

# Recent Trends in Certified Organic Tree Fruit

## Washington State 2013

Data as of Nov.15, 2013

Document date: Jan 20, 2014



*Elizabeth Kirby and David Granatstein*

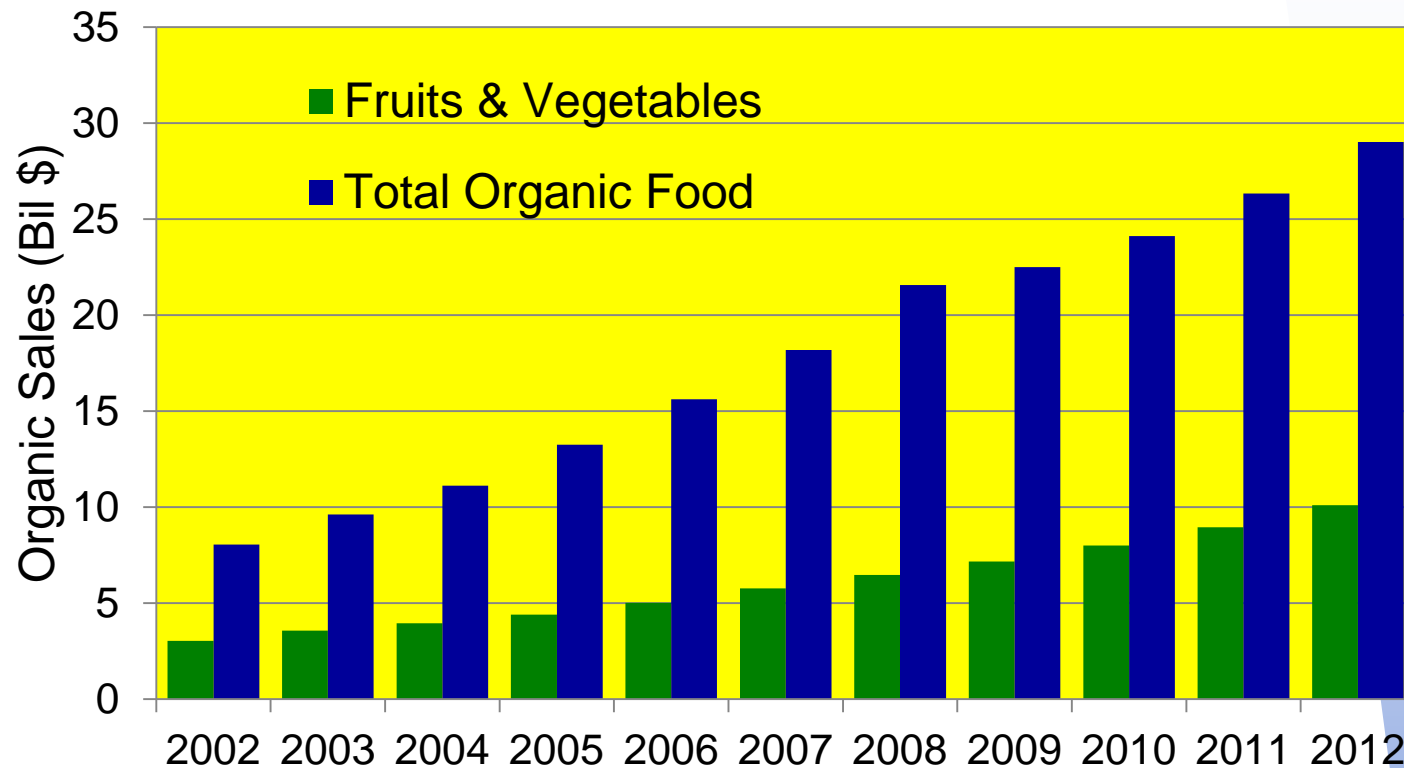
*WSU-Center for Sustaining Agriculture and Natural Resources*

In cooperation with

Washington State Department of Agriculture Organic Food Program  
and Oregon Tilth Certified Organic

# Consumer Demand

## Growth of US Organic Food Sales



Retail organic food sales increased 10.2% in 2012.  
Fruits and vegetables increased 12.9% and accounted for 34.8% of organic food sales.



# Organic Tree Fruit Acres Washington State

	--- Certified acres ---				% Change	--- Transition acres ---			
	2009	2011	2012	2013	12-13	2008	2011	2012	2013
Apple	15,735	14,296	13,655	13,978	2.4	4,256	725	1,064	504
Pear	1,964	1,917	1,900	1,820	-4.2	444	108	88	69
Cherry	2,437	1,826	1,792	1,837	2.5	797	12	14	41
Apricot*	265	296	266	285	7.1	479	--	--	--
Peach&Nectarine	1,238	1,146	1,105	1,058	-4.3	832	21	--	--
Plum&Prune*	130	92	89	64	-28	49	--	--	--
Mixed stone	30	17	44	7	--	164	--	--	--
Total	21,799	19,590	18,851	18,941		6,721	866	1,166	604

\*Apricot includes aprium; plum includes pluot and plumcot

Tree fruit has a **20%** share of all organic acreage in Washington State

# US Organic Apple Area (acres, estimated)

State	2000	2001	2003	2005	2007	2008	2009	2011	2013
WA*	4,228	6,540	7,003	6,721	8,018	12,936	15,735	14,296	13,978
CA*	4,423	4,853	4,045	3,402	3,900	3,393	3,450	3,334	--
AZ	1,795	1,715	835	865	816	816	--	354	--
CO	431	635	235	202	209	164	--	509	--
OR	350	350	265	123	106	136	201	234	--
Other West	281	677	171	83	147	139	--	96	--
Hawaii	--	--	--	--	--	--	--	123	--
West total	11,508	14,770	12,554	11,396	13,196	17,584	>20,000	18,946	--
Midwest	419	567	650	708	612	655	--	1,207	--
NY & NE	83	52	5	392	212	193	--	361	--
S & SE	28	15	1	8	47	33	--	39	--
US Total	12,038	15,404	13,210	12,504	14,067	18,465	>21,000	20,553	--

\*WA and CA values are from WSDA and CDFA

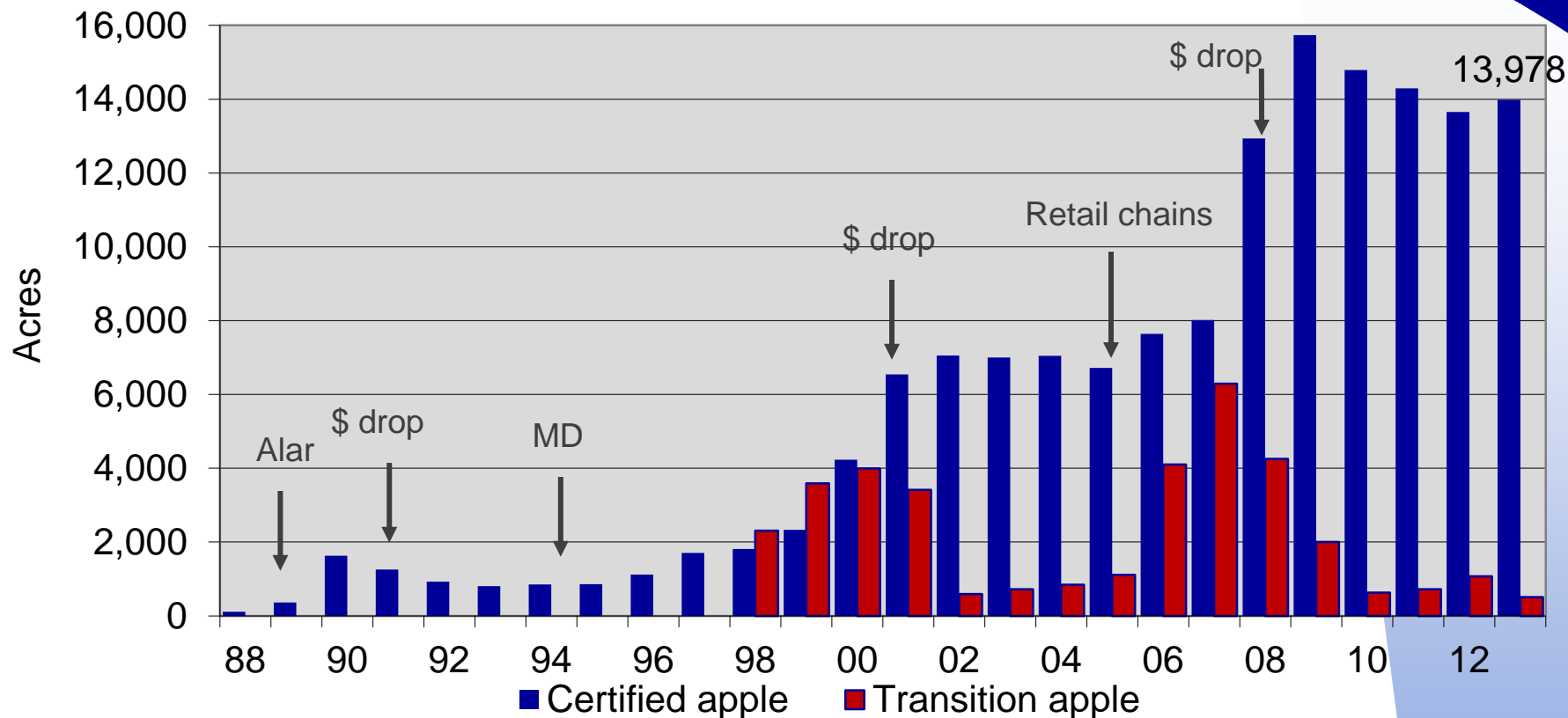
>90 % in arid west

Combined data sets from WSU-CSANR, USDA-ERS, USDA-NASS;  
Other West states include ID, MT, NM, NV, UT



Photo: F. Peryea

# Organic Apple Area Washington State



13,978 ac = 9.6% of WA apple bearing acreage

(based on 2012 WA-NASS estimate of 146,000 acres)

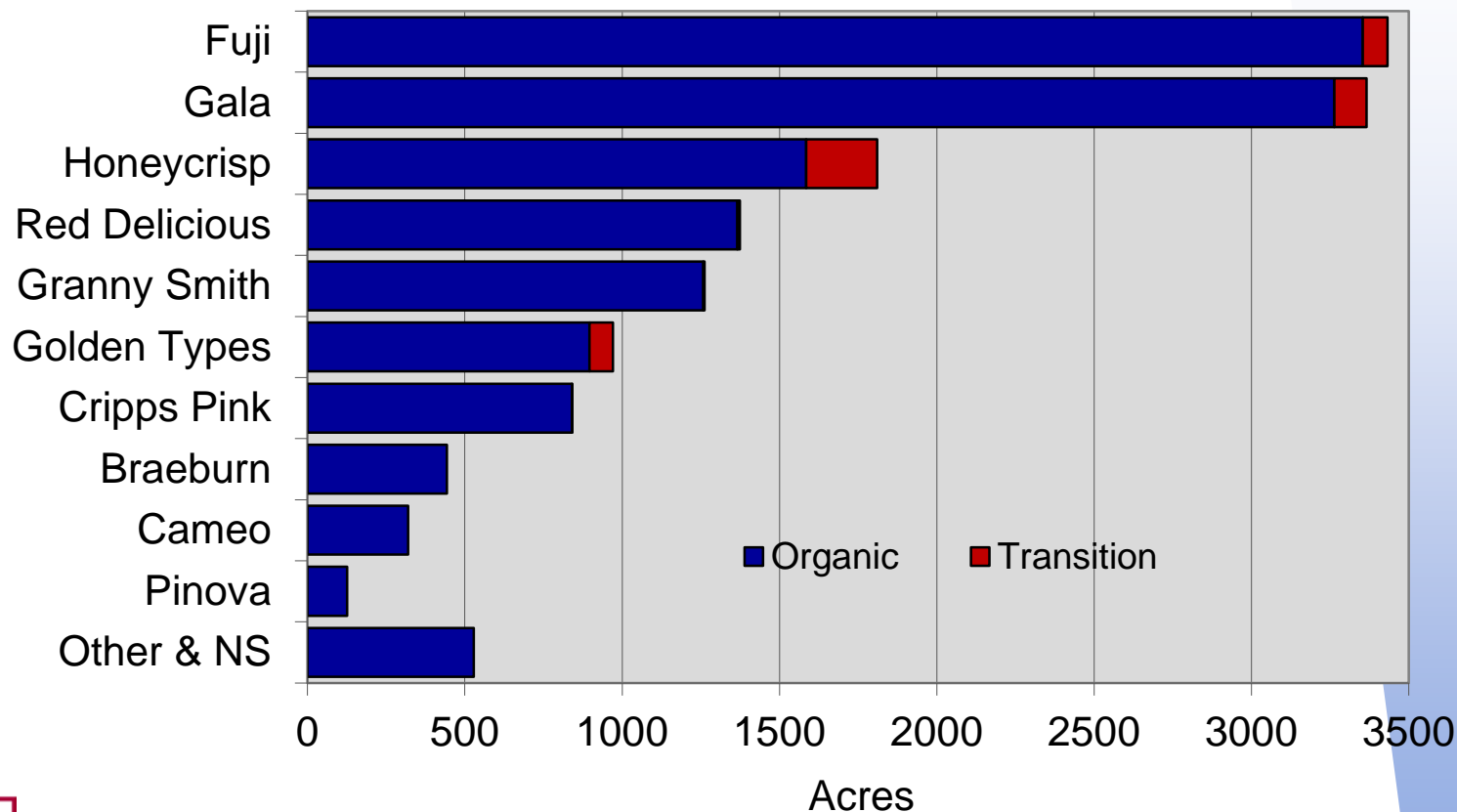
Some historical events that have influenced organic apple production include the Alar incident, price volatility (\$ Drop), the introduction of mating disruption (MD) for codling moth control, and market entry by national chain supermarkets (Retail chains).





WA Fuji; ARS Photo

# Organic Apple Variety Acres Washington 2013



Fuji and Gala = 47% of certified apple acres;  
Honeycrisp tops Red and Granny

2013 WSDA data; NS includes apples not reported by variety



Photo: B. Barritt

# Organic Varieties

## Washington State Acres Trend

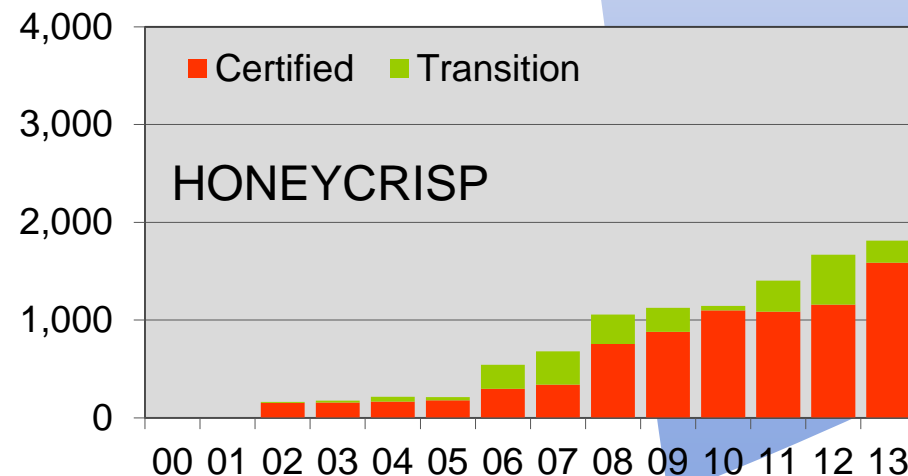
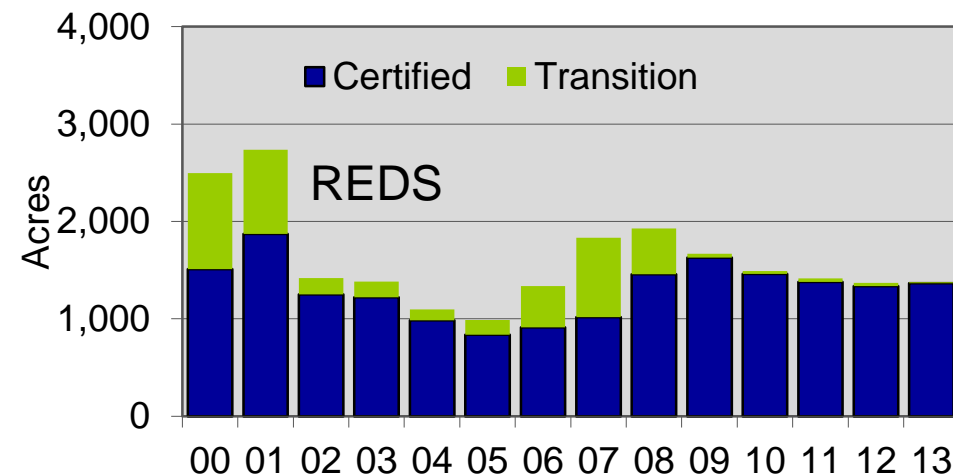
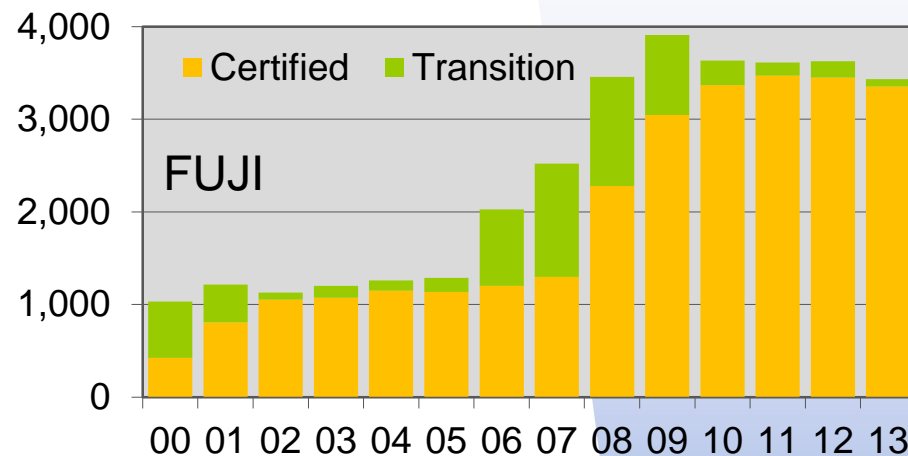
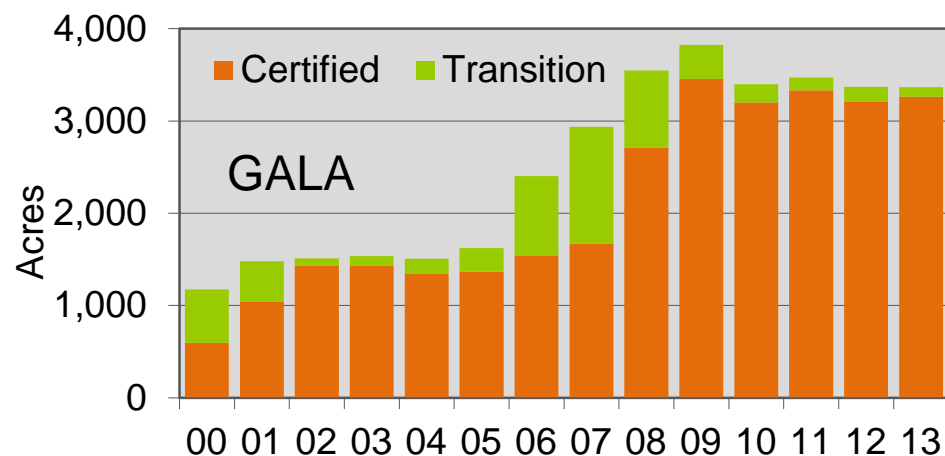
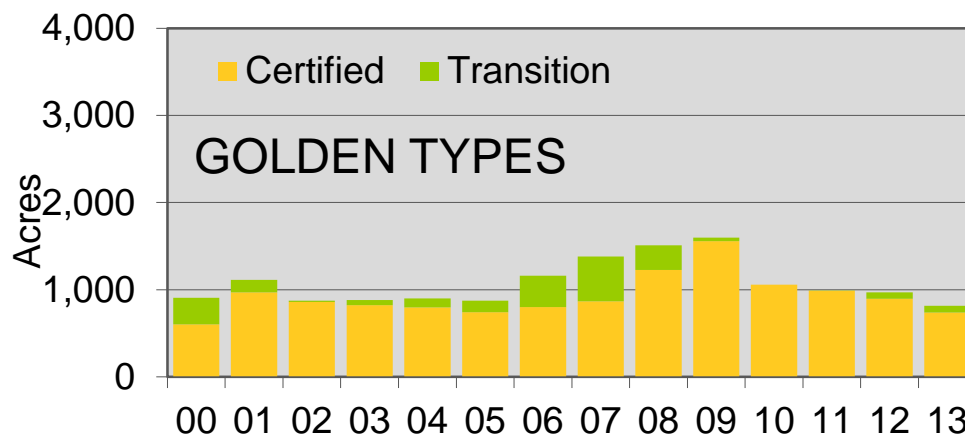
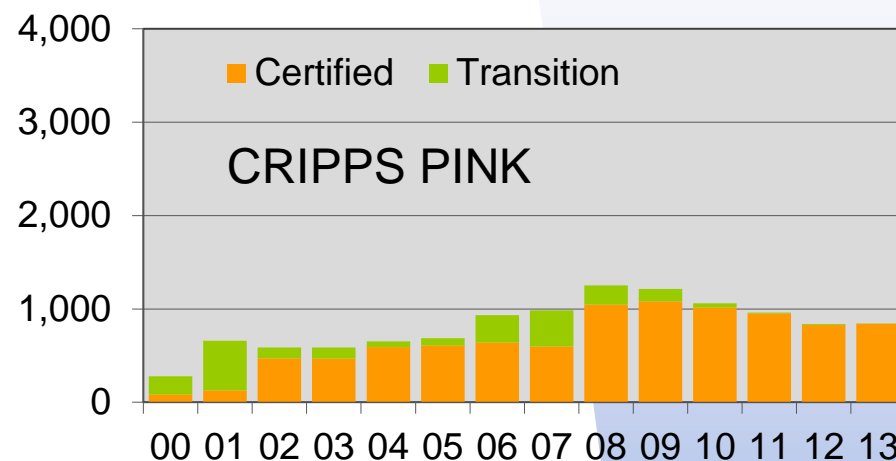
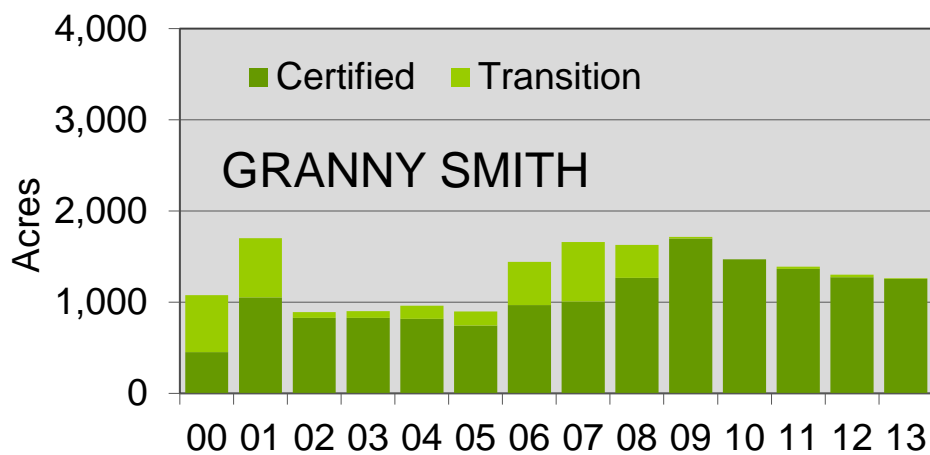




Photo: ARS

# Organic Varieties

## Washington State Acres Trend







# Organic Specialty Apples

## Washington State

Over 100 varieties of organic apples  
grown in WA, from small to larger quantities

- 50-100 ac: Ambrosia<sup>®</sup>, Jonagold
- 11-50 ac: Autumn Glory<sup>®</sup>, Cortland, Empire, Galaxy, Ginger Gold<sup>®</sup>, Golden Supreme<sup>®</sup>, Jazz<sup>™</sup>, Jubilee, Junami <sup>™</sup>, Lady Alice<sup>®</sup>, McIntosh, Minneiska (SweeTango<sup>®</sup>), Opal<sup>®</sup>, Pacific Rose<sup>™</sup>, RosaLynn
- <10 ac: Earligold, Envy<sup>™</sup>, Liberty, Rome, Spitzenberg, Sonya<sup>™</sup>, Tsugaru, Winesap, Zestar!<sup>®</sup>

Varieties listed in WSDA producer directory:

<http://agr.wa.gov/FoodAnimal/Organic/docs/wsdacertorgproducers.pdf>

THE BEST ORGANIC APPLES ON EARTH  
GROW IN WASHINGTON!

The organic fruit and vegetable category is one of the fastest growing segments in your produce department. And organic apples are a booming part of the apple category. "Ten years ago, organic meant a small mom and pop store with some apples in a box," said Harold Ostenson of Pac Organic Fruit in George, WA. "Today it has grown into a significant market," he said. "My guess is at least one million boxes in Wenatchee and Yakima alone."

Bob Boule, managing partner of Washington Organics agrees. "Washington is by far the largest organic apple producer in the U.S. -- maybe even the world," he said.

"As recently as five years ago," he went on to say, "if we sold a pallet of organic apples of one grade and one size, it was a big order. Last year we sold semi-truck loads of organic apples. And yesterday I sold 22 pallets of Washington extra fancy organic apples -- to one grower."

"We've got the volume, we've got the varieties, we've got 12-month availability," he added. "And thanks to Controlled Atmosphere storage, some of the best tasting organic apples are in June and July."

And there's one more reason why more and more people are buying Washington organic apples: "They taste extremely good. They are absolutely beautiful," said Boule.

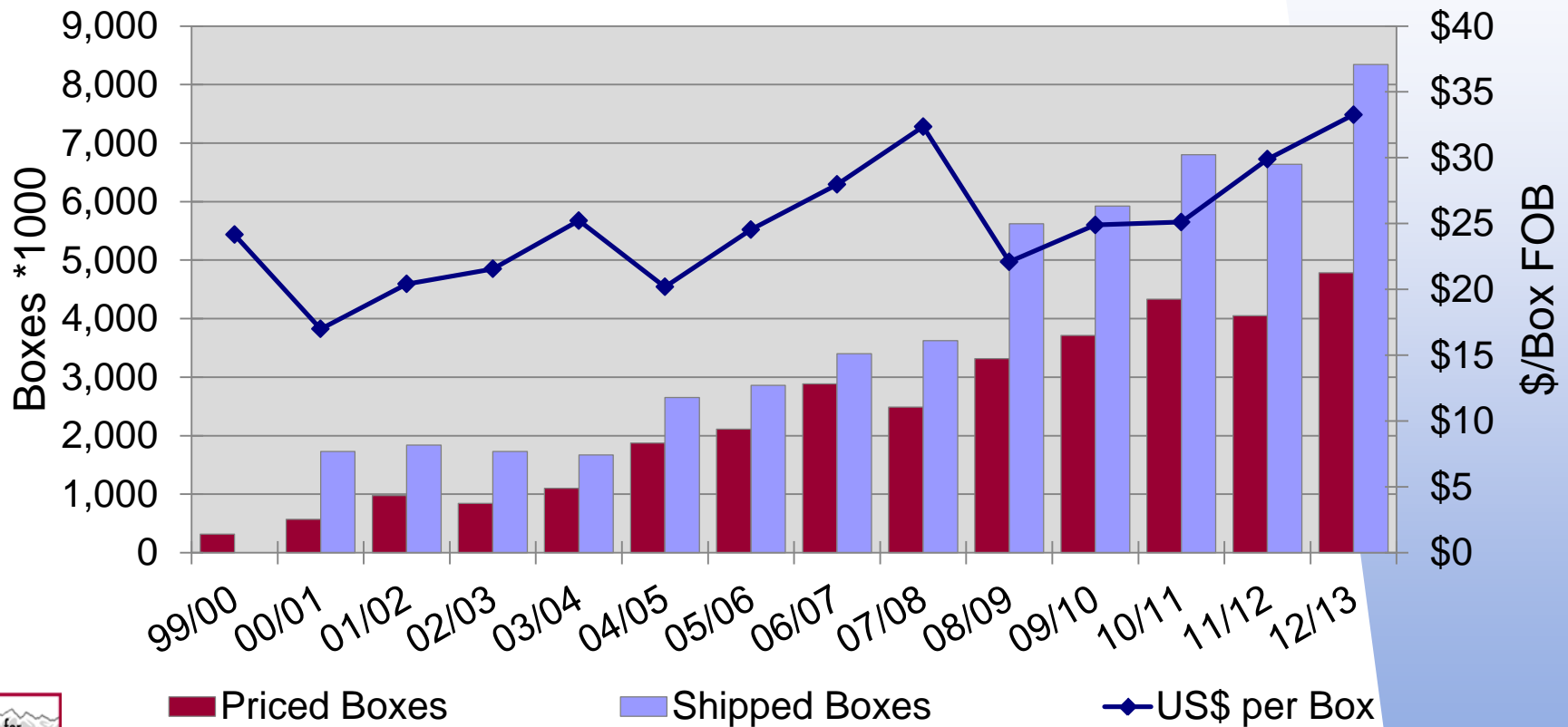


WA Apple Commission

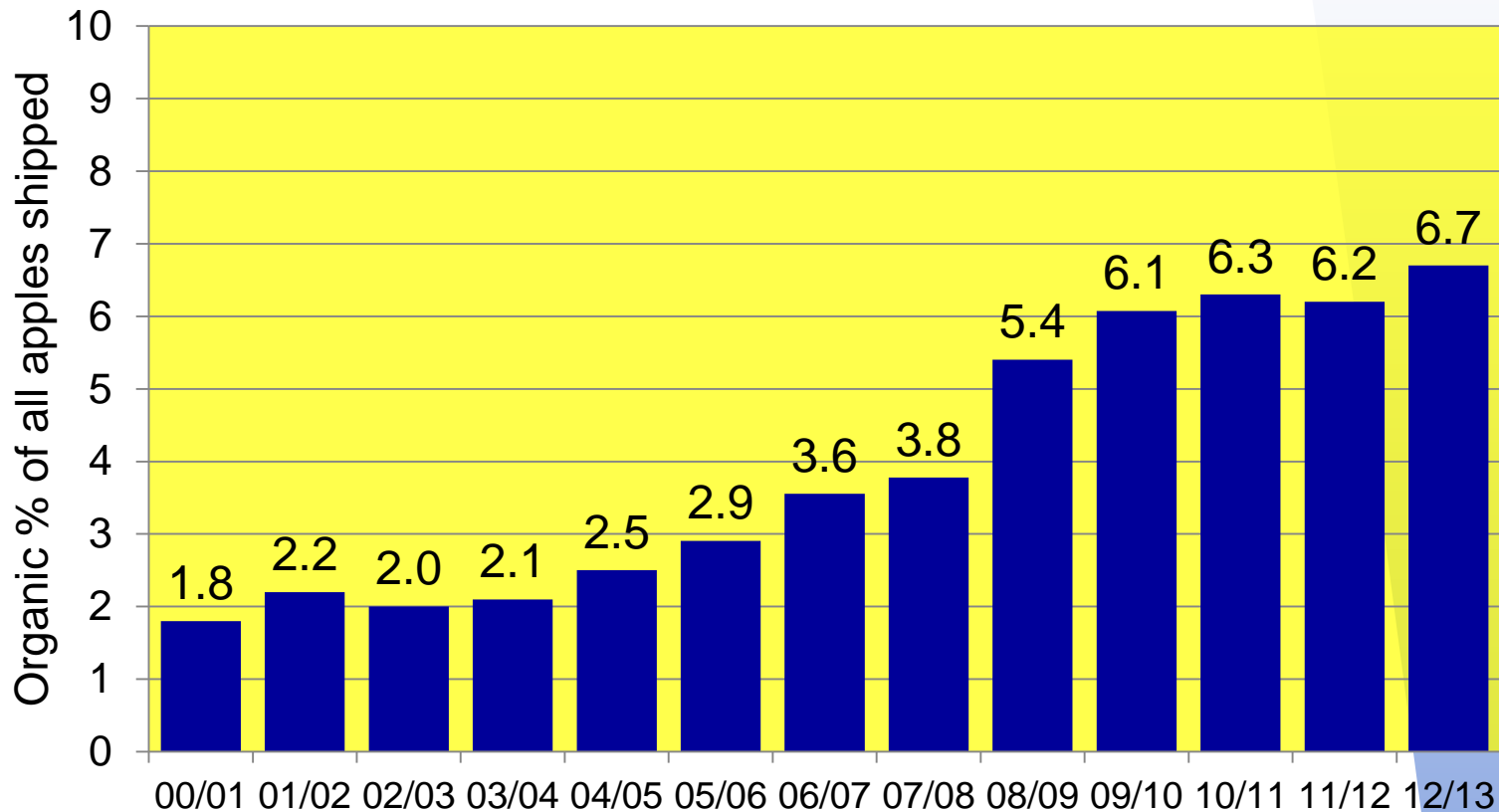
# Organic Apple Sales

## Volume and Price Trends - WA

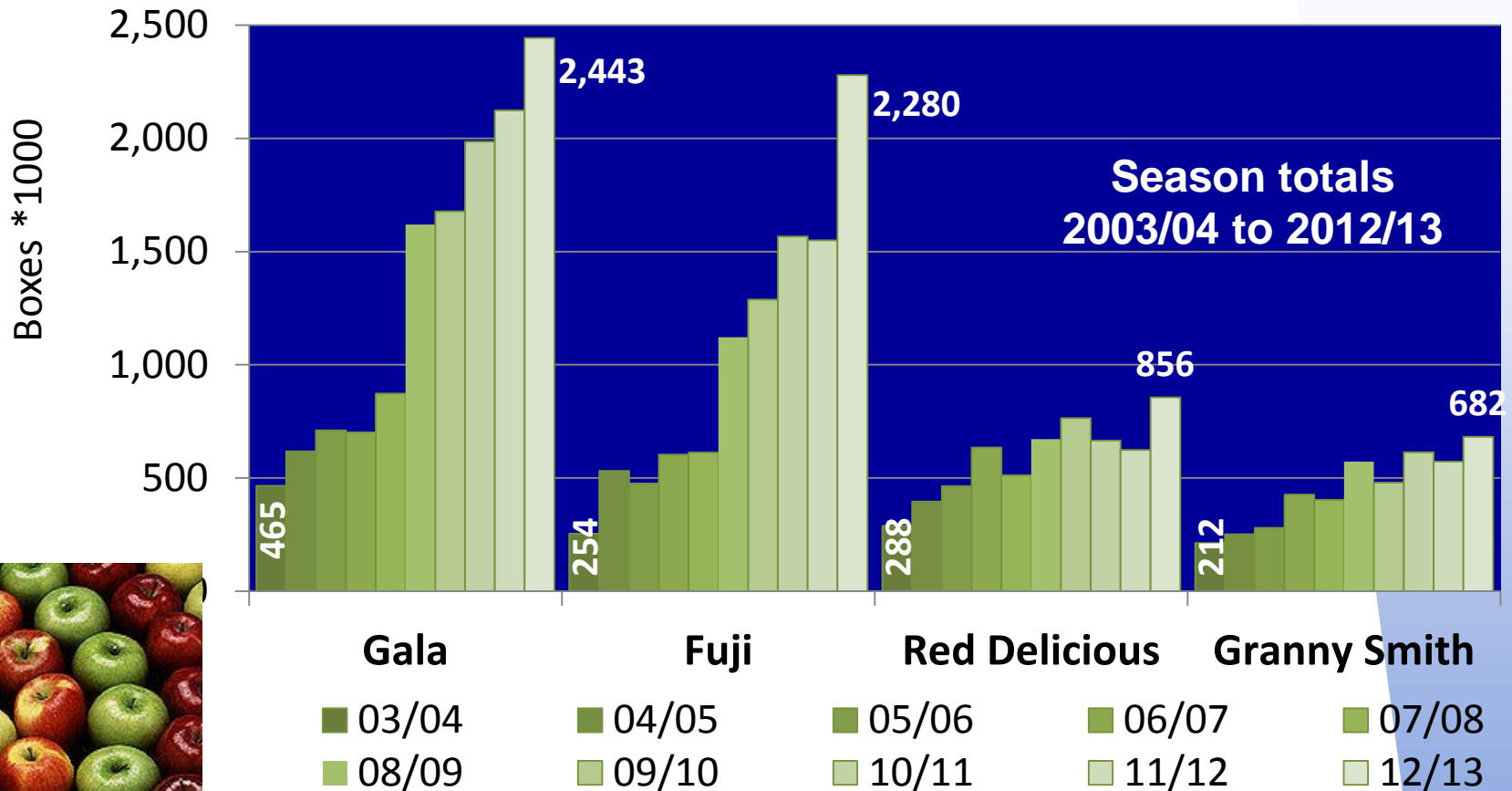
Additional organic apples are sold as conventional



# Organic Share of Apple Shipments Washington State



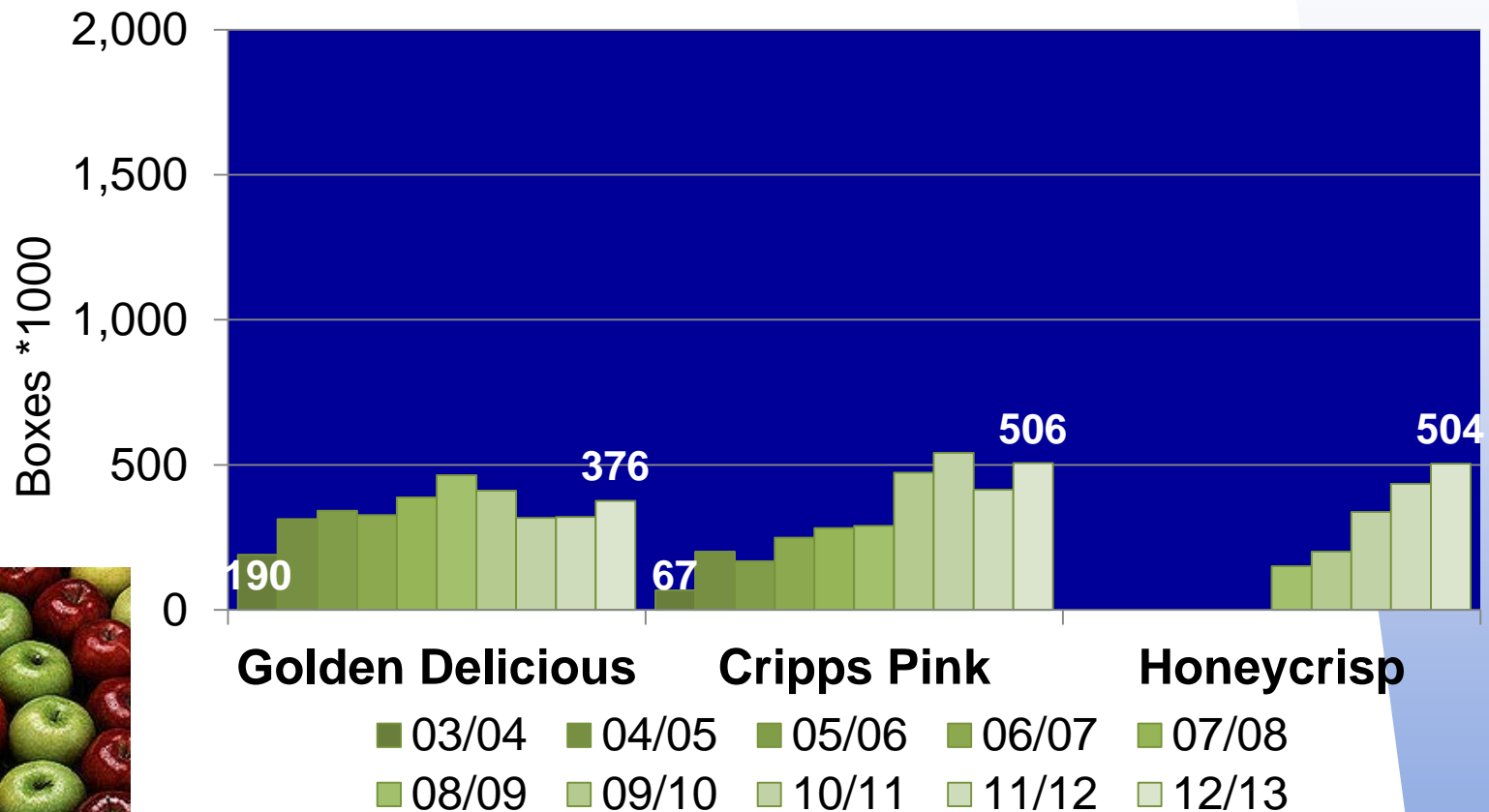
# Total Shipped Organic Volume by year and variety, Washington State



Over 2.4 million boxes of organic 'Gala' sold for 2012 crop



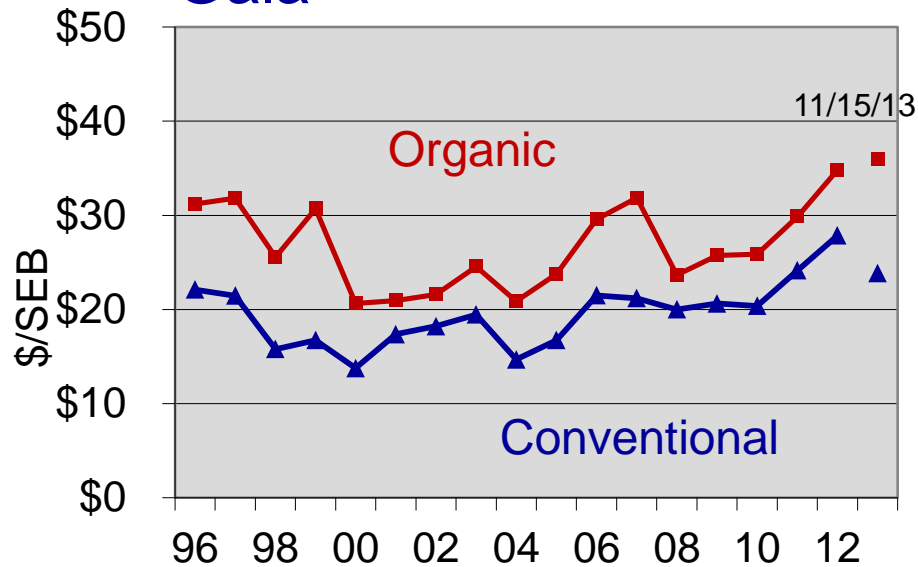
# Total Shipped Organic Volume by year and variety, Washington State



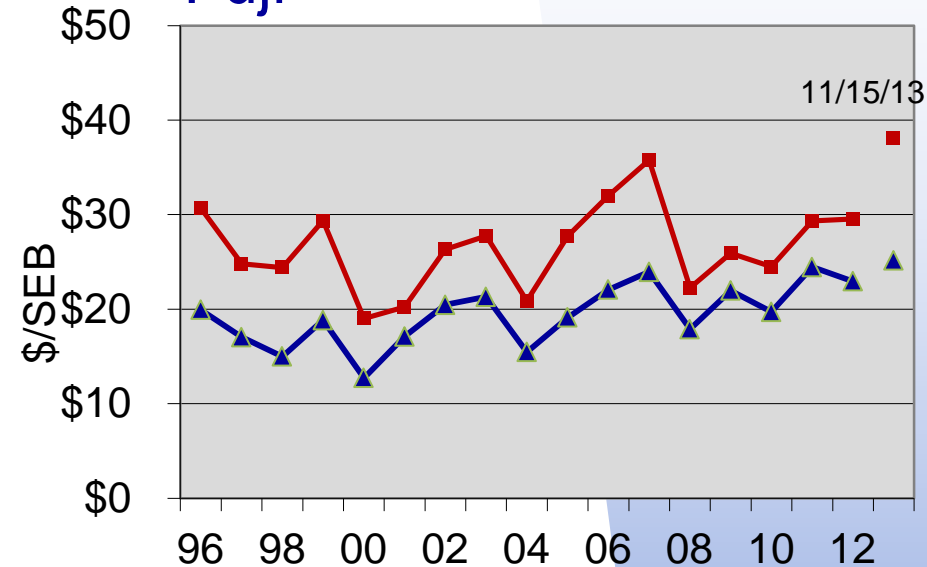


# Price Trends Washington Apples

## Gala



## Fuji

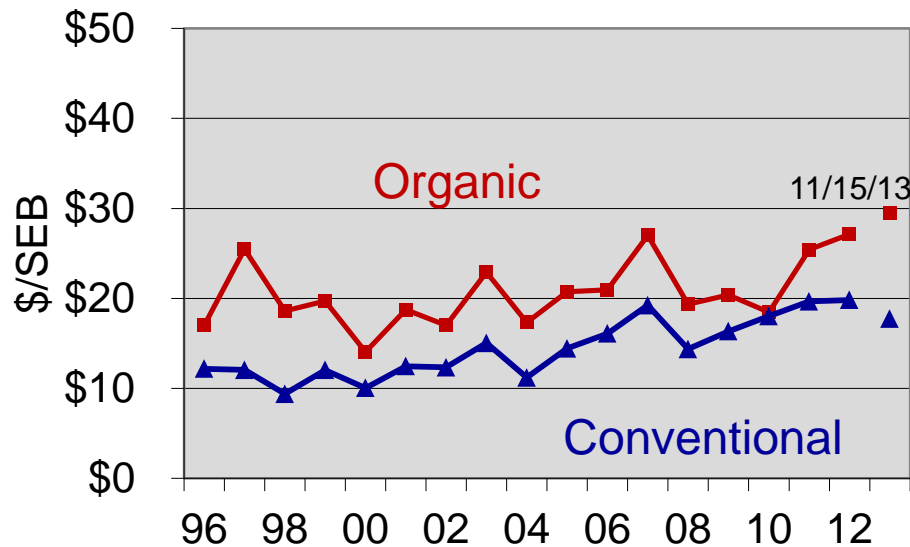


Data: Washington Growers Clearing House; FOB averages, all storage, grades, sizes. Annual data points represent season averages: season approx. Sept 1 to end of Aug. SEB=standard equivalent box of 40 lb.

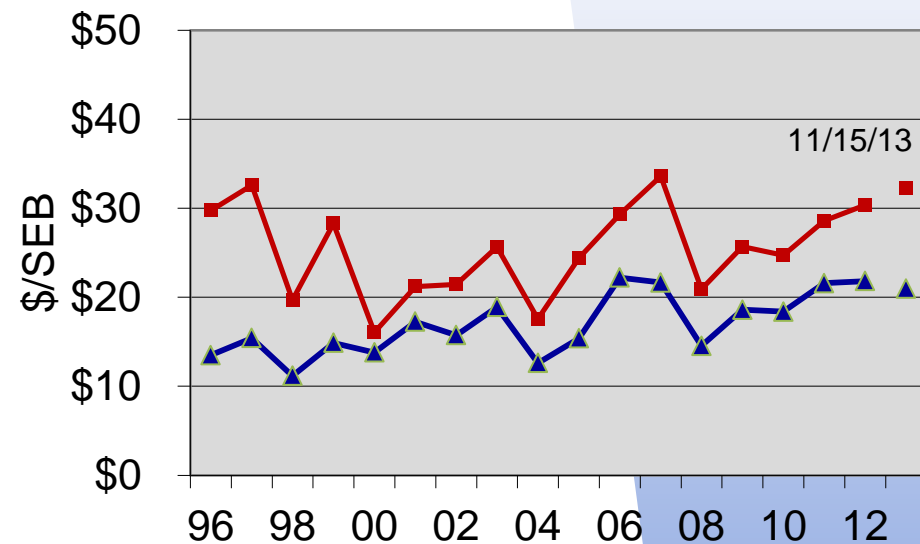


# Price Trends Washington Apples

## Red Delicious



## Golden Delicious



NY Apple Assoc.

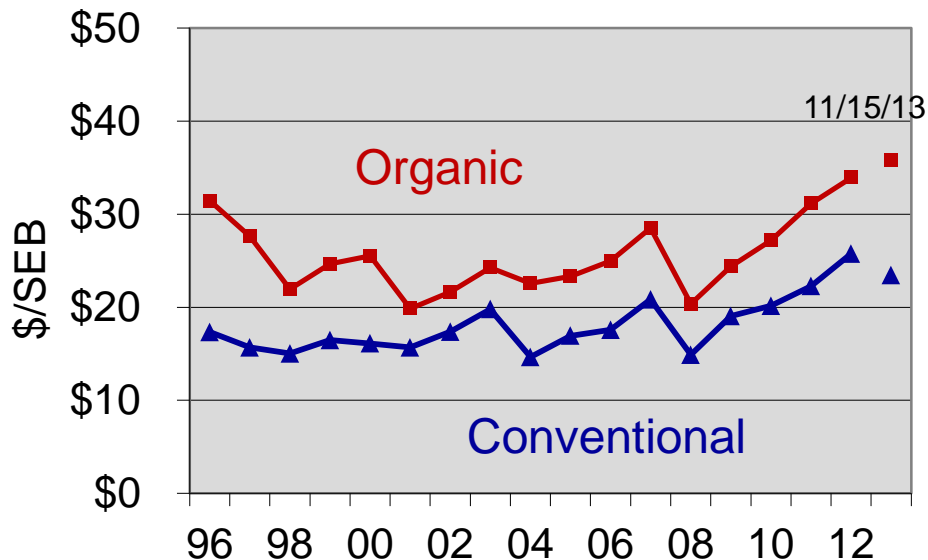
Data: Washington Growers Clearing House; FOB averages, all storage, grades, sizes. Annual data points represent season averages: season approx. Sept 1 to end of Aug.



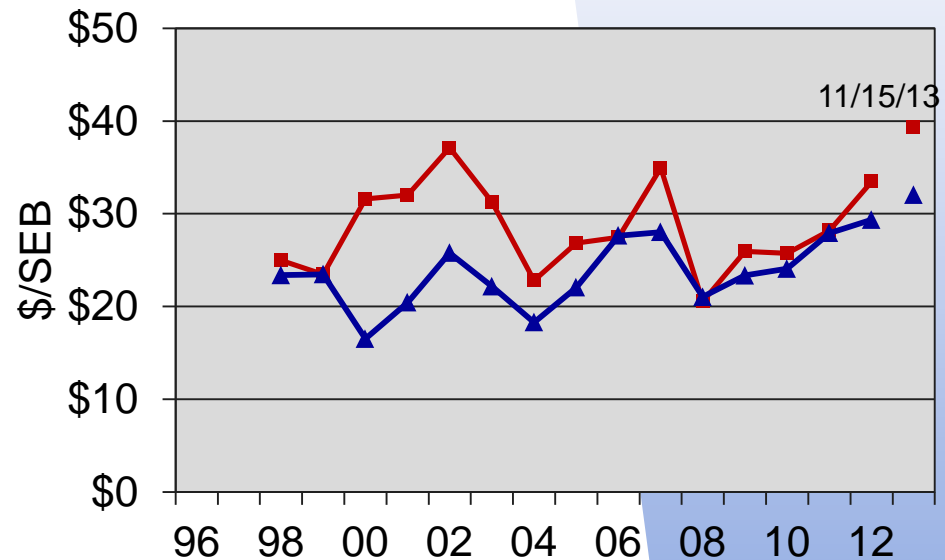
# Price Trends Washington Apples



## Granny Smith



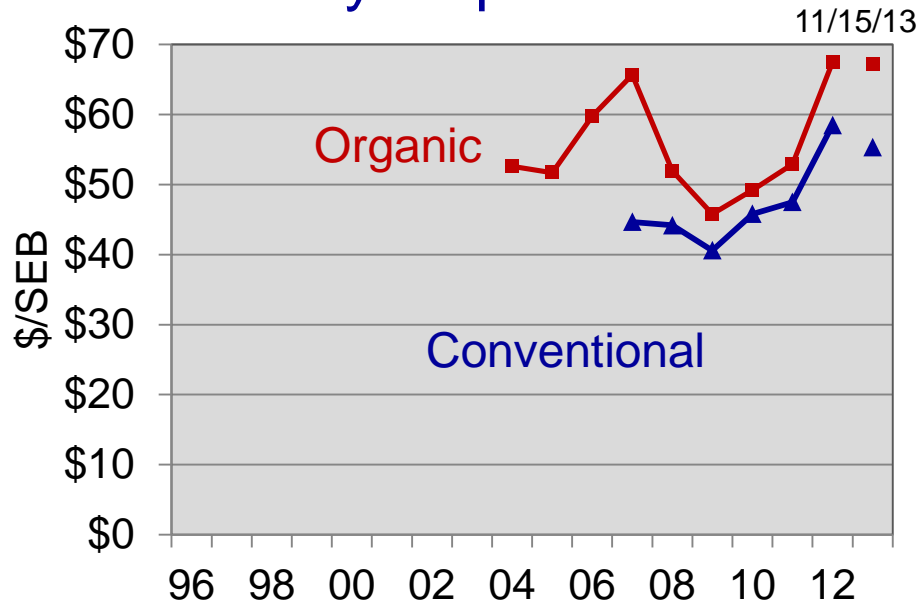
## Cripps Pink



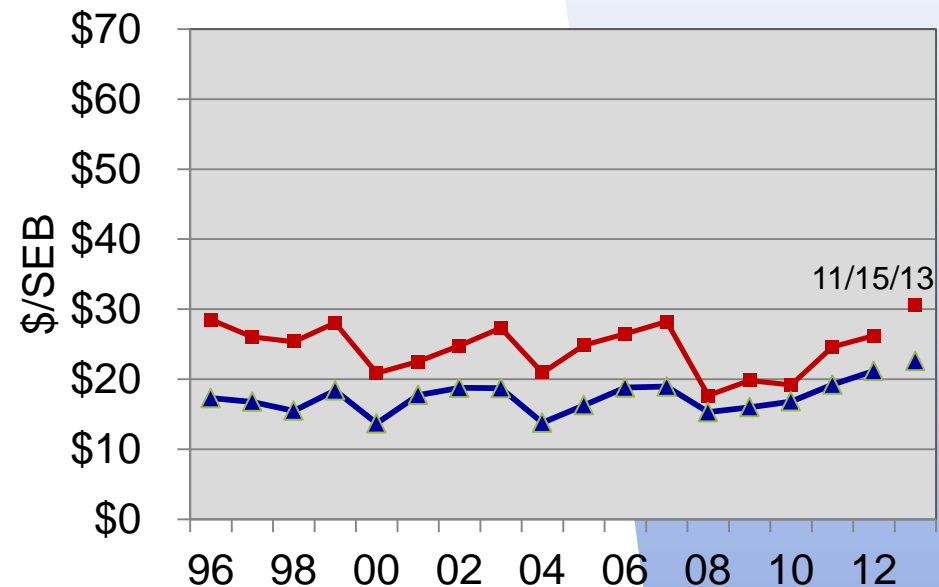


# Price Trends Washington Apples

## Honeycrisp

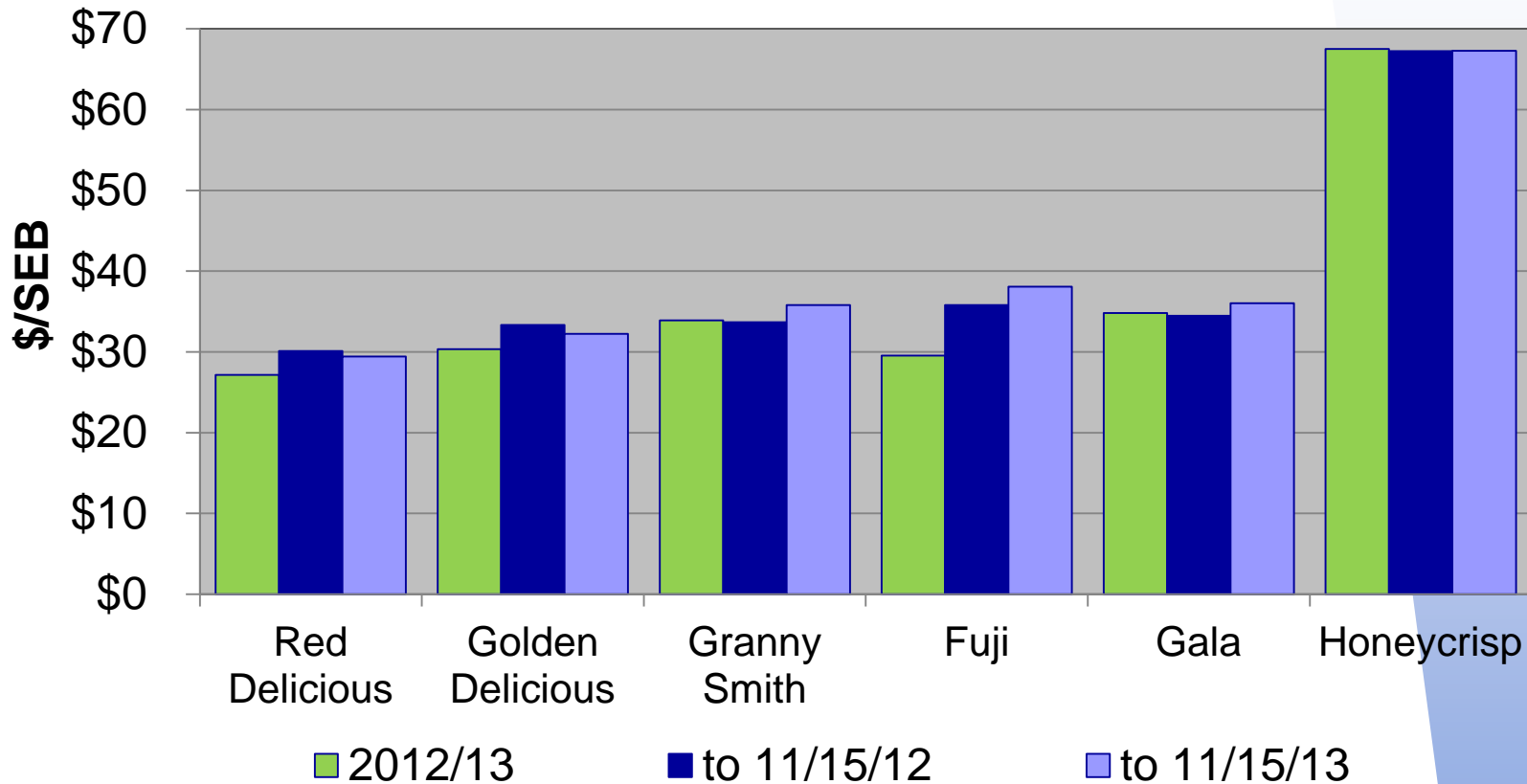


## Braeburn



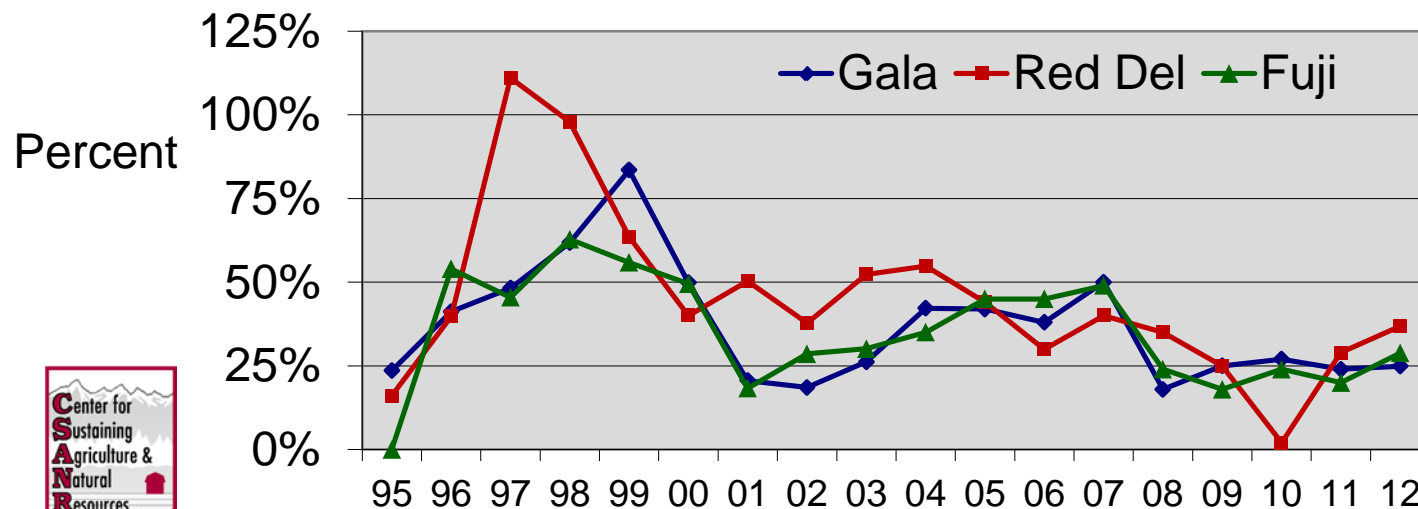
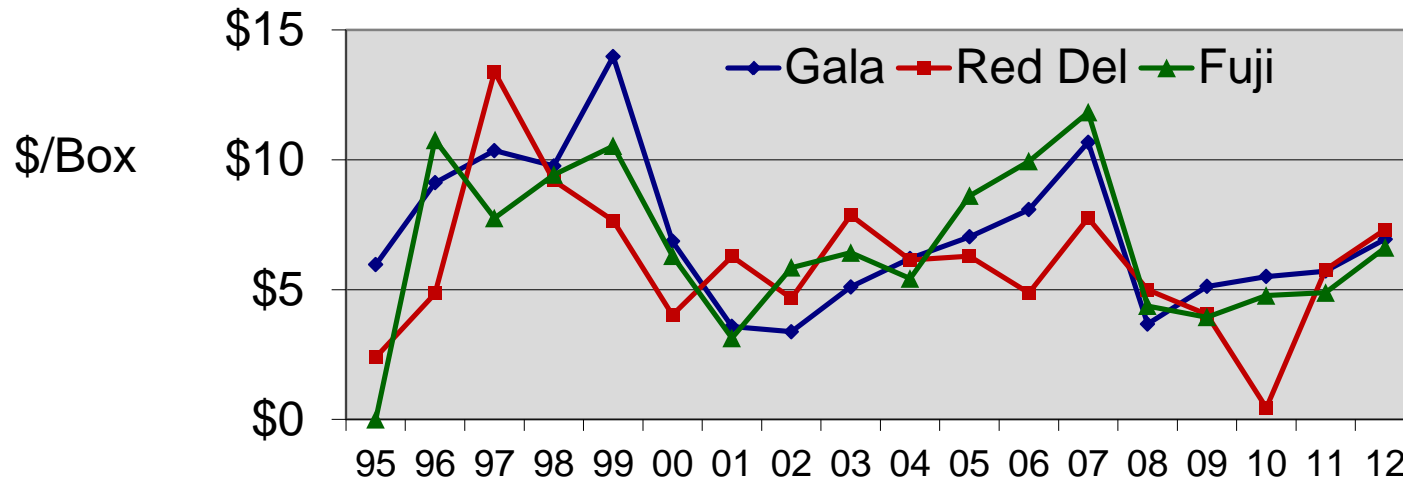
Data: Washington Growers Clearing House; FOB averages, all storage, grades, sizes. Annual data points represent season averages: season runs approx. Sept 1 to end of Aug.

# Recent Organic Apple Prices Washington State





# Organic Premiums Washington Apples



Premiums are expressed as the price difference between organic and conventional, as \$ per box, or as a %



Data: Washington Growers Clearing House Annual data points represent season averages: season runs approx. Sept 1 to end of Aug.

## Modeled Prices of WA Organic Apples with Increasing Sales Volume

	Organic Shipments as % of All WA Apple Shipments			
Box Price, All Apples	6%	8%	10%	12%
	- - - - Organic Price (\$/box FOB) - - - -			
\$26.00*	\$34.80	\$31.79	--	--
\$23.00*	\$30.79	\$28.12	--	--
\$20.00	\$26.77	\$24.45	\$22.13	\$19.82
\$17.00	\$22.75	\$20.78	\$18.81	\$16.85

*\*Extrapolated prices*

*Source: D. O'Rourke, 2008*

### 2012/13 Season; Actual Organic Share of Sales Volume = 6.7%

	All Apples	Organic Apples	Predicted
Avg. Box Price (FOB)	\$24.41	\$33.26	\$31.94

Refer to slide 11 for trend of actual organic apple share of all WA apple sales volume

*Data: Washington Growers Clearing House*

# Organic Fire Blight Control

- US organic growers have been allowed to use antibiotics to control fire blight on apple and pear.
- NOSB voted to phase out this use in Oct. 2014.
- Industry petitioned NOSB for an extension to allow on-going research project on alternatives to be completed.
- Consumer groups actively opposed this, and posted misinformation regarding organic apples and pears and antibiotic use and residues.
- Next slide shows that there was little effect of the negative media on sales of organic apples.

# Effect of NOSB Media on Organic Apple Sales

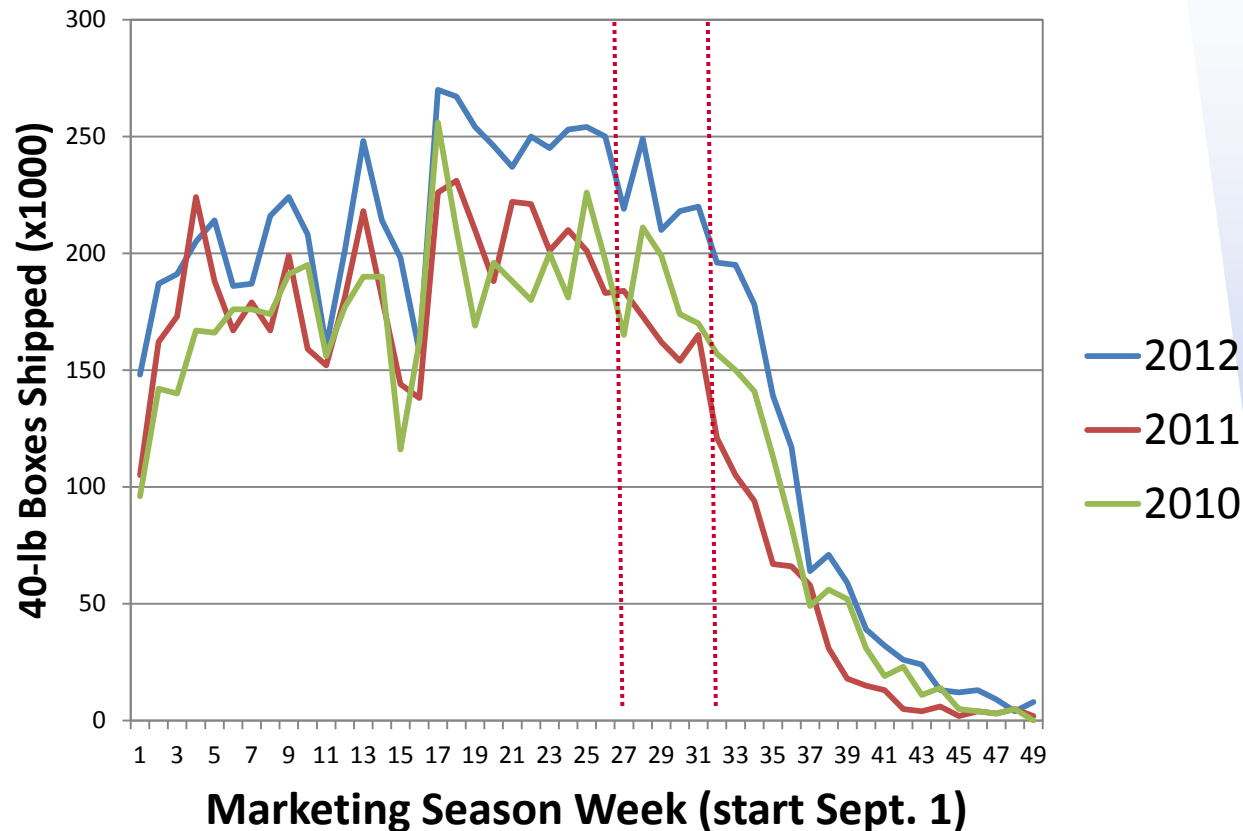
Did negative media on antibiotics and organic tree fruit impact sales?

- NOSB meeting, Apr. 10, 2013
- Sales for week ending Apr. 29
- 'Gala' and 'Pink Lady' were targeted by consumer group negative media
- No discernable effect

No. of 40-lb boxes of organic apples shipped from WA

Week ending 4/29	2013	2012	2011
Total WA	196,000	121,000	157,000
Cripps Pink	18,000	6,000	19,000
Gala	49,000	34,000	41,000
Fuji	74,000	43,000	39,000
Red Del.	22,000	18,000	22,000

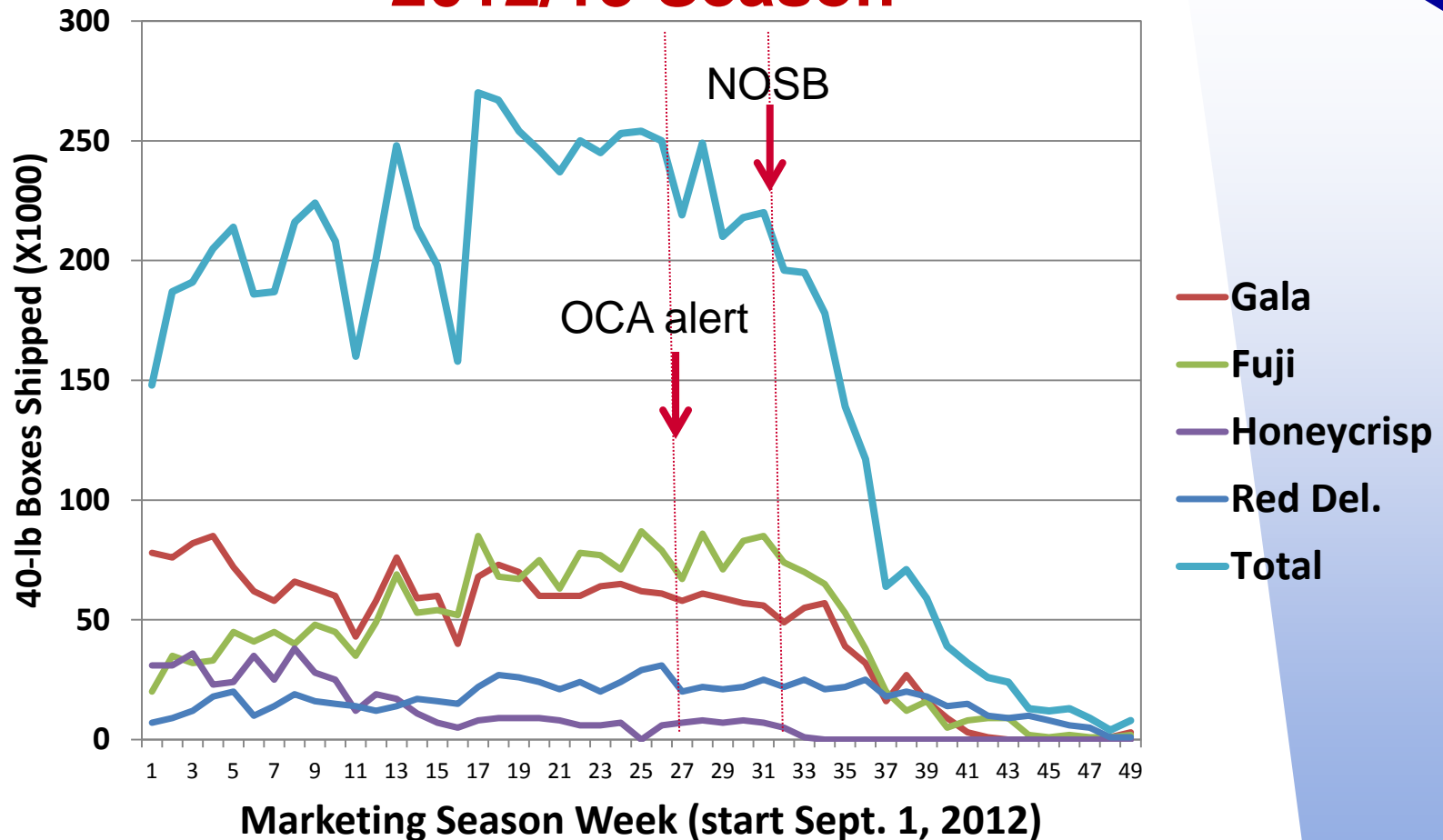
# WA Organic Apple Shipments Weekly Pattern



By April, supplies of organic apples in storage are starting to run out and shipments typically fall off at this point.



# WA Organic Apple Shipments 2012/13 Season



The pattern for spring 2013 was similar to other years and no clear impacts from negative media were apparent on specific varieties.

# World Organic Apple Area

	2011 Acres	% change from 2010
World	165,344	24
US	19,540	2
Canada	319	--
Europe	114,786	33
<i>Poland</i>	<i>(62,731)</i>	<i>(71)</i>
<i>France</i>	<i>(12,234)</i>	<i>(66)</i>
Turkey	7,422	2
China	3,952	--
Argentina	4,201	-13
Chile	3,132	--
New Zealand	2,339	--
Australia	818	--
South Africa	314	-52

## WA organic apples, 2011

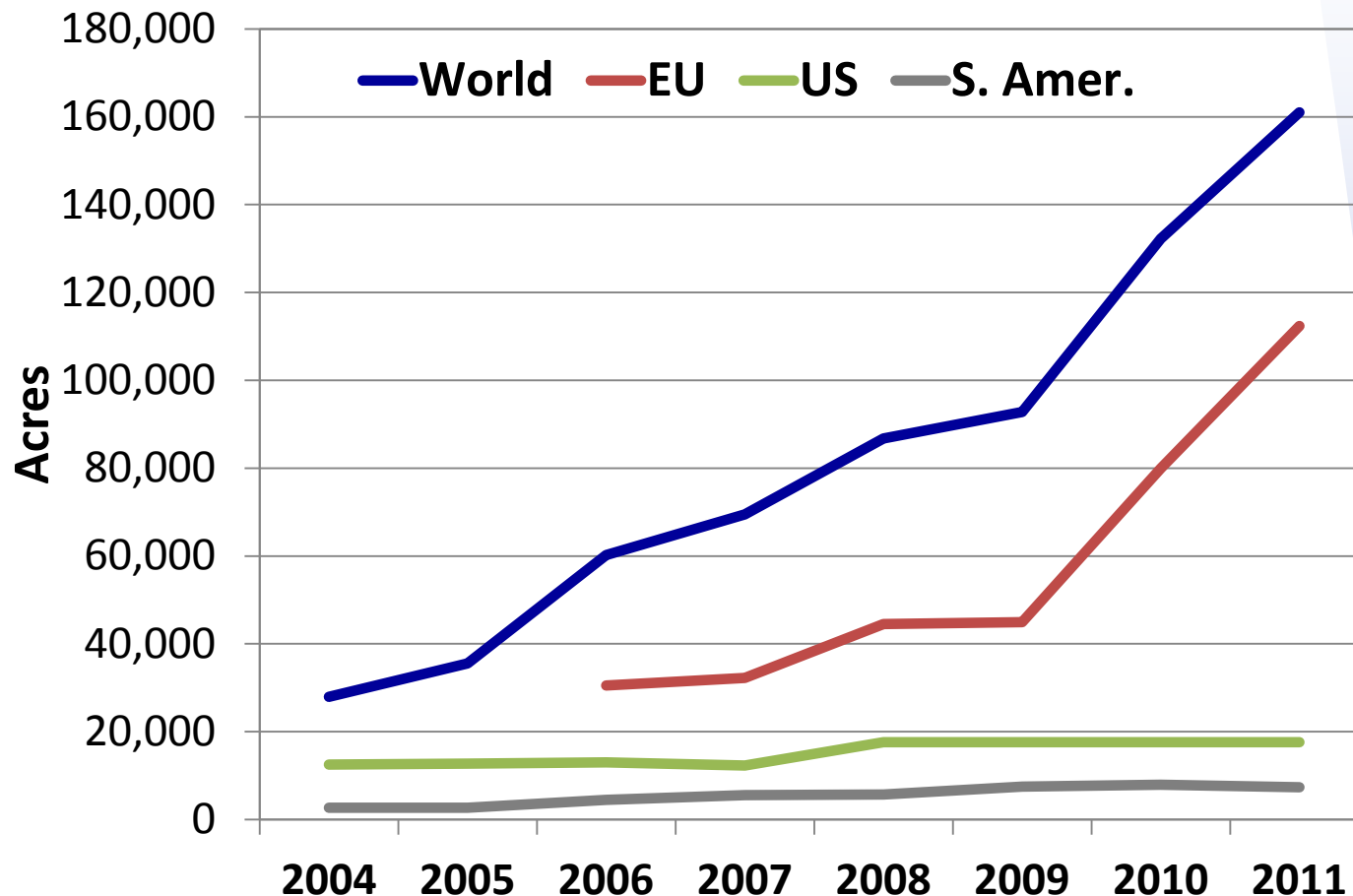
- 14,296 ac cert.
- 73% of US
- 8-9% of world

Europe is the leading region for producing organic tree fruits.

- ~70% of world organic apple area

*(Willer, 2013)*

# Organic Apple Trends Expansion of Global Area



(Courtesy: H. Willer, FiBL)

## *“Global Expansion of Organic Fruit Area”*

D.Granatstein, E. Kirby and H. Willer. 2012. Presented at the 2<sup>nd</sup> International Organic Fruit Research Symposium, Leavenworth WA, July 2012.

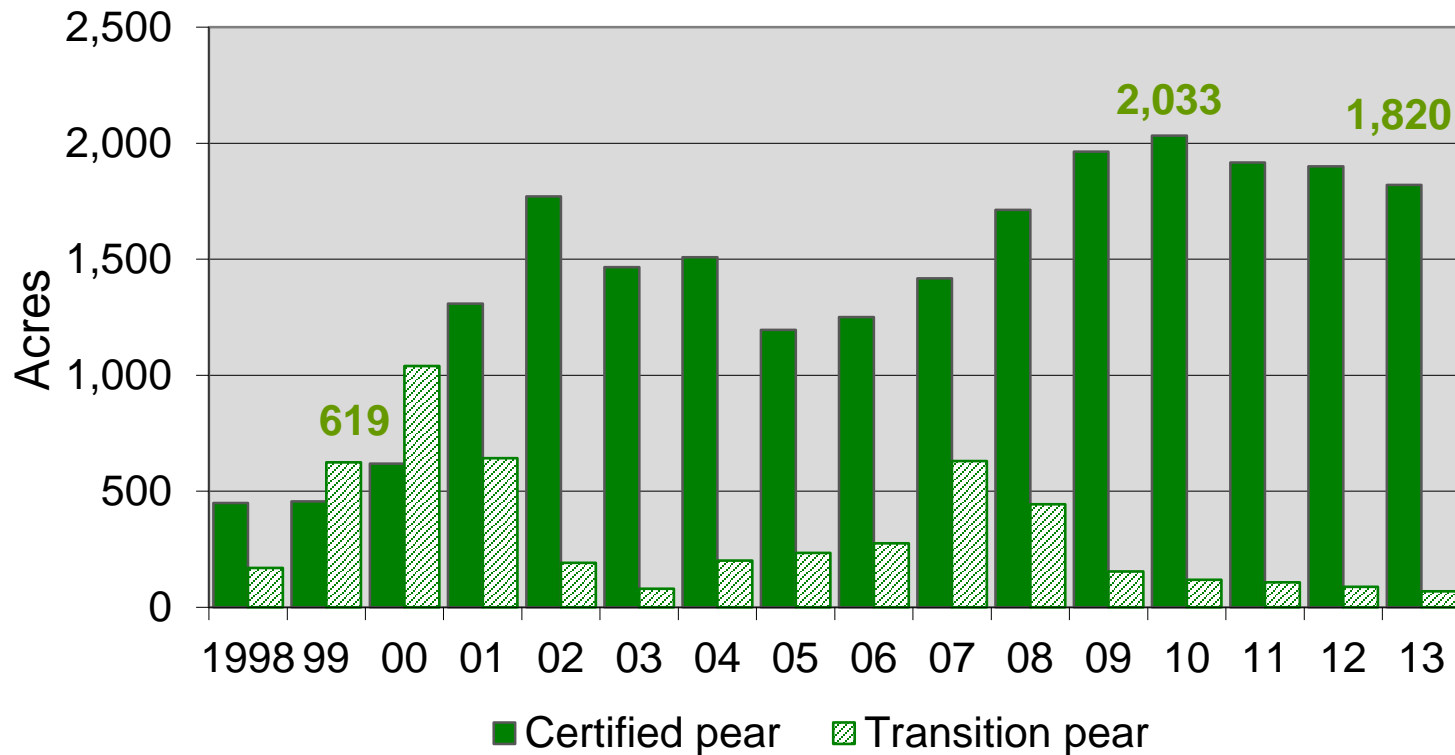


Video presentation of international data can be viewed at:

[http://www.youtube.com/watch?v=XVDWPqCMnMY&list=PLE816E610DF986E58&index=36&feature=plpp\\_video](http://www.youtube.com/watch?v=XVDWPqCMnMY&list=PLE816E610DF986E58&index=36&feature=plpp_video)



# Organic Pear Acreage Washington State

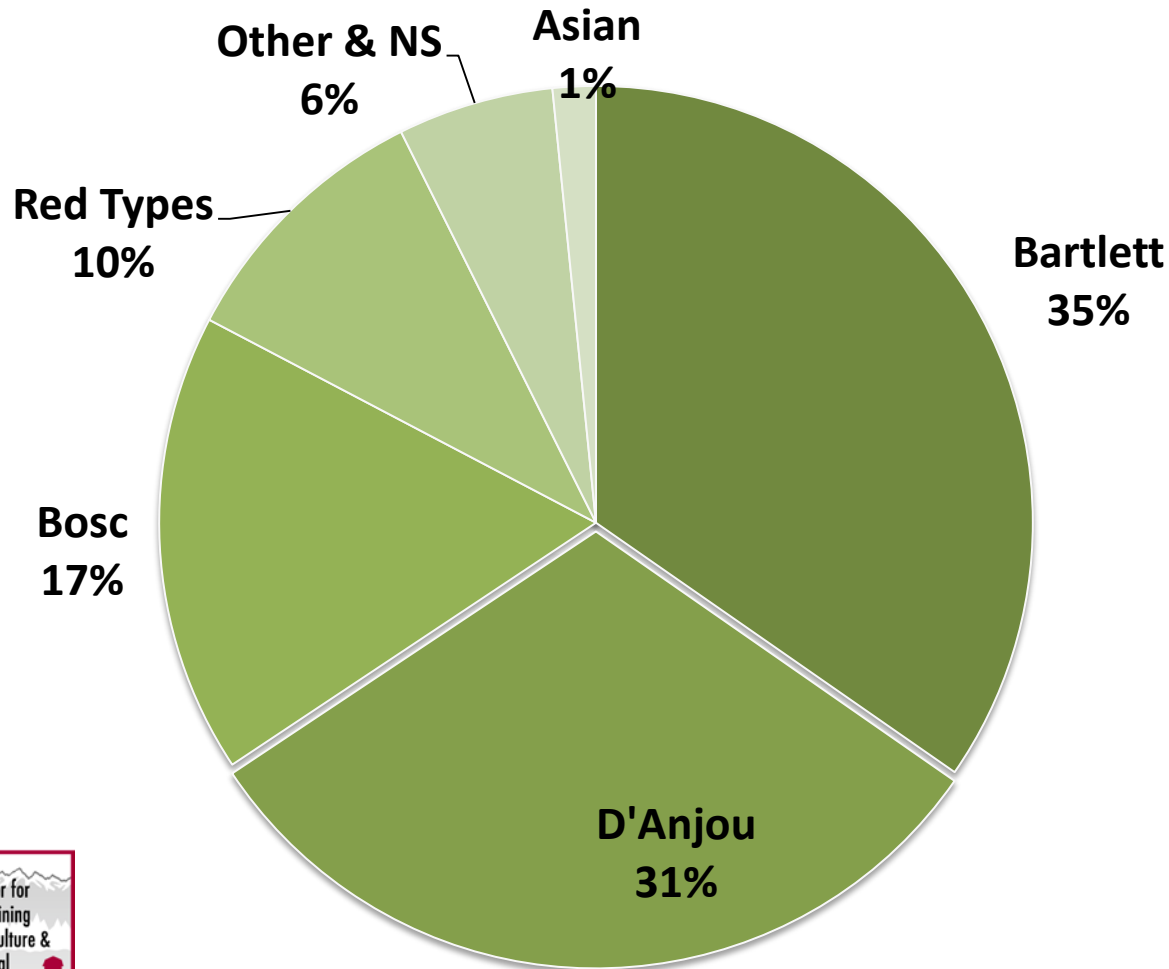


2013 = 8.5% of total WA pear acreage  
(based on 2012 WA-NASS estimate of 21,500 pear acres)





# Organic Pear Acres by Variety Washington 2013



# Organic Pear Variety Trend Washington State

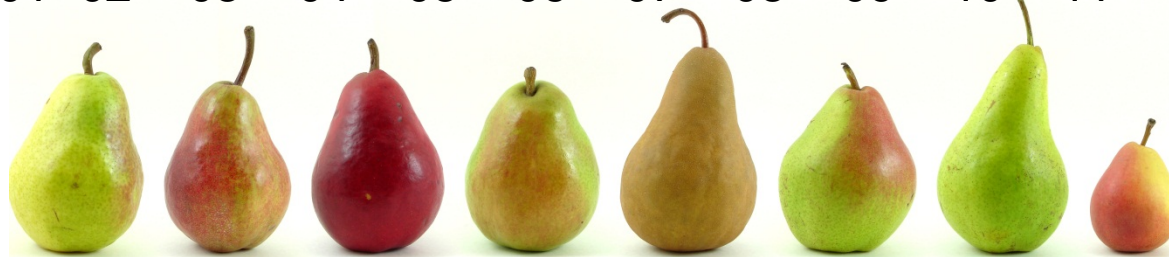
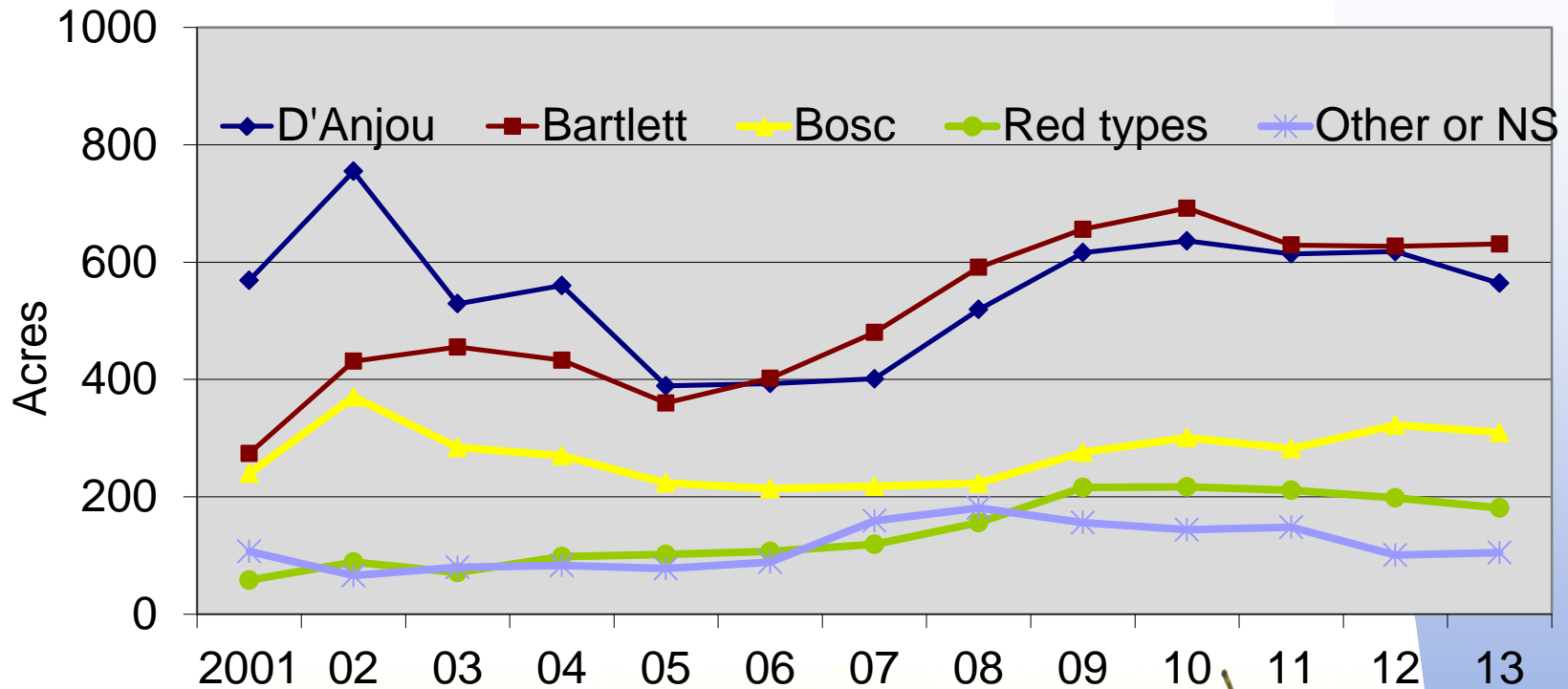


Photo: Agyle

Combined certifiers' data; 2013 WSDA data

# Organic Specialty Pears

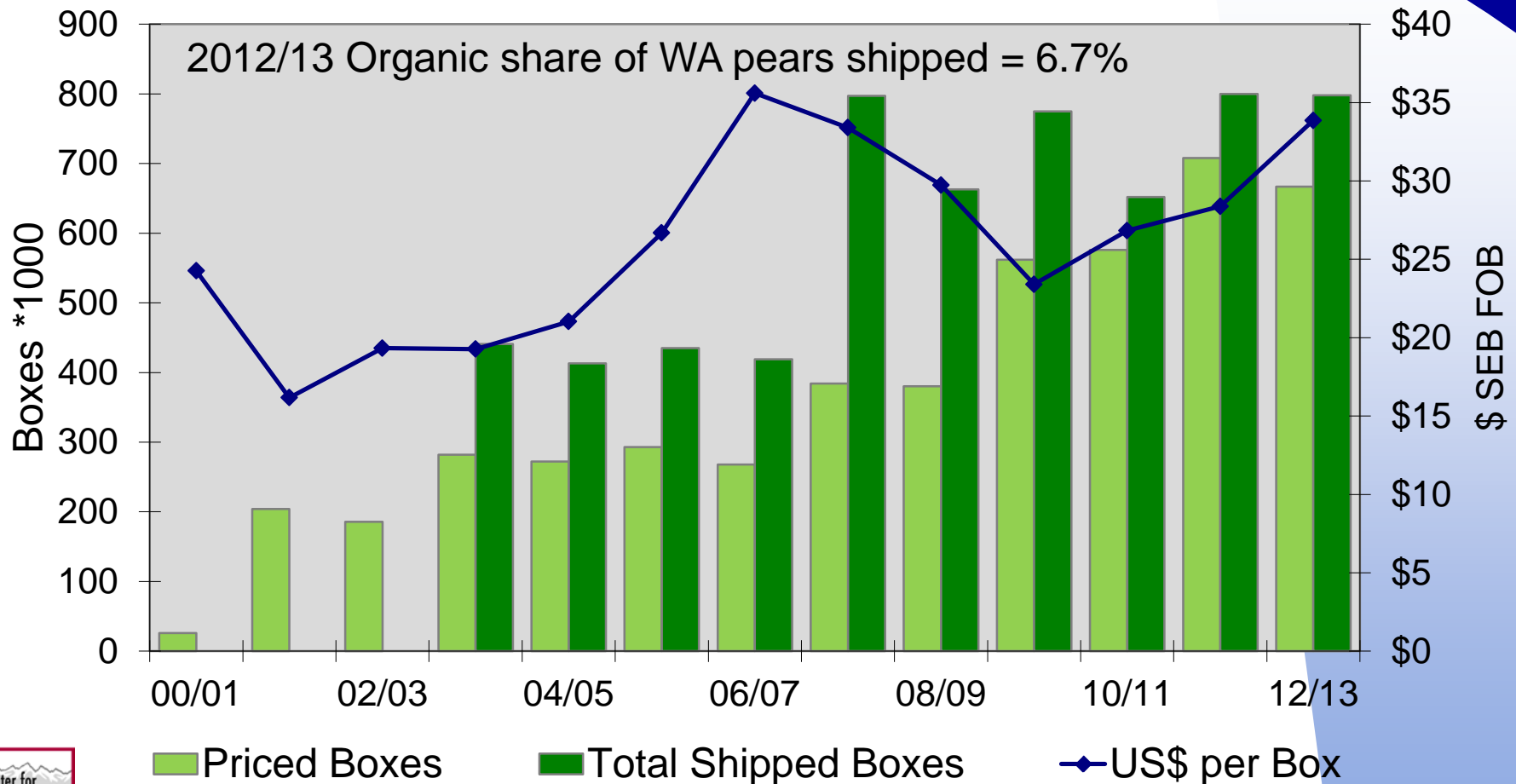
## Washington State 2012

- Over 25 varieties of organic pears and Asian pears grown in WA, from small to larger quantities.
- >25 ac – Concorde, Comice, Tosca, Asian
- Acreage unknown - Belle Pickard, Flemish Beauty, Forelle, Maxine, Moonglow, Seckel, others
- Varieties show on WSDA producer list:

[http://agr.wa.gov/FoodAnimal/Organic/docs/wsda\\_cert\\_org\\_producers.pdf](http://agr.wa.gov/FoodAnimal/Organic/docs/wsda_cert_org_producers.pdf)

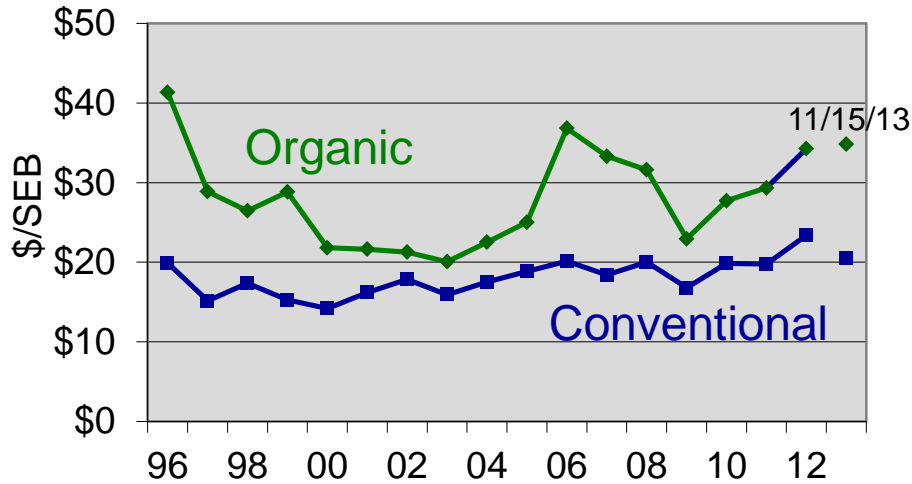


# Organic Pear Sales Volume and Price Trends

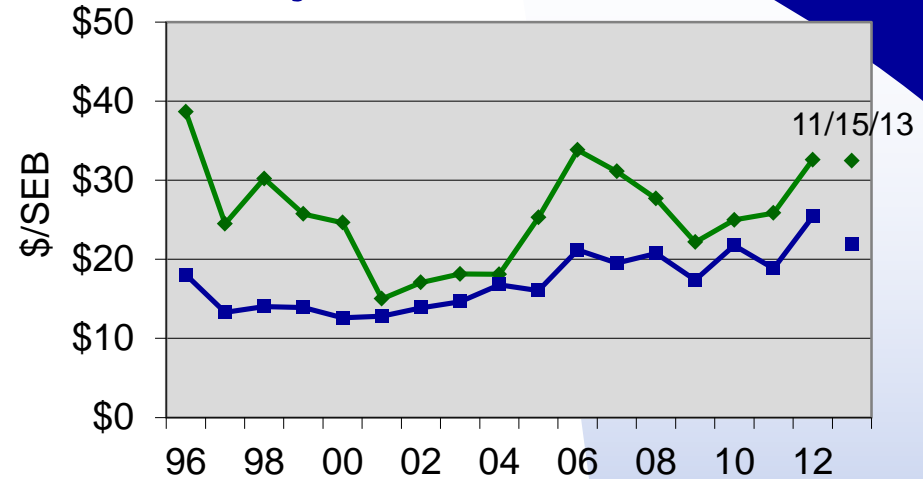


# Price Trends Washington Pears

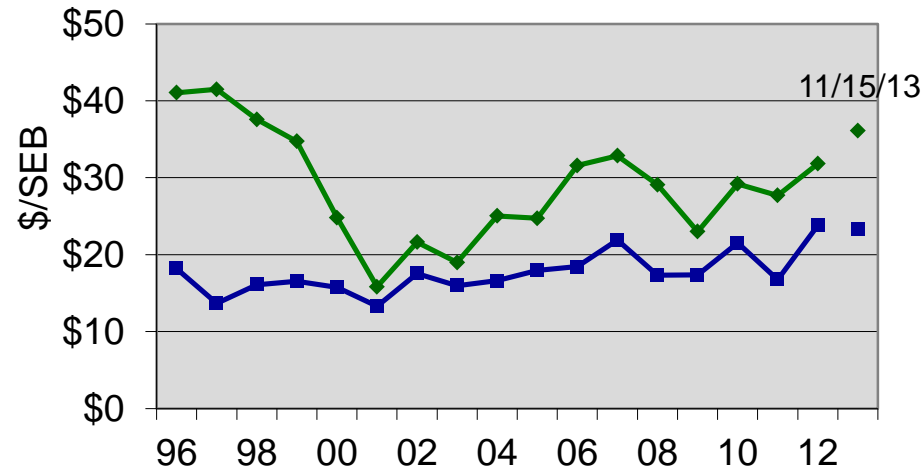
**Bartlett**



**D'Anjou**



**Bosc**

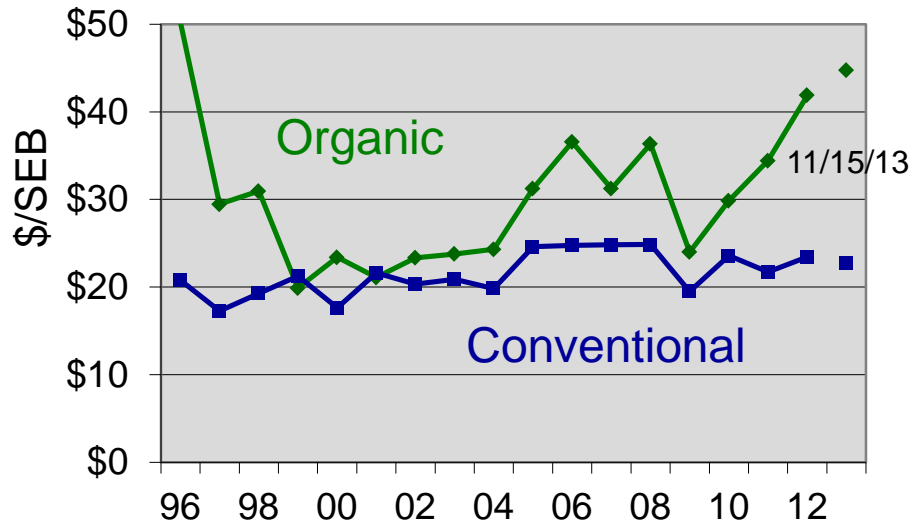


*Bosc photo: US Pear*

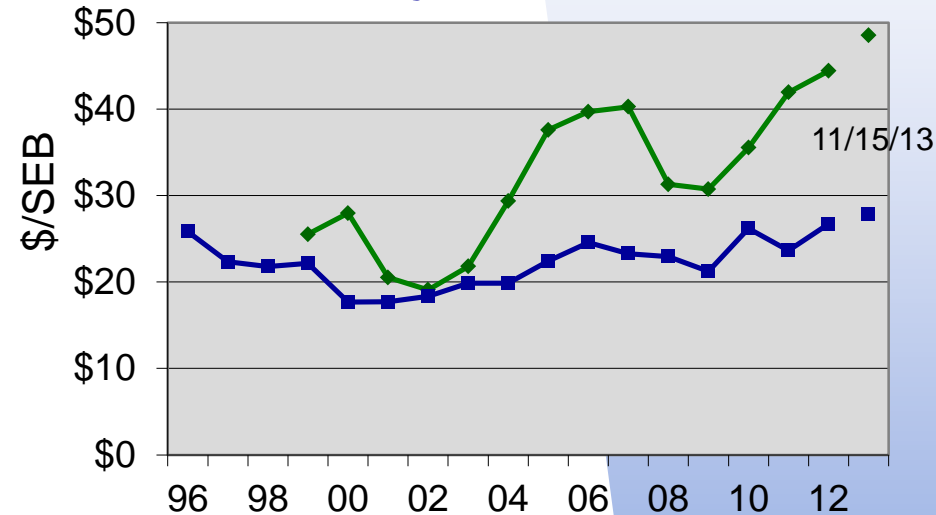


# Price Trends Washington Pears

## Red Bartlett



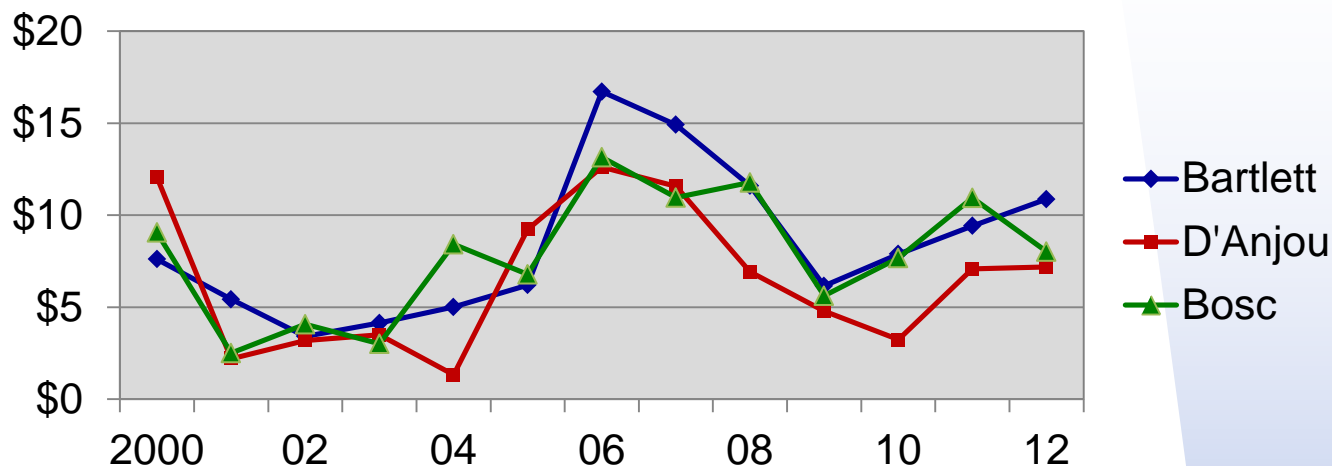
## Red D'Anjou



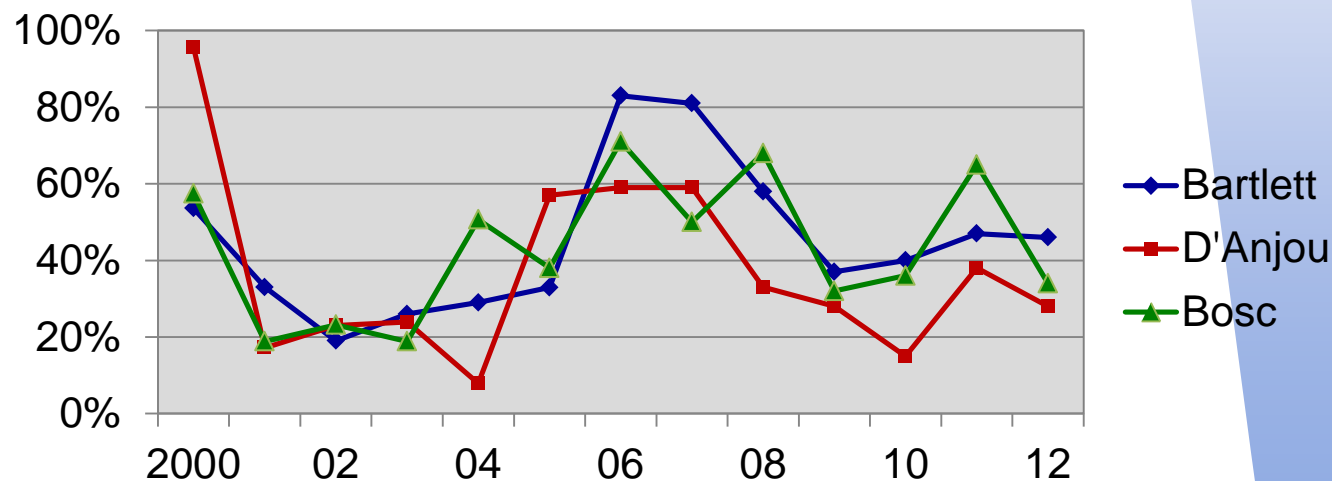


# Organic Premiums Washington Pears

\$/SEB



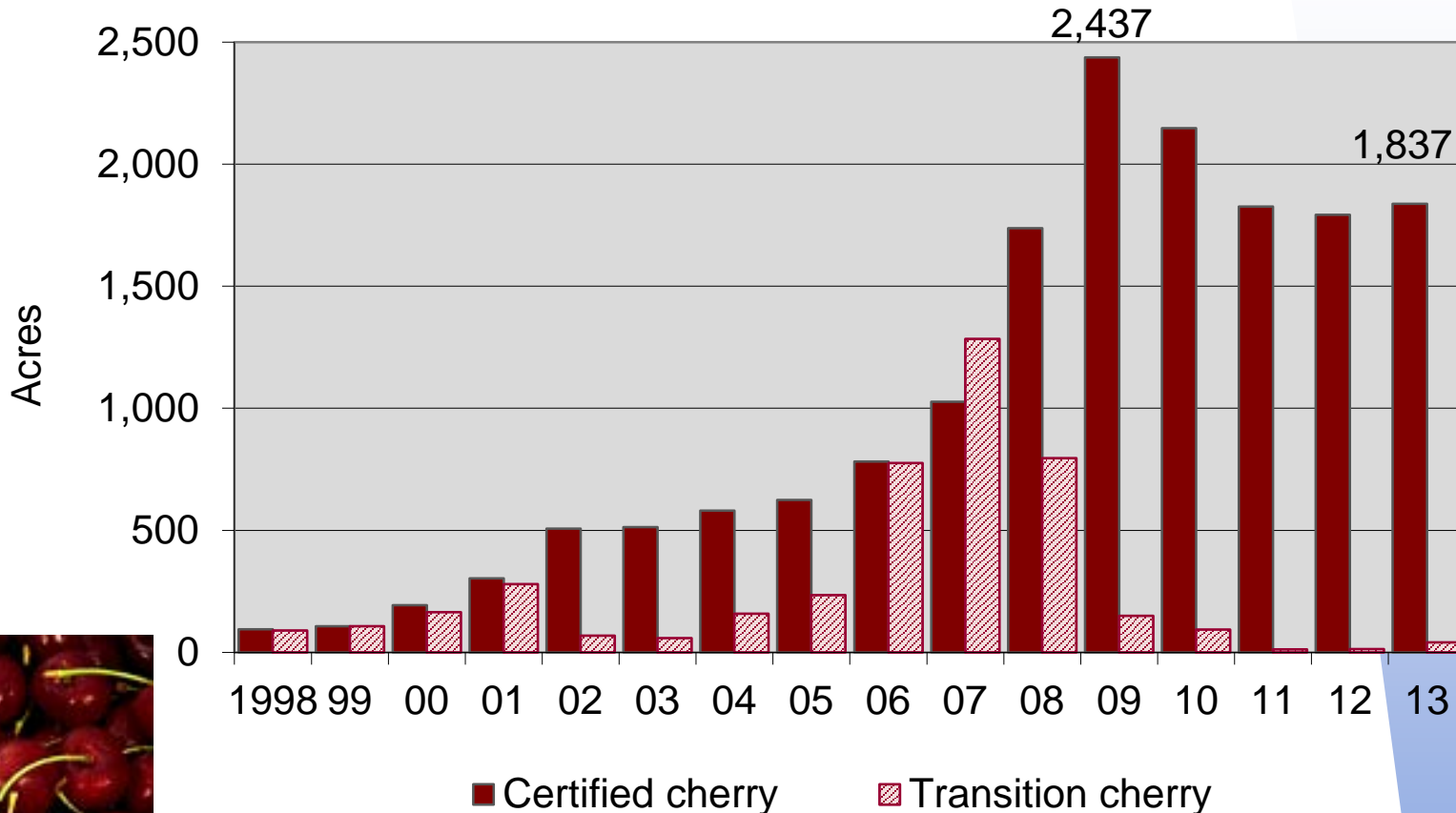
Percent



SEB = Standard Equivalent Box; Data: Washington Growers Clearing House. Annual data points represent FOB season price averages.



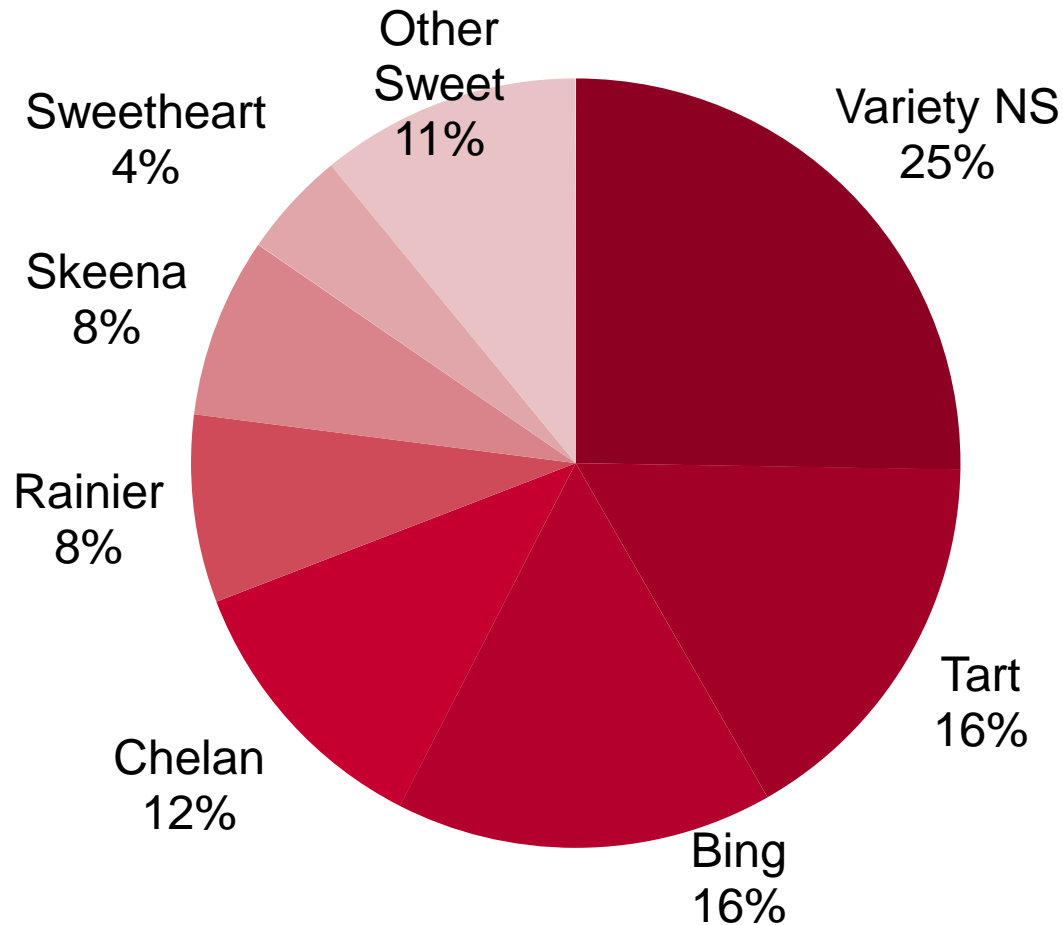
# Organic Cherry Acreage Washington State



2013 = **5.7%** of total WA cherry area  
(based on 2012 WA-NASS estimate of 34,000 acres)



# Organic Cherry Variety Acres Washington State 2013



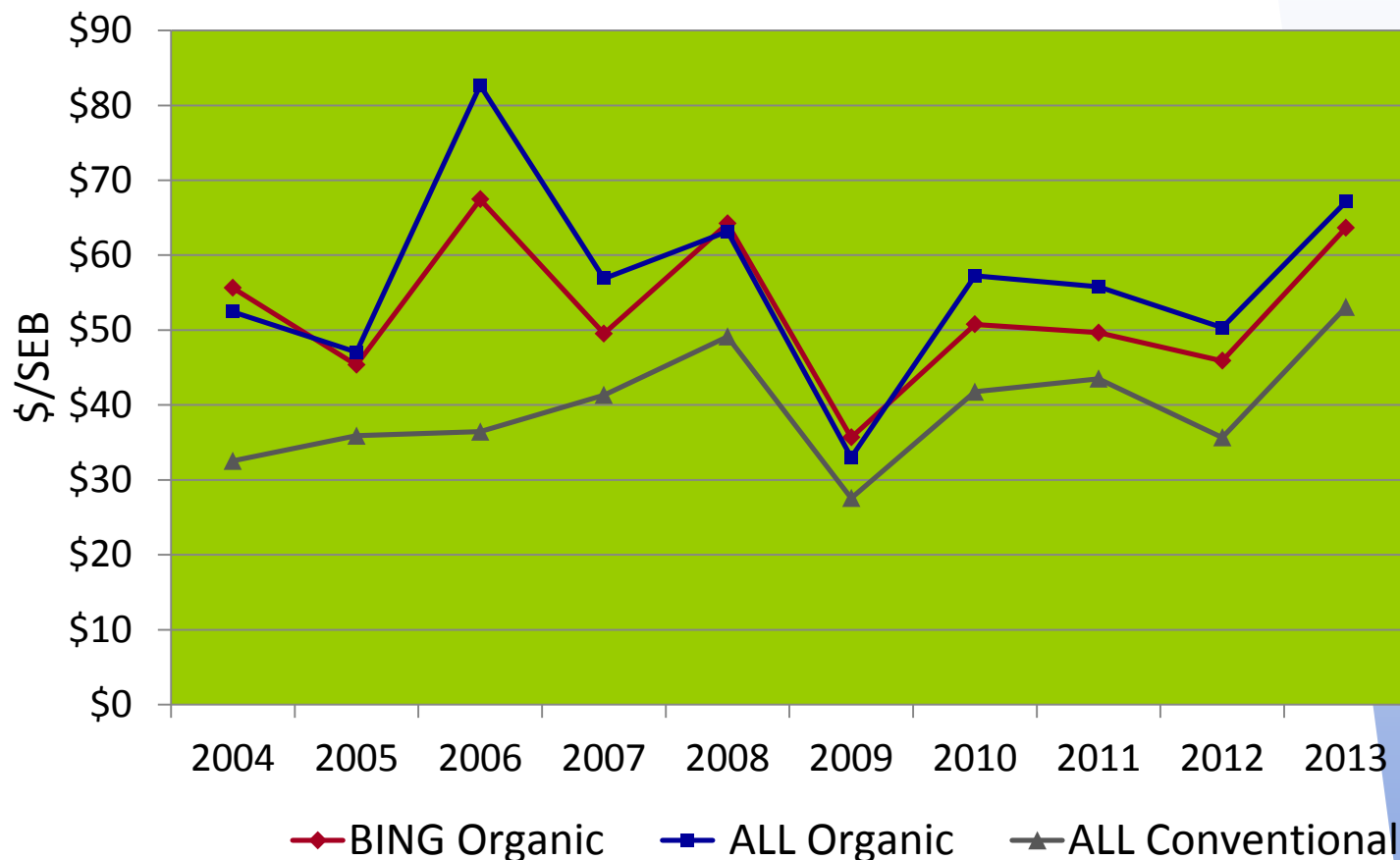
25% of cherries not reported by variety in 2013  
compared to 57% in 2008

2013 WSDA data;  
NS = not specified

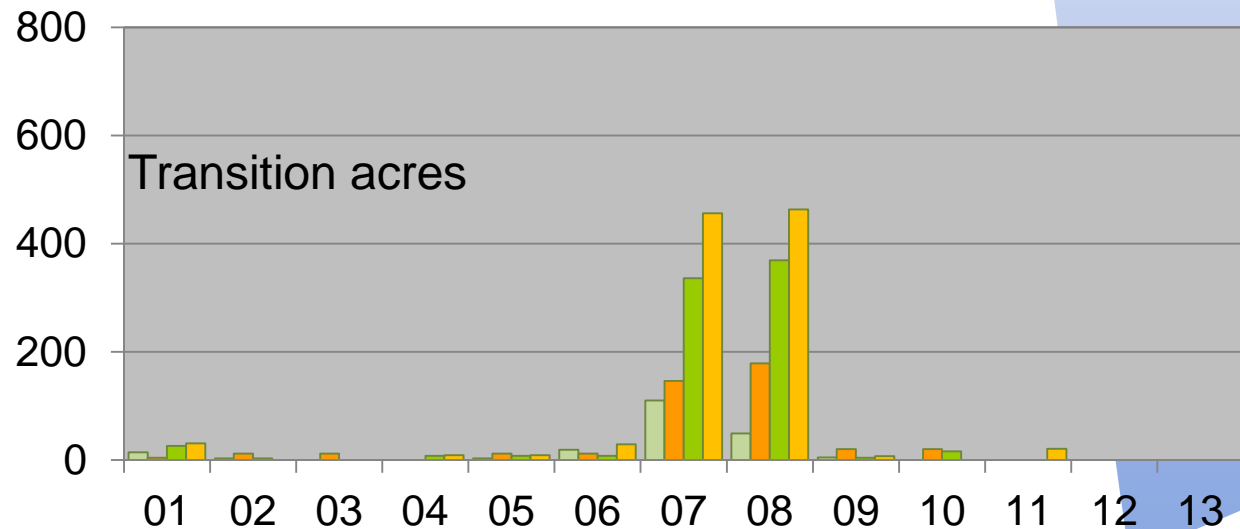
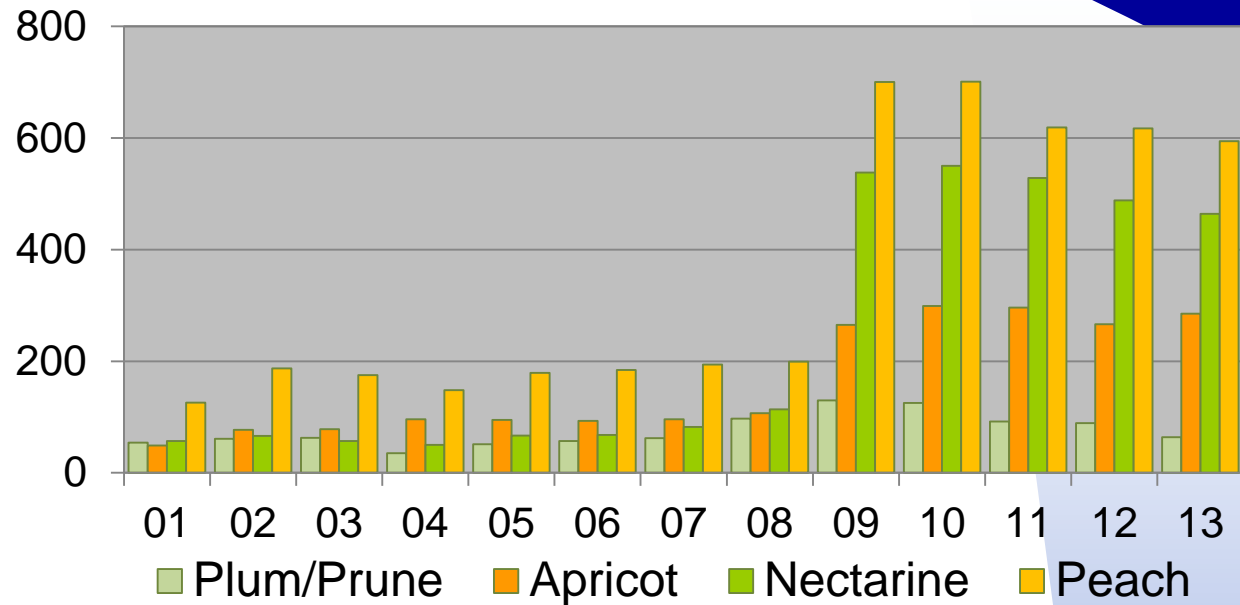


Photo: OMAFRA

# Cherry Price Trends Washington State

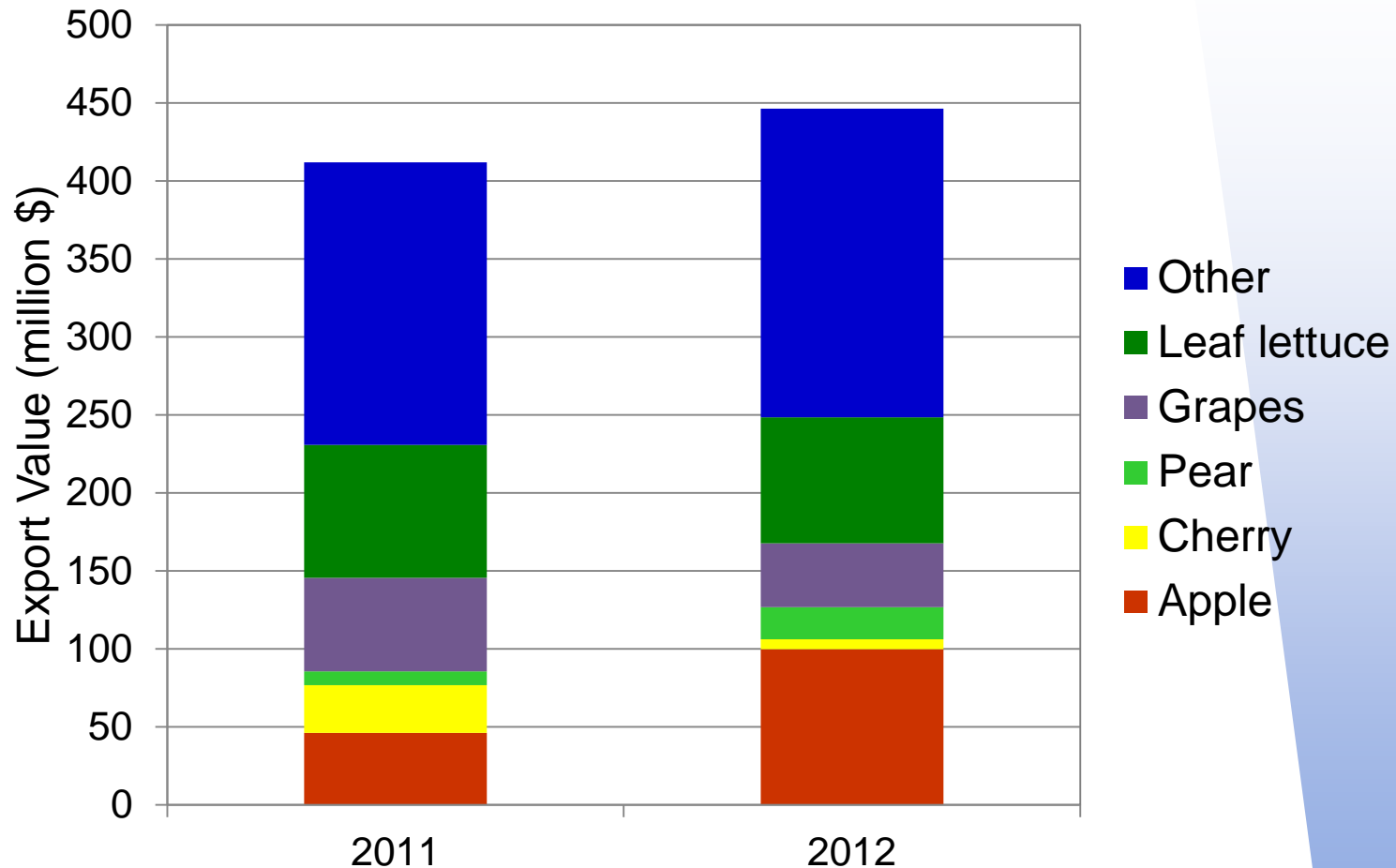


# Washington State Other Stone Fruit Trend



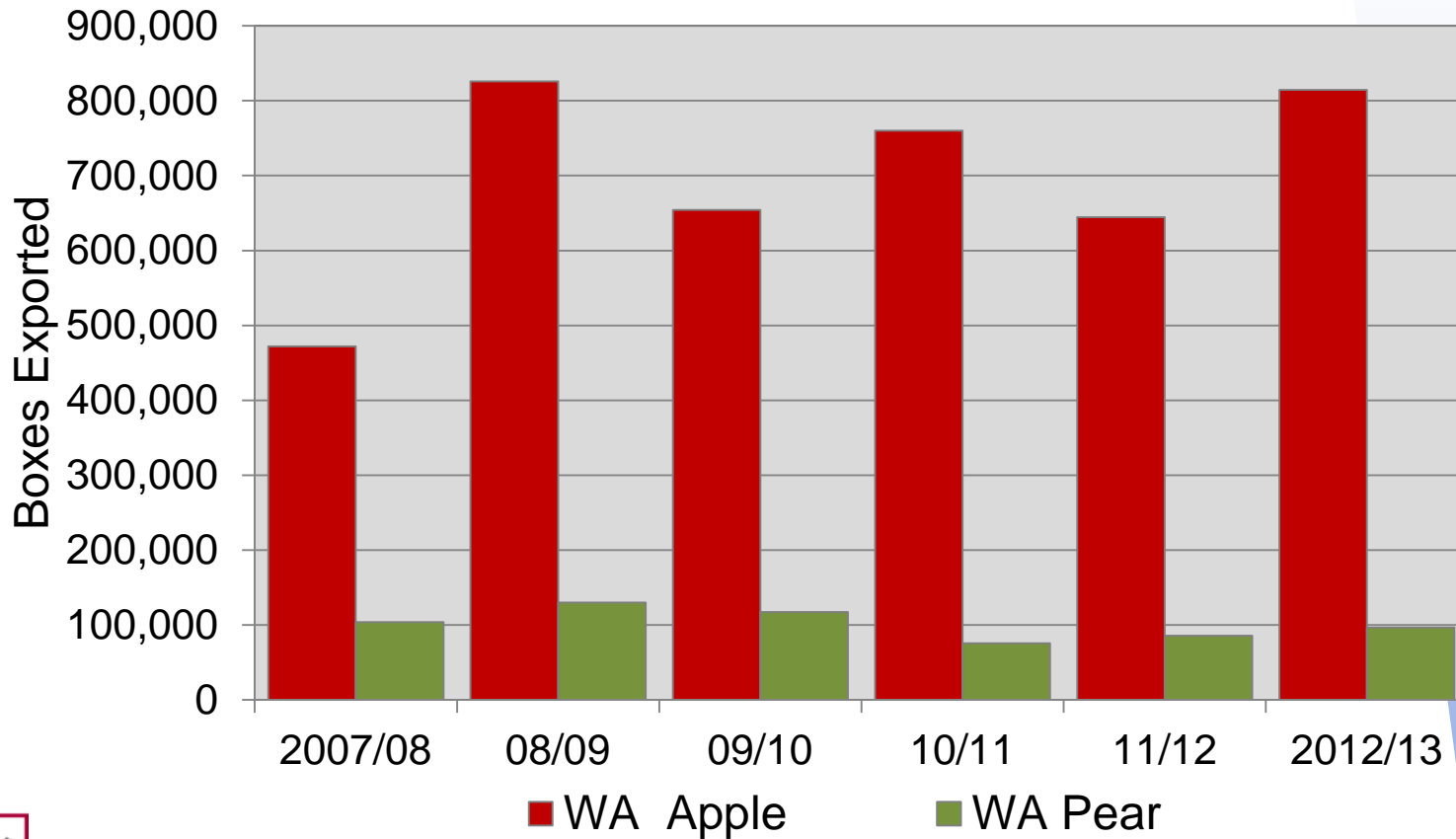
Combined certifiers' data, 2013 WSDA data

# Export Value of U.S. Organic Foods

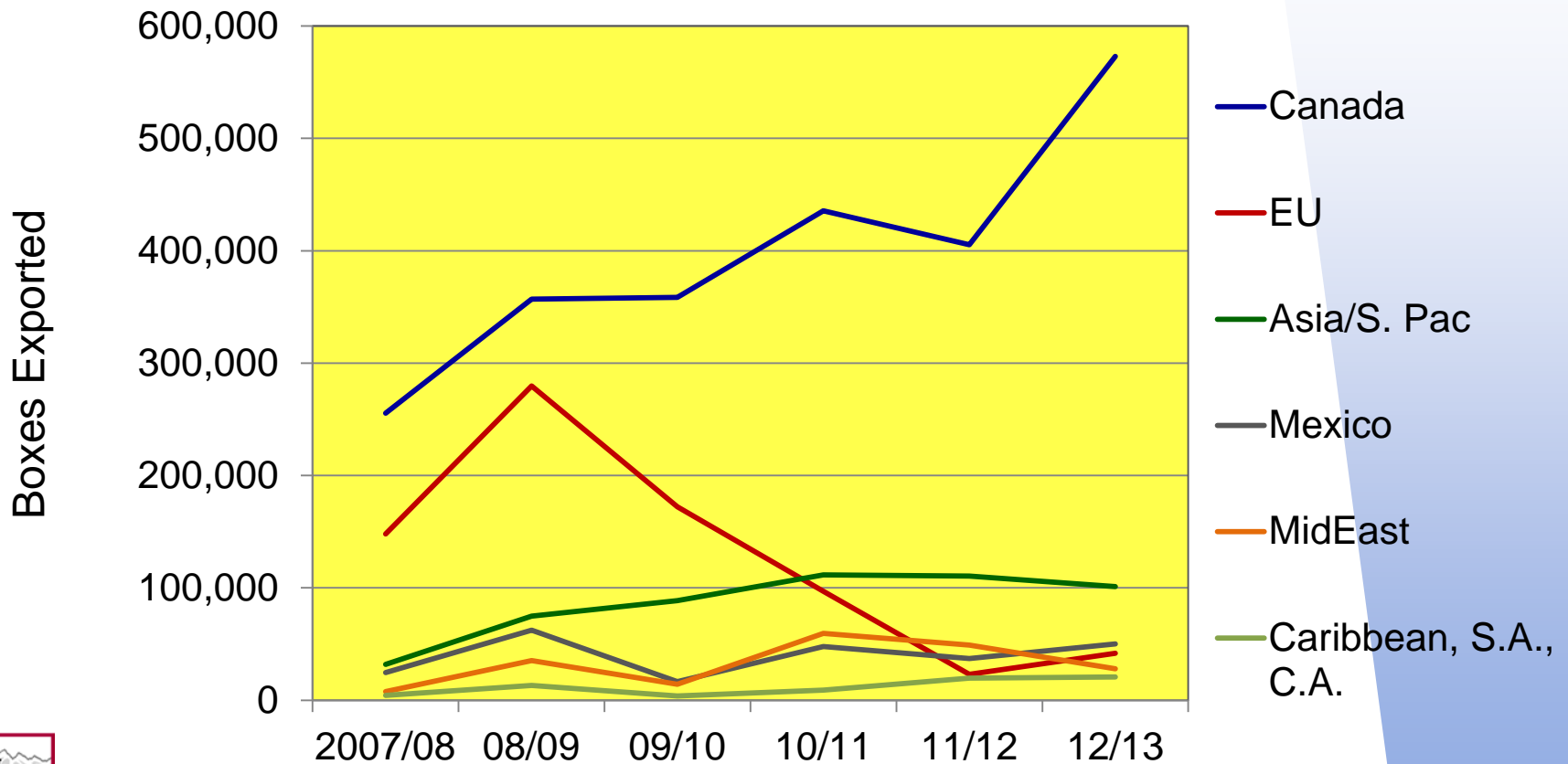


- Canada, Mexico are main markets
- Apple exports tripled, cherry exports dropped

# Organic Apple and Pear Exports Washington State

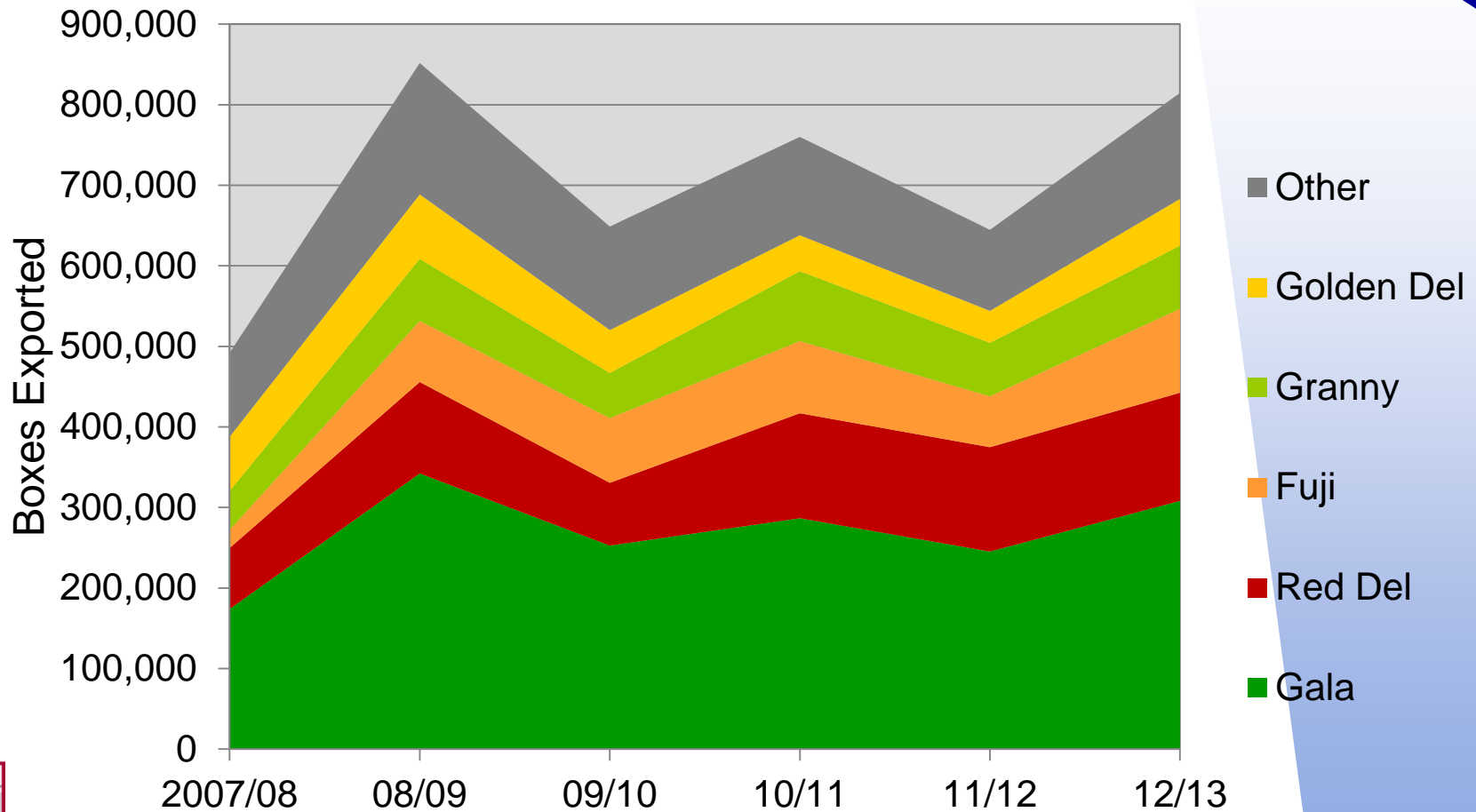


# Washington Organic Apple Top Export Destinations

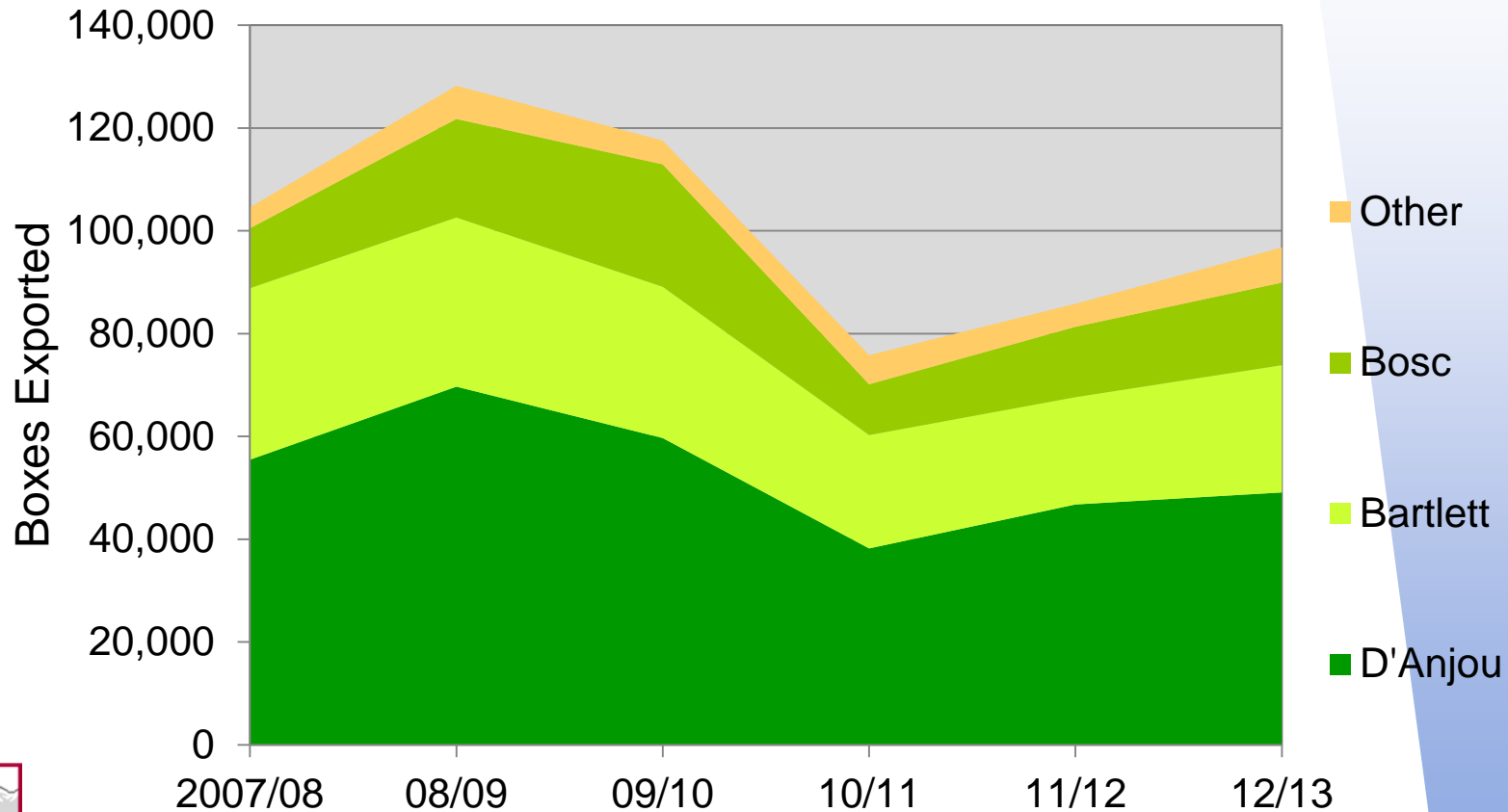




# WA Organic Apple Exports by Variety



# WA Organic Pear Exports by Variety





More information on Washington organic tree fruit statistics  
is available on-line at:

[http://csanr.wsu.edu/pages/Organic\\_Statistics](http://csanr.wsu.edu/pages/Organic_Statistics)  
[http://www.nass.usda.gov/Statistics\\_by\\_State/Washington/Publications/  
Fruit/FruitTreeInventory2011.pdf](http://www.nass.usda.gov/Statistics_by_State/Washington/Publications/Fruit/FruitTreeInventory2011.pdf)

**Citation:** Kirby, E. and D. Granatstein. 2014. Recent trends in certified organic tree fruit in Washington State: 2013. Organic Trend Series, Center for Sustaining Agriculture and Natural Resources, Washington State University, Wenatchee, WA.  
[http://csanr.wsu.edu/pages/Organic\\_Statistics](http://csanr.wsu.edu/pages/Organic_Statistics)