



Have a special
Halloween promotion-
Sell apples for
treats and parties.

IOWA FRUIT GROWER'S
% Iowa State Horticultural Society
State House
Des Moines, Iowa 50319

FIRST CLASS MAIL

State Traveling Library
Historical Bldg.
1112 E. Grand Avenue
Des Moines, Iowa 50316



with customer response. Price ranges primarily due to quality and size differences. The market is strong. Hopefully, continued good weather will assist harvest operations and encourage customer visitations to purchase "APPLES WITH THAT IOWA FLAVOR".

NOTE: If your operation is in need of fruit for your retail operation, or if you have fruit to wholesale, please notify this office and we will list your needs in the market report. Be sure to include name, address and telephone number. Direct negotiation of your needs will hopefully be beneficial to all concerned.

AVAILABLES:

FAETH ORCHARD, RR #2, FORT MADISON, IOWA 52627

Yellow Delicious and Grimes available. Possibility of some winesap.

The Horticulture Office has been slowed due to the absence of the office secretary during the past three and one half weeks due to illness and surgery. She will be absent for several weeks and in the meantime the Department of Agriculture secretaries will help fill the gap. Machine operators, and other office details will dictate selection of priorities based upon dates and seasonal need. We anticipate fulfilling the need during the harvest season.

Requests for dues to the Iowa Fruit Grower's Association have been mailed. Many have not paid 1978 dues in order to cover costs of the market reports, we encourage remittance if not already made.

Name _____

Address _____

Telephone _____

Dues are \$2.50 for first 10 acres of orchard and \$1.00 for each 10 acres of orchard over the initial 10 acres.

Enclosed _____

Pay to IOWA FRUIT GROWER'S ASSOC.
mail to: Iowa Fruit Grower's Association
c/o Iowa Department of Agriculture
State House, Des Moines, Iowa 50319

Wisconsin-Minnesota not reporting varieties as yet that are reflective of the Iowa market. They list McIntosh, whls. - bushel (\$7.50-8.00), retail (\$8.00-12.00); Cortland, whls. - bushel (\$8.00-9.00), retail (\$8.00-12.00).

THE IOWA APPLE MARKET REPORT:

Telephone calls made September 28, indicate satisfaction in the Iowa orchards. All reports indicated a strong market with difficulty in maintaining stock to meet demand. Variances in this trend can be attributed to local situations involving uncontrollable causes (construction, etc.) Most orchards indicated minimal advertising effort, and local in nature. (local radio, newspaper, shopper and, some billboards). Most growers reported a heavy surge by customers for fresh apples direct from the orchard. The apple pie (frozen and baked) operation of one orchard is an interesting operation; an operation requiring special facilities. Pick-your-own operations again reveal a good acceptance by Iowa customers as well as by growers. A few orchards report that pick-your-own operations have been completed. Others have the two big days this weekend and next. Growers now reporting better color and size. Marvin Faeth's analysis of the color problem relates to shallow feeder root damage during the 1977 dry periods and consequently, less than optimum leaf growth and performance this season resulting in poor color and size development. All Iowa growers contacted indicated no market pressures from inferior or economy grade dumping in their areas. A central western orchard reports exceptional quality, and a terrific customer response at the orchard. One pick-your-own reports a record one day dollar volume for his orchard. For the most part, contacts indicate that most pick-your-own orchards also harvest in normal manner for retail and wholesale sales.

Now for a quick look at Iowa prices:

JONATHAN: Color and size much-improved. Bushel - \$7.50-10.00 retail; most avg. \$7.50-9.00, whls. - \$6.50-8.00; ½ bu. - \$4.00-5.50 with poundage in poly and carryouts at 30¢-40¢.

RED DELICIOUS: Quality good to excellent. Color range from excellent to improving. Bushel - \$8.50-12.00, retail; ½ bu. - \$4.50-6.00, whls. - bushel \$8.50-10.00.

YELLOW DELICIOUS: Similar to Reds, but not well established. Picking slow, but will sharply increase.

MC INTOSH: Few reported, bushel - \$7.95-9.95, retail; no whls. trend.

JONADEL: Few reported, bushel - \$8.00-9.00, retail; whls. - \$6.50 and up. Trend not established.

All Orchards report recent cooler weather has improved color, size. All report good to excellent quality.

CIDER: All list \$2.00 retail; whls. \$1.60 reported.

One orchard reports all records \$5.50/bu., with windfalls at \$4.50 to \$5.00.

SUMMARY:

Prices reports are variable, but all orchards called indicate satisfaction



REPORT NO. 2 - SEPTEMBER 29, 1978

IOWA FRUIT GROWER'S ASSOCIATION
Iowa State Horticulture Society - Iowa Department of Agriculture
State House, Des Moines, Iowa 50319

THE NATIONAL PICTURE:

Professor of Marketing, Max E. Brunk, Cornell University, reports that 1978 could be a "perfect Apple year". He reports a large crop, a clean crop with good quality and good distribution nationally. He also states that prices will remain favorable. A favorable competitive situation for apples exists throughout the United States with all major fruits including citrus, showing some short supply. A strong consumer demand for apples is anticipated throughout the U.S. during the 1978-79 season.

Fred G. Tobi, President of the International Apple Institute, Washington, D. C. reports that "78" is "lookin' good" for apples.

Information from the Wisconsin-Minnesota area indicates pick-your-own operations are increasing greatly, with prices ranging from \$4.00 to \$8.00 per bushel, and from 12¢ to 23¢ per pound.

The two-state area reports a good demand for processing apples. Grocery store pressure is showing in our two neighboring states with advertising specials appearing in chain stores. This has increased demand for local apples wholesale, but tends to depress orchard site retail prices. Reports indicate that the Minnesota-Wisconsin prices are comparable to the same period in 1977 and also for the large 1975 crop.

Some trends in other states are showing. North Carolina reports a move downward, with prices sharply lower. Michigan reports movement limited, quality good with sharp increase in demand anticipated during the coming week. Washington reports shipments still few but showing an immediate sharp increase. Other fragments of trends showing, but not established in data received by this office.

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