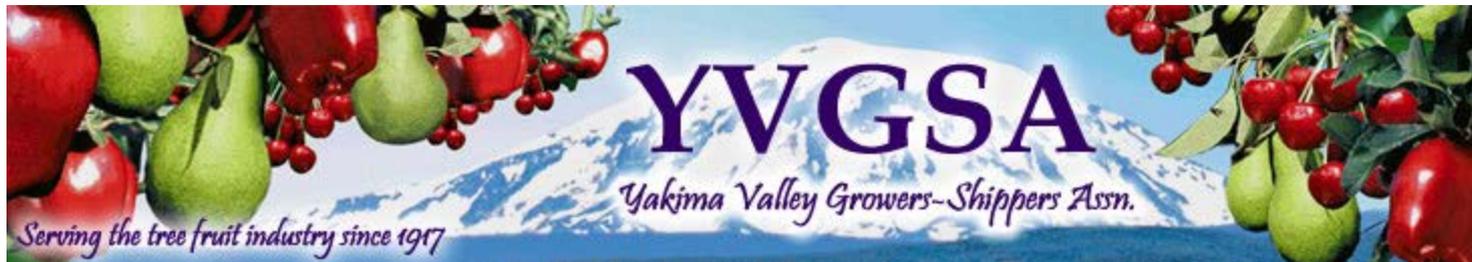


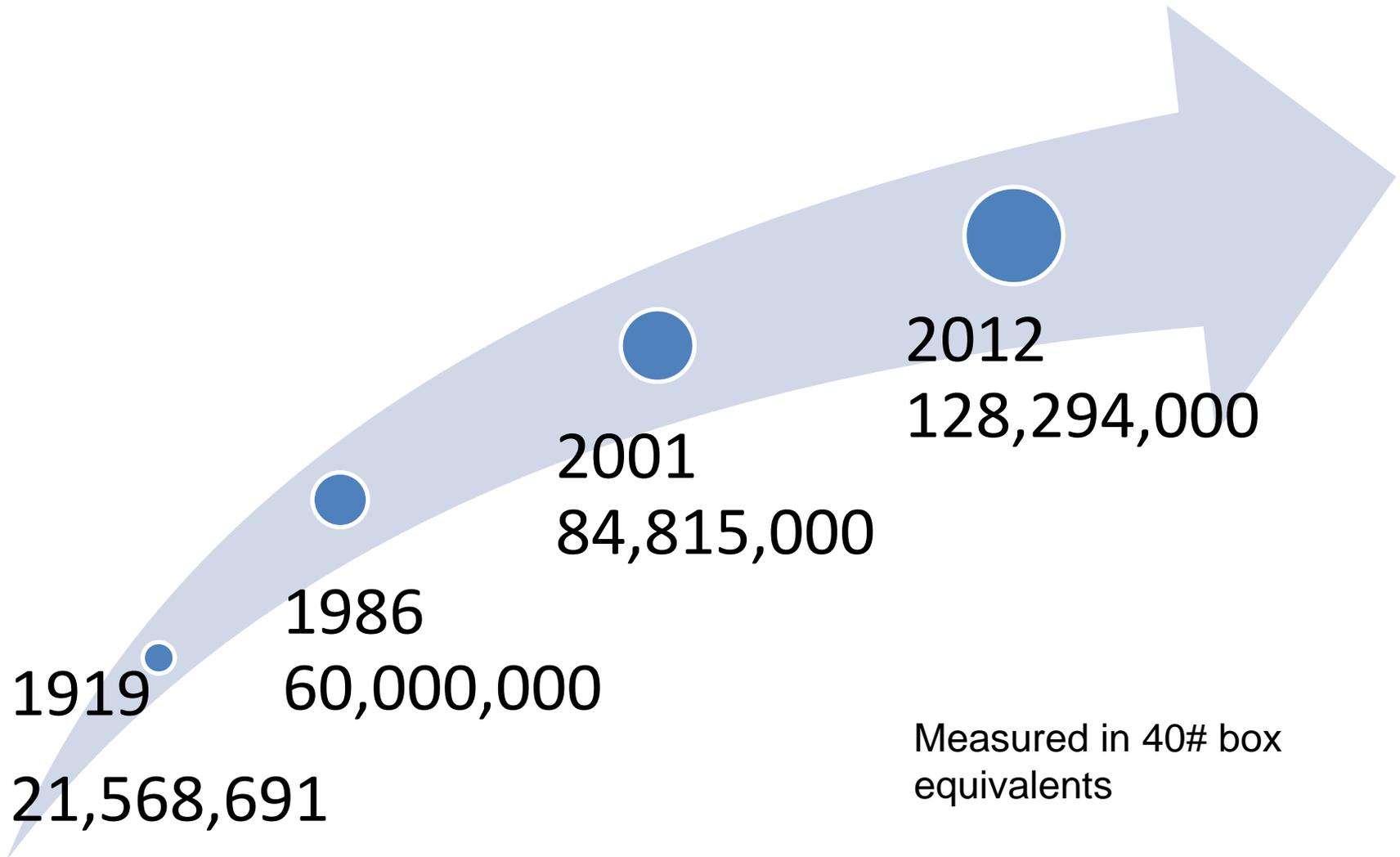
The Importance of Trade to Washington State's Tree Fruit Producers

Jon DeVaney

Yakima Valley Growers-Shippers Association



WA Apple Production: Spot the Trend



Productivity Drives Growth

Declining WA Apple Acreage:
172,000 acres in 1993
167,489 acres in 2011
2.6% decline in acreage.



Growth of Apple Production
in the same period:
83,088,000 boxes in 1993
128,294,000 boxes in 2012
An increase of 54.4%.

2012-13 Apple Export Markets

* In standard 40 pound boxes

1. Mexico 14,317,376
2. Canada 6,520,735
3. Taiwan 3,236,639
4. India 2,716,580
5. Dubai 2,369,549
6. Hong Kong 2,098,062
7. Indonesia 1,546,917
8. Thailand 973,027
9. Saudi Arabia 871,294
10. Vietnam 715,046
11. Colombia 646,541



All of Europe: 608,224

Risk and Capital

- A WSU study estimated the cost per acre of establishing a Gala orchard at \$32,281 for the first four years (before full production) and \$11,923 per acre thereafter.
- A grower must commit to and carry these costs for four years without knowing what market conditions will be when the orchard becomes fully productive.

Varietal Development

Apple Varieties in 1999:

51% Red Delicious
17% Golden Delicious
10% Fuji
8% Gala
8% Granny Smith
6% Other Varieties

2012 Apple Varieties:

30% Red Delicious
20% Gala
11% Granny Smith
16% Fuji
9% Golden Delicious
14% Other Varieties

Honeycrisp™



PRODUCE PROFILE