



Industry Update

February 17, 2025

Christopher Gerlach

Vice President, Insights & Analytics

usapple.org



USApple Roadmap



Production Trends



USAppleTracker Storages



Movement Trends



Export / Import Trends



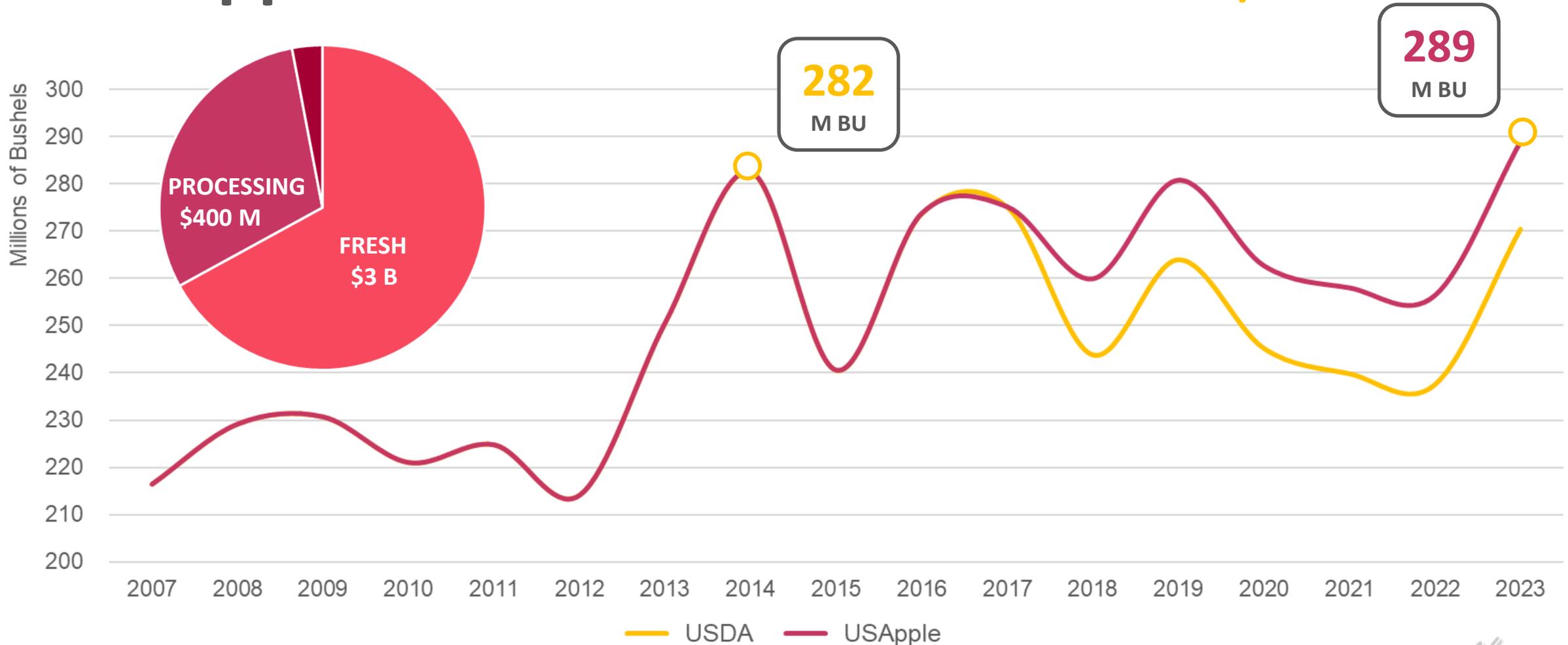
Capacity Trends



Price / Cost Trends



U.S. Apple Production Estimates: 2023/24



Sources: USDA, NASS; USApple



U.S. Apple Production Estimates: 2024/25



* includes USApple estimate of Other States

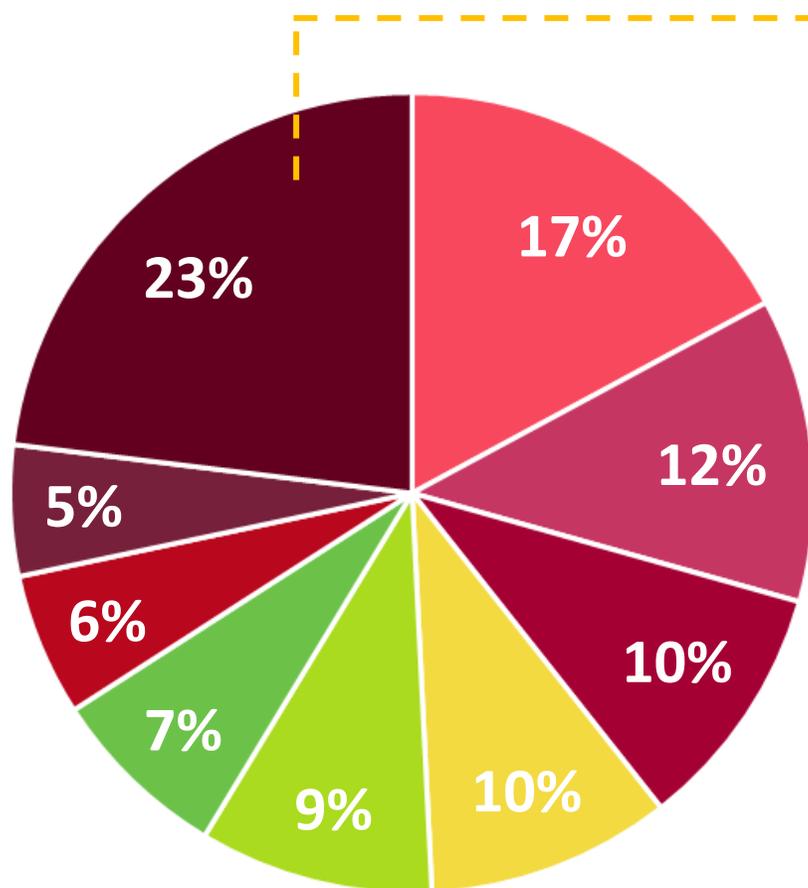
AUG 2024

USDA Estimate*	282	M BU	
USApple Adjustment*	260	M BU	
Washington	155	M BU	▼ 15% YOY
New York	31	M BU	▲ 5% YOY
Michigan	31	M BU	▼ 4% YOY
Pennsylvania	12	M BU	▼ 13% YOY
California	5	M BU	▼ 4% YOY
Virginia	5	M BU	▼ 6% YOY
Oregon	4	M BU	▼ 5% YOY
Other States*	18	M BU	▼ 4% YOY

Sources: USDA, NASS; USApple



U.S. Apple Production: **By Variety**



- Gala
- Red Delicious
- Granny Smith
- Honeycrisp
- Fuji
- Golden Delicious
- Cosmic Crisp®
- Pink Lady/Cripps Pink
- All Others

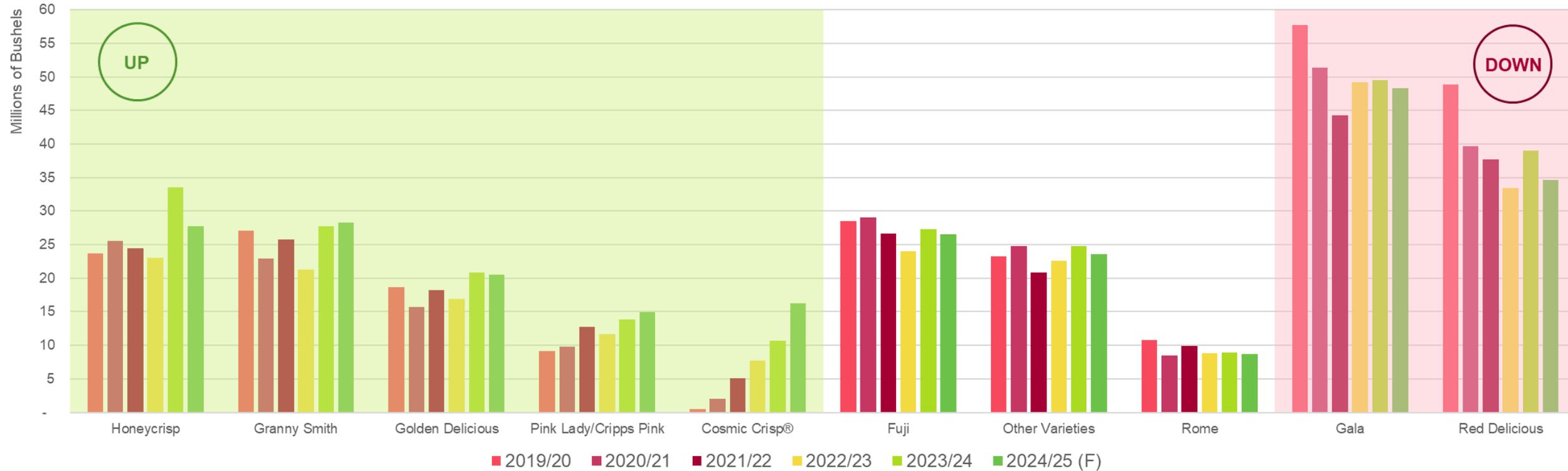
All Others:

Rome	3%
Envy®	2%
Idared	2%
McIntosh	2%
York	1%
Empire	1%
Ambrosia	1%
Cortland	1%
Remaining	10%

Sources: USApple, CAC, WSTFA



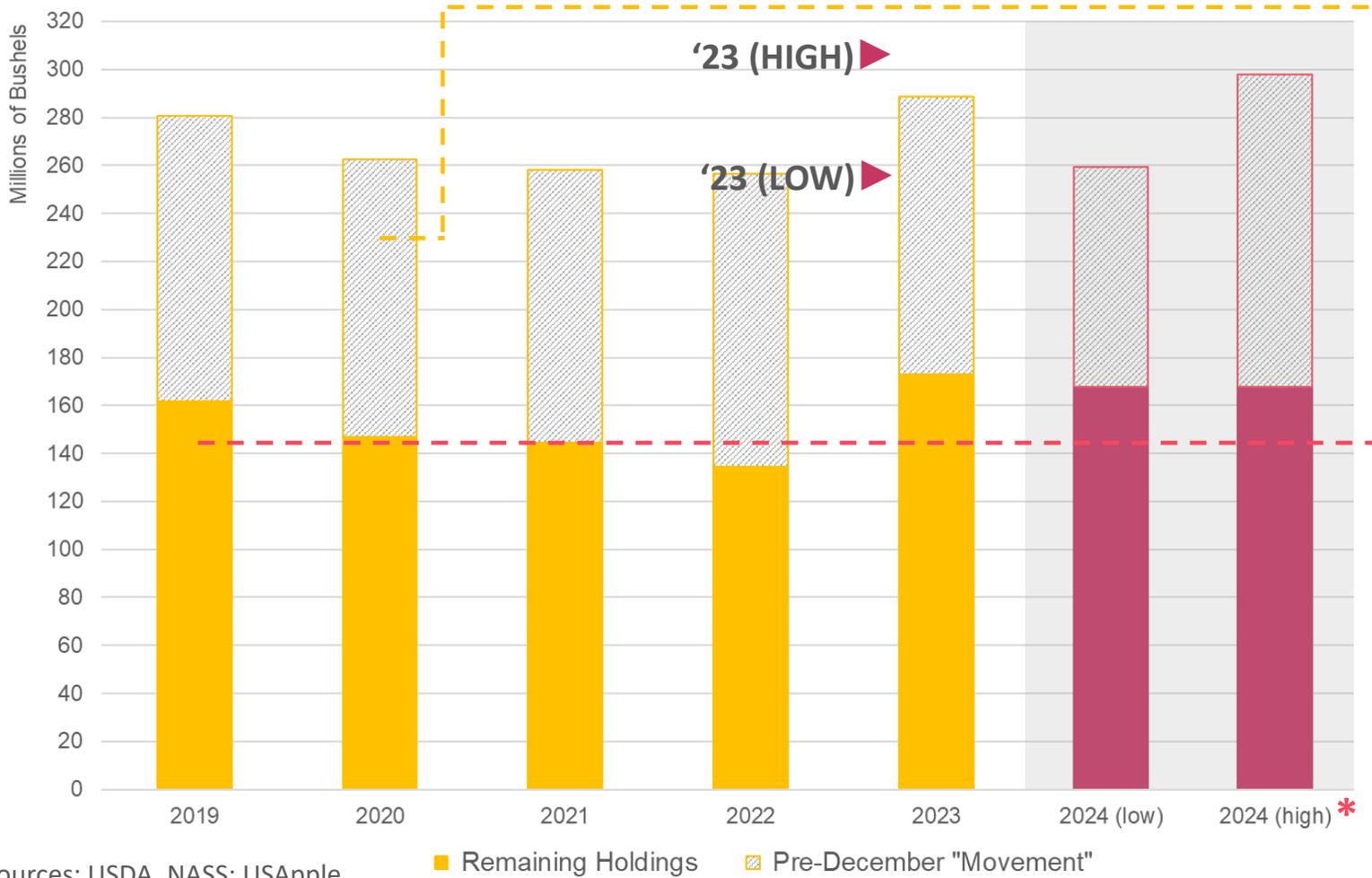
U.S. Apple Production: By Variety



Sources: USApple, CAC, WSTFA



USAppleTracker Storages: DEC 2024



Over the past five seasons, December storage volumes were around **56%** of total final USDA production.

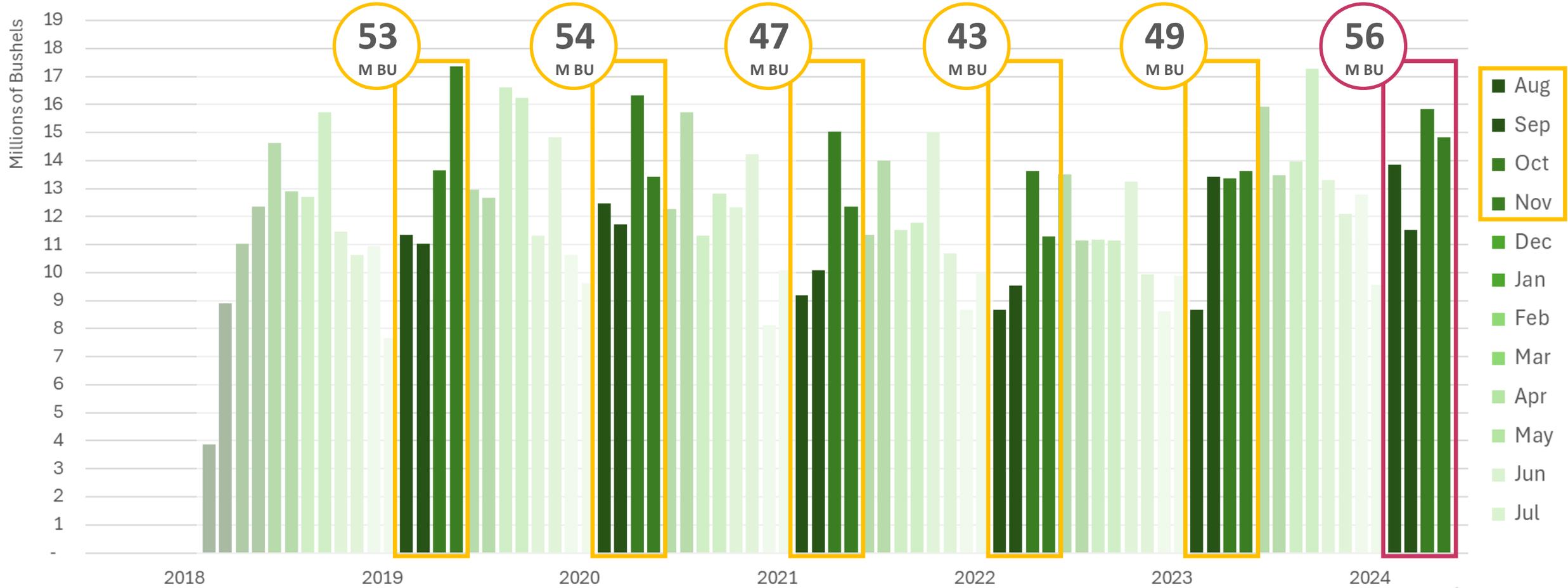
Conversely, on average, **44%** of U.S. apples produced, "move" prior to December 1st of any given year.

USApple August Estimate: 260 M BU

- This season, either ...**
- ▶ pre-December movement has been relatively slow (**35%** vs. 44%), or
 - ▶ pre-December movement is on pace, production estimates were low.*



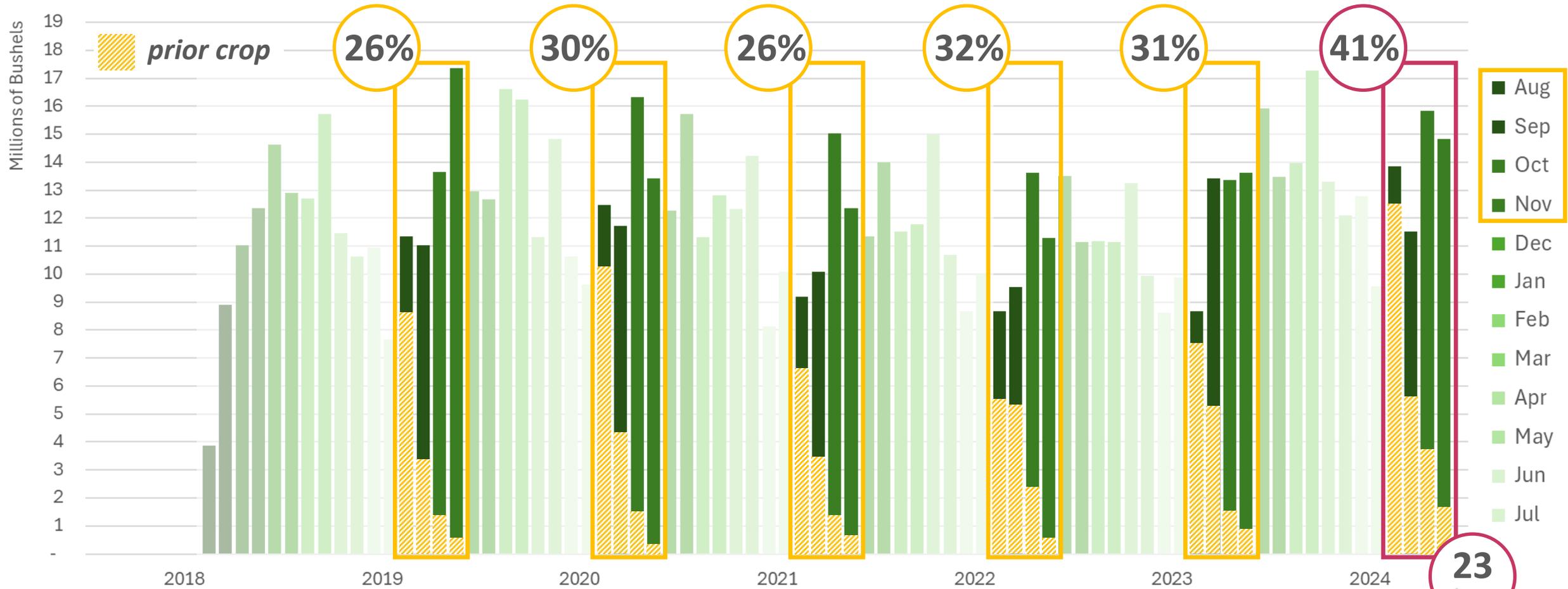
U.S. Apple Movement: Harvest Season



Sources: USDA, AMS; USApple



U.S. Apple Movement: Harvest Season



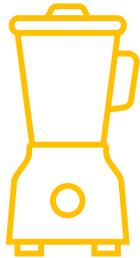
23 MBU

Sources: USDA, AMS; USApple

USAppleTracker: 2024/25



NOV 2024	130 M BU	▼ 7% YOY
FEB 2025	93 M BU	▼ 5% YOY



NOV 2024	46 M BU	▼ 9% YOY
FEB 2025	37 M BU	▼ 5% YOY

FEB '25

Honeycrisp
12.7 M BU ▼ 38% YOY

Red Delicious
17 M BU ▼ 16% YOY

Gala
19 M BU ▲ 5% YOY

Cosmic Crisp®
12.4 M BU ▲ 55% YOY



92.7 Million Fresh-Market Holdings

DOWN 5% YOY

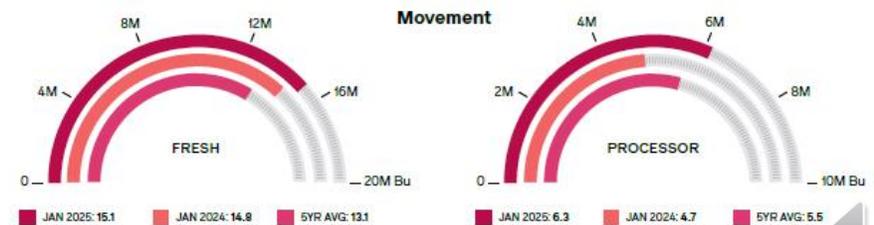
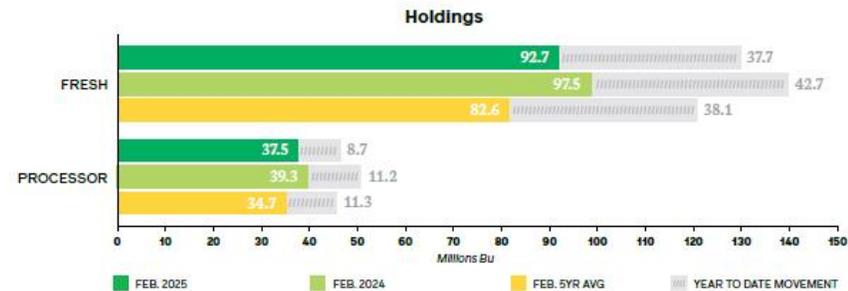
37.5 Million Processing Apple Holdings

DOWN 5% YOY

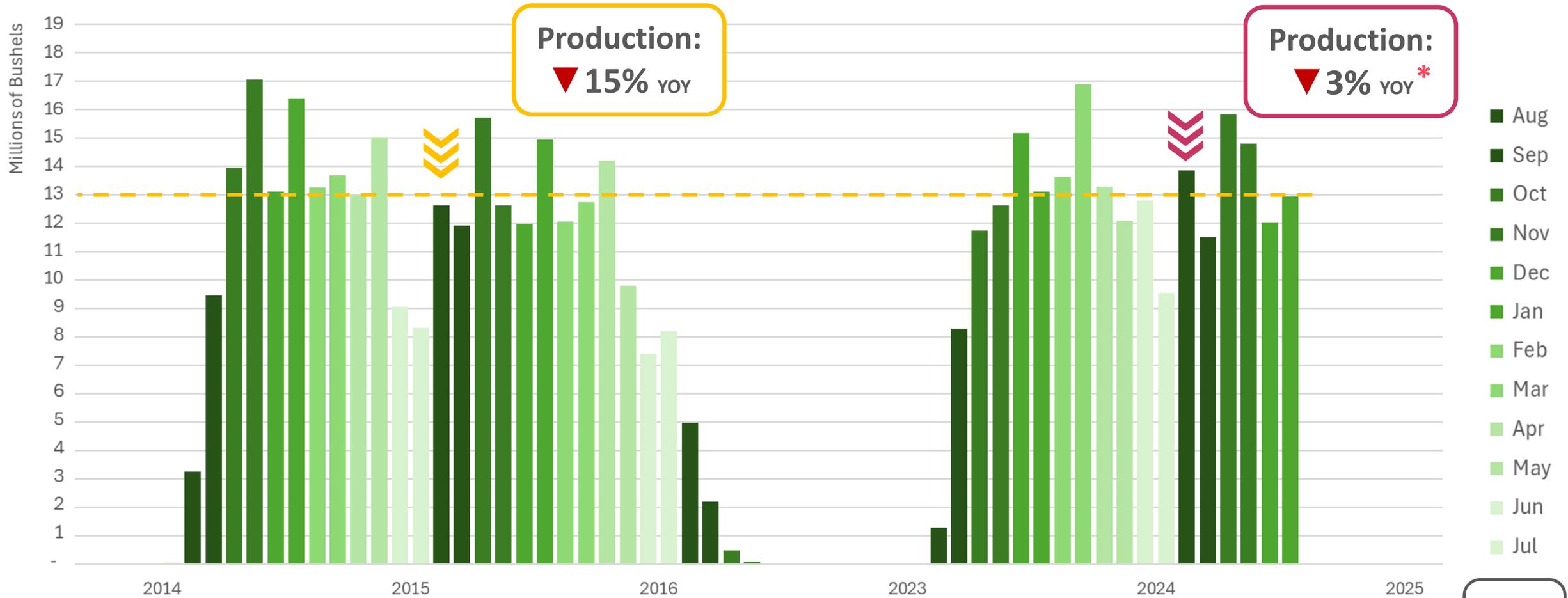
AUG 2025

U.S. fresh apple holdings on February 1, 2025 totaled 92.7 million bushels, 5 percent less than the inventories reported last February and 12 more than the February five-year average.

U.S. processing apple holdings on February 1, 2025 totaled 37.5 million bushels, 5 percent less than the inventories reported last February and 8 percent more than the February five-year average.



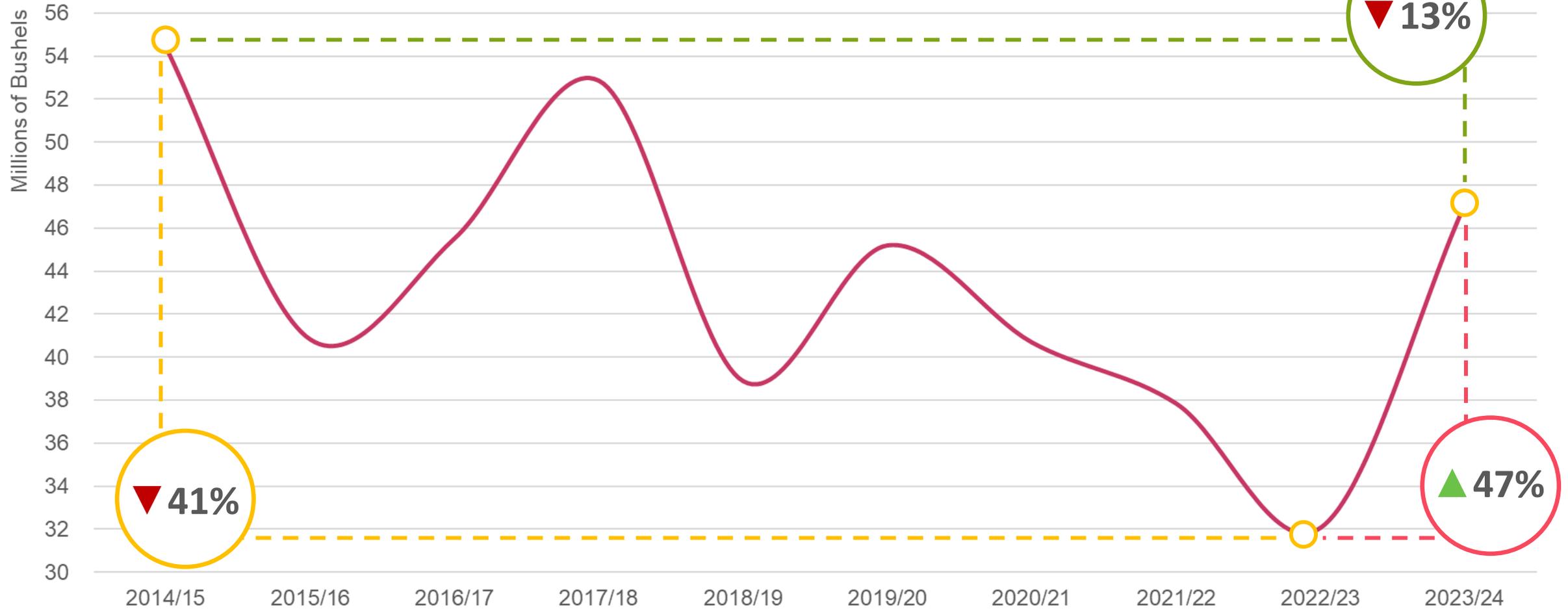
U.S. Apple Movement: 2014/15 vs. 2024/25



Sources: USDA, AMS; USApple

***280**
M BU

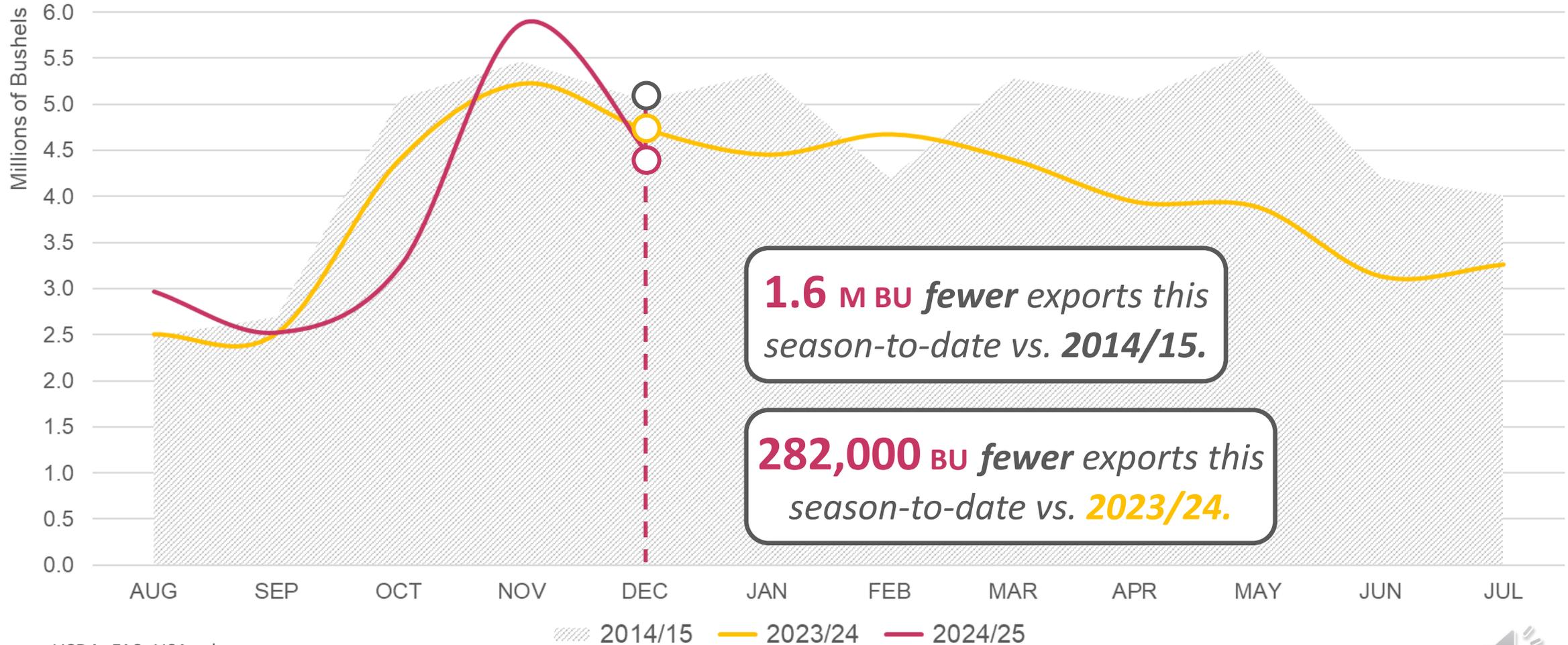
U.S. Fresh Apple Exports



Sources: USDA, FAS; USApple



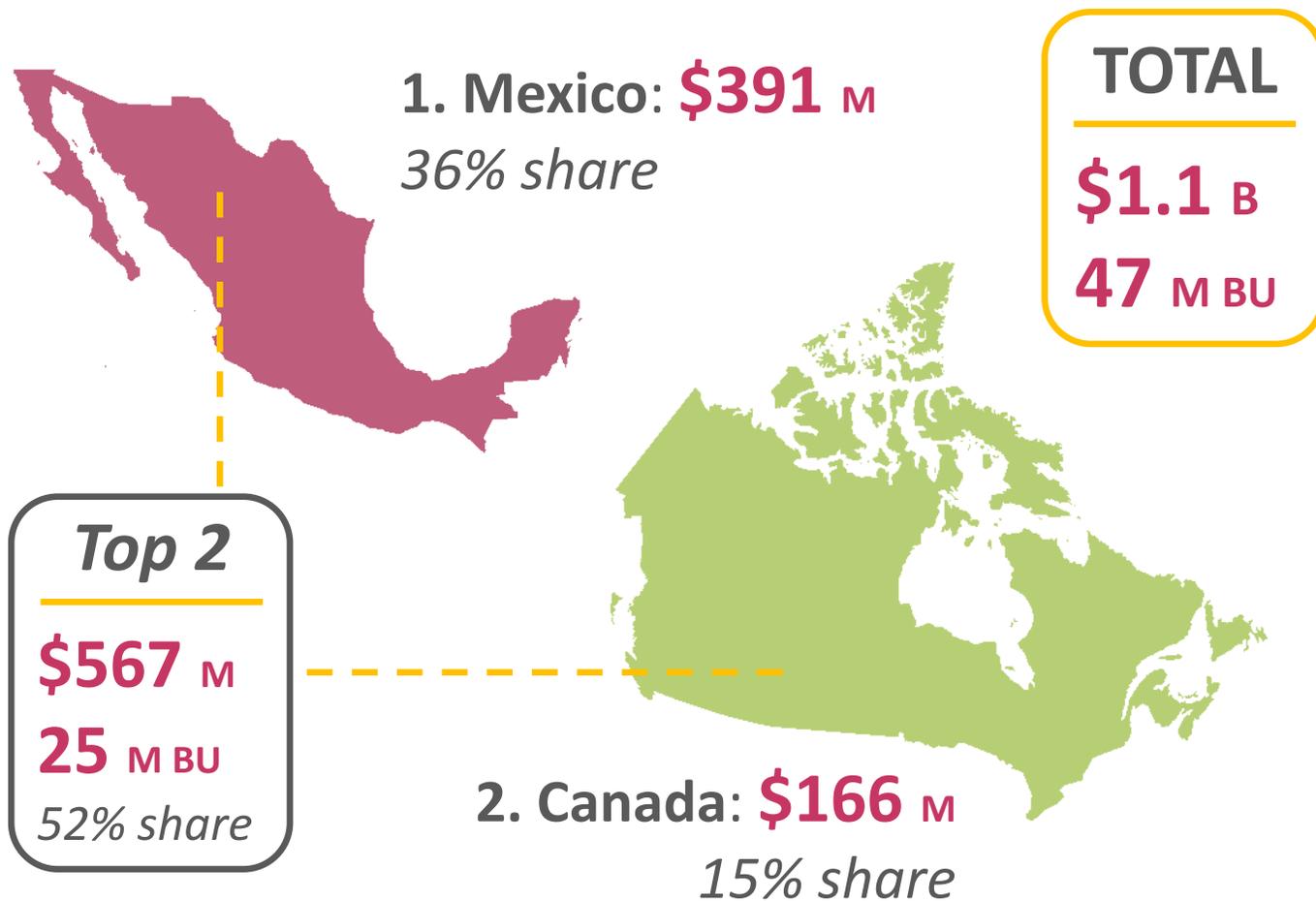
U.S. Fresh Apple Exports



Sources: USDA, FAS; USApple



U.S. Fresh Apple Exports*



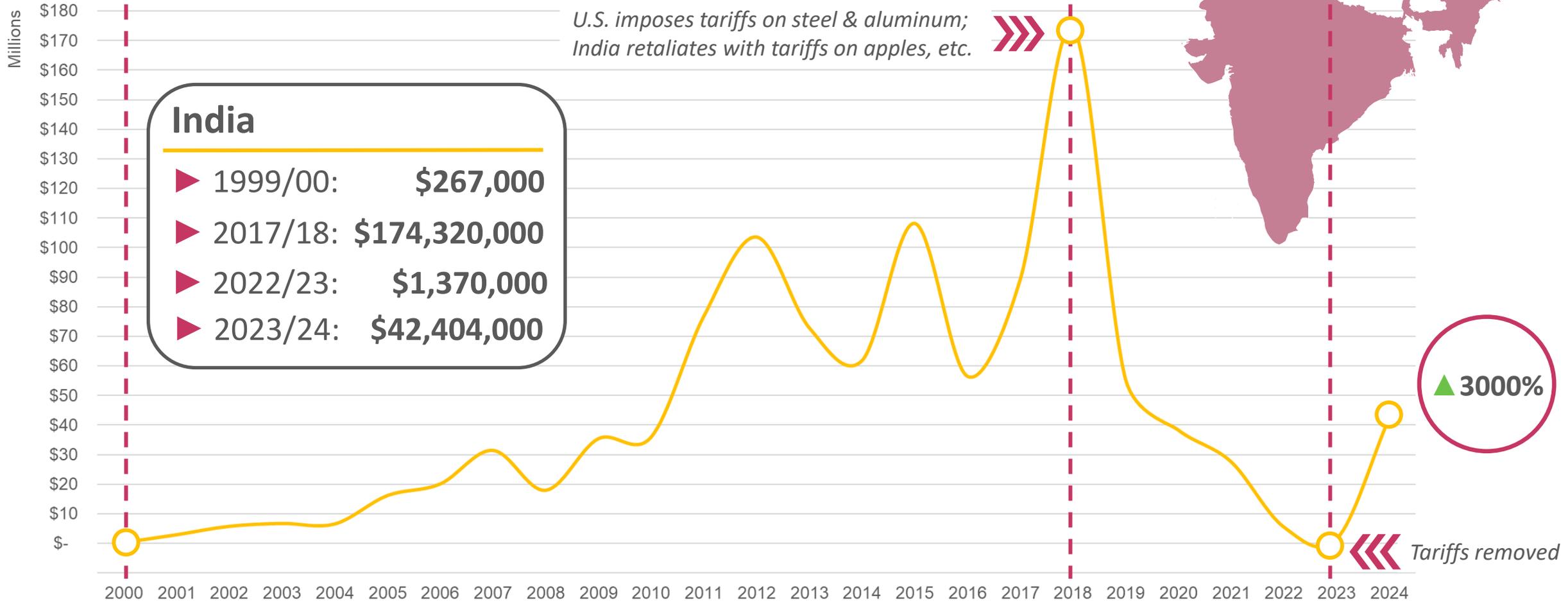
3. Taiwan	\$99 M	9% share
4. Vietnam	\$64 M	6% share
5. India	\$42 M	4% share
6. Dom. Rep.	\$35 M	3% share
7. Guatemala	\$26 M	2% share
8. Colombia	\$25 M	2% share
9. Hong Kong	\$21 M	2% share
10. Thailand	\$20 M	2% share

* 2023/24 season



Sources: USDA, FAS; USApple

U.S. Fresh Apple Exports

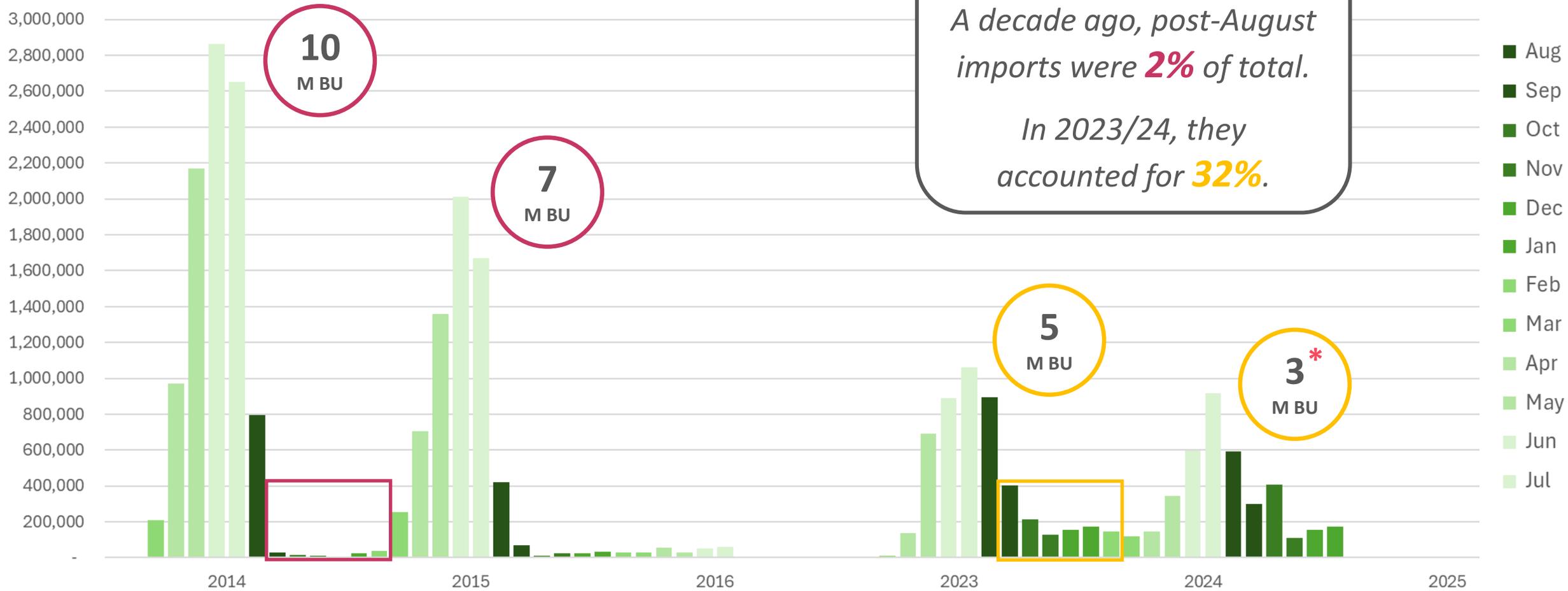


Sources: USDA, FAS; USApple



U.S. Fresh Apple Imports

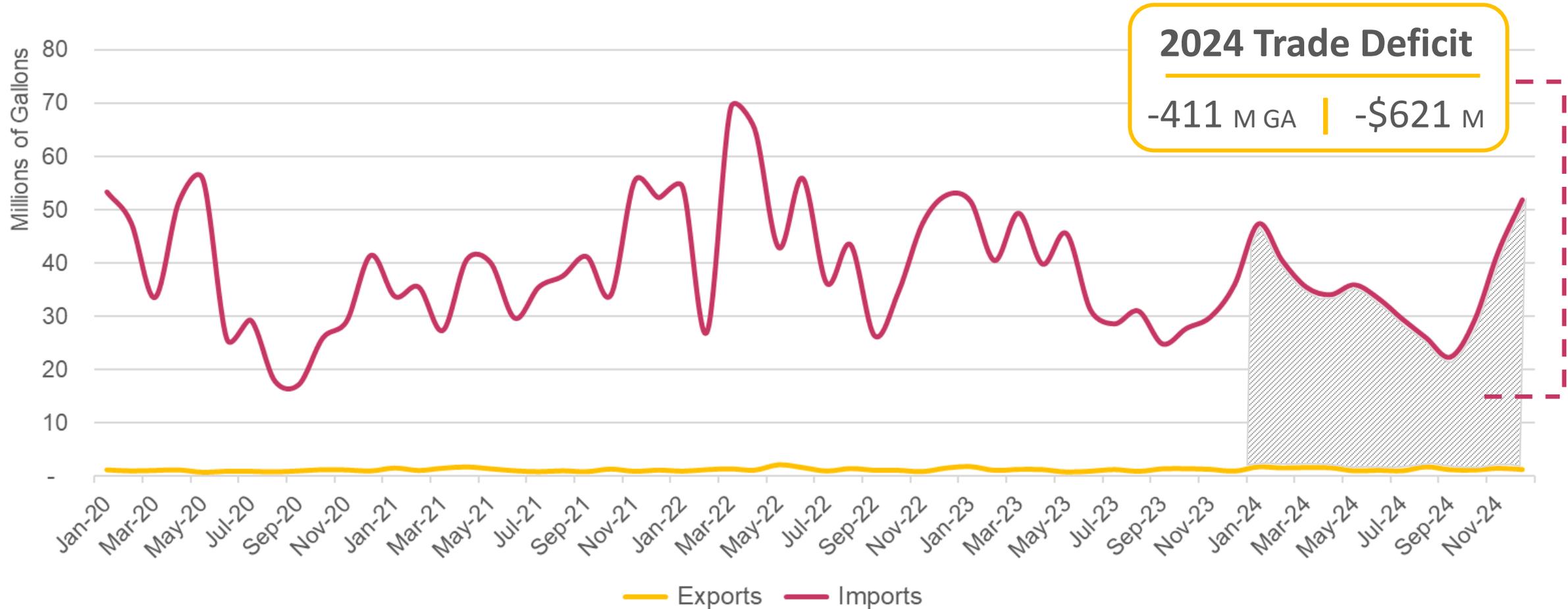
“Sticky” Imports
*A decade ago, post-August imports were **2%** of total.*
*In 2023/24, they accounted for **32%**.*



Sources: USDA, AMS; USApple

* season-to-date

U.S. Apple Trade: Juice & Concentrate



Sources: USDA, FAS; USApple



U.S. Apple Trade: Juice & Concentrate

2024 Exports

▶ Dominican Republic
37% | \$23 M

▶ Canada
36% | \$24 M

*Retaliatory
tariffs?*



2024 Imports

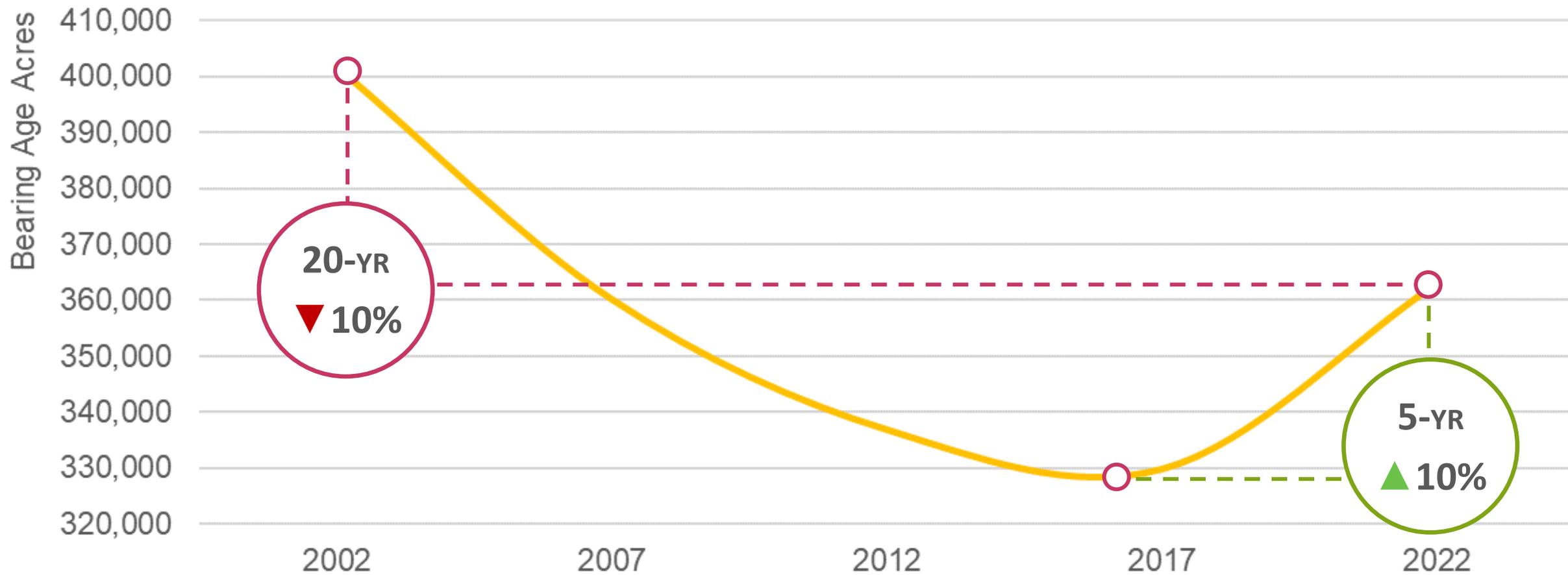
▶ Türkiye
39% | \$284 M

▶ China
31% | \$151 M

*10% tariffs
+ \$15 M*



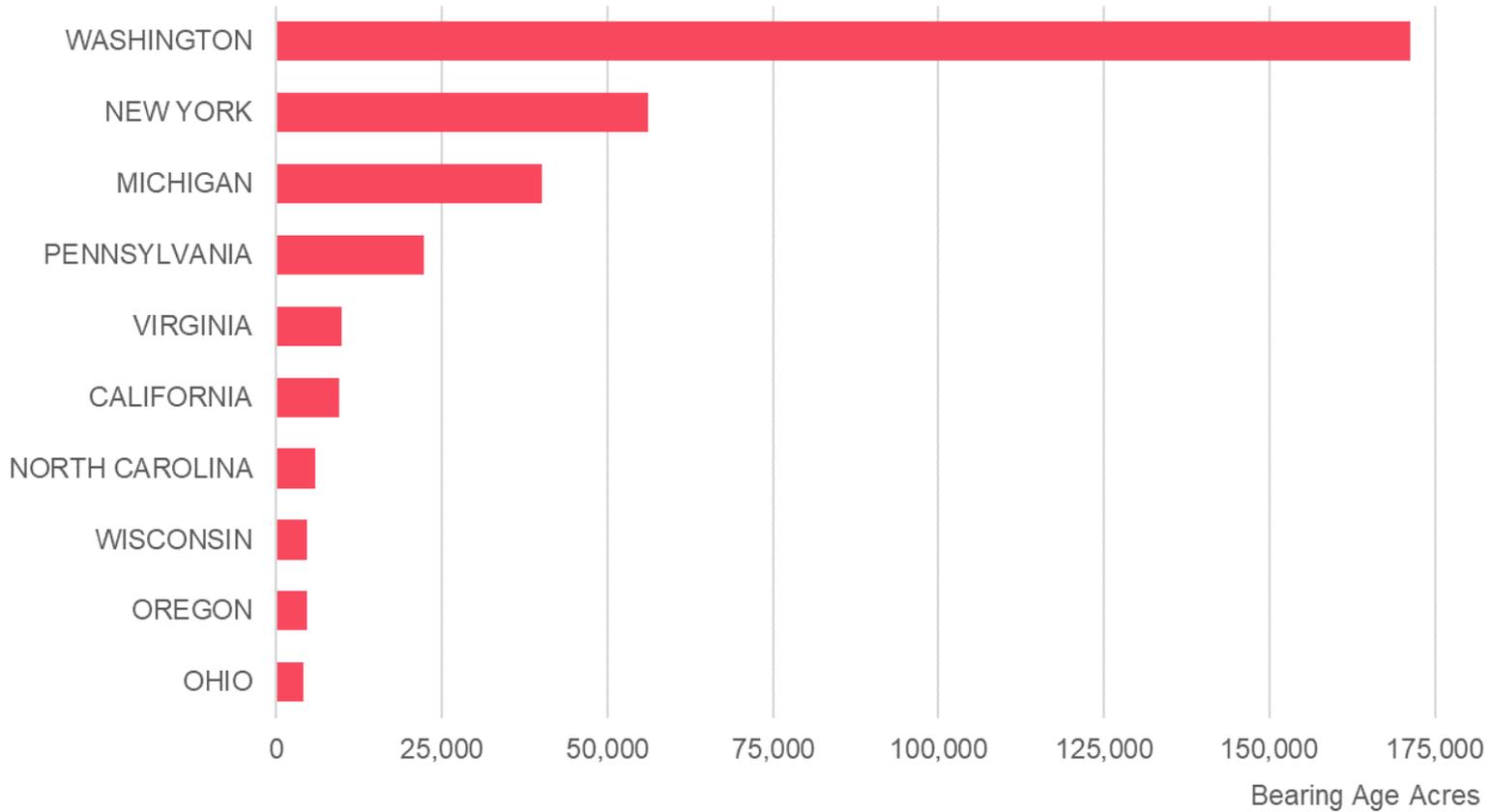
U.S. Apple Acreage: Bearing Age



Sources: USDA, Ag Census; USApple



U.S. Apple Acreage: 2022 Levels



Bearing Age Acres: Top 10

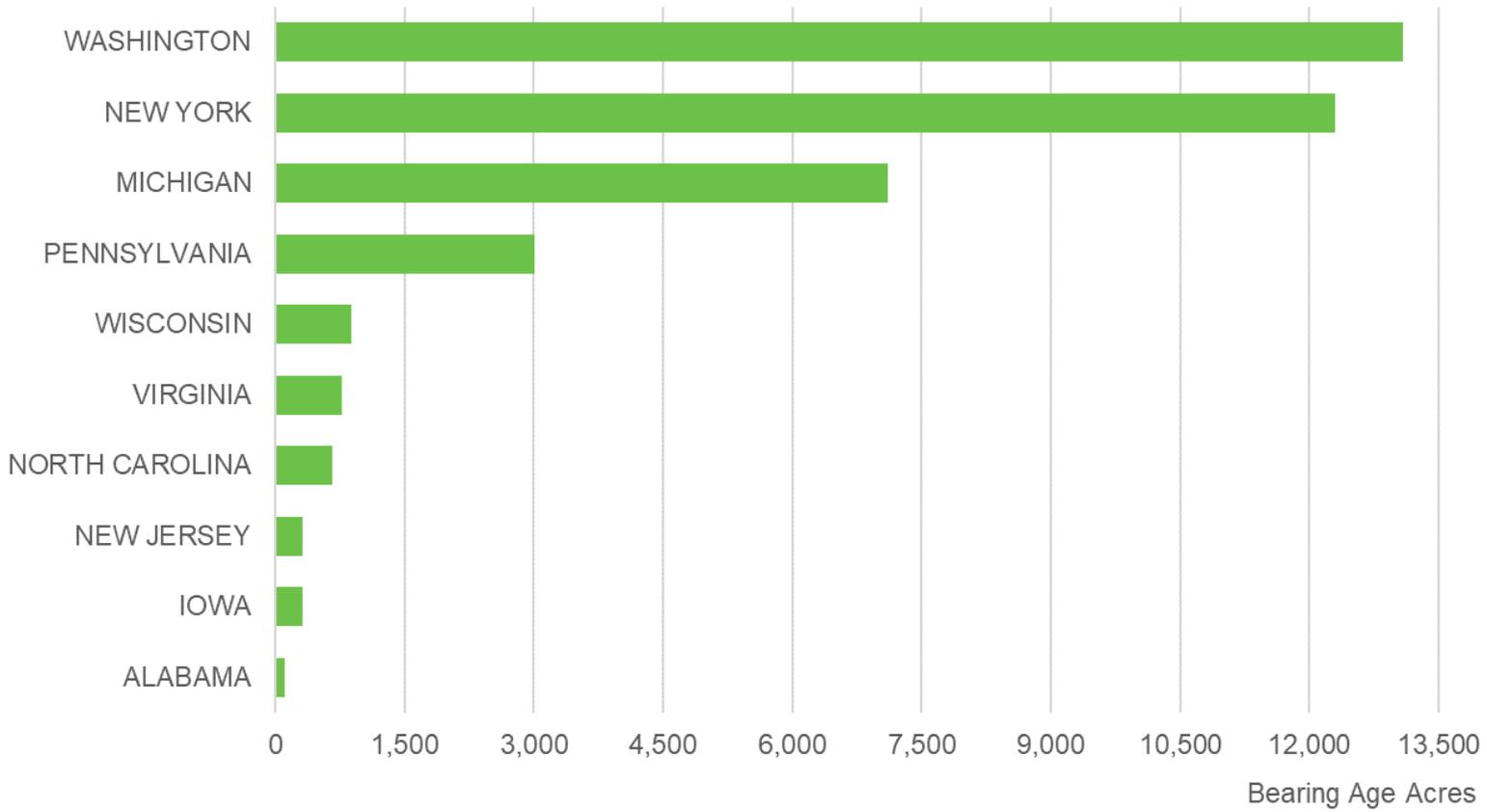
WASHINGTON	171,373
NEW YORK	56,086
MICHIGAN	40,051
PENNSYLVANIA	22,303
VIRGINIA	9,825
CALIFORNIA	9,471
NORTH CAROLINA	5,877
WISCONSIN	4,655
OREGON	4,560
OHIO	3,986

U.S. Total 363,098



Sources: USDA, Ag Census; USApple

U.S. Apple Acreage: 5-Year Growth



Bearing Acre Growth: Top 10

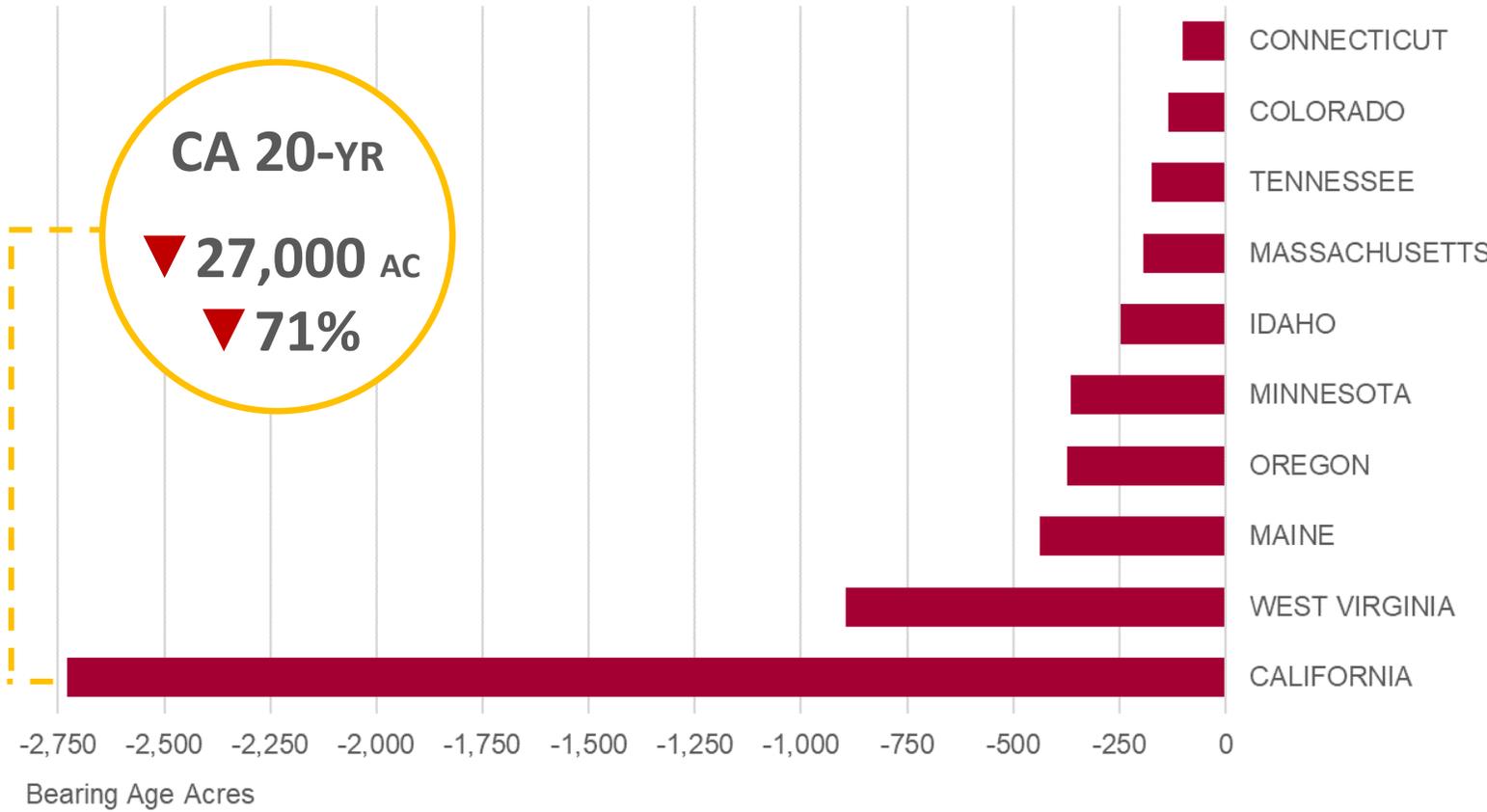
WASHINGTON	13,082
NEW YORK	12,297
MICHIGAN	7,110
PENNSYLVANIA	3,006
WISCONSIN	884
VIRGINIA	770
NORTH CAROLINA	663
NEW JERSEY	324
IOWA	311
ALABAMA	116

U.S. Net Gain 33,166



Sources: USDA, Ag Census; USApple

U.S. Apple Acreage: 5-Year Decline



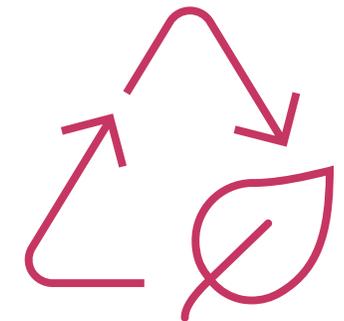
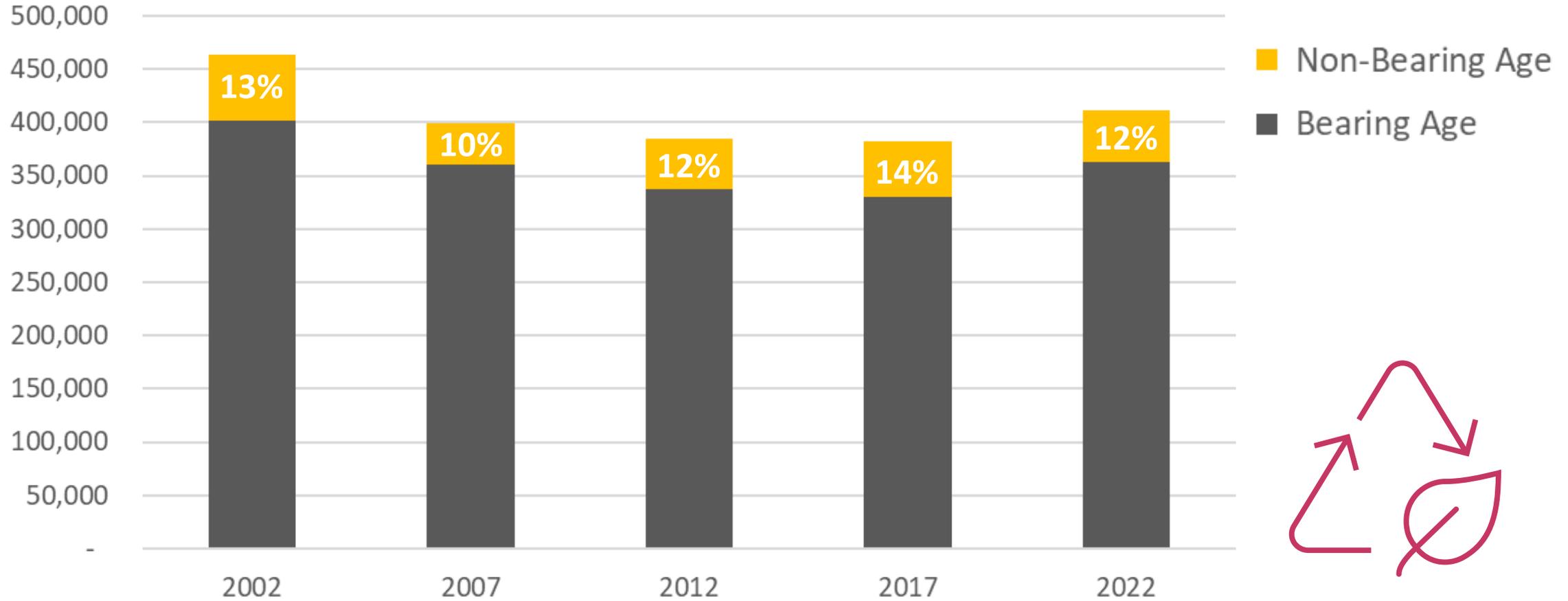
Bearing Acre Loss: Top 10

CALIFORNIA	2,729
WEST VIRGINIA	894
MAINE	438
OREGON	374
MINNESOTA	364
IDAHO	247
MASSACHUSETTS	193
TENNESSEE	175
COLORADO	133
CONNECTICUT	101

Sources: USDA, Ag Census; USApple



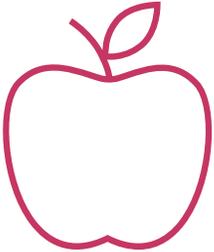
U.S. Apple Acreage: Bearing & Non-Bearing Age



Sources: USDA, Ag Census; USApple

U.S. Fresh Apple Utilization

U.S. 5-YR Averages



Fresh
67%



Processing
30%

** remaining "not sold"*

% FRESH



21%



51%

▲ 4% YOY



52%



55%

▲ 5% YOY



57%

▲ 10% YOY

▲ 16% YO5Y



77%



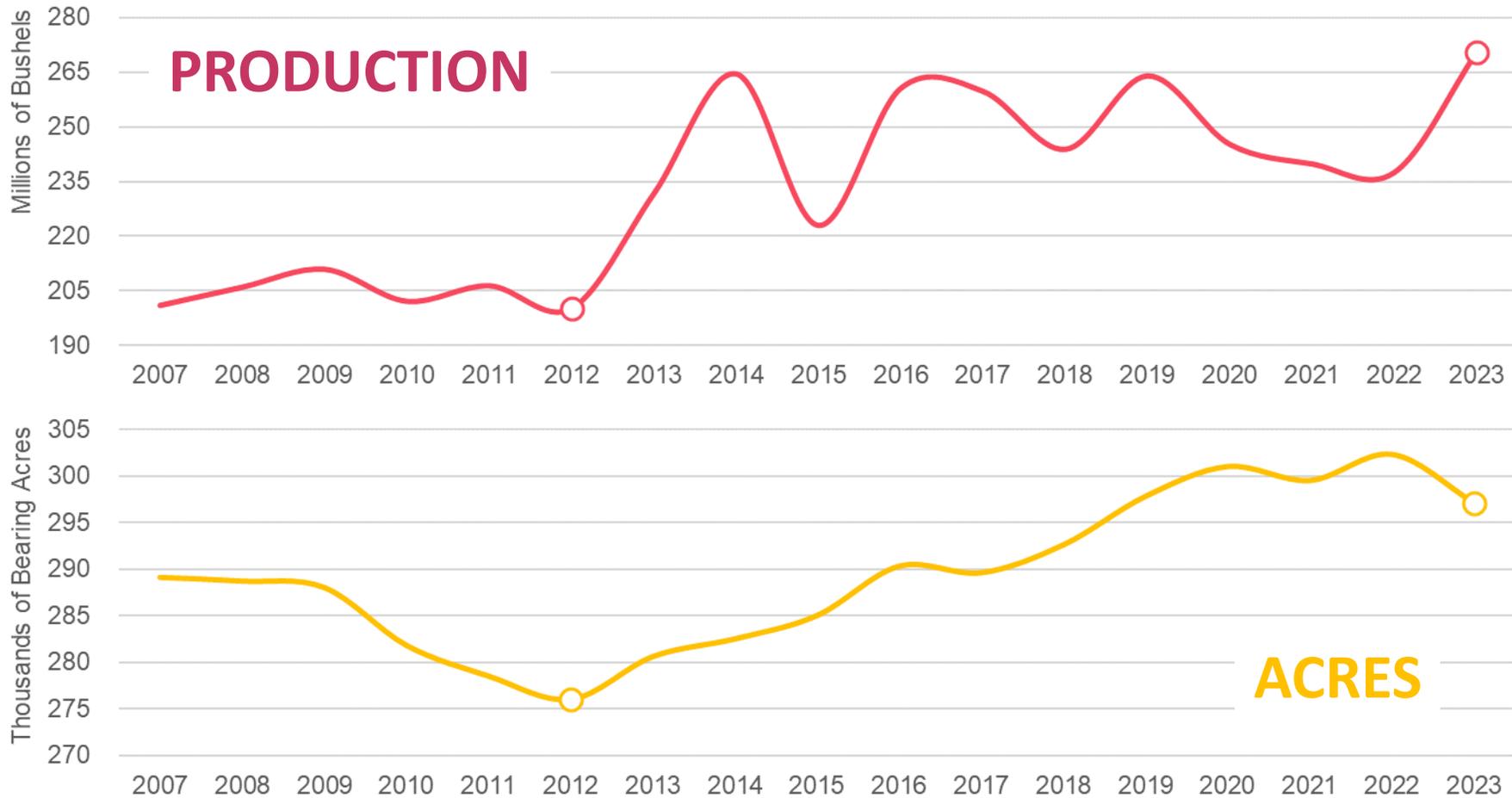
88%

▲ 9% YO5Y



Sources: USDA, NASS; USApple

U.S. Apple Yield: Top-7 Apple States



2012 - 2023

BU ▲ 35%

AC ▲ 8%

BU/AC ▲ 25%

2012: 725 BU/AC

2023: 910 BU/AC



Sources: USDA, NASS; USApple

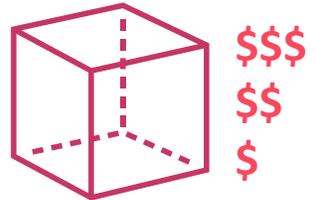
U.S. Fresh Apple Packouts



Apple industry feeling the squeeze from economic pressures
With prices down and costs up, apple industry looks at strategies for weathering the downturn.

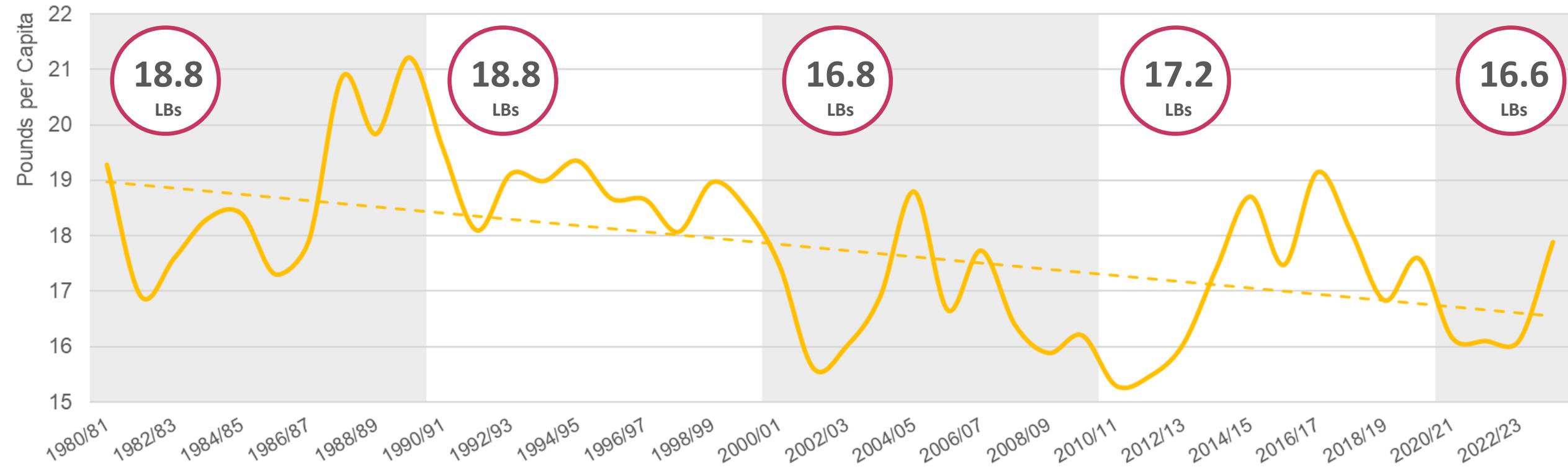
Jared Johnson, Kate Prengaman, TJ Mullinax // February 6, 2024

»»» "We had a phenomenal growing year, and you've grown some fantastic apples," Baldwin said.
"Packouts are up anywhere from three to six packs per bin."



U.S. Fresh Apple Consumption: Per Capita

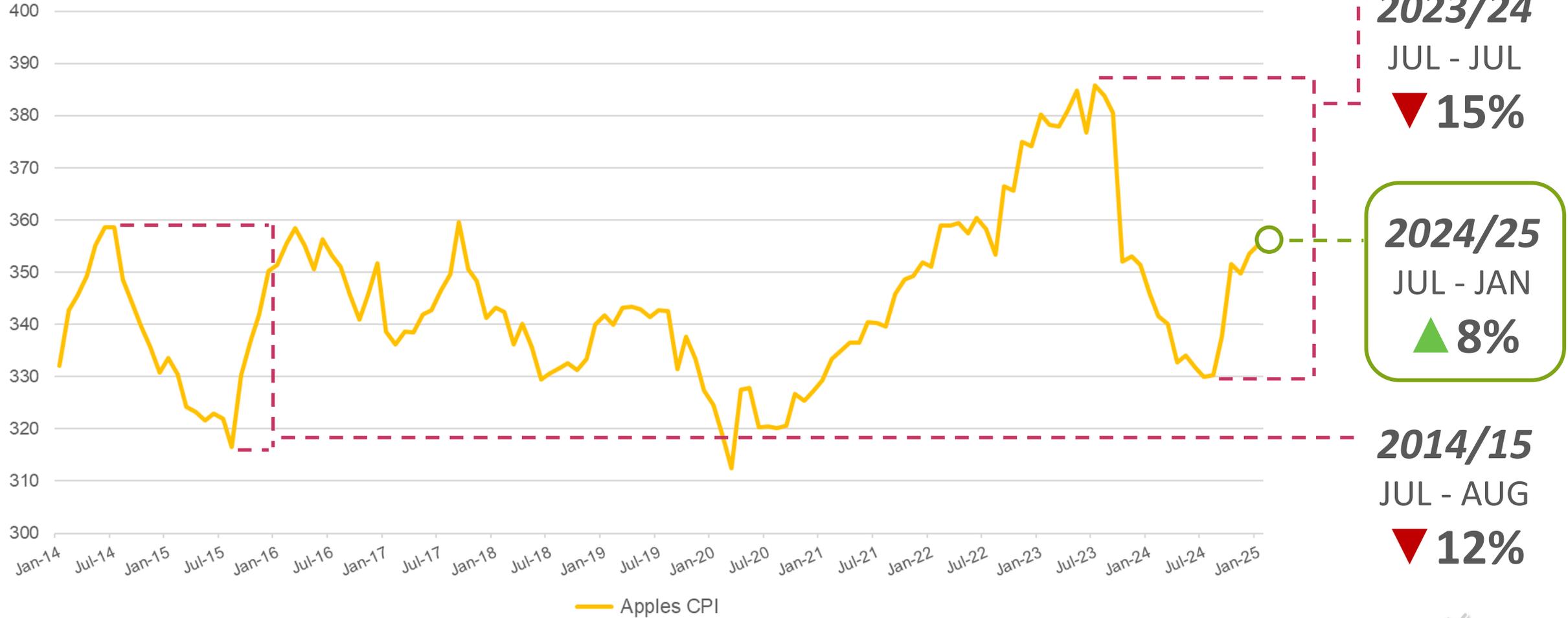
USDA's **Per Capita Food Availability** = Annual Food Supply* / U.S. Population



*Annual Food Supply = (Production + Imports + Beginning Stocks) – (Exports + Ending Stocks)

Sources: USDA, ERS; USApple

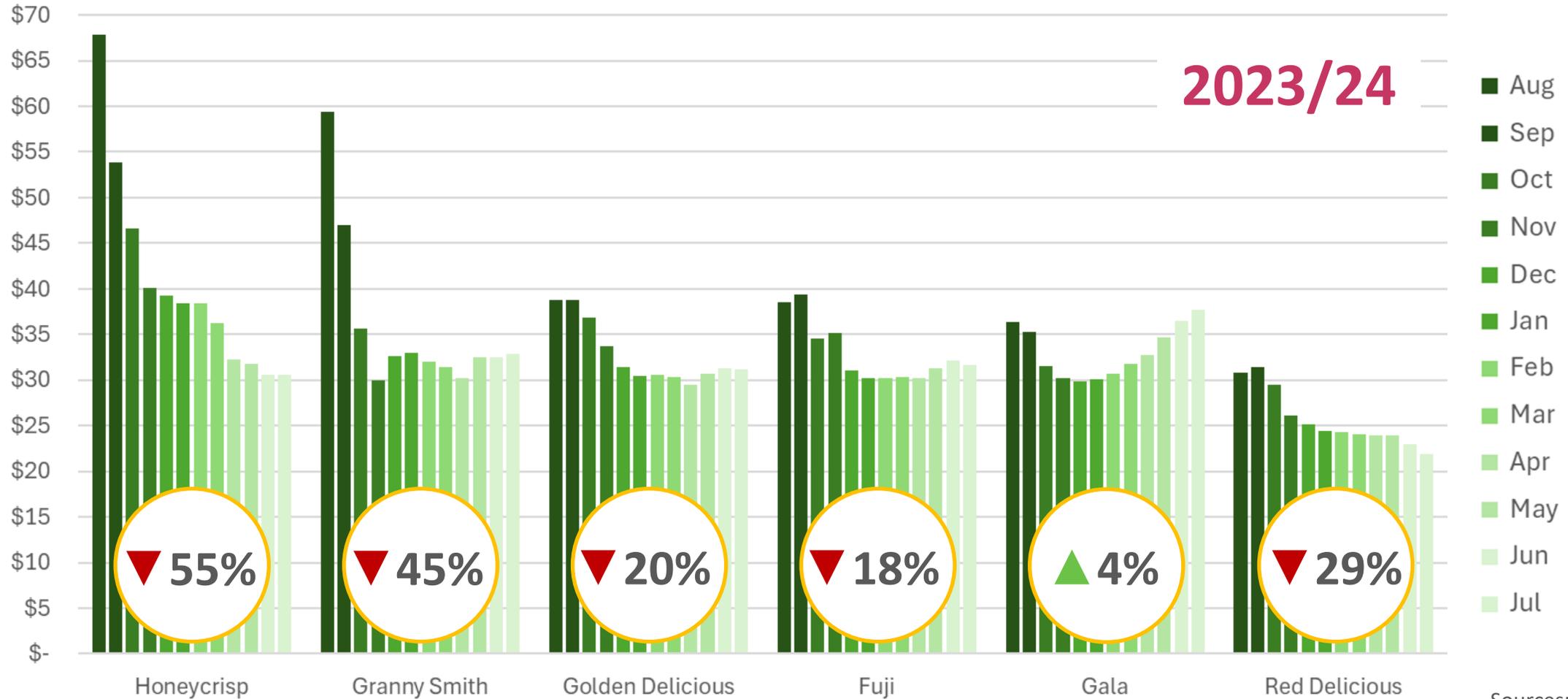
U.S. Apple Price Inflation: CPI



Sources: USDOL, BLS; USApple

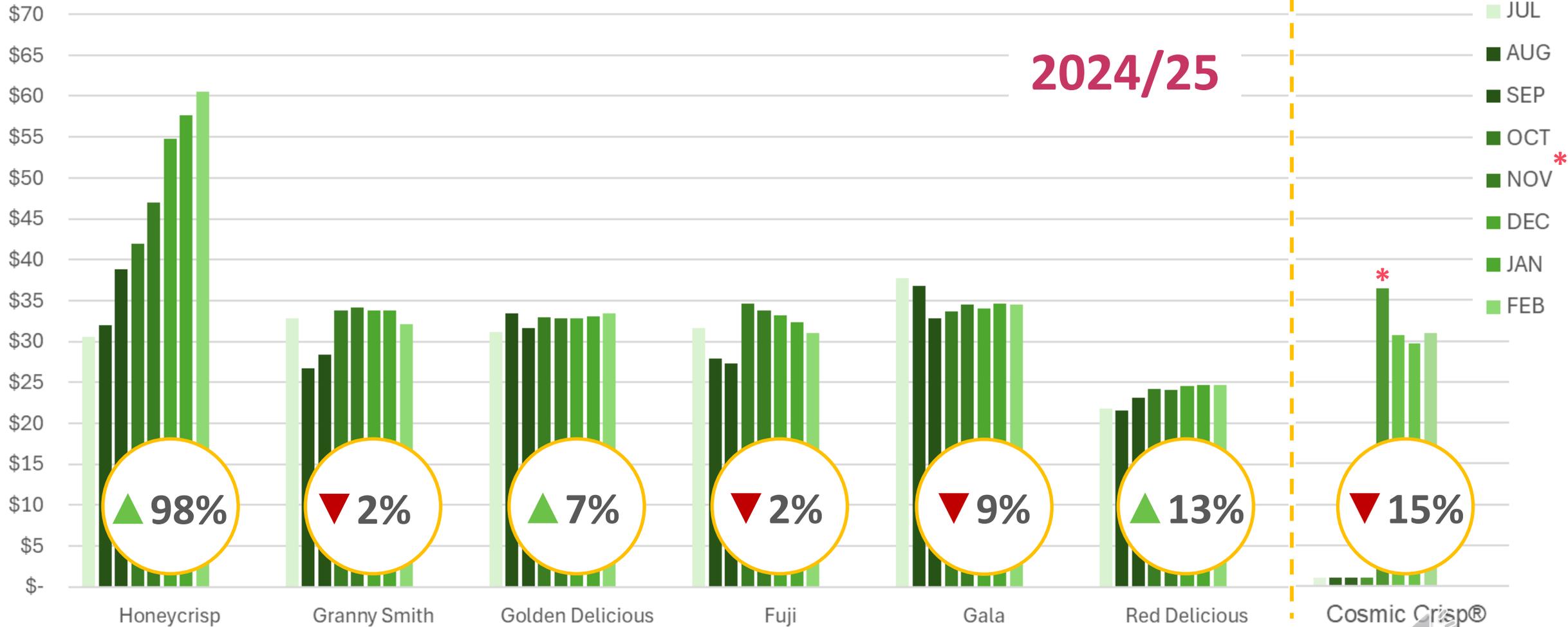


U.S. Apple Prices: Shipping Point



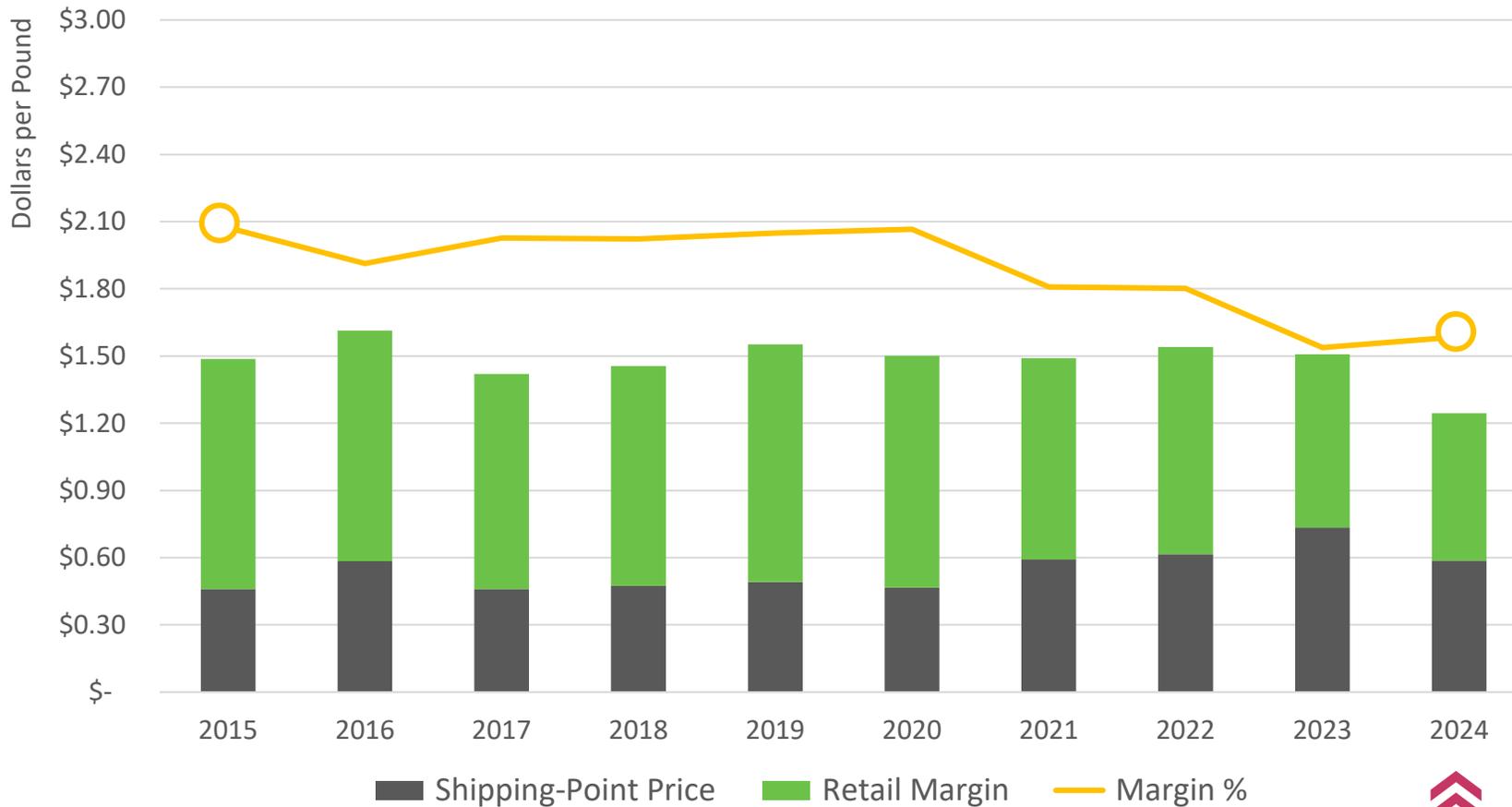
Sources: USDA, AMS; USApple

U.S. Apple Prices: Shipping Point



Sources: USDA, AMS; USApple

U.S. Apple Retail Margin: Red Delicious



>>> Retail Margin AVG:
\$0.93 / LB
63%

>>> Retail Price AVG:
\$1.48 / LB

>>> Shipping-Point Price AVG:
\$0.55 / LB

6%
 17%



Sources: USDA, AMS; USApple

U.S. Apple Retail Margin: Gala



»»» Retail Margin AVG:
\$0.98 / LB
56%

»»» Retail Price AVG:
\$1.74 / LB



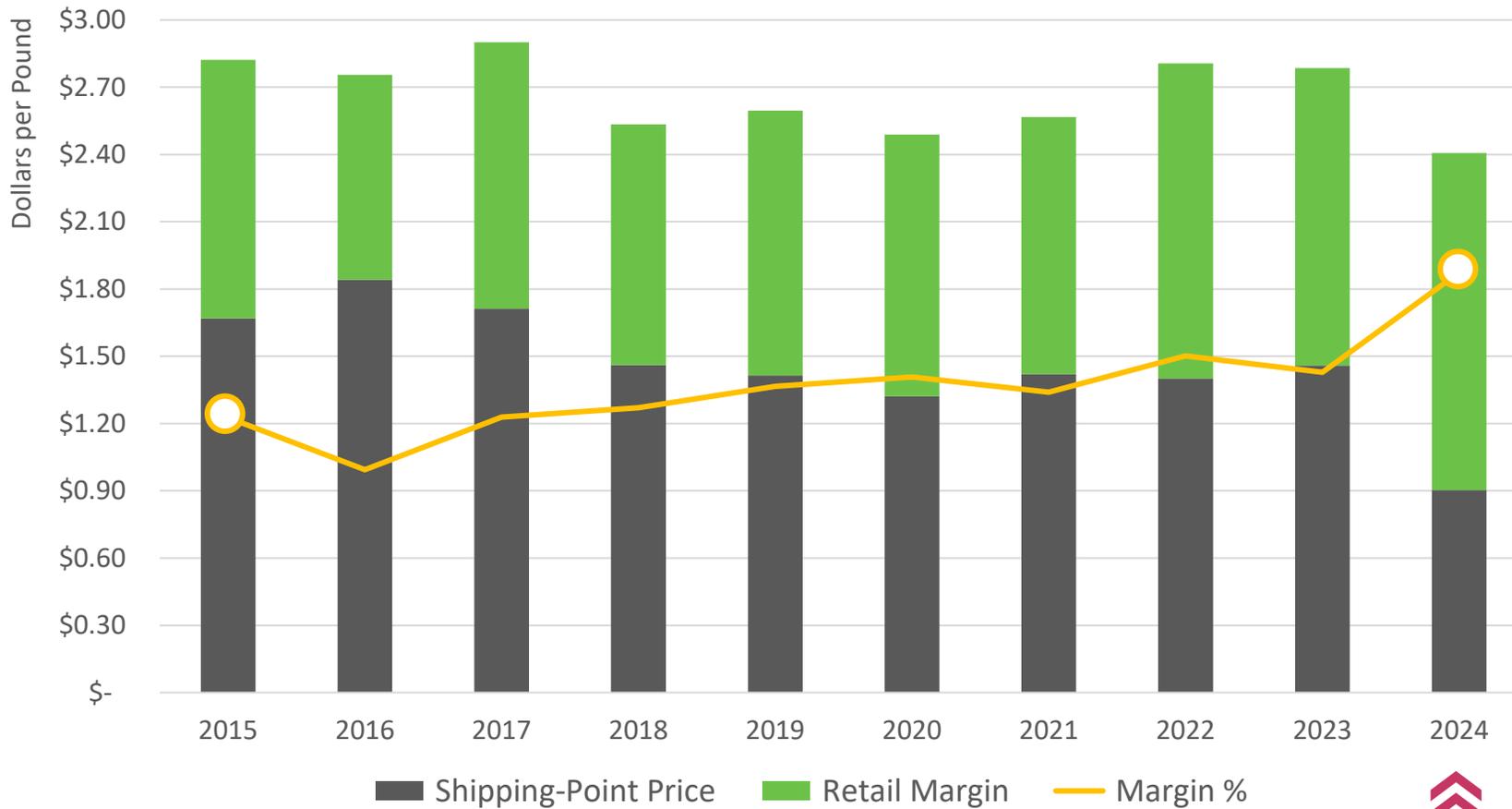
»»» Shipping-Point Price AVG:
\$0.76 / LB



Sources: USDA, AMS; USApple



U.S. Apple Retail Margin: Honeycrisp

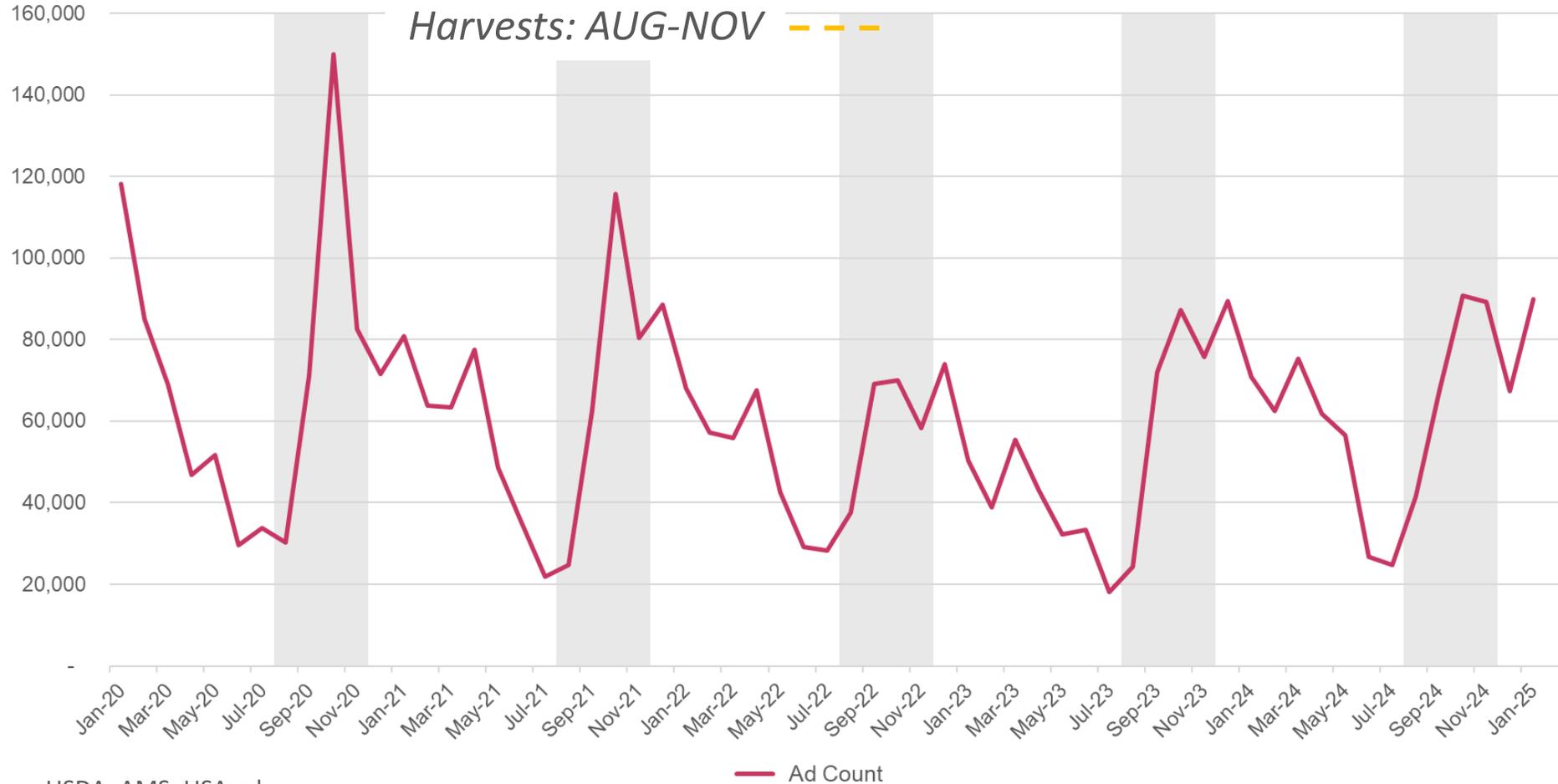


- Retail Margin AVG:**
\$1.21 / LB
45%
- Retail Price AVG:**
\$2.67 / LB
- 6%**
- Shipping-Point Price AVG:**
\$1.46 / LB
- 18%**



Sources: USDA, AMS; USApple

U.S. Apple Retail Promotions



JAN 2020 – JAN 2025

3.7 M “Promotions”

Honeycrisp: 29%

Gala: 20%

Fuji: 17%

Pink Lady: 7%

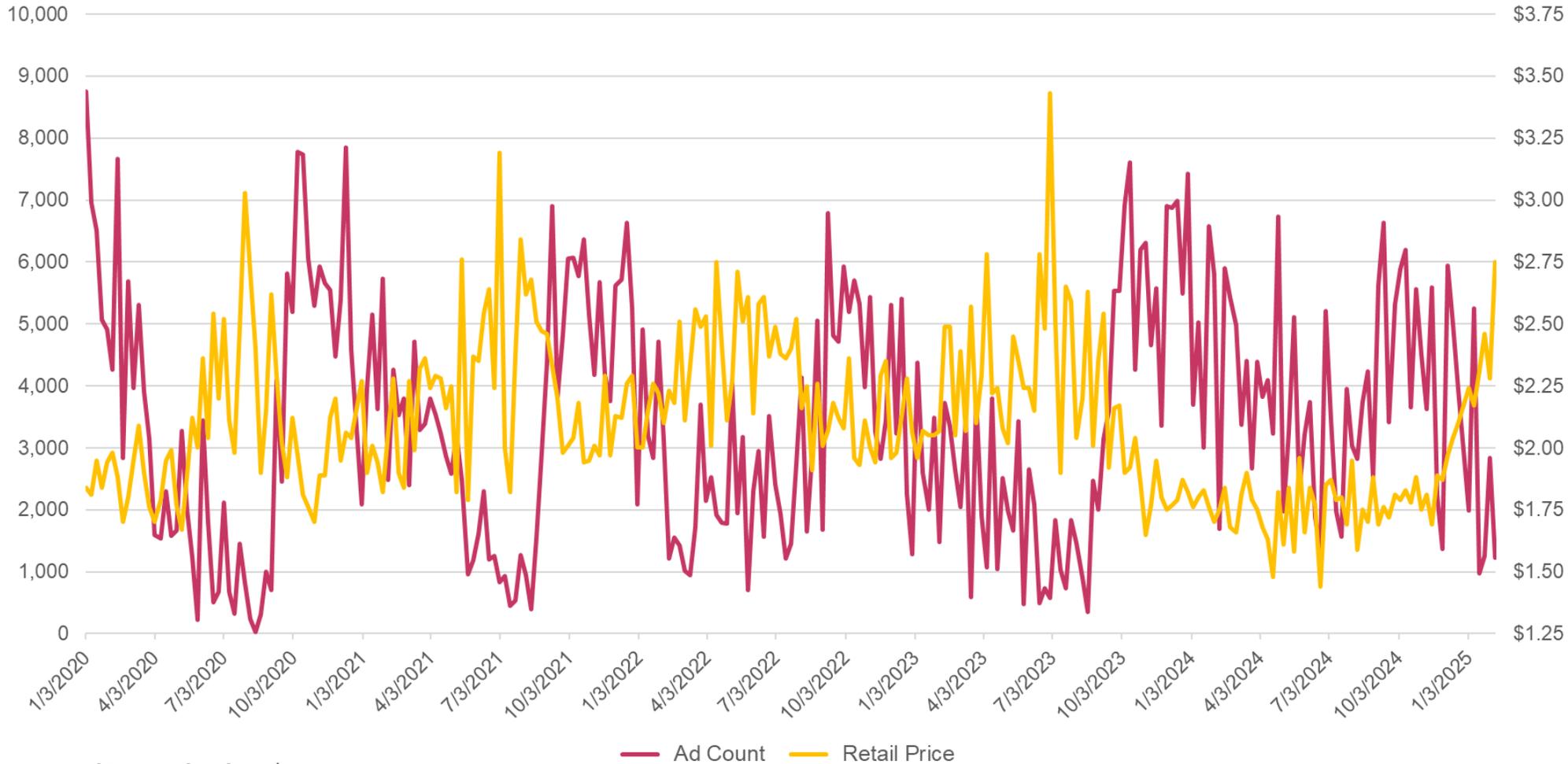
Red Delicious: 5%

National survey includes 271 retailers comprising 29,700 stores with online weekly advertised features.



Sources: USDA, AMS; USApple

U.S. Apple Retail Promotions



Honeycrisp

Seasonal Ad Count

- 2020/21: 3,300
- 2021/22: 3,200
- 2022/23: 3,000
- 2023/24: 4,200
- 2024/25: 3,800 (to date)

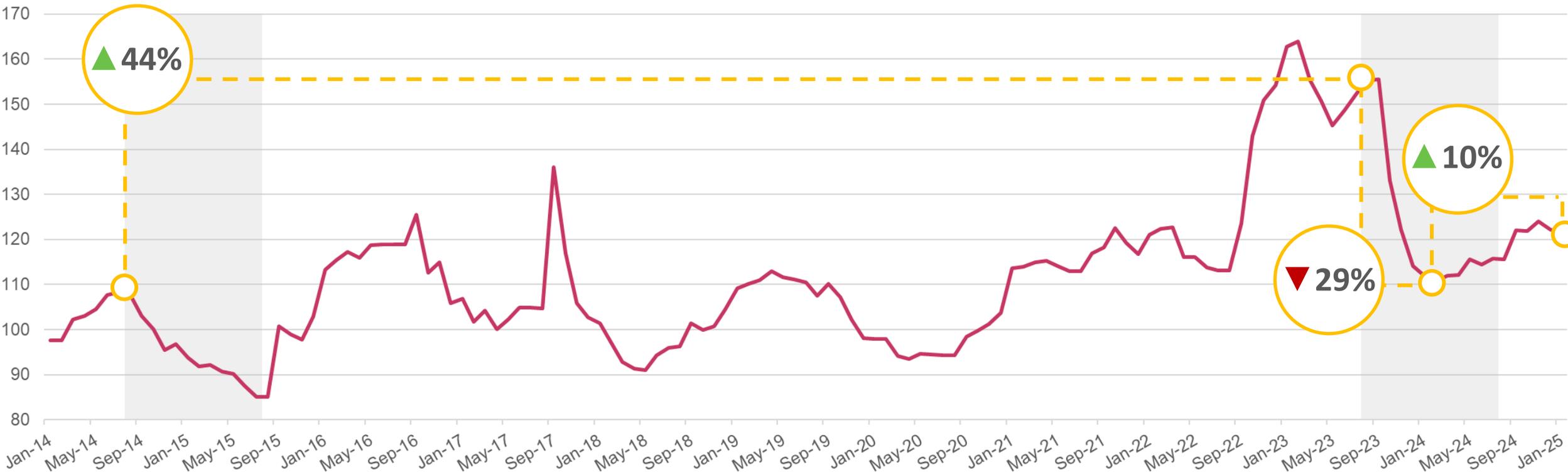
Cosmic Crisp®
 JAN 2025 **22%**



Sources: USDA, AMS; USApple

— Ad Count — Retail Price

U.S. Apple Cost Inflation: **Producer Price Index**



Sources: FRED; USApple



U.S. Apple Labor Costs



2025 Adverse Effect Wage Rates (AEWR)

U.S. Average	\$17.74/hr	▲ 4.3% YOY
Apple States	\$18.67/hr	▲ 2.5% YOY
2015 Apple States	\$11.51/hr	▲ 62% <i>over decade</i>



\$19.97/hr

▲ 1% YOY



\$19.82/hr

▲ 3% YOY



\$19.82/hr

▲ 3% YOY



\$18.83/hr

▲ 6% YOY



\$18.15/hr

▼ 2% YOY



\$17.96/hr

▲ 4% YOY



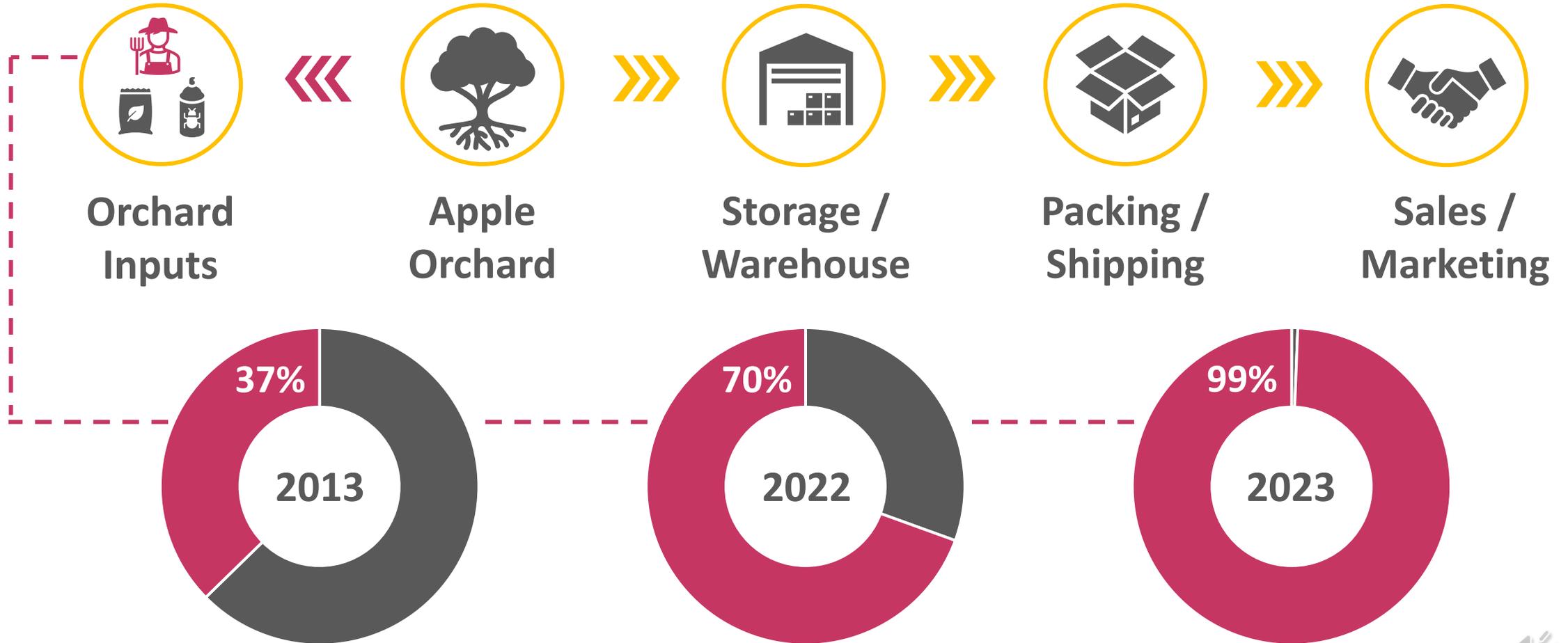
\$16.16/hr*

▲ 2% YOY

Sources: USDOL, ETA; USApple



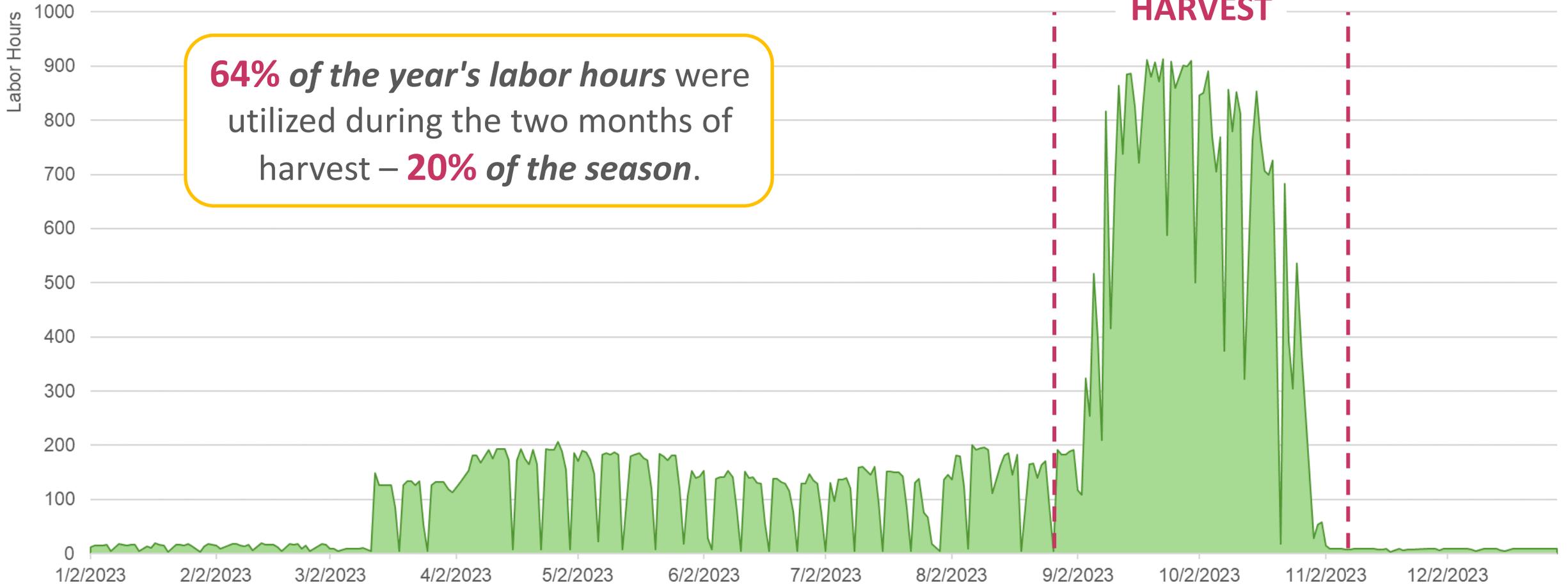
WA Apple Grower Financial Analysis



Sources: NHC; USApple



U.S. Apple Labor Availability



64% of the year's labor hours were utilized during the two months of harvest – **20%** of the season.

Sources: MI Grower; USApple



USApple Key Take-Aways

 ▶ 2024/25 production likely greater than initial estimates, but down YOY.

 ▶ 2023/24 remaining crop likely not a significant issue.

 ▶ 2024/25 movement is off to a great start – mix of “old” and “new” apples.

 ▶ 2024/25 exports off to a decent start – **potential trade war primary concern.**

 ▶ 2017-2022 building additional capacity: new/renewed acres, better packouts.

 ▶ 2024/25 CPI and grower prices ticking up, but so is PPI driven by **labor costs.**

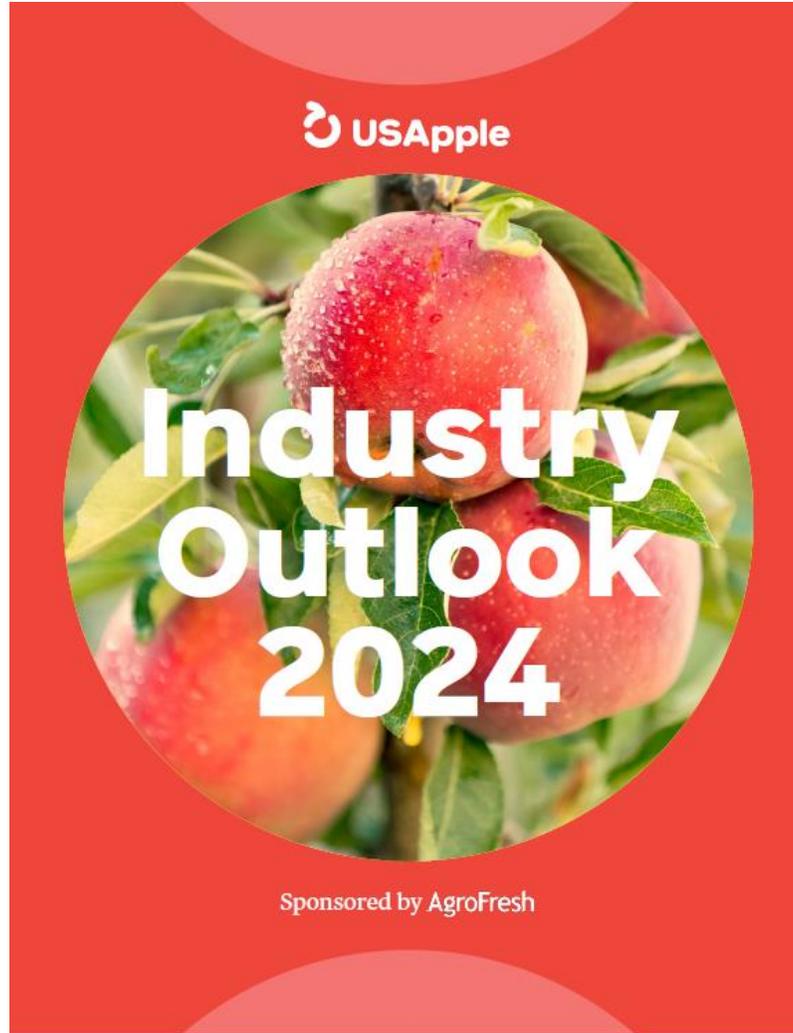


Thank You!

*Better data,
better decisions.*

Christopher Gerlach

Vice President, Insights & Analytics
U.S. Apple Association
cgerlach@usapple.org



Capitol Hill Day
March 25, 2025
Washington, DC

Outlook
August 13-15, 2025
Chicago, IL

