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2010 ONTARIO APPLE REPORT

For the 2010 crop, production estimate indicates a decrease of 19.2% from 2009. Generally speaking, all but one districts in Ontario experienced a smaller than normal crop. Spring frosts were the main growing challenge in 2010 with possibly the earliest bud break in recorded history. A warm spring led to full bloom in early May with widespread, minus 3 degree C and colder temperatures and up to 6" of snow on May 8-9. Prices for the 2010 apple crop started out at the same levels as 2009 and have remained relatively stable to date. There was some downward pricing pressure on Red Delicious, Golden Delicious and Gala varieties early in the season which has since stabilized. Grower returns for the 2009 crop year were down 9% compared to 2008 returns. Early 2010 fresh returns have been widely variable but show some positive movement (crop details by variety can be found in the chart below)

Orchard and Vineyard Transition Program (OVTP) – The Canadian and Ontario governments introduced a three-year, \$22.3 million program to help tree fruit and grape growers cover some of the cost of removing less profitable or unproductive trees and vines and transition into alternate varieties or crops. \$20 million was allocated to the removal program (\$18.4 million for removals, balance for administration). The final date for removals was November 30th, 2010. It is expected that \$18,042,667 will be paid to Ontario tree fruit and grape growers by February 2011.

Ontario remains the only province that has not had a replant component/program. The Ontario Apple Growers have approached the Ontario government with a plan to revitalize the tree fruit orchards. A recent study indicates that it costs \$44,164 per acre to establish an orchard in Ontario. Partnerships to revitalize the industry when costs are at this level are imperative.

Brian Gilroy
Ontario Apple Growers
March, 2011

**ONTARIO APPLE YIELD ESTIMATE
NOVEMBER 2010**

Varieties	Nov 2009 Production ('000 lbs)	Nov 2010 Production ('000 lbs)	% Change 10/09
Other Early Varieties	6,610	5,263	-20.4%
Ambrosia	1,551	1,213	-21.8%
Cortland	5,504	5,247	-4.7%
Crispin/Mutsu	8,265	4,946	-40.2%
Empire	41,054	51,103	24.5%
Fuji	1,313	1,018	-22.4%
Gala	9,691	10,599	9.4%
Golden Delicious	13,007	9,352	-28.1%
Honeycrisp	4,523	3,118	-31.1%
Idared	22,100	15,850	-28.3%
Jonagold	3,400	3,620	6.5%
McIntosh	96,379	66,476	-31.0%
Northern Spy	56,849	39,416	-30.7%
Red Delicious	31,656	26,866	-15.1%
Spartan	8,409	7,445	-11.5%
Other Late Varieties	2,073	1,582	-23.7%
Total Fresh	312,384	253,115	-19.0%
Juice	80,000	64,000	-20.0%
All Varieties	392,384	317,115	-19.2%