

Recent Trends in Organic Tree Fruit Production: 2001

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www.tfrec.wsu.edu “Organic & Integrated”



Organic pears near Chelan, WA



“Which half of the world will starve if we switch to organic farming?” *Earl Butz, former US Secretary of Agriculture*

Encouraging Trends

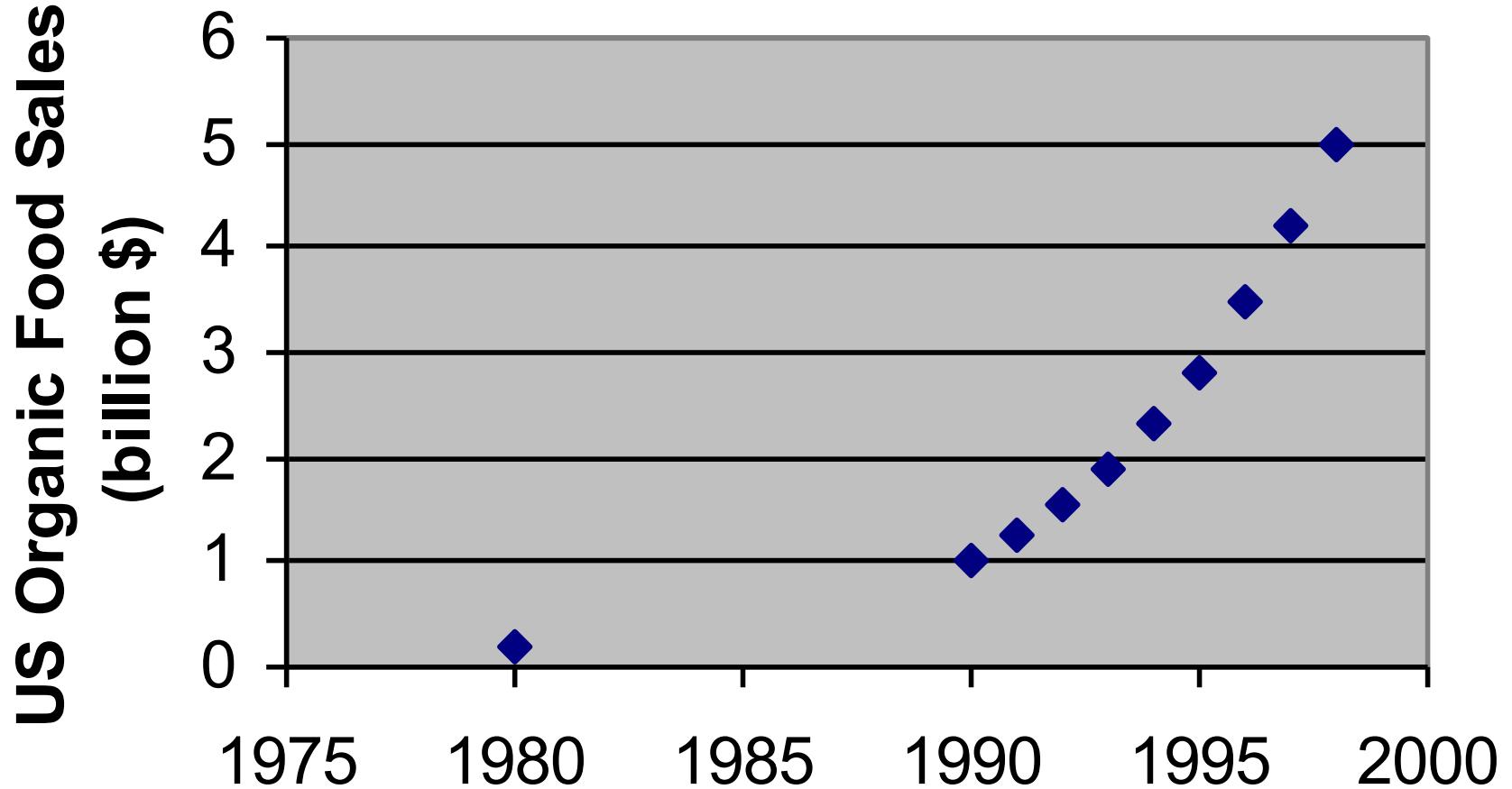
- **Consumer trends around “wellness”**
- **Increased organic food sales and availability**
- **More public interest in food system, ecosystem services, role of ag in society**
- **More public and private support for organic farming**
- **More regulatory certainty (USDA National Organic Standard)**
- **Organic = “GMO free”**

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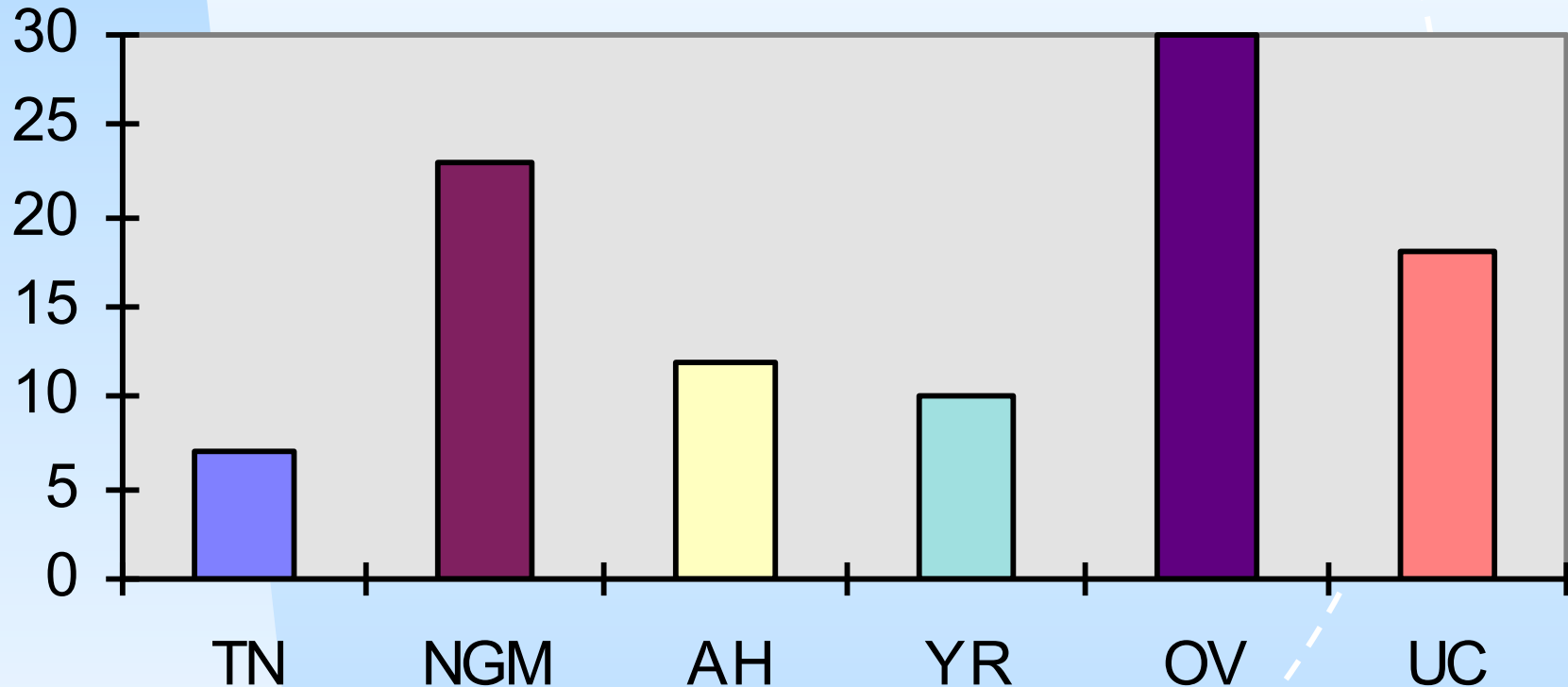
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Organic food sales in the US



Source: Organic Trade Association

Segments of total population by environmental attitude (%)



TN = True Naturals
OV = Overwhelmed
NGM = New Green
Mainstream

AH = Alternative Healers
UC = Unconcerned
YR = Young Recyclers
(Hartman, 1996)

Concerns

- **More tree fruit growers and acres, domestic and foreign - More supply than demand right now ?**
- **“Industrial” organic**
- **More scrutiny and criticism of organic**
- **Convergence of conventional and organic on the farm**



Estimated World Organic Apple and Pear Acreage - 2001

Certified Acres

	<u>Apple</u>	<u>Pear</u>
U.S.	17,572	2,798
Canada	800	60
Europe*	8,675	3,665
South America	1,385	932
New Zealand	2,873	163
Total	31,005	7,618

China ??

*Europe data from 2000

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U.S. Organic Tree Fruit Acreage - 2001

	<u>Apple</u>	<u>Pear</u>	<u>Cherry</u>	<u>All fruit</u>
WA	6540	1308	303	8436
CA	4529	842	179	8662
AZ	2800	--	30	2830
CO	1535	100	133	1923
ID	503	--	--	506
OR	350	500	25	1180
Others	1015	48	57	1198
Total US	17,272	2798	727	24,735
WA trans.	3411	642	280	4408

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Organic Tree Fruit Acreage in WA - 2001

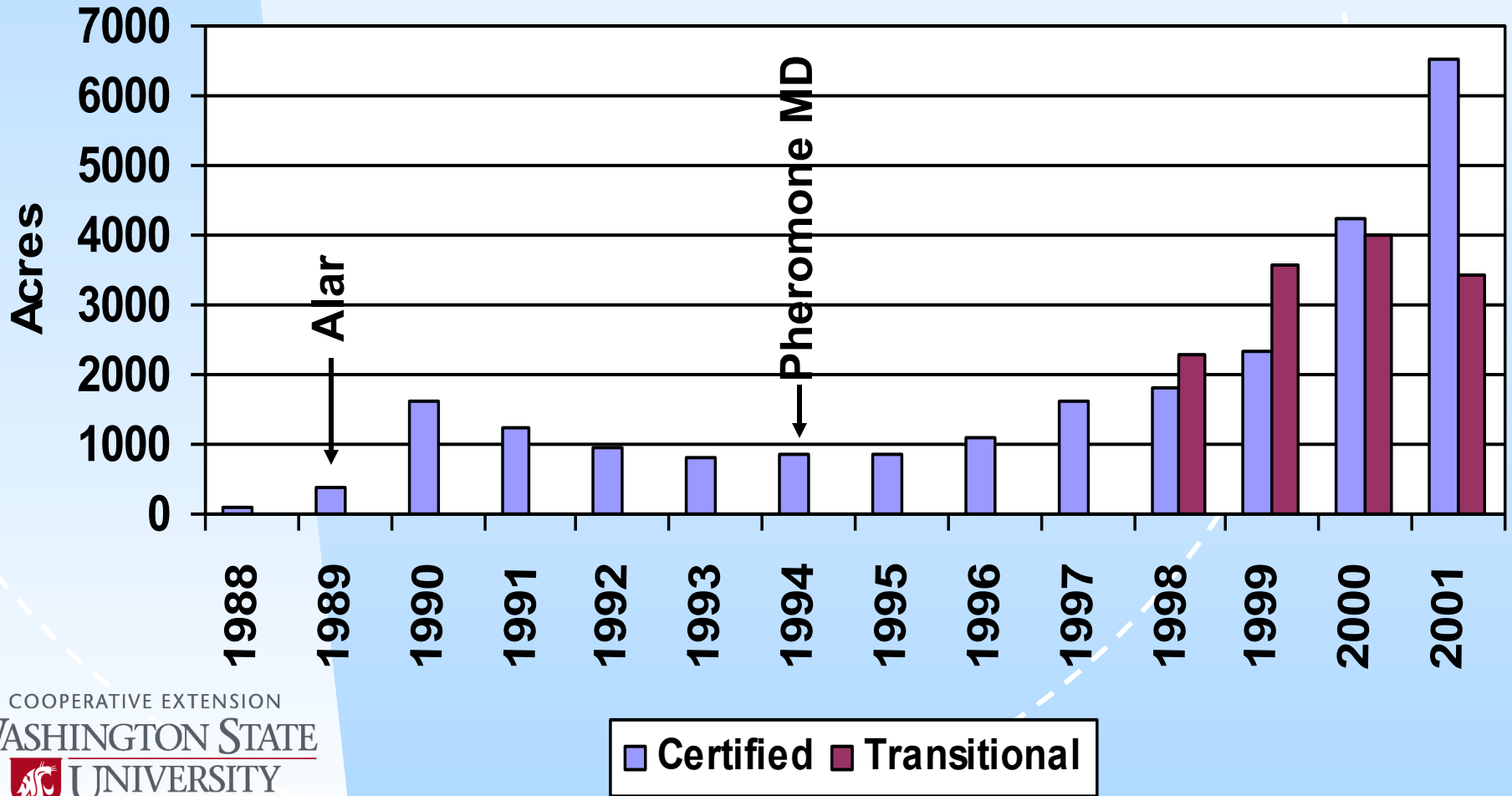
	<u>Cert.</u>	<u>Trans.</u>	<u>Total</u>
Apples	6540	3411	9951
Pears	1308	642	1950
Cherries	303	280	583
Apricots	49	4	53
Peaches	126	31	157
Nectarines	57	26	84
Plums	54	14	68
Total	8436	4408	12844

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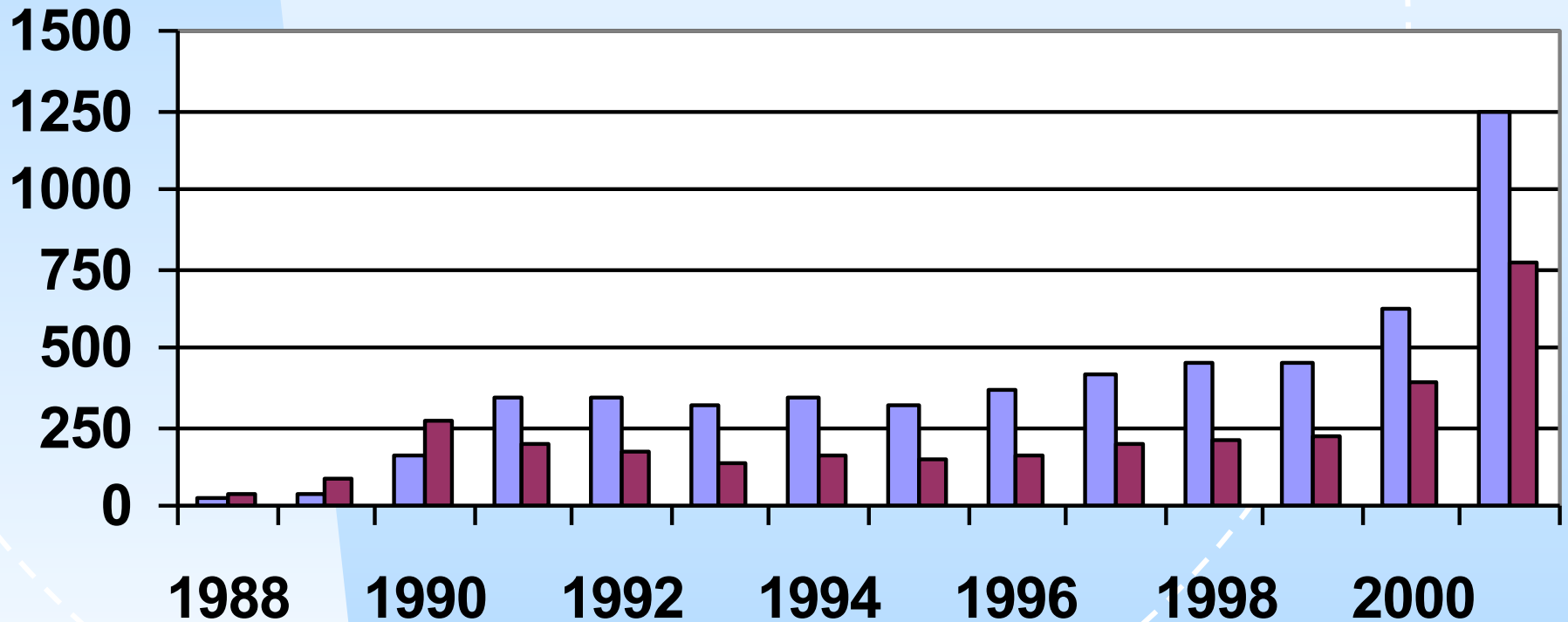


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Organic Apple Acreage in Washington State

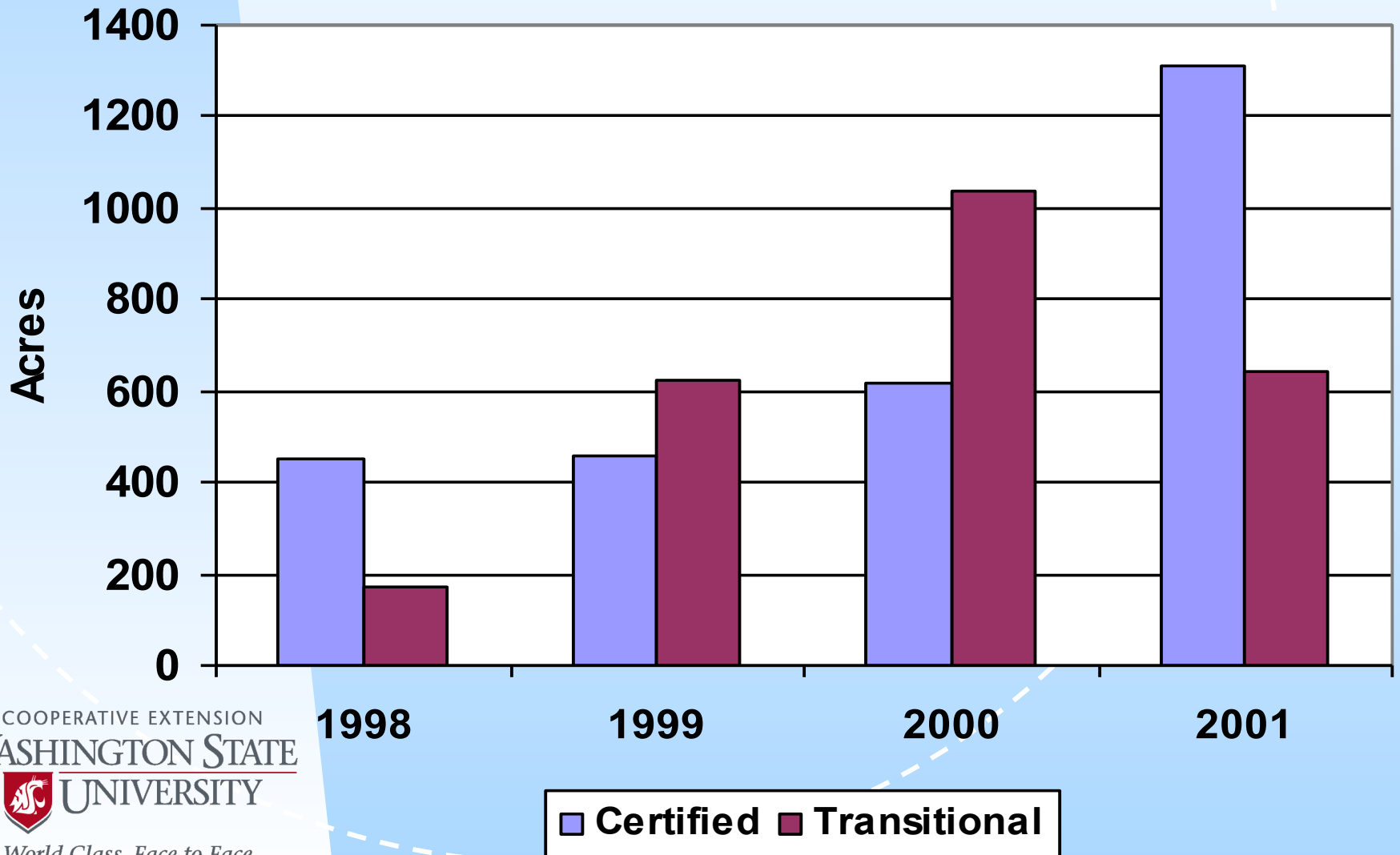


Organic Pear and Stone Fruit Acreage in Washington State

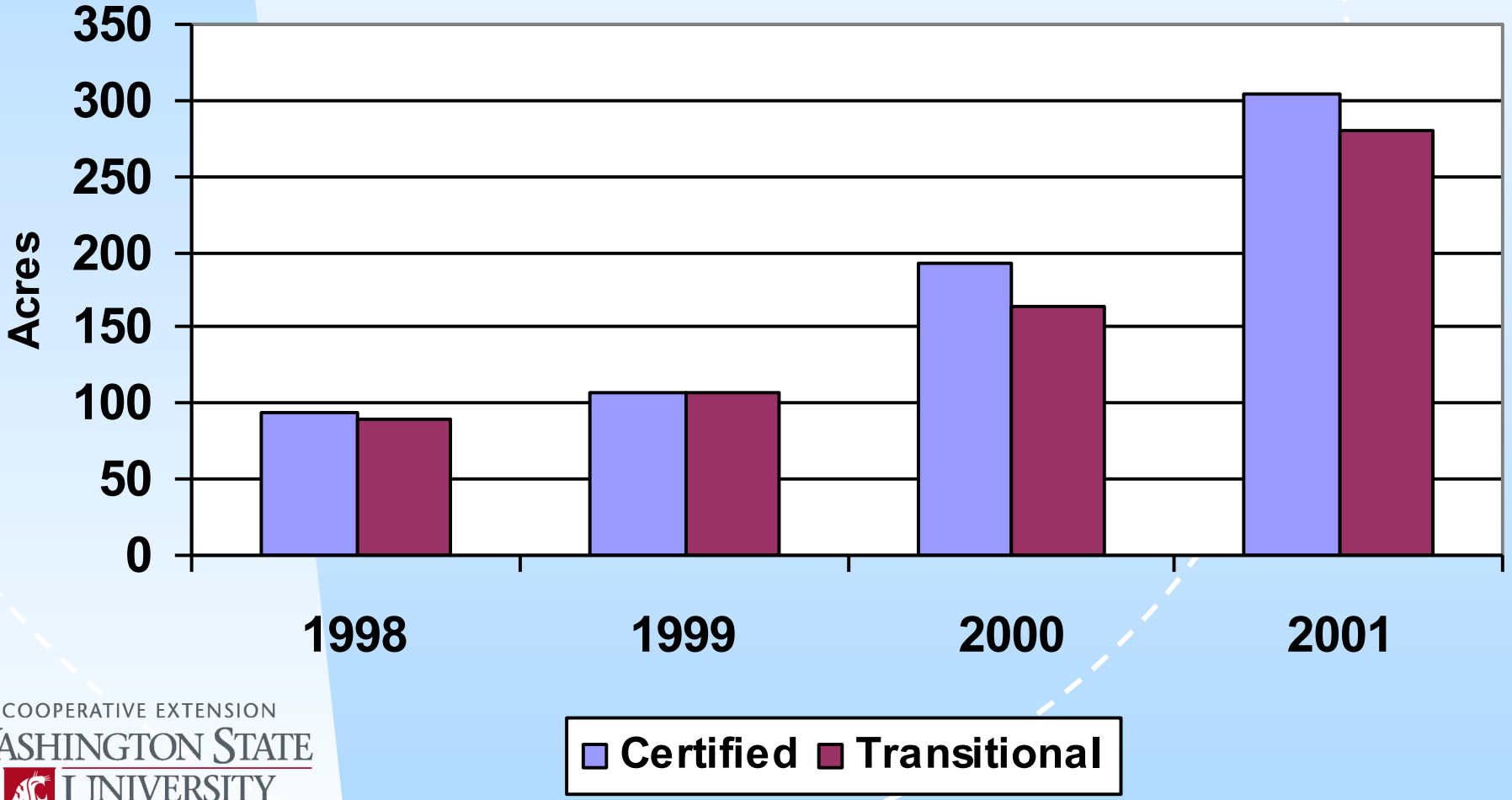


■ Pear ■ Stonefruit

Organic Pear Acreage in Washington State

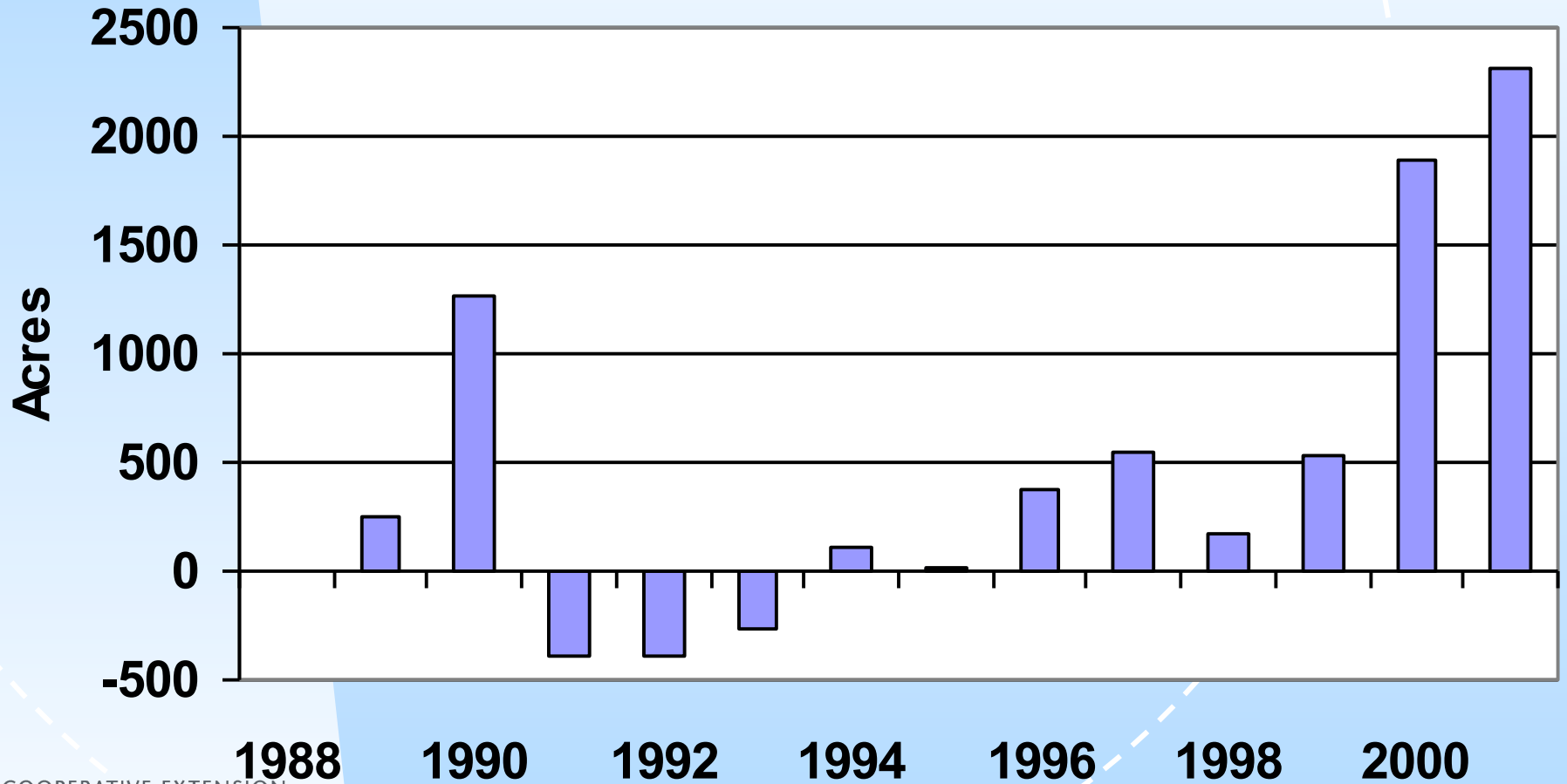


Organic Cherry Acreage in Washington State



■ Certified ■ Transitional

Annual Changes in Organic Apple Acreage – Washington State



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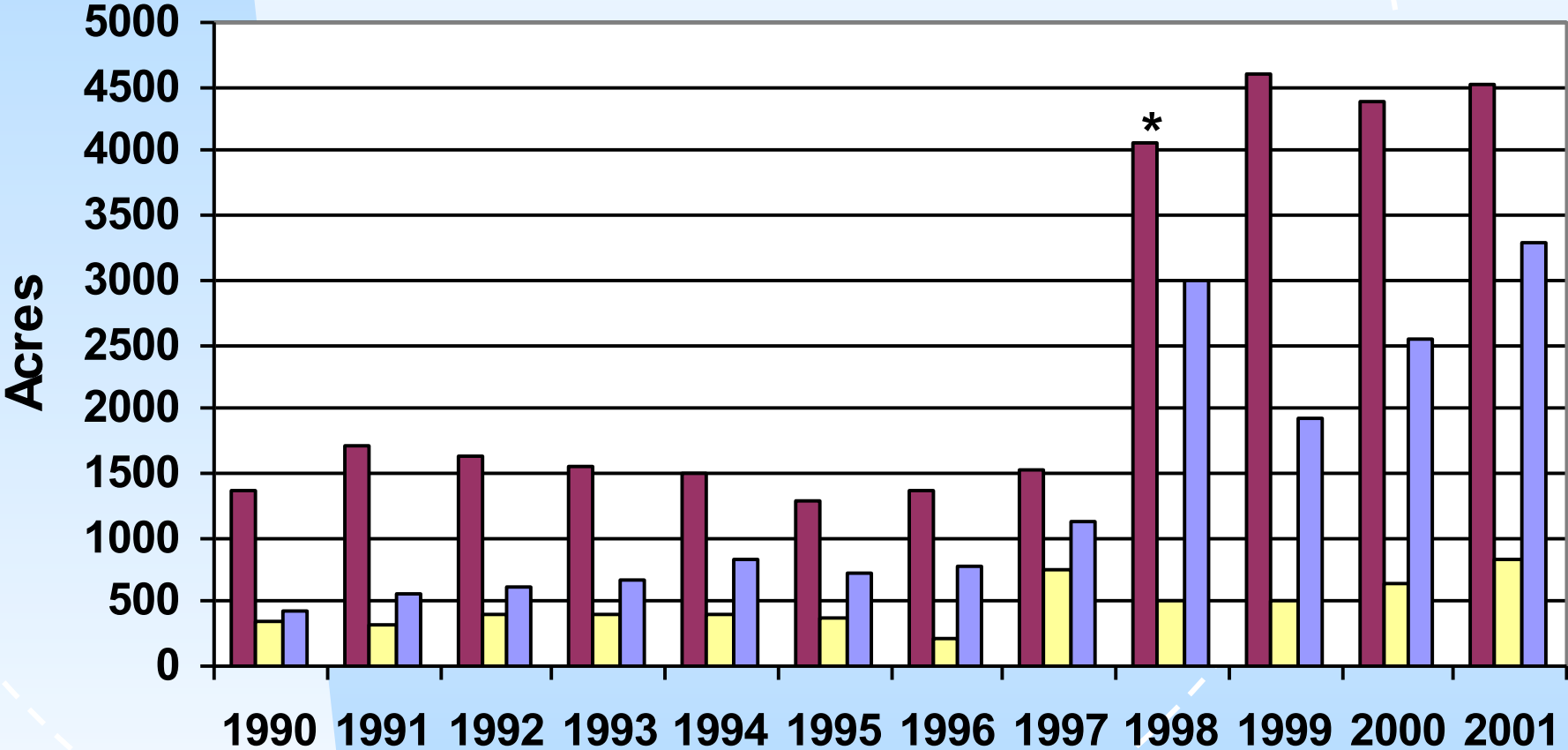
Organic Orchard Acreage as a Percent of Total Washington Orchards

	<u>Apple</u>	<u>Pear</u>
1996	0.68	1.49
1997	0.96	1.68
1998	1.05	1.84
1999	1.36	1.87
2000	2.48	2.54
2001	3.90	5.27
2001 (C+T)	5.92	7.86

Based on USDA-National Agricultural Statistics for bearing acreage



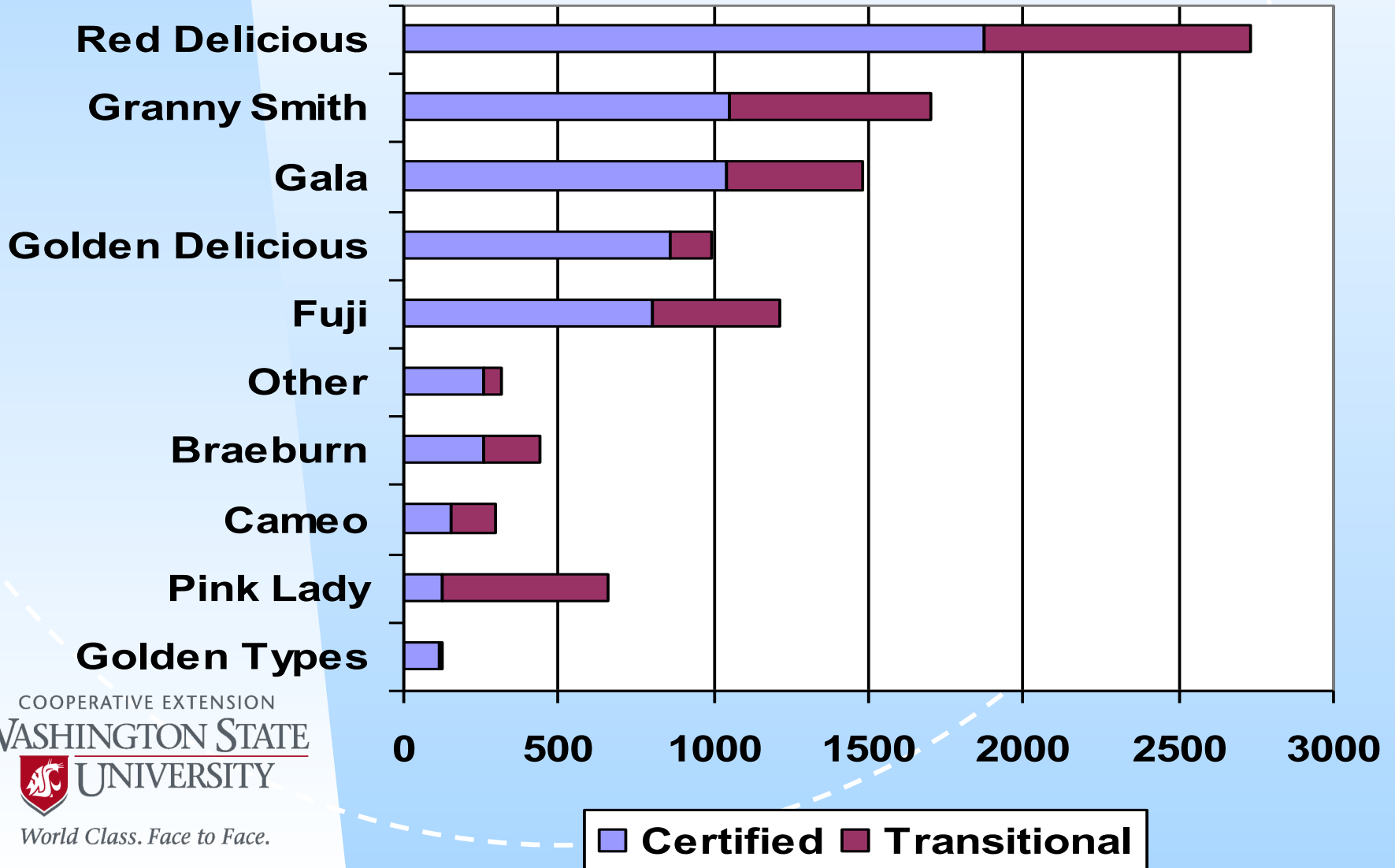
California Organic Tree Fruit Trends



■ Apple ■ Pear ■ Stonefruit

* Data source changed to CDFA

WA Organic Apple Acreage by Variety 2001



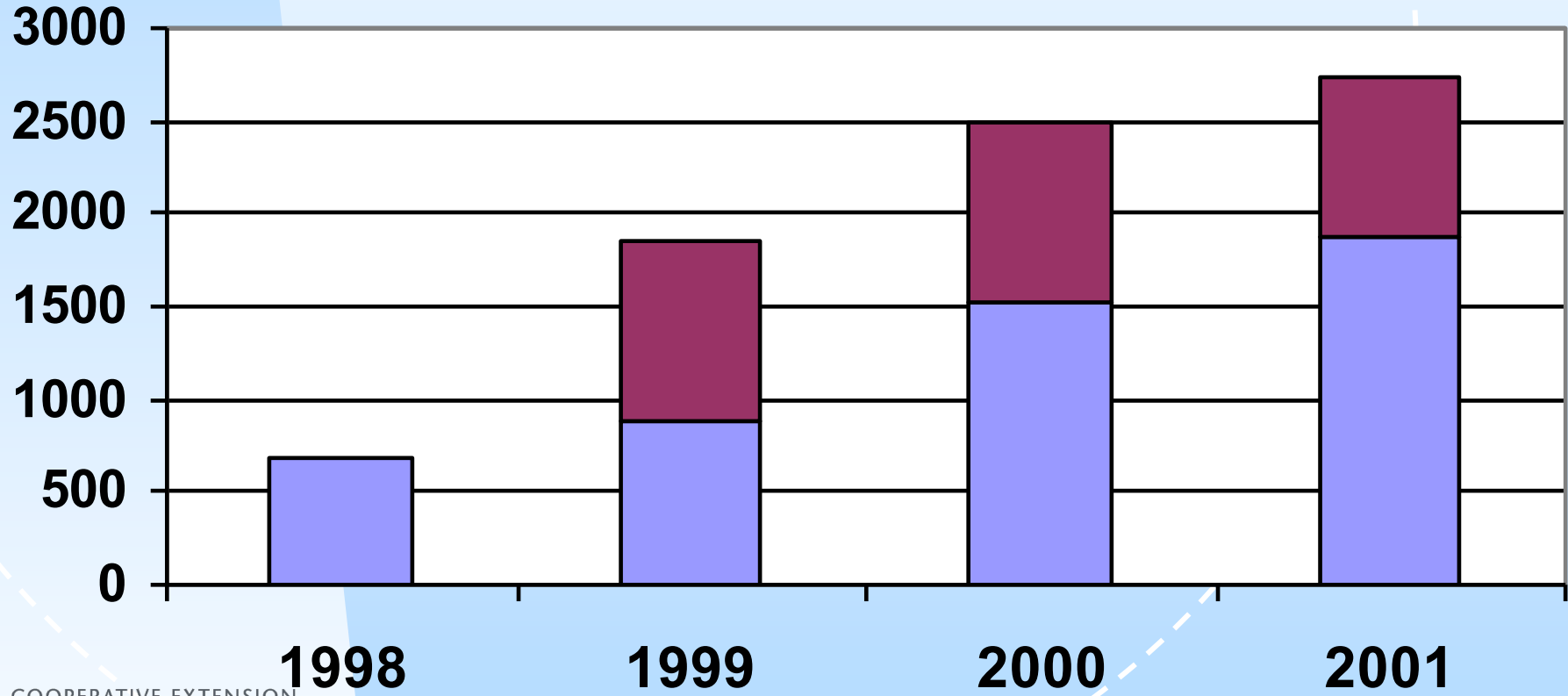
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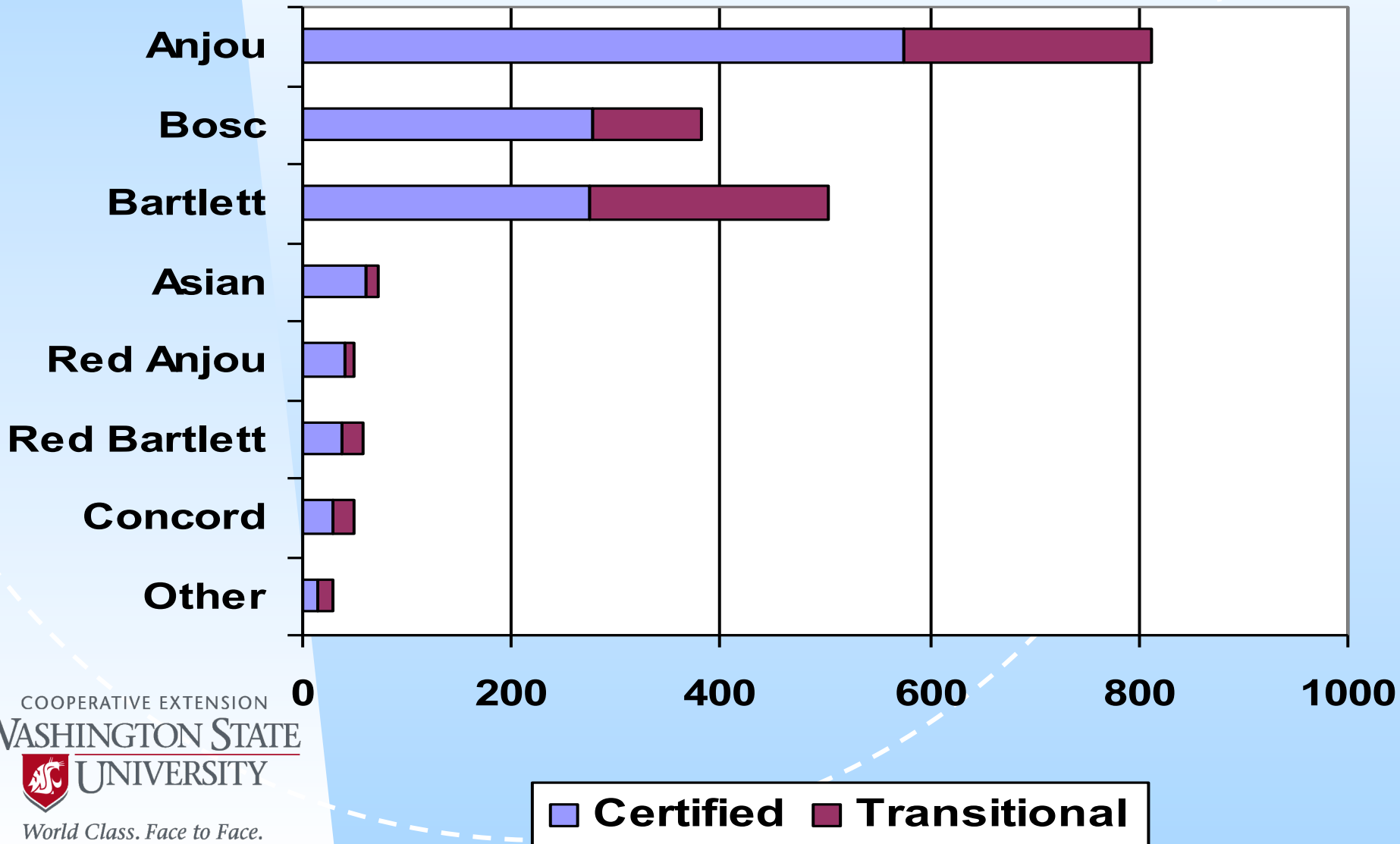
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WA Organic Red Delicious Acreage

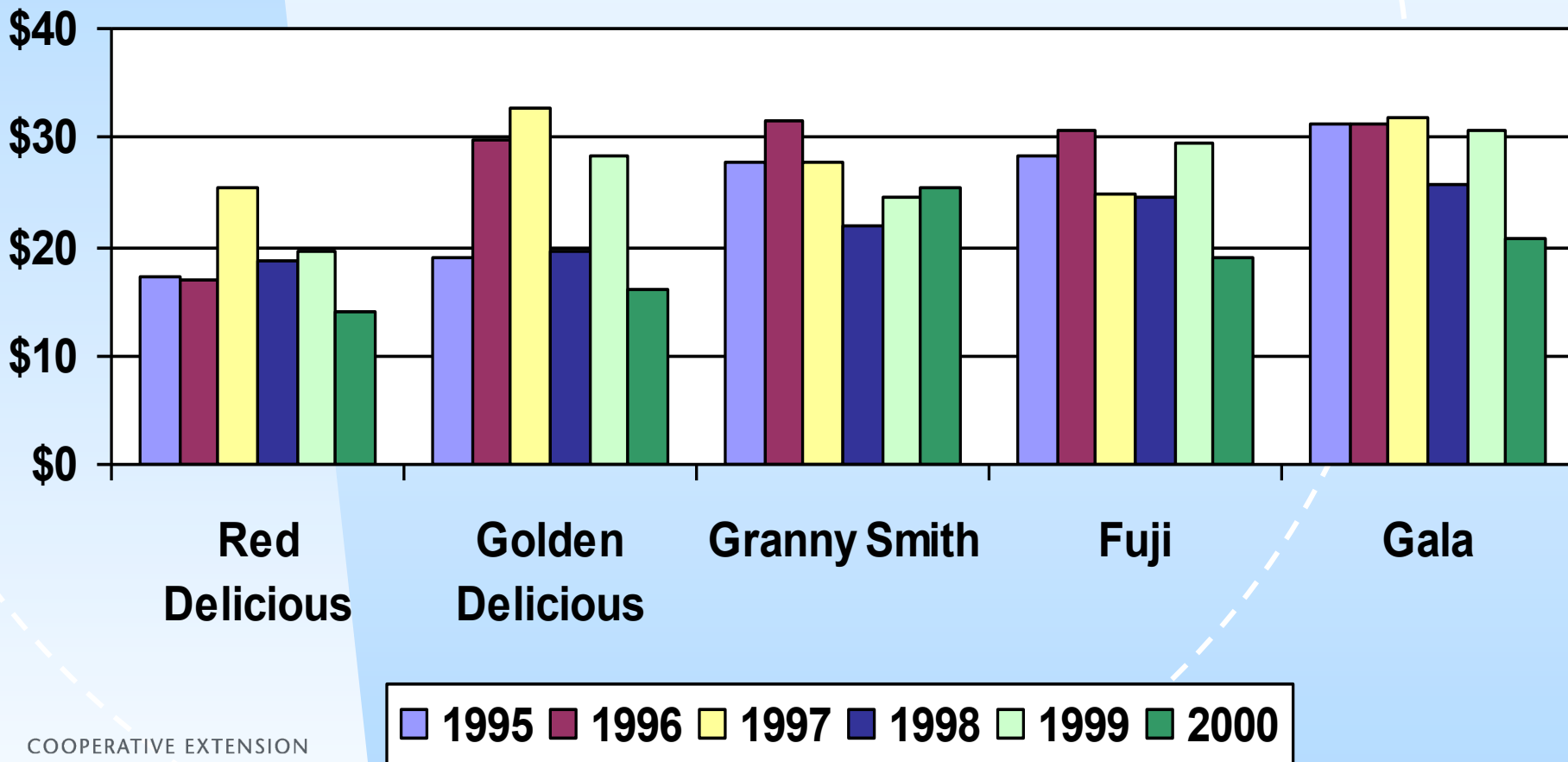


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WA Organic Pear Acreage by Variety 2001

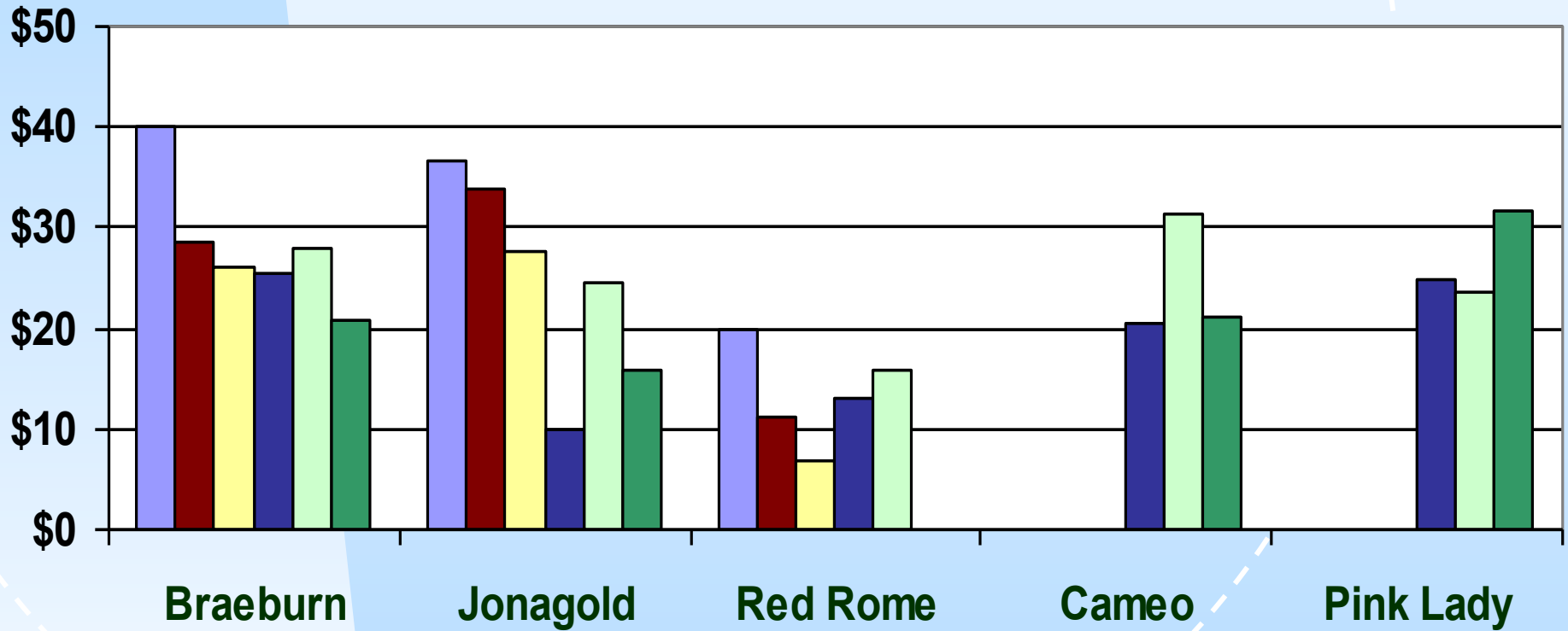


WA Organic Apple Prices (\$ per box FOB)



Source: Washington Growers Clearinghouse

WA Organic Apple Prices (\$ per box FOB)

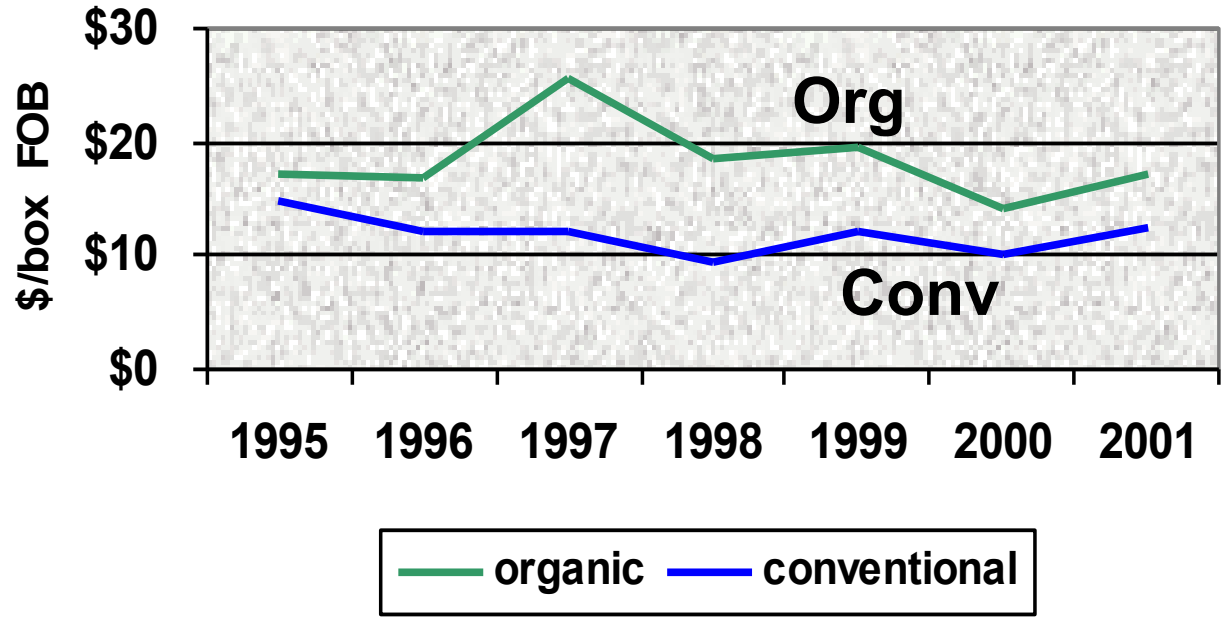


■ 1995
 ■ 1996
 ■ 1997
 ■ 1998
 ■ 1999
 ■ 2000

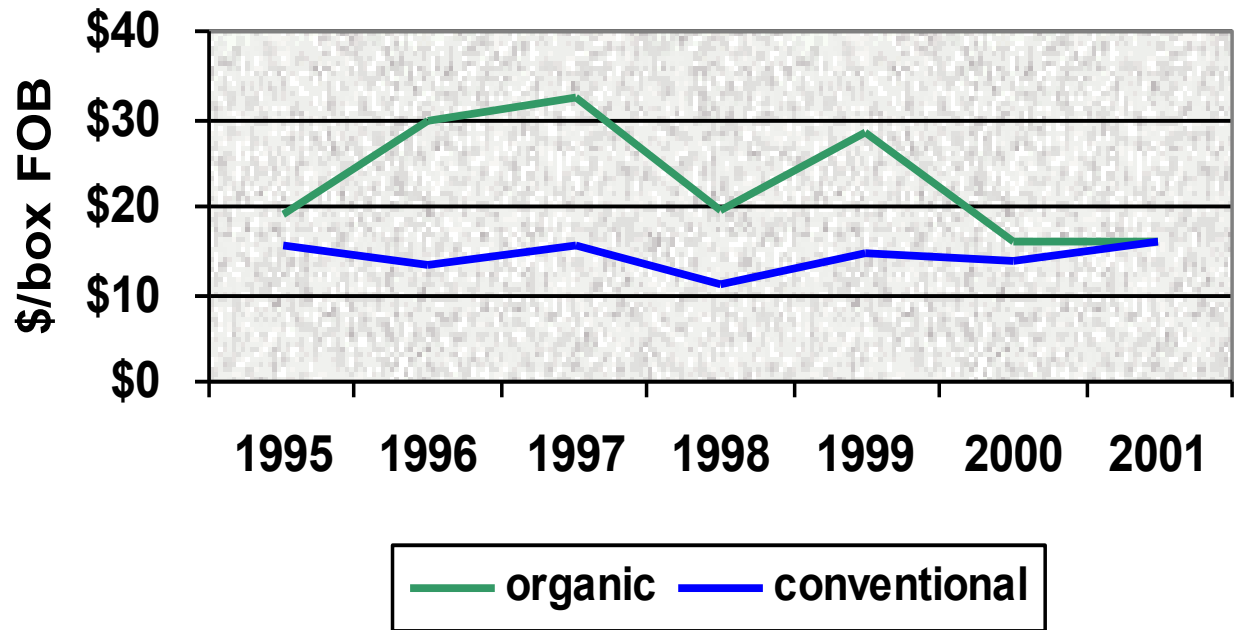
Source: Washington Growers Clearinghouse

Price Trends

Red
Delicious

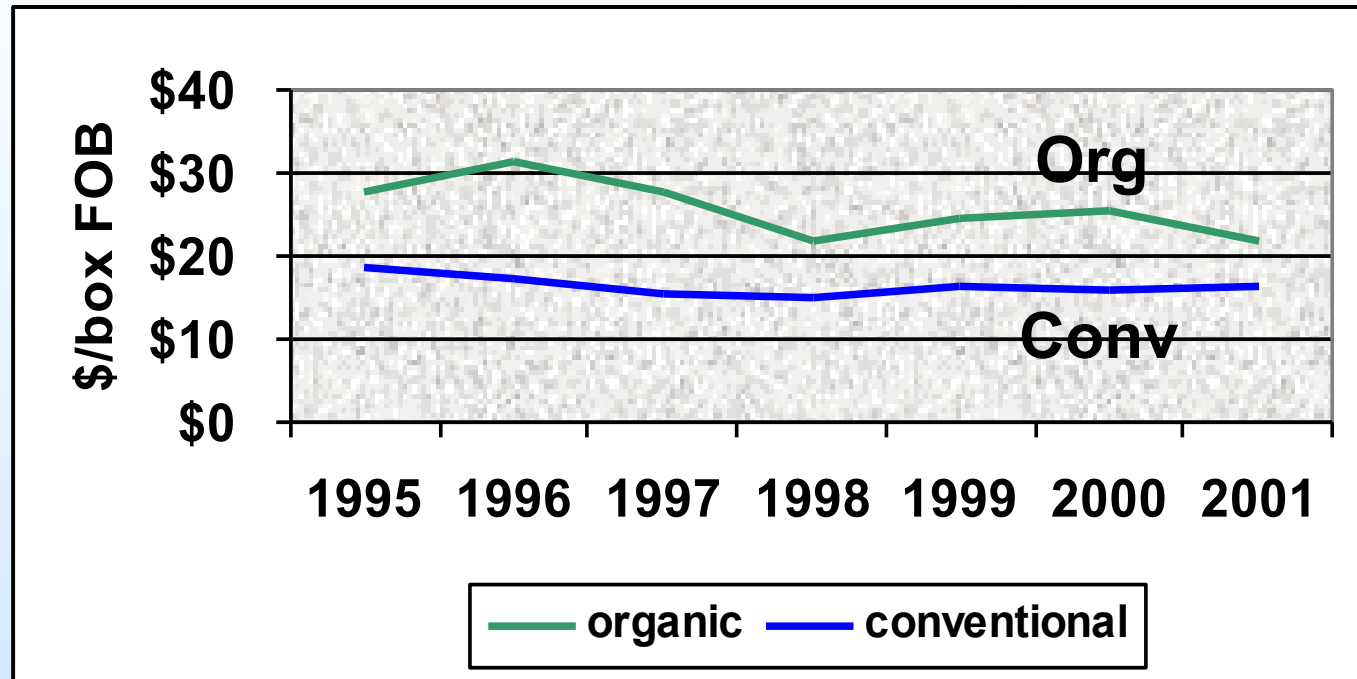


Golden
Delicious

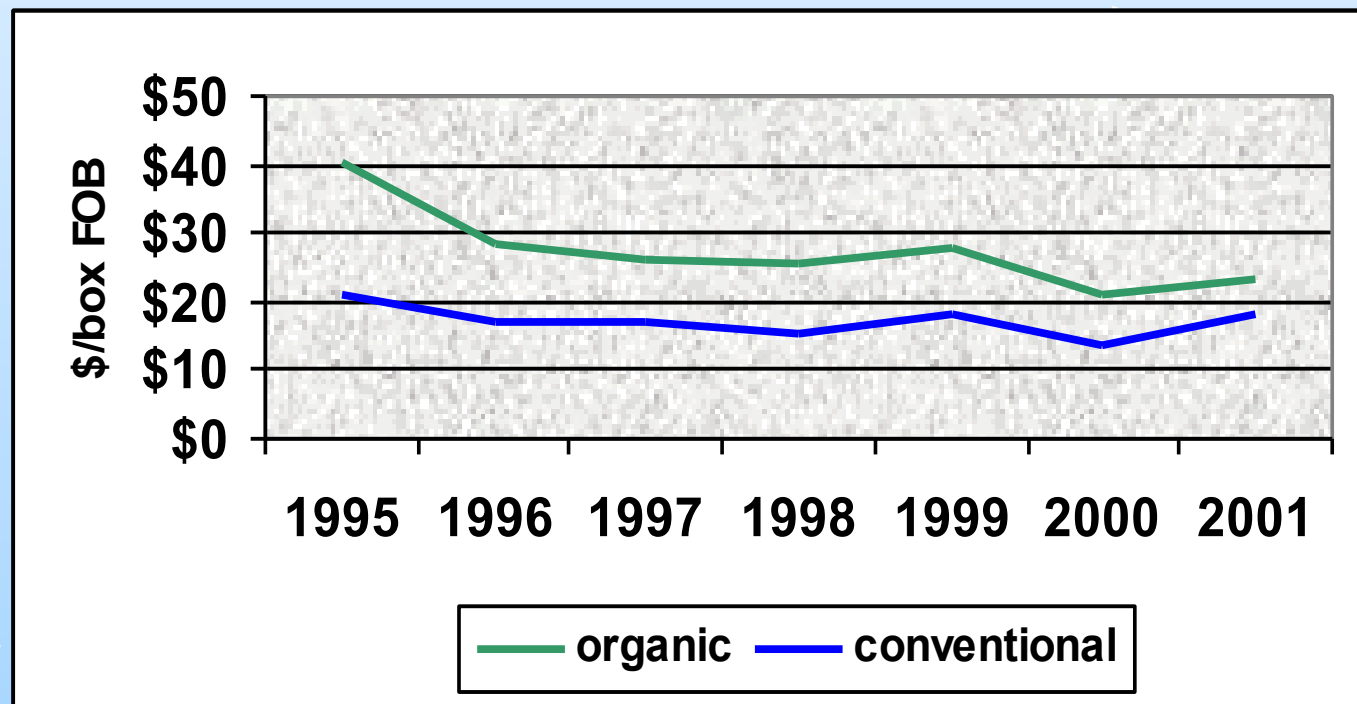


Price Trends

Granny Smith

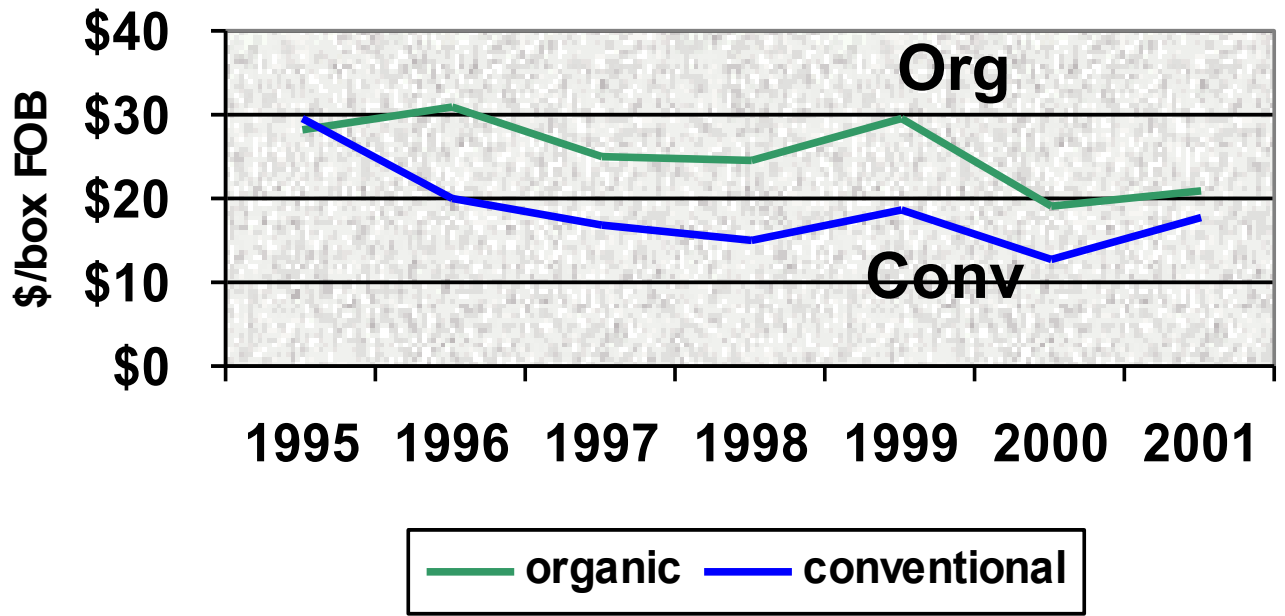


Braeburn

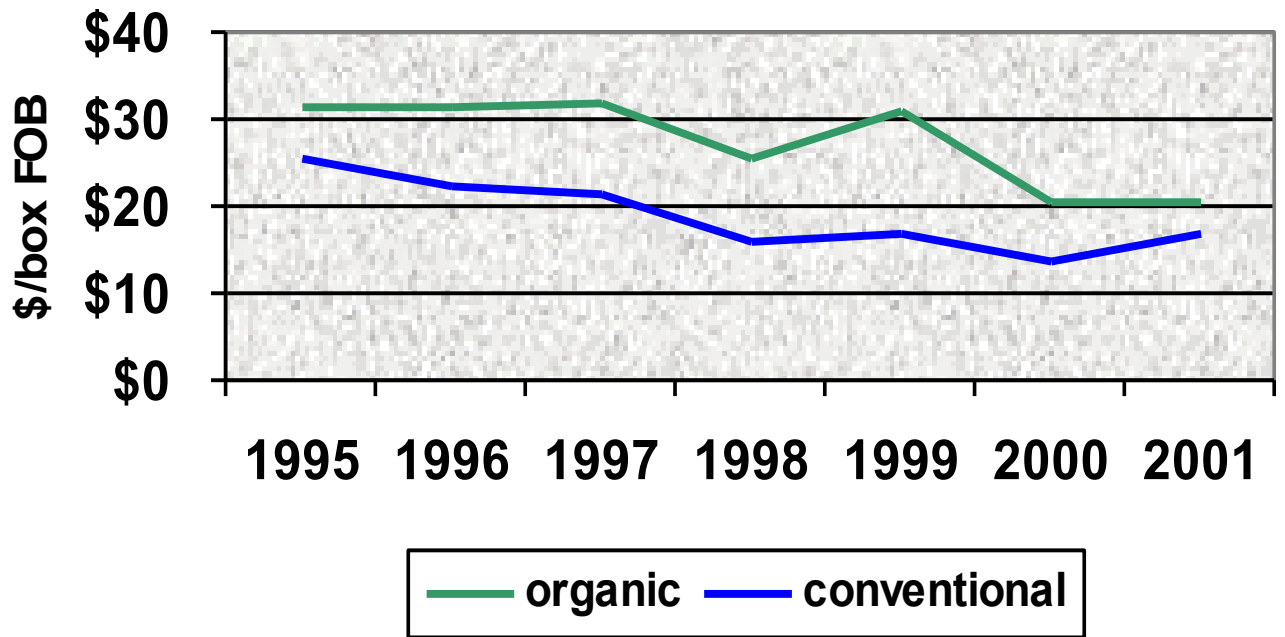


Price Trends

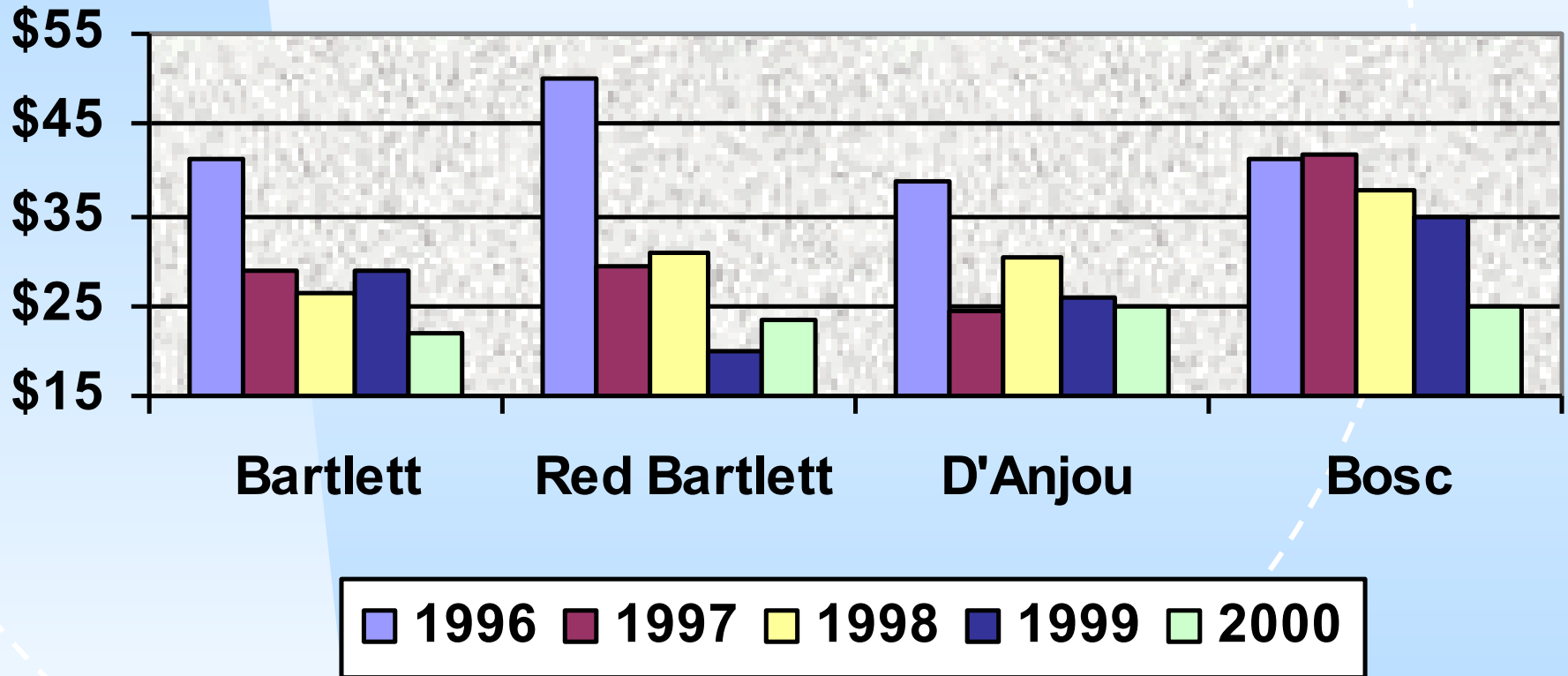
Fuji



Gala



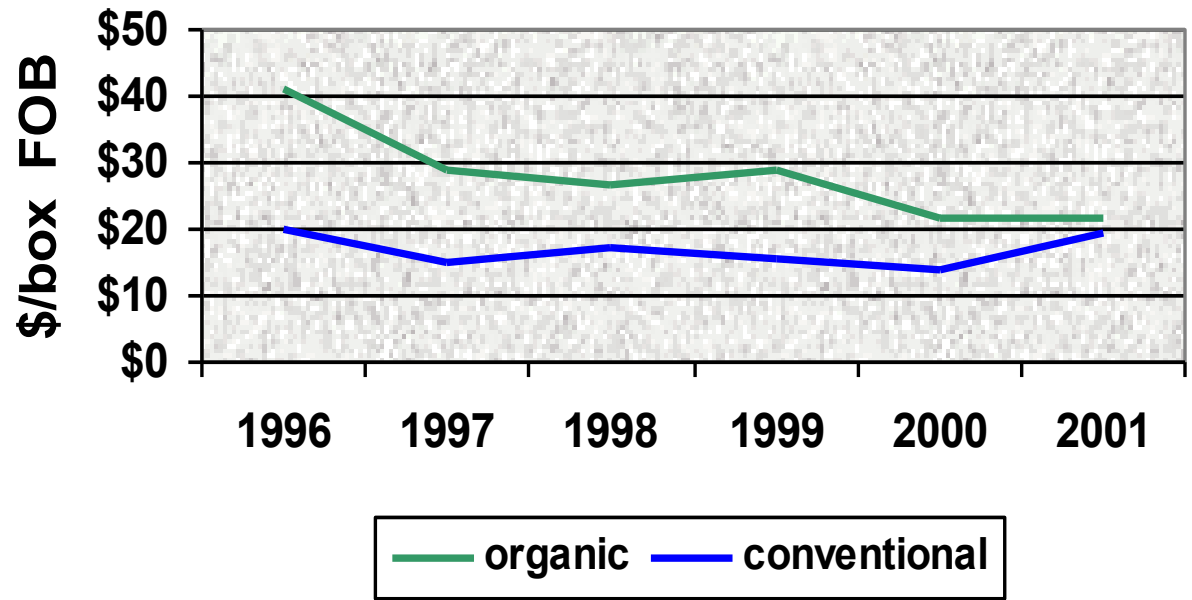
WA Organic Pear Prices (\$/box FOB)



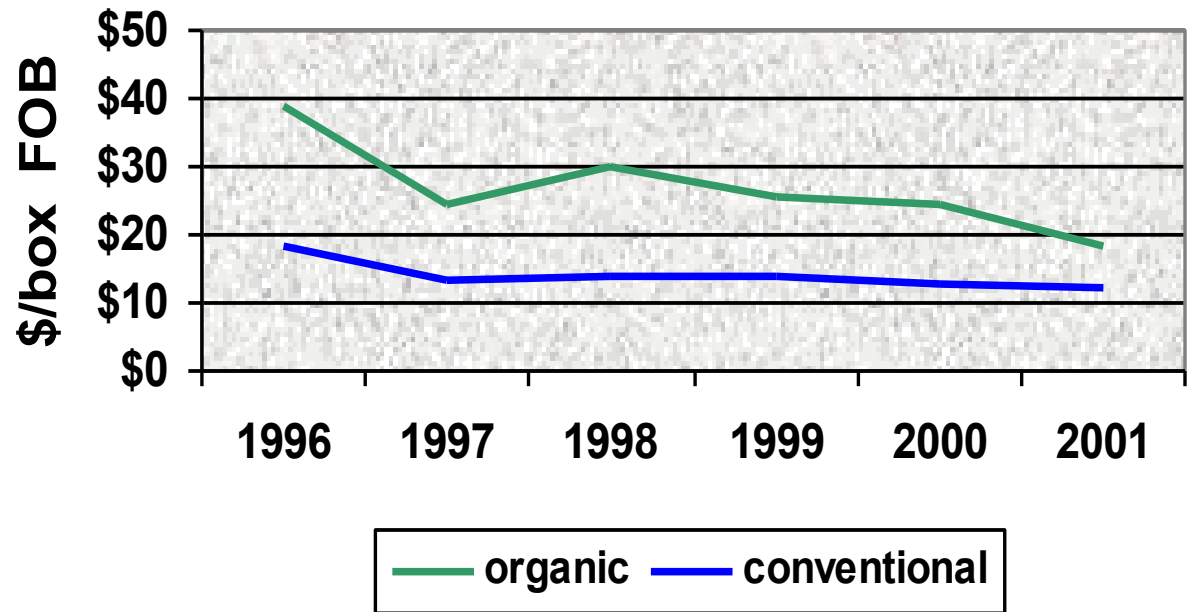
Source: Washington Growers Clearinghouse

Price Trends

Bartlett

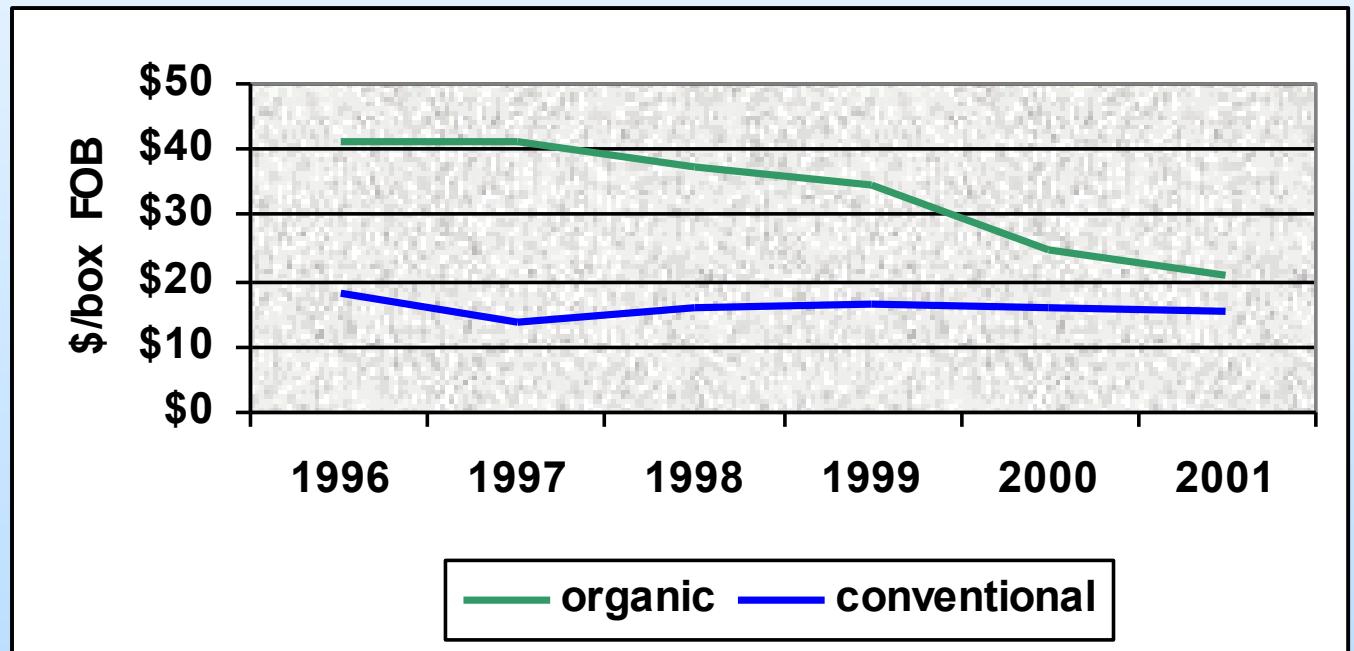


D' Anjou



Price Trends

Bosc



Organic Tree Fruit Research Needs

Semi-arid regions (western North America, Argentina) – weed control, insect pests, fruit thinning, fertility, replant disease

Humid regions (Michigan, NY, Europe) – scab, insect pests, weed control, fruit thinning, fertility



Research Response in PNW

- Pheromone mating disruption for codling moth
- New biorational pest control tools (Spinosad, kaolin, oils, repellents)
- Mulching systems for weed control
- Cover crops
- Biocontrol of replant disease
- Compost, soil quality
- Natural thinners
- Organic tree fruit statistics

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Looking Ahead ...

Organic:

... is on the leading edge of sustainable agriculture; not the endpoint.

... doesn't guarantee “no spray, no chemicals, no residues, no synthetics, tastier, healthier, family farm, local.”

... cannot remain static and must continually improve.

Keep Your Eye on the Consumer

- **More interest in food and farm attributes outside the organic rule (labor, wildlife, food miles, energy...). ‘Beyond Organic’ or ‘Organic Plus’**
- **Organic fruit and “wellness” – apples and antioxidants. Pre-sliced organic apples as a snack food alternative?**
- **“Taste, face and place.” Where is there more consumer loyalty – local, fresh, non-organic vs. imported organic Chilean fruit?**

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“Take care of the soil ...



... and it will take care of you.”