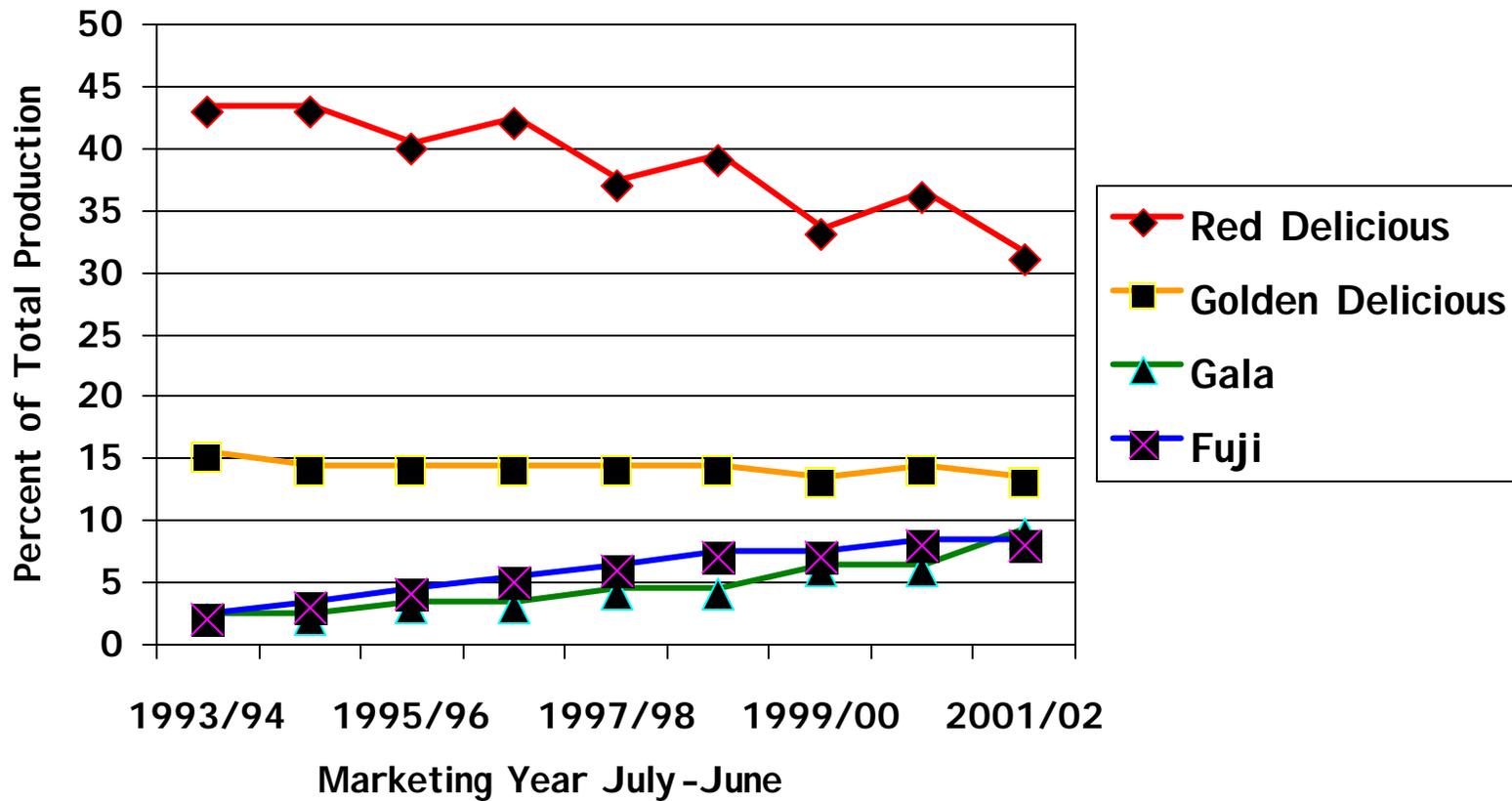
Source: USDA National Agricultural Statistics Service

# Average Annual Prices Received by U.S. Apple Growers

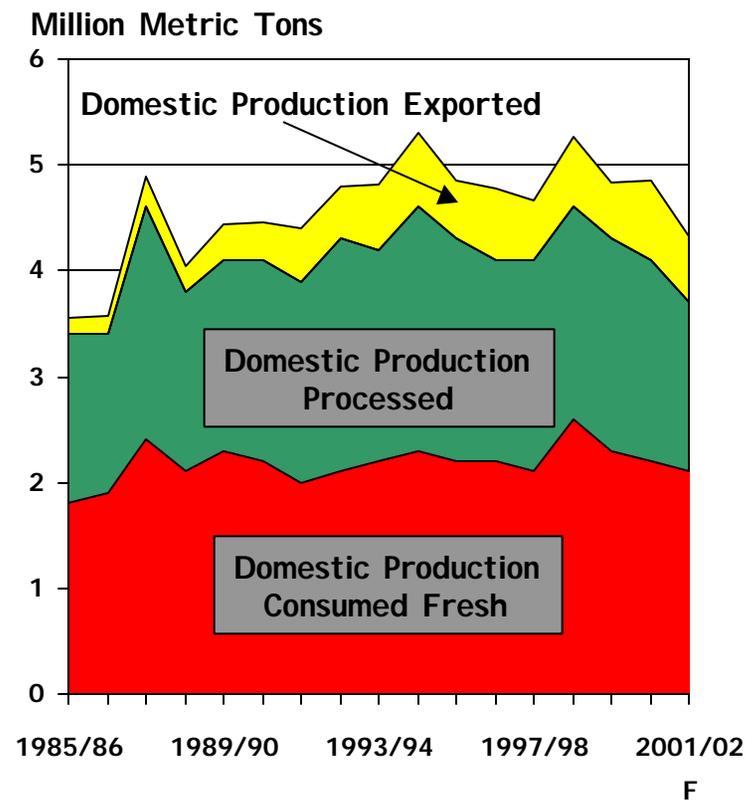
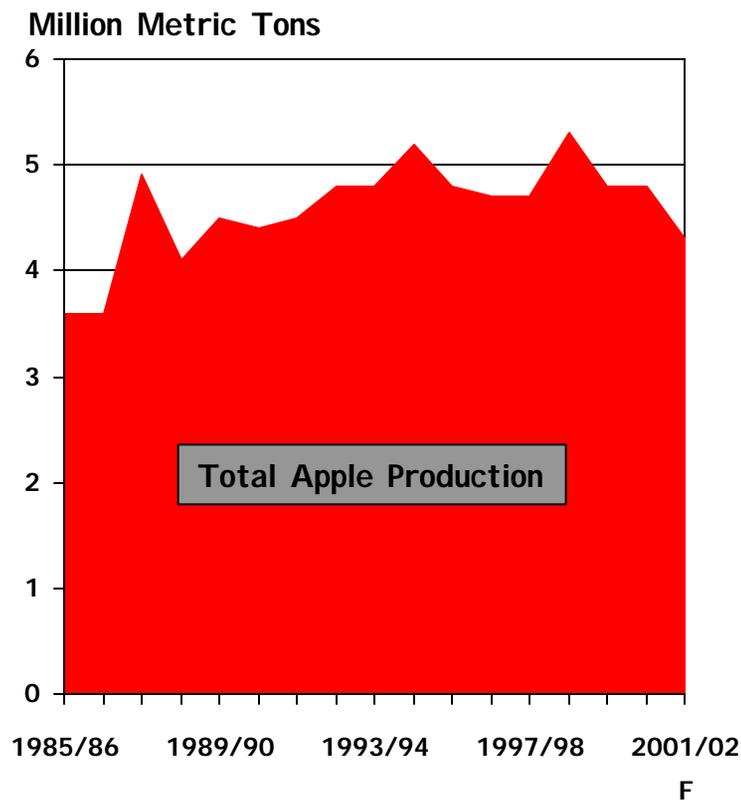


Source: USDA National Agricultural Statistics Service  
Average dollars per pound received by states. Equivalent packinghouse returns for California, New York, Oregon, and Washington. Price at point of first sale for other states.

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



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



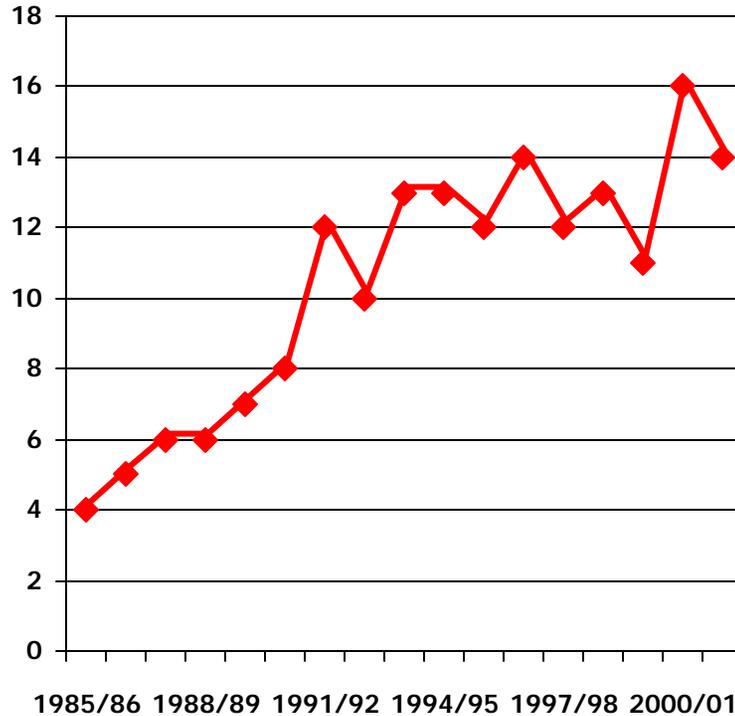
Marketing Year July - June

F= Forecast

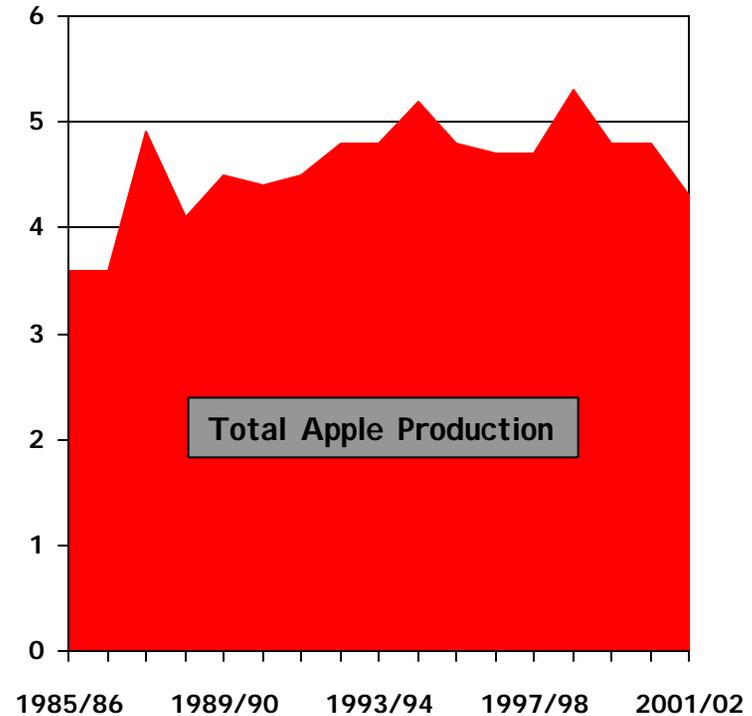
Source: USDA National Agricultural Statistics Service

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

Percent Exported Fresh



Million Metric Tons

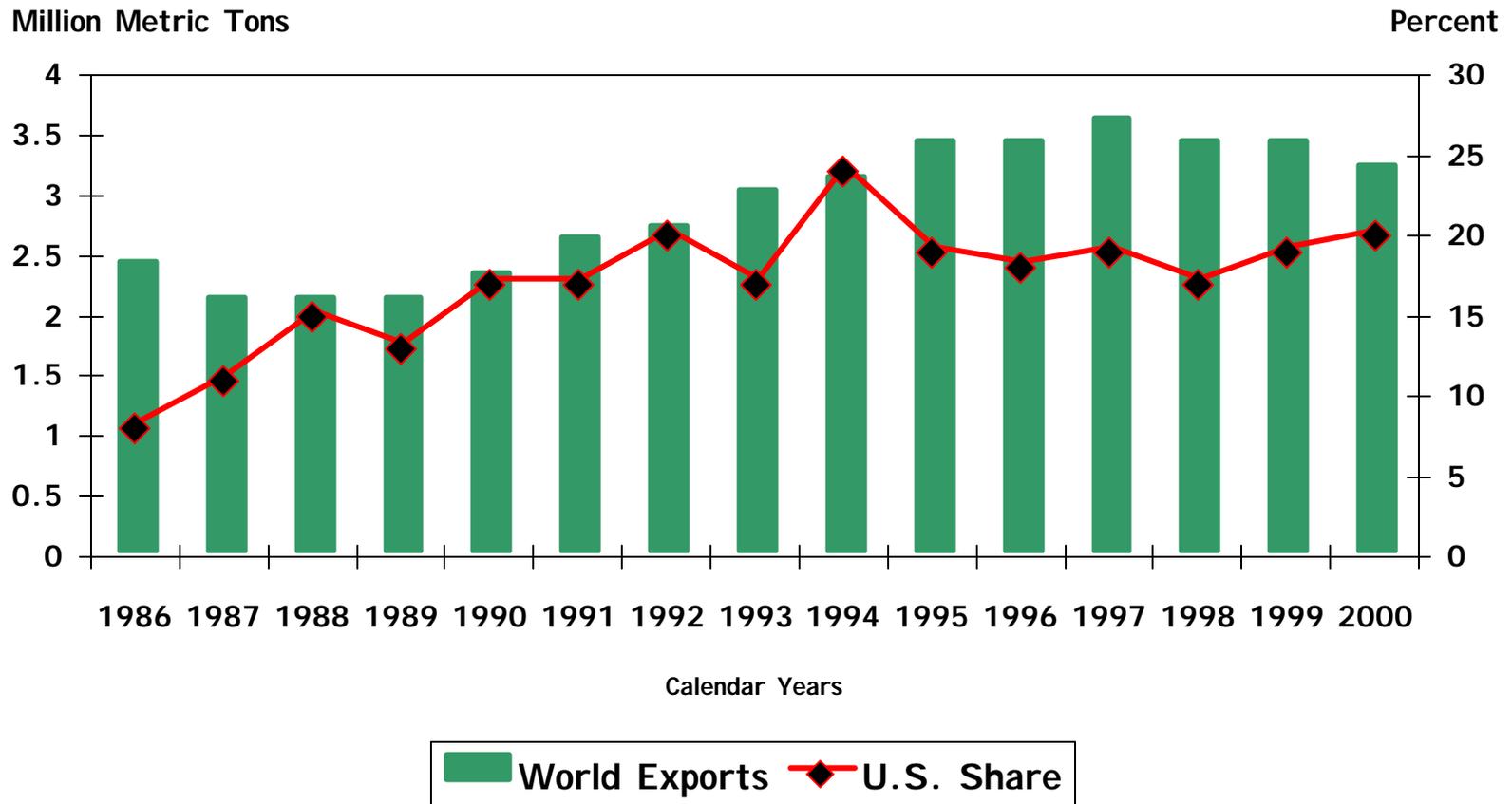


Marketing Year July - June

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Source: USDA National Agricultural Statistics Service

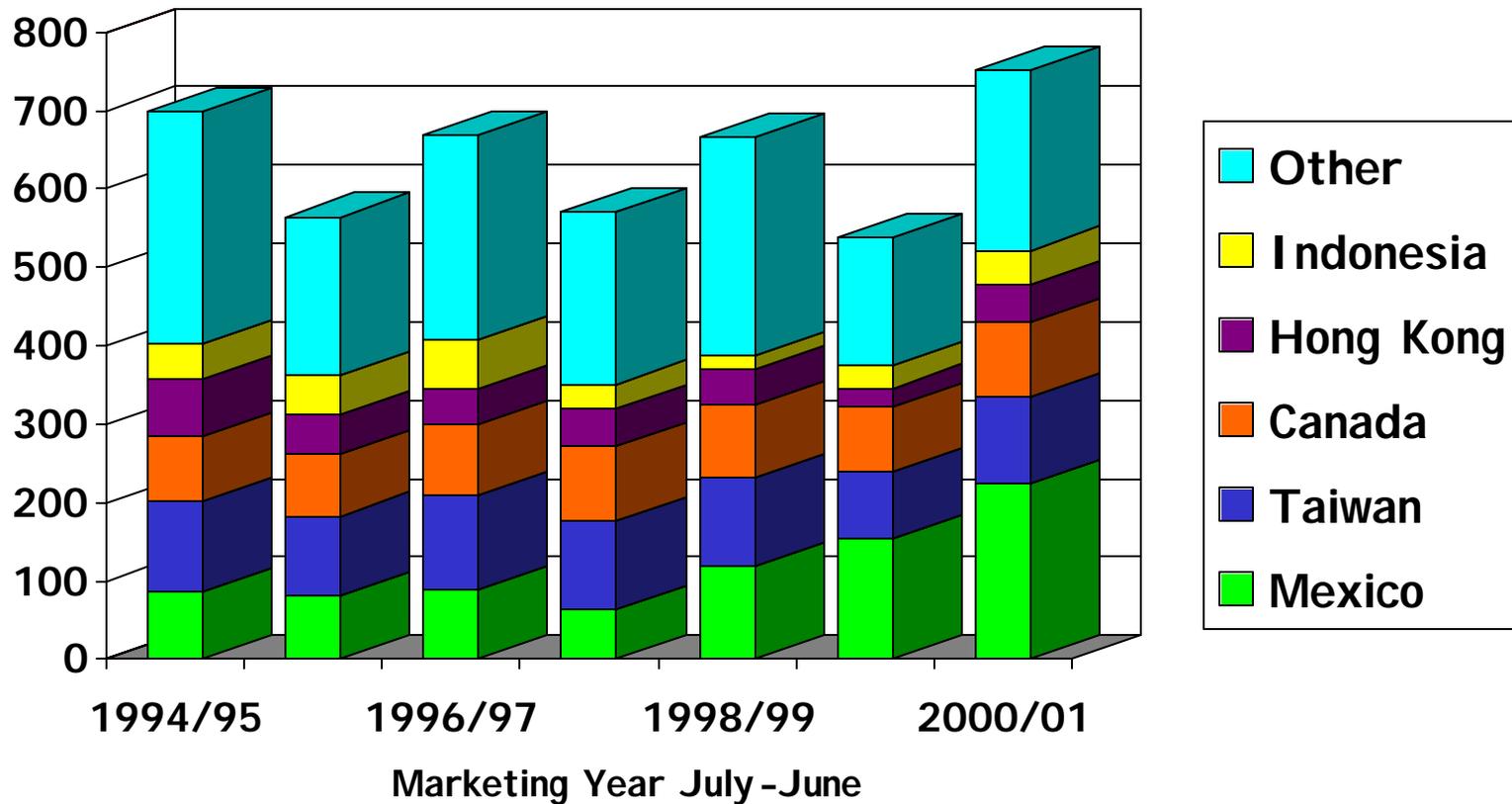
# U.S. Share of World Apple Exports Remains Strong



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

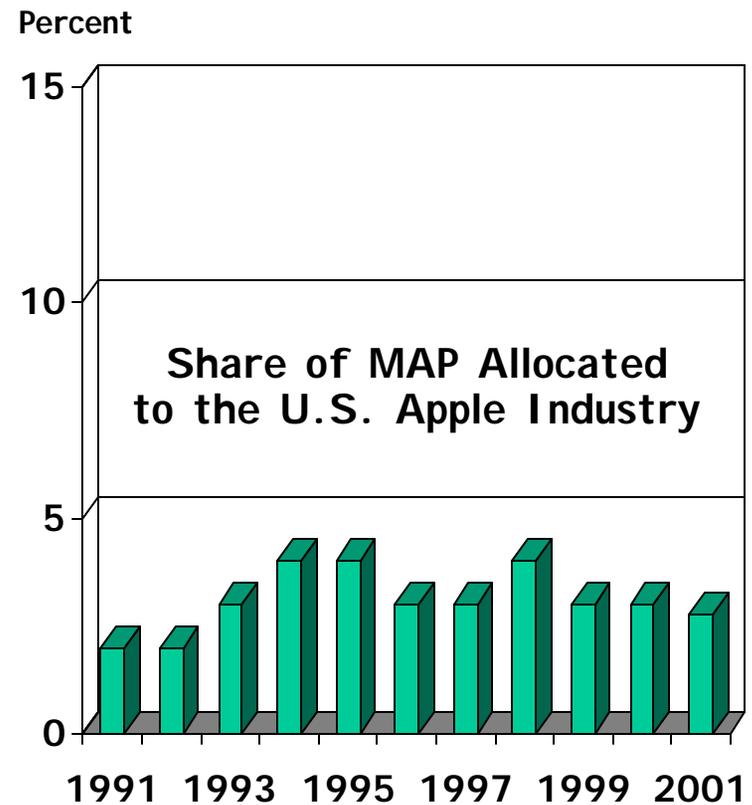
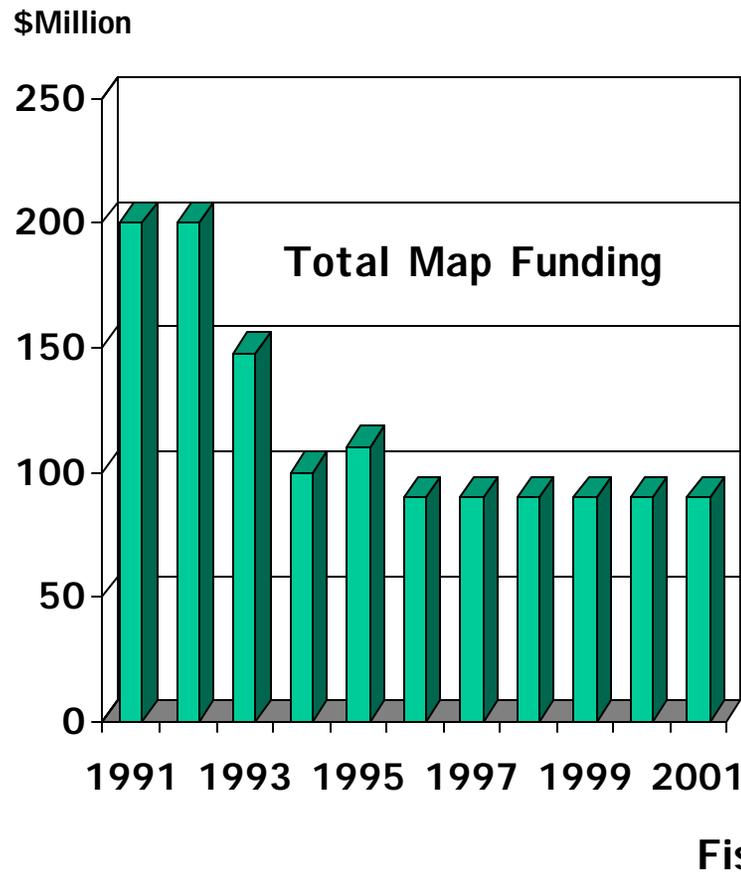
# Mexico Has Become the Top Destination for U.S. Apple Exports

Thousand Metric Tons



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

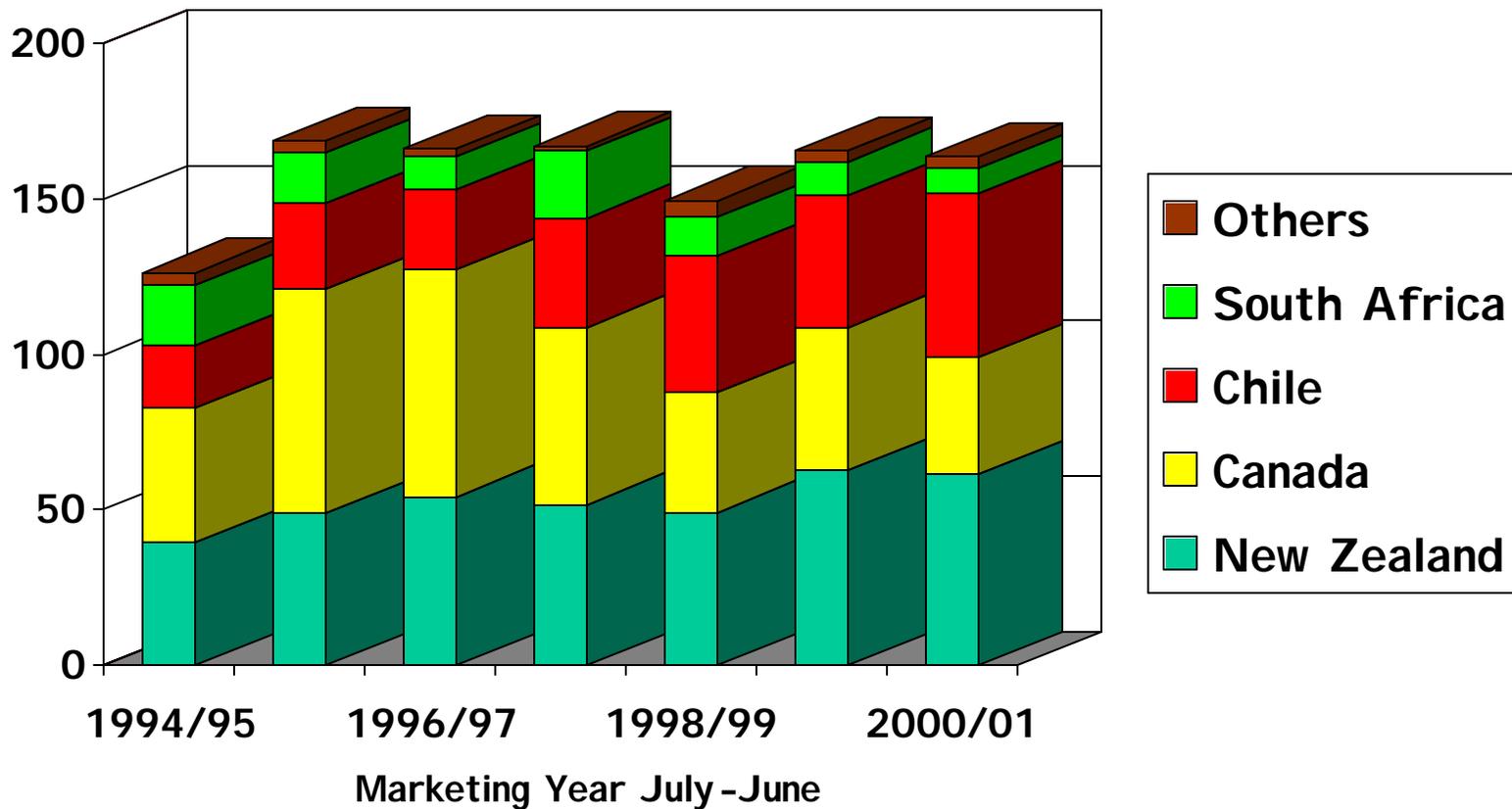


# Selected Countries Import Tariff on Fresh Apples

Country	Tariff Import
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

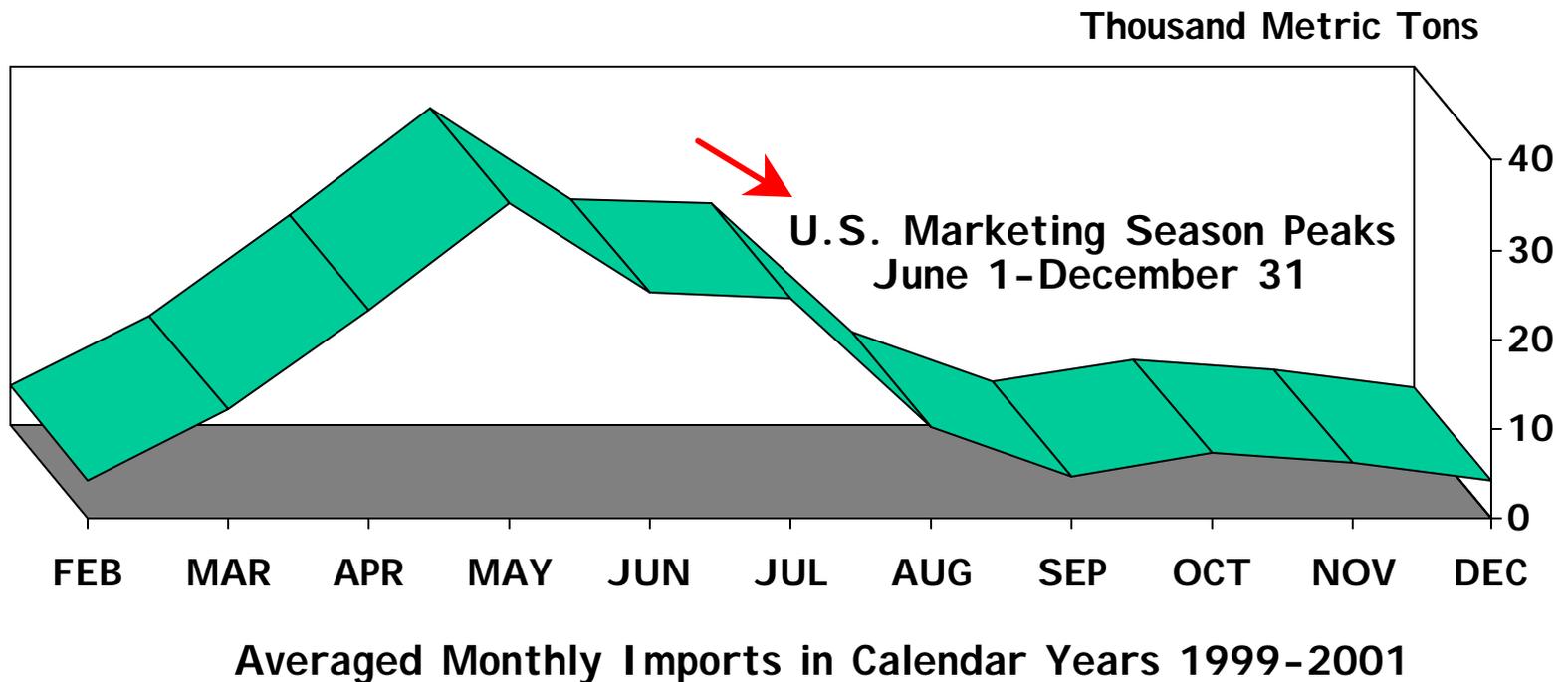
# New Zealand Dominates the U.S. Fresh Apple Import Market

Thousand Metric Tons



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

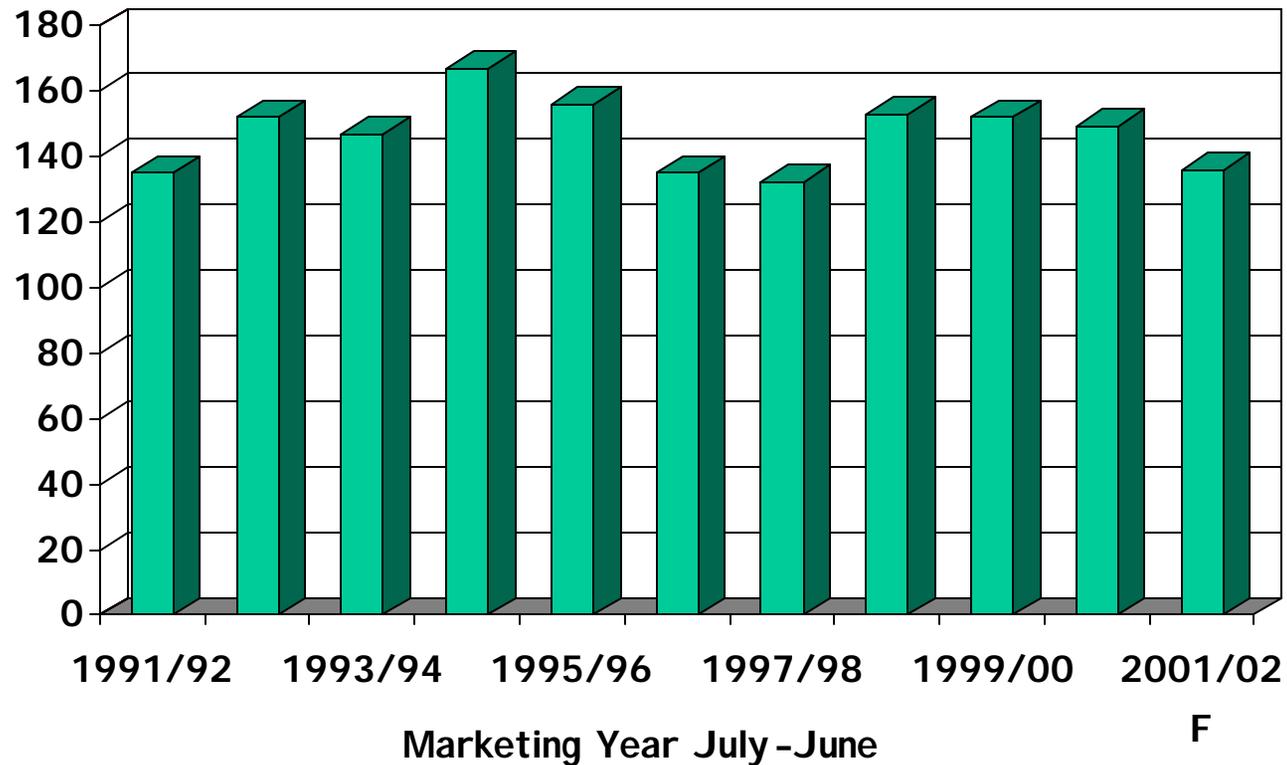
# U.S. Monthly Imports of Apples



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

# U.S. Apple Juice Production Continues to Decrease

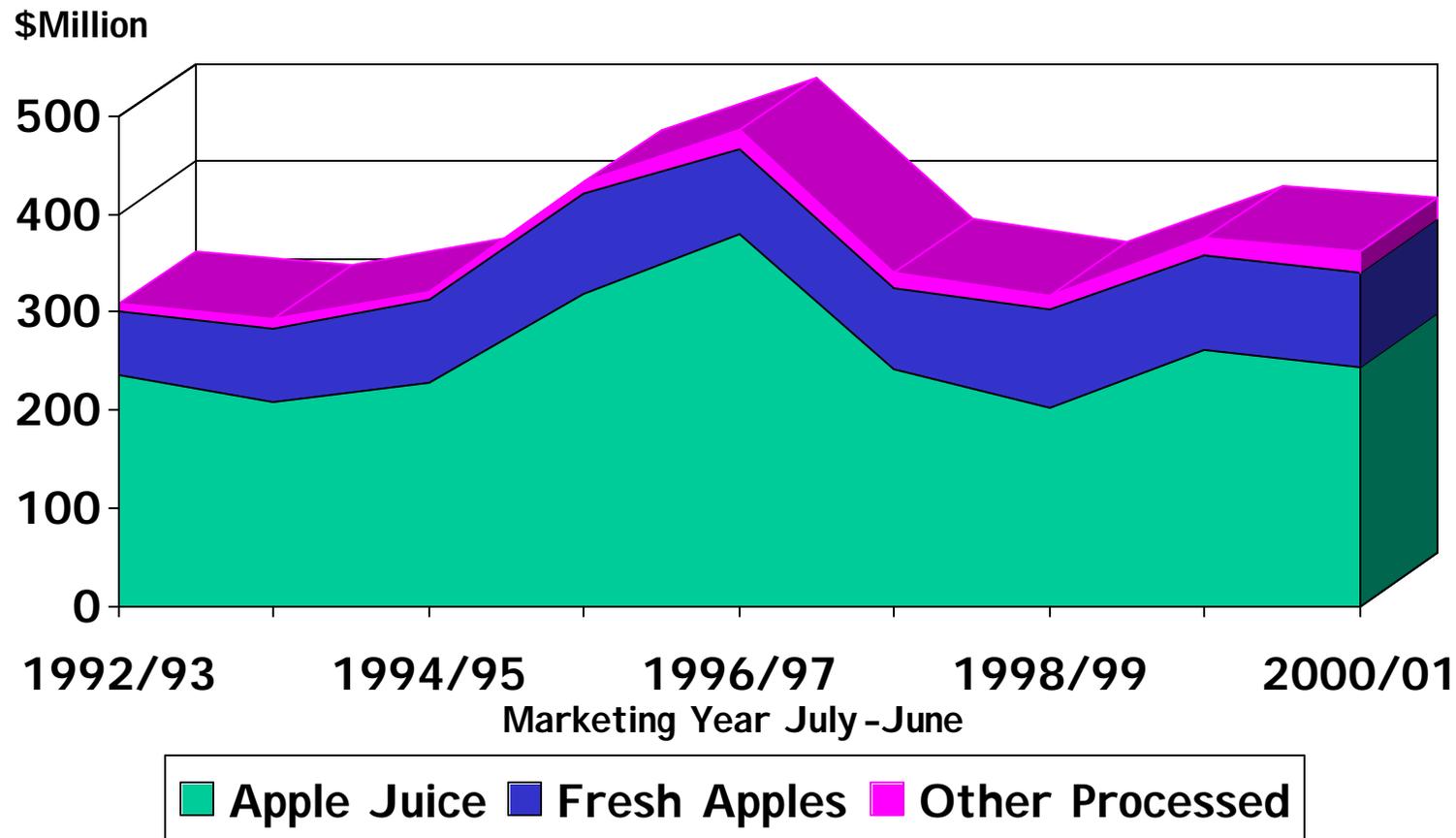
Thousand Metric Tons, 72 Degrees Brix



Source: U.S. Foreign Agricultural Service using data from the  
National Agricultural Statistics Service.

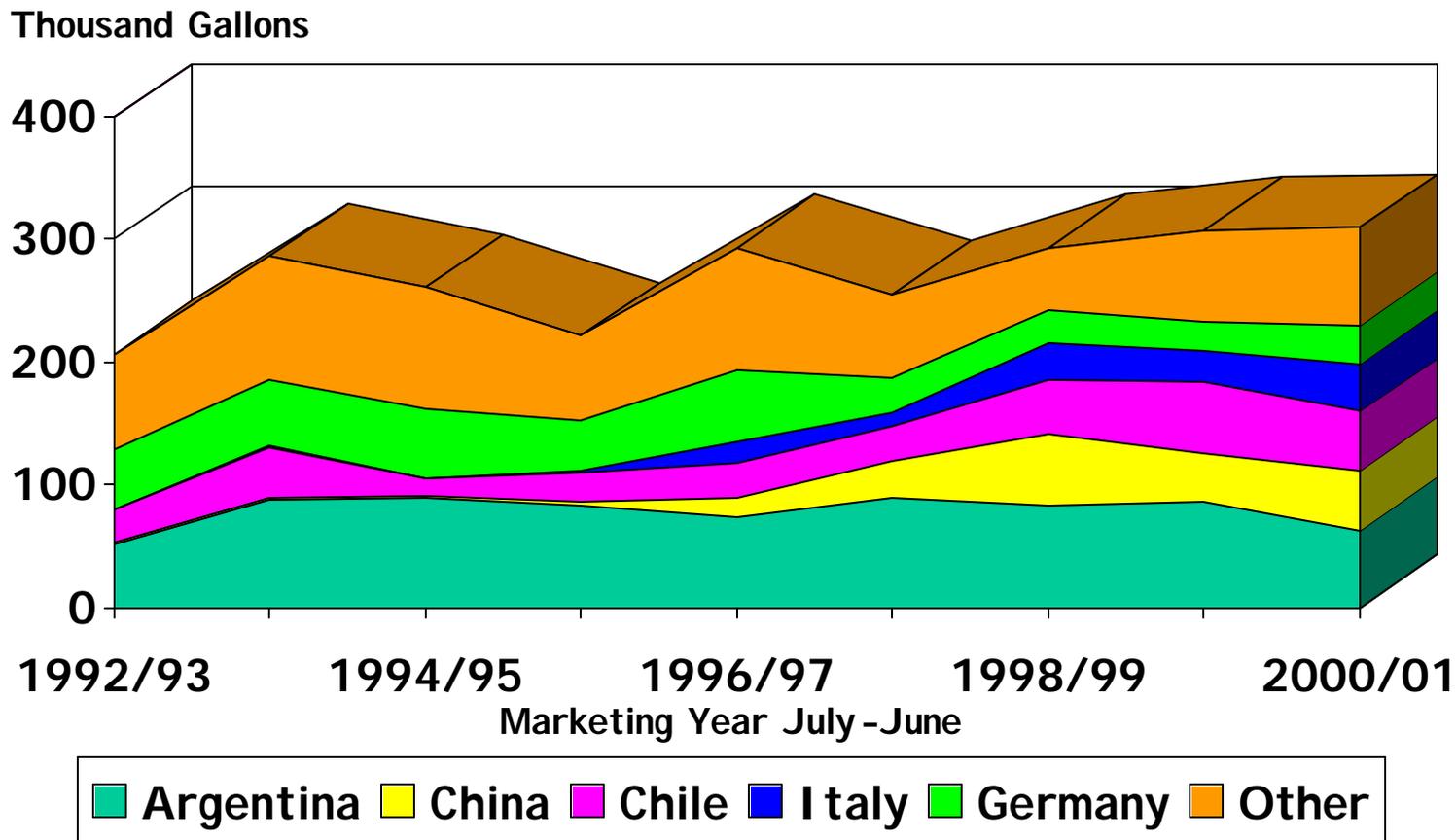
F- Forecast

# 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



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