



Industry Insights: Harvest Wrap-Up

December 19, 2024

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usapple.org



USApple Roadmap



Production Trends



USAppleTracker Storages



Movement Trends



Export / Import Trends



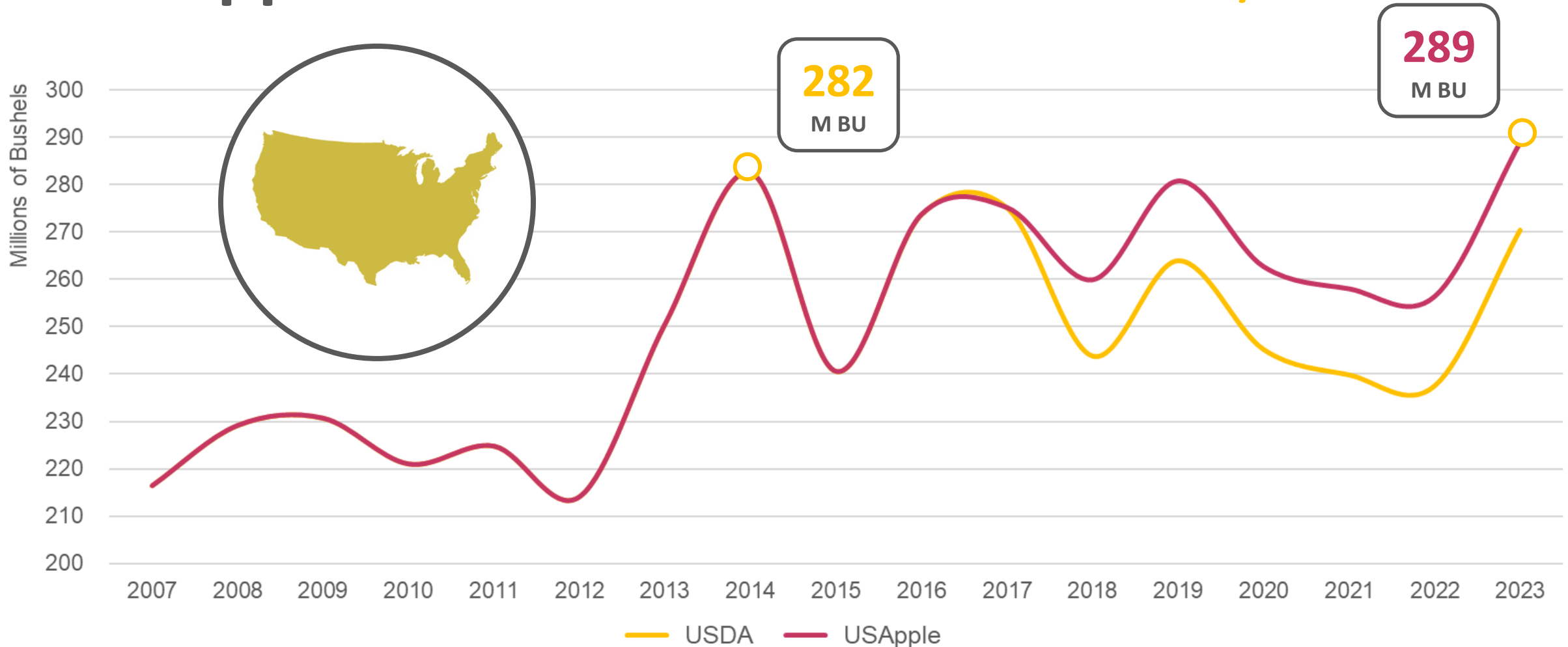
Capacity Trends



Price / Cost Trends



U.S. Apple Production Estimates: 2023/24



Sources: USDA, NASS; USApple

U.S. Apple Production Estimates: 2024/25



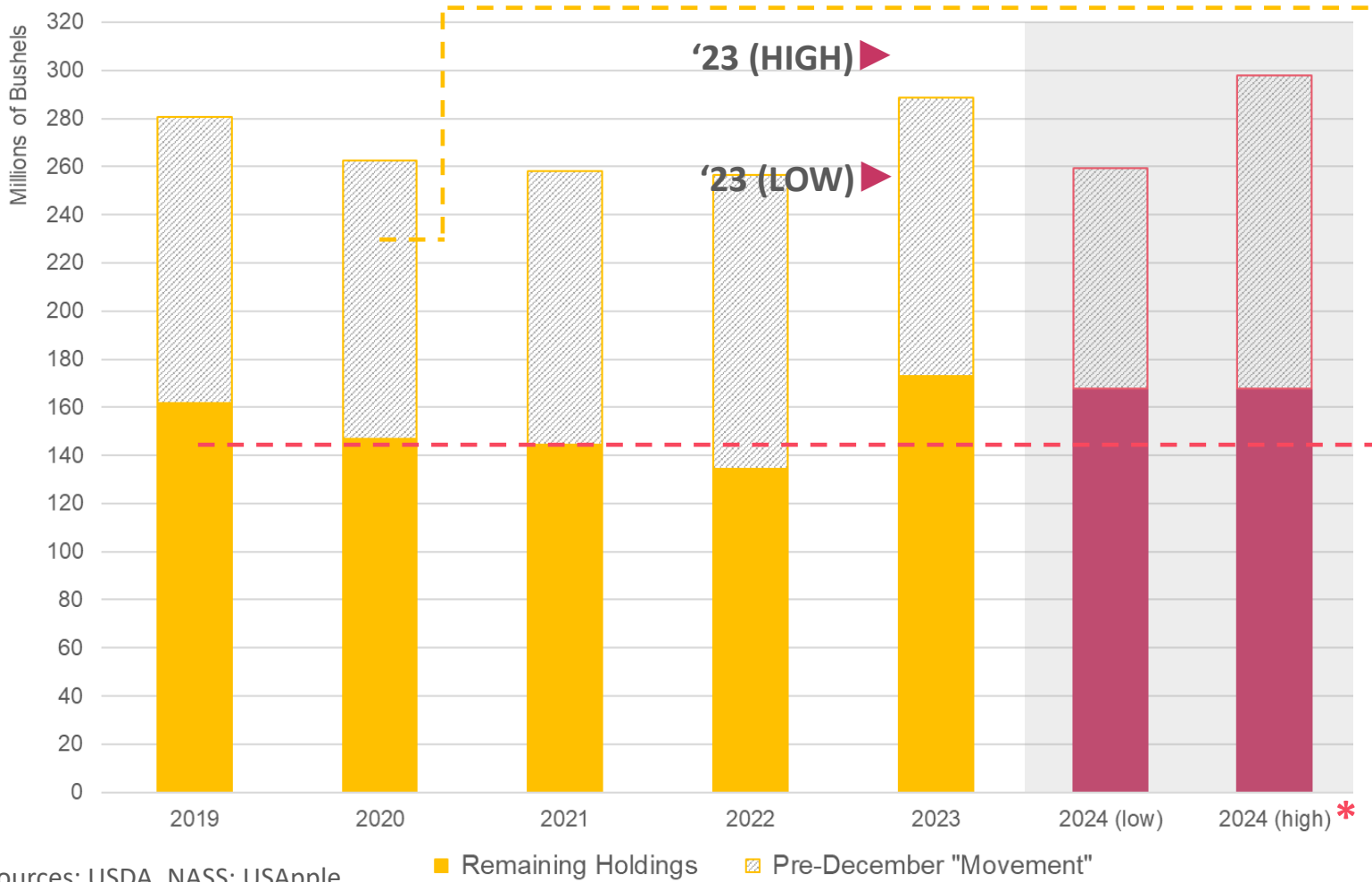
* includes USApple estimate of Other States

AUG 2024

USDA Estimate*	282 M BU	
USApple Adjustment*	260 M BU	
Washington	155 M BU	▼ 15% YOY
New York	31 M BU	▲ 5% YOY
Michigan	31 M BU	▼ 4% YOY
Pennsylvania	12 M BU	▼ 13% YOY
California	5 M BU	▼ 4% YOY
Virginia	5 M BU	▼ 6% YOY
Oregon	4 M BU	▼ 5% YOY
Other States*	18 M BU	▼ 4% YOY

Sources: USDA, NASS; USApple

USAppleTracker Storages: DEC 2024



Over the past five seasons, December storage volumes were around **56%** of total final USDA production.

Conversely, on average, **44%** of U.S. apples produced, "move" prior to December 1st of any given year.

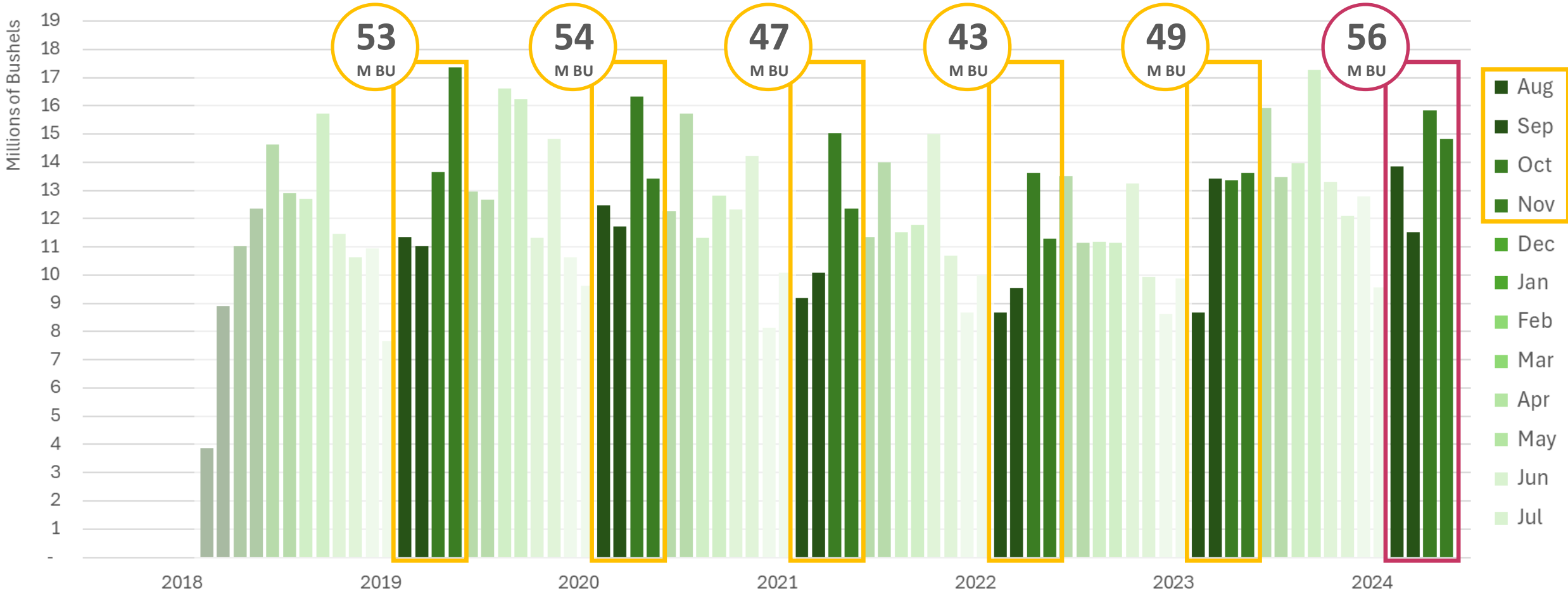
USApple August Estimate: 260 M BU

- This season, either ...**
- ▶ pre-December movement has been relatively slow (**35%** vs. 44%), or
 - ▶ pre-December movement is on pace, production estimates were low.*

Sources: USDA, NASS; USApple

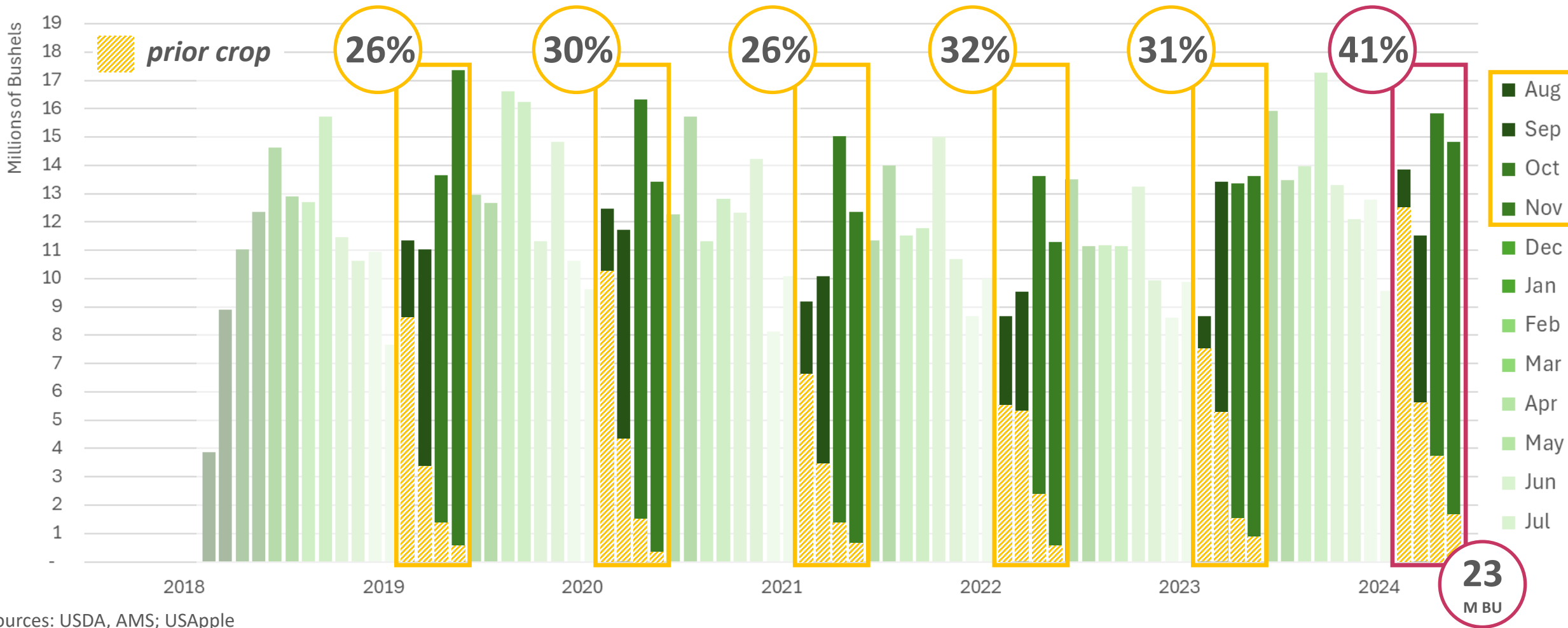
■ Remaining Holdings ▨ Pre-December "Movement"

U.S. Apple Movement: Harvest Season



Sources: USDA, AMS; USApple

U.S. Apple Movement: Harvest Season



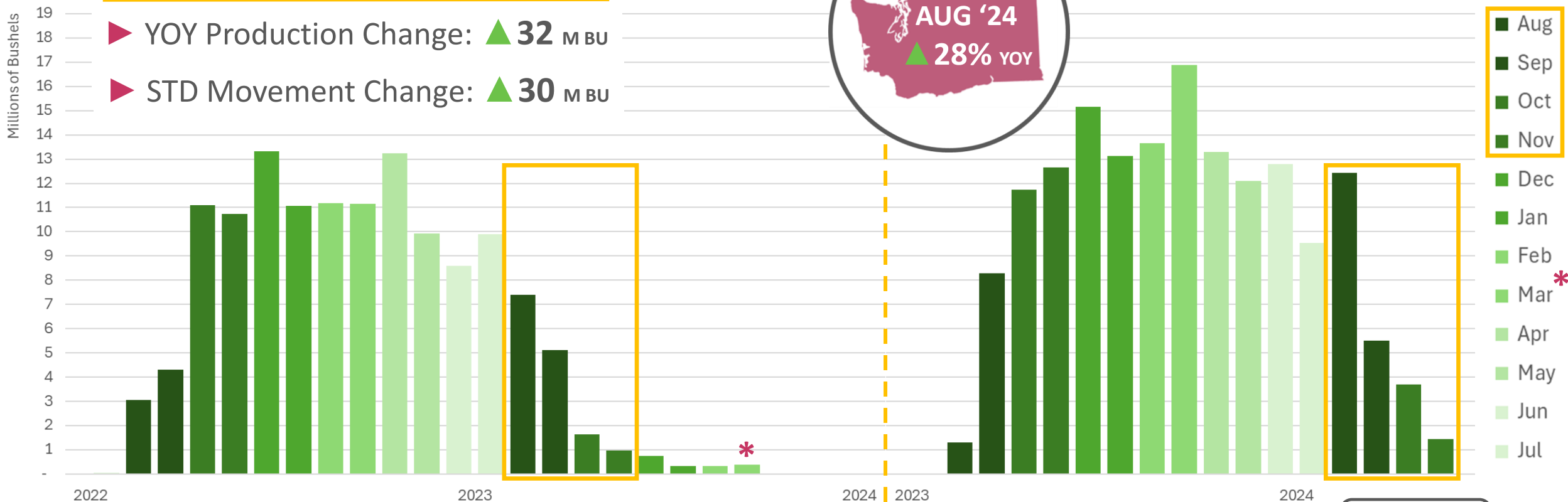
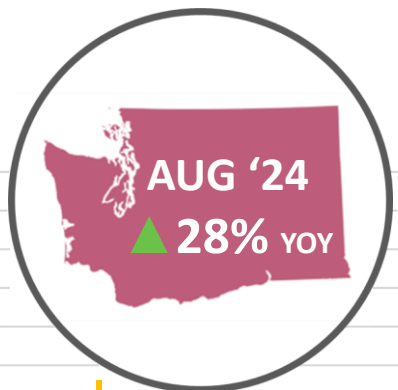
Sources: USDA, AMS; USApple

U.S. Apple Overhang Estimate: 2023/24

2022/23 vs. 2023/24

▶ **YOY Production Change: ▲ 32 M BU**

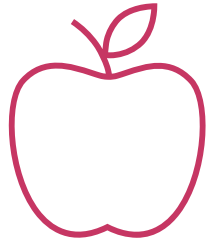
▶ **STD Movement Change: ▲ 30 M BU**



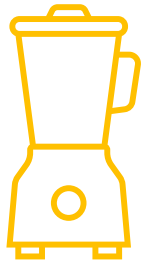
~2 M BU ? >>>

Sources: USDA, AMS; USApple

USAppleTracker: 2024/25



NOV 2024 130 M BU ▼ 7% YOY
 DEC 2024 122 M BU ▼ 2% YOY



NOV 2024 46 M BU ▼ 9% YOY
 DEC 2024 46 M BU ▼ 4% YOY

DEC '24

Honeycrisp
 18 M BU ▼ 32% YOY

Gala
 26 M BU ▲ 4% YOY

Red Delicious
 23 M BU ▼ 8% YOY

Cosmic Crisp®
 15 M BU ▲ 66% YOY



121.5 Million Fresh-Market Holdings

DOWN 2% YOY

U.S. fresh apple holdings on December 1, 2024 totaled 121.5 million bushels, 2 percent less than the inventories reported last December and 13 percent more than the December five-year average.

46.4 Million Processing Apple Holdings

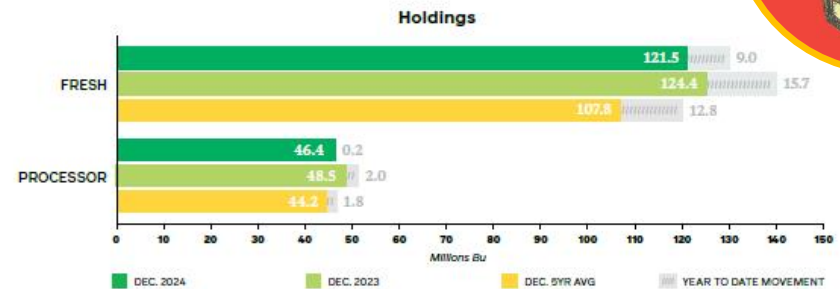
DOWN 4% YOY

U.S. processing apple holdings on December 1, 2024 totaled 46.4 million bushels, 4 percent less than the inventories reported last December and 13 percent more than the December five-year average.

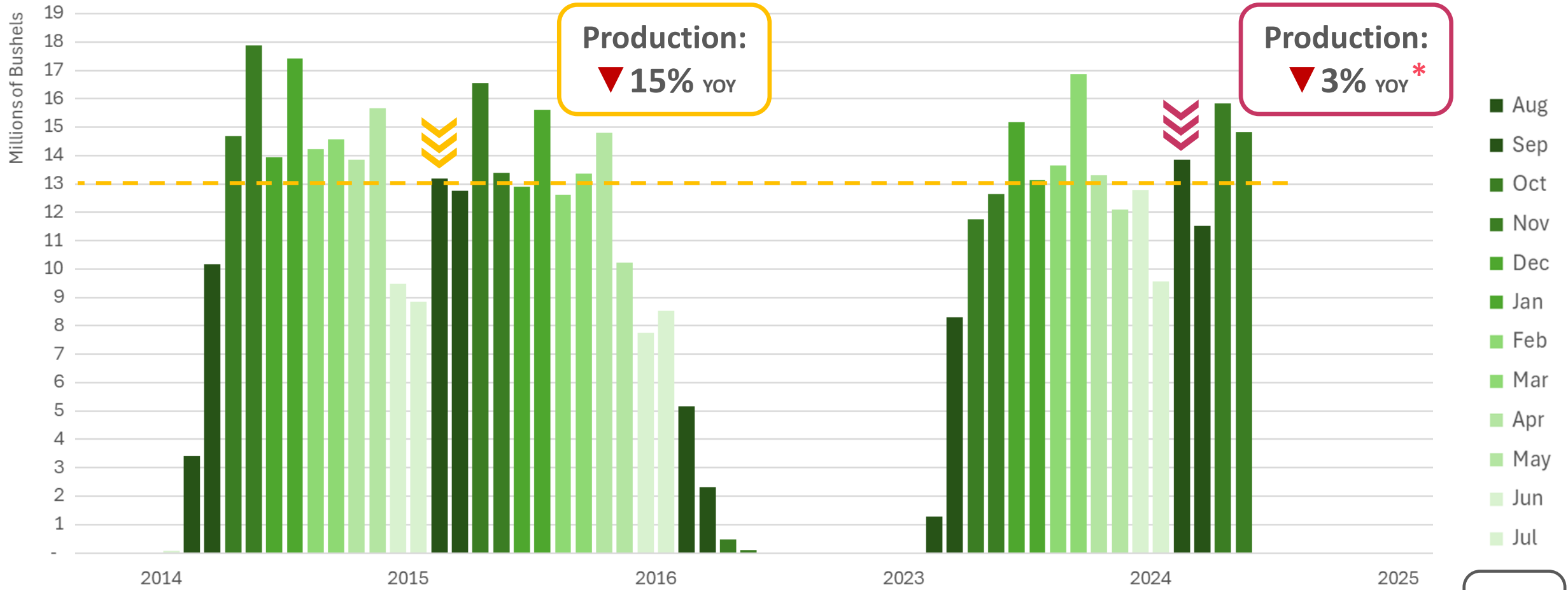
Sponsored by



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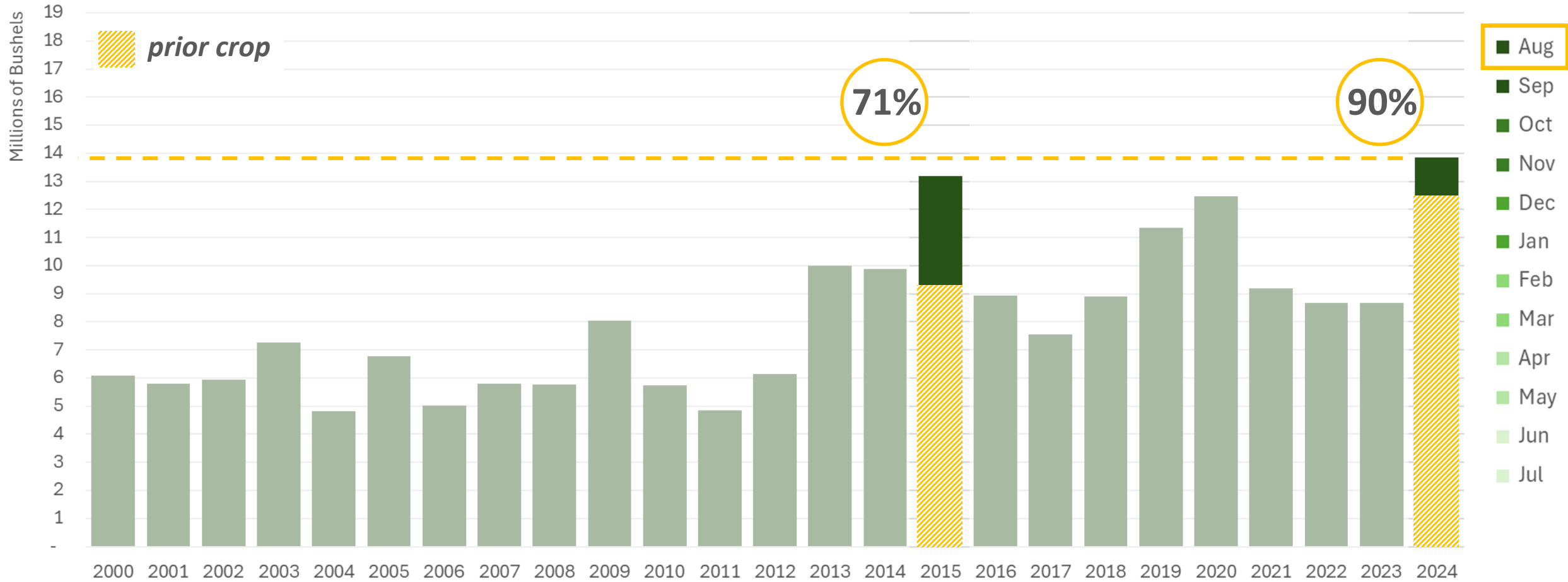
U.S. Apple Movement: 2014/15 vs. 2024/25



***280**
M BU

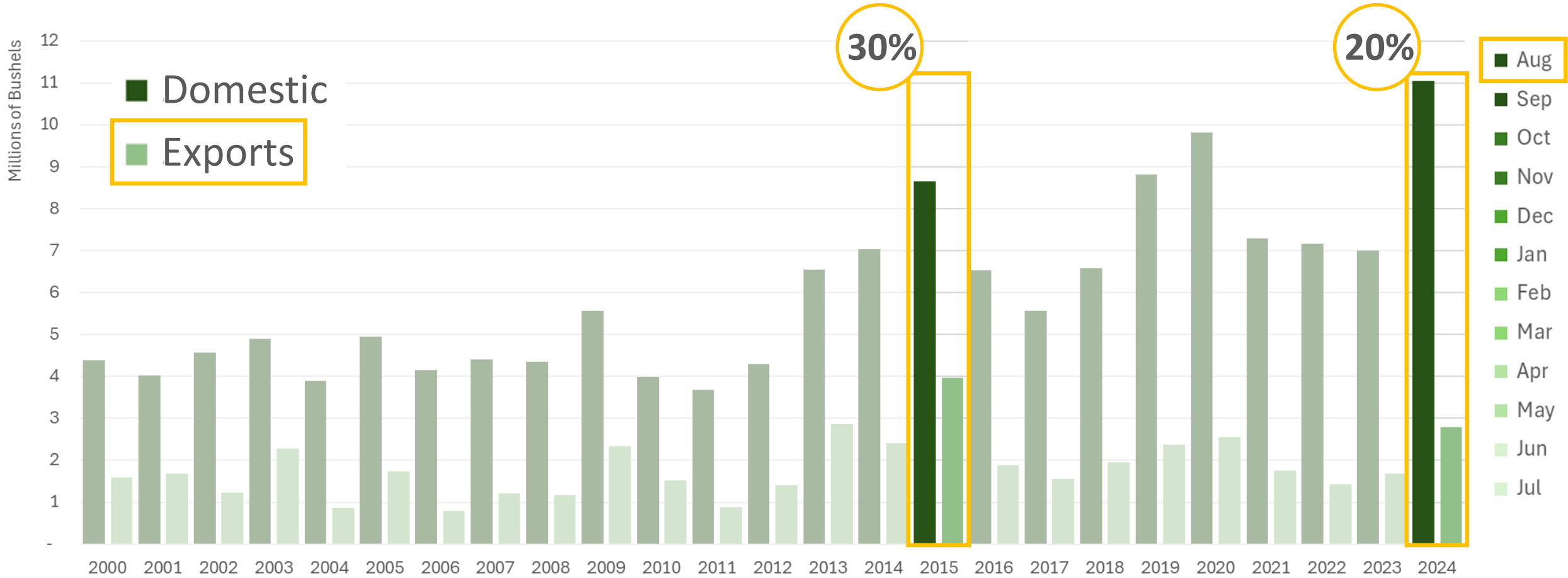
Sources: USDA, AMS; USApple

U.S. Apple Movement: AUG 2000-2024



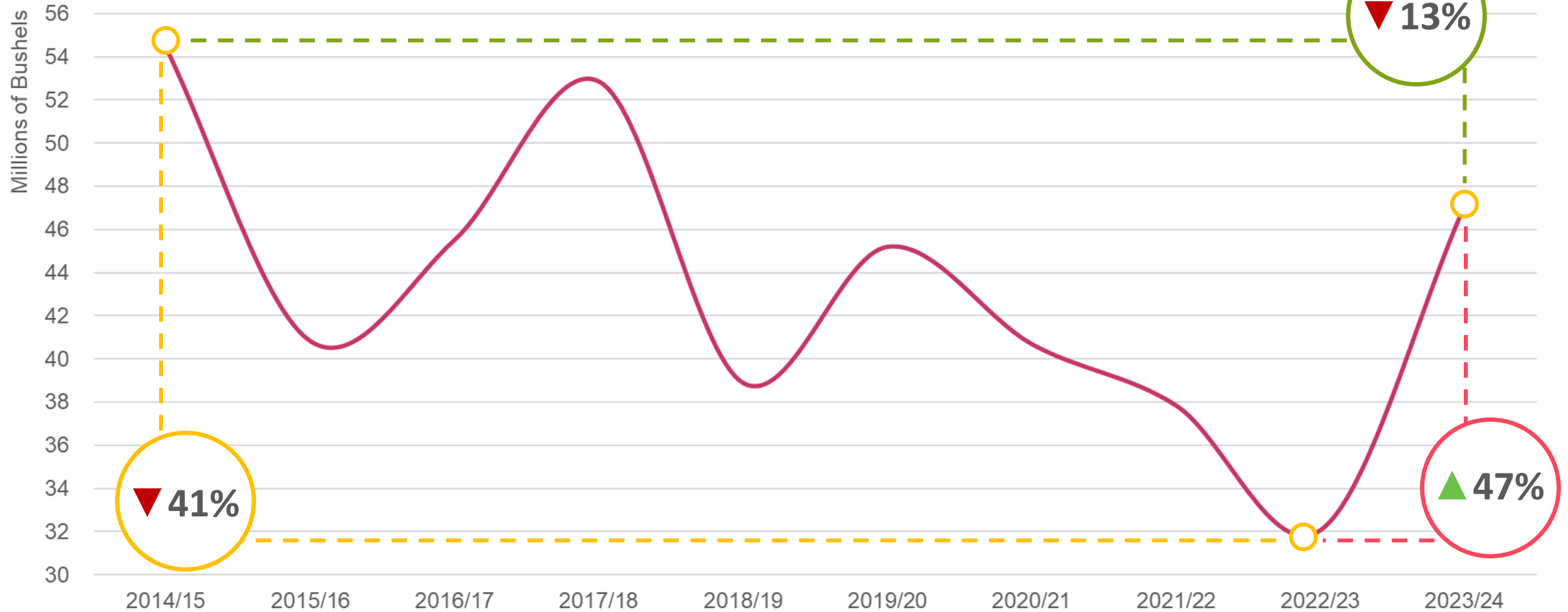
Sources: USDA, AMS; USApple

U.S. Apple Movement: AUG 2000-2024



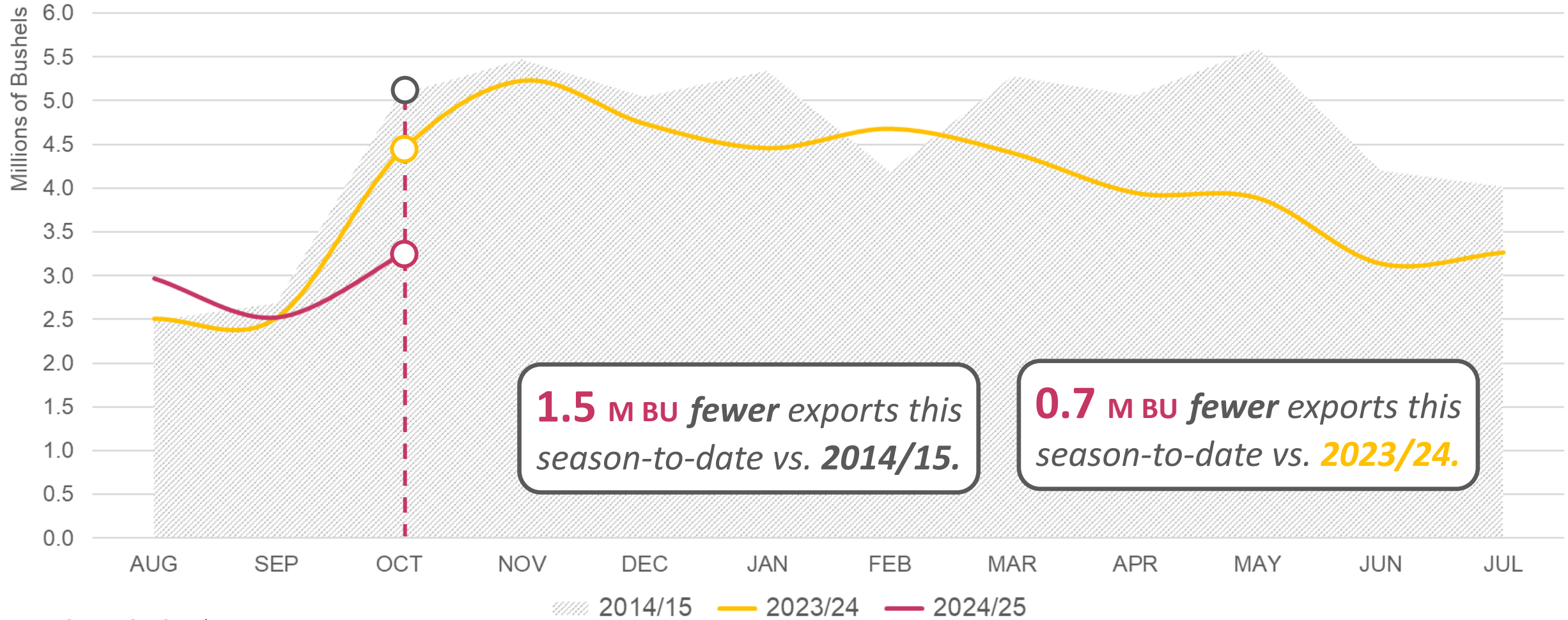
Sources: USDA, AMS; USApple

U.S. Fresh Apple Exports



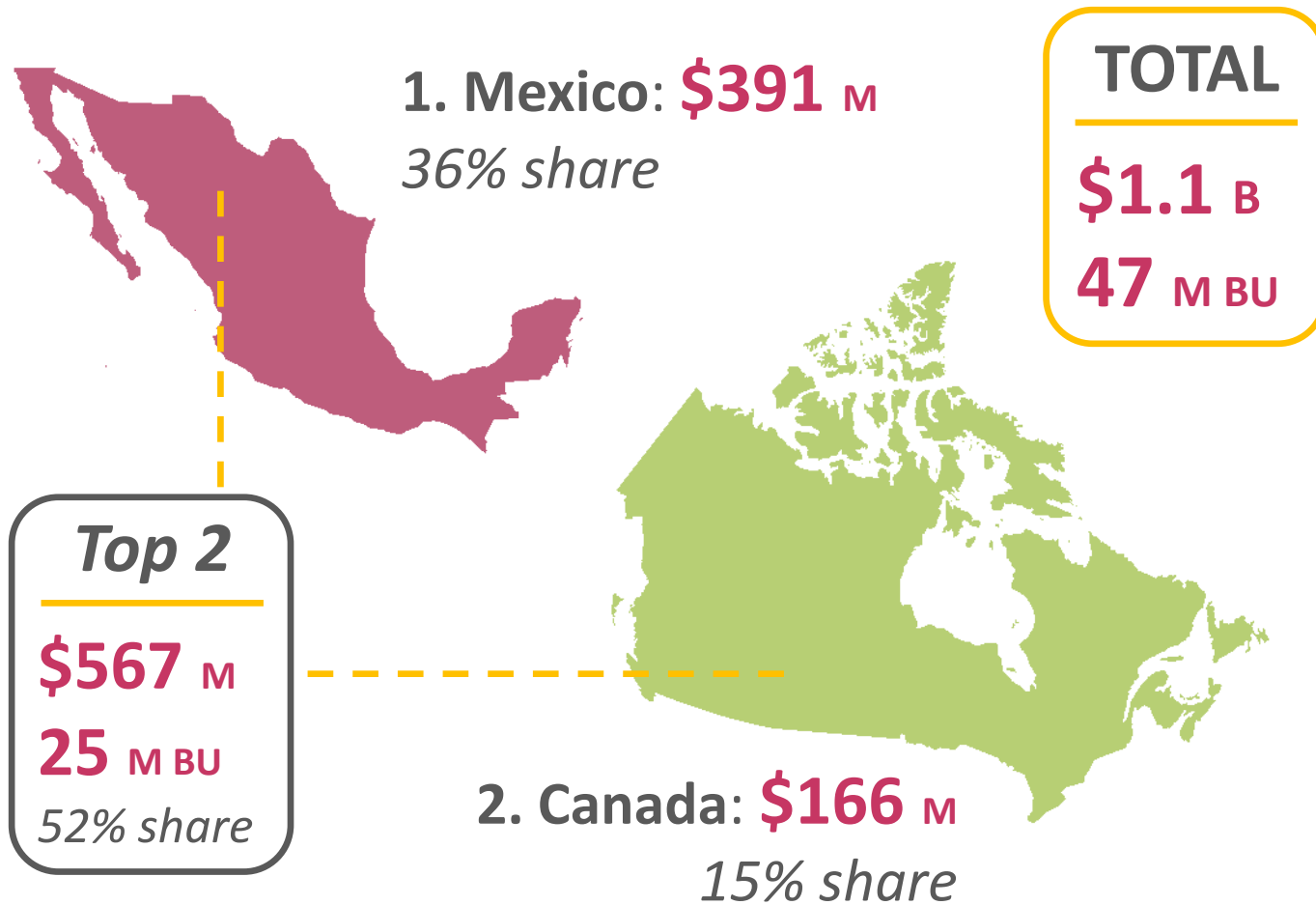
Sources: USDA, FAS; USApple

U.S. Fresh Apple Exports



Sources: USDA, FAS; USApple

U.S. Fresh Apple Exports*



3. Taiwan	\$99 M	9% share
4. Vietnam	\$64 M	6% share
5. India	\$42 M	4% share
6. Dom. Rep.	\$35 M	3% share
7. Guatemala	\$26 M	2% share
8. Colombia	\$25 M	2% share
9. Hong Kong	\$21 M	2% share
10. Thailand	\$20 M	2% share

* 2023/24 season

Sources: USDA, FAS; USApple

U.S. Fresh Apple Exports

“On January 20th, as one of my many first Executive Orders, I will sign all necessary documents to **charge Mexico and Canada a 25% Tariff on ALL products coming into the United States, ...**”

Donald Trump

U.S., President-elect
November 25, 2024
Truth Social

"If there are U.S. tariffs, Mexico would also raise tariffs,"

Sheinbaum said during a press conference, in her clearest statement yet that the country was preparing possible retaliatory trade measures against its top trade partner.

Claudia Sheinbaum

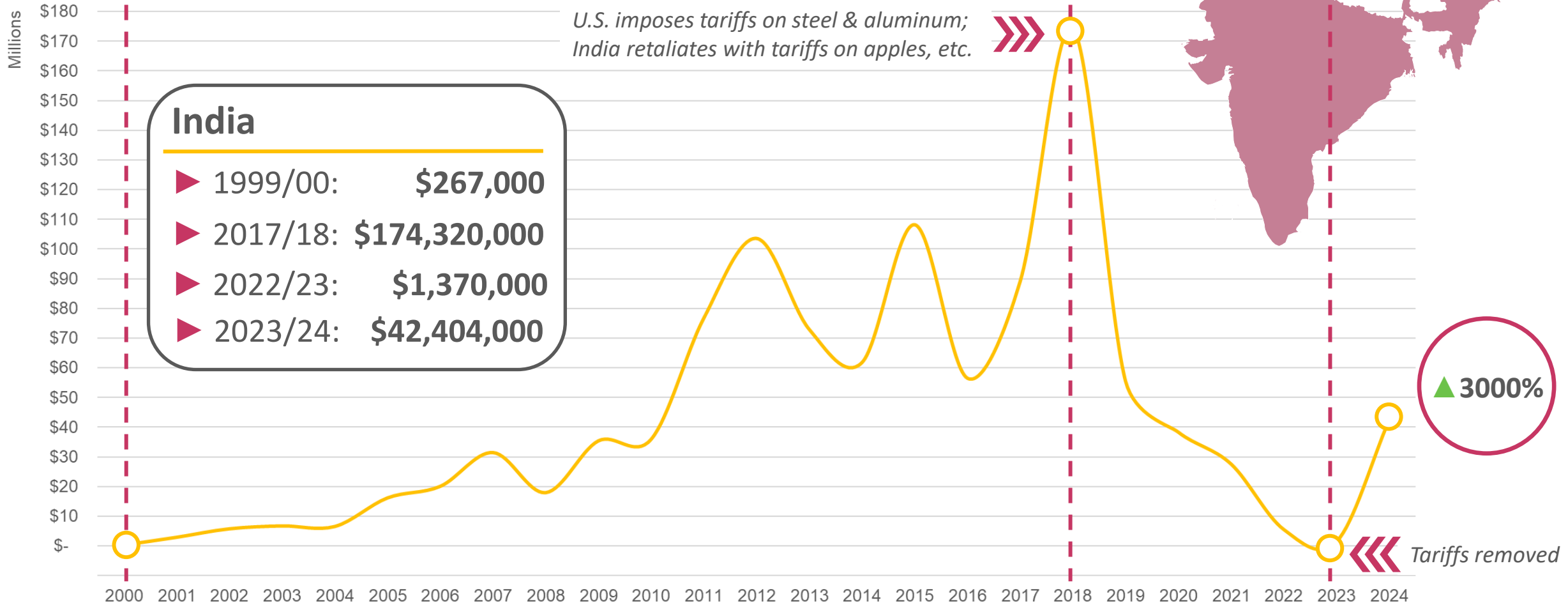
Mexico, President
November 27, 2024
Reuters

"In the event that the United States were to impose unjustified tariffs on Canada, of course we would respond, and the Canadian response would necessarily be robust. I am confident that it would be effective," Freeland told reporters.

Chrystia Freeland

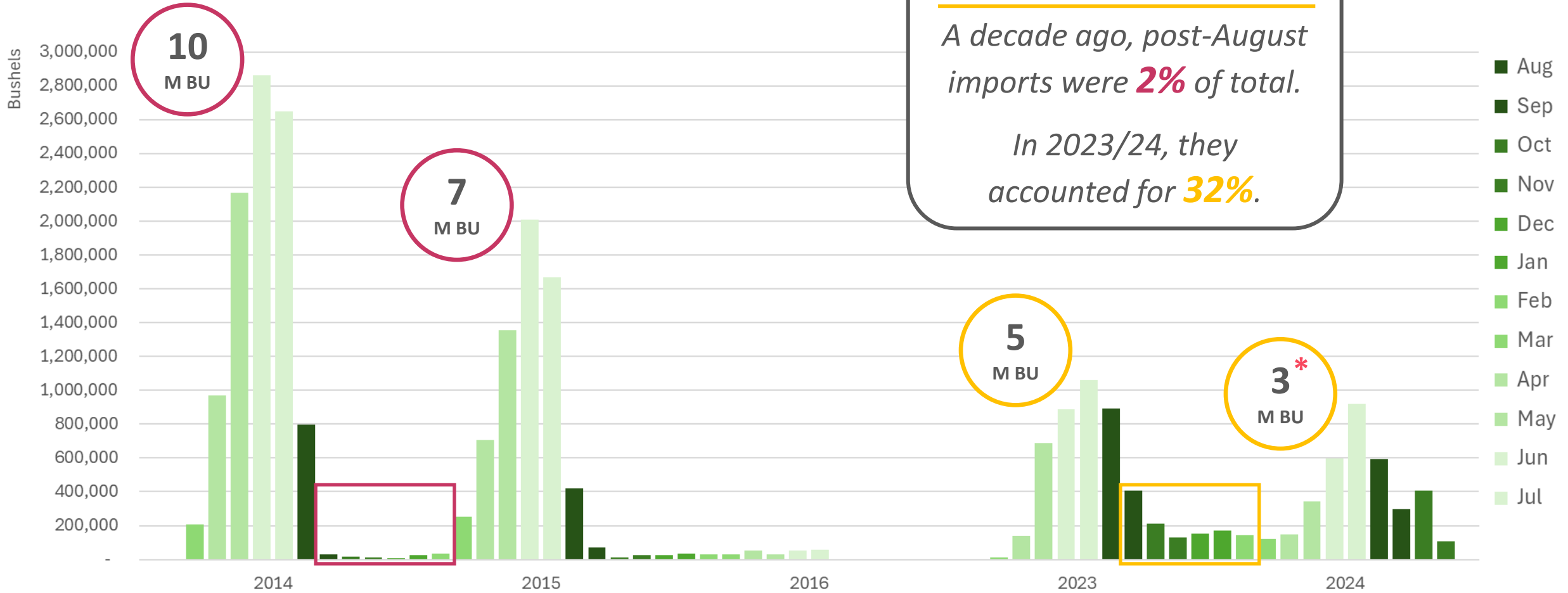
Canada, Finance Minister
December 13, 2024
Reuters

U.S. Fresh Apple Exports



Sources: USDA, FAS; USApple

U.S. Fresh Apple Imports

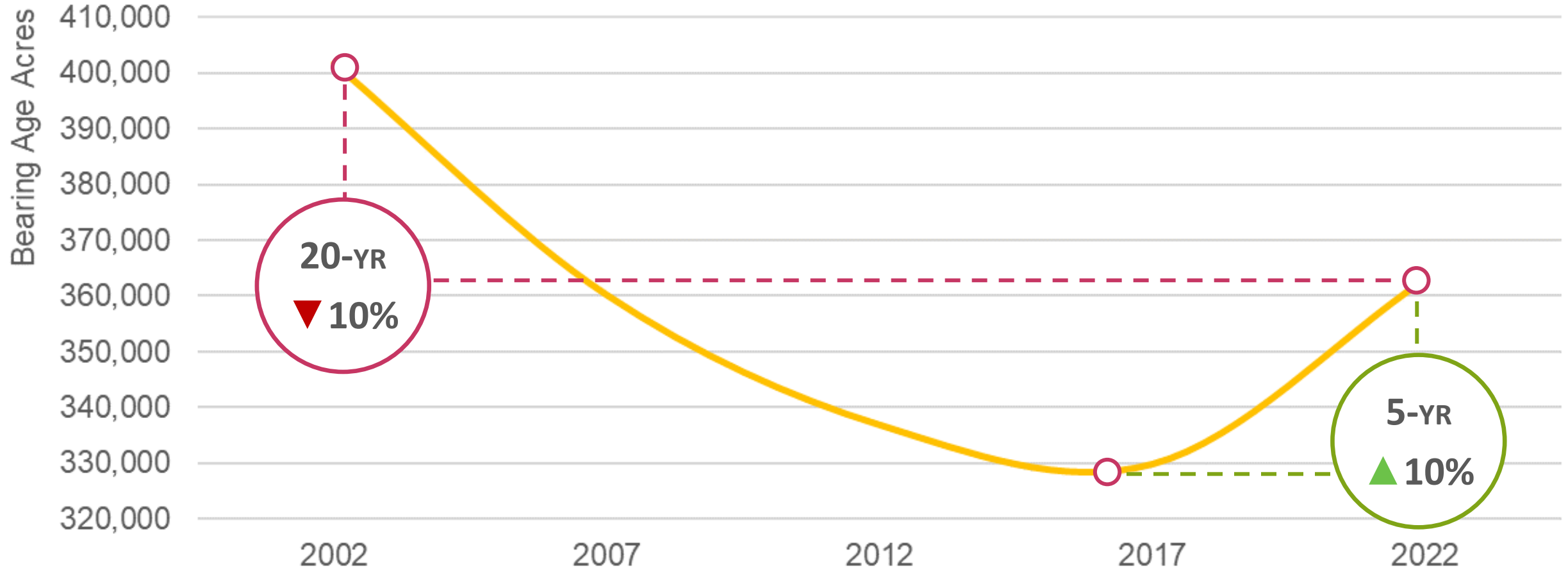


“Sticky” Imports
A decade ago, post-August imports were 2% of total.
In 2023/24, they accounted for 32%.

* season-to-date

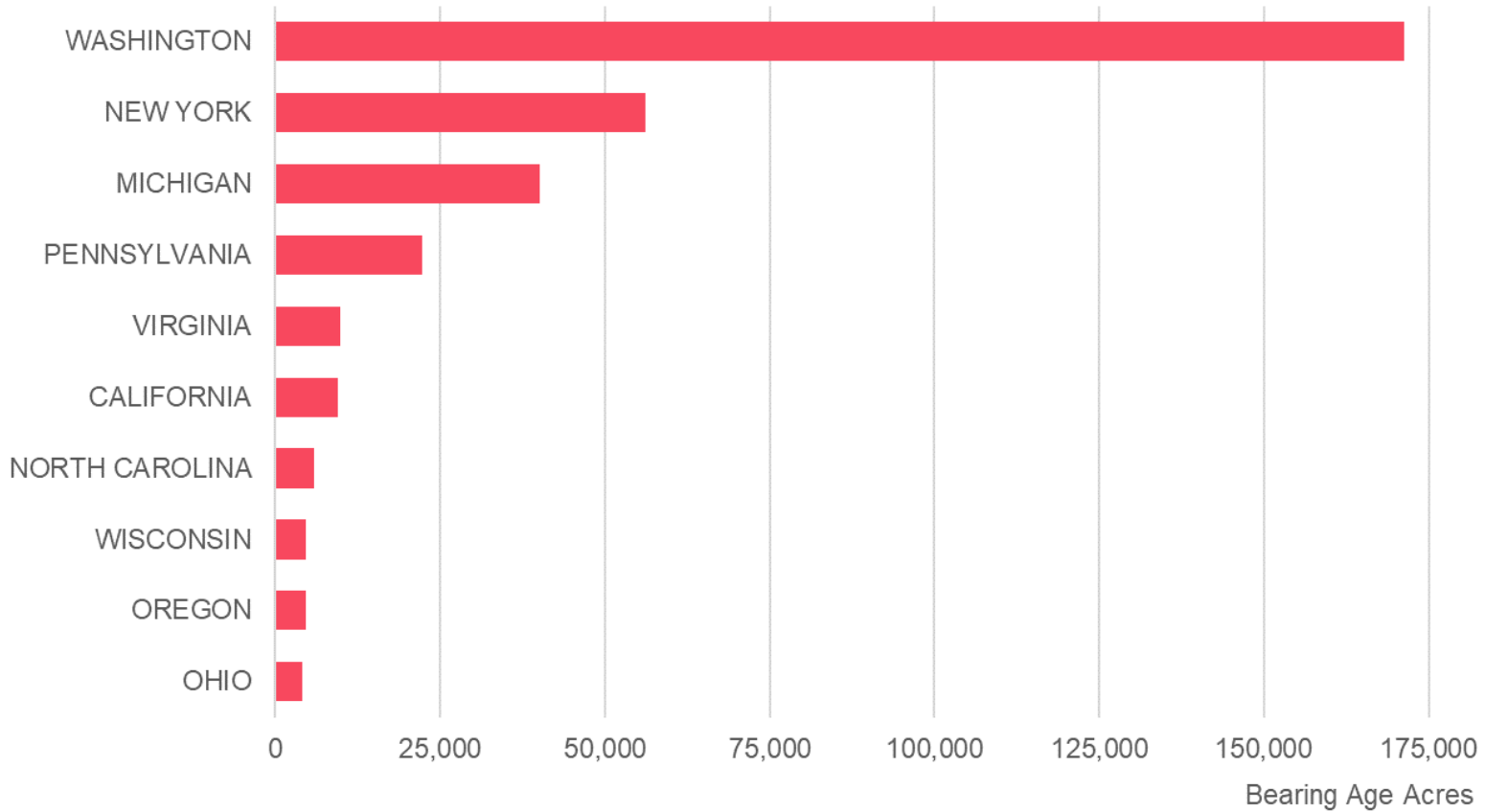
Sources: USDA, AMS; USApple

U.S. Apple Acreage: Bearing Age



Sources: USDA, Ag Census; USApple

U.S. Apple Acreage: 2022 Levels



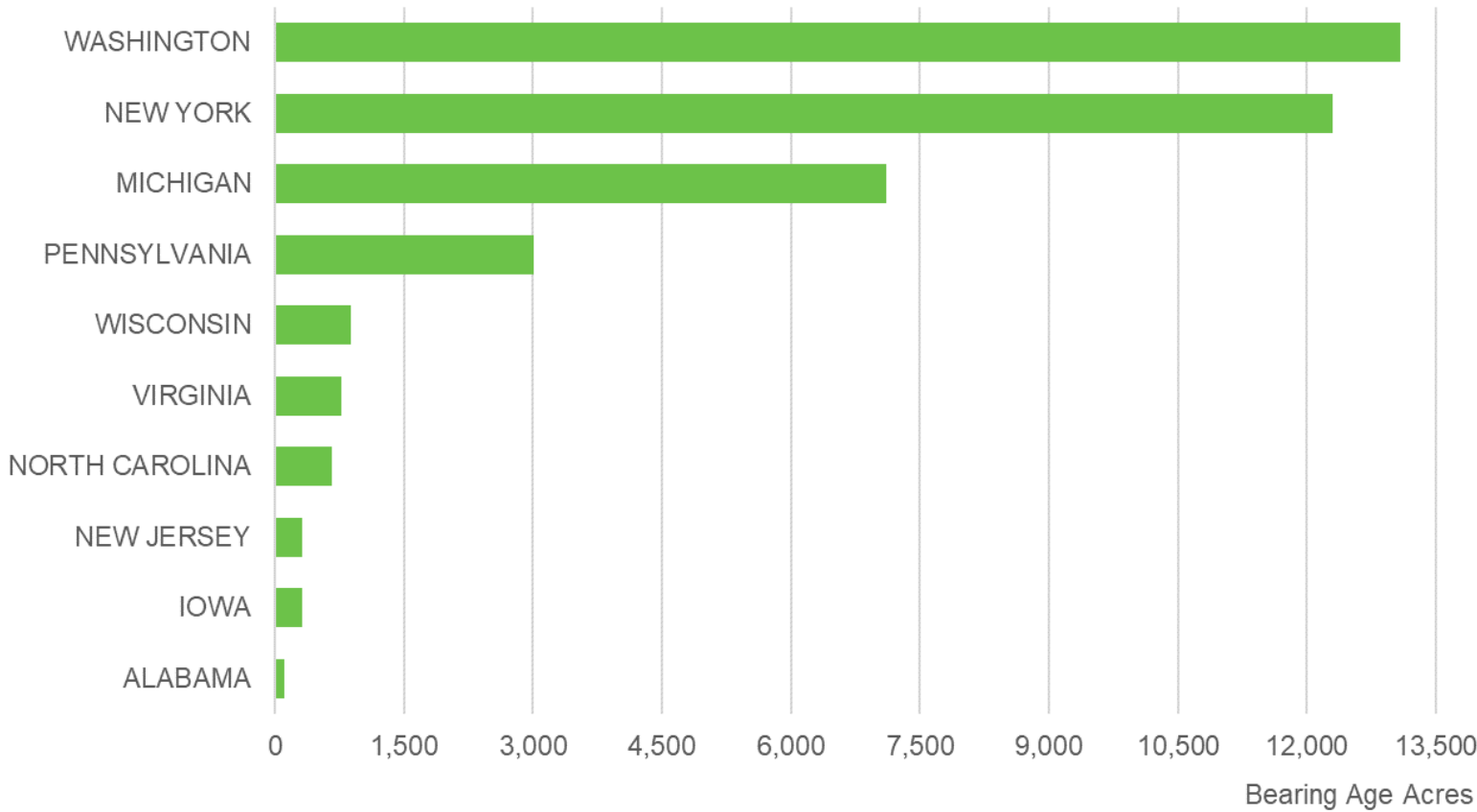
Bearing Age Acres: Top 10

WASHINGTON	171,373
NEW YORK	56,086
MICHIGAN	40,051
PENNSYLVANIA	22,303
VIRGINIA	9,825
CALIFORNIA	9,471
NORTH CAROLINA	5,877
WISCONSIN	4,655
OREGON	4,560
OHIO	3,986

U.S. Total **363,098**

Sources: USDA, Ag Census; USApple

U.S. Apple Acreage: 5-Year Growth



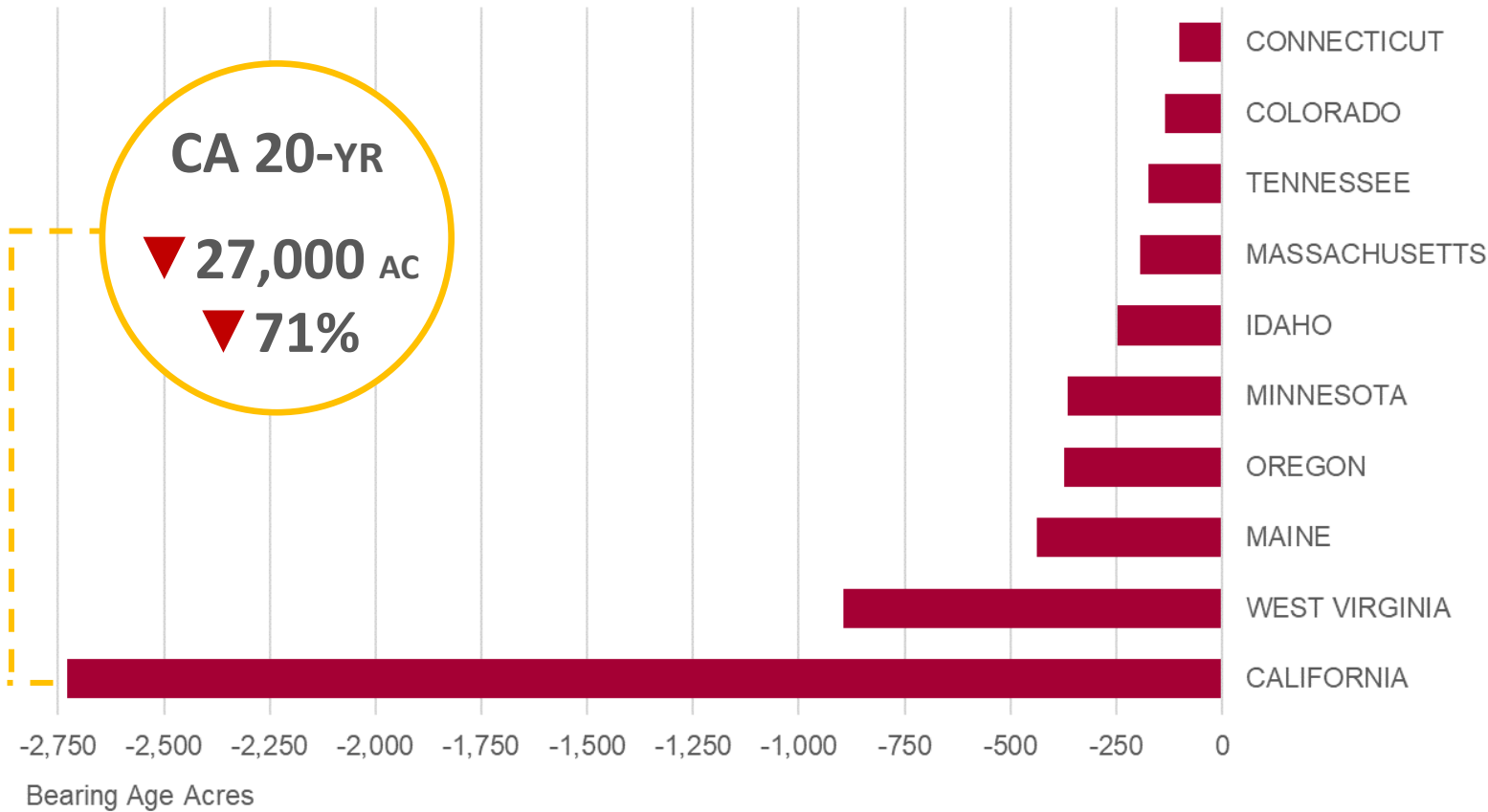
Bearing Acre Growth: Top 10

WASHINGTON	13,082
NEW YORK	12,297
MICHIGAN	7,110
PENNSYLVANIA	3,006
WISCONSIN	884
VIRGINIA	770
NORTH CAROLINA	663
NEW JERSEY	324
IOWA	311
ALABAMA	116

U.S. Net Gain **33,166**

Sources: USDA, Ag Census; USApple

U.S. Apple Acreage: 5-Year Decline

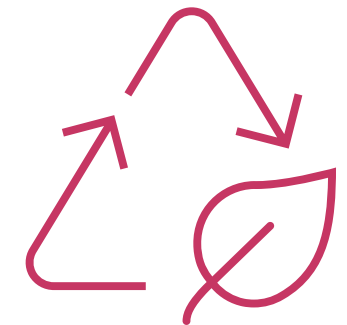
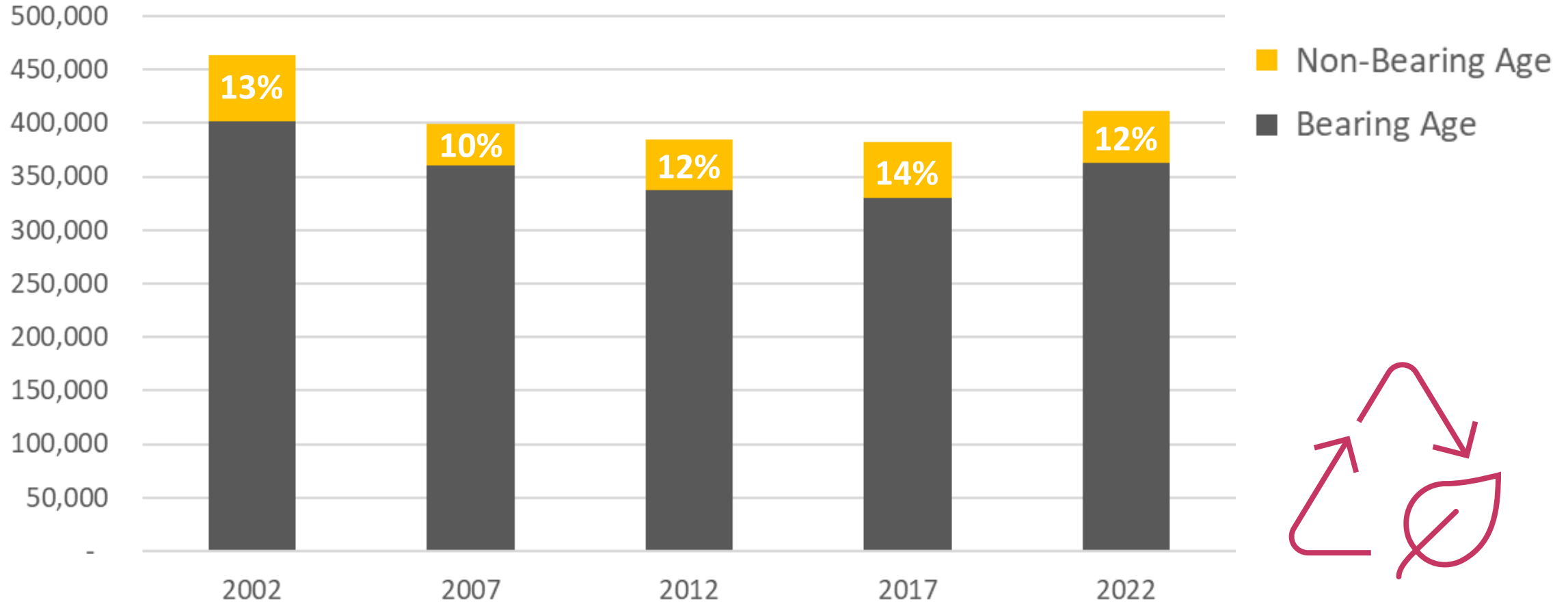


Bearing Acre Loss: Top 10

CALIFORNIA	2,729
WEST VIRGINIA	894
MAINE	438
OREGON	374
MINNESOTA	364
IDAHO	247
MASSACHUSETTS	193
TENNESSEE	175
COLORADO	133
CONNECTICUT	101

Sources: USDA, Ag Census; USApple

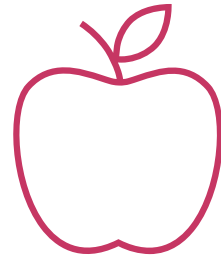
U.S. Apple Acreage: Bearing & Non-Bearing Age



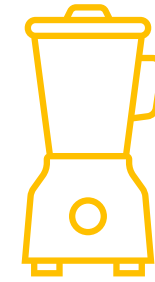
Sources: USDA, Ag Census; USApple

U.S. Fresh Apple Utilization

U.S. 5-YR Averages



Fresh
67%



Processing
30%

** remaining "not sold"*

% FRESH



21%



51%

▲ **4% YOY**



52%



55%

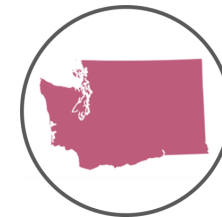
▲ **5% YOY**



57%

▲ **10% YOY**

▲ **16% YO5Y**



77%

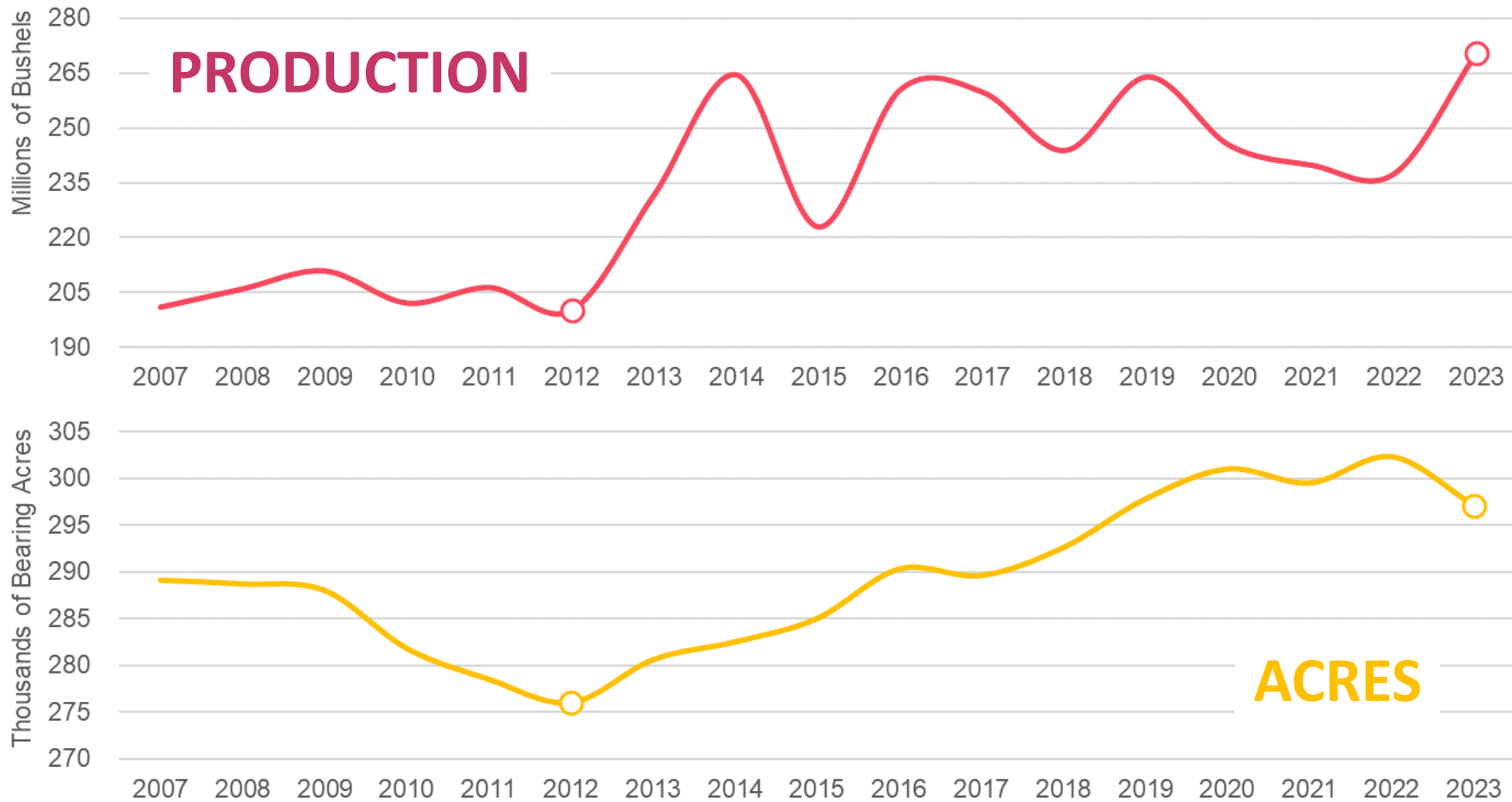


88%

▲ **9% YO5Y**

Sources: USDA, NASS; USApple

U.S. Apple Yield: Top-7 Apple States



2012 - 2023

BU ▲ 35%

AC ▲ 8%

BU/AC ▲ 25%

2012: 725 BU/AC

2023: 910 BU/AC

Sources: USDA, NASS; USApple

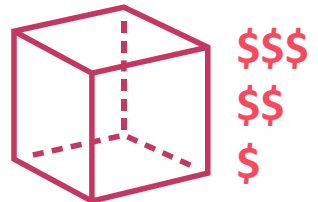
U.S. Fresh Apple Packouts



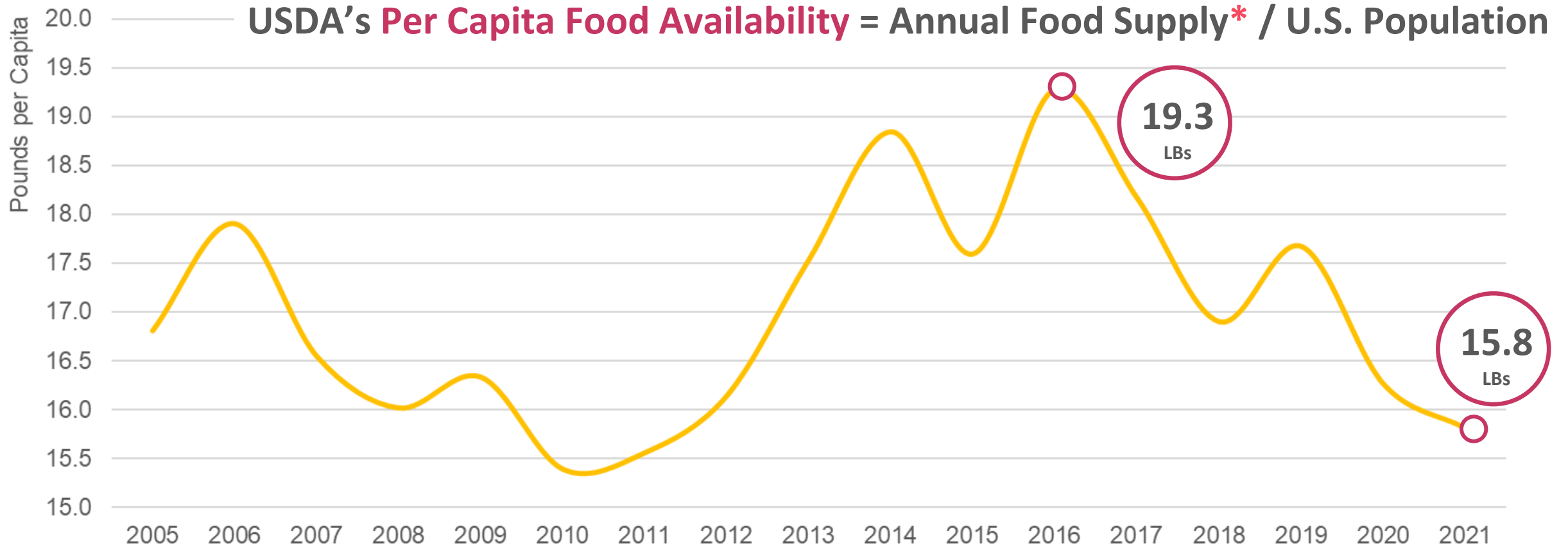
Apple industry feeling the squeeze from economic pressures
With prices down and costs up, apple industry looks at strategies for weathering the downturn.

Jared Johnson, Kate Prengaman, TJ Mullinax // February 6, 2024

»»» "We had a phenomenal growing year, and you've grown some fantastic apples," Baldwin said.
"Packouts are up anywhere from three to six packs per bin."



U.S. Fresh Apple Consumption: Per Capita



*Annual Food Supply = (Production + Imports + Beginning Stocks) – (Exports + Ending Stocks)

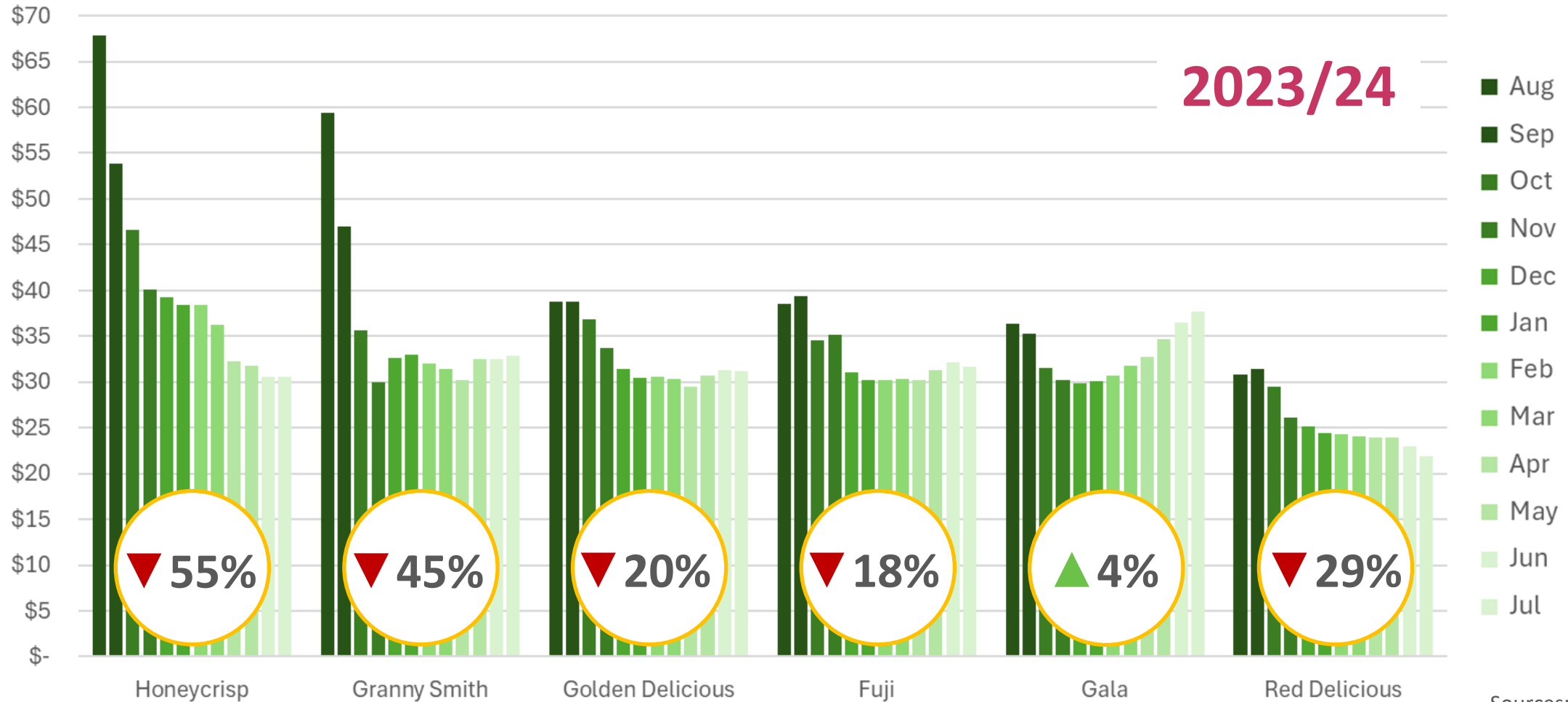
Sources: USDA, ERS; USApple

U.S. Apple Price Inflation: CPI



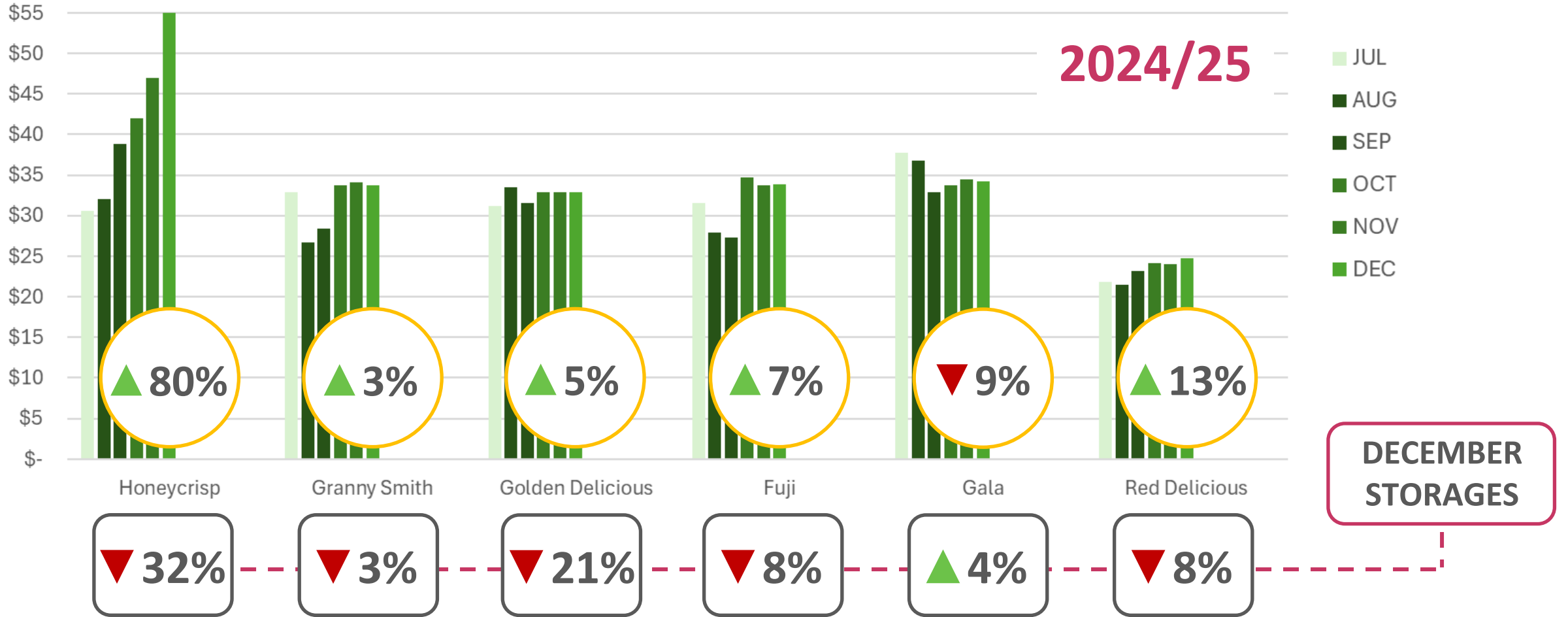
Sources: USDOL, BLS; USApple

U.S. Apple Prices: Shipping Point



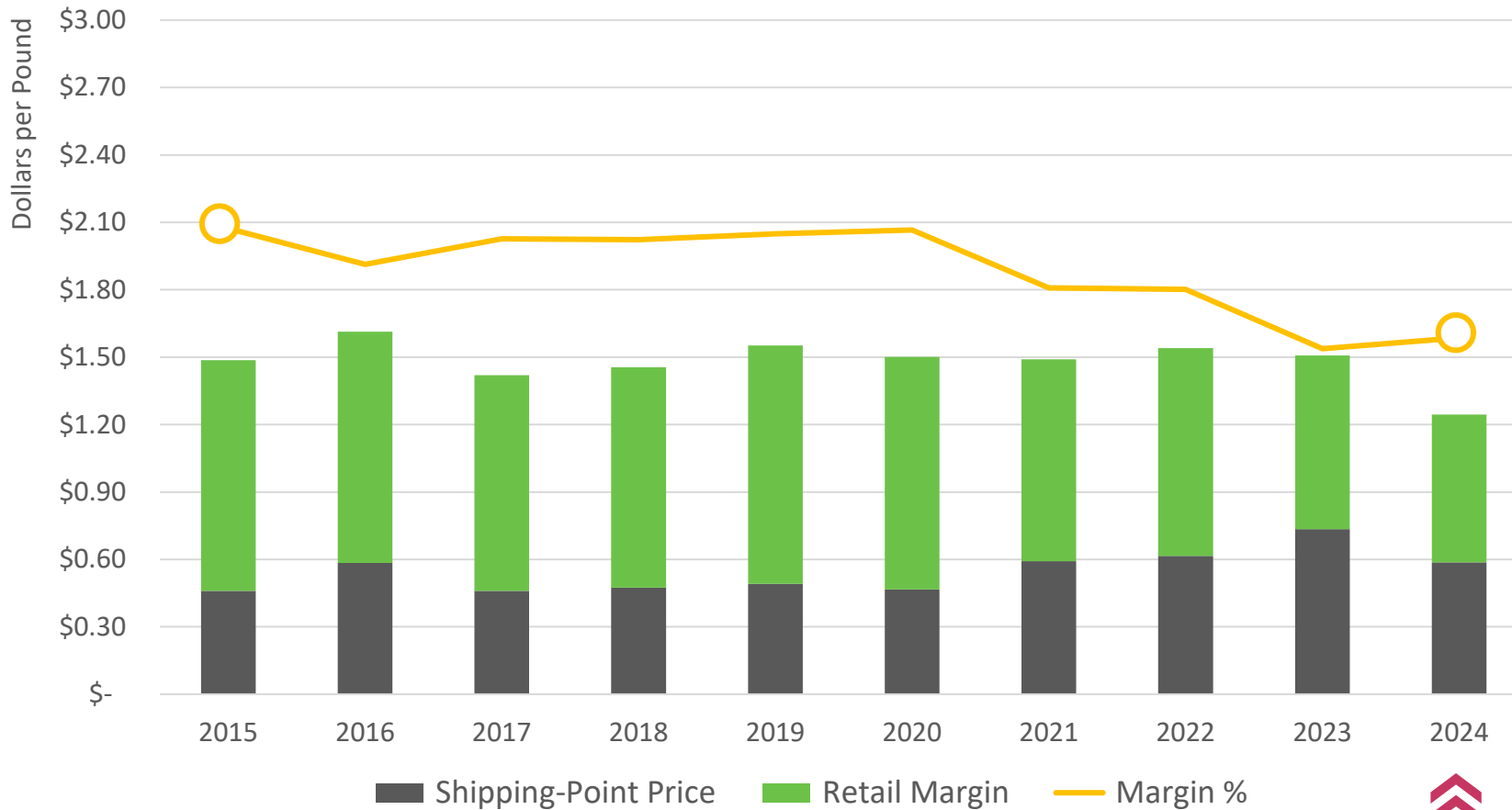
Sources: USDA, AMS; USApple

U.S. Apple Prices: Shipping Point



Sources: USDA, AMS; USApple

U.S. Apple Retail Margin: Red Delicious



>>> Retail Margin AVG:
\$0.93 / LB
63%

>>> Retail Price AVG:
\$1.48 / LB

>>> Shipping-Point Price AVG:
\$0.55 / LB

▲ ▼ 6%

▲ ▼ 17%



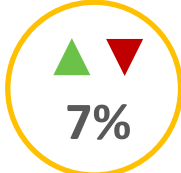
Sources: USDA, AMS; USApple

U.S. Apple Retail Margin: Gala

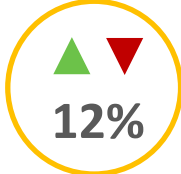


»»» Retail Margin AVG:
\$0.98 / LB
56%

»»» Retail Price AVG:
\$1.74 / LB

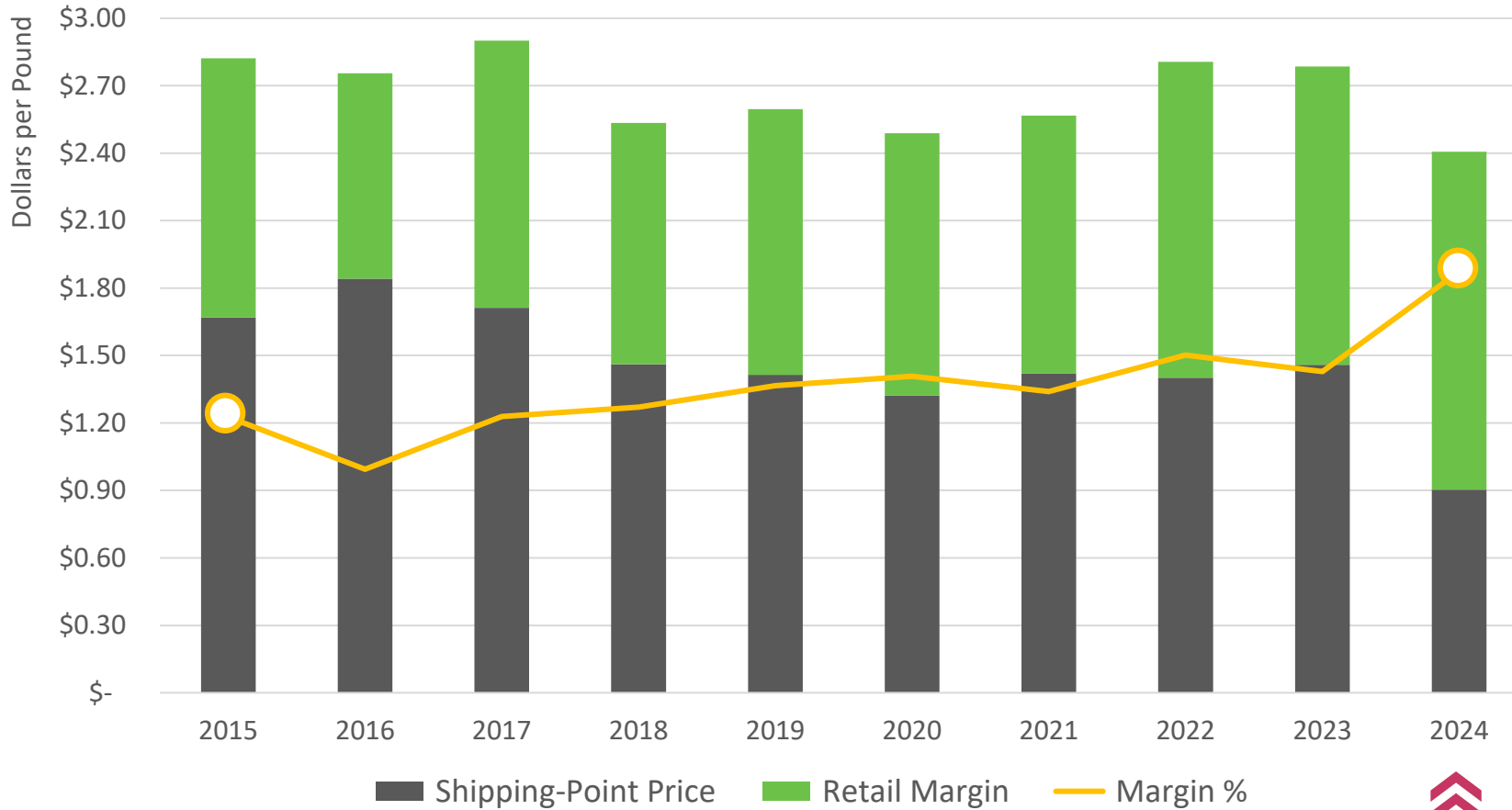


»»» Shipping-Point Price AVG:
\$0.76 / LB



Sources: USDA, AMS; USApple

U.S. Apple Retail Margin: Honeycrisp



>>> Retail Margin AVG:
\$1.21 / LB
45%

>>> Retail Price AVG:
\$2.67 / LB

▲ ▼
6%

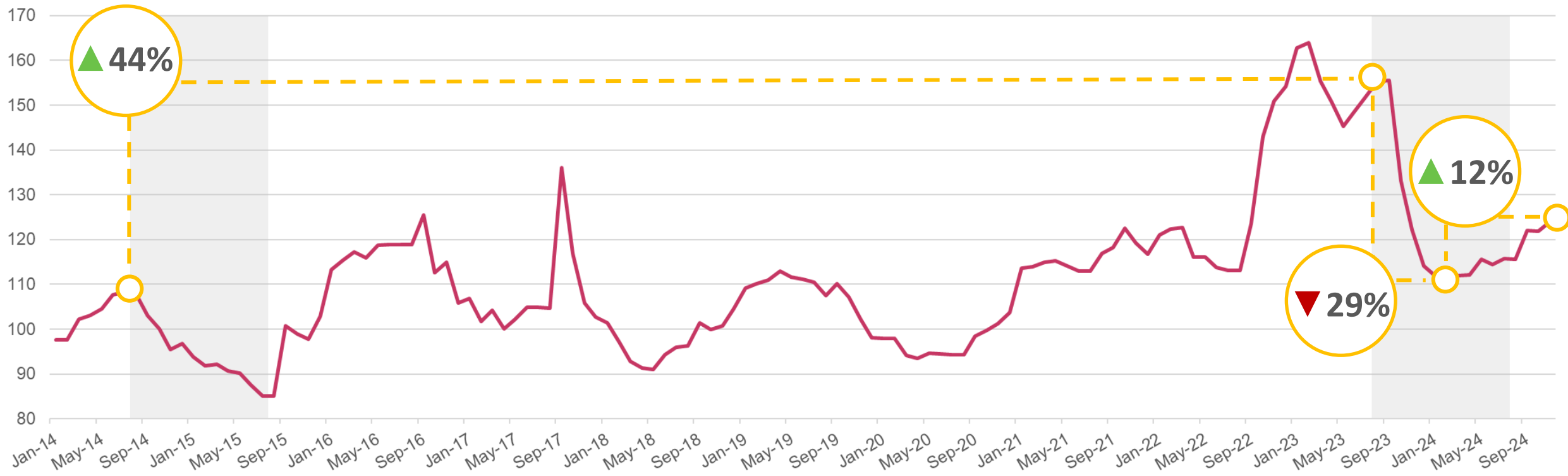
>>> Shipping-Point Price AVG:
\$1.46 / LB

▲ ▼
18%



Sources: USDA, AMS; USApple

U.S. Apple Cost Inflation: **Producer Price Index**



Sources: FRED; USApple

U.S. Apple Labor Costs



2025 Adverse Effect Wage Rates (AEWR)

U.S. Average	\$17.74/hr	▲ 4.3% YOY
Apple States	\$18.67/hr	▲ 2.5% YOY
2015 Apple States	\$11.51/hr	▲ 62% <i>over decade</i>



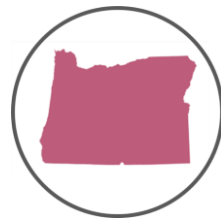
\$19.97/hr

▲ 1% YOY



\$19.82/hr

▲ 3% YOY



\$19.82/hr

▲ 3% YOY



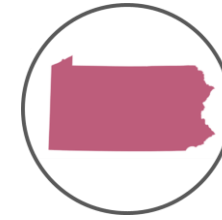
\$18.83/hr

▲ 6% YOY



\$18.15/hr

▼ 2% YOY



\$17.96/hr

▲ 4% YOY

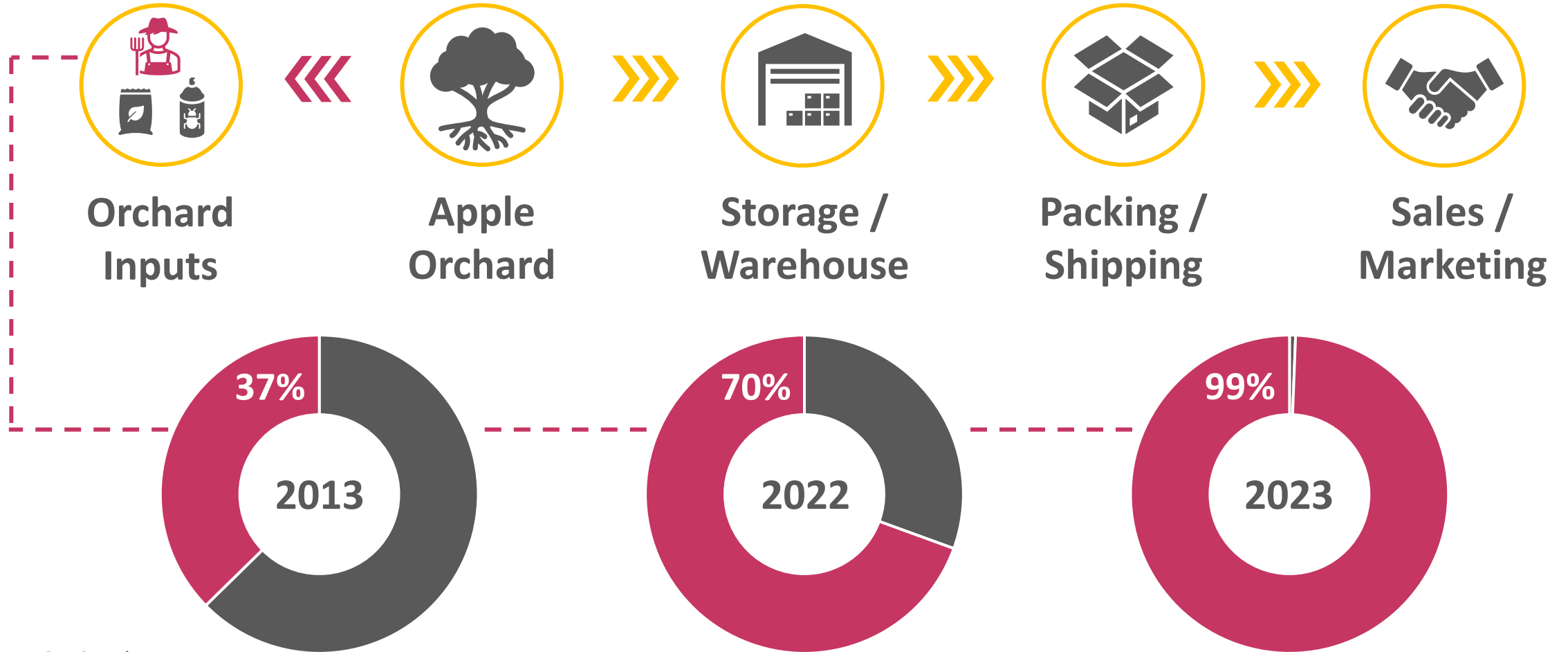


\$16.16/hr*

▲ 2% YOY

Sources: USDOL, ETA; USApple

WA Apple Grower Financial Analysis



Sources: NHC; USApple

USApple **Key Take-Aways**



▶ 2024/25 production likely greater than initial estimates, but down YOY.



▶ 2023/24 remaining crop likely not a significant issue.



▶ 2024/25 movement is off to a great start – mix of “old” and “new” apples.



▶ 2024/25 exports off to a slower start – **potential trade war primary concern.**



▶ 2017-2022 building additional capacity: new/renewed acres, better packouts.



▶ 2024/25 CPI and grower prices ticking up, but so is PPI driven by **labor costs.**

Thank You!

*Better data,
better decisions.*

Christopher Gerlach

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U.S. Apple Association
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Capitol Hill Day
March 25, 2025
Washington, DC

Outlook
August 13-15, 2025
Chicago, IL