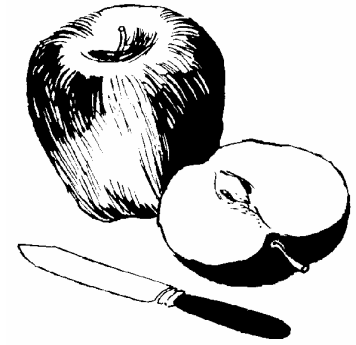


2003 Apple Marketing Fact Sheet

<http://www.uky.edu/Ag/HortBiz>



PRODUCTION

U.S. Apple Production Data

	1997	1998	1999	2000	2001	2002*
Bearing Acreage	468,000	467,600	460,800	444,700	430,200	428,000
Pounds Per Acre	22,059	24,906	23,069	23,980	22,385	19,799
Total Million Lbs Production	10,324	11,647	10,630	10,664	9,630	8,474
Cash Receipts Per Acre	\$3,313	\$3,054	\$3,104	\$3,411	\$3,185	\$3,790
Cash Receipts (\$1,000)	1,550,641	1,428,028	1,430,516	1,516,717	1,369,980	1,622,135

Source: USDA/ERS

*UK Estimates based on NASS and ERS data

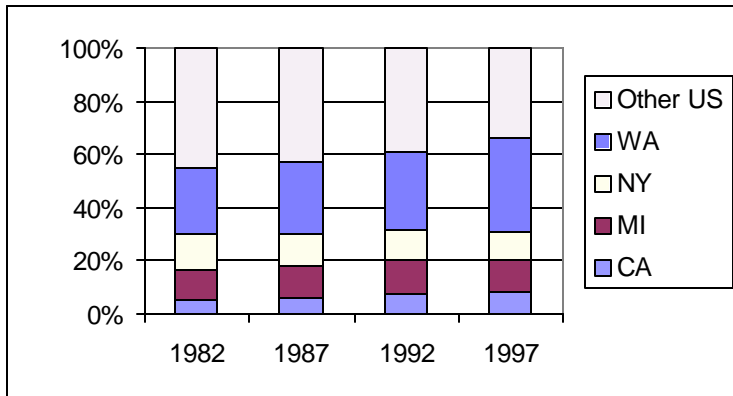
Kentucky Apple Production Data

	1996	1997	1998	1999	2000	2001	2002
Fresh							
Million Pounds	8.5	4.9	9.0	9.0	6.8	7.6	7.2
Cents per pound	32.4	27.0	28.4	n/a	n/a	n/a	
Processed							
Million Pounds	1.1	0.9	0.0	n/a	n/a	n/a	
Dollars Per Ton	\$ 510	\$ 420	\$ -	n/a	n/a	n/a	
Total Utilization							
Million Pounds	9.6	5.8	9.0	7.0	7.0	8.0	7.5
Cents Per Pound	31.6	26.1	28.4	29.3	25.9	26.0	28.0
Total Value (\$1,000)	\$ 3,035	\$ 1,512	\$ 2,556	\$ 2,051	\$ 1,761	\$2,080	\$2,100

- The 1997 Ag Census does not report apple acreage for Kentucky. However, it does report that Kentucky orchards declined from 982 farms and 4,778 acres in 1992 to 715 farms and 3,537 acres in 1997.
- According to the 2001/02 Kentucky Produce Marketing Practices Survey, several more apple orchards in Kentucky decreased or ended production in 2002. Direct marketing and value-added processing (cider) appears to be the primary ways that Kentucky apple orchards will remain profitable.

PRODUCTION

Percentage of Apple Acres by Major Producing States

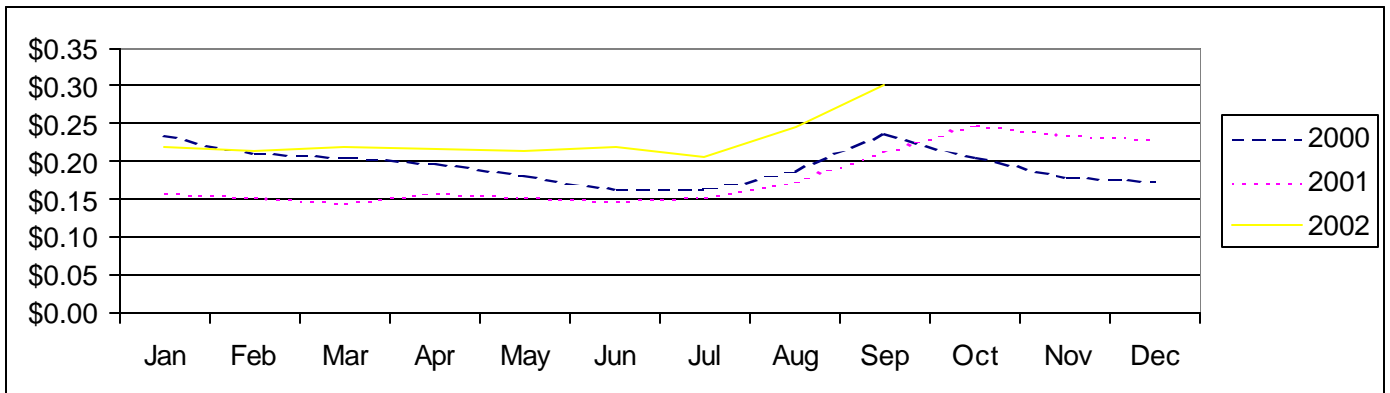


In 1997, Washington State apple acreage increased to be greater than all the other states combined except NY, MI, and CA. Together, the four major apple producers combine for 2/3 of all U.S. acreage and production.

Western acreage decreased in 2001, but Washington continues to hold this sizable lead in apple production.

PRICES

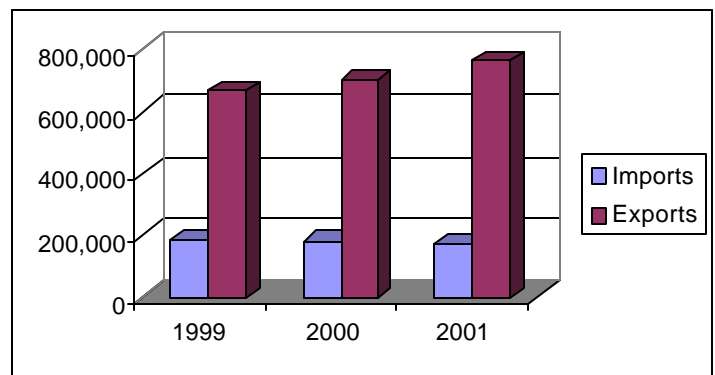
Fresh Apples: Monthly Prices Received By Growers



Source: NASS

TRADE

U.S. Fresh Apple Trade (Short Tons)



Information Sources

U.S. Census of Agriculture

<http://govinfo.kerr.orst.edu/ag-states.html>

USDA/ERS Fruit and Tree Nuts Situation and Outlook Yearbook

<http://www.econ.ag.gov/prodsrvs/rept-sag.htm#fruitnutsup>

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