

# Fruit Ingredient Supplier and Processor

FruitSmart® Newsletter | September 2020

## Fruit Market Update

Overall the 2020 harvest is shaping up to be a good year for quality but a mixed bag for quantity. The weather has been favorable for most fruits but we will need that to continue for the remainder of the harvest season. A few quick fruit updates:

**Apple:** USDA forecasts the total USA 2020 apple crop to be 3% smaller than 2019, and the US Apple Association recently targets the same volume. For the East crop, primarily New York, the USDA estimates a 7% decrease but US Apple predicts a 8% decrease. For the Midwest, primarily Michigan, the USDA projects a 2% decrease with US Apple determining same volume as 2019. The West, primarily Washington, is projected by USDA to be 74% of the total USA 2020 apple crop with a 2% decrease from 2019 harvest. US Apple estimates the West apple crop to be 3% less than 2019 harvest. For Washington state (70% of USA total per USDA), the top five varieties are now Gala, Red Delicious, Honeycrisp, Fuji and Granny Smith, in that order.



Photo Courtesy of the Washington Apple Commission

The per acre yields have increased significantly over the years with higher density planting in orchards. An interesting note — the 2019 apple crop was 104% of the 1995 crop on 37% fewer acres.

Organic apples will be more plentiful again this harvest than 2019 harvest so keep us in mind especially for organic, cold pressed NFC apple juice. Washington state produces 85% of the organic apples grown in the USA.

**Apricot:** Supply of fruit was normal so apricot concentrate availability and pricing are similar to last year. Organic apricot concentrate is also available.

**Blackberry:** Oregon is the overwhelming dominant USA state for blackberries. The harvest ended with good quality berries and slightly less volume than 2019. Concentrate will be similar pricing to last year.

**Blueberry:** Washington state continues to be a leader in blueberry production with Oregon growing similar volumes. In 2006, Washington only produced 18 million pounds and now is producing over 130 million pounds. The West Coast now produces 70% of all USA blueberry production. 2020 harvest produced good quality and quantity. Concentrate pricing will be similar pricing to last year. Organic product also available this year.

**Cherry, Dark Sweet:** The Pacific Northwest USA packed similar volume to 2019. The quality was excellent and the supply of processing cherries was favorable. 80% of the sweet cherries are grown in the Northwest. The supply of dark sweet cherry concentrate will be good and with pricing similar to last year. Organic dark sweet cherry concentrate is also available.

**Cranberry:** According to the Cranberry Marketing Committee, the 2020 crop is estimated to be 15% larger than 2019 season. The concentrate market continues to be soft.

**Grape, Concord:** The 2020 USA Concord grape crop is expected somewhat smaller than 2019. Washington state remains the majority of the crop with the balance grown in Michigan and New York. Because of low pricing pressure over the last few years, some Washington growers are replacing their Concord grape acreage with wine grapes, hops or tree fruit. In 2005, Washington had 26,000 acres of Concord grapes but today it is closer to 19,000. Harvest will begin mid/late September.

**Raspberry, Red:** Pacific Northwest red raspberry crop for 2020 was slightly less than last year but grower pricing increased significantly this year. For this reason, concentrate pricing will be increased over last year's level.

**Pear:** Per the Pear Bureau Northwest, the Northwest pear crop volume is estimated to be slightly above 2019 harvest. Four leading varieties make up 96% of the Northwest pear crop — Green Anjou (51%), Green Bartlett (25%), Bosc (14%) and Red Anjou (6%).

## Introducing NFC Cucumber Juice

FruitSmart is now offering NFC Cucumber Juice! We have both filtered and unfiltered cucumber juice. Cucumber joins the FruitSmart NFC Juice family along with apple, blackberry, blueberry, Concord grape, cranberry, dark sweet cherry, guava, peach, pear, pineapple, prickly pear, red raspberry and red sour cherry. Please let us know if you would like samples of any NFC juices.



## Featured Inventory

Organic NFC Apple Juice  
Red Raspberry Puree  
NFC Blueberry Juice  
Organic Peach Juice Conc  
Organic Concord Grape Ice Conc  
Red Raspberry Juice Conc  
Clarified Guava Juice Conc  
Organic Apple Fiber  
Date Powder  
Cranberry Seeds  
Sweet Cherry Essence  
Black Raspberry Seed Oil  
Sweet Potato Juice Conc

Please call for a quote.

## Events Calendar

CiderCon  
February 2-5, 2021 — Chicago IL  
[www.ciderassociation.org](http://www.ciderassociation.org)

Florida IFT Supplier Night  
February 9, 2021 — Orlando FL

Please contact us for a meeting.

## FruitSmart® Team

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