Recent Trends in Certified Organic Tree Fruit

Washington State 2012

Data as of Dec. 15, 2012
Document date: April 3, 2013

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

Organic food sales increased 9.4% in 2011
Fruits and vegetables = 39.7% of organic food sales and 12% of all national produce sales in 2010.

Source: OTA, Nutrition Business Journal
### Organic Tree Fruit Acres
#### Washington State

```
<table>
<thead>
<tr>
<th></th>
<th>--- Certified acres ---</th>
<th>% Change</th>
<th>--- Transition acres ---</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple</td>
<td>15,735</td>
<td>14,296</td>
<td>13,655</td>
</tr>
<tr>
<td>Pear</td>
<td>1,964</td>
<td>1,917</td>
<td>1,900</td>
</tr>
<tr>
<td>Cherry</td>
<td>2,437</td>
<td>1,826</td>
<td>1,792</td>
</tr>
<tr>
<td>Apricot</td>
<td>265</td>
<td>296</td>
<td>266</td>
</tr>
<tr>
<td>Peach &amp; Nectarine</td>
<td>1,238</td>
<td>1,146</td>
<td>1,105</td>
</tr>
<tr>
<td>Plum &amp; Prune</td>
<td>130</td>
<td>92</td>
<td>89</td>
</tr>
<tr>
<td>Mixed stone</td>
<td>30</td>
<td>17</td>
<td>44</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>21,799</td>
<td>19,590</td>
<td>18,851</td>
</tr>
</tbody>
</table>
```

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

Combined certifiers’ data; 2012 WSDA data
## US Organic Apple Area (acres, estimated)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>WA</td>
<td>4,228</td>
<td>6,540</td>
<td>7,003</td>
<td>6,721</td>
<td>8,018</td>
<td>12,936</td>
<td>15,735</td>
<td>14,296</td>
<td>13,655</td>
</tr>
<tr>
<td>CA</td>
<td>4,423</td>
<td>4,853</td>
<td>4,045</td>
<td>3,402</td>
<td>3,900</td>
<td>3,393</td>
<td>3,450</td>
<td>3,334</td>
<td></td>
</tr>
<tr>
<td>AZ</td>
<td>1,795</td>
<td>1,715</td>
<td>835</td>
<td>865</td>
<td>816</td>
<td>816</td>
<td>800*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO</td>
<td>431</td>
<td>635</td>
<td>235</td>
<td>202</td>
<td>209</td>
<td>164</td>
<td></td>
<td>393</td>
<td></td>
</tr>
<tr>
<td>OR</td>
<td>350</td>
<td>350</td>
<td>265</td>
<td>123</td>
<td>106</td>
<td>136</td>
<td>201</td>
<td>109</td>
<td></td>
</tr>
<tr>
<td>Other West</td>
<td>281</td>
<td>677</td>
<td>171</td>
<td>83</td>
<td>147</td>
<td>139</td>
<td></td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>West total</td>
<td>11,508</td>
<td>14,770</td>
<td>12,554</td>
<td>11,396</td>
<td>13,196</td>
<td>17,584</td>
<td>&gt;20,000</td>
<td>&gt;18,932</td>
<td></td>
</tr>
<tr>
<td>Midwest</td>
<td>419</td>
<td>567</td>
<td>650</td>
<td>708</td>
<td>612</td>
<td>655</td>
<td></td>
<td>596</td>
<td></td>
</tr>
<tr>
<td>NY &amp; NE</td>
<td>83</td>
<td>52</td>
<td>5</td>
<td>392</td>
<td>212</td>
<td>193</td>
<td></td>
<td>215</td>
<td></td>
</tr>
<tr>
<td>S &amp; SE</td>
<td>28</td>
<td>15</td>
<td>1</td>
<td>8</td>
<td>47</td>
<td>33</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>US Total</td>
<td>12,038</td>
<td>15,404</td>
<td>13,210</td>
<td>12,504</td>
<td>14,067</td>
<td>18,465</td>
<td>&gt;21,000</td>
<td>&gt;19,824</td>
<td></td>
</tr>
</tbody>
</table>

*2011 red values from USDA-NASS COPS 2011

>95 % in arid west

Combined data sets from WSU-CSANR, USDA-ERS, USDA-NASS; Other West states include ID, MT, NM, NV, UT
Estimated U.S. Organic Apple Trend

West = >95% of area

Based on combined data from WSDA, USDA-ERS, CDFA, AZ Apple Growers Assoc., QAI, OTCO, and USDA-NASS. * Used same data for 2008 and 2009 except for WA, OR and CA. 2011 values: CA (CDFA); WA (combined certifiers); East/Midwest and Other West (2011 COPS); US (CDFA, WA combined certifier, other states from COPS).
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).

13,655 ac = 8% of WA apple bearing acreage
(based on 2011 WA-NASS estimate of 167,489 acres)

Combined certifiers’ data, 2012 WSDA data
Organic Apple Variety Acres Washington 2012

Fuji 25%, Gala 24% of all certified apple acres

2012 WSDA data; NS includes apples not reported by variety.
Organic Varieties
Washington State Acres Trend

Combined certifiers’ data; 2012 WSDA data
Organic Varieties
Washington State Acres Trend

GRANNY SMITH

HONEYCRISP

CRIPPS PINK

Combined certifiers’ data; 2012 WSDA data
Organic Specialty Apples
Washington State

- Over 100 varieties of organic apples grown in WA, from small to larger quantities.
- 50-100 ac – Ambrosia®, Jonagold
- 11-50 ac – Cortland, Empire, Ginger Gold®, Jazz™, Lady Alice®, McIntosh, Opal®, Pacific Rose™, Rosa Lynn
- <10 ac – Envy™, Minneiska (SweeTango®), Sonya™, Tsugaru, Zestar!

Varieties show on WSDA producer list:
Annual prices are typically reported for a proportion of total boxes shipped rather than total volume of boxes shipped. Data: Washington Growers Clearing House; organic season average FOB history; priced boxes all grades, sizes, storage.
Organic Share of Apple Shipments
Washington State

Data Sources: Washington Growers Clearing House and Wenatchee Valley Traffic Association
Total Shipped Organic Volume by year and variety, Washington State

Season totals 2003/04 to 2011/12

Boxes *1000

0 500 1,000 1,500 2,000 2,500

Gala  Fuji  Red Delicious  Granny Smith

03/04 04/05 05/06 06/07 07/08
08/09 09/10 10/11 11/12

Over 2 million boxes of organic ‘Gala’ sold for 2011 crop

Total Shipped Organic Volume by year and variety, Washington State

Season totals 2003/04 to 2011/12

Boxes *1000

Golden Delicious
- 03/04: 190
- 04/05: 320
- 05/06: 67
- 08/09: 0
- 09/10: 0
- 10/11: 0
- 11/12: 0

Cripps Pink
- 03/04: 0
- 04/05: 0
- 05/06: 0
- 06/07: 414
- 07/08: 0
- 08/09: 0
- 09/10: 0
- 10/11: 0
- 11/12: 0

Honeycrisp
- 03/04: 0
- 04/05: 0
- 05/06: 0
- 06/07: 0
- 07/08: 0
- 08/09: 0
- 09/10: 0
- 10/11: 0
- 11/12: 0

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

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.
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.
Average Monthly WA Apple Prices: 2010/11 Market Year Example

Data: Washington Growers Clearing House; FOB averages, all storage, grades, sizes.

Data Sources: WGCHA& WVTA; FOB averages, all storage, grades, sizes.
Monthly Price Range for WA Organic Apples: 2010/11 Market Year Example

Data: Washington Growers Clearing House; FOB averages, all storage, grades, sizes.
## Recent Price Fluctuation
### Washington State Apples

<table>
<thead>
<tr>
<th></th>
<th>Conventional</th>
<th>Organic</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>08/09↓</td>
<td>09/10↑</td>
</tr>
<tr>
<td>Gala</td>
<td>(1.19)</td>
<td>0.62</td>
</tr>
<tr>
<td>Fuji</td>
<td>(6.06)</td>
<td>4.08</td>
</tr>
<tr>
<td>Reds</td>
<td>(4.86)</td>
<td>1.96</td>
</tr>
<tr>
<td>Goldens</td>
<td>(7.12)</td>
<td>4.06</td>
</tr>
<tr>
<td>Cripps Pink</td>
<td>(6.99)</td>
<td>2.30</td>
</tr>
<tr>
<td>All apples average</td>
<td>(4.47)</td>
<td>2.39</td>
</tr>
</tbody>
</table>

* Change in price from previous year for Standard Equivalent Box of 40 lb

“Organic growers are offering newer apple varieties, such as the spicy-sweet Pinova, to attract shoppers' attention in store bins.”

Judith Blake / The Seattle Times 2004 /Photo: Betty Udesen

Data: Washington Growers Clearing House; FOB season averages, all storage, grades, sizes
Recent Organic Apple Prices
Washington State

$/SEB

Red Delicious
Golden Delicious
Granny Smith
Fuji
Gala
Honeycrisp

2011/12
to 11/15/11
to 11/15/12
11/1-11/15/12

SEB = Standard Equivalent Box. Data: Washington Growers Clearing House; FOB averages, all storage, grades, sizes.
Organic Premiums
Washington Apples

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

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

<table>
<thead>
<tr>
<th>Organic Shipments as % of All WA Apple Shipments</th>
<th>6%</th>
<th>8%</th>
<th>10%</th>
<th>12%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box Price, All Apples</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$20.00</td>
<td>$26.77</td>
<td>$24.45</td>
<td>$22.13</td>
<td>$19.82</td>
</tr>
<tr>
<td>$17.00</td>
<td>$22.75</td>
<td>$20.78</td>
<td>$18.81</td>
<td>$16.85</td>
</tr>
<tr>
<td>$14.00</td>
<td>$18.74</td>
<td>$17.11</td>
<td>$15.49</td>
<td>$13.87</td>
</tr>
<tr>
<td><strong>- - - - - Organic Price ($/box FOB) - - - - -</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Source: D. O’Rourke, 2008*

### 2011/12 Season; Actual Organic Share of Sales Volume = 6.2%

<table>
<thead>
<tr>
<th></th>
<th>All Apples</th>
<th>Organic Apples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. Box Price (FOB)</td>
<td>$22.71</td>
<td>$29.88</td>
</tr>
</tbody>
</table>

Refer to slide 12 for trend of actual organic apple share of all WA apple sales volume

*Data: Washington Growers Clearing House*
County Distribution of WA Organic Tree Fruit 2012

Certified Acres

- Apple
- Pear
- Cherry
- Oth&NS Stone

Counties:
- Grant
- Douglas
- Okanogan
- Yakima
- Walla Walla
- Franklin
- Adams
- Chelan
- Benton
- Other

Combined certifiers’ data; Photo by C. Donovan
County Organic Apple Acres
Washington State

County values are estimates

Combined certifiers' data
Organic Pear Acreage
Washington State

2012 = 8.6% of total WA pear acreage
(based on 2011 WA-NASS estimate of 22,008 pear acres)
Organic Pear Acres by Variety
Washington 2012

- Bartlett: 33%
- D'Anjou: 33%
- Bosc: 17%
- Other & NS: 5%
- Asian: 2%
- Red Types: 10%

WSDA data; NS = not specified
Organic Specialty Pears
Washington State

• Over 25 varieties of organic pears and Asian pears grown in WA, from small to larger quantities.

• >25 ac – Concorde, Comice, Tosca

• Acreage unknown - Belle Pickard, Flemish Beauty, Forelle, Maxine, Moonglow, Seckel

• Varieties show on WSDA producer list:
Organic Pear Sales
Volume and Price Trends

Organic share of WA pears shipped = 6.2%

SEB = Standard Equivalent Box of 44 lb. Data Sources: WGCHA & WVTA. Annual organic prices are typically reported for only a proportion of total shipped volume.
Price Trends
Washington Pears

Bartlett

D’Anjou

Bosc

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

Red Bartlett

Red D’Anjou

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

$/SEB

Percent

2000 01 02 03 04 05 06 07 08 09 10 2011

Bartlett
D'Anjou
Bosc

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

SEB = Standard Equivalent Box. Data: Washington Growers Clearing House; FOB averages, all storage, organic grades and sizes.
**Organic Cherry Acreage**

**Washington State**

![Graph showing organic cherry acreage from 1998 to 2012 for Washington State.](image)

- **Certified cherry** and **Transition cherry** acreage over the years.
- **2012 = 4.7% of total WA cherry area**
  - (based on 2010 WA-NASS estimate of 38,115 acres)

*Combined certifiers’ data; 2012 WSDA data*
Organic Cherry Variety Acres
Washington State 2012

27% of cherries not reported by variety in 2012 compared to 57% in 2008

Variety NS: 27%
Bing: 17%
Chelan: 12%
Other Dark Sweet: 10%
Tart: 10%
Rainier: 8%
Skeena: 8%
Sweetheart: 5%
Variety NS: 3%

2012 WSDA data; NS = not specified
Cherry Price Trends
Washington State

SEB = Standard Equivalent Box of 18 lb. Data: WGCHA; Conventional prices are from season FOB avg. price histories; may include organic 2008-2010. Organic prices are from season FOB histories, all grades and sizes.
Washington State

Other Stone Fruit Trend

Certified acres

Transition acres

Plum/Prune  Apricot  Nectarine  Peach

Combined certifiers’ data, 2012 WSDA data
Export Value of U.S. Organic Foods

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

Source: USDA-FAS GATS
Organic Apple and Pear Exports
Washington State

Boxes Exported

Data source: Wenatchee Valley Traffic Association
Washington Organic Apple
Top Export Destinations

Data source: Wenatchee Valley Traffic Association
WA Organic Apple Exports by Variety

Boxes Exported

Data source: Wenatchee Valley Traffic Association
WA Organic Pear Exports by Variety

Data source: Wenatchee Valley Traffic Association
More information on Washington organic tree fruit statistics is available on-line at:

http://csanr.wsu.edu/pages/Organic_Statistics
Fruit/FruitTreeInventory2011.pdf