



News Release

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U.S. Apple Growers Expect Healthy 2010 Harvest, But Down in Some Regions

Leaders Predict 221.5 Million Bushels vs. USDA's Forecast of 226 Million

Chicago, Ill. – About 225.6 million boxes of fresh and processed apples are projected for the U.S. in 2010-11, down from 236 million boxes last year and higher than the five-year average of 229 million boxes, according to the U.S. Department of Agriculture (USDA) annual apple forecast. Details of the USDA forecast, which also includes data on trade and exports, apple juice concentrate and processing trends, and sales trends for specific apple varieties, are contained in the *2010 Apple Crop Production and Utilization Analysis*, which was released today by the U.S. Apple Association (USApple) during the *2010 Apple Crop Outlook and Marketing Conference* being held here.

The USApple apple forecast estimate – determined at the conference by grower attendees – is 221.5 million boxes – down from the 233 million forecast last year.

Analysts speaking at and attending the two-day conference cited less than ideal growing conditions in some growing regions, particularly the upper Midwest, as reasons for the conservative projection. The discrepancy between the two forecasts was attributed to the “hands on” nature of USApple’s projections and the impact of late summer storms and cool wet weather in some growing regions after USDA released its projections and just before Outlook attendees met to make their regional assessments.

Fresh apple production will be down and apple sizes will be smaller than last year, according to the USDA estimate. In the Eastern U.S., led by New York and Pennsylvania, fresh production is pegged at 57 million boxes (53 million forecast by USApple). In the Midwest, led by Michigan, fresh volumes are expected to be 21 million (22 million USApple). And in the West, dominated by Washington, fresh production is expected to be 148 million (146 million USApple).

“Overall, apple demand nationwide remains strong, carryover supplies from the large 2009 crop are virtually nonexistent and the conditions at harvest look relatively promising,” stated Mark Seetin, USApple’s director of regulatory and industry affairs.

To order the *2010 Apple Crop Production and Utilization Analysis*, or for more information, please contact USApple at 703-442-8850 or info@usapple.org.

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The U.S. Apple Association (USApple) is the national trade association representing the apple industry. Members include 36 state and regional apple associations representing the 7,500 apple growers throughout the country, as well as more than 300 individual firms involved in the apple business. USApple’s mission is to help facilitate the profitable production and marketing of apples and apple products through advocacy efforts, crisis issues management, and nutrition research and promotion.