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# Fruit and Tree Nuts Outlook

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# Outlook

# California's Strawberry and Peach Crops Smaller But Almond Production Up

#### Contents

Price Outlook Fruit and Tree Nut Outlook Trade Outlook Contacts and Links

#### Tables

Grower prices Retail prices Fresh strawberry supply and use California stone fruit production Tropical fruit imports: Bananas Mangoes Papayas Pineapples Citrus production Fruit exports Fruit imports

#### **Briefing Rooms** Fruit & Tree Nuts

The next release is July 30, 2010.

Approved by the World Agricultural Outlook Board. The index of prices received by fruit and tree nut growers fell 9 percent from the March index. Pushing down the index were significant grower price declines for grapefruit and strawberries in April from the previous month. These price declines more than offset price gains for other citrus crops and for fresh-market apples and pears during the month.

The initial strawberry forecast from USDA's National Agricultural Statistics Service (NASS) calls for a 7-percent decline in production in California in 2010 from a year ago, reaching 2.3 billion pounds. A distant second to California, the winter strawberry crop in Florida was forecast down 39 percent to 144.0 million pounds. A surge in supplies from Florida at the end of their season in April and seasonal production gains in California forced strawberry prices down from the highs earlier this year.

The first NASS forecast for California's 2010 peach crop was set at 1.53 billion pounds and if realized, this crop would be smaller than annual crop size during the past 3 years. California's production of freestone peaches is forecast to be up 5 percent in 2010 from a year ago while Clingstone peach production is forecast to decline 15 percent, driving down the State's total peach production.

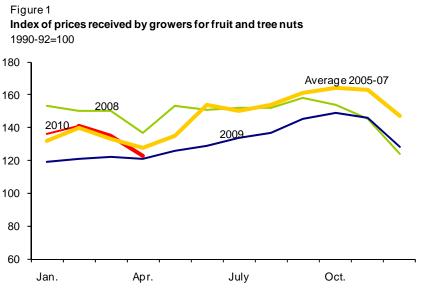
California's navel orange utilized production forecast by NASS is 1.58 million tons, 22 percent above 2008/09. The early to-mid-season Florida orange crop is up slightly between March and April to 3.09 million tons, but it is still down 19 percent from last season. On April 8, 2010, USDA's Animal and Plant Health Inspection Service (APHIS) confirmed the presence of citrus black spot (*Guignardia citricarpa*) in Florida.

According to the *2010 California Almond Forecast* report, the initial forecast for this year's almond crop is 1.53 billion pounds, up 9 percent from last season's revised production forecast of 1.41 billion pounds. The 2010 production forecast is 5 percent less than the 2008 harvest but will still be the second largest crop on record, if realized.

# Fruit and Tree Nut Grower Price Index Weakens in April But Remains Above a Year Ago

At 123 (1990-92=100) in April, the index of prices received by fruit and tree nut growers fell 9 percent from the March index (fig. 1). Pushing down the index were significant grower price declines for grapefruit and strawberries in April from the previous month (table 1). These price declines more than offset price gains for other citrus crops and for fresh-market apples and pears during the month. Grapefruit prices continued to decline seasonally as supplies increased, with the average all grapefruit grower price down 27 percent in April from the March average. After a slow recovery from the freeze in January, a production surge in Florida's winter strawberry crop late in the season, overlapping with California supplies, drove strawberry prices in April down 33 percent. There were also some quality problems with strawberry supplies from California affecting their prices in April due to the wet and colder than normal weather during the month. At the same time, these rains disrupted California's orange harvesting, resulting in short-term supply gaps for the fresh market and strengthening orange prices. The quality of California's lemon crop this season was reported to be very good and market demand is currently strong, boosting prices. Lemon prices are expected to continue to strengthen seasonally in the coming months leading up to its peak demand period during the summer months. With the end of the 2009/10 marketing season fast approaching, lighter supplies of fresh-market apple and pears will likely put upward pressure on their prices.

While down from the previous month, the grower price index for fruit and nuts in April this year was strong relative to a year ago, in keeping with the trend it had shown in each month since December 2009. In April, the grower price index was 2 percent above the April 2009 index. Year-to-year grower price gains for all



Source: USDA, National Agricultural Statistics Service, Agricultural Prices.

Table 1--Monthly fruit prices received by U.S. growers

	2009		2010	1	2009-10 change	
Commodity	March	April	March	April	March	April
		Dolla	rs per box		Pei	rcent
Citrus fruit: 1/						
Grapefruit, all	3.61	2.99	6.14	4.46	70.1	49.2
Grapefruit, fresh	8.28	8.65	10.09	8.82	21.9	2.0
Lemons, all	1.80	4.26	8.56	9.48	375.6	122.5
Lemons, fresh	8.65	8.78	20.94	22.86	142.1	160.4
Oranges, all	7.08	6.54	7.35	7.34	3.8	12.2
Oranges, fresh	11.51	9.27	10.09	10.50	-12.3	13.3
		Dolla	rs per pound			
Noncitrus fruit:						
Apples, fresh 2/	0.215	0.204	0.295	0.300	37.2	47.1
Grapes, fresh 2/						
Peaches, fresh 2/						
Pears, fresh 2/	0.226	0.231	0.185	0.227	-18.1	-1.7
Strawberries, fresh	0.911	0.789	0.940	0.634	3.2	-19.6

1/ Equivalent on-tree price.

2/ 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: USDA, National Agricultural Statistics Service, Agricultural Prices.

grapefruit, lemons, oranges, and fresh-market apples in April exceeded the price declines for fresh-market pears and strawberries, pulling the index higher. Reduced production of major citrus crops this season and higher demand in the fresh apple domestic and export markets boosted their April prices above year-ago levels.

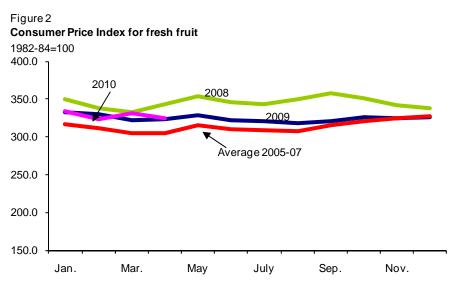
# **Retail Fresh Fruit Prices Gain Strength in April**

According to the Bureau of Labor Statistics (BLS), the CPI for fresh fruit in April 2010 was 324.0 (1982-84=100), relatively unchanged from the CPI in April 2009 (fig. 2). Small to moderate declines in the retail prices for navel oranges, Red delicious apples, bananas, Anjou pears, and strawberries in April from year-ago levels were counteracted by price increases for grapefruit, lemons, and Thompson seedless grapes (table 2).

Strawberry retail prices experienced the biggest decline in April, falling 10 percent to \$1.667 per 12-ounce (oz) pint from the April 2009 price. Retailers were faced with an abundance of strawberries as Florida supplies, while slow to recover from the late-January freeze, soared at the tail end of their shipping season and were competing with early-season supplies from California. Last year the same time, Florida supplies were already winding down. In California, wet and cold weather has interrupted production sporadically this spring but seasonal supply increases are occurring. Production is forecast to be down in California this year, likely putting upward pressure on strawberry prices this summer relative to last.

Thompson seedless grape prices showed the biggest gain in April, increasing 9 percent from the April 2009 price. Other grape varieties also held strong in April as indicated by USDA's Agricultural Marketing Service (AMS) retail price data for green and red grapes. Supply shortages in March, mostly due to the late-February earthquake in Chile, had some lingering effects on retail prices in April even though AMS data indicated higher volumes of Chilean grapes in April than the same time

last year. Back in March, retailers had to back out from their planned promotional activities for grapes and retail prices for Thompson seedless grapes were down by as much as 40 percent from the previous year. Promotional volumes are likely to be up this spring and summer as early indications suggest that grape production in California and in Mexico will be larger for the 2010/11 marketing season. If realized, consumers will likely start to see grape prices lower than year-ago levels in the coming months.



Source: U.S. Dept. of Labor, Bureau of Labor Statistics, (http://www.bls.gov/data/home.htm).

		2009		2010		2009-10 c	hange
Commodity	Unit	March	April	March	April	March	April
		Doll	ars	Dolla	rs	Perc	ent
Fresh:							
Valencia oranges	Lb.						
Navel oranges	Lb.	0.889	0.910	0.858	0.871	-3.5	-4.3
Grapefruit	Lb.	0.740	0.789	0.825	0.839	11.5	6.3
Lemons	Lb.	1.342	1.390	1.561	1.580	16.3	13.7
Red Delicious apples	Lb.	1.195	1.202	1.173	1.200	-1.8	-0.2
Bananas	Lb.	0.634	0.629	0.575	0.580	-9.3	-7.8
Peaches	Lb.						
Anjou pears	Lb.	1.225	1.292	1.225	1.193		-7.7
Strawberries 1/	12-oz. pint	2.070	1.849	2.194	1.667	6.0	-9.8
Thompson seedless grapes	Lb.	1.803	1.894	2.526	2.070	40.1	9.3
Processed:							
Orange juice, concentrate 2/	16-fl. oz.	2.634	2.623	2.515	2.450	-4.5	-6.6
Wine	liter	8.436	10.856	8.530	10.919	1.1	0.6

Table 2--U.S. monthly retail prices, selected fruit, 2009-10

-- Insufficient marketing to establish price.

1/Dry pint.

2/ Data converted from 12-fluid-ounce containers.

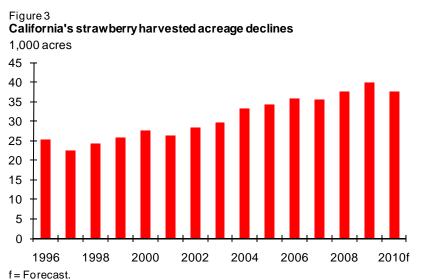
Source: U.S. Dept. of Labor, Bureau of Labor Statistics (http://www.bls.gov/data/home.htm).

# Fruit and Tree Nut Outlook

### 2010 Strawberry Production Down in Two Major U.S. Producing States

A decline in strawberry supplies in the U.S. market this year may be attributed mostly to smaller crops in two of the biggest producing States—California and Florida. The initial forecast from USDA's National Agricultural Statistics Service (NASS) calls for a 7-percent decline in strawberry production in California in 2010 from a year ago, reaching 2.3 billion pounds. A distant second to California, the winter strawberry crop in Florida was forecast down to 144.0 million pounds, declining by 39 percent. Both strawberry harvested acres and the average yield per acre in California are forecast to be reduced compared to last year, driving down production this year. Intermittent rainy weather caused by an El Nino weather pattern disrupted shipments early in the season as field workers had to alternate between picking and stripping the fields. Current projections are for harvested acreage in 2010 to decline 6 percent from 2009, reaching 37,500 acres (fig. 3). NASS also forecast average yields to be down 2 percent this year to 61,500 pounds per acre.

Harvested acreage for this winter's Florida strawberry crop was projected at 9,000 acres, up 2 percent from 2009, but the average yield per acre was down significantly (declining 41 percent from last year) due to some production losses from the freeze in January and lack of dry and warm weather for much of the crop's season. Florida's production made a rebound from the freeze late in the season when California was already in the market, making harvesting more of a loss to growers, especially since most of them incurred higher irrigation costs as they battled to protect their crop from the freeze earlier this year. Some Florida growers decided not to harvest their crop to minimize their losses or opened their fields to the public for free pick-your-own.



Source: USDA, National Agricultural Statistics Service, Noncitrus Fruits and Nuts Summary, various issues.

		Supply	Utilization			
Year	Year Utilized				Cons	umption
	production	Imports	Total supply	Exports	Total	Per capita
			- Million pounds -			Pounds
1990	863.6	32.2	895.8	85.7	810.1	3.24
1991	968.2	31.5	999.7	95.2	904.4	3.57
1992	999.7	23.8	1,023.5	102.3	921.2	3.59
1993	1,010.8	31.4	1,042.2	102.1	940.1	3.62
1994	1,147.7	43.7	1,191.4	126.4	1,065.0	4.05
1995	1,145.6	58.8	1,204.4	111.4	1,093.1	4.10
1996	1,212.6	67.3	1,279.9	116.0	1,163.9	4.32
1997	1,201.8	31.9	1,233.7	115.8	1,117.9	4.10
1998	1,132.2	58.1	1,190.3	109.3	1,081.1	3.92
1999	1,305.2	94.8	1,400.0	124.3	1,275.7	4.57
2000	1,433.3	76.2	1,509.5	136.5	1,373.0	4.86
2001	1,259.7	70.7	1,330.4	128.1	1,202.3	4.21
2002	1,406.3	89.9	1,496.2	156.9	1,339.3	4.64
2003	1,642.4	90.3	1,732.7	194.8	1,537.9	5.28
2004	1,694.4	94.4	1,788.8	182.6	1,606.3	5.46
2005	1,811.0	122.7	1,933.7	207.6	1,726.1	5.82
2006	1,910.9	153.4	2,064.3	229.1	1,835.2	6.13
2007	1,973.3	157.7	2,131.0	240.3	1,890.7	6.27
2008	2,091.1	143.0	2,234.1	269.2	1,964.9	6.45
2009 1/	2,288.0	187.2	2,475.2	271.7	2,203.4	7.17
2010 2/	2,066.9	221.2	2,288.1	268.0	2,020.1	6.51

1/ Preliminary. 2/ Forecast.

Source: USDA, Economic Research Service calculations.

By mid-April, Florida strawberry shipments finished for the season while California supplies began to pick up, with shipments for the season, January through mid-April, down by about 8 percent from the same time last year. Although prices have come down from the highs in January, continued lower supplies from last year are keeping 2010 strawberry prices from declining below a year ago.

U.S. consumers felt the results of the supply shortage earlier this year even though a higher volume of imports, particularly from Mexico, filled in for some of the demand needs in the market. January through March strawberry retail prices remained higher than last year, with the average for the 3-month period standing at \$2.58 per 12-oz dry pint, compared with \$2.38 the same time last year. Seasonal supply increases in California as well as a late-season surge in supplies from Florida provided for ample promotional volumes in April and the average retail price that month dropped to \$1.67 per 12-oz dry pint, down 10 percent from the April 2009 average price.

While international demand for U.S. strawberries has remained strong coming into the 2010 season, reduced domestic production and demand needs here in the United States will likely suppress U.S. fresh strawberry exports during the year. Based on current NASS forecast production in California and Florida and projections using 3year average for 9 other States, ERS projects U.S. strawberry production to be down by as much as 10 percent in 2010 from a year ago, with the fresh-market crop also declining by the same magnitude (table 3). Fresh-market domestic production, which has seen consecutive increases over the last 8 years only to be reversed likely this year, is mostly consumed in the country. Domestic demand is projected to remain strong in 2010, but the projected smaller crop would push per capita fresh strawberry consumption that has been increasing during the past 8 years down from last year's estimated all-time high of 7.2 pounds per person. Exports account for

slightly over one-tenth of fresh-market domestic production, with Canada, Mexico, and Japan as the top three international destinations. U.S. fresh strawberry exports set new record highs year after year for the last 5 years, reaching 272 million pounds in 2009.

Frozen strawberry inventories were higher than average as of January 1, 2010, driving down prices for frozen strawberries. Cumulative deliveries of freezer berries (Grade No.1, California) to processors beginning early March through mid May were up 62 percent from what was reported around the same time last year by the Processing Strawberry Advisory Board of California. These higher supplies of freezer berries partly reflected some quality issues in the fresh-market due to the rainy weather the past few months, increasing the volume of berries diverted to the frozen market, which serves as the residual market for the industry. Deliveries slowed by late April and overall supplies for this year through early May lagged by about 13 percent from the same time a year ago. For the same period, deliveries of juice berries also have slowed but remained above a year ago.

## Wet Cold Spring Delays and Reduces Stone Fruit Crops in California

The first NASS forecast for California's 2010 peach crop was set at 1.53 billion pounds. If realized, this crop would be smaller than the annual crop size during the past 3 years and any years from 1996 through 2005 (table 4). California's production of freestone peaches is forecast to be up 5 percent in 2010 from a year ago, reaching 730 million pounds. Clingstone peach production, however, is forecast to decline 15 percent, to 800 million pounds, driving down total peach production in California. From the current forecast, clingstone peaches will account for 52 percent of the California peach crop. The primary market outlet for the clingstone crop is the processing sector.

Year	Production 1/	Utili	zation	Grow	ver price
	-	Fresh	Processed	Fresh	Processed 2/
		Million pounds		Doll	ars/pound
1990	1,555	384	1,171	0.217	0.107
1991	1,597	402	1,195	0.157	0.109
1992	1,759	430	1,329	0.143	0.108
1993	1,640	386	1,254	0.185	0.109
1994	1,717	440	1,277	0.116	0.090
1995	1,323	323	1,000	0.241	0.107
1996	1,715	459	1,256	0.280	0.110
1997	1,839	498	1,341	0.138	0.130
1998	1,712	432	1,280	0.198	0.110
1999	1,792	508	1,284	0.198	0.113
2000	1,808	538	1,270	0.190	0.125
2001	1,677	538	1,139	0.214	0.122
2002	1,870	556	1,314	0.209	0.133
2003	1,837	565	1,272	0.203	0.108
2004	1,858	518	1,340	0.171	0.132
2005	1,738	504	1,234	0.270	0.127
2006	1,424	484	940	0.299	0.146
2007	1,898	594	1,304	0.249	0.152
2008	1,718	598	1,120	0.198	0.174
2009 3/	1,636	520	1,116	0.282	0.169

Table 4--Peaches: Production, utilization, and season-average grow er price, California

1/ Utilized production. 2/ Prices are only for clingstones which represents about 80 percent of all California peaches processed. 3/ Preliminary.

Source: USDA, National Agricultural Statistics Service, Noncitrus Fruit and Nuts Summary, various issues.

As California maintains its dominance in U.S. peach production, the increase in the State's freestone production would mean peach supplies for the fresh market in 2010 will be slightly higher than last year's low volume, likely driving down prices for fresh-market peaches. About 70 percent of California's freestone crop is directed to the fresh market. Temperatures this past winter provided adequate chill for California peach orchards, setting a good start to the growing season. Colder than normal spring temperatures, however, slowed bloom progress and rains and lack of warm weather resulted in pollination problems. Even with these weather problems, this year's freestone crop is expected to be bigger than last year's freezereduced crop. Similar spring weather conditions that affected the freestone crop this year also affected the clingstone crop, slowing crop development. The clingstone crop received more than adequate chill hours this winter but the bloom was not as strong as last year's bloom. The Late and Extra Late varieties had a lighter than normal fruit set with a wide range of sizes. The Extra Early and Early varieties appear to be more consistent in fruit size but are on the lighter side in terms of volume.

Preliminary estimates from the California Tree Fruit Agreement (CTFA), the group running the marketing order programs on behalf of California's peach, nectarine, and plum growers, indicated combined fresh-market production for these three major stone fruit crops in 2010 will be relatively unchanged from a year ago. CTFA forecast 2010 peach production to be 5 percent above a year ago, the same rate of growth that USDA had forecast for the freestone crop this year. NASS production estimates for both the 2010 California nectarine and plum crops will not be available until January 2011. CTFA, however, indicated that the 2010 nectarine crop size likely will be down less than 1 percent from last year's small crop and the plum crop will be down 7 percent. Based on these projected growth rates, California's nectarine crop this year would likely stand at slightly over 205,000 tons (or 411 million pounds), the smallest crop since 1993, and plum production would be 122,000 tons (or 243 million pounds), the smallest crop in the past two decades (tables 5 and 6).

Cumulative pack-outs for California peaches and nectarines through May 13, 2010 were both running 48 percent below the same time a year ago. Due to the late start to this year's harvest, supply volumes in early- to mid-May were not yet sufficient to report free-on-board shipping-point prices at the time this report was prepared. Last year for the same period, the range in prices for various yellow flesh California well-matured peaches in Central and Southern San Joaquin Valley averaged \$28 (f.o.b. shipping point) for a 2-layer tray pack of size 48-50s, \$24-26 for 54-56w, and \$20-\$22 for 60-64s. F.o.b. prices for various yellow flesh variety nectarines averaged \$30-\$31 for 54-56s and \$28-\$30 for 60-64s per 2-layer tray pack.

Raw material peach supplies to processors will be down in 2010 from a year ago as a result of the smaller clingstone crop and this would put upward pressure on prices that processors will be paying growers this year. In addition to weather factors, supply reductions for clingstone peaches this year may also be attributed in part to a tree pull program that had reduced bearing acreage for clingstones in California to around 23,000 acres in 2010, a record low in the past few decades. In 2009, when the California clingstone crop was 10 percent larger than the previous year's crop, the average grower price declined to \$0.169 per pound (or \$338 per ton), down 3 percent from the record high \$0.174 per pound (or \$347 per ton) in 2008.

Table 5Necta	arine	s:	Prod	luction	, utilization,	and seas	son-average	e grow er price,	California	
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Year	Production 1/	Utiliz	zation	Grow	er price
	-	Fresh	Processed	Fresh	Processed
		Short tons		Dolla	ars/ton
1990	232,000	229,500	2,500	2/	2/
1991	215,000	211,000	4,000	2/	2/
1992	236,000	233,000	3,000	2/	2/
1993	205,000	201,000	4,000	2/	2/
1994	242,000	238,000	4,000	2/	2/
1995	176,000	170,000	6,000	2/	2/
1996	247,000	239,800	7,200	2/	2/
1997	264,000	258,500	5,500	2/	2/
1998	224,000	207,600	16,400	2/	2/
1999	274,000	256,300	17,700	437.00	27.90
2000	267,000	260,700	6,300	407.00	24.00
2001	275,000	265,400	9,600	480.00	26.00
2002	300,000	300,000		382.00	
2003	273,000	273,000		436.00	
2004	252,000	252,000		342.00	
2005	239,000	239,000		504.00	
2006	218,000	218,000		517.00	
2007	269,000	269,000		331.00	
2008	295,000	295,000		365.00	
2009 3/	206,000	206,000		630.00	

-- = None.

1/ Production all utilized. 2/ Not published to avoid disclosure of individual operations. 3/ Preliminary.

Source: USDA, National Agricultural Statistics Service, Noncitrus Fruit and Nuts Summary, various issues.

Table 6Plums: Production, season-average grow er price, and crop value, C	alifornia
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	Utilized	Grow er	Crop
Year	production	price	value
	Short tons	Dollars/ton	1,000 dollars
1990	223,000	603.00	134,412
1991	218,000	449.00	97,894
1992	250,000	252.00	63,033
1993	185,000	508.00	93,954
1994	247,000	321.00	79,358
1995	124,000	950.00	117,849
1996	228,000	420.00	95,831
1997	246,000	312.00	76,825
1998	188,000	529.00	99,388
1999	196,000	419.00	82,041
2000	197,000	442.00	87,115
2001	210,000	306.00	64,362
2002	201,000	386.00	77,586
2003	209,000	418.00	87,362
2004	144,000	516.00	74,347
2005	171,000	541.00	92,463
2006	158,000	688.00	108,648
2007	152,000	665.00	101,077
2008	160,000	356.00	56,960
2009 1/	131,000	514.00	67,334

1/ Preliminary.

Source: USDA, National Agricultural Statistics Service, Noncitrus Fruit and Nuts Summary, various issues.

# Banana Supplies Increase, Prices Lower

Banana imports into the United States have been arriving in higher volumes than a year ago during the first 3 months into 2010 but reports of curtailed supplies from major banana-producing nations are being reflected in import volumes in the last several weeks. Cumulative imports this year through March were up 7 percent from the reported volume the same time last year, with the top five countries supplying to the United States posting increases except for Ecuador, the second-largest supplier

						JanMar.	JanMar.	Change
Country	2005	2006	2007	2008	2009	2009	2010	2009-10
				Million po	unds			Percent
Guatemala	2,269	2,013	2,411	2,621	2,451	607	660	9
Costa Rica	1,814	2,044	2,286	1,928	1,200	373	434	16
Ecuador	1,994	2,192	2,048	1,830	2,107	637	577	-9
Honduras	999	932	1,064	1,115	861	209	245	17
Colombia	1,133	1,045	832	994	929	232	238	3
Other countries	223	238	186	283	344	70	112	60
World	8,431	8,465	8,827	8,770	7,892	2,127	2,267	7

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

(table 7). Banana supplies from Guatemala, the largest U.S. source for imported bananas, accounted for almost one-third of total import volume during the first 3 months into this year and were up 9 percent from the same period a year ago. Shipments from Ecuador declined 9 percent. Virtually all of U.S. banana demand is met by imports, which over the past 5 years averaged around 8.0 billion pounds. Banana production in Hawaii only represents a fraction of what is consumed domestically and all of that State's bananas are marketed locally.

Partly due to increased imports, U.S. consumers paid less for bananas during the first quarter of 2010 than they did during the first quarter of 2009. At 63.5 cents per pound, the average retail price for bananas during last year's first quarter was at a record high for the period due to tight global supplies. This year, first-quarter retail prices averaged 58.3 cents per pound. While down from last year's first quarter, this year's first-quarter average price remained strong relative to any first-quarter average price for previous years. Although U.S. Census Bureau trade data were available only through March and retail price data from the Bureau of Labor Statistics through April 2010 at the time this report was released, AMS data indicate retail prices during the first 2 weeks in May averaging 6 percent higher than the period last year. Their data also indicate a marked slowdown in import volumes during that period, driving up retail prices.

#### 2010 First-Quarter Mango Imports Up From Same Time Last Year

Like several other tropical fruits with minimal production in the United States due to climate limitations, mango imports provide for most of the demand needs in the domestic market. Imports have grown almost fivefold in the span of two decades, clearly demonstrating that mangoes are not as rare in this country as they were prior to the 1990s. Mexican mangoes make up over 60 percent of all the fresh mangoes imported in the United States each year with most of the remaining imported volume coming from Ecuador, Brazil, Peru, Guatemala, and Haiti (table 8). During the first quarter of 2010, mango imports in the United States fell 1 percent in volume from imports during the first quarter of 2009. Supply availability in this market varied depending on major early-season sources: imports from Peru were more than two times higher than a year ago to date, from Ecuador down 49 percent, and from Mexico, the United States' main supplier overall, down 46 percent.

Table 8--U.S. imports of fresh mangoes, by country, 2005-2010

						JanMar.	JanMar.	Change		
Country	2005	2006	2007	2008	2009	2009	2010	2009-10		
1,000 pounds										
Mexico	350,476	397,802	406,640	400,335	406,129	71,502	38,787	-46		
Ecuador	53,093	68,498	68,868	54,404	77,832	13,617	6,984	-49		
Brazil	57,637	50,901	54,405	56,760	51,056	0	2,152			
Peru	65,816	74,104	64,353	84,296	38,172	29,069	67,469	132		
Guatemala	20,539	20,130	28,398	32,891	32,421	3,735	1,097	-71		
Haiti	20,703	22,632	18,531	18,238	19,870	0	0	-		
Other countries	6,794	10,513	9,725	8,902	8,134	2,753	3,349	22		
World	575,058	644,580	650,919	655,826	633,613	120,676	119,838	-1		

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

Unlike last year, when mango shipments arrived earlier than normal and in larger quantities, this year's early shipments from Mexico were limited and delayed due to rains. Shipments did not come in until early March. The southern growing region in Mexico (including Chiapas, Oaxaca, and Michoacan), which ships before their growers from the north, was most affected by the rains, resulting in light early shipments and variable quality in the region. Mexico's production was transitioning into the northern production region in May and the crop there was reported as progressing well. Both the quality and supplies from that region are anticipated to be improved from earlier in the season, likely providing retailers in the United States better opportunities to promote the fruit during its usual peak markets around late spring and through the summer months. As production moves north, varieties will be shifting as well, from the yellow-skinned Ataulfo mango to the more familiar red varieties such as Tommy Atkins and Hadens.

Mangoes from Peru and Ecuador are among the first to be available in the market during the season, competing with early Mexican shipments. This year, rains also affected early shipments from Peru and quality issues restricted shipments from Ecuador. The resulting tight supplies in the U.S. market early this year drove mango prices higher than a year ago. Despite the slow start, production increased in Peru this year and fewer quality problems made available larger supplies for exports during the first quarter. Supplies from Ecuador continued to remain low. Peru and Ecuador had already finished their season's shipments to the United States by early April (earlier for Peru), leaving the market still with limited supplies.

Mango imports from Mexico since April through early May continued to lag in volume (down 4 percent) from the same time last year, according to AMS data. Rains also delayed mango harvest in Guatemala, pushing early shipments down from a year ago. Free-on-board (f.o.b.) shipping-point prices for Mexican Ataulfo mangoes crossing through Texas opened at around \$11-\$12 per 1-layer carton (12s) in March, higher than the \$7-\$8 range reported for the same time last year. Though the prices have come down seasonally from earlier in the year, prices continue strong at the range of \$7-\$9 per 1-layer carton (12s), similar to last year. F.o.b. prices for Mexican Tommy Atkins and Haden varieties are slightly higher so far this spring; prices ranged from \$4-\$5.50 per 1-layer carton (10-12s) in April through early May, compared with \$3-\$4 the same time last year.

Despite limited domestic supplies, U.S. consumers did not pay as much for a mango as they did last year from January through April. U.S. retail price for mangoes dropped to below year-ago levels for each of the first 4 months, averaging about 6 cents less per fruit. Supplies from Mexico's northern growing region gets into full swing by early summer with better volume, likely driving prices lower.

# Higher Papaya Imports Driving Prices Down in 2010

U.S. fresh papaya imports in 2010 through March were up 16 percent in volume from the first 3 months of 2009, putting downward pressure on this year's papaya prices here in the United States from a year ago. Imports were up 14 percent from Mexico, the No. 1 supplier of papayas to the United States (table 9). Imports also rose from most of the country's other important suppliers including Belize (up 12 percent) and Brazil (up 4 percent), the No. 2 and No. 3 sources of imported papayas into the United States. Despite cool weather in Central America, imports this first 3 months from Guatemala had the biggest increase—up 99 percent from the same time a year ago, followed by the Dominican Republic in the Caribbean region with volume up 49 percent.

AMS weekly shipment data indicate papaya import volumes from April through early May continued to run ahead of weekly volumes the same time last year, with cumulative total up 11 percent for this period. Imports continued higher from all the top suppliers and as a result, papaya prices in the U.S. market have declined from a year ago. January terminal market prices for Mexican Maradol type papayas in Philadelphia averaged in the range of \$20-\$22 per 35-lb carton, compared with \$22-\$23 in January 2009. Despite seasonal increases in supplies through almost the first half of the year, Mexican Maradol papaya prices have not weakened from earlier in the year. Due to strong demand, prices actually strengthened somewhat in May through around mid-month, ranging from \$22 to \$24 per 35-lb carton.

Papaya demand in the United States continues to grow and have met most of the supply needs for this market with about a 93-percent average share over the past 5 years. The Maradol variety is still the main one available to U.S. consumers because this is the variety imported from Mexico. Mexican papayas accounted for an average of 71 percent of all the papayas imported into the United States annually

Table O LLC	immente of freeh ne	nove by count	
Table 90.5.	imports of fresh pa	apayas, by count	y, 2005-10

						JanMar.	JanMar.	Change
Country	2005	2006	2007	2008	2009	2009	2010	2009-10
				1,000 poun	ds			Percent
Mexico	176,772	200,968	204,210	187,175	275,051	61,785	70,655	14
Belize	61,104	74,712	73,831	62,104	52,353	14,810	16,558	12
Brazil	10,134	8,073	9,183	8,363	6,443	1,699	1,763	4
Guatemala	2,740	2,248	3,396	8,204	4,656	1,315	2,617	99
Dominican Republic	2,400	2,175	11,326	4,722	3,985	672	1,004	49
Jamaica	2,277	2,907	2,186	2,416	1,730	402	387	-4
Other countries	461	303	345	1,171	650	39	223	477
World	255,886	291,385	304,477	274,155	344,869	80,723	93,208	15

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

from 2005 to 2009. Over the years, however, marketers have expanded the domestic market for papayas by introducing other papaya varieties (for example, the red Caribbean varieties) more common to specific ethnic groups.

While most in the industry feared a drop in demand last year because of the economic recession, total papaya imports in 2009 increased 26 percent to 344.9 million pounds, an all-time high. Domestic production, all grown in Hawaii, declined 6 percent to 31.5 million pounds, 95 percent of which were for fresh use. Imports more than made up for the decline in domestic production and the small share that went to export markets. While the U.S. population grew almost 1 percent last year, U.S. papaya per capita consumption reached a record-high in 2009, estimated at 1.2 pounds per person. This estimate of per capita consumption is up from 0.98 pound in 2008 and the previous record of 1.08 pounds in 2007. With current strong papaya demand in the U.S. market, this year could be another record-breaker for per capita consumption should imports continue to gain in volume from a year ago throughout most of the remainder of 2010.

# 2010 First-Quarter Imports Up For Fresh Pineapples, Down For Processed

Total imports of pineapple and pineapple products (fresh, canned, juice) into the United States were up 12 percent in volume during the first quarter of 2010 from imports during the first quarter in 2009. The growth in imports during this first 3 months was attributed to a 28-percent increase in pineapples coming in for the fresh market (table 10). Imports of canned pineapples and pineapple juice were down 12 percent and 24 percent, respectively (table 11 and 12).

Fresh pineapple imports this year through March were up significantly from the United States' top two suppliers—Costa Rica and Mexico. Sharply larger shipments were also coming in from other leading suppliers such as Panama, the Philippines, and Thailand, and moderately higher quantities from Honduras, last year's fourth largest supplier of fresh pineapple to this country. Imports, however, were down from Ecuador and Guatemala.

Approximately 80 percent of all fresh pineapples imported into the United States are from Costa Rica. From January through March this year, imports from Costa Rica totaled 363.4 million pounds, up 30 percent from imports during January-

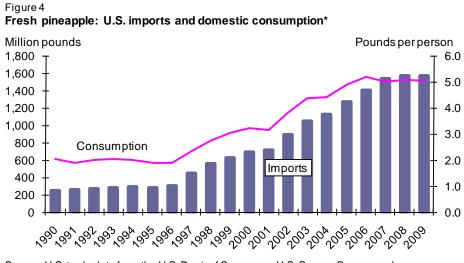
						JanMar.	JanMar.	Change
Country	2005	2006	2007	2008	2009	2009	2010	2009-10
			1	,000 pounds -				Percent
Costa Rica	978,920	1,161,862	1,280,268	1,302,686	1,297,203	278,780	363,358	30
Mexico	61,238	49,697	64,815	86,185	101,851	27,968	36,448	30
Ecuador	83,291	80,148	74,935	63,728	63,499	13,942	12,487	-10
Honduras	73,072	28,047	44,445	49,869	48,648	12,084	15,253	26
Guatemala	71,889	73,144	60,562	56,875	40,031	12,004	5,353	-55
Panama	8,321	7,437	17,094	20,448	25,479	3,068	8,915	191
Philippines	4,424	10,322	7,238	7,468	11,216	2,853	4,844	70
Thailand	10,032	7,769	7,410	9,151	8,594	1,480	2,951	99
Other countries	1,985	3,036	2,035	2,301	2,572	570	1,024	80
World	1,293,172	1,421,462	1,558,803	1,598,711	1,599,093	352,681	450,635	28

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

March 2009 and up 18 percent from the same period in 2008. Cool, wet weather in Costa Rica tightened supplies in early January but supplies picked up by mid-month and ended higher than last year during the same time for all of the first 3 months of this year. However, the exposure to low temperatures set off Costa Rica's pineapple crop into natural flowering and that can lead to erratic yields throughout the production cycle.

Domestic demand for fresh pineapples has been trending up over the past two decades and imports have made it all possible for meeting the growth in this market (fig. 4). Last year, domestic fresh-pineapple demand remained relatively unchanged from the past 2 years despite the economic recession, with per capita consumption estimated at 5 pounds per person. The higher imports over the first few months of this year have driven down pineapple prices at the retail level. AMS data report January-April pineapple retail prices averaging 4 percent lower than a year ago and down an average of 9 percent from the average prices in January through April 2009. Costa Rican supplies in the U.S. market in April, while higher than earlier in the year, have fallen below levels of the same time last year. Still, consumers are paying less per pineapple than they did last year. The average pineapple retail price in April was \$2.95 each, down from the \$3.20 average in April 2009 and while retail prices have strengthened in early May, prices are averaging about 19 cents cheaper per pineapple. Pineapple supplies from Costa Rica are available year round in the United States but peak volumes typically occur from April through June. Despite higher imports during the first 3 months, if imports from Costa Rica continue to be reduced in the coming months, overall fresh pineapple supplies in the U.S. market would be curtailed, likely driving down domestic per capita consumption in 2010.

U.S. canned pineapple imports from most major suppliers in January-March 2010 were down from the same period a year ago. From the top five suppliers, the biggest decline was from Thailand—the No. 1 source for canned pineapples in the U.S. market, representing 40 percent of total import volume during the past 5 years.



Source: U.S. trade data from the U.S. Dept. of Commerce, U.S. Census Bureau; and consumptionestimates derived by USDA, Economic Research Service.

Table 11--U.S. imports of canned pineapples, by country, 2005-10

						JanMar.	JanMar.	Change
Country	2005	2006	2007	2008	2009	2009	2010	2009-10
				1,000 pou	nds			Percent
Thailand	280,029	320,931	286,192	315,380	348,406	85,612	69,491	-19
Philippines	281,726	266,220	276,527	252,245	216,091	54,053	49,568	-8
Indonesia	129,213	124,735	103,016	119,300	109,788	24,505	22,439	-8
China	75,108	69,035	76,862	75,038	65,195	15,619	16,872	8
Malaysia	16,037	16,746	24,486	11,059	9,013	2,332	2,050	-12
Kenya	0	2,758	0	3,515	1,357	497	47	-91
Other countries	8,736	7,305	7,760	9,282	3,884	653	985	51
World	790,850	807,730	774,843	785,818	753,735	183,271	161,452	-12

Table 12--U.S. imports of pineapple juice, by country, 2005-10

						JanMar.	JanMar.	Change		
Country	2005	2006	2007	2008	2009	2009	2010	2009-10		
1,000 single-strength gallons										
Philippines	36,971	38,191	35,464	35,610	37,475	9,857	10,152	3		
Thailand	17,384	21,133	19,500	26,419	27,522	9,864	6,065	-39		
Indonesia	7,991	7,146	3,539	9,200	9,475	3,281	1,270	-61		
Costa Rica	2,655	3,251	4,742	7,142	4,826	1,740	693	-60		
Kenya	25	89	262	2,066	3,125	243	779	221		
Other countries	2,665	2,975	2,818	2,605	1,762	448	360	-20		
World	67,692	72,785	66,326	83,043	84,185	25,433	19,319	-24		

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

January-March 2010 imports from Thailand fell 19 percent, while those from the Philippines and Indonesia were each down 8 percent and from Malaysia down 12 percent. Imports from China were up 8 percent.

According to industry sources, pineapple plantations in Thailand were not receiving sufficient moisture at the right time during the growing cycle and, as a result, the amount of fruit being produced was reduced. While Thailand's pineapple exports have been up this year through March, and the United States remains the country's largest export market, export growth was to other countries, including Russia, where the biggest jump in export volume occurred. Strong demand from Thailand's canners and juice-concentrate processors, along with less production, have led to high raw-material pineapple prices in the country, encouraging early harvesting of the crop by farmers. The early harvesting could mean more limited supplies of canned pineapples from Thailand during the second half of the year. Should reduced imports from Thailand continue to drive overall imports down from year-ago levels, domestic per capita consumption of canned pineapples will drop again for a second year in a row in 2010. Imports represent nearly all the available canned pineapples in the United States and in 2009, domestic per capita consumption was estimated at 2.43 pounds, processed weight.

U.S. pineapple juice imports also slowed during the first 3 months into 2010, with total volume through March down 24 percent from the January-March 2009 volume. While shipments from the Philippines continue to be higher than year-ago levels, significantly reduced supplies from Thailand, the United States' second-largest supplier of pineapple juice, have driven down the overall volume for

imported pineapple juice during the first 3 months of this year. After declining in the 1990s, demand for pineapple juice has more or less remained steady over the past 6 years, with per capita consumption estimated at around 0.26 gallon per person annually. Imports account for the entire U.S. pineapple juice market. U.S. pineapple juice imports increased for a second consecutive year in 2009, reaching 84.2 million gallons (single-strength), the highest since 1995. Imports were up from each of the United States' top 5 suppliers, led by the Philippines with 44 percent of total volume.

# Reduced Florida Orange Production Lowers 2009/10 Citrus Crop Size Forecast

The May edition of the NASS Crop Production report forecasts a total 2009/10 U.S. citrus crop of 10.87 million tons, a decline of 8 percent from the revised 2008/09 production estimate but 2 percent larger than the figure reported in the March Fruit and Tree Nuts Outlook report (table 13). If realized, it would be the third-lowest citrus crop in 30 years, behind only the 2006/07 and 1989/90 seasons. Most of the vear-to-vear decline in production is attributable to reduced output of early-to-midseason oranges and valencias in Florida, more than offsetting gains in all orange production in California and Texas, and tangerine and mandarin production in California and Arizona. Grapefruit production is forecast to remain steady in Texas but declines in Florida and California are expected to reduce the overall crop by 8 percent in 2009/10. The January freeze in Florida affected the orange, grapefruit, and tangerine crops, but tangelos were largely harvested before the freeze occurred. Lemon production is also forecast to decline by 6 percent from the previous year. Compared to the March 2010 forecast for 2009/10, the tangerines and mandarins production forecast was up 12 percent, and smaller upward revisions were made for early/mid-season and navel oranges (up 2 percent) and all grapefruit (up 4 percent). The forecasts for lemons and tangelos were unchanged.

# Florida Orange Crop Down 19 Percent From Last Season, Presence of Citrus Black Spot Confirmed

NASS revised the forecast for the early-to-mid-season Florida orange crop up slightly between March and April to 3.09 million tons, but it is still down 19 percent from last season. No changes were made for Florida oranges in the May Crop Production report. The early-to mid-season orange crop harvest was essentially finished by late March, as freezing temperatures in January led growers to harvest remaining fruit at an accelerated rate. Plants reported processing more fruit than normal during January and February. The Valencia crop is also forecast to be 19 percent lower than the previous year, with over half the expected crop of 2.84 million tons having been harvested by mid-May. Most citrus-producing areas in Florida reported ideal growing conditions during April with warm temperatures and adequate amounts of sun and precipitation. The NASS April Crop Production report noted that objective survey measurements showed that the Valencia drop rate is average, while fruit size is measuring below average.

On April 8, 2010, USDA's Animal and Plant Health Inspection Service (APHIS) confirmed the presence of citrus black spot (*Guignardia citricarpa*) in Florida (Collier County) for the first time. The fungal disease is marked by dark, speckled

Table 13Citrus: Utilized	d productio	n, 2007/08, 2	2008/09 and for	ecast for 20	09/10 1/	
			Forecast for			Forecast for
Crop and state	Utili		2009/10		lized	2009/10
	2007/08	2008/09	as of 5-2010	2007/08	2008/09	as of 5-2010
•		1,000	boxes 2/		1,00	0 tons
Oranges:						
Early/mid-season and r		450	1	0	-	1
Arizona 3/	230	150	n/a	9	5	n/a
California	45,000	34,500	42,000	1,688	1,294	1,575
Florida 4/	83,500	84,600	68,600	3,758	3,807	3,087
Texas	1,600	1,300	1,350	68 5 5 5 2 2	55	57
Total	130,330	120,550	111,950	5,523	5,161	4,719
Valencia:						
Arizona 3/	150	100		6	4	n/a
California	17,000	12,000	17,000	637	450	638
Florida	86,700	77,900	63,000	3,901	3,506	2,835
Texas	196	159	250	9	7	11
Total	104,046	90,159	80,250	4,553	3,967	3,484
All oranges	234,376	210,709	192,200	10,076	9,128	8,203
Grapefruit:						
Arizona 3/	100	25	n/a	3	1	n/a
California	5,200	4,800	4,200	174	161	141
Florida	26,600	21,700	19,800	1,131	922	842
Texas	6,000	5,500	5,500	240	220	220
All grapefruit	37,900	32,025	29,500	1,548	1,304	1,203
Tangerines and manda	rins:					
Arizona	400	250	450	15	9	17
California	6,700	6,700	9,100	251	251	341
Florida	5,500	3,850	4,500	261	183	214
All tangerines and man	12,600	10,800	14,050	527	443	572
Lemons:						
Arizona	1,500	3,000	2,500	57	114	95
California	14,800	21,000	20,000	562	798	760
All lemons	16,300	24,000	22,500	619	912	855
Tangelos						
Florida	1,500	1,150	900	68	52	41
All citrus	302,676	278,684	257,950	12,838	11,839	10,874

n/a = Not available.

1/The crop year begins with bloom of the first year shown and ends with completion of harvest following year.

2/Net pounds per box: oranges-Arizona (AZ) and California (CA)-75, Florida (FL)-90, Texas (TX)-85; grapefruit-AZ and CA-67, FL-85, TX-80; lemons-76; tangelos -90; tangerines-AZ and CA-75, FL-95. 3/Arizona estimates discontinued beginning with the 2009/10 crop. 4/Includes Temples. Source: USDA, National Agricultural Statistics Service, *Crop Production,* various issues.

spots on the rind of infected fruit and can cause premature fruit drop and lower yields. The resulting highly blemished fruits are unmarketable in the fresh market. According to a USDA press release, all commercial citrus cultivars are susceptible to citrus black spot, but the most vulnerable are lemon and late-maturing citrus varieties like Valencia. Florida Citrus Mutual reported on April 23rd that State and Federal regulators have formed a working group to analyze overall citrus disease management and that initial steps include delimiting surveys within 7 miles of the initial find, shipment inspections, and the issuance of Emergency Action Notices to

> Fruit and Tree Nuts Outlook/FTS-342/May 28, 2010 Economic Research Service, USDA

17

nearby groves specifying requirements for moving fruit and decontamination procedures for equipment. One additional case of black spot was subsequently discovered in a Valencia grove in Hendry County.

With the reduced production of oranges this season, Florida grower prices for processing oranges averaged \$5.54 per 90-lb box this season, October through April, up 28 percent from the average price last season of \$4.32 per box, but still lower than the \$6.14 per box average from the 2007/08 season (table 14). Prices for Florida processing oranges during the 2006/07-2009/10 seasons have been comparatively strong relative to earlier this decade, averaging \$6.62 per box compared to an average of \$3.40 per box during 2000/01-2005/06.

ERS forecasts U.S. orange juice production to decline 20 percent from last season to 840 million gallons, single-strength equivalent (sse), mostly due to the smaller Florida Valencia crop and lower juice yields per box. This season, NASS forecasts the Florida all orange yield at 1.55 gallons per box (at 42 degrees Brix), up 1 percent from the March forecast but down 7 percent from last season's final yield of 1.66 gallons per box. Florida accounts for about 95 percent of U.S. orange juice production. If realized, production this season would be the lowest since the freeze-damaged crops in the early 1990s.

Despite the lower production, somewhat higher beginning stocks and an uptick in imports are expected to moderate the overall decline in orange juice supplies for the season to 5.3 percent. Total supplies are forecast at 1.91 billion gallons, sse, down from 2.02 billion gallons last year, but above the average supply totals for the preceding 3 years (table 15). Florida industry data showed that, through late April, not-from concentrate orange juice movement was lagging last season by 3 percent, and FCOJ movement was behind 15 percent. As a result, domestic consumption is forecast at 1.17 billion gallons, 4 percent below last year, with per capita orange juice consumption dropping to 3.78 gallons. Some support for consumption may come from declining retail prices for orange juice, with Nielson scanner data indicating a year-to-date price decline of 3 percent for NFC orange juice in 2009/10 compared to 2008/09. BLS data also indicate that retail prices of concentrated

Table 14--Processing oranges: Average equivalent on-tree prices received by Florida grow ers, 2004/05-2009/10

Month	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10
		Do	ollars per 90-	lb box		
October		0.40	4.25		0.35	
November	2.04	3.23	7.45	5.16	3.88	4.35
December	2.32	3.94	8.05	5.47	4.40	4.40
January	2.52	4.33	8.55	5.81	4.64	5.40
February	2.71	5.24	9.25	6.10	4.83	6.00
March	3.59	6.04	11.15	6.95	5.87	6.19
April	4.27	6.31	11.45	7.32	6.25	6.89
May	4.37	6.52	11.85	7.39	6.30	
June	4.26	6.73	12.15	7.17	6.65	
OctApr. Average	2.91	4.21	8.59	6.14	4.32	5.54

-- = Not available.

Source: USDA, National Agricultural Statistics Service, Agricultural Prices, various issues.

orange juice has declined from \$2.57 per pound in 2008/09 to an average of \$2.51 during 2009/10 (October-March). However, two top orange juice brands have announced plans to raise orange juice prices by 5 to 9 percent and a third company announced that it would reduce the amount of orange juice sold on promotion, according to the May issue of Citrus Industry.

Downward pressure on domestic orange juice consumption in 2009/10 is also expected to be moderated by a drawdown of ending stocks to 620 million gallons a 9-percent reduction from last year—and an increase in net imports. Based on relatively strong year-to-date shipments, imports are forecast at 387 million gallons, sse, an increase of 22 percent, with Brazil being the leading supplier followed by Mexico, which has increased its share of U.S. imports to nearly 30 percent this year. Brazil's orange juice production and exports in 2009/10 are expected to be similar to last year's figure, according to USDA's Foreign Agricultural Service. U.S. orange juice exports are running 9 percent behind last year, October to March, but the U.S. shipped a larger than average share through March last year. Consequently, ERS forecasts total 2009/10 orange juice exports to decline by 4 percent to 120 million gallons, sse, with Canada, Belgium, and the Netherlands accounting nearly 80 percent of the sales to date.

Table 15 -- United States: Orange juice supply and utilization, 1986/87 to present Domestic Beginning Ending Per capita Production Season 1/ stocks Supply Exports consumption stocks consumption Imports -----Million sse gallons 2/-----Gallons 1986/87 204 781 396 1.381 73 1,106 201 4.57 201 907 1.404 1.103 212 4.52 1987/88 296 90 1988/89 212 970 272 1.454 73 1,148 233 4.66 233 1,235 225 1989/90 652 350 90 920 3.70 1990/91 225 876 320 1,422 94 1,170 158 4.65 158 286 1.374 1991/92 930 107 1.096 170 4 30 170 1.207 324 1.701 249 114 1.337 5.18 1992/93 1993/94 249 1.133 405 1.787 107 1.320 360 5.04 1994/95 360 1,257 198 1,815 117 1,264 434 4.77 1995/96 434 1,271 261 1,967 119 1,431 417 5.34 1996/97 417 1.437 256 2.110 148 1.398 564 5.16 679 1997/98 564 1,555 281 2,400 150 1,571 5.73 1998/99 679 1.236 350 2.265 147 1.585 534 5.71 1999/2000 534 1,493 339 2,366 146 1,575 645 5.60 2000/01 645 1,389 258 2.292 123 1,471 698 5.18 2001/02 698 1.435 189 2 322 181 1.448 692 5.05 2,233 692 1.250 291 103 1.426 705 4.93 2002/03 2003/04 705 1.467 222 2.393 123 1.448 822 4.96 822 974 358 2,153 119 623 2004/05 1,411 4.79 2005/06 623 986 299 1,909 138 1,312 459 4.41 459 1 7 4 7 123 376 2006/07 889 399 1.248 4 16 2007/08 376 406 1.938 136 647 3.81 1.156 1.155 2008/09 647 1,052 317 2,017 125 1,212 680 3.96 2009/10 f/ 680 840 387 1,907 120 1,167 620 3.78

f = forecast.

1/ Season begins in October of the first year shown as of 1998/99, prior year season begins in December.

2/ sse = single-strength equivalent.

Source: Prepared and calculated by USDA, Economic Research Service.

# California Orange Crop Up 27 Percent in 2009/10

In contrast to Florida, the overall orange crop in California is expected to be strong in 2009/10, increasing by a robust 27 percent to 2.2 million tons. California's navel orange utilized production forecast by NASS is 1.58 million tons, 22 percent above 2008/09 and an upward revision of 5 percent from the March Fruit and Tree Nuts Outlook report. The Valencia crop is estimated at 638 thousand tons, 42 percent higher than the downwardly revised estimate for the 2008/09 crop, but unchanged from March.

The April issue of NASS's California Fruit & Nut Review reported that bearing acreage of navel oranges was unchanged from 2008/09 at 141 thousand acres, but yields rebounded strongly from last season, contributing to the larger crop. A late start to the navel orange harvest led to strong grower prices at the beginning of the season, but AMS data indicate that California orange shipments subsequently accelerated—nearly twice as large as the previous season, to date, by early May—and grower prices have since weakened from last year. California fresh orange prices averaged \$17.76 per 75-lb box in November 2009, but fell to between \$10 and \$11 per box from January to April (table 16). The November-April average price for 2009/10 of \$12.22 per box is off 8 percent from the same period last year.

Bearing acreage for the California Valencia crop was reported down 2,000 acres from 2008, to 43,000 acres, but as with the Navel crop, strong yields is expected to push production well above year-earlier levels. In March, the 2009-10 California Valencia Orange Objective Measurement Report indicated a large fruit set per tree of 704, nearly 25 percent above the 5-year average of 564. The California NASS office reports that picking of Valencia oranges is progressing normally as of early May.

Table 16--Fresh oranges: Average equivalent on-tree prices received by California grow ers, 2004/05-2009/10

Month	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10
		Do	llars per 75-l	b box		
November	13.00	13.00	9.49	15.27	16.20	17.76
December	10.40	10.60	12.39	10.98	13.37	13.06
January	9.50	9.10	12.39	9.48	14.37	10.46
February	8.95	9.11	24.68	8.28	13.04	10.86
March	9.34	9.20	22.71	8.40	12.79	10.46
April	10.47	11.30	22.74	7.61	10.25	10.69
May	10.63	12.55	21.98	9.28	11.41	
June	9.02	12.99	18.03	11.01	12.23	
July	7.24	12.94	16.83	7.72	10.51	
August	6.84	14.84	14.63	7.72	10.61	
September	8.14	22.04	12.83	10.22	16.21	
October	7.84	14.49	14.74	10.12	16.51	
NovFeb. Average	10.46	10.45	14.74	11.00	14.25	12.22

Source: USDA, National Agricultural Statistics Service, Agricultural Prices, various issues.

Total fresh orange exports from November through March were 375,550 tons, a 30percent increase from the 288,266 tons reported for the same period in 2008/09, but still below the pace of 2007/08 when exports were exceptionally strong. By March, usually 50-60 percent of marketing year exports have been shipped, and based on a 5-year average, ERS forecasts total export shipments for the year at 675,900 tons. If realized, this would be 24 percent above 2008/09 and about equal to 2007/08 exports. Exports to each of the four leading markets for U.S. fresh orange exports—Canada, South Korea, Japan, and Hong Kong—have rebounded this year, season to date. These four countries account for over three-fourths of U.S. exports for the season.

Total fresh orange imports have been exceptionally strong so far in 2009/10, amounting to over 17,000 tons through March compared to only 9,000 tons for the same period last year. However, most imports typically arrive in mid-summer to early fall, with less than 15 percent of imports usually received through March. The strong early pace of imports may be matched by lower imports than usual later in season due to the relatively abundant supply of domestic fresh oranges. The current ERS forecast for 2009/10 imports is 90,000 tons, about 9 percent lower than last year. Almost all the imports so far are sourced from Mexico, with smaller amounts coming from the Dominican Republic. Southern hemisphere countries such as the Republic of South Africa and Australia usually supply the majority of U.S. imports after June.

# U.S. Grapefruit Production Revised Upward, But Overall Output Still Declines in 2009/10

Total utilized grapefruit production in the United States is forecast at 1.203 million tons in 2009/10, an upward revision of 3 percent from the April forecast but 8 percent below the revised number for the 2008/09 crop. The April Crop Production report lowered the 2008/09 production estimate from 1.331 million tons to 1.304 million tons due to reduced production in California, but the May Crop Production report lifted the 2009/10 production estimate due to improved prospects for the Florida grapefruit crop. Compared to 2008/09, grapefruit production in Texas is expected to hold steady at 220 thousand tons, production in Florida is expected to be down 9 percent to 842 thousand tons, and lower yields brought the California production forecast down 12 percent to 141 thousand tons. If current forecasts are realized, total U.S. grapefruit production in 2009/10 would be the second-lowest in the past 30 years, behind only the 2004/05 crop of 1.02 million tons.

According to data from the Florida Citrus Administrative Committee (FCAC), the Florida grapefruit harvest was complete by mid-April, and total utilization of fresh and processed grapefruits was running about 8 percent behind last year as of May 9th. Fresh utilization was down only slightly, 1 percent, compared to the previous season, whereas processed utilization was down 13 percent. The share of grapefruit production going for fresh use is much higher this year than normal, 45 percent compared with 42 percent last season and 38 percent the year before. The smaller crop, along with the higher share going for fresh use, has contributed to stronger prices for all Florida grapefruit this year compared to last. Prices for the season to date (October-April) have averaged \$8.12 per box in Florida, 70 percent higher than the \$4.75 per box average last year. Fresh grapefruit prices in Florida have averaged \$12.41 per box this year while processed grapefruit prices have been

Table 17--Fresh grapefruit: Average equivalent on-tree prices received by growers, Florida 2004/05-2009/10

Month	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10
		Do	llars per 85-	lb box		
October	19.99	14.90	15.21		14.80	21.30
November	20.42	13.53	12.19	15.05	8.47	13.18
December	18.83	14.23	11.27	11.94	8.08	10.62
January	20.01	15.87	9.65	9.60	7.60	10.77
February	18.93	15.05	7.67	8.02	7.97	11.22
March	19.2	12.50	7.58	7.60	8.57	9.83
April	19.89	11.01	7.47	7.85	8.16	9.93
May	16.31	9.69	9.38	9.80		
OctApr. Average	19.61	13.87	10.15	10.01	9.09	12.41

Source: USDA, National Agricultural Statistics Service, Agricultural Prices, various issues.

Table 18--Processing grapefruit: Average equivalent on-tree prices received by Florida growers, 2004/05-2009/10

Month	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10
	Doll	ars per 85-lb	box			
October	3.88	1.90	1.70		-2.15	-2.50
November	4.14	3.03	0.47	-0.20	-0.14	-0.53
December	5.01	3.69	1.32	-0.08	-0.05	1.71
January	5.57	4.77	1.32	0.43	0.07	2.41
February	5.77	5.17	1.24	0.79	0.18	2.81
March	5.24	4.61	1.00	0.81	0.33	3.38
April	4.39	4.04	0.81	0.75	0.37	2.93
May	4.24	3.23	-0.03	0.69		
OctApr. Average	4.86	3.89	1.12	0.42	-0.20	1.46

-- = Not available.

Source: USDA, National Agricultural Statistics Service, Agricultural Prices, various issues.

below \$3.40 per box the entire season (tables 17 and 18). Fresh grapefruit prices in Texas have been consistently stronger than last season, October through April, while fresh grapefruit prices in California started stronger than last year, but have been below previous-year monthly averages in 3 of the last 4 months (January-April).

With lower production of fresh grapefruits this year, total domestic consumption of fresh grapefruit is expected to descend to 651 million pounds, 24 percent below last year, bringing per capita consumption to 2.11 pounds. Domestic consumption has declined steadily since the 1990s, when use averaged around 1.5 billion pounds. This year's total would rank the lowest dating back to 1969/70, if realized. Exports are expected to rebound about 5 percent from last year. Based on year-to-date totals through March and the 5-year average of September-March exports as a share of the season's total, ERS projects 2009/10 fresh grapefruit exports to total 568 million pounds in 2009/10. Exports through March are running 2 percent behind last year, but a larger share than normal of total exports had been shipped early last year, and the forecast of increased exports rests on the assumption of a more normal shipping pattern this year. Normally, about 80 percent of U.S. fresh grapefruit exports have

		Supply			Utilization					
Year 1/			Beginning		Ending		Cons	umption		
	Production	Imports	stocks	Total	stocks	Exports	Total	Per capita		
				Million sse	gallons 1/			Gallons		
1991/92	120	4.2	42	165	39	23	104	0.40		
1992/93	186	1.9	39	227	70	22	134	0.52		
1993/94	169	0.9	70	240	59	17	163	0.62		
1994/95	191	0.9	59	251	72	22	157	0.59		
1995/96	171	0.5	72	244	66	27	151	0.56		
1996/97	192	0.2	66	259	86	21	151	0.55		
1997/98	166	0.2	86	253	68	18	167	0.60		
1998/99	171	1.3	68	241	54	24	162	0.58		
1999/2000	204	5.0	54	264	82	33	149	0.53		
2000/01	185	0.9	82	268	75	39	154	0.54		
2001/02	180	0.3	75	255	84	36	136	0.47		
2002/03	142	0.4	84	226	72	38	116	0.40		
2003/04	148	0.5	72	220	65	42	112	0.38		
2004/05	51	11.5	65	128	35	24	68	0.23		
2005/06	81	5.6	35	122	42	19	61	0.20		
2006/07	121	0.9	42	164	58	20	86	0.29		
2007/08	109	0.3	58	167	60	16	92	0.30		
2008/09	84	0.5	60	144	48	16	80	0.26		
2009/10 f/	77	0.6	48	126	45	11	69	0.22		

1/sse = single-strength equivalent. f = forecast.

Source: Prepared by USDA, Economic Research Service.

been sold through March, but last year the figure was closer to 90 percent. To date, Japan, Canada, and the Netherlands account for 76 percent of U.S. exports.

With fewer fruit being sent to processing, ERS forecasts 2009/10 grapefruit juice production at 76.8 million sse gallons, down 8 percent from last season, and the second-lowest dating back to 1969/70. Lower production and an 11.5 million gallon sse reduction in beginning stocks compared to last year bring estimated supplies to 125.7 million gallons (table 19). Exports are running about 40 percent lower than the average for the preceding 4 seasons, and are projected at 11 million gallons. Domestic consumption is forecast to decline by 10.7 million gallons to 69.3 million, bringing per capita use to 0.22 gallons.

# Smaller Crop Boosts Fresh Lemon Prices in 2009/10

The 2009/10 lemon crop is forecast at 855,000 tons, down 6 percent from last season, but above the annual average of 836,000 tons for the past 6 seasons. California's lemon crop is forecast to decline 5 percent to 760,000 tons while Arizona's crop is expected to drop 17 percent to 95,000 tons.

AMS shipment data showed that shipments through mid-May are down 12 percent from last season, and the reduced crop has brought fresh lemon imports ahead of last year's pace and kept exports lower. Based on August through March trade data, fresh lemon imports have totaled 36,805 tons in 2009/10, up 7 percent from the same period last year. Exports to date have totaled 68,970 tons, down 4 percent from last year's August-March total. Normally, about 70 percent of U.S. exports and imports have been shipped or received by March. Japan, Canada, Hong Kong, Australia, and South Korea together account for 86 percent of U.S. fresh lemon

Table 20--Fresh lemons: Average equivalent on-tree prices received by U.S. grow ers, 2004/05-2009/10

Month	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10
		Do	llars per 76-lb	box		
August	20.31	15.72	27.01	43.40	35.58	26.16
September	19.73	13.41	31.37	46.10	28.14	27.46
October	17.87	12.06	34.03	47.98	20.69	27.88
November	16.39	12.35	26.55	48.00	18.72	25.42
December	16.53	12.33	18.31	42.66	14.54	22.79
January	16.33	10.99	16.24	45.50	14.66	21.83
February	15.40	13.47	37.31	47.10	11.55	22.47
March	15.00	16.00	37.71	45.90	8.65	20.94
April	17.71	23.82	36.71	43.20	8.78	22.86
May	26.71	28.02	36.11	44.40	11.18	
June	21.31	27.62	38.21	45.90	17.98	
July	20.51	26.22	40.91	43.00	22.98	
AugApr. Average	17.25	14.46	29.47	45.54	17.92	24.20

Source: USDA, National Agricultural Statistics Service, *Agricultural Prices,* various issues.

exports this year, with Japan holding the largest share at 36 percent. Mexico, followed by Chile are the source of more than 95 percent of U.S. lemon imports.

With the exception of the first 2 months of the 2009/10, fresh lemon grower prices have been stronger this season than last, averaging \$24.20 per 76-lb box through April, compared to an average of \$17.92 for the same period in 2008/09 (table 20). Prices in 2009/10 are far below the \$45.26 averaged for the entire 2007/08 season, when lemon production reached a 38-year low.

# Tangerine Prices Dampened by Larger Crop, Tangelo Production Down

The 2009/10 forecast for all tangerine and mandarin production is 572,000 tons, 29 percent above the 2008/09 crop and 9 percent higher than 2007/08. California is expected to account for 60 percent of production, with 341,000 tons, while Florida produces most of the remainder with 214,000 tons. Both States increased production from last year. Arizona, a small producer, also lifted production from last year, though it is expected to total only 17,000 tons. With higher production, the all tangerine grower price has been mostly weaker this season than last. Prices have averaged \$10.62 per box, October through April, compared to \$15.04 for the same period last year. Tangelo production is forecast to decline to 41 thousand tons in 2009/10, down 11,000 tons from last year and 27,000 tons from the year before. Tangelos are typically marketed in November through February, and all tangelo prices for this period in 2009/10 averaged \$3.87 per box compared to \$2.13 per box the year before.

# **Increase in Almond Production Continues**

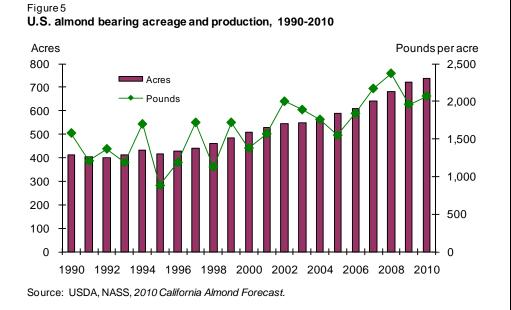
According to the 2010 California Almond Forecast report released by the NASS California Field Office on May 6, the initial forecast for this year's almond crop is 1.53 billion pounds, up 9 percent from last season's revised production forecast of

1.41 billion pounds. The 2010 production forecast is 5 percent less than the recordsetting harvest of 1.61 million pounds in 2008 but will still be the second-largest crop on record, if realized.

Variable spring weather caused minimal problems with the developing almond crop. Wet weather hampered some bee activity but overlap of varieties was excellent. California has had the wettest winter season in 4 years. According to industry sources, rainfall totaled 9.83 inches as of March, an inch above the 30-year average season rainfall. Cool weather has benefited the crop by reducing insect damage while increased fungicide applications has reduced concerns of increased fungal infections and rot due to wet weather. Almond trees damaged by frost last season show heavy sets this year.

Almond acreage continued to grow. NASS reported there were 740,000 acres of bearing almond trees this year, almost a 3-percent increase over last year's acreage (fig. 5). Non-bearing acre forecast has not been released. Last season, there were 90,000 non-bearing almond acres, a decrease for the fourth straight season.

The Almond Board of California reports total shipments up 14 percent this season, August through April, over the same period last season. Export movement has been very strong, up 15 percent so far, followed by domestic shipments up 10 percent. The quantity of almonds sold, but not yet shipped, is down 26 percent for the domestic market and 40 percent for the international market. Spain, Germany, and Hong Kong account for most of the shelled almond exports to date. The European Union received 51 percent of all shelled almond exports while Asia received 23 percent. Shelled almond exports to Asia are up 35 percent and 24 percent for inshell almonds. India accounts for 45 percent of all exported inshell almonds with China accounting for 40 percent. The European Union is not performing as strongly as Asia with only an 8 percent increase in shelled shipments and a 14 percent decrease in inshell shipments to date.



# Fruit and Tree Nut Trade Outlook

# Exports Up for U.S. Apples and Pears, Down for Grapes

International demand for U.S. fresh apples and pears remains higher during this 2009/10 marketing season relative to last season. Bigger domestic apple and pear crops and the good quality of these crops have increased the availability of exportquality supplies for these industries, aiding in meeting export demand thus far this season through March. Despite continued weakened economies across the world, the volume of export shipments were up 3 percent for apples and 9 percent for pears (table 21). Export volumes were strong to markets in Asia and South America, more than compensating for shipment declines to Mexico and Canada (only for apples)—the top two international markets for U.S. apples. While apple and pear exports were also both down significantly to the European Union market, U.S. shipments rose sharply to Russia, an up-and-coming market for the United States.

Cumulative U.S. fresh grape exports in 2009/10, May through March, were down 11 percent in volume from those from the same period in 2008/09. Reduced domestic production was partly accountable for the lower shipments made to international markets so far for this season. Exports were down, in general, to markets in Latin America, including the regions of Central and South America and the Caribbean. Among the U.S. grape industry's leading export country destinations, shipments were down 2 percent to Canada and down 71 percent to Mexico. The sharp decline in exports to Mexico may be partly attributed to the impact of the 45-percent import tariff imposed by Mexico on U.S. fresh grapes in early 2009 in retaliation to the cross-border trucking dispute. High tariffs were also

	Marketing season	Season-to-date (through March)		Year-to-date
Commodity		2009	2010	change
		1.000 pounds		Percent
Fresh-market:				
Oranges	November-October	576,531	751,099	30.3
Grapefruit	September-August	481,587	472,318	-1.9
Lemons	August-July	143,308	137,939	-3.7
Apples	August-July	1,201,200	1,237,608	3.0
Grapes	May-April	738,913	656,877	-11.1
Pears	July-June	295,297	322,713	9.3
Peaches (including nectarines)	January-December	1,749	1,596	-8.7
Straw berries	January-December	54,640	68,152	24.7
Cherries	January-December	285	479	68.0
		1,000 sse gallons 1/		
Processed:			•	
Orange juice, frozen concentrate	October-September	28,656	24,870	-13.2
Orange juice, not-from-concentrate	October-September	34,436	32,608	-5.3
Grapefruit juice	October-September	7,710	4,563	-40.8
Apple juice and cider	August-July	5,017	12,594	151.0
Wine	January-December	25,050	25,532	1.9
		1,000		
Raisins	August-July	211,369	250,941	18.7
Canned pears	June-May	12,856	11,622	-9.6
Canned peaches	June-May	62,293	30,316	-51.3
Frozen straw berries	January-December	5,899	7,121	20.7
		1,000 pounds		
Free nuts:				
Almonds (shelled basis)	August-July	753,670	873,570	15.9
Walnuts (shelled basis)	September-August	131,838	188,886	43.3
Pecans (shelled basis)	October-September	28,765	49,370	71.6
Pistachios (shelled basis) 1/ sse = single-strength equivalent.	September-August	70,801	78,248	10.5

Source: U.S. trade data provided by the U.S. Department of Commerce, U.S. Census Bureau

imposed by Mexico on other U.S. fruits and vegetables, including apples and pears, partly explaining why U.S. exports of these fruits declined to Mexico so far this season. Although there have been reports suggesting that both countries are nearing an agreement in resolving this tariff issue, unless finally eliminated, the continued presence of these high tariffs would again dampen export demand for these commodities in Mexico during the 2010/11 marketing season.

The 2010/11 California grape season got delayed by the wet and colder than normal weather this spring and supplies out of the State's Coachella Valley region started out more than a week behind last season around mid-May. Supplies are not expected to get fully underway until production transitions to the State's San Joaquin Valley grape-growing region. Early indications from the California Table Grape Commission, however, suggest that California is on target to produce 4 percent more table grapes for the 2010/11 marketing season, likely increasing export potential for the industry for this new season.

# Grape and Peach Imports Down in 2009/10

Fresh grape and peach imports into the United States this season through March were down 18 percent and 7 percent, respectively, from the same period last season (table 22). These declines mostly reflect the lighter shipments that had occurred this past winter from Chile, the United States' main supplier for these imported fruits. Less-than-ideal weather reduced grape and peach production in Chile and the strong earthquake that struck the country in late February led to further cuts and disruptions in Chilean fruit supplies. The volume of grape imports from Chile in 2009/10 through March declined 21 percent from the same time last season and peach imports fell 7 percent. Mexico is the second-largest supplier of imported grapes to the United States with availability at the front end of the U.S. grape marketing season. Table grape exports from Mexico were down in 2009/10 due to reduced production. The United States is Mexico's most important market for table grapes. U.S. table grape imports from Mexico in 2009/10 were down 15 percent. While no official numbers have been released yet, early indications from industry point to a larger table grape production in Mexico for the 2010/11 marketing season. This would mean an increase in Mexico's table grape exports in 2010/11, especially since the export market serves as the primary market for Mexico's grape industry. Table grape harvest in the country started late for the new season and supplies were light but grape volumes are expected to pick up and, depending on weather, finish strong for the season.

U.S. lime imports in 2009, January through March, increased 2 percent from volume the same time last year. Imports were down from the No. 1 source— Mexico—which accounted for 96 percent of total import volume to date. However, sharp gains in shipments from Guatemala, Colombia, El Salvador, along with increases from Ecuador, Italy, Honduras, and Belize led to the overall increase in lime imports. Imports play a major part in meeting the growing demand for limes in the United States as major hurricanes in the early 1990s led to the demise of the domestic lime industry in Florida.

Despite a bigger than average domestic crop, U.S. pecan imports more than doubled in volume in 2009/10, October through March, from the same period in 2008/09, mostly reflecting the shipments from Mexico, which were up 103 percent. While

small relative to total volume to date, large increases came in from Israel and Spain. Demand remains strong in the domestic market and so the growth in imports, especially as the industry experienced a sharp drop in pecan stocks at the beginning of the 2009/10 season and very strong shipments to export markets to date.

	Marketing season	Season-to-date (through March)		Year-to-date	
Commodity		2009	2010	change	
		1,000 pounds		Percent	
Fresh-market:					
Oranges	November-October	18,662	35,720	91.4	
Tangerines (including clementines)	October-September	184,540	153,942	-16.6	
Lemons	August-July	68,673	73,610	7.2	
Limes	January-December	172,016	175,158	1.8	
Apples	August-July	106,642	76,688	-28.1	
Grapes	May-April	1,227,327	1,002,628	-18.3	
Pears	July-June	98,162	69,311	-29.4	
Peaches (including nectarines)	January-December	98,466	91,707	-6.9	
Bananas	January-December	2,127,288	2,266,771	6.6	
Mangoes	January-December	120,676	119,838	-0.7	
		1,000 sse gallons 1/			
Processed:		,	0		
Orange juice	October-September	111,196	161,230	45.0	
Apple juice and cider	August-July	323,201	342,486	6.0	
Wine	January-December	57,833	56,750	-1.9	
		1,000 pounds			
Canned pears	June-May	53,918	49,276	-8.6	
Canned peaches (including nectarines)	June-May	121,252	110,577	-8.8	
Canned pineapple	January-December	183,271	161,452	-11.9	
Frozen straw berries	January-December	65,584	49,169	-25.0	
	·	1,000 pounds			
Tree nuts:					
Brazil nuts (shelled basis)	January-December	4,591	2,842	-38.1	
Cashews (shelled basis)	January-December	59,864	58,040	-3.0	
Pine nuts (shelled basis)	January-December	2,088	810	-61.2	
Pecans (shelled basis)	October-September	41,285	65,792	59.4	

Source: U.S. trade data provided by the U.S. Department of Commerce, U.S. Census Bureau.

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