

Organic Tree Fruit: Growing, Growing, Gone?

David Granatstein
Elizabeth Kirby



*Washington State University
Wenatchee, WA*

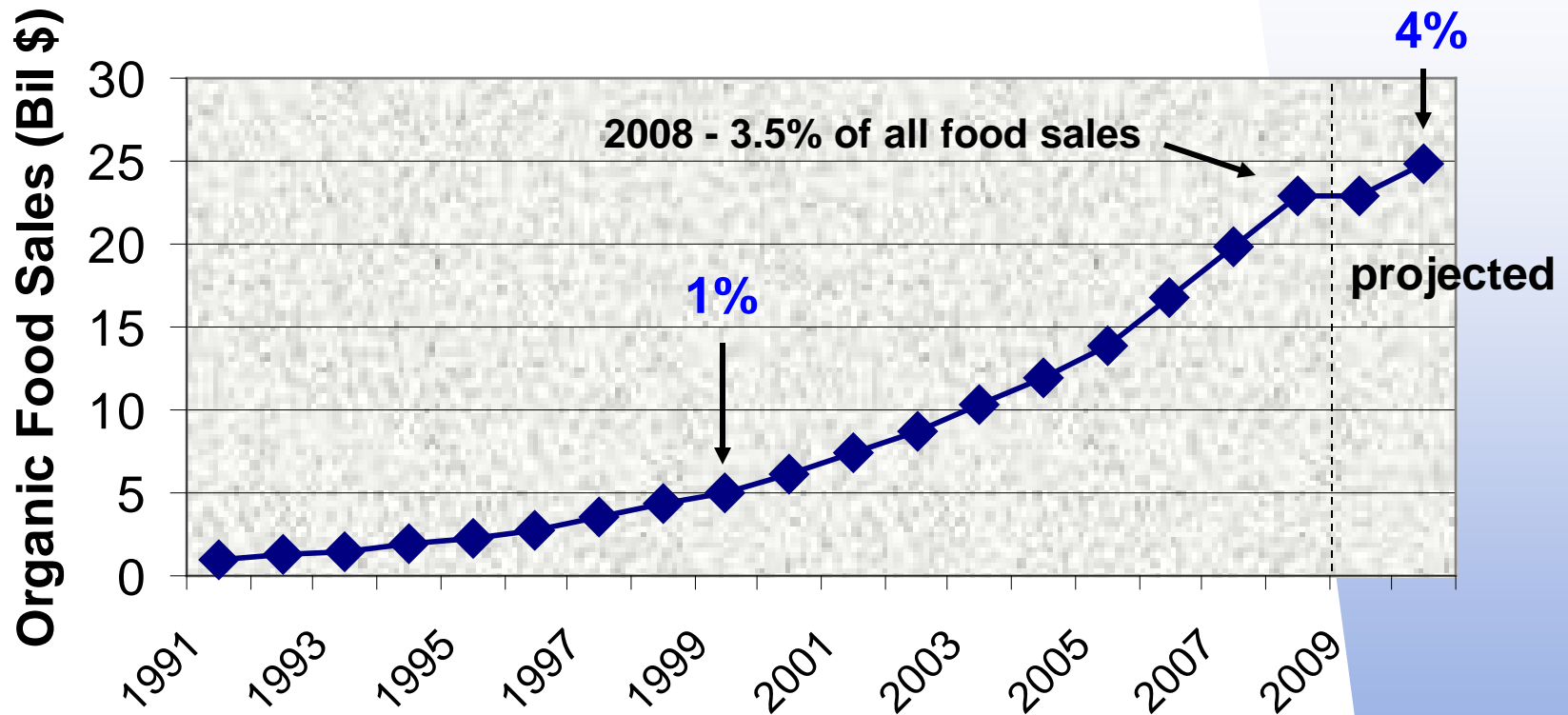
TOPICS



- **Fruit consumption trends**
- **Fruit production trends**
- **Economics**

Consumer Demand

Growth of US Organic Food Sales



Fruits & vegetables = 37% of sales

Market Share of Organic Food and Fruit, 2007

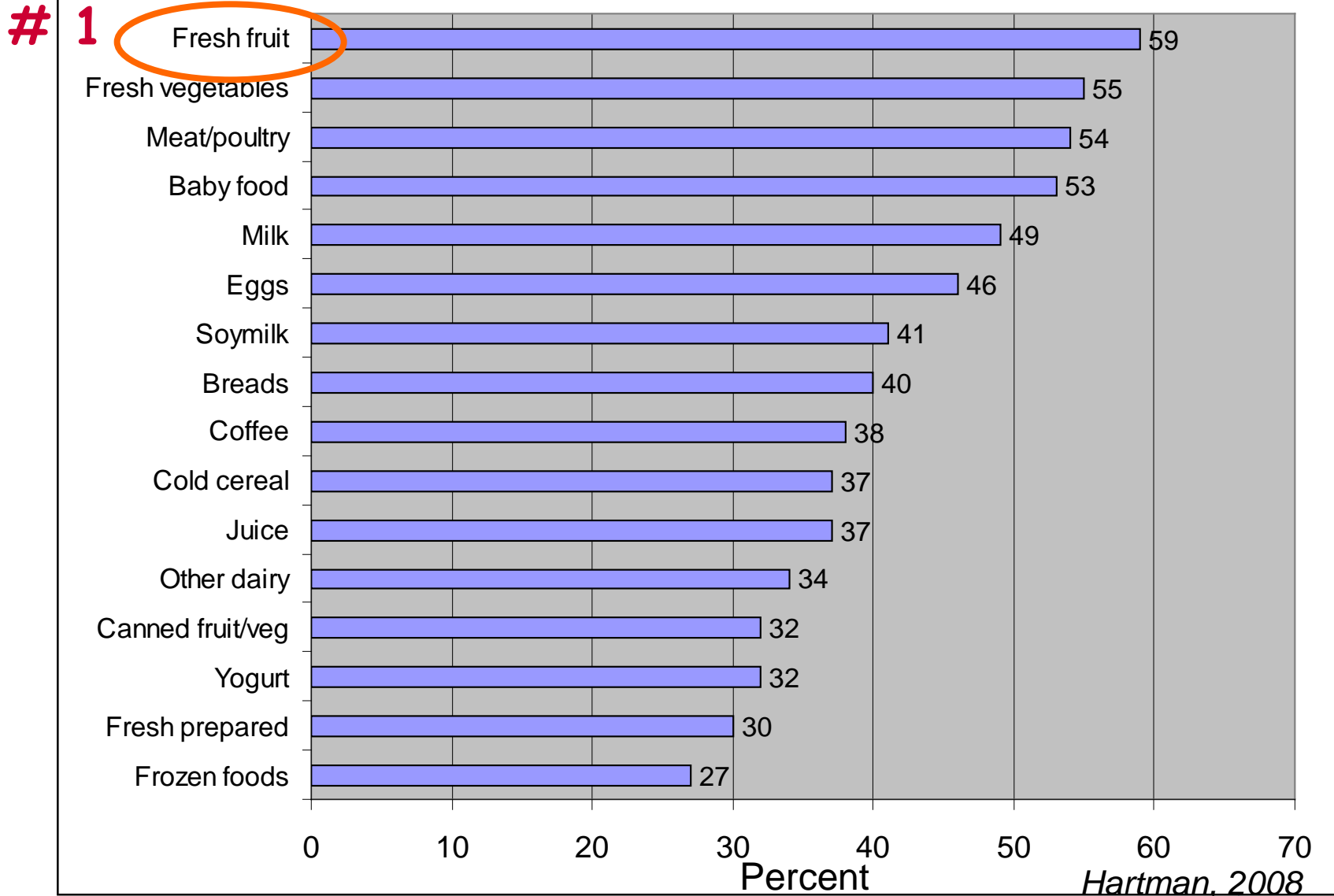


	Organic share of food market (%)	
	All food	Fruit
Austria	5.4	7.1
Germany	2.7	5.6
Switzerland	4.6	5.4

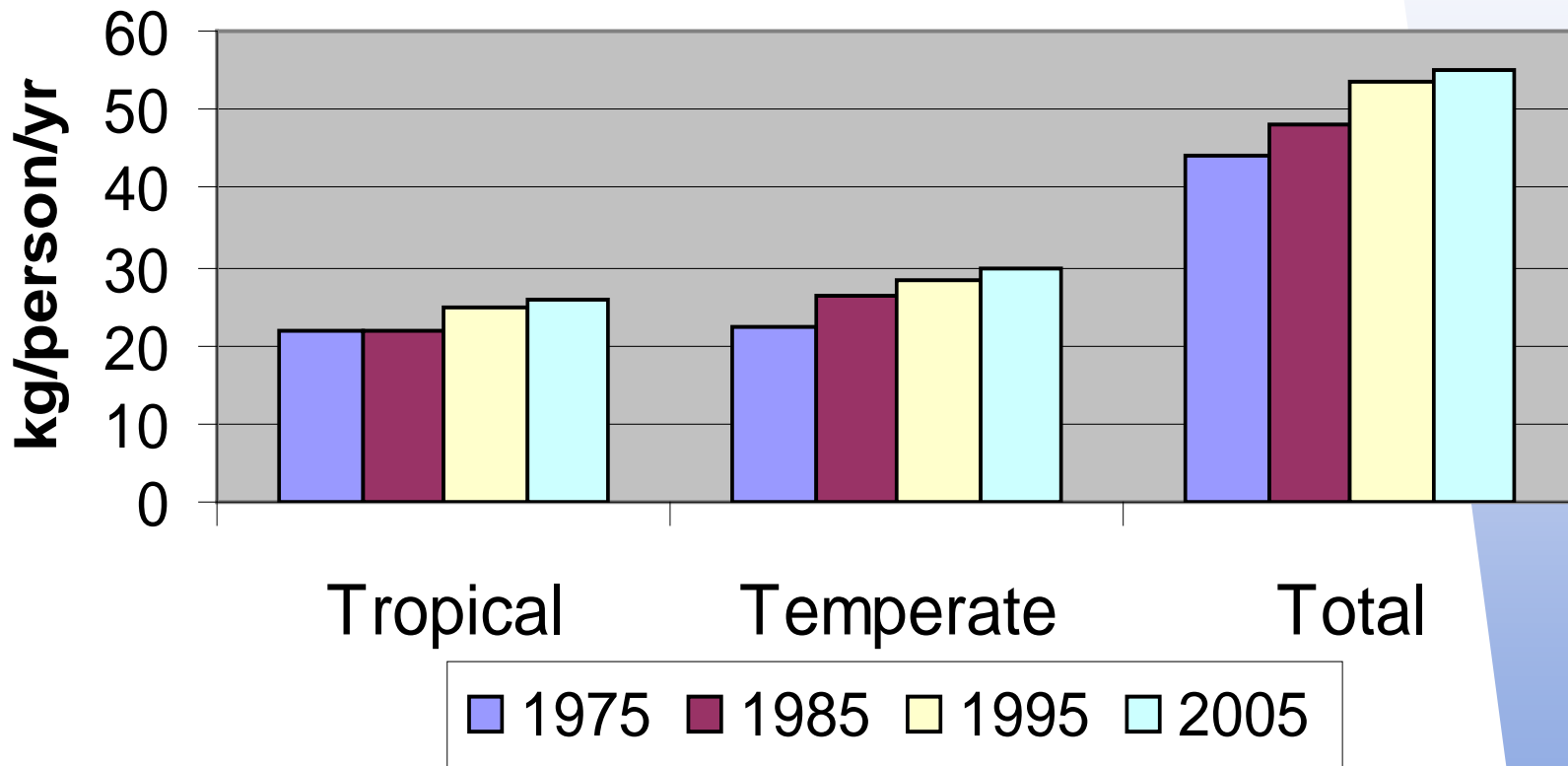
Source: FiBL Survey based on data from Bio Austria, AC Nielsen/ZMP/BOELW and Bio Suisse.

Leading organic fruit: apple, orange, banana, mango

Consumers Willing to Pay 30% More for Organic



U.S. Consumption of Fresh Fruit



Top 10 Fresh Fruits Consumed in the U.S.

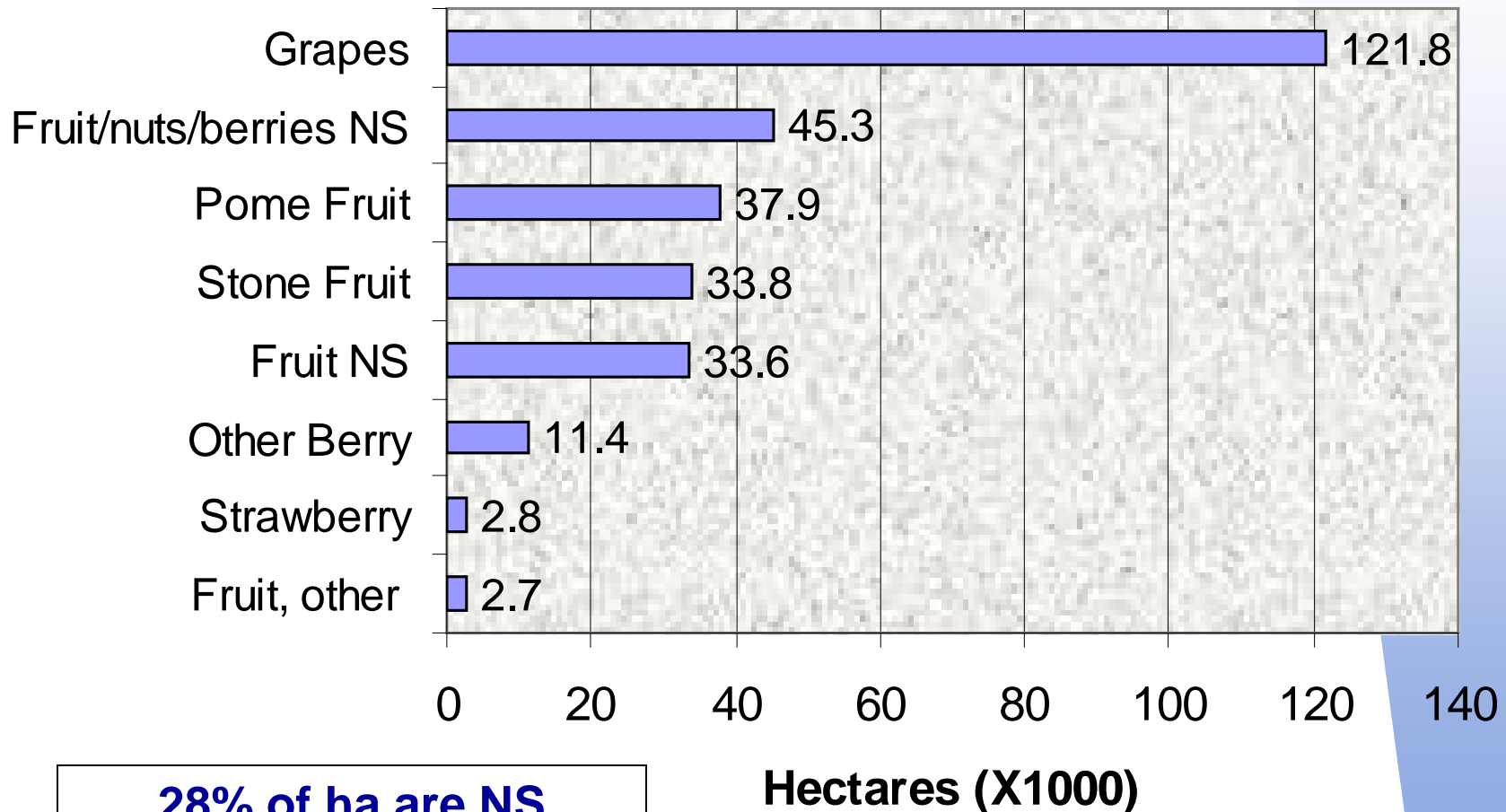
Rank	Fruit	% of total US fresh fruit consumption		
		2005	1995	1985
1	Banana	20.7	23.0	22.3
2	Melon	19.3	20.1	20.8
3	Apple	14.9	15.4	15.8
4	Orange	9.1	9.7	11.2
5	Grape	6.5	5.8	6.0
6	Strawberry ↑	4.4	3.2	2.6
7	Pineapple ↑	3.8	1.5	1.3
8	Peach/nectarine ↓	3.8	4.3	4.9
9	Avocado ↑	2.6	1.3	1.4
10	Pear ↓	2.3	2.7	2.5

Source: USDA ERS, 2008.

Tree Fruit and Nut Production



Global Organic Fruit Area by Specific Crop, 2007



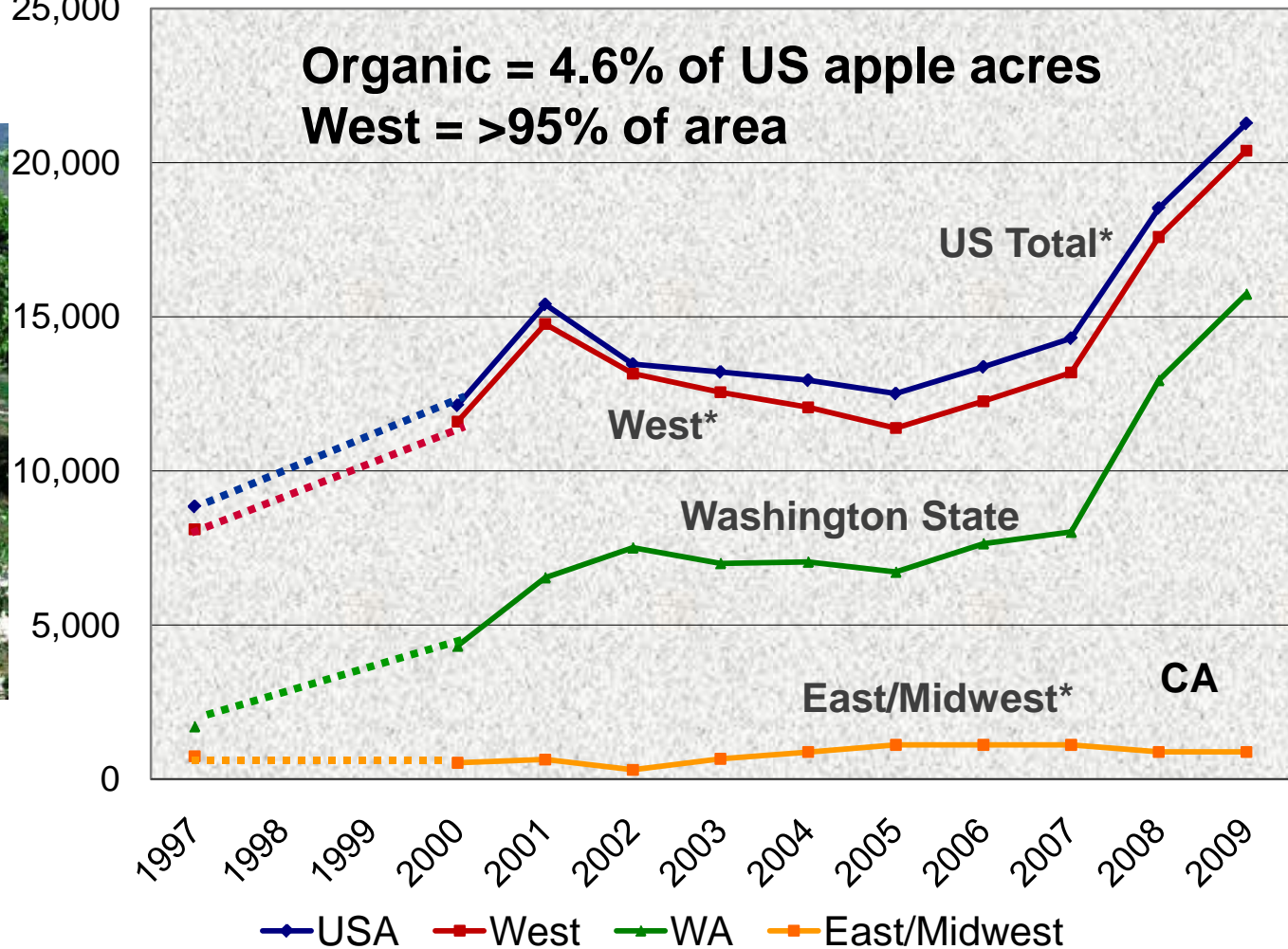
Organic Tree Fruit and Nuts Western U.S. 2008

	Apple	Pear	Sweet Cherry	Walnut	Almond
US	20,009	2,145	2,061	4,321	4,937
WA	13,055	1,319	1,497	7	--
CA	3,192	212	380	4,279	4,934
OR	136	344	276	--	--
AZ	1,023	--	0	0	--
CO	426	--	27	0	0
MT	20	--	34	--	0
NM	66	4	13	0	--
NV	55	0	0	0	0
UT	48	--	--	0	0

Data: USDA-ERS, USDA NASS; 2008

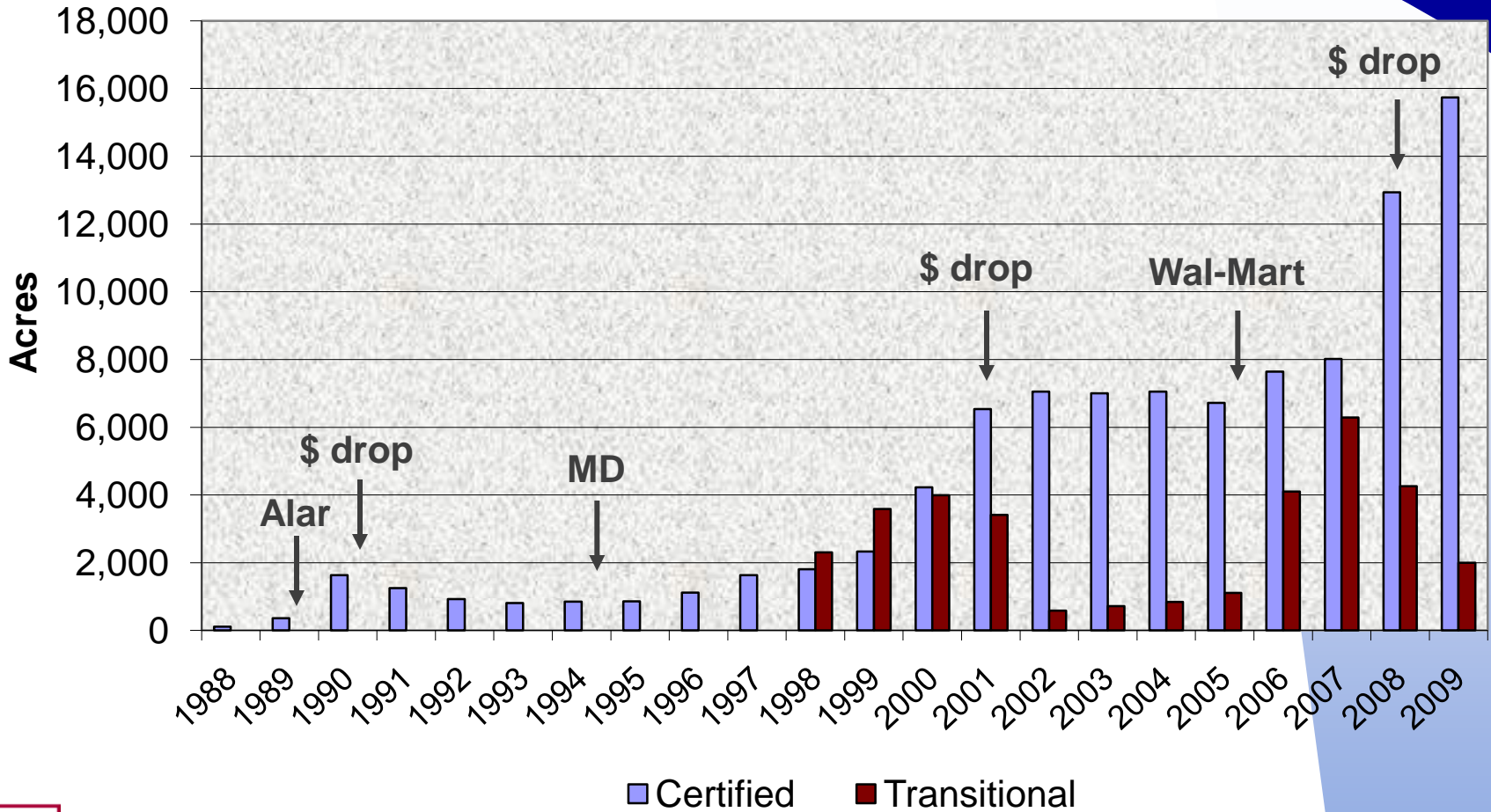
Estimated U.S. Organic Apple Trend

Acres
25,000



Based on combined data from WSDA, ERS, CDFA AZ Apple Growers Assoc., QAI and OTCO; * same data for 2008 and 2009, except WA and CA

Organic Apple Area Washington State

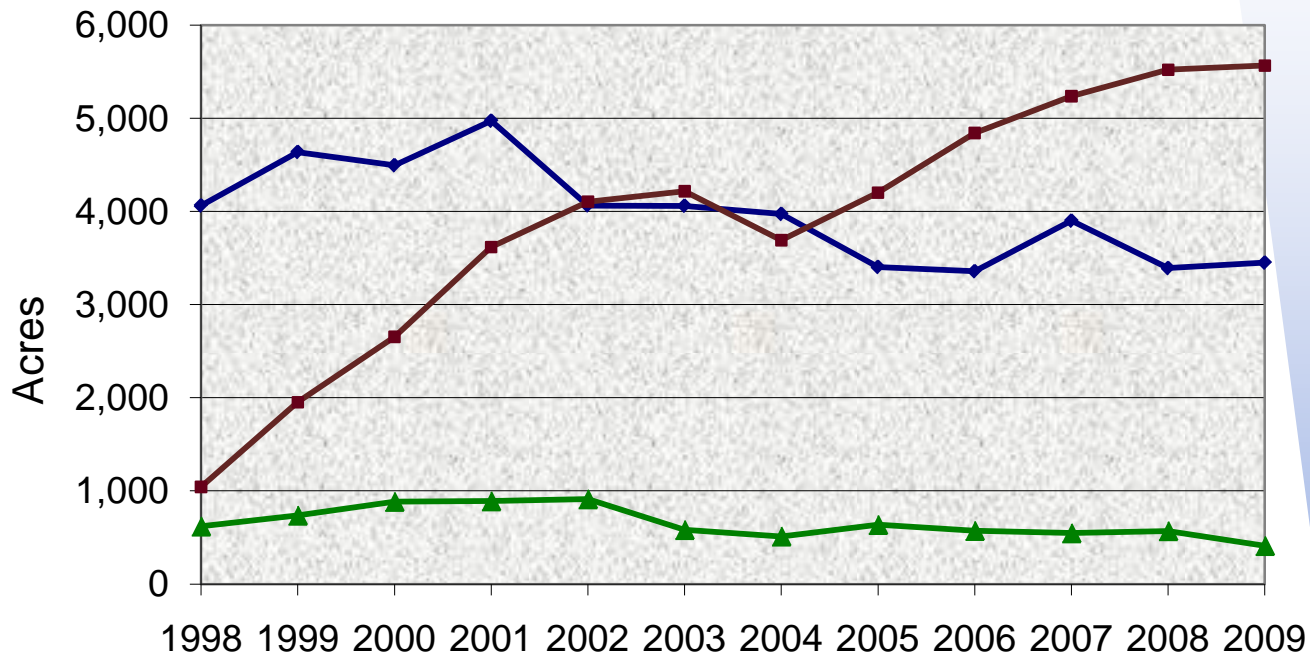


15,735ac = 10% of WA apple bearing acreage
 (based on 2008 WA-NASS estimate of 153,000 acres)



California Organic Tree Fruit Acres

California Dept of Food and Agriculture



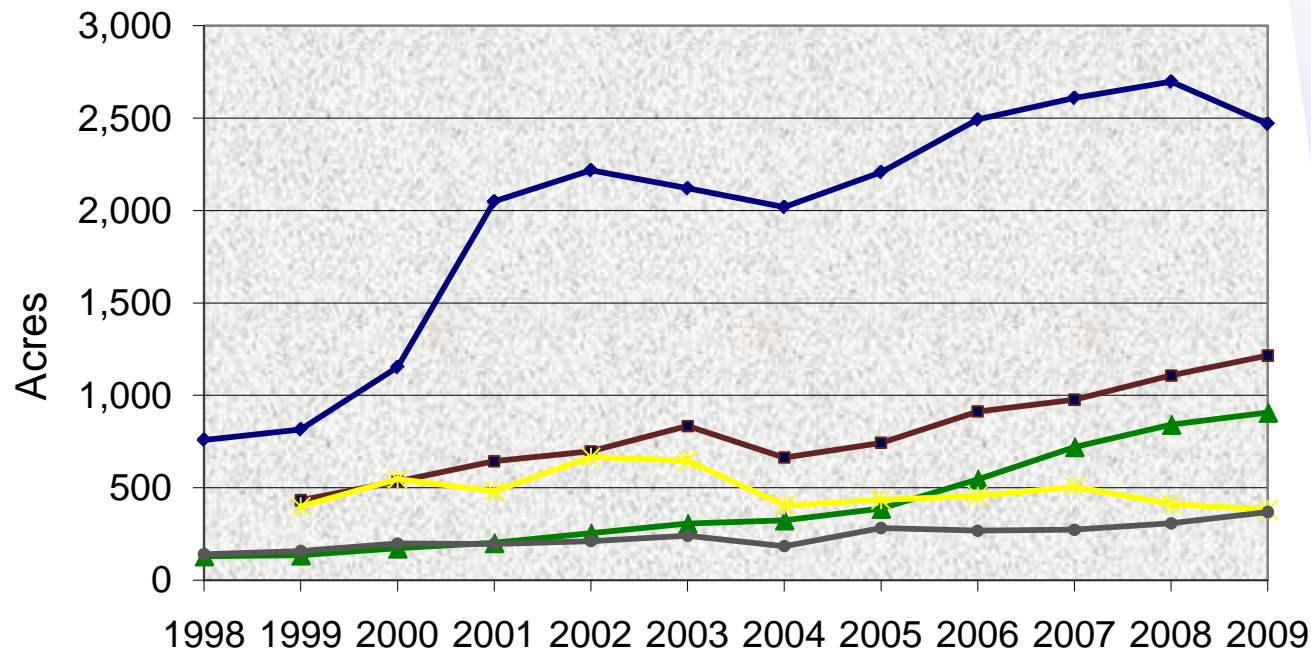
—●— Apple —■— Stone Fruit —▲— Pear (Euro & Asian)

Organic grapes 23,000 ac



California Organic Stone Fruit Acres

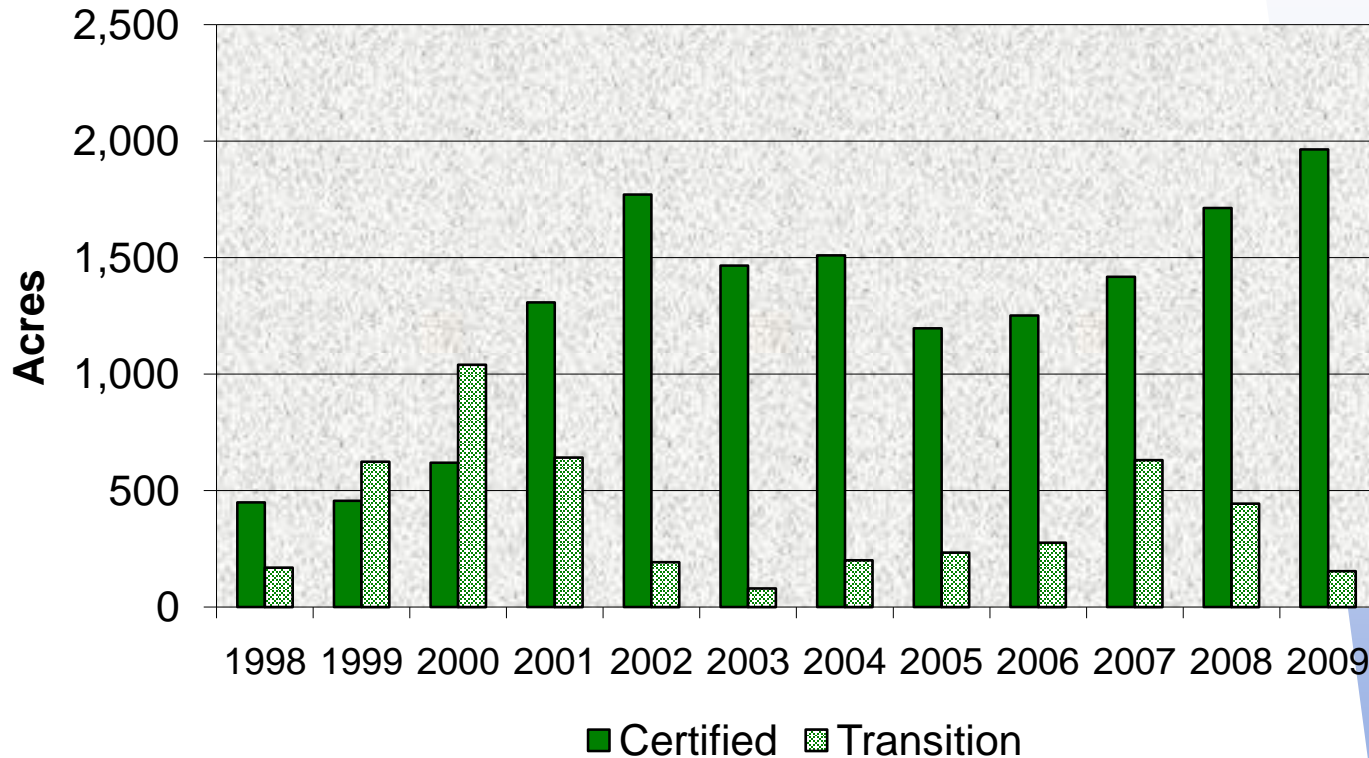
California Dept of Food and Agriculture



—◆— Prune/Plum —■— Peach —▲— Nectarine —*— Apricot —●— Cherry



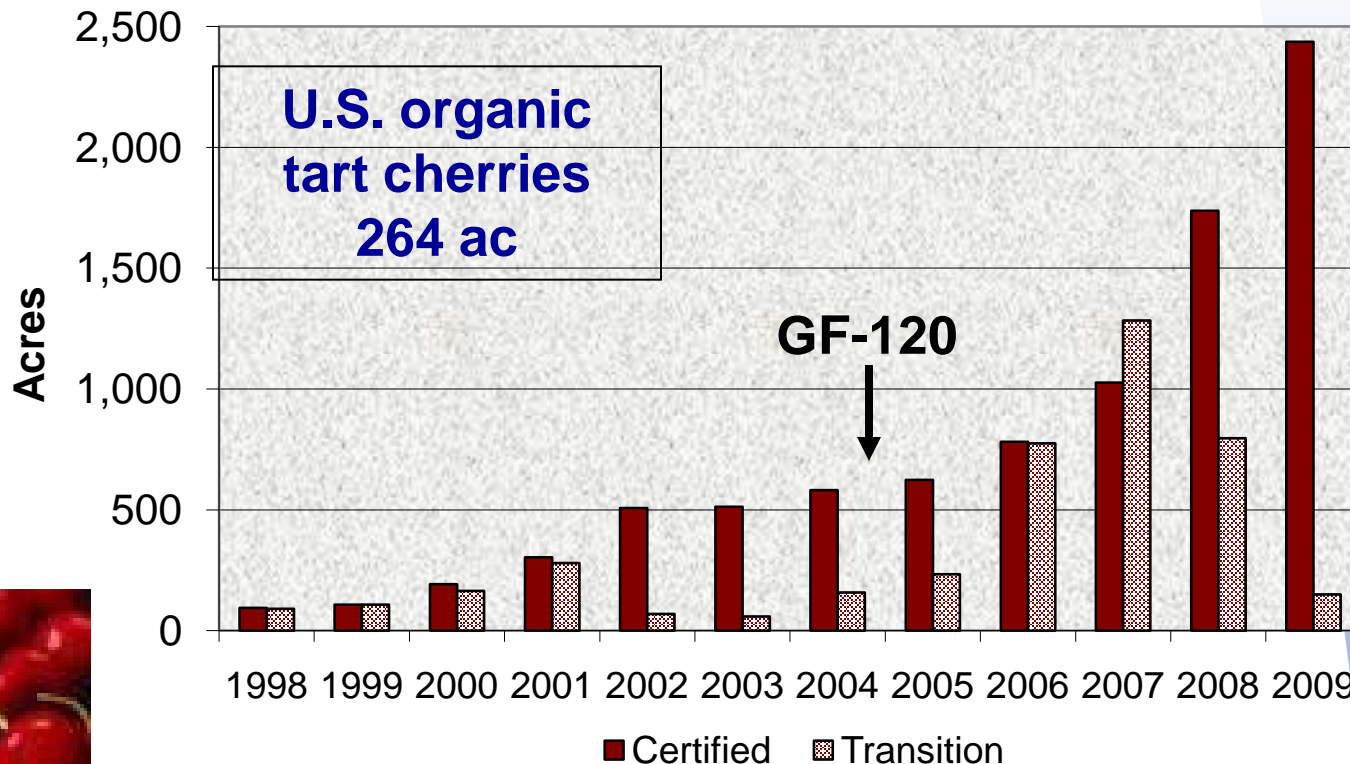
Organic Pear Acreage Washington State



2009 = 8% of total WA pear acreage
 (based on 2008 WA-NASS estimate of 24,000 acres)



Organic Cherry Acreage Washington State



**U.S. organic
 tart cherries
 264 ac**

GF-120

2009 = 7% of total WA cherry area
(based on 2008 WA-NASS estimate of 34,300 acres)



Organic Tree Nuts

	<u>CA acres</u>	<u>% of all acres</u>
Walnut	4279	1.8
Almond	4934	0.6

CA has 99% of organic walnut and almond acres in US

**Hazelnut/filbert (US) 154 ac
OR/WA had 9 of 32 farms**



Economics

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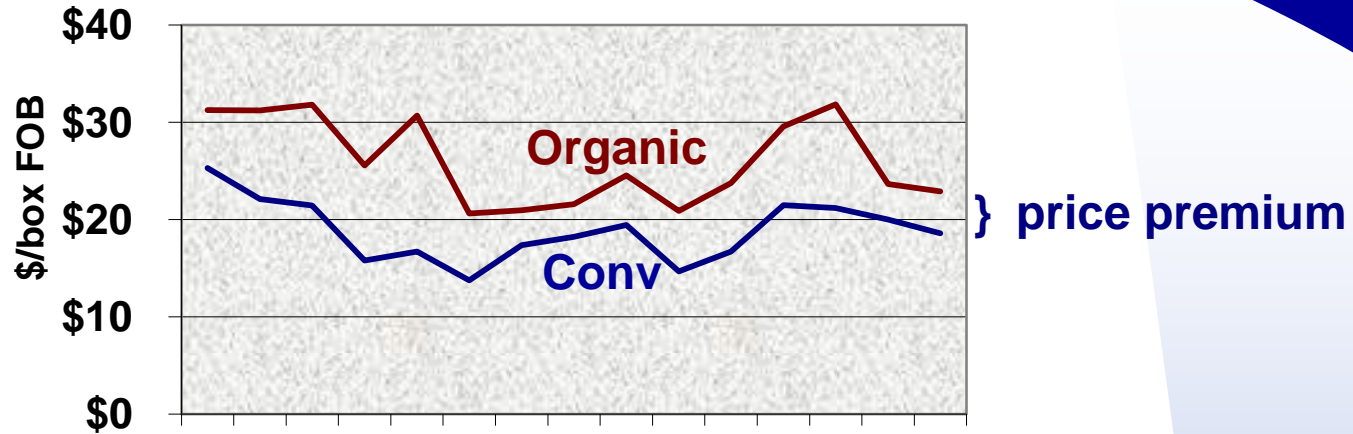
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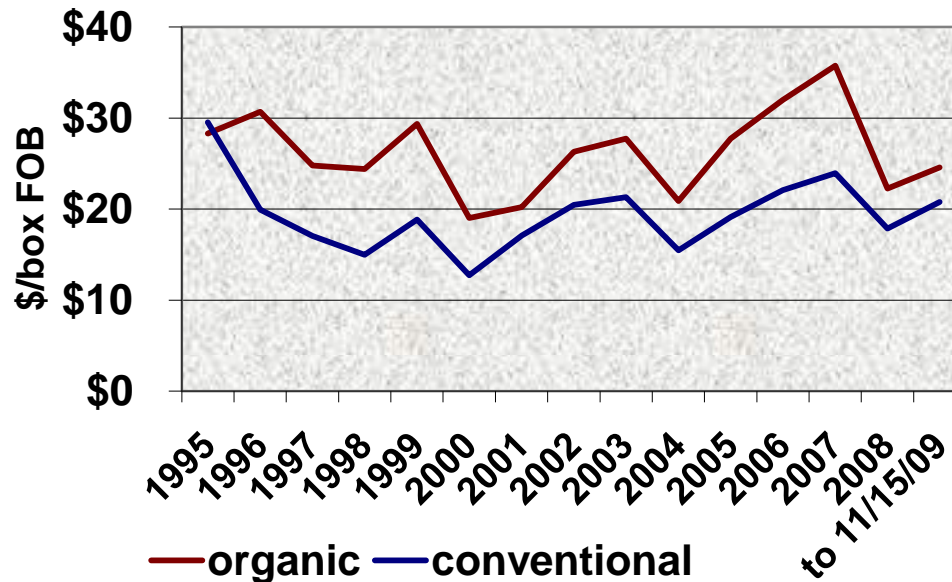
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Apple Price Trends

Gala

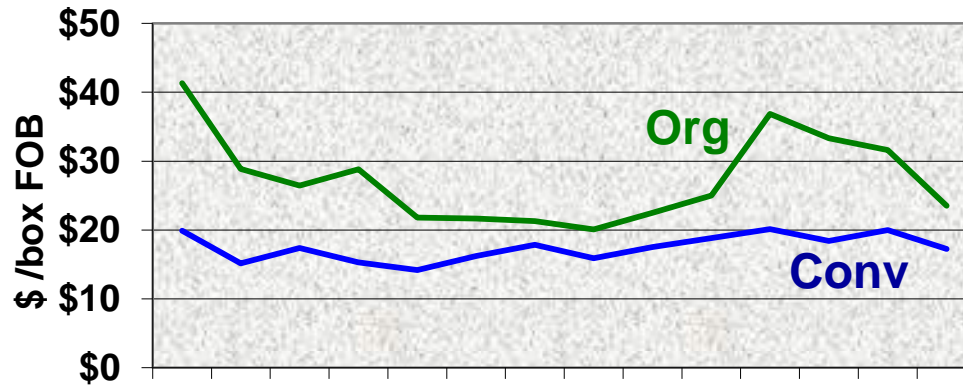


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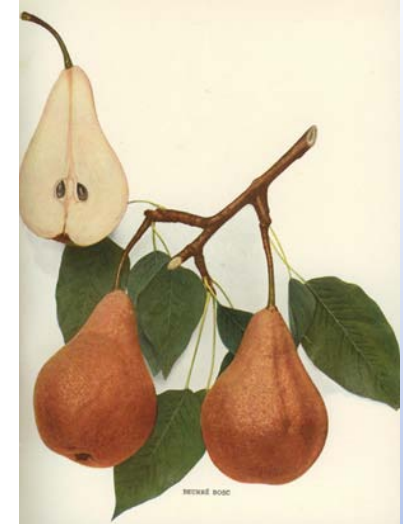
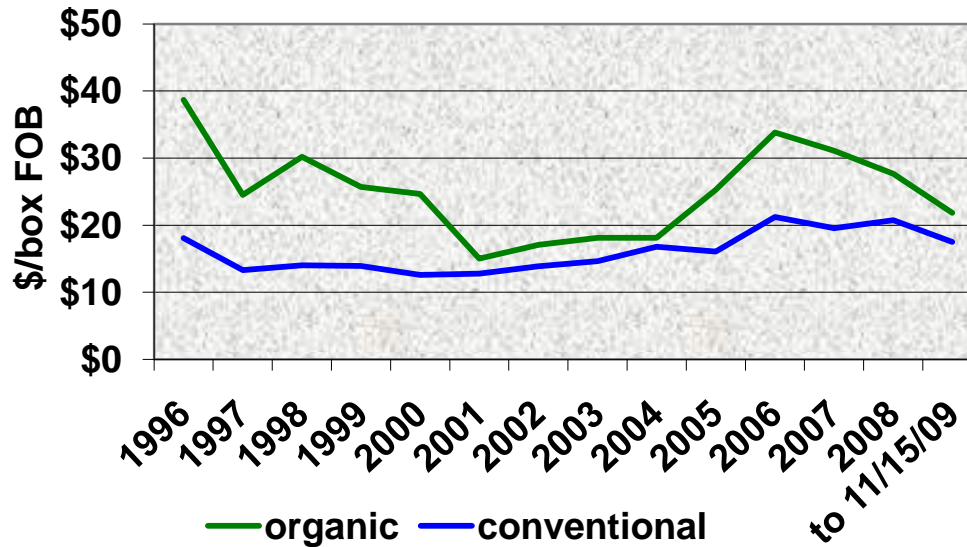


Pear Price Trends

Bartlett



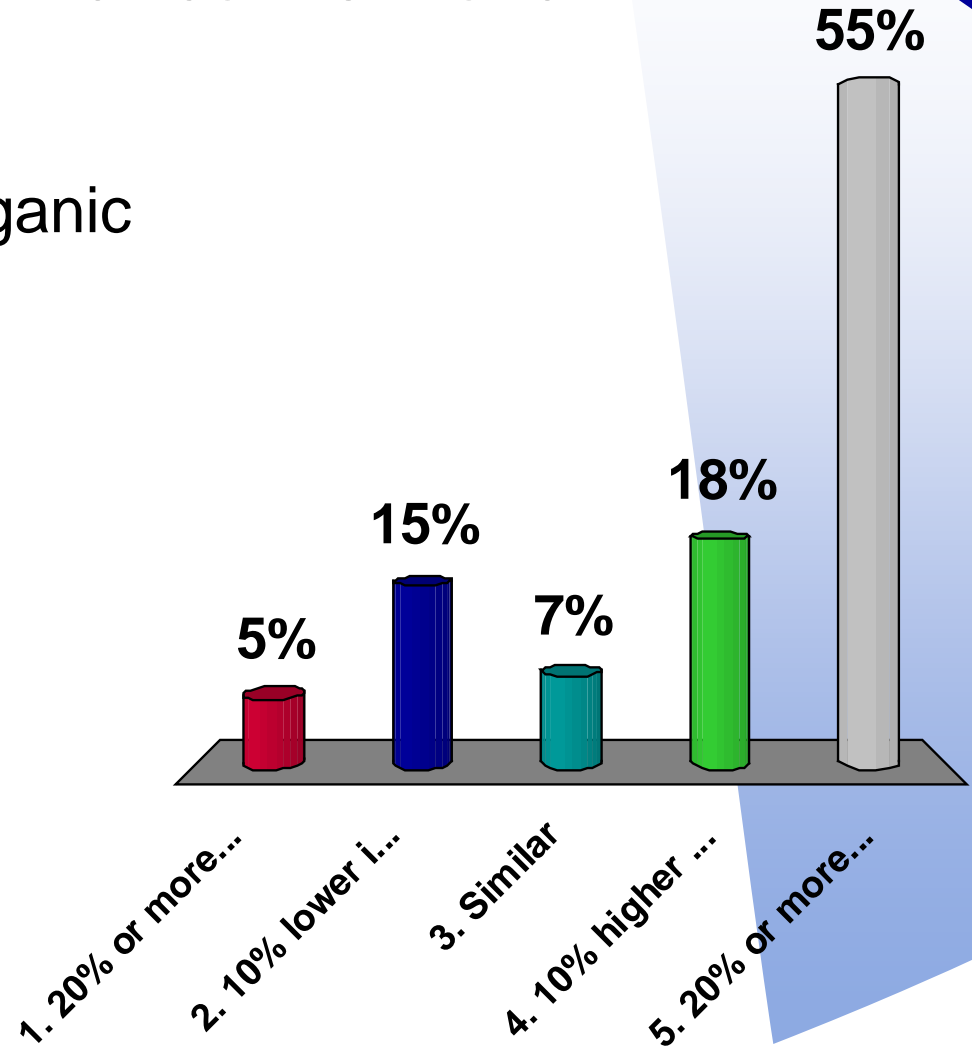
D'Anjou



Jan. 2010 Grower Survey

How would you compare the **cost of production** for organic tree fruit to similar conventional production?

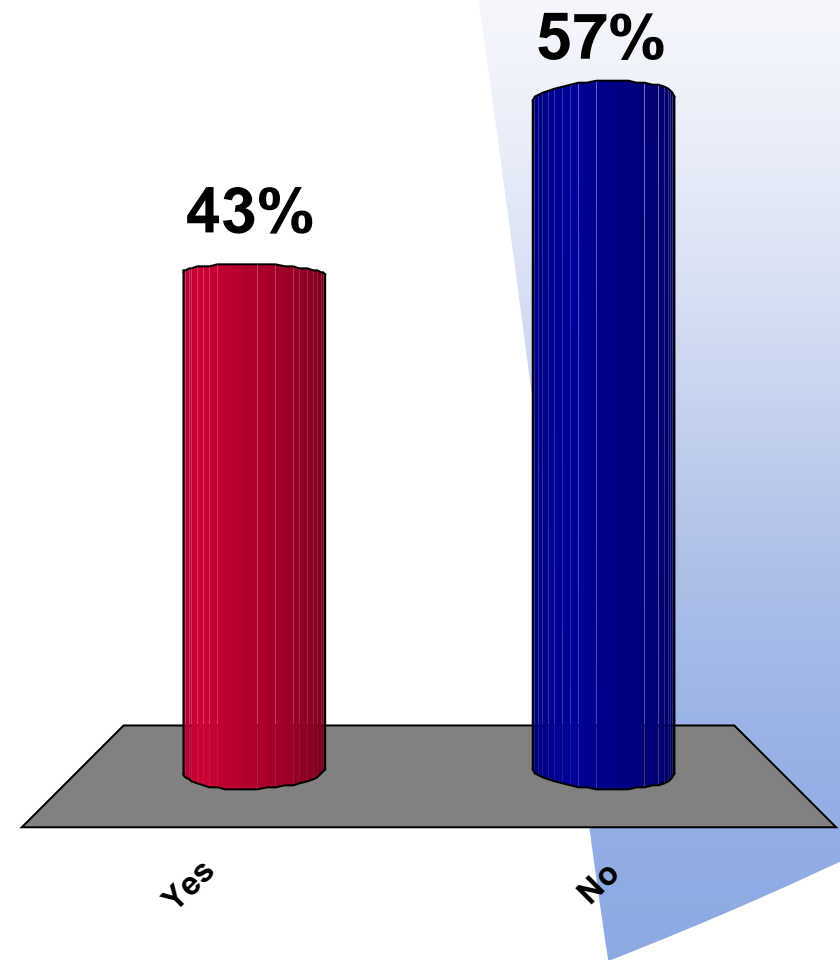
1. 20% or more lower in organic
2. 10% lower in organic
3. Similar
4. 10% higher in organic
5. 20% or more higher in organic



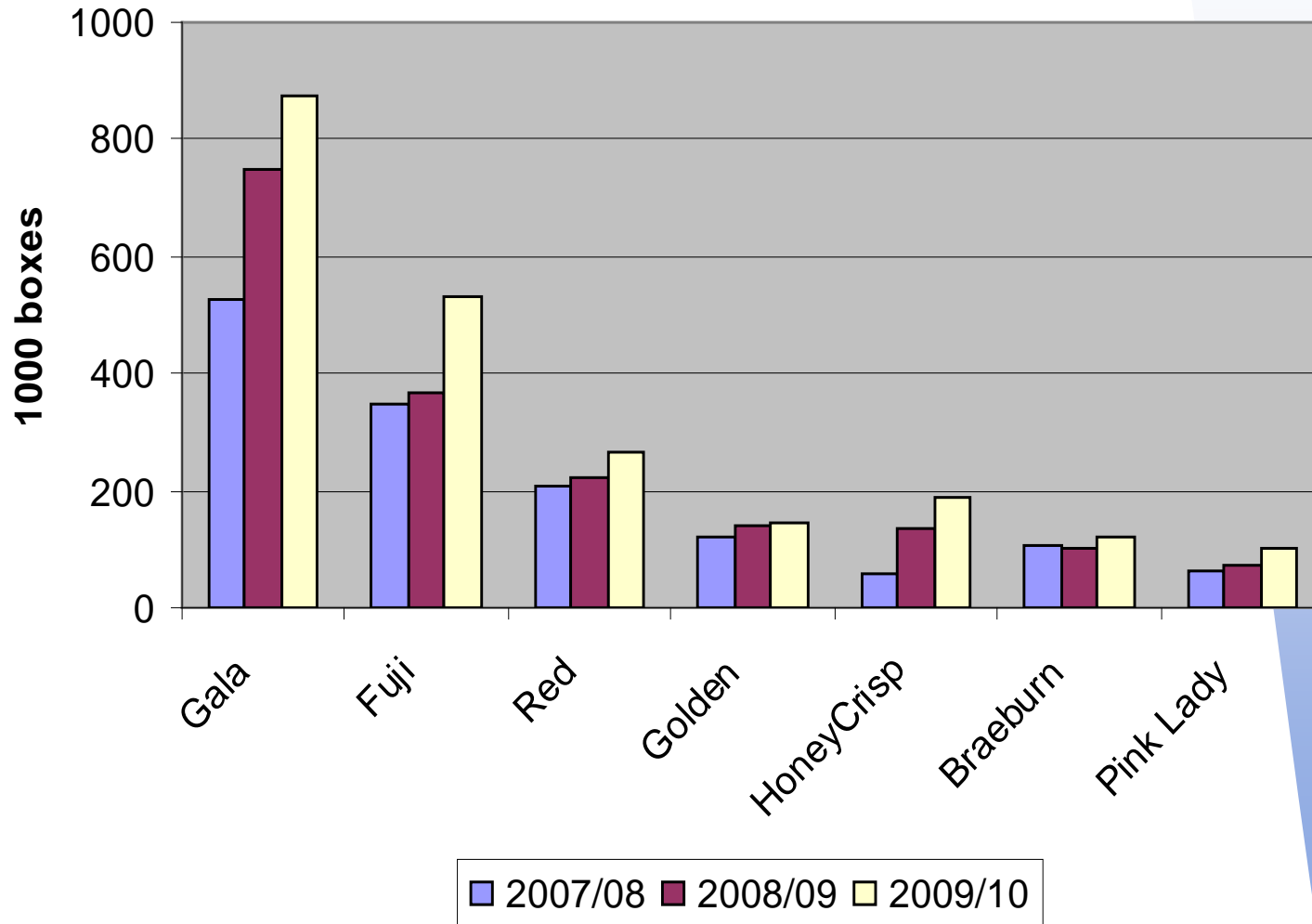
Jan. 2010 Grower Survey

Was organic fruit production profitable for you for the 2008 crop?

1. Yes
2. No



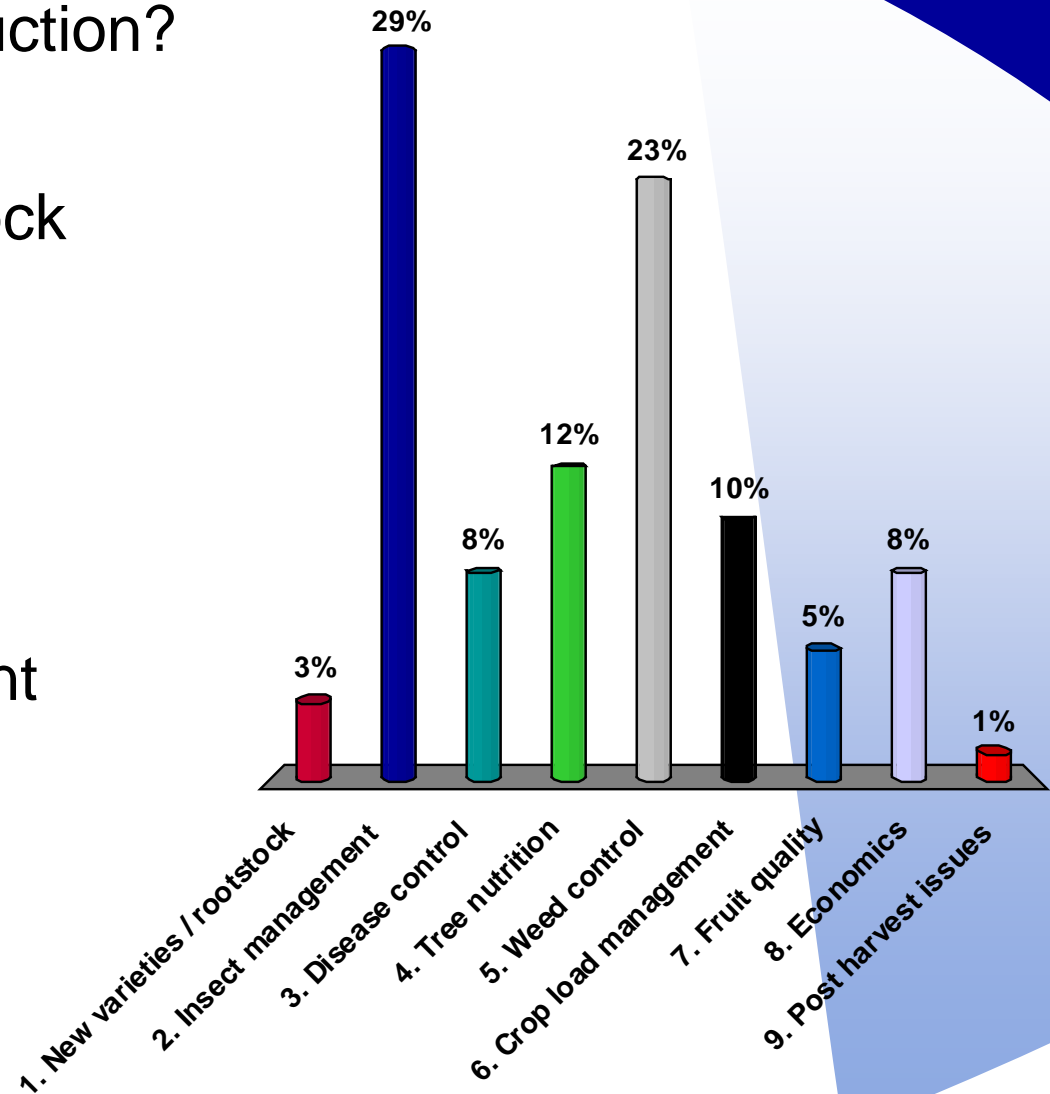
Year-to-Date WA Organic Apple Sales



Question 1a.

What is the **most serious problem** you face in organic tree fruit production?

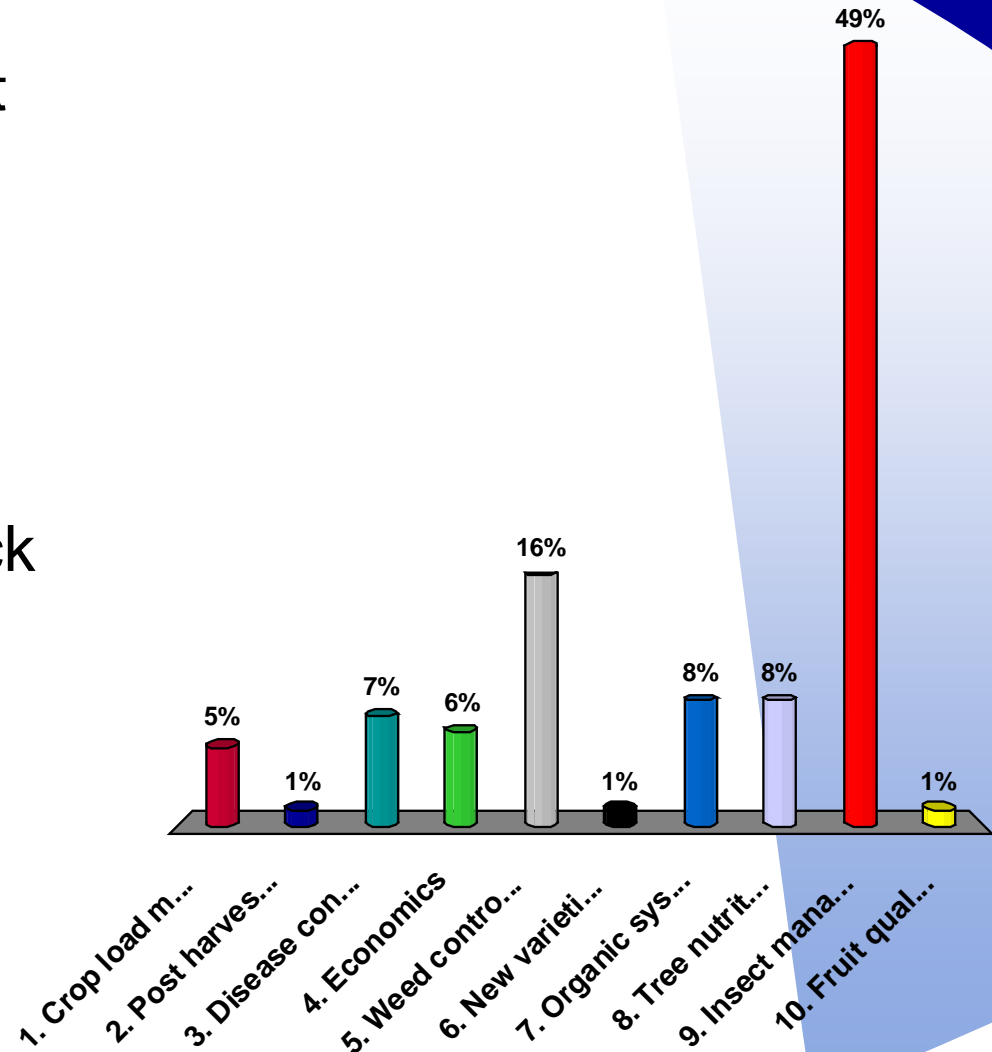
1. New varieties / rootstock
2. Insect management
3. Disease control
4. Tree nutrition
5. Weed control
6. Crop load management
7. Fruit quality
8. Economics
9. Post harvest issues



Question 13a.

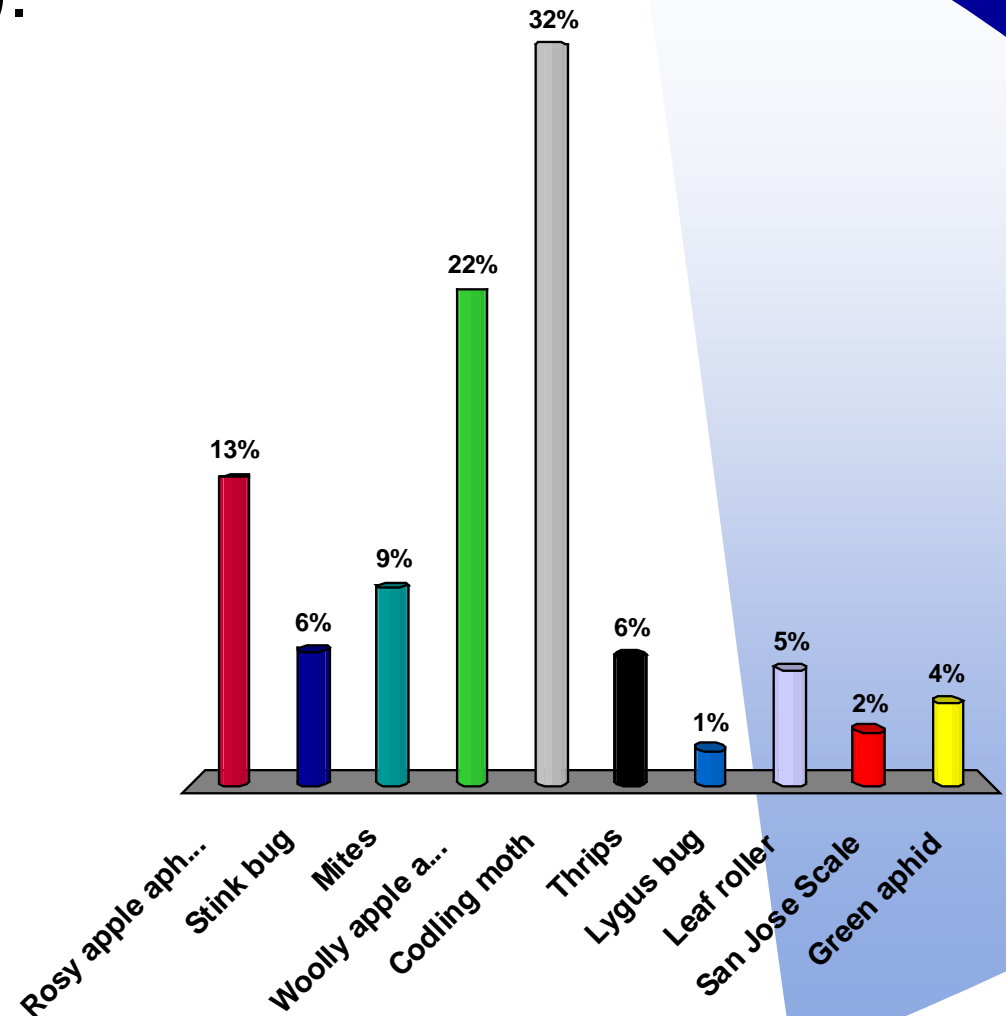
Choose your **highest** priority for organic tree fruit research.

1. Crop load management
2. Post harvest issues
3. Disease control
4. Economics
5. Weed control
6. New varieties / rootstock
7. Organic systems site
8. Tree nutrition
9. Insect management
10. Fruit quality



Rank the **3 most** difficult insect pests to control in organic apple production (with the worst first).

1. Rosy apple aphid
2. Stink bug
3. Mites
4. Woolly apple aphid
5. Codling moth
6. Thrips
7. Lygus bug
8. Leaf roller
9. San Jose Scale
10. Green aphid



Future Outlook

- **Organic trees fruits and nuts:**
 - market will still grow
 - there is a ceiling
 - price premiums likely to decline
- **Research to help lower costs, risks; increase yield and quality**
 - insect pests a priority
- **Organic system constraints offer unique research opportunities**
 - e.g. GF-120 for cherry fruit fly
- **Western states a premier region for organic fruits, nuts; need support to remain competitive, to deal with new pests**

