

2008 Fruit Summary

Apples

Wisconsin's apple production in 2008 totaled 57.0 million pounds, with 54.5 million pounds of utilized production. Bearing acres were down 100 acres to 4,700. Yields increased 1,300 pounds per acre to 12,100. Prices rose 10 percent to \$0.516 per pound in 2008.

Total U.S. production increased 10 percent to 10.0 billion pounds. U.S. apple prices shrank from \$0.288 to \$0.262 per pound in 2008.

APPLES: Acreage, Yield, and Value, Selected States, 2008

State	Bearing acreage	Yield per acre 1/	Production		Price per pound	Value of utilized production
			Total	Utilized		
	Acres	Pounds	Million pounds		Dollars	1,000 dollars
WI	4,700	12,100	57.0	54.5	0.516	28,104
MI	35,500	15,800	560.0	560.0	0.216	121,000
NY	42,000	29,300	1,230.0	1,180.0	0.221	260,525
PA	21,000	20,700	435.0	425.0	0.183	77,629
WA	153,000	39,900	6,100.0	6,100.0	0.274	1,669,200
US	349,890	28,700	10,035.2	9,939.5	0.262	2,599,499

1/Yield is based on total on total production, which includes unharvested production and fruit harvested, but not sold due to market conditions.

Source: USDA, NASS, WI FO.

Cranberries

The 2008 growing season got off to a slow start due to a late, cool spring. The crop was able to catch up, however, and a warm September helped fruit to size. A dry summer had many growers irrigating. Water supplies were generally tight, but adequate. Wisconsin cranberry production for 2008 was the highest on record, at 4.30 million barrels. This was up 12 percent from 2007. Producers harvested 17,700 acres, an increase of 100 acres. Yields rose 12 percent to 242.9 barrels per acre. Harvested acres and yield were also the highest on record. The 200,000 barrels sold on the fresh market brought a price of \$68.00 per barrel. Prices for processing cranberries rose from \$44.90 to \$57.30 per barrel.

Total U.S. production was up 16 percent to 7.61 million barrels. Wisconsin producers accounted for 57% of the U.S. crop in 2008. The average U.S. price for cranberries increased by \$11.50 to \$58.40 per barrel.

CRANBERRIES: Acreage, Yield, Production and Value, Selected States, 2008

State	Harvested	Yield per acre 1/	Production		Utilization		Value	
			Total	Utilized	Fresh	Processed	Per barrel 2/	Total
	Acres		Barrels				Dollars	1,000 Dollars
WI	17,700	242.9	4,300,000	4,300,000	200,000	4,100,000	57.80	248,530
MA	13,000	176.9	2,300,000	2,300,000	129,000	2,171,000	55.90	128,551
NJ	3,100	165.2	512,000	512,000	-	512,000	49.70	25,446
OR	2,700	148.1	400,000	400,000	-	400,000	91.50	36,600
WA	1,700	55.3	94,000	94,000	19,500	74,500	52.90	4,977
US	38,200	199.1	7,606,000	7,606,000	348,500	7,257,500	58.40	444,104

1/Yield is based on total production. 2/Weighted average of co-op and independent sales. Co-op prices represent pool proceeds less returns for processing non-cranberry products, capital stock dividends, capital stock retains, and other retains.

Source: USDA, NASS, WI FO

Tart Cherries

Wisconsin farmers harvested 600,000 pounds of tart cherries in 2008, down dramatically from 10.4 million pounds harvested in 2007. Yields were down 94 percent to 353 pounds per acre. Prices increased from \$0.280 to \$0.350 per pound in 2008.

Total U.S. production decreased 15 percent to 214 million pounds, while yield was down 15 percent to 6,190 pounds per acre.

TART CHERRIES: Acreage, Yield, and Value, Selected States, 2008

State	Bearing acreage	Yield per acre 1/	Production		Price per pound			Value of production		
			Total	Utilized	Fresh	Processed	All	Fresh	Processed	All
	Acres	Pounds	Million pounds		Dollars			1,000 dollars		
WI	1,700	353	0.6	0.6	2/	0.350	0.350	2/	210	210
MI	25,900	6,370	165.0	165.0	1.100	0.390	0.393	550	64,235	64,785
NY	1,600	6,000	9.6	9.4	2/	2/	0.413	2/	2/	3,879
UT	2,900	6,900	20.0	19.0	2/	0.330	0.330	2/	6,270	6,270
WA	1,300	9,620	12.5	12.5	2/	2/	0.330	2/	2/	4,125
US	34,650	6,190	214.4	213.2	1.390	0.380	0.385	1,388	80,711	82,099

1/Yield is based on total on total production. 2/Missing data not published to avoid disclosure of individual operations.

Source: USDA, NASS, WI FO

Strawberries

Wisconsin strawberry production totaled 49,000 hundredweight (cwt.) in 2008, up 1,000 cwt. from the previous year. Farmers harvested 800 acres, a decrease of 50 acres from 2007. Yields increased from 56 cwt. per acre to 61 cwt. per acre. The average price rose 9 cents to \$1.45 per pound. "Pick your own" strawberries averaged \$1.20 per pound, while pre-picked berries averaged \$2.15 per pound.

Nationally, 54,470 acres of strawberries were harvested for a total production of 25.3 million cwt. The average U.S. price per cwt. was 74.4 cents.

STRAWBERRIES: Acreage, Yield, Production, and Value, Selected States, 2008

State	Planted	Harvested	Yield per acre	Production	Price per cwt.	Value of production
	Acres			Cwt.	Dollars	1,000 dollars
WI	910	800	61	49,000	145.00	7,105
CA	37,600	37,600	605	22,675,000	68.10	1,544,686
FL	6,900	6,900	260	1,794,000	139.00	249,366
NY	1,600	1,400	32	45,000	165.00	7,425
NC	1,700	1,600	130	208,000	100.00	20,800
OR	2,100	1,800	130	238,000	70.50	16,768
US	55,660	54,470	465	25,317,000	74.40	1,884,799

Source: USDA, NASS, WI FO