



AMERICAN
CIDER
ASSOCIATION

State of the USApple Industry

PRESENTED BY:

Christopher Gerlach
Vice President, Insights & Analytics

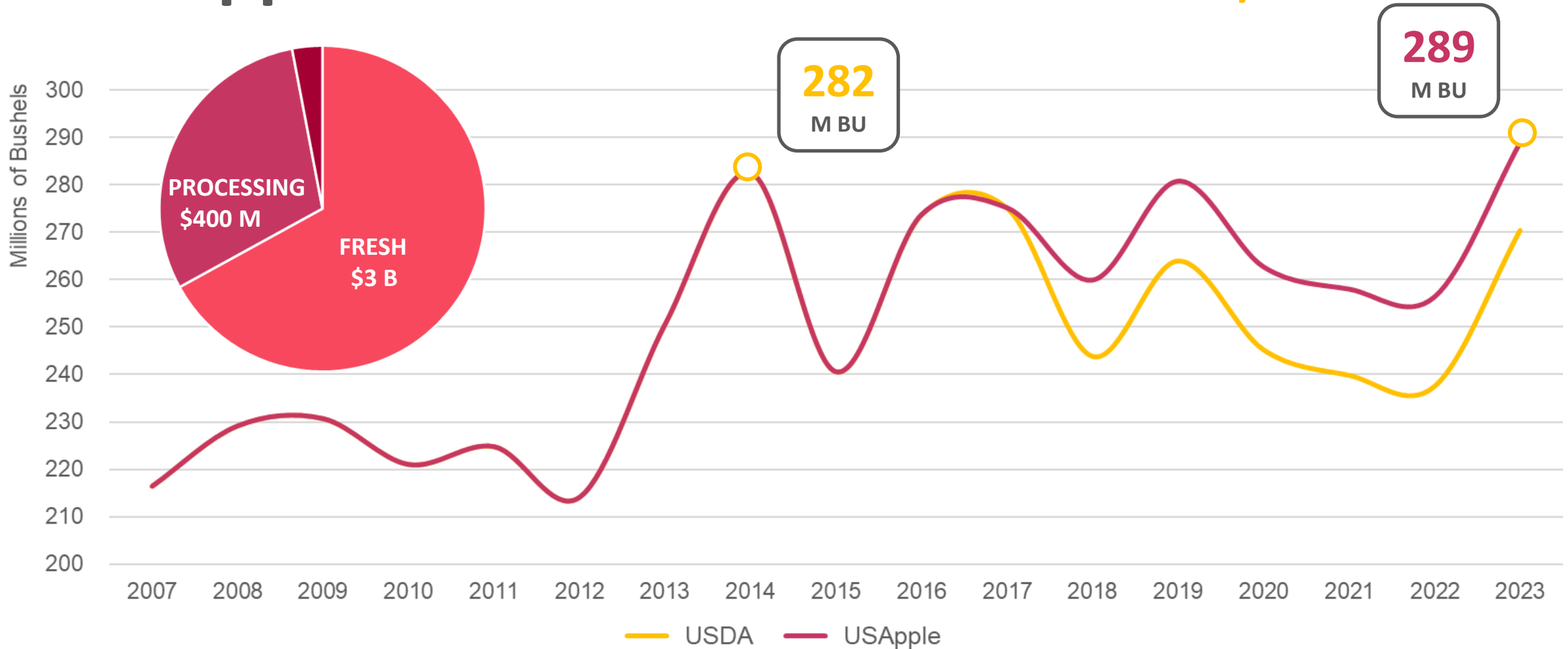


AGENDA

- 1 Production & Storage Trends
- 2 Movement Trends
- 3 Trade Trends
- 4 Capacity Trends
- 5 Price & Cost Trends
- 6 Apple Juice Concentrate Insights



U.S. Apple Production Estimates: 2023/24



Sources: USDA, NASS; USApple

U.S. Apple Production Estimates: 2024/25



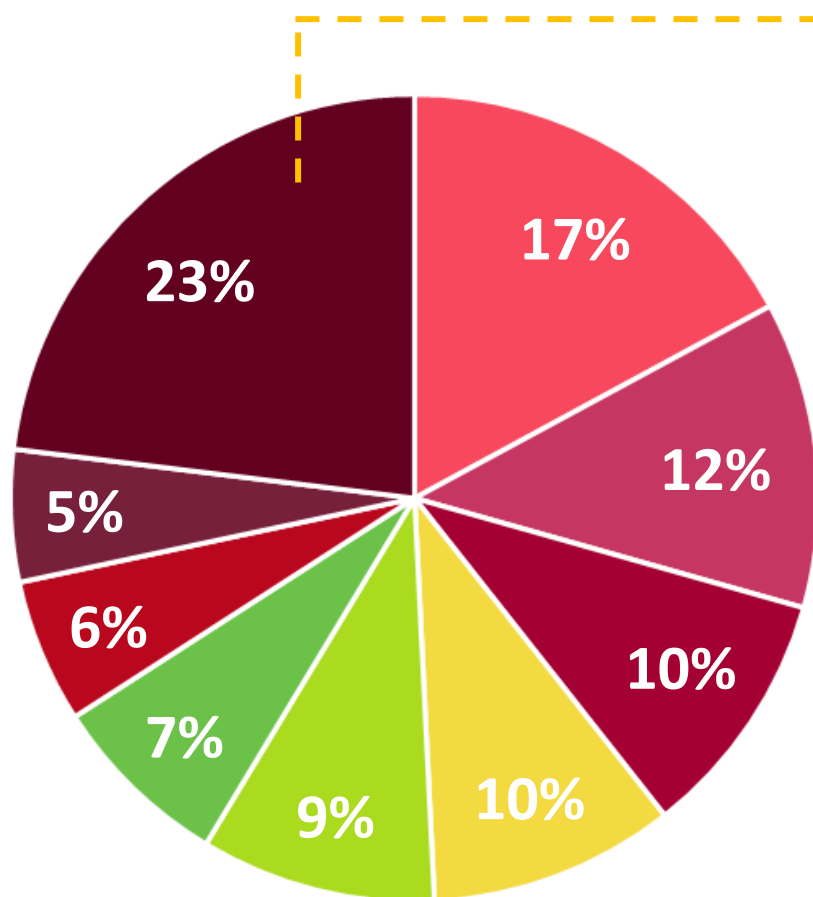
* includes USApple estimate of Other States

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**



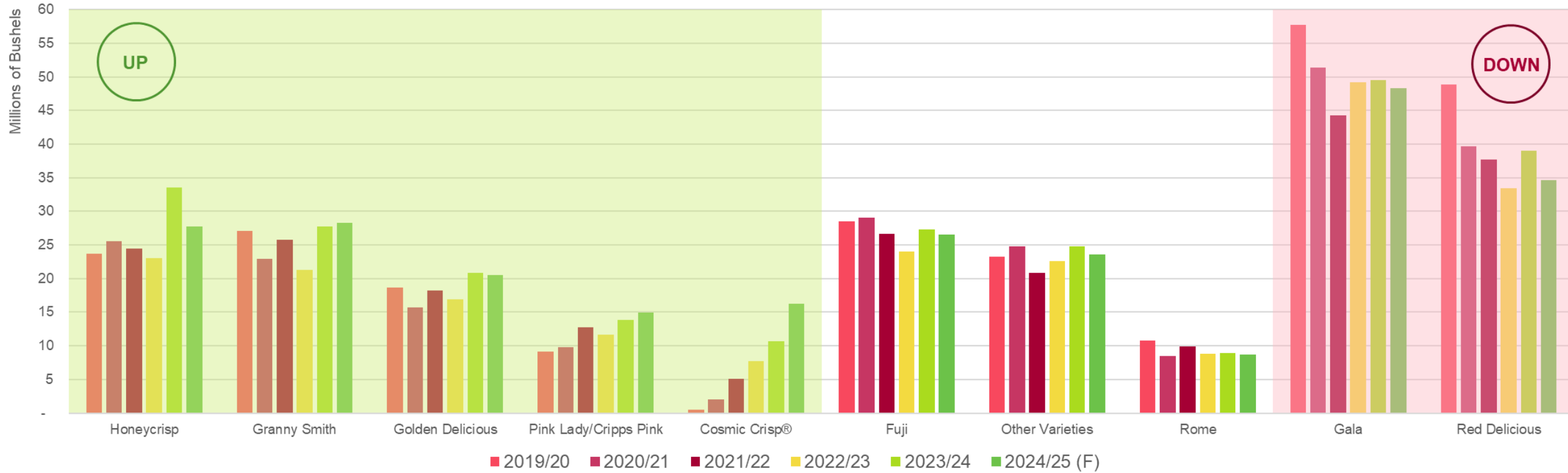
- Gala
- Red Delicious
- Granny Smith
- Honeycrisp
- Fuji
- Golden Delicious
- Cosmic Crisp®
- Pink Lady/Cripps Pink
- All Others

All Others:

Rome	3%
Envy®	2%
Idared	2%
McIntosh	2%
York	1%
Empire	1%
Ambrosia	1%
Cortland	1%
<i>Remaining</i>	<i>10%</i>

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.

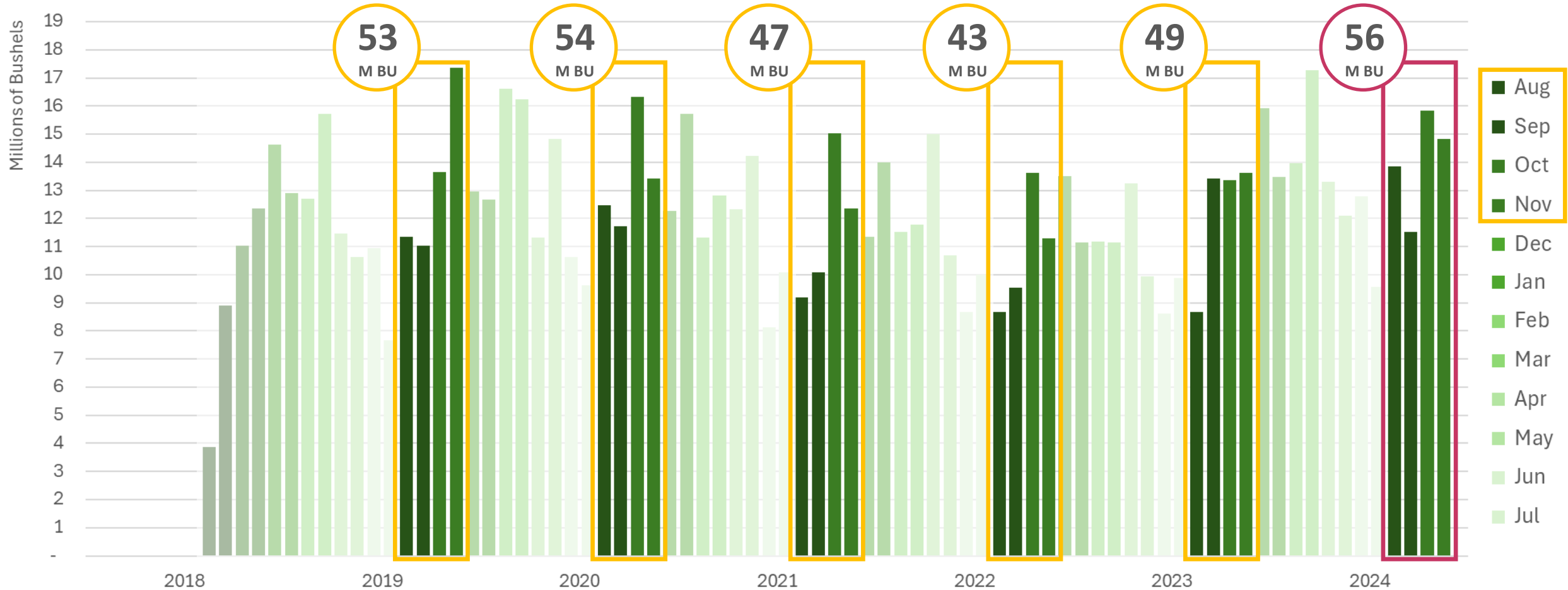
Conversely, on average, **44%** of U.S. apples produced, "move" prior to December 1st of any given year.

USApple August Estimate: 260 M BU

This season, either ...

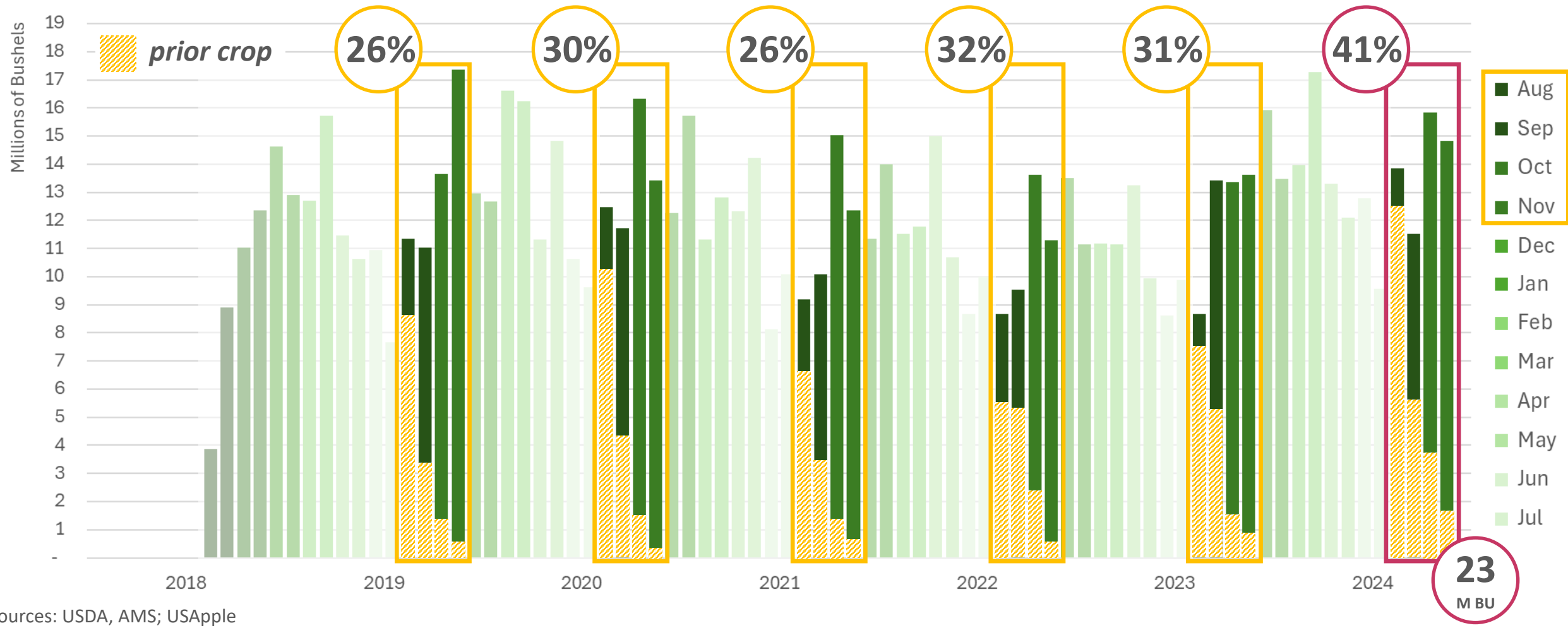
- ▶ pre-December movement has been relatively slow (**35%** vs. 44%), or
- ▶ pre-December movement is on pace, production estimates were low.*

U.S. Apple Movement: Harvest Season



Sources: USDA, AMS; USApple

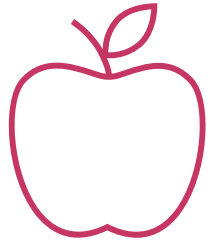
U.S. Apple Movement: Harvest Season



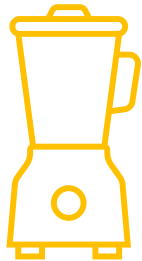
Sources: USDA, AMS; USApple

23
M BU

USAppleTracker: 2024/25



NOV 2024	130 M BU	▼ 7% YOY
JAN 2025	108 M BU	▼ 4% YOY



NOV 2024	46 M BU	▼ 9% YOY
JAN 2025	43 M BU	▼ 2% YOY

JAN '25

Honeycrisp
16 M BU ▼ 34% YOY

Red Delicious
19 M BU ▼ 14% YOY

Gala
23 M BU ▲ 3% YOY

Cosmic Crisp®
14 M BU ▲ 63% YOY



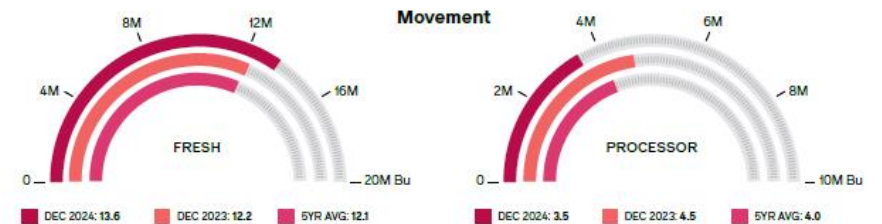
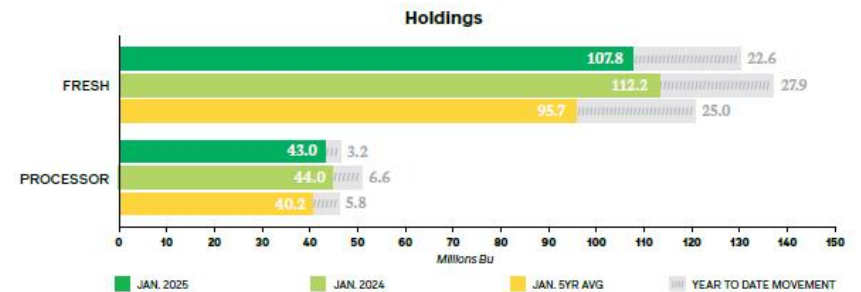
107.8 Million Fresh-Market Holdings

U.S. fresh apple holdings on January 1, 2025 totaled 107.8 million bushels, 4 percent less than the inventories reported last January and 13 more than the January five-year average.

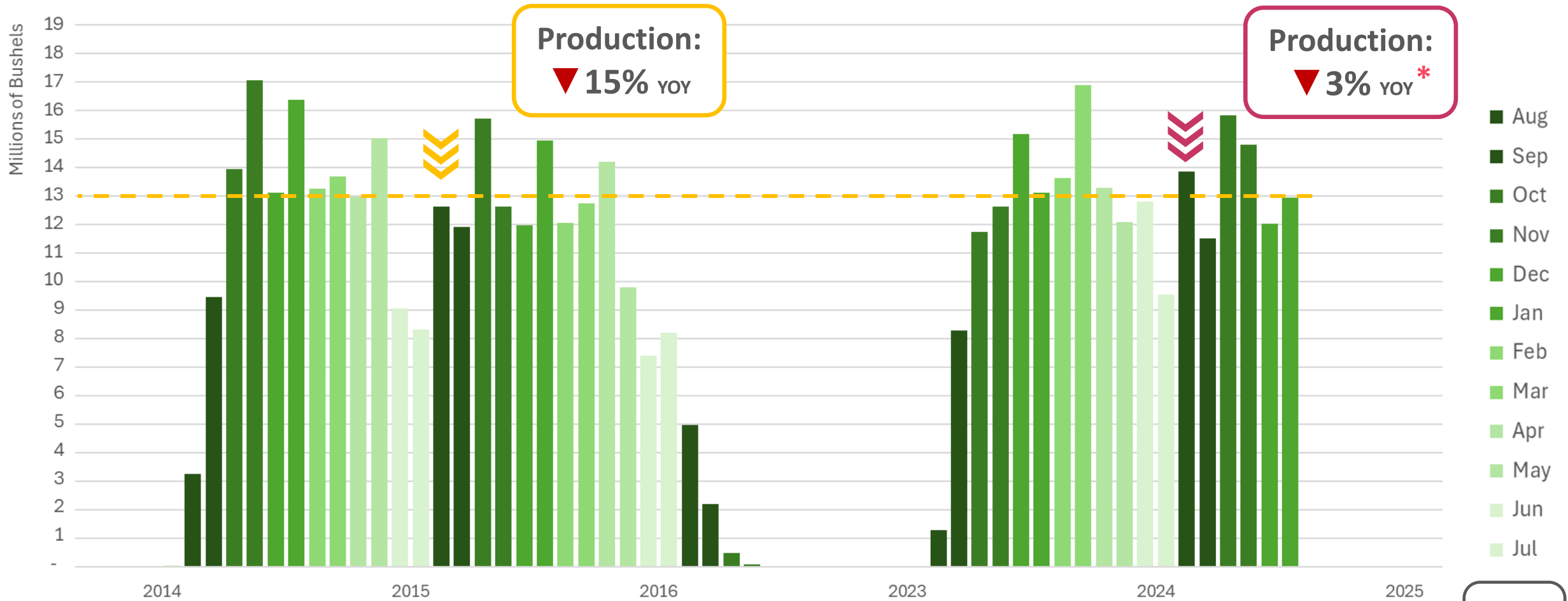
43 Million Processing Apple Holdings

U.S. processing apple holdings on January 1, 2025 totaled 43 million bushels, 2 percent less than the inventories reported last January and 7 percent less than the January five-year average.

AUG 2025

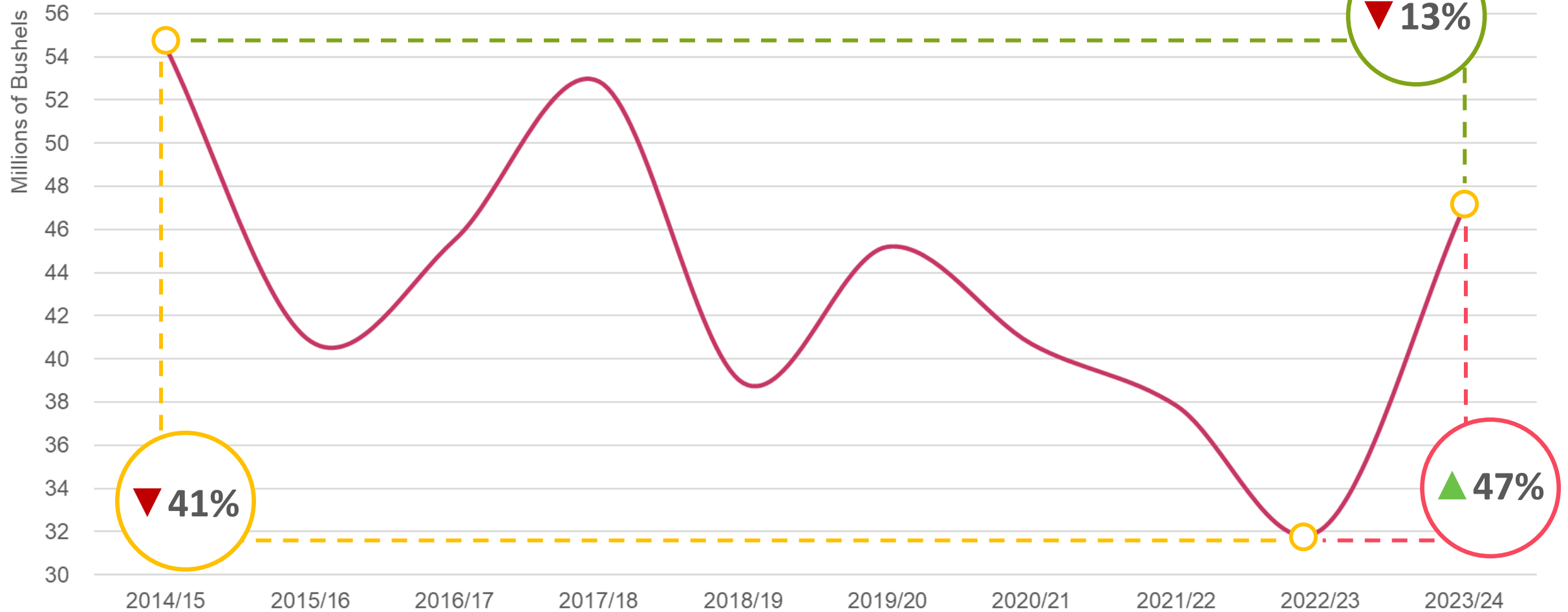


U.S. Apple Movement: 2014/15 vs. 2024/25



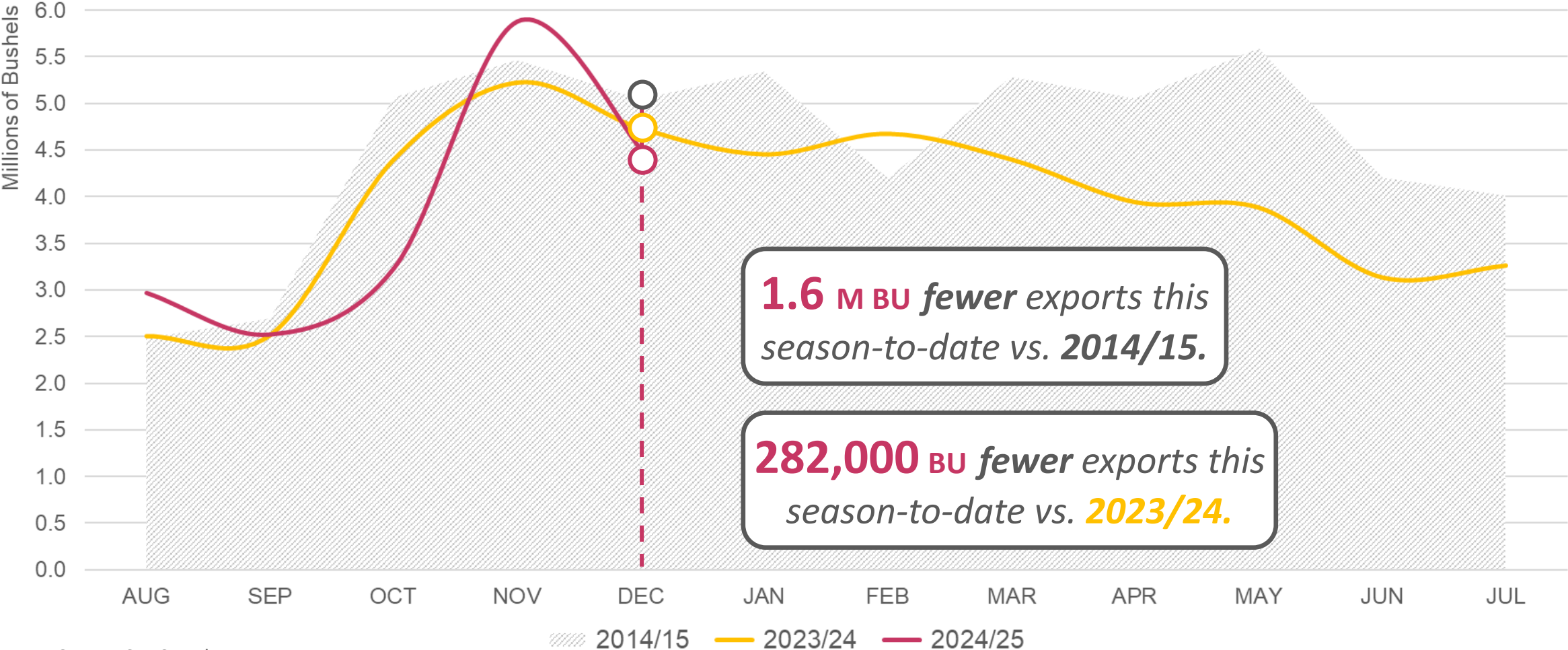
Sources: USDA, AMS; USApple

U.S. Fresh Apple Exports



Sources: USDA, FAS; USApple

U.S. Fresh Apple Exports

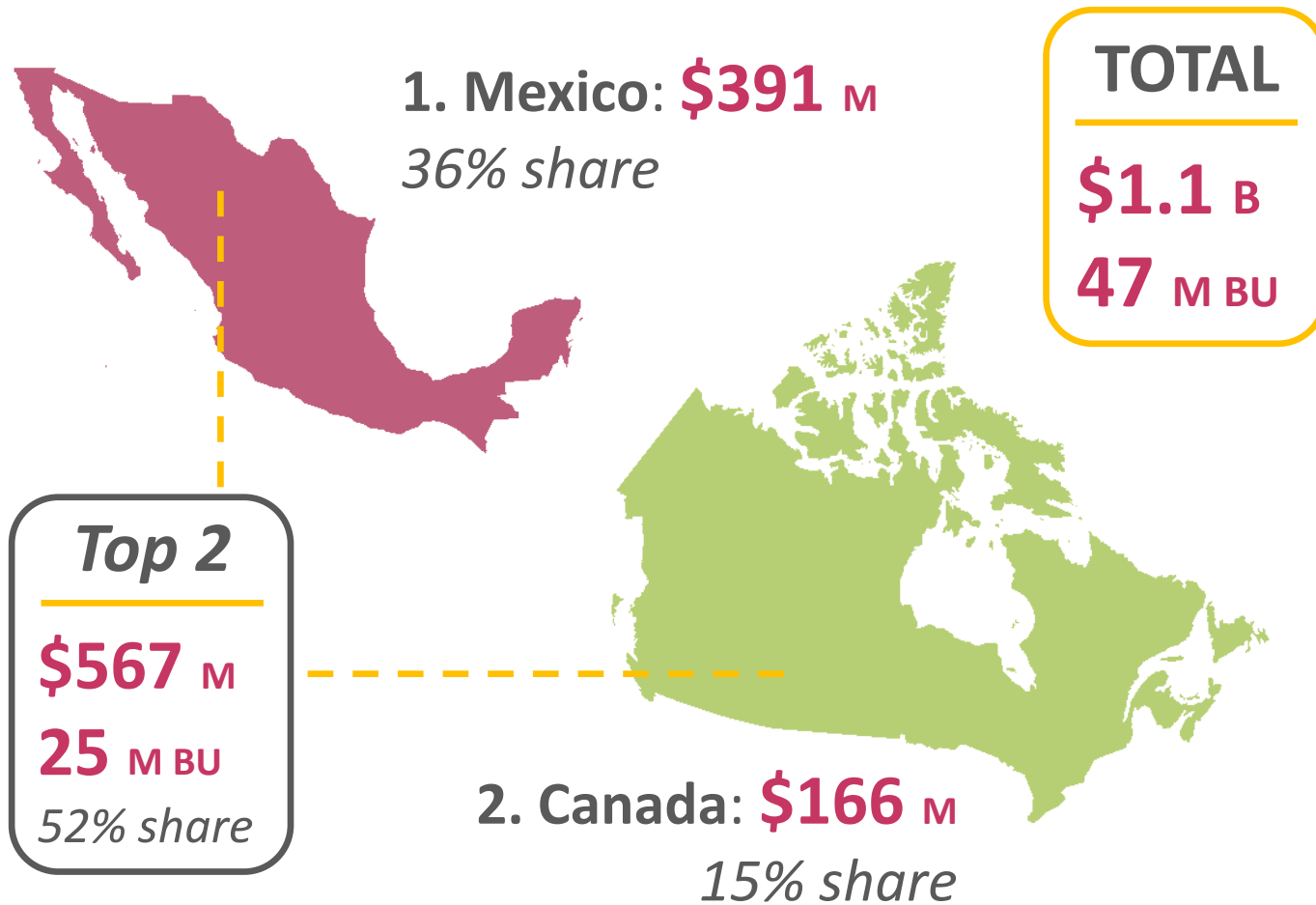


1.6 M BU fewer exports this season-to-date vs. **2014/15.**

282,000 BU fewer exports this season-to-date vs. **2023/24.**

Sources: USDA, FAS; USApple

U.S. Fresh Apple Exports*

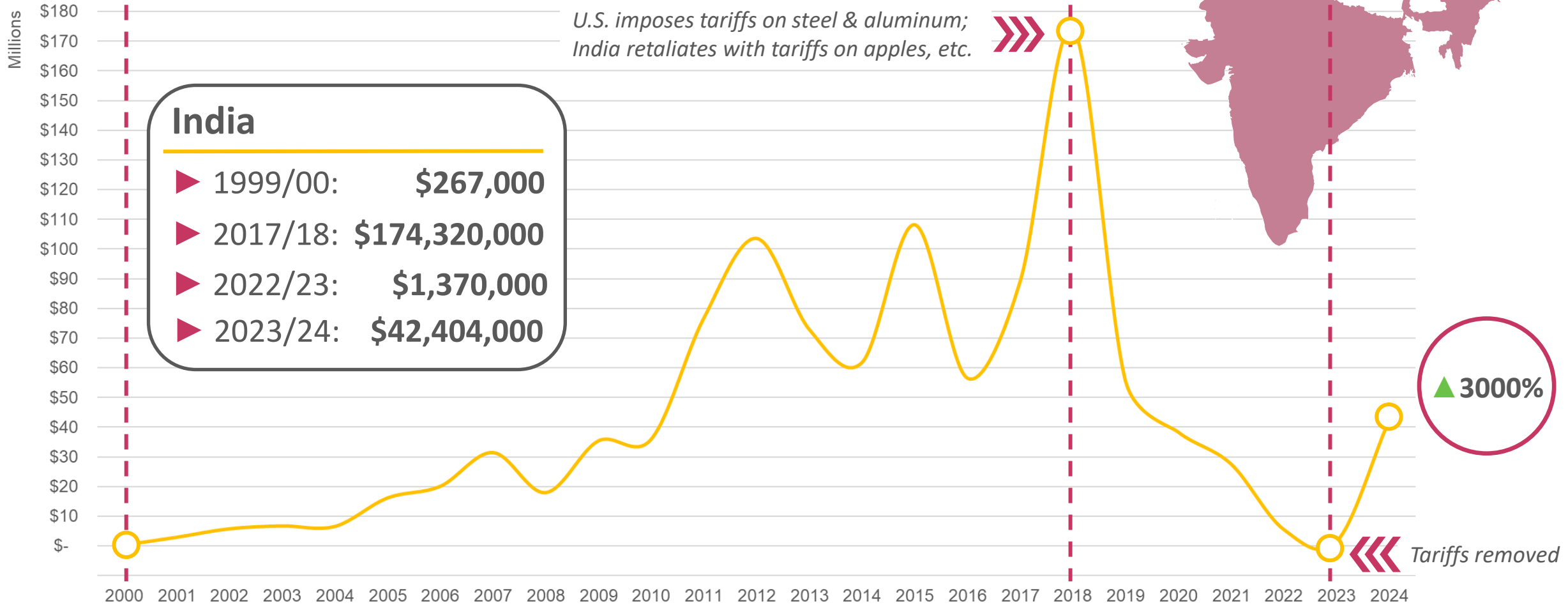


3. Taiwan	\$99 M	9% share
4. Vietnam	\$64 M	6% share
5. India	\$42 M	4% share
6. Dom. Rep.	\$35 M	3% share
7. Guatemala	\$26 M	2% share
8. Colombia	\$25 M	2% share
9. Hong Kong	\$21 M	2% share
10. Thailand	\$20 M	2% share

* 2023/24 season

Sources: USDA, FAS; USApple

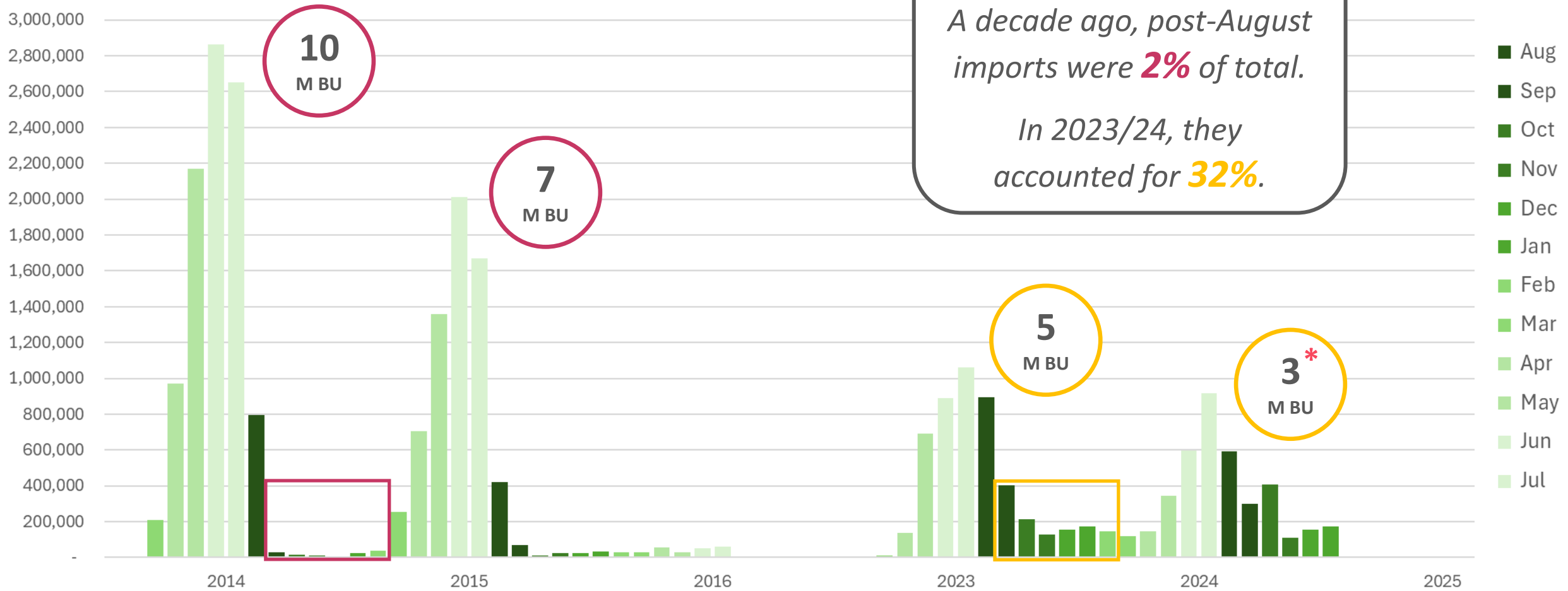
U.S. Fresh Apple Exports



Sources: USDA, FAS; USApple

U.S. Fresh Apple Imports

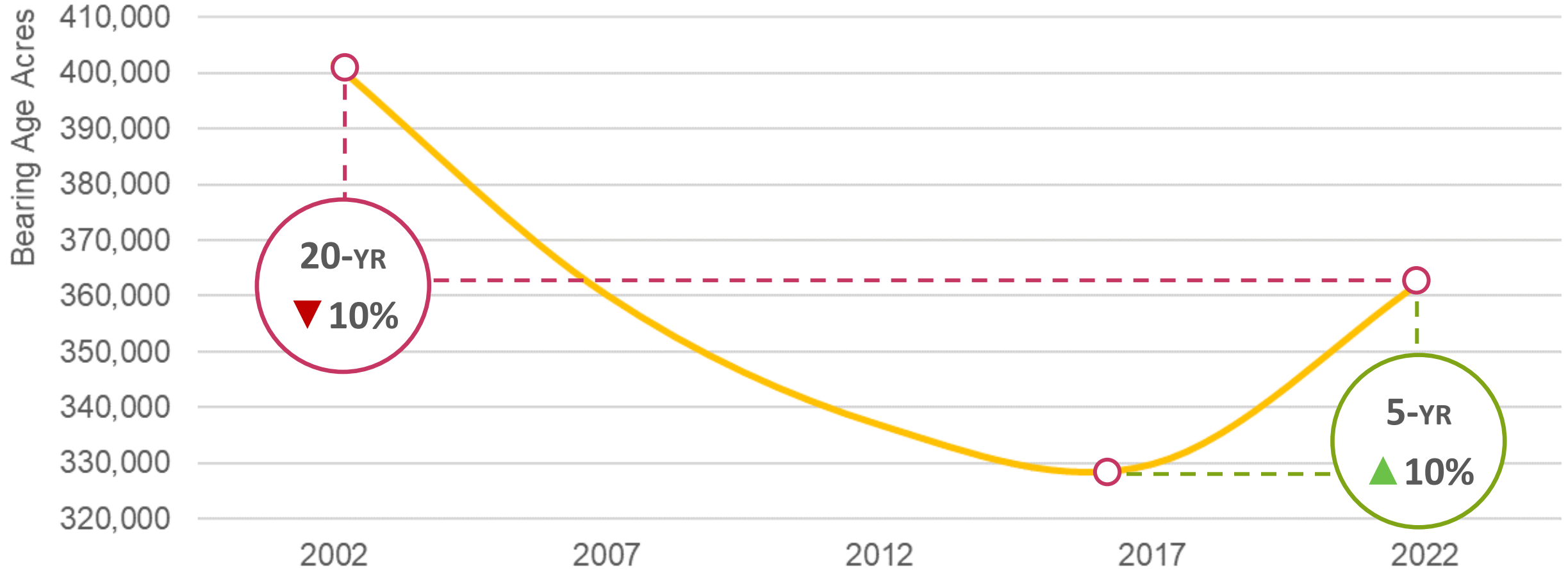
“Sticky” Imports
*A decade ago, post-August imports were **2%** of total.*
*In 2023/24, they accounted for **32%**.*



Sources: USDA, AMS; USApple

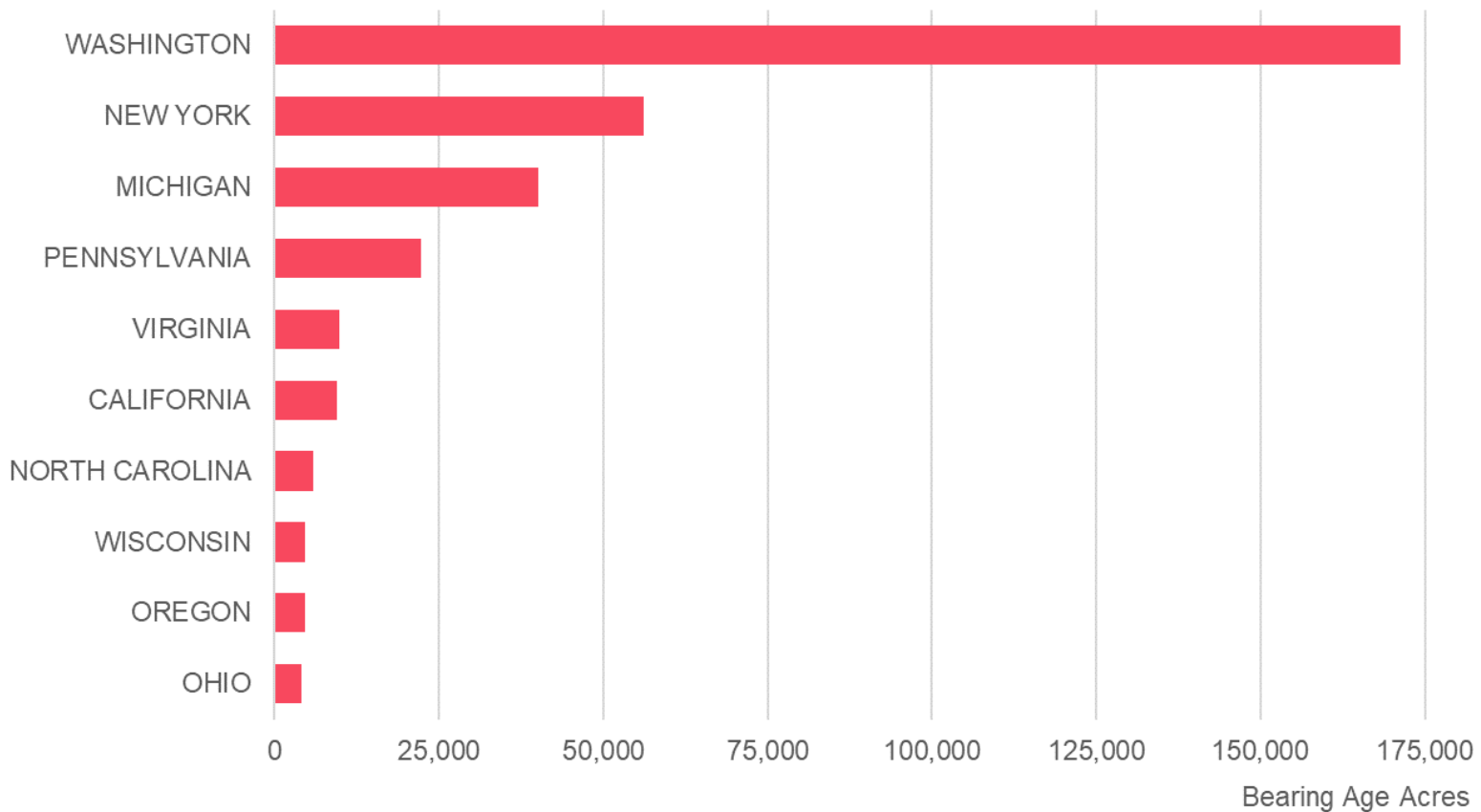
* season-to-date

U.S. Apple Acreage: Bearing Age



Sources: USDA, Ag Census; USApple

U.S. Apple Acreage: 2022 Levels



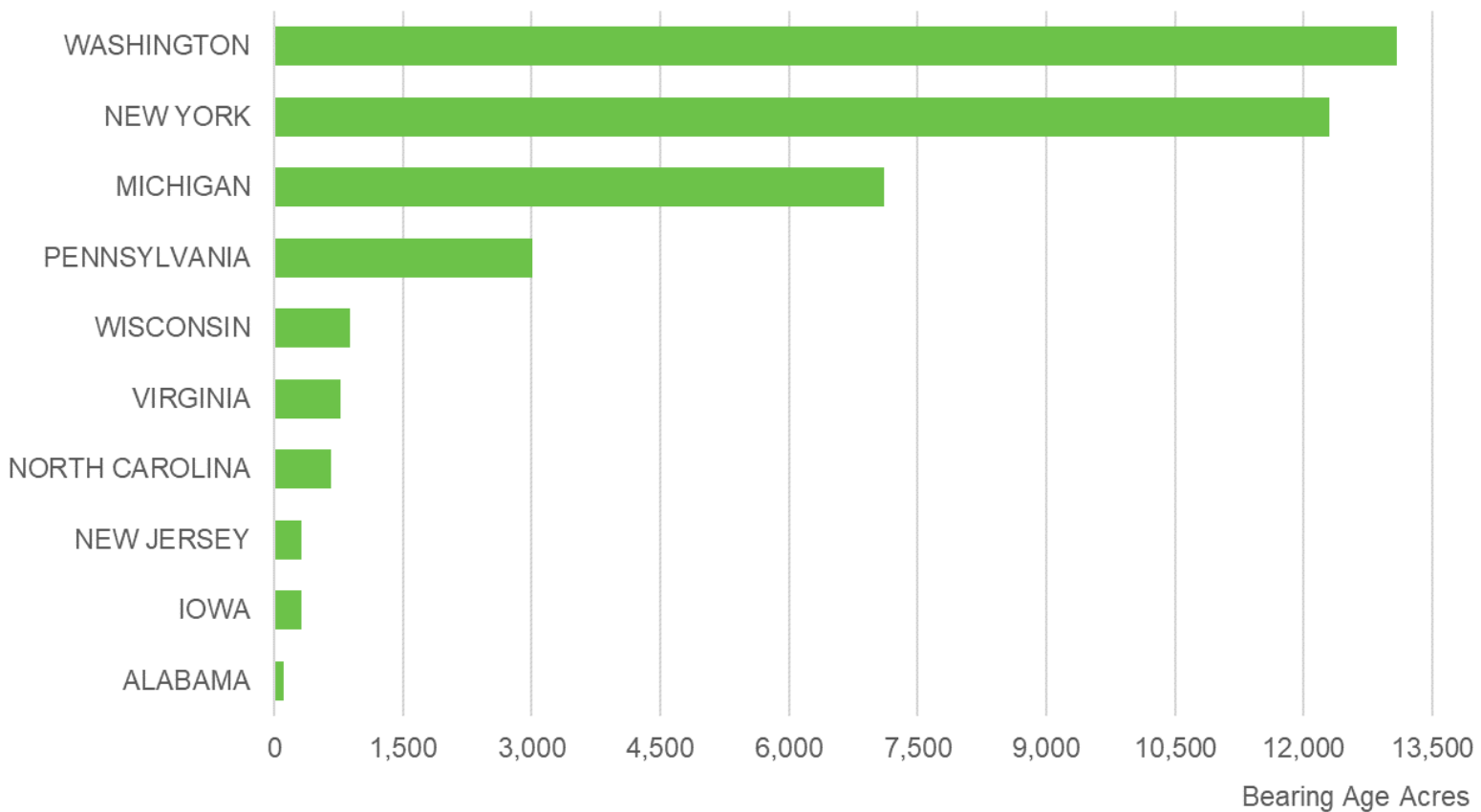
Bearing Age Acres: Top 10

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



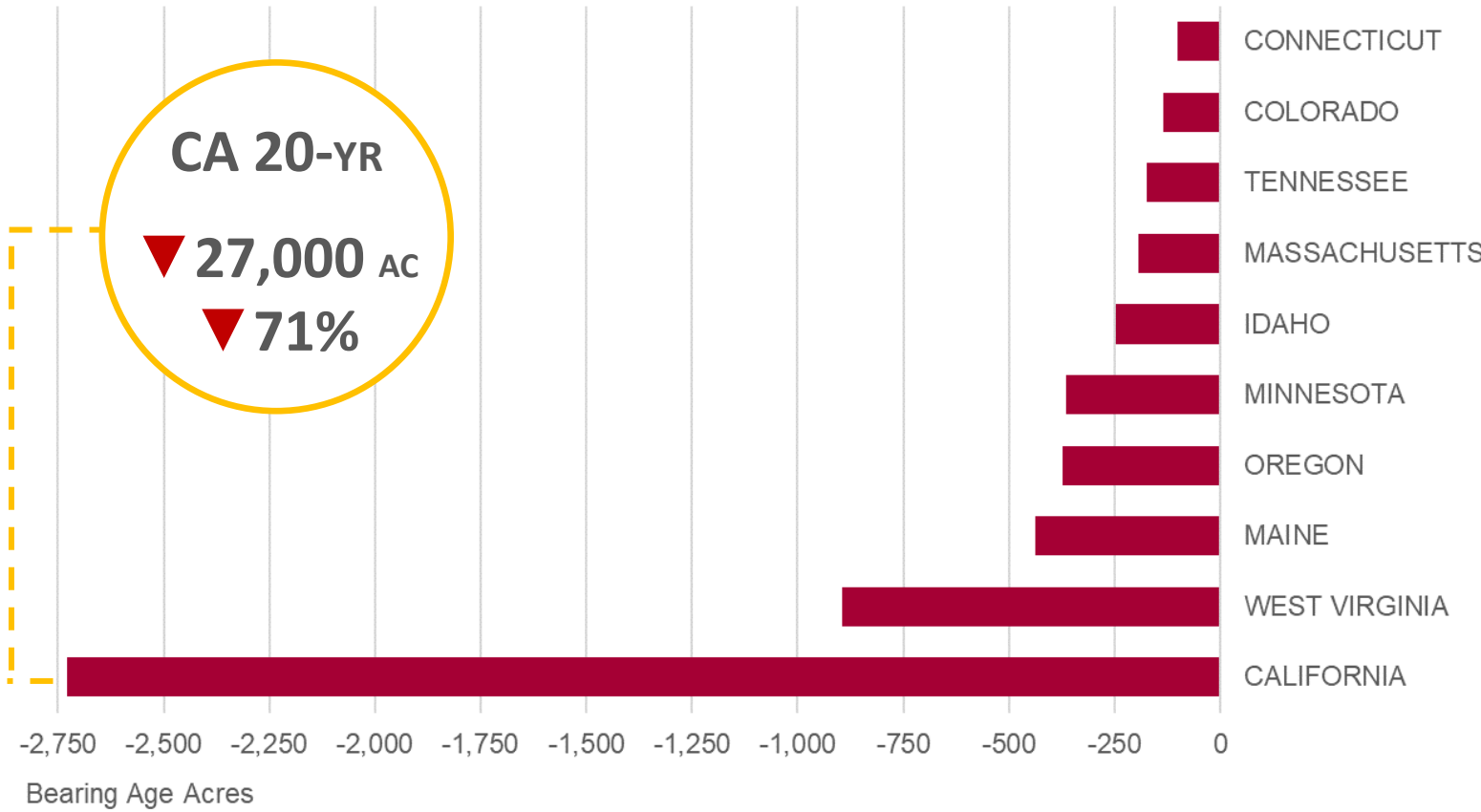
Bearing Acre Growth: Top 10

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

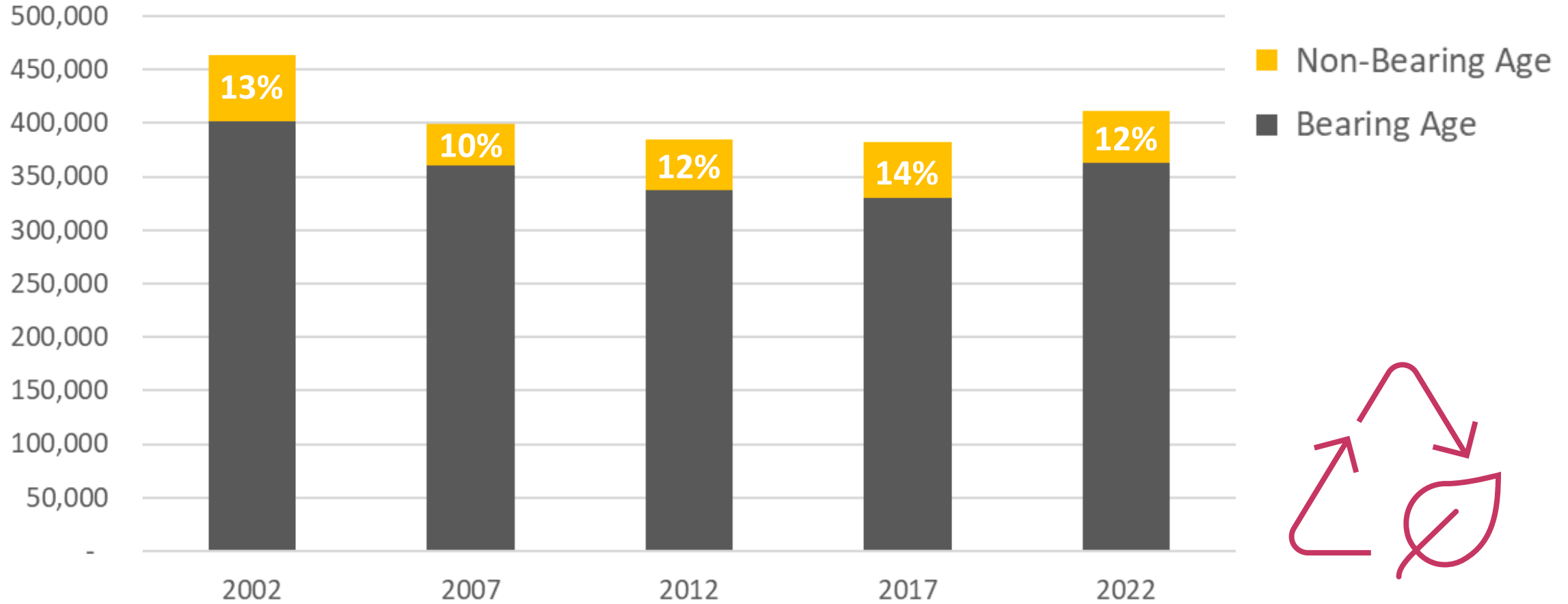


Bearing Acre Loss: Top 10

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

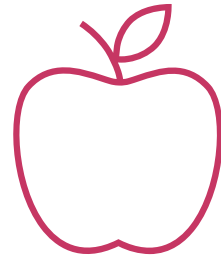
U.S. Apple Acreage: Bearing & Non-Bearing Age



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%

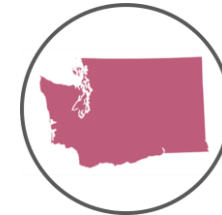
▲ 5% YOY



57%

▲ 10% YOY

▲ 16% YO5Y



77%

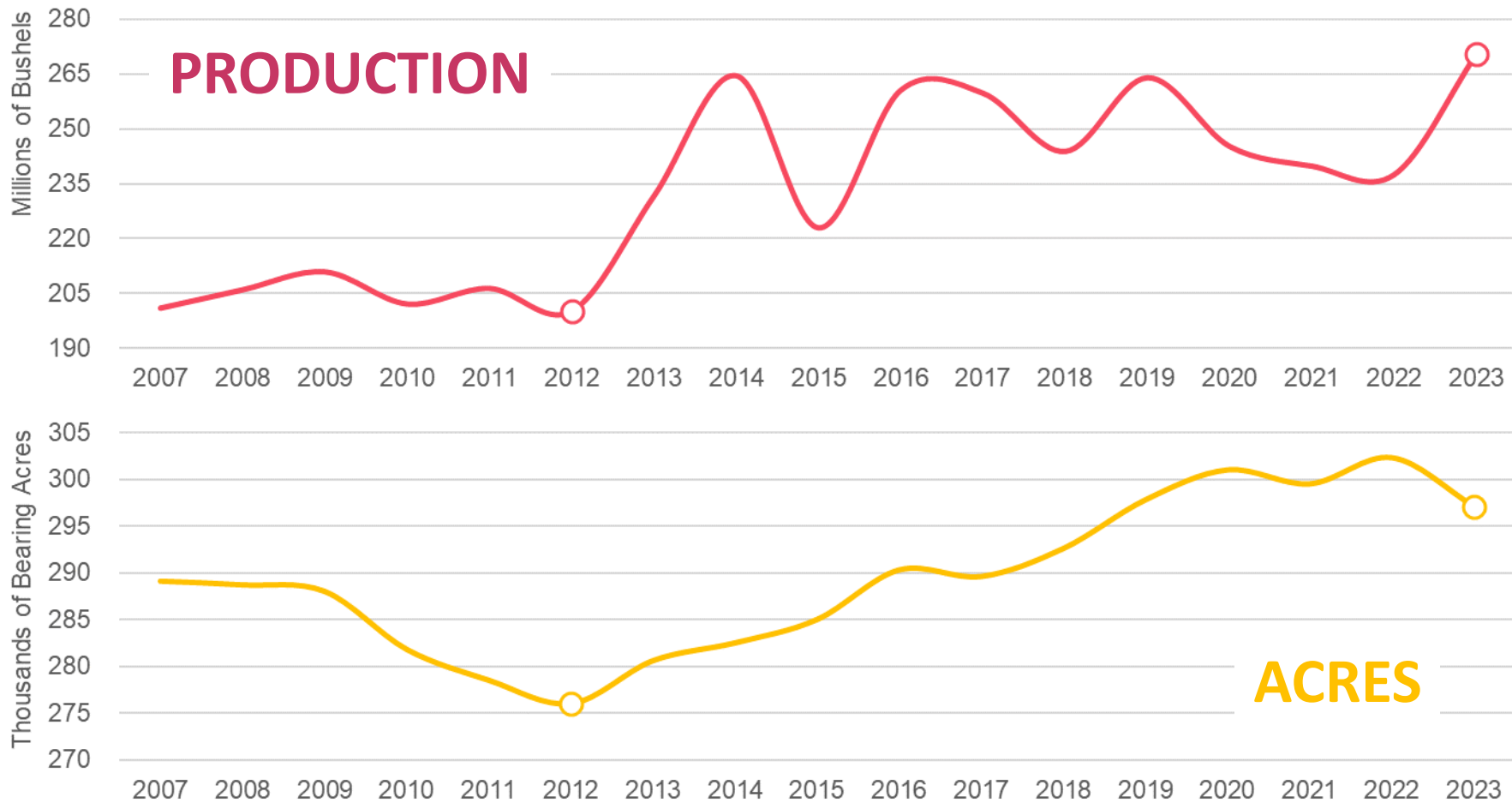


88%

▲ 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

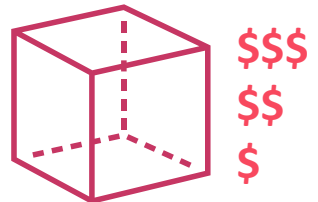
U.S. Fresh Apple Packouts



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

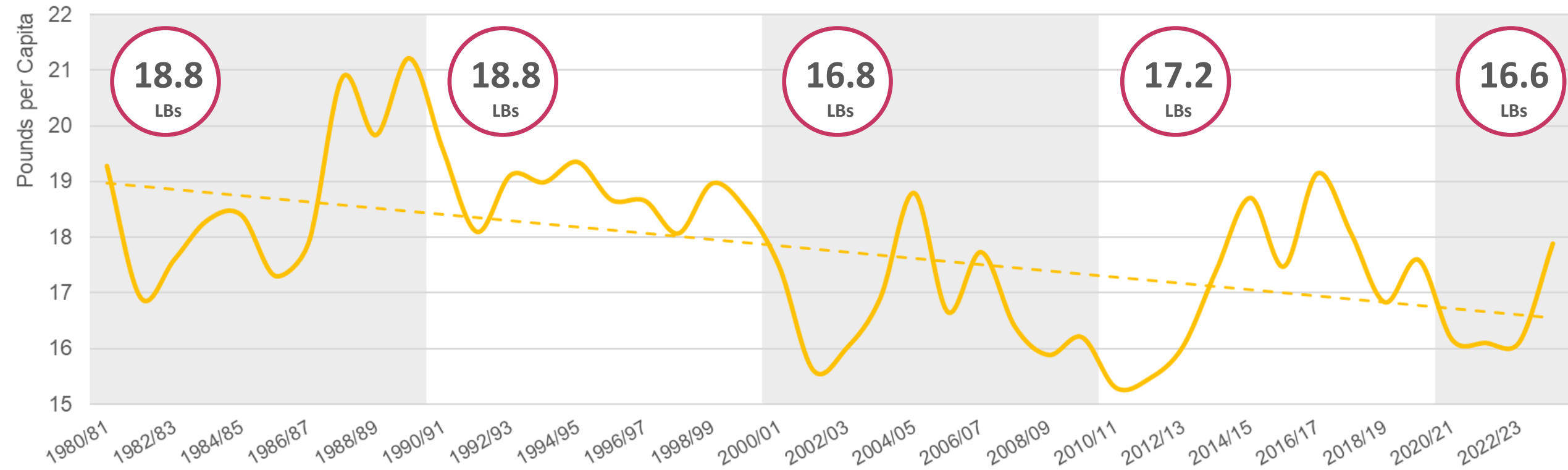
Jared Johnson, Kate Prengaman, TJ Mullinax // February 6, 2024

»»» "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)

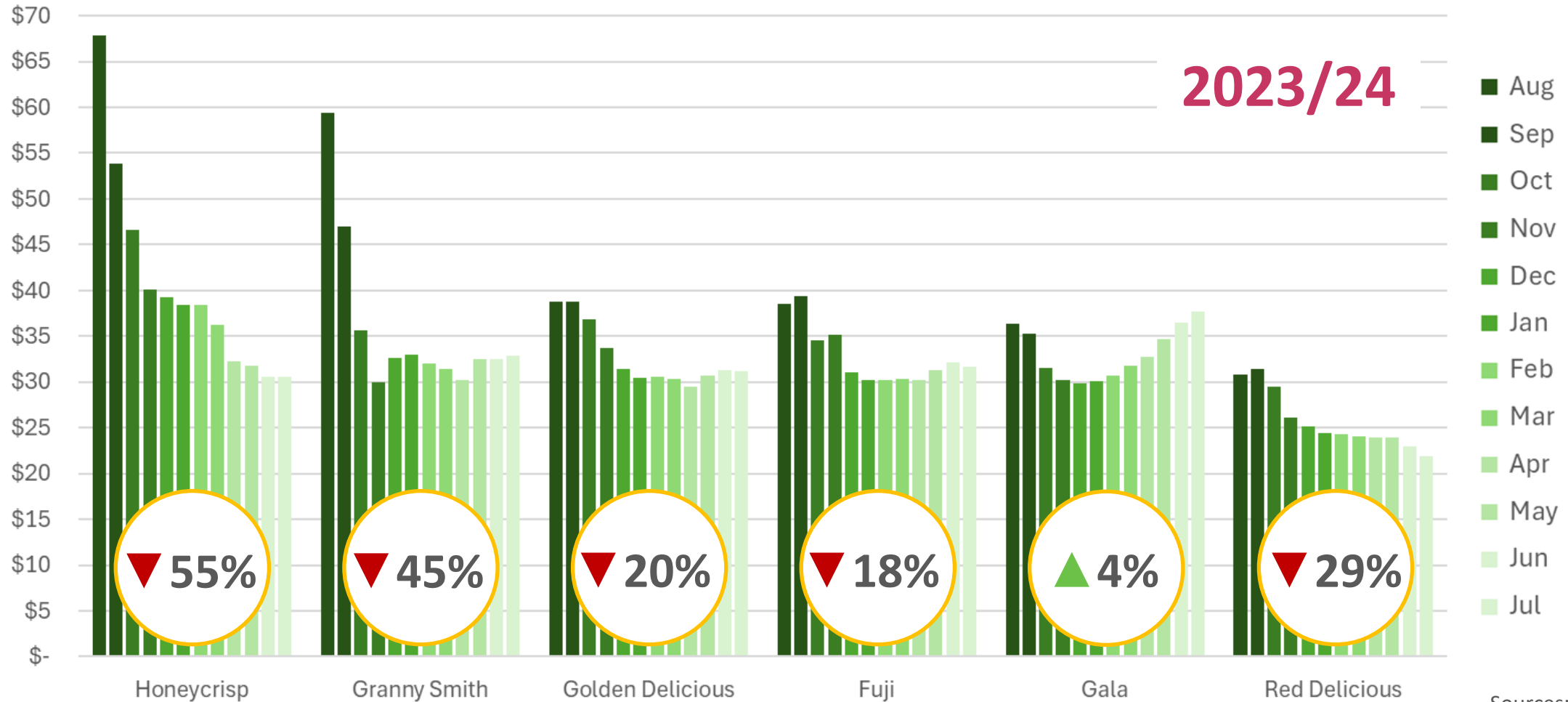
Sources: USDA, ERS; USApple

U.S. Apple Price Inflation: CPI



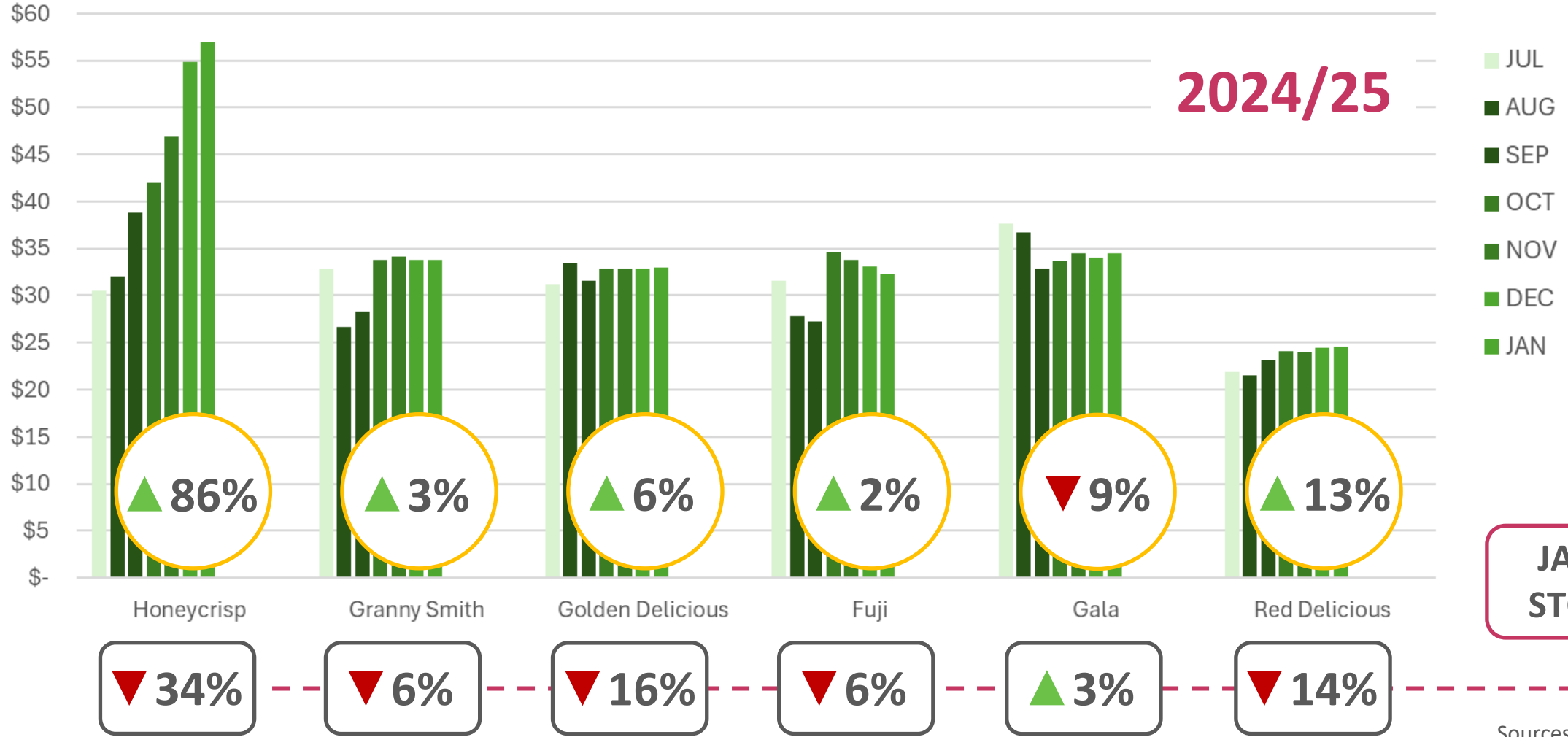
Sources: USDOL, BLS; USApple

U.S. Apple Prices: Shipping Point



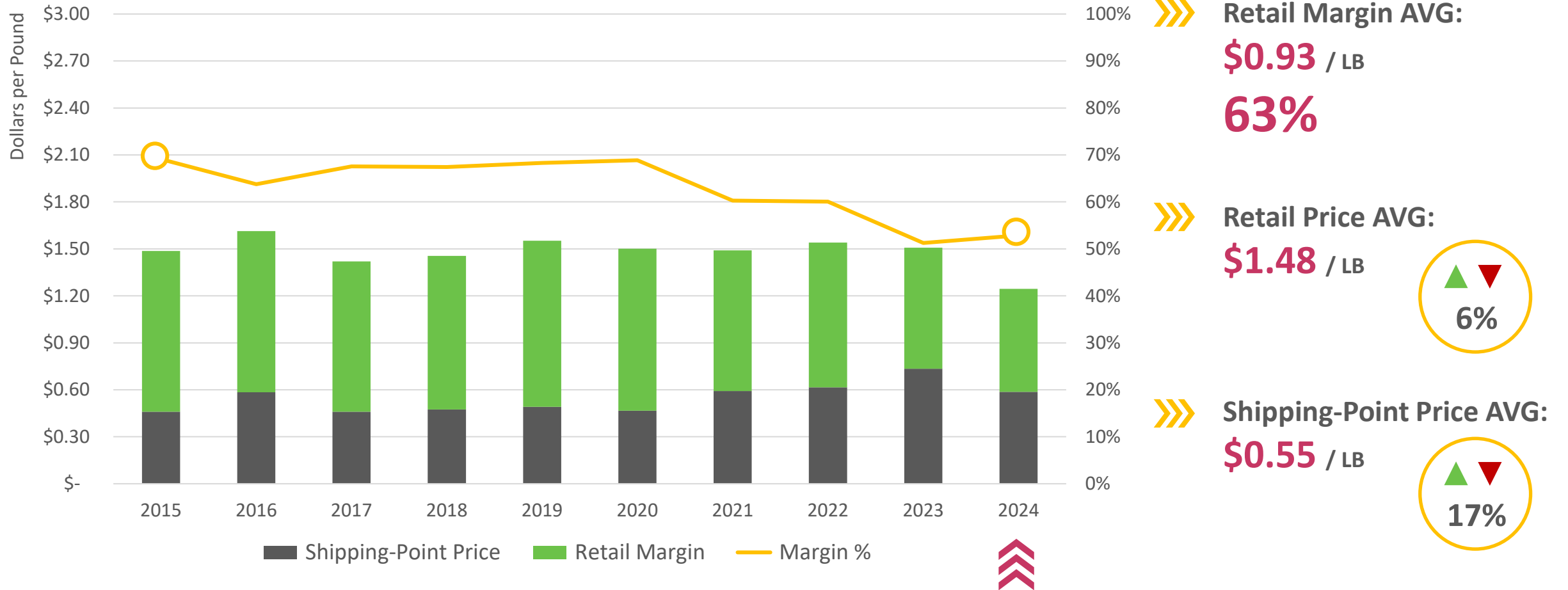
Sources: USDA, AMS; USApple

U.S. Apple Prices: Shipping Point



Sources: USDA, AMS; USApple

U.S. Apple Retail Margin: Red Delicious



Sources: USDA, AMS; USApple

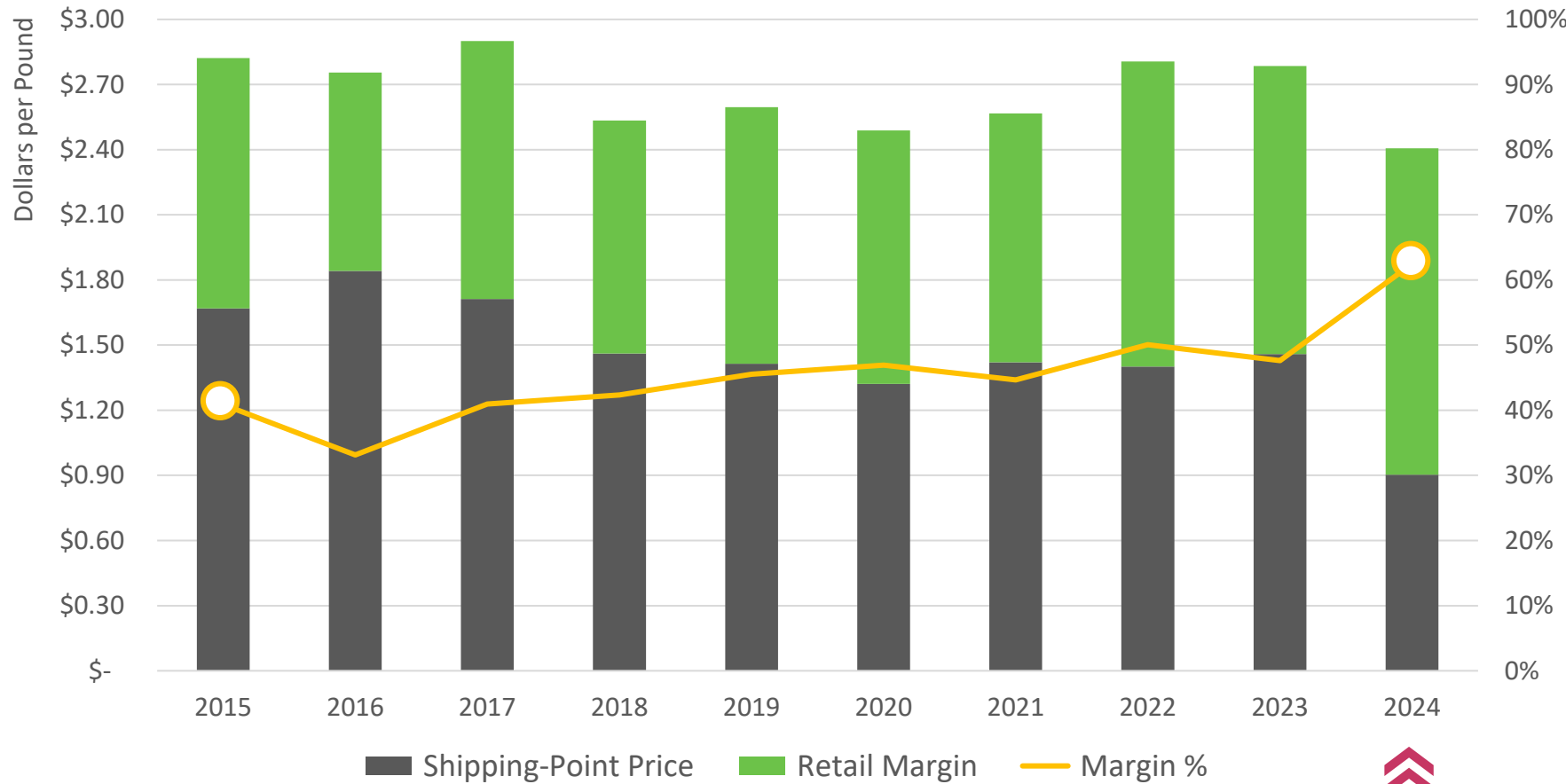
U.S. Apple Retail Margin: Gala



- Retail Margin AVG:**
\$0.98 / LB
56%
- Retail Price AVG:**
\$1.74 / LB
 7%
- Shipping-Point Price AVG:**
\$0.76 / LB
 12%

Sources: USDA, AMS; USApple

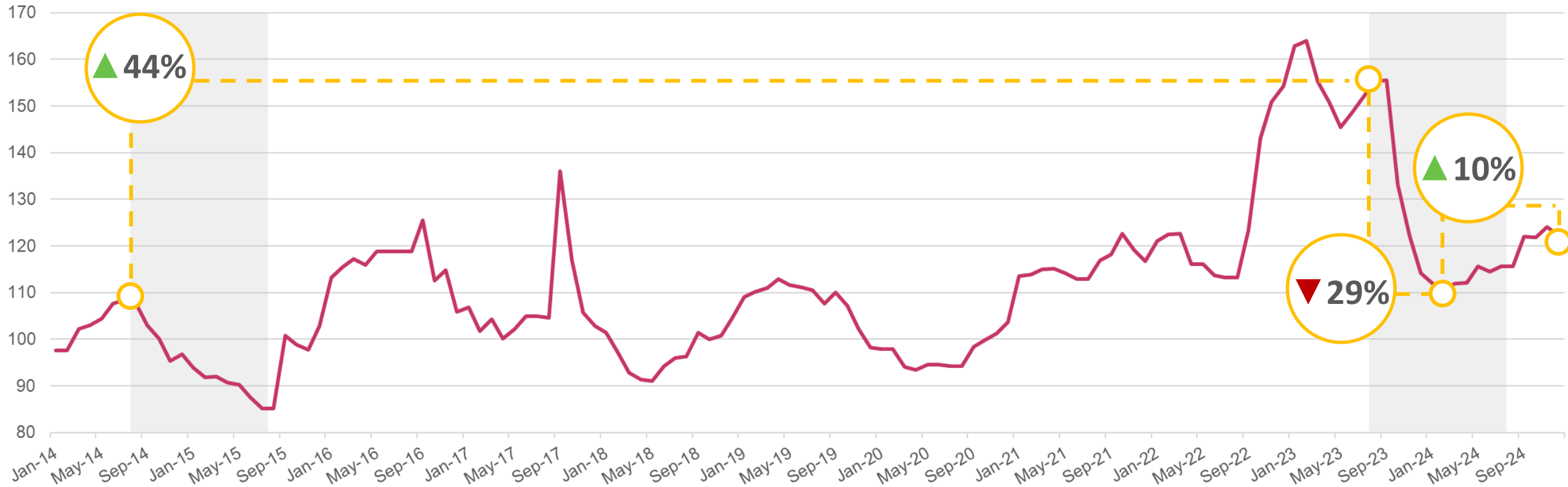
U.S. Apple Retail Margin: Honeycrisp



- 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 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



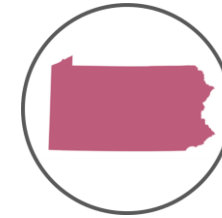
\$18.83/hr

▲ 6% YOY



\$18.15/hr

▼ 2% YOY



\$17.96/hr

▲ 4% YOY

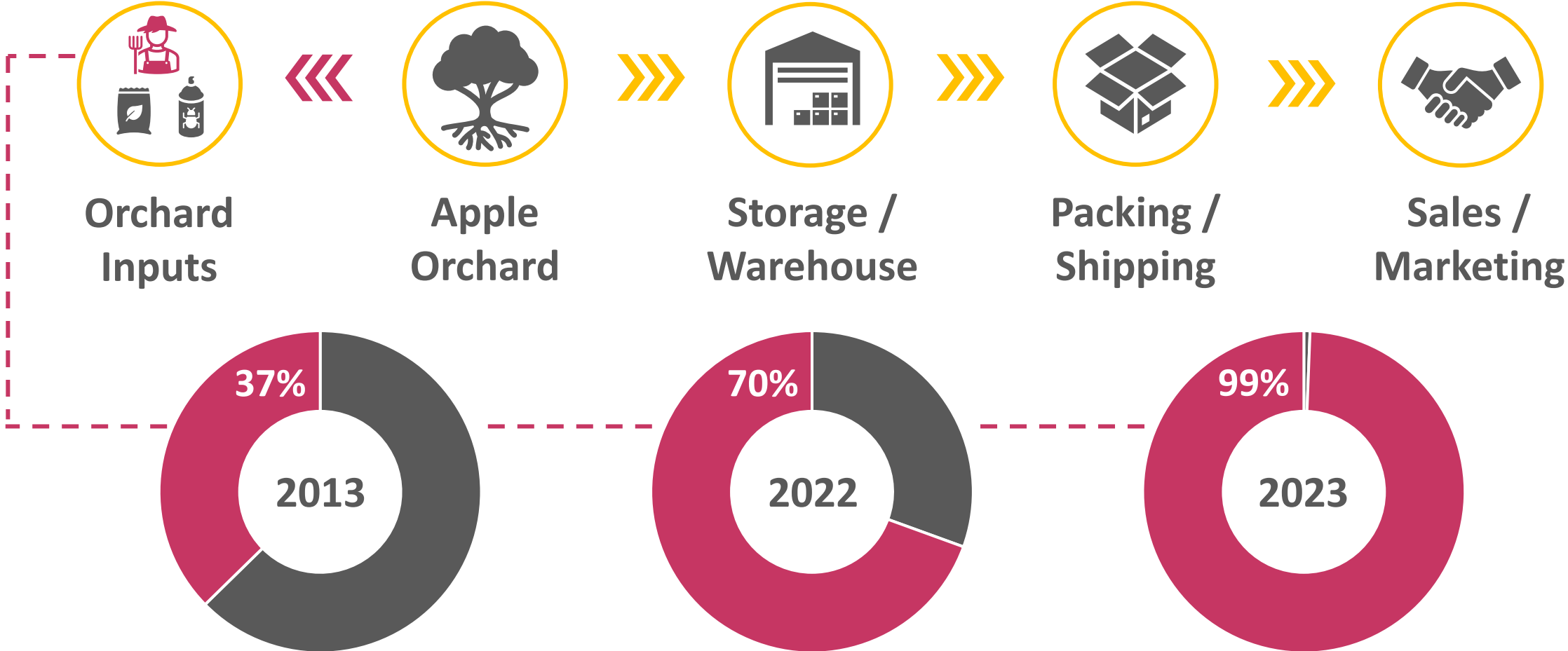


\$16.16/hr*

▲ 2% YOY

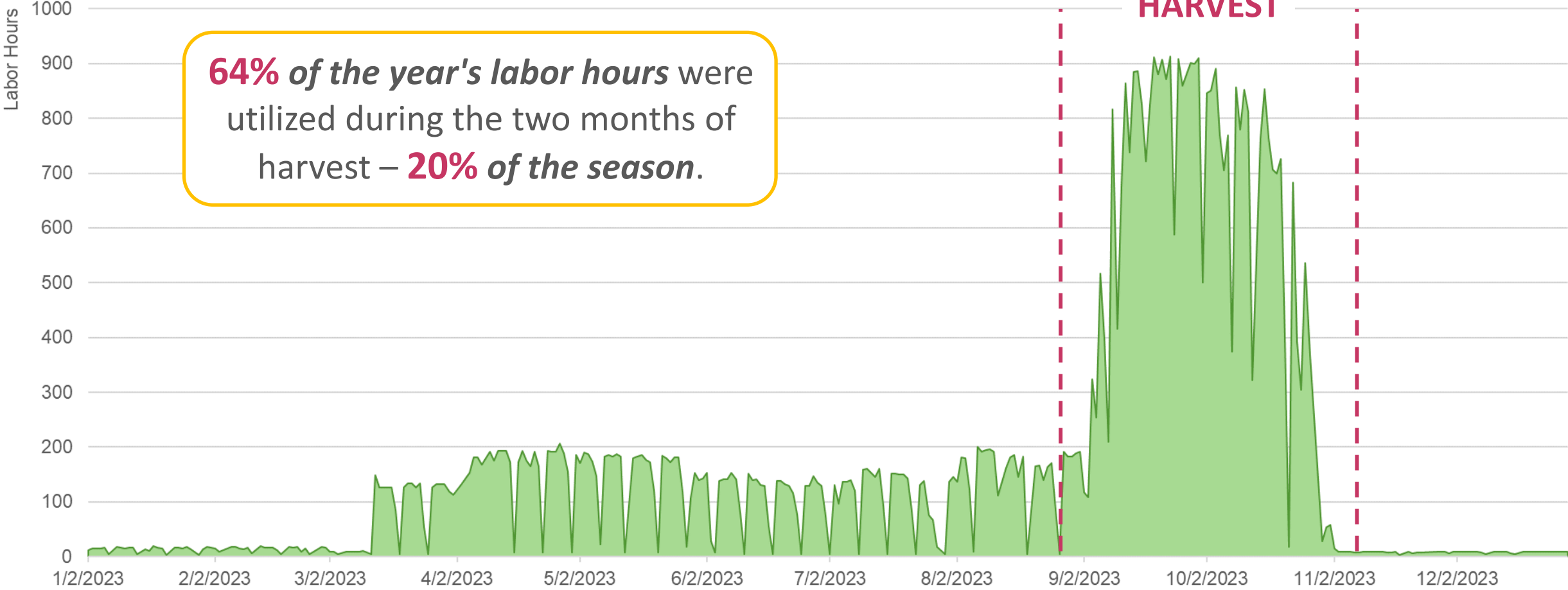
Sources: USDOL, ETA; USApple

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

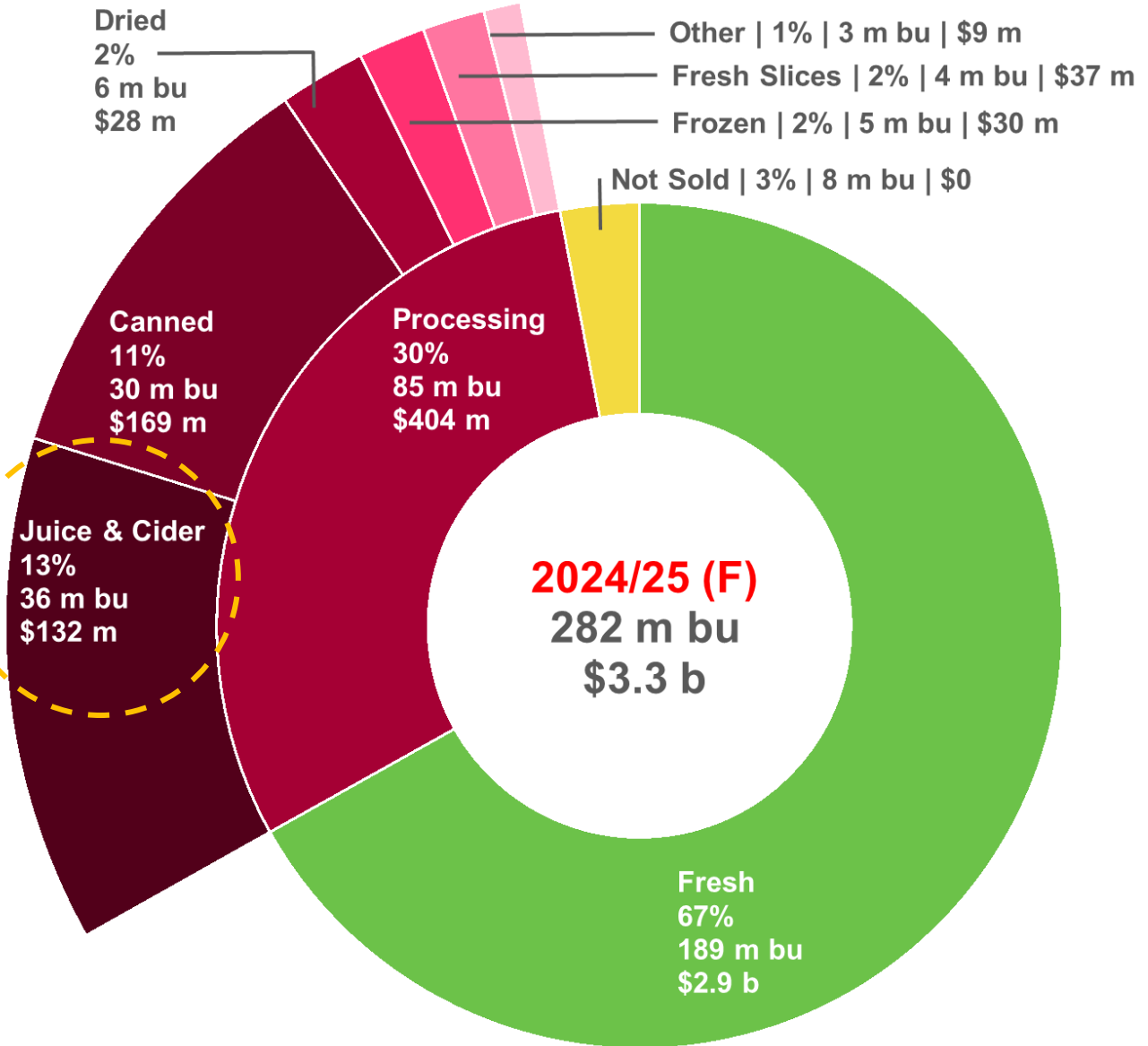
U.S. Apple Utilization



Juice & Cider*

36 M BU
13% of total
43% of processing

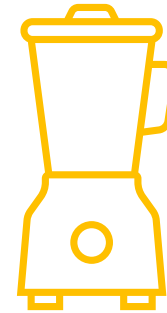
\$132 M



* Sub-processing utilization shares are based on five-year averages: 2013-2017

Sources: USDA, NASS; USApple

U.S. State Apple Utilization & Prices*



% PROCESSING



79%

\$0.19/LB



48%

\$0.11/LB



48%

\$0.15/LB



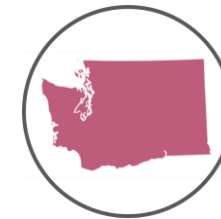
44%

\$0.14/LB



43%

\$0.14/LB



20%

\$0.06/LB



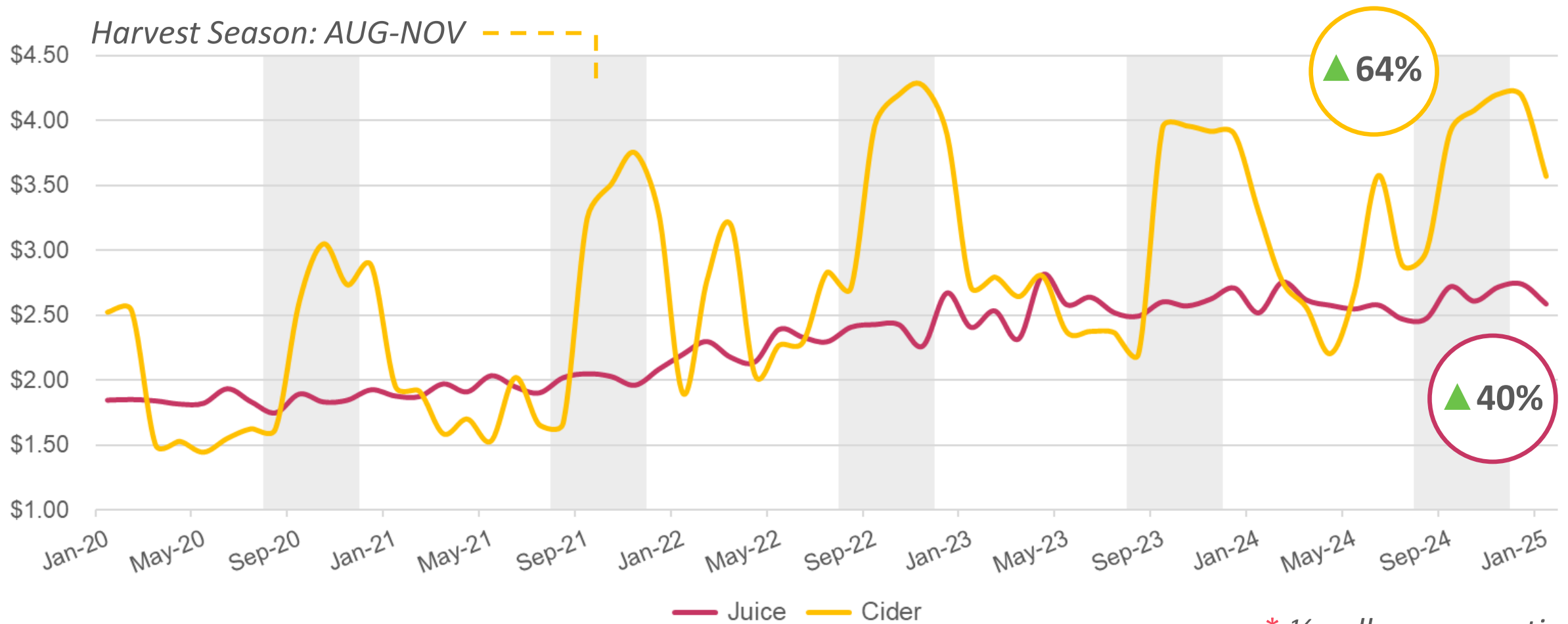
11%

\$0.06/LB

* 2023/24 season

Sources: USDA, NASS; USApple

U.S. Apple Retail Prices: Juice & Cider*

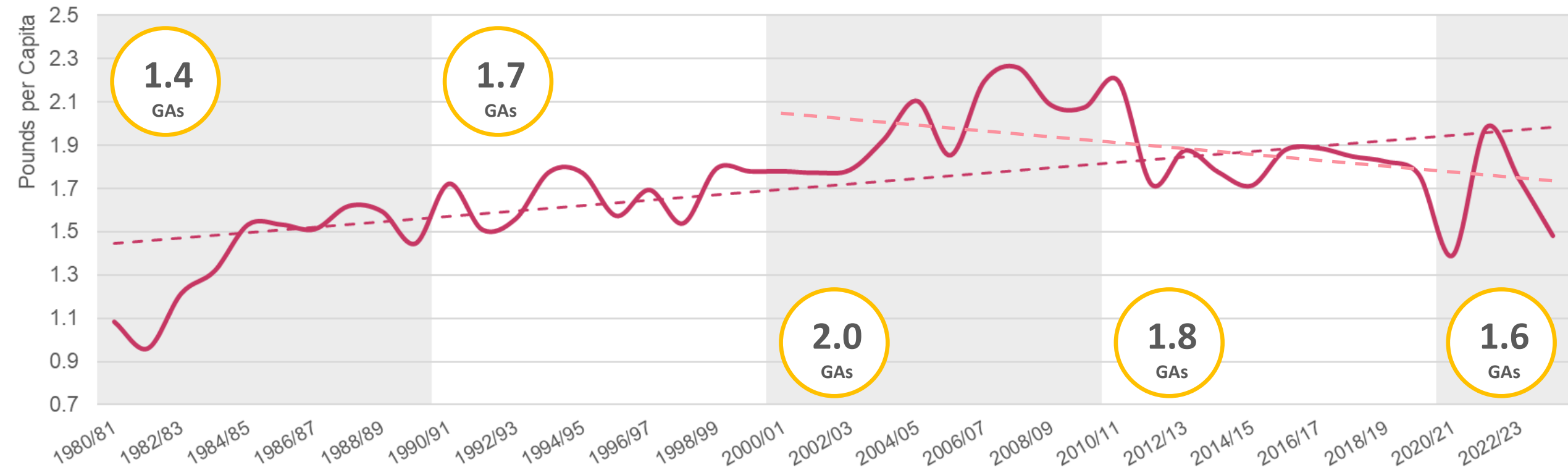


* 1/2 gallon, conventional

Sources: USDA, AMS; USApple

U.S. Juice & Cider Consumption: Per Capita

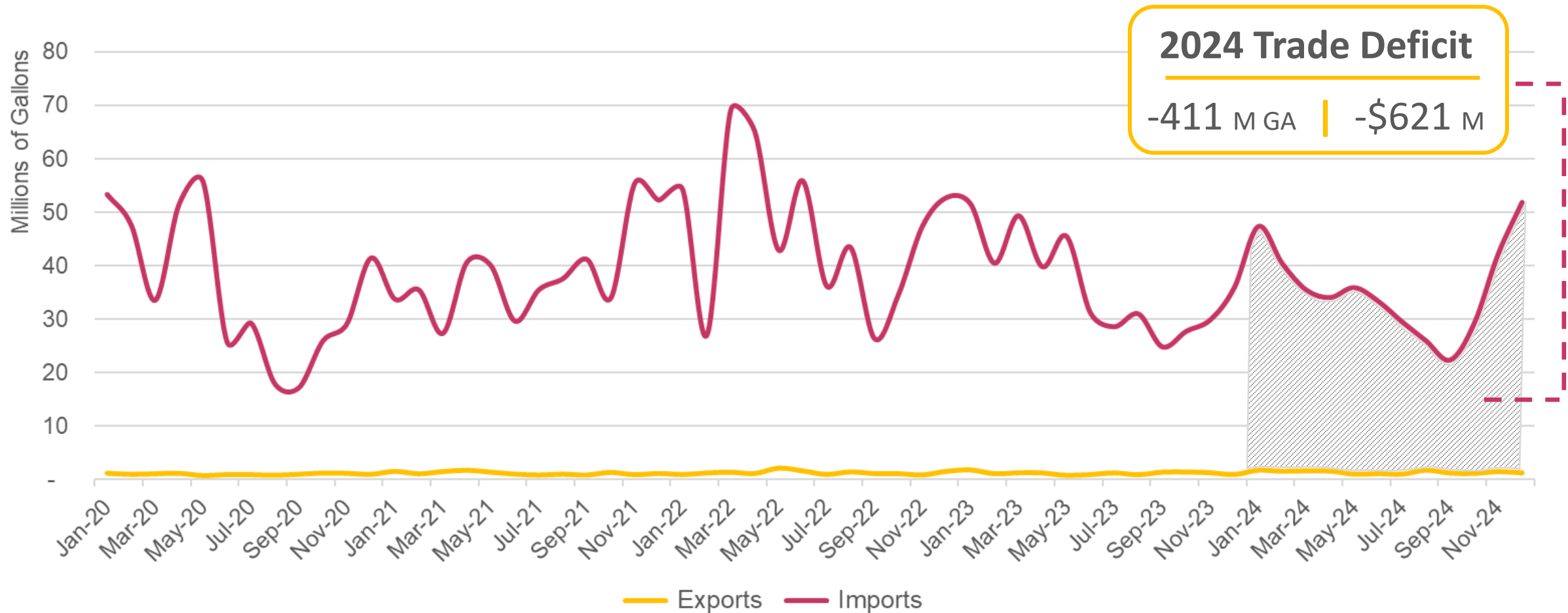
USDA's **Per Capita Food Availability** = Annual Food Supply* / U.S. Population



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

Sources: USDA, ERS; USApple

U.S. Apple 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?*

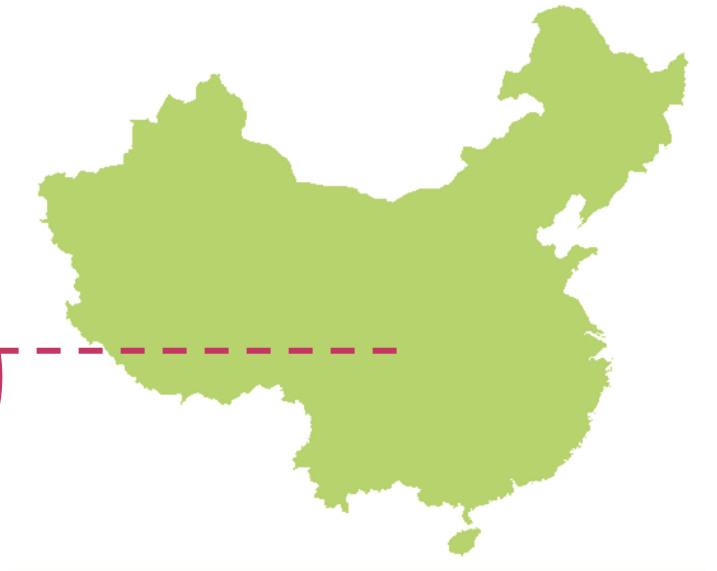


2024 Imports

▶ Türkiye
39% | \$284 M


▶ China
31% | \$151 M

*10% tariffs
+ \$15 M*



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