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AFFECT OF SPECIFIED FACTORS ON 1951 FARM PRICES OF UTAH PEACHES

by

William N. Capener

A thesis submitted in partial fulfillment
of the requirements for the degree

of

MASTER OF SCIENCE

in

Agricultural Economics

1952

Utah State Agricultural College
Logan, Utah

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William N. Capener

September 3, 1952
Logan, Utah

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INTRODUCTION

Some aspects of Utah's peach industry

Utah ranked nineteenth in the United States in the production of peaches for a ten year period 1940-49, producing 1.2 percent of the national total. Peach production is an important part of Utah's fruit industry. The 1951 peach crop estimated at 800,000 bushels, valued at $1,520,000 represents 32 percent of the value of all fruit grown in Utah and 0.8 percent of the value of all agricultural commodities grown in the state.[1/]

During the last 17 years the production of peaches in the United States has had a slight upward trend. However, there has been considerable variation from year to year. The smallest crop during this period was in 1943 (42,761,000 bushels) and the largest in 1946 (86,643,000 bushels) a variation of 103 percent (appendix 1).

Annual production in nine states[2/] including Utah that market peaches about the same time and on about the same markets has varied from a low of 14,089,000 bushels in 1936 to a high of 29,298,000 bushels in 1946.

Peach production in Utah during this period varied from a low of 72,000 bushels in 1937 to a high of 933,000 bushels in 1947, being nearly 13 times greater in 1947 than in 1937.

1/ U.S. Department of Agriculture. Bureau of Agricultural Economics. Fruits, production, farm disposition, value, and utilization of sales 1950-51. Washington, D. C., July, 1952, page 51.

2/ These states are Arkansas, Illinois, Indiana, Michigan, Utah, Idaho, Oregon, Washington, Colorado, and California production of freestone peaches.

During the last 17 years the Utah farm prices for peaches averaged $0.09 a bushel more than the United States average farm price for peaches, but was $0.10 a bushel less than the average farm price per bushel for peaches in the nine states during this same period.

Utah peaches are sold through a variety of marketing channels. Part of the crop is sold at roadside stands, part is peddled directly to the consumer, or to local grocery stores. Rail shipments to out-of-state markets are usually handled through produce brokers or producers' marketing associations. These organizations marketed 40 percent of the crop in 1945. Processors purchase a small portion of the crop for canning and freezing, while some sales are made at the farm to truckers who truck to outside areas.[3] Out-of-state shipments usually go into Arizona, Idaho, Wyoming, Nevada, Kansas, Nebraska, Oklahoma, Missouri, Iowa, Texas, North and South Dakota, and Minnesota. On these markets the Utah fruit competes with peaches from central and northern California, Colorado, Idaho, Arkansas, Illinois, and Indiana.[4] On the local market Utah peaches compete with those from Idaho, California, and Colorado.

It was estimated that of the 800,000 bushels of peaches produced in Utah in 1951, 435,000 bushels were shipped out of the state by rail and truck. Of the peaches shipped from the state, 792 carlots went by rail. The destination of 364 (46 percent) of the total carlots shipped were not reported.

3/ Earnest M. Morrison. Cost and returns from peach production, selected areas, Utah 1947. Utah agricultural Experiment Station Bul. 334, October 1948, p.5.

4/ W. Preston Thomas and George T. Blanch. Marketing fruits and vegetables in Utah. Utah Agricultural Experiment Station Bul. 316, 1945 p. 31.

The peaches shipped by rail with known destination went to 42 cities in 26 different states. Of these, 124 carlots or 29 percent went to markets east of the Mississippi River, 293 carlots or 68 percent went to markets west of the Mississippi River and east of the Rocky Mountains, while 11 carlots or 3 percent went to California markets (table 1).

Table 1.- Carlots of peaches unloaded at principal markets from all producing areas and from Utah, 1951 1/

Market	Total carlots unloaded	Carlots from Utah unloaded	Percentage Utah unloads were of total
	Number of cars	Number of cars	Percent
Denver, Colorado	185	65	35
Kansas City, Missouri	255	39	15
Chicago, Illinois	1,354	37	3
Omaha, Nebraska	161	35	22
Milwaukee, Wisconsin	353	25	7
Wichita, Kansas	92	24	26
Souix City, Iowa	90	17	19
St. Louis, Missouri	383	16	4
Boston, Massachusetts	223	15	7
Minneapolis, St. Paul, Minn.	589	14	2
Topeka, Kansas	91	14	15
Madison, Wisconsin	126	11	9
Lincoln, Nebraska	65	10	15
San Antonio, Texas	36	9	25
New Orleans, Louisiana	72	8	11
Des Moines, Iowa	178	7	4
Houston, Texas	63	7	11
Los Angeles, California	19	7	37
Miami, Florida	40	6	15
Dallas, Texas	2/	6	—

1/ Alton R. Larson and Glen E. Casey, U. S. Department of Agriculture, Bureau of Agricultural Economics. Carlot fruits and vegetables from Utah unloaded at named cities 1951. Office of state statistician. Salt Lake City, Utah, April 24, 1952

2/ Data not available.

The total carlot unloads at the various cities is not a true indication of the supply of peaches available on that market. More peaches are shipped by truck to some markets than others, hence the carlot unloads can only be used as a rough guide in determing the importance of Utah fruit on any particular market. The data on truck arrivals at these markets are not available.

Utah peaches shipped to out-of-state markets must compete on those markets with peaches grown in other areas of the United States, and even on the local markets Utah peaches meet this competition. Hence the price Utah growers receive for their peaches is affected by the volume of local production as well as production from competing areas.

In comparing the prices Utah producers received for peaches with the volume of Utah production during the last 17 years, prices have generally varied inversely with production 11 of the past 17 years. There were some noteable exceptions to this relationship, particularly the four years of 1938 to 1941 and the two year period 1943 to 1944 (figure 1).

This inverse relationship was not as noticeable when either production in nine competing states or total United States production was compared to the Utah farm price for peaches.

For example, in 1937 the Utah peach crop was 87 percent smaller than the 1936 crop. In the nine competing states peach production increased 26 percent and throughout the United States production increased 23 percent over the previous year. The farm price of Utah peaches was 164 percent greater in 1937 than in 1936.

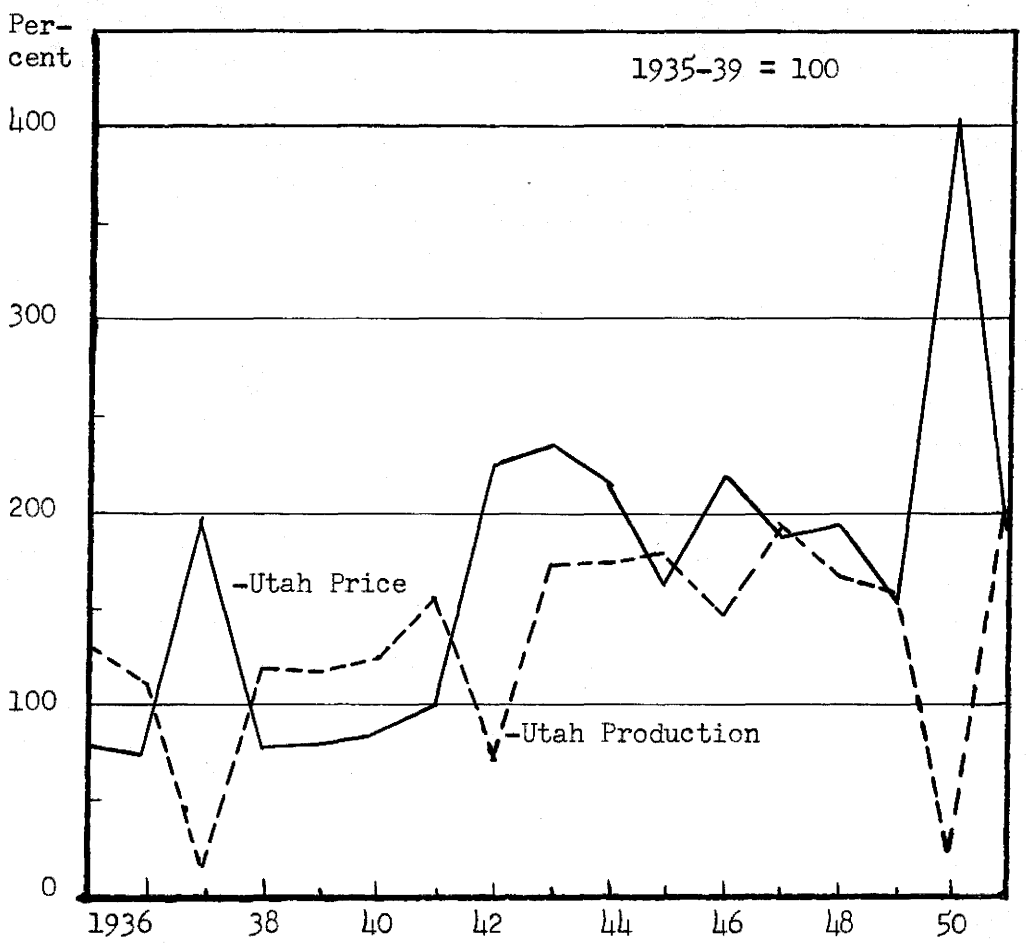


Figure 1.- Index of peach production in Utah and average price received by Utah producers per bushel of peaches 1935-51.

This indicates that the short supply of local peaches in Utah had a greater influence on Utah farm price of peaches than did the level of supply in other areas for that year. Similar relationships existed in the years 1942,1946 (appendix 1).

On the other hand in 1938, with a 696 percent increase in the Utah peach crop, over the previous year, there was a 6 percent decrease in production in the nine competing states and a 10 percent drop in United States production. The Utah farm prices for peaches dropped to 60 percent of what they had been in 1937. A similar relationship existed in 1947.

In 1940 when Utah production increased 6 percent over what it had been the year before, production in the nine competing areas decreased 13 percent along with a decrease of 10 percent in national production. However the prices of Utah peaches increased 7 percent over what they sold for the previous year. The increased prices of the larger Utah peach crop during 1940 appear to have been primarily caused by the smaller peach crops in the nine competing states and the United States. But, peach prices in 1940 may have also been influenced by the affects of W. W. II, which had started in Europe. The United States had begun defense preparations, which meant increased employment and greater consumer income. So with a rise in the general price level there was consequently higher peach prices. This war influence also changed the price-production relationships during the years 1941 to 1944 when factors other than supply influenced the farm price of Utah peaches.

In each of the years 1942, 1948 and 1950 the peach crops in Utah, the nine competing states and the United States were smaller than the crops had been the year before. The Utah farm prices of peaches in these years were higher than they had been the previous year, demonstrating an inverse relationship not only between Utah price and production but also between production in competing areas and Utah price. Under such conditions it is difficult to determine which area of supply influenced Utah farm price for peaches the most.

Some other factors besides volume of peaches on which Utah producers compete with producers in other areas and over which individual producers have some degree of control are variety, size and quality of peaches, marketing season and type of pack used in marketing.

The producer has just one chance to choose the variety or varieties of peaches he will produce. Once this choice is made he is held to it for a long time. It takes from three to five years for peach trees to come into commercial production and they usually continue to produce for 15 to 20 years. The variety the grower choses will determine about when the fruit will mature, to some extent the size, and various other characteristics connected with variety such as shape, color, flavor and ability to be shipped.

Quality of peaches can often be improved by spraying and dusting the orchards to prevent damage to the fruit from insects and disease. Sorting and grading can also influence quality by removing damaged or over-ripe peaches.

The size of peaches can be varied by the producer who uses such cultural practices as pruning, thinning, fertilizing and irrigation.

The producer has little control over the marketing season. It is tied rather closely to climatic conditions. He may be able to lengthen the marketing season slightly by storing some of his crop for two or three weeks. This alternative is very limited.

Once the peaches are produced the grower has the alternatives of packing the peaches in bushel baskets, half-bushel lugs, or one-third bushel cases.

- Whether the grower chooses to use or change any of these practices in a given year may be in part based on forecasts of production in Utah and competing areas, and of future market conditions for his fruit.

During part of the 1951 marketing season, handlers of Utah peaches were regulated by two marketing orders. One was a federal marketing order dealing with interstate shipments, and the other was a state marketing order controlling intrastate movements of peaches. The Utah peach marketing order committee composed of elected peach producers and handlers used the forecasts of expected peach production as one of the basis for determining the regulations to issues concerning the shipment and inspection of peaches for the 1951 marketing season.

When the orders were first issued on August 6, 1951, prior to the harvesting season, they contained regulations prohibiting the shipment of peaches smaller than 1 3/4 inches in diameter and that did not meet U. S. No. 1 grade, and provided that all peaches must by inspected to determine if these requirements had been met.[5/]

5/ Information for this section was obtained from Hans C. Hess regional field representative of the fruit and vegetable branch of the Production Marketing Administration at Denver, Colorado.

On September 6, 1951, about the middle of the marketing season, the state peach marketing order was found to be unconstitutional because of the lack of a referendum, and when the state department of agriculture was threatened with a lawsuit the order was rescinded. The federal order regulating interstate shipment continued in effect. It carried provision for inspection of all peaches and limited shipments to a U. S. No. 1 grade and to a size of 1 3/4 inch minimum diameter.

The purpose of these orders was to restrict the sale of low grade peaches in order that better quality peaches would be placed on the market and thereby improve the prices received by producers.

When the extent of the damage from frost on the peach crop is determined, near the first of July every year a forecast of expected peach production is made by the U.S.D.A.'s Bureau of Agricultural Economics and is published in The Fruit Situation.[6/] Other forecasts are made of expected production up until the time of harvest and the estimates are revised on the basis of new information available that may modify the previous estimate. For 1951 the forecast included the expected production of the 36 states that produce peaches commercially. A comparison of the forecasted production for 14 states[7/] that market peaches about the same time as Utah fruit is sold included four states in the east, four in the midwest, and eight states in the west.

6/ U.S.D.A., Bureau of Agricultural Economics. The Fruit Situation. June 1951 and June 1952 TFS-99 and 103, Washington, D. C.

7/ These 14 states were Maryland, Virginia, West Virginia, and Pennsylvania in the east, Indiana, Illinois, Michigan, and Arkansas from the midwest, and Colorado, Idaho, Oregon, Utah, Washington, and California freestone production from the west.

The estimate on July 1 indicated a 25 percent larger crop for the four eastern states than the average, 1940-49, production had been for those states, while peach production for 1951 in midwestern states was to be only 25 percent of the 1940-49 average for that area (table 2).

Table 2.- Peach production in 14 states that marketed fruit the same time as Utah in 1951 including the average for 1940-49, the annual 1950, and the indicated and annual production in 1951.

State	Production				
	Average 1940-49	1950	1951	July 1 estimate 1951	Percentage 1951 estimate is of average
	1,000 bushels	1,000 bushels	1,000 bushels	1,000 bushels	Percent
Pennsylvania	2,029	2,194	2,352	2,436	120
Maryland	563	565	476	711	126
Virginia	1,572	837	1,771	1,950	124
West Virginia	539	557	581	672	125
Total eastern states	4,703	4,151	5,180	5,769	123
Michigan	3,607	4,800	605	672	19
Illinois	1,570	1,113	224	182	12
Indiana	490	298	72	54	11
Arkansas	2,206	1,080	1,044	900	41
Total midwest	7,873	7,291	1,945	1,808	23
Colorado	1,954	1,219	316	260	13
Idaho	315	41	350	220	70
Oregon	657	325	400	440	67
Utah	763	130	800	1,015	133
Washington	2,387	135	810	567	24
California freestone	11,157	10,000	11,334	10,543	94
Total western states	17,235	11,869	14,010	13,045	76
Total competing states	29,811	23,292	21,135	20,622	69
Total other areas	41,339	30,193	48,230	44,915	109
Total U. S.	71,150	53,485	69,365	65,537	92

U. S. Department of Agriculture, Bureau of Agricultural Economics. The Fruit Situation, June 1951 TFS-99, June 1952 TFS-103

In the west, Colorado's peach crop, considered to be Utah's greatest competition on the peach market, was forecast at 260,000 bushels or only 13 percent of the past 10 year average 1940-49. Washington's crop was forecast to be only 24 percent of the 10 year average, and Idaho, Oregon, and California all had a smaller than average crop forecast. On the other hand Utah's peach production was estimated at 33 percent above average. The total production for the six western states was forecast at 76 percent of average. According to the July 1 estimate the 1951 crop of peaches in the west and midwest was forecast at only 59 percent of the 1940-49 average.

In the 14 competing states, 1951 production was forecast to be only 69 percent of the average and only 89 percent of the 1950 crop which was considered a short crop for peaches.

However, the forecasted total production in the United States indicated a considerably larger crop in 1951 than in 1950. This increase in production was mainly in the southern states where peaches are harvested in June and July. An increase of over 11 million bushels was forecast for these 10 southern states. This increase amounts to 15 percent of the average 1940-49 total United States production.

In 1951 because of the short peach crop that was marketed by the west, only 76 percent of the previous 10 year average, and a short crop in the midwestern states where a major portion of the western peaches are marketed, Utah producers looked forward to better than average prices for the large peach crop they expected to market.

Despite the very favorable outlook for Utah peaches in 1951, the price dropped suddenly during the middle of the marketing and harvesting season.

Many of the factors that may have had some influence on the farm price of Utah peaches in 1951 were considered outside the scope of this study. The price of peaches is a function of the supply and demand for peaches at any given time and on any given market. Some factors which help determine demand include the level of consumer income, the national level of employment, tastes and preferences of comsumers, changes in population, the relative prices and availability of substitutes for peaches and changes in technology. For the purpose of this study the influence of demand on peaches was considered constant and only some of the factors of supply, controlable by the producer, were studied.

According to the 1950 Census of Agriculture, peach trees were reported on 4,814 farms and in all counties of the state except two. Peach production in the state is concentrated in Washington County and along the base of the Wasatch foothills in Box Elder, Weber, Davis, Salt Lake, and Utah Counties where about 95 percent of the trees are located.[8/] The enterprise is most successful where air currents protect orchards from early spring frosts.

The peach enterprise on most Utah farms is small and often is a part of a diversified crop or livestock type of farming.

8/ U. S. Census of Agriculture, 1950 Vol. I part 31 U. S. Department of Commerce 1953, p. 66.

Many peach producers, particularly near the industrial areas, have off-the-farm employment to supplement their income during slack seasons of the year.

The freestone varieties of peaches are predominant in Utah. The early and late Elberta varieties are most common, followed by J. H. Hale and other less common varieties such as Late Crawford, Halberta, Johnson Elberta, Golden Jubilee, Heath Cling, Rio Oso Gem, and Greenboro.9/

Producers usually begin to harvest the peach crop during the latter part of July in Washington County and about a month later in other areas of the state. Most of the peaches in the state are harvested by the middle of September. The harvest period will vary slightly depending on weather conditions.

Peaches are an extremely perishable commodity and, therefore, must be marketed soon after they are harvested. The producers in Utah normally move their peaches through the marketing channels as soon as they are picked rather than prolonging the season by placing large percentages in storage. The degree of ripeness or stage of maturity at which the fruit is picked depends somewhat on the length of time before it reaches the consumer. Ideally, peaches for rail shipments are picked when they are mature but still firm, while those for local consumption are picked when they are firm-ripe.

9/ A. L. Wilson and A. L. Stark. The fruit tree situation in Utah. Utah Agricultural Experiment Station Bul. 279,1938 p. 11

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Purpose of the Study

The purpose of this study was to determine the affect certain factors, over which the producer had a degree of control, had upon the prices received by growers for their peaches during the 1951 marketing season. Factors considered are size of peaches, degree of ripeness, when marketed, grade, variety, type of marketing container used, market channels, and area where produced.

Review of literature

In 1929 a study was made by the New Jersey Agricultural Experiment Station on the New York City market. It determined why the price of peaches on that particular market varied from time to time and why the price varied for different lots of peaches. It was found that difference in supply was the principal cause of variation in price over time. Other factors such as variety, size, type of peach, and quality caused variation between different lots of peaches sold on the same day.10/

In 1945 the Utah Agricultural Experiment Station published a bulletin on fruit and vegetable marketing in Utah which contained a discussion of the problems involved in marketing the Utah peach crop.

Using the prices at which peaches sell as a relative measure of quality, it was found that Utah peaches on the out-of-state markets were in almost all instances inferior to the fruit from most other competing areas on those markets.

10/ Harry S. Kanton. Factors affecting the price of peaches in the New York City market. Tech. Bul. 115, 1929.

This was due to the size, pack, grade, or some other factor that had to do with the way or the condition in which the Utah fruit was sent to market rather than to its flavor or other consumptive qualities.[11]

In a recent study on consumer demand for fruit in Utah, now being prepared for publication, it was found that among Salt Lake City, Utah consumers the various fruits are not good substitutes for each other and that the consumer demand for peaches is relatively inelastic.[12]

Source of data and method of procedure

Primary data for this study were obtained from four different sources. First, records were obtained from 77 peach producers for the crop year 1951. Forty-six were from Utah County, 11 from Weber County, and the remaining 20 from Box Elder County. No records were obtained in the southern peach producing areas of the state. These localities were chosen because they were considered representative of concentrated areas of peach production. The number of records taken in each area corresponds closely to their relative importance in peach production, comprising approximately 5 percent of the total number of growers in that county. The total acres in farmland operated by the peach producers interviewed ranged from two to 600 acres with an overall average of 52 acres. The average of all fruitland, including peaches, average 19.8 acres per farm. About 40 percent of the total fruit acreage of the farm.

11/ Thomas and Blanch op. cit, p. 11

12/ Ellis W. Lambourn and Roice H. Anderson. Consumer demand for fruit in Salt Lake City, Utah, 1948-49. Utah Agricultural Experiment Station unpub. bul.

About 40 percent of the total fruit acreage of the farms in these areas consisted of peaches, which indicated the relative importance of the peach enterprise to all fruit in Utah.

Table 3.- Farms surveyed in Box Elder, Weber, Utah Counties, 1951

Items	Box Elder	Weber	Utah	Total
No. of farm	20	11	46	77
Average acres per farm	92.7	45	38.3	52
Average acres fruit per farm	19.4	10	22.3	19.8
Average acres peaches per farm	7.2	5.1	8.0	7.4
Average yield per acre (bushels)	247	199	193	207

The peach orchards varied in size from 2 to 45 acres with an average of 7.4 acres (table 3). The average yield of peaches per acre was 207 bushels.

The information was obtained from the producer by personal interview and recorded on a form designed to assist in obtaining information concerning the size, quantity, variety, grade, prices received, and to whom peaches were sold, together with marketing practices and problems and other related data. (appendix 3)

The selection of orchards, was restricted to producers with two or more acres of bearing trees. This was done to limit the study to commercial producers.

The second source of primary data was the records of four producer's peach marketing associations. An officer of each association was interviewed and from their records information was obtained on

the quantity size, variety containers used for the peaches handled the operating costs and the prices paid and prices received for peaches by that association during 1951.

Information was also obtained from the state and federal inspection certificates for a major portion of the rail shipments of Utah peaches in 1951. The date of inspection, size, quantity, quality, variety, and other pertinent data were obtained.

PRESENTATION AND ANALYSIS OF DATA

Factors affecting the price of peaches

The peaches each producer marketed were reported as separate lots on the basis of such factors as grade, size, degree of ripeness, variety, to whom sold, and type of container used. No attempt was made to list each sale but only to group into lots those peaches with similar characteristics. There was a total of 416 lots marketed by the 77 producers or an average of 5.4 lots per producer.

The prices listed in this study are the net prices the growers received. The cost of containers were deducted from the selling price as were any commission charges where peaches were sold through a broker or marketing association.

It is recognized that other factors may have affected the price of peaches other than those listed above. No attempt was made, however, to ascertain this association. It is further recognized that there is an inter-factor relationship existing and that when an attempt is made to hold the effect of one factor constant, the effect of some interrelated factors may also have a bearing on the results. Wherever these seem to exist, attention is directed to the association.

Size of peaches. The various lots of peaches were sorted on the basis of the size of peaches that were marketed to determine the effect size had upon price. Size refers to the diameter of the peach measured in inches or fractions of inches.

Each class of peaches based on size contains peaches with diameter not less than the class designation ranging up to the next larger class designation. For example, peaches in the 1 3/4 inch class have diameters of not less than 1 3/4 inches and ranging up to 2 inches. Price was calculated as the net price per bushel to the producer after the cost of the container was subtracted if the peaches were sold in containers.

Almost half, or 42 percent, of the total quantity of peaches marketed were 2 inches in diameter while 40 percent were 2¼ or larger, only 12 percent were 1 3/4 inches, and 6 percent were orchard run (table 4).

Table 4.- The relationship of net price to the size of peaches marketed by 77 producers in Utah, 1951.

Item	Unit	Size				
		1 3/4"	2"	2¼ & up	not sized	Total
Number of lots	No.	74	178	140	24	416
Average number of bushels per lot	Bu.	184	280	345	281	285
Percentage of total quantity	Percent	12	42	40	6	100
Average net price per bushel	Dollars	0.90	1.71	2.14	1.33	1.77

A positive relationship between size and net price per bushel was noted. As the size of the peaches increased, the average price per bushel increased.

The average net price increased from $0.90 per bushel for 1 3/4 inch peaches to $1.71 for 2 inch peaches and to $2.14 for 2¼ inch and larger peaches. Peaches which were marketed as they were picked from the tree without being sorted by various sizes sold for an average of $1.33 per bushel (table 6). They were sold mainly to local trade either at roadside stands or were picked from the trees by the customers. No attempt was made to determine the percentage of these peaches that would fall in to various size groups.

The peach producers were asked to express their opinion as to which size peach the consumers prefer as evidenced by the price they are willing to pay for different sizes. Ninety-three percent of these producers said they felt that the consumers prefer the 2¼ inch or larger peaches. It was the experience of the other 7 percent that 2 inch peaches were preferred by consumers

From information taken from the records of four peach marketing associations' it was found that a similar relationship existed. The average net price increased from $0.54 per bushel for 1 3/4 inch peaches to $1.52 for 2 inch peaches to $1.92 for 2¼ inch or larger peaches. The average net price per bushel for all peaches marketed by these organizations was $1.51 (table 5).

Table 5.- The relationship of net price to size of peaches marketed by four peach marketing associations 1951.

Item	Unit	Size			
		1 3/4 inches	2 inches	2¼ inches	Total
Percentage of total quantity	Percent	13	56	31	100
Average net price per bushel	Dollars	0.54	1.52	1.92	1.51

The spread in price between the various sizes was similar for peaches sold by the associations and by the producers. The difference in price per bushel between the 1 3/4 inch and 2 inch peaches for the associations was $0.98 while the difference between these same sizes as reported by producers was $0.81. The difference in average price between the 2 inch and 2¼ inch peaches was $0.40 per bushel for the association and $0.43 per bushel for the 77 producers.

It was impossible in this study to determine the influence of factors other than size and prices received by size of peach.

Degree of ripeness. A sort was made of the lots of peaches marketed by the 77 Utah producers on the basis of the degree of ripeness when the fruit was picked as subjectively evaluated by the growers. This was done to see if the stage of maturity at which the fruit was marketed affected the price received by the producer for his peaches. Of the 118,529 bushels marketed by these producers, 47 percent were picked hard-ripe[13] while 38 percent were picked firm-ripe[14] and only 15 percent were tree-ripe[15] peaches (table 6).

The firm-ripe peaches sold for an average of $1.88, while $1.68 was the average net price received for hard-ripe fruit, and the tree-ripe peaches brought an average of $1.78 per bushel.

13/ Hard-ripe peaches - ground color not changed and with very little blush.

14/ Firm-ripe peaches - ground color has begun to change, fair degree of blush.

15/ Tree-ripe peaches - ground color completely changed , well colored, ready for immediate consumption.

This difference in price is probably associated more with the type and distance from market these peaches were sold than the degree of ripeness when the fruit was picked. The stage of maturity at which the fruit is picked is usually dependent upon the grower's estimate of how long before the fruit will be consumed.

Table 6.- The relationship of net price to the degree of ripeness of peaches marketed by 77 producers of Utah, 1951.

Item	Unit	Degree of ripeness			
		Hard	Firm	Tree-ripe	Total
Number of lots	No.	199	118	99	416
Average number of bushels per lot	Bu.	280	384	177	285
Percentage of total quantity	Percent	47	38	15	100
Average net price per bushel	Dollars	1.68	1.88	1.78	1.77

Many of the peaches that are shipped are put through one machine that sizes the fruit and another one that removes the fuzz before the peaches are packed. Thus it is necessary to pick peaches that do not go into immediate consumption, mature but hard enough enough so that they will not be damaged by considerable handling and travel. All the hard-ripe peaches marketed by the 77 producers in this study were shipped to market by rail.

Most of the peaches sold on the local market were tree-ripe fruit, since they are purchased for immediate consumption or for canning.

Grade. The federal peach marketing order that was in effect in 1951 in Utah required that all interstate shipments of peaches must by U. S. No. 1 grade fruit of 1 3/4 inch diameter or larger. Until the state marketing order was rescinded on September 6, 1951, this same requirement was made on all intrastate shipments.

Therefore, the graded peaches consisted of these that met the U. S. No. 1 standard. To do this the peaches must have a certain color based on variety, and be free from blemishes, gum or disease. All peaches 1 3.4 inches in diameter or larger can be U. S. No.1 if they meet the grade requirements. Ungraded peaches were sold orchard run just as they came from the trees, with badly damaged or too mature fruit either not picked or else dropped to the ground and discarded.

Of the total quantity of peaches sold by these 77 producers, 83 percent were graded while 17 percent were marketed ungraded. The average net price for the graded fruit was $1.79 per bushel, while the ungraded peaches sold for an average of $1.70(table 7).

Table 7.- The relationship of net price to grade of peaches marketed by 77 producers in Utah, 1951.

Item	Unit	Grade		
		Graded	orchard run	Total
Number of lots	No,	319	97	416
Average number of bushels per lot	Bu.	310	203	285
Percentage of total quantity	Percent	83	17	100
Average net price per bushel	Dollars	1.79	1.70	1.77

Nearly all the peaches that were graded were sold by the producers to other agencies for shipment and resale. The producers averaged slightly more per bushel for the graded fruit than did they for the ungraded peaches on the various markets. This difference in price between the graded and ungraded peaches amounted to $0.24 a bushel more for graded peaches sold to truckers and $0.91 a bushel more for graded peaches sold locally (table 8).

Table 8.- Relationship of net price to grade and through which marketing channel peaches were sold by 77 Utah producers, 1951.

To whom sold	Grade	Number of lots	Average no. of bu. per lot	Percentage of total quantity	Average net price per bu.
		Number	Bushel	Percent	Dollars
Association	U.S. 1	161	270	37	1.72
	Orchard run	---	---	--	----
Broker and shipper	U. S. 1	80	454	31	1.86
	Orchard run	3	1,649	4	1.27
Trucker	U.S. 1	24	141	2	1.97
	Orchard run	27	152	3	1.73
Processor	U.S. 1	44	311	12	1.61
	Orchard run	4	89	*	1.26
Local	U.S. 1	10	189	2	2.82
	Orchard run	63	164	9	1.91
Totals		416	285	100	1.77

*Less than .5 percent.

All peaches sold early in the season had to meet U. S. No. 1 requirements. When the state marketing order was rescinded intrastate shipments no longer had to be graded.

A sudden decline in peach prices when the sale of ungraded peaches were permitted may have influenced the relationship between grade and price on local and trucker markets in 1951.

Fifty-four of the 77 producers felt they received greater profits from the sale of graded fruit. This was especially true among the large producers who shipped most of their crop.

Variety. The variation in average net price received per bushel for different varieties of peaches was the basis of another sort. It was found that 71 percent of the peaches marketed by the 77 producers were Elbertas, 17 percent were J. H. Hales, 8 percent were early Elbertas, while 4 percent were other varieties (table 9). The price received for Elbertas was $1.70 a bushel, while the other three classes of peaches sold from $0.22 to $0.27 per bushel higher.

Table 9.- The relationship of net price to the variety of peaches marketed by 77 Utah Producers in 1951.

Item	Variety				
	Elberta	Early Elberta	J. H. Hale	Others	Total
Number of lots	251	49	85	31	416
Average number of bushels per lot	339	185	238	136	285
Percentage of total quantity	71	8	17	4	100
Average net price per bushel	1.70	1.92	1.94	1.97	1.77

When the different varieties were subsorted according to size it was found that the average price per bushel for Elberta peaches 2¼ inches and larger was $2.02 while J. H. Hale peaches 2¼ inches and larger sold for $2.47 or a difference of $0.45 more for the Hale peaches of this size (table 10).

Table 10.- The relationship of variety and size of peaches to net price on 77 farm in Utah, Weber, and Box Elder Counties 1951.

Variety	Size	Number of lots	Average no. of bushels per lot	Percentage of total quantity	Average net price per bushel dollars
		Number	Bushel	Percent	Dollars
Late Elberta	1 3/4"	47	188	8	0.81
	2"	101	366	31	1.68
	2¼" & up	85	403	29	2.02
	Orchard run	18	275	4	1.29
Early Elberta	1 3/3"	15	152	2	1.28
	2"	27	168	4	2.01
	2¼" & up	6	320	2	2.59
	Orchard run	1	300	*	1.25
J. H. Hale	1 3/4"	11	226	2	0.84
	2"	34	184	5	1.62
	2¼" & up	37	274	8	2.47
	Orchard run	3	450	1	1.44
Others	1 3/3"	1	50	*	2.00
	2"	16	131	2	1.86
	2¼" & up	12	160	2	2.09
	Orchard run	2	66	*	1.81
Totals		416	285	100	1.77

*Less than.5 percent

Early Elbert peaches 2¼ inches and larger sold for an average of $2.59 a bushel. This was $0.12 more than J. H. Hales and $0.57 more than Elberta peaches of the same size had sold for. A premium was paid for the large J. H. Hale peaches. This may have been due to the fact that many of the Hale peaches were larger than the 2¼ inches class minimum, and that a greater portion of the large Hale peaches were sold in lugs or cases which brought a premium over peaches sold in bushels (table 11). Hale peaches make a beautiful box of fruit for display purposes, so consumer appeal may have influenced this relationship.

Table 11.- Relationship of net price of peaches to variety and type of container used by 77 producers in Utah, 1951.

Variety	Container	Number of lots	Number of bushels per lot	Percentage of total quantity	Average net price per bushel
		Number	Bushel	Percent	Dollars
Late Elberta	Basket	220	377	70	1.68
	Case or lug	30	70	2	2.54
Early Elberta	Basket	48	187	8	1.92
	Case or lug	1	67	*	1.64
J. H. Hale	Basket	79	240	16	1.85
	Case or lug	7	193	1	3.53
Others	Basket	29	137	3	1.93
	Case or lug	2	120	*	2.53
Totals		416	285	100	1.77

*Less than .5 percent.

This was not true of the smaller peaches. The 1 3/4 inch J. H. Hale peaches sold for an average of $0.84 a bushel or only

$0.03 a bushel more than the Elbertas. However the small, early Elbertas sold for $1.28 or $0.47 more than Elbertas and $0.44 more than J. H. Hales. The 2 inch Elbertas sold for an average of $1.68 a bushel which was $0.06 more than 2 inch J. H. Hales averaged per bushel, but $0.33 less than Early Elbertas of the same size.

The early Elbertas consistently averaged more per bushel for all sizes than did the Elberta peaches. This is true to a lesser extent of the other varieties that were lumped together. This apparent price advantage that early Elberta peaches have may have been associated with the time they were marketed. They usually mature just before the Elberta and J. H. Hale and hence a greater portion of them were marketed before the price break came. This is also true of the peaches listed as other varieties, many of them were early maturing peaches of the non-shipping varieties so were sold locally before the price break occurred.

Whether the earlier maturing peaches consistently receive a premium from year to year is not known, however this relationship did exist in 1961.

Containers. Peaches marketed in bushel baskets holding approximately 48 pounds of peaches amounted to 97 percent of the total quantity of peaches sold by the 77 producers (table 12). Only 3 percent of the peaches sold were marketed in either wooden cases containing 16 pounds net or wooden lugs containing 24 pounds net. For mean of comparison the quantity and price of peaches sold in cases or lugs were converted to bushel equivalents.

Table 12.- The relationship of net price to the container in which peaches were sold by 77 producers in Utah, 1951.

Item	Unit	Container		
		Bushel baskets	Lug or case	Total
Number of lots	No.	371	40	416
Average number of bushels per lot-	Bu.	305	94	285
Percentage of total quantity	Percent	97	3	100
Average net price per bushel	Dollars	1.73	2.88	1.77

The average net price per bushel for peaches sold in bushel baskets was $1.73 while the average net price for peaches sold in case or lug containers was $2.88 a bushel, a difference of $1.15 a bushel more for peaches marketed in lugs or cases.

From the records of the four peach marketing associations it was found that 89 percent of the peaches they sold were in bushel baskets, while 11 percent were marketed in cases(table13).

Table 13.- The relationship of net price of peaches to the type of container used by four producer marketing associations, Utah 1951.

Item	Unit	Container		
		Bushel baskets	Lug or case	Total
Percentage of total quantity	Percent	89	11	100
Average net price per bushel	Dollars	1.48	1.81	1.51

The average net price for peaches sold in cases was $1.81, which was $0.55 more than the average net price for the same quantity of peaches sold in bushels.

The net price eliminates extra packing costs and possible added commission for peaches marketed in lugs and cases. From the information available the difference in price for the same quantity of peaches sold in different containers is significant. Although the difference was not as great for peaches sold by the four associations it is still important. The reason peaches marketed in smaller containers brought a premium was not determined. They may have been larger or better colored fruit or may have arrived on the market in better condition or perhaps peaches in the smaller containers were sold to a different class of consumers than those sold in baskets and hence were in a different price class.

The 677 federal inspection records of carlot shipments of peaches from Utah in 1951 revealed that 80,485 bushels or about 25 percent of the total quantity of peaches recorded on these inspection certificates were shipped in cases or lugs. Based upon above data the growers realized an additional $26,559 by marketing this quantity in lugs rather than baskets.

Market channels. The 77 peach producers from whom individual records were taken, marketed a total of 118,529 bushels of fruit. This represents 15 percent of the state's total production of 800,000 bushels. Of the peaches marketed by these producers 37 percent or 43,523 bushels were sold through producers marketing association for rail shipment.

Thirty-five percent of 41,268 bushels were sold through brokers and shippers that ship mainly by rail, and processors bought 14,053 bushel or 12 percent of the total for canning and freezing. Truckers bought 6 percent or 7,475 bushels, and 10 percent of 12,210 bushels were sold to local consumers by the producer at roadside stands or at the orchard (table 14).

Table 14.- The relationship of price to various channels through which peaches were sold by 77 producers, Utah 1951.

		To whom sold					
Item	Unit	Assoc- iation	Broker, shipper	Trucker	Proces- sor	Local	Total
Number of lots	No.	161	83	51	48	73	416
Average number bushels per lot	Bu.	270	497	147	293	167	285
Percentage of total quantity	Percent	37	35	6	12	10	100
Average net price per bushel	Dollar	1.72	1.79	1.84	1.61	2.05	1.77

Because of the distribution and size of the sample it is felt that these percentages are representative of the various channels through which Utah peaches moved to market in 1951.

Peaches sold on the local market brought the highest average net price per bushel, $2.05, while those sold to processors averaged lowest or $1.61 per bushel. The price received on the other markets was near the average for all the peaches sold. The producers received an average of $1.72 a bushel for peaches sold through marketing associations, $1.79 a bushel for those sold to produce brokers and shippers, and $1.84 a bushel for those sold to truckers.

The greater price the producer received for peaches sold locally probably is not comparable to the price received through other markets since local sales require more time and are usually smaller than sales through other channels. Hence they include certain services by the producer that must be taken in to account.

Thirty-one of the 77 producers were of the opinion that the local market gave them the best returns while an equal number said that the outside rail markets brought them the greatest returns. Their reason was that the demand on the local market was not great enough to handle all the peaches produced in the state.

A few growers felt that one of the greatest needs that producers in the state have in marketing their product is a local cannery that can process the surplus peaches that Utah produces. These producers were willing to sell their peaches to a cannery or freezing plant for less than they might receive on other markets if they could be assured of a stable market and thus eliminate much of the uncertainty they face in selling such a perishable on distant markets. This study indicates that producers who sold to processors received on an average less for their peaches than on any other market. As far as could be determined there was no break in the prices paid producers for peaches sold to the processors.

Area. The three geographical areas included in this study are similar in many ways and yet there were differences in 1951 that caused variation in the average price received for peaches in each of these areas. The peaches in Box Elder and Weber Counties matured a few days earlier than those in Utah County.

Of the 214 carlots of peaches inspected for shipment from Box Elder County, 51 percent or 108 carlots were inspected before September 6. In Weber County 39 percent or 34 of the 88 carlots inspected for shipment were inspected before September 6, while only 7 percent or 20 carlots had been inspected in Utah County by September 6, of the total 302 inspected in that county during 1951. The producers in Utah county consequently felt the effects of the break in prices more strongly than producers in other areas of the state.

Sixty-one percent of the peaches marketed by the 77 producers in the three areas were produced in Utah County while 30 percent were produced in Box Elder and 9 percent in Weber County (table 15).

Table 15.- The relationship of price to the area where the peaches were produced by 77 producers, Utah 1951.

Item	Unit	Area			
		Box Elder	Weber	Utah	Total
Number of lots	No.	130	76	210	416
Average number of bushels per lot	Bu.	274	147	342	285
Percentage of total quantity	Percent	30	9	61	100
Average net price per bushel	Dollars	1.86	1.67	1.74	1.77

Producers in the Box Elder area received an average of $1.86 per bushel for their peaches, while producers in Utah County received an average of $1.74 a bushel. In the Weber area the average price per bushel was only $1.67. Although many Weber County peaches were

sold early, they were sold mainly through marketing associations or to processors which in that area paid on the average less for peaches than the local market or truckers (table 16).

Table 16.- Relationship of price to the area where the peaches were produced and the channels through which peaches were marketed by 77 producers in Utah 1951.

Area	To whom sold	Number of lots	Number of bushels per lot	Percentage of total quantity	Average Price per bushel
		Number	Number	Percent	Dollars
Box Elder	Associations	26	293	6	2.40
	Brokers and shippers	41	320	11	1.58
	Truckers	20	186	3	1.99
	Processors	15	446	6	1.59
	Local	28	159	4	2.07
Weber	Associations	49	149	6	1.64
	Brokers and shippers	--	---	--	----
	Truckers	5	130	1	1.80
	Processors	15	187	2	1.65
	Local	8	57	*	2.08
Utah	Associations	86	333	24	1.56
	Brokers and shippers	42	670	24	1.88
	Truckers	26	119	3	1.67
	Processors	18	253	4	1.60
	Local	37	198	6	2.03
Totals		416	285	100	1.77

*Less than .5 percent.

SUMMARY

1. The study of factors within the control of the individual producer that affected the farm price of peaches in 1951 included 77 irrigated farms in Utah with an average of 52 acres per farm. The peach orchards on these farms averaged 7.4 acres. These farms marketed 118,529 bushels of peaches or about 15 percent of the 1951 peach crop in Utah.

Forty-six of the farms surveyed were in Utah County, 20 were in Box Elder County, and 11 were in Weber County.

The average net price received by producers surveyed was $1.77 per bushel.

2. Four peach marketing associations included in this study marketed 169,305 bushels of peaches, or about 21 percent of the 1951 peach crop in Utah. They returned an average of $1.51 a bushel net.

3. A small crop of peaches was forecast for areas that market peaches near the same time and on the same markets as Utah, while the Utah crop was forecast to be 33 percent larger than an average of the 10 previous years.

4. Federal and state peach marketing orders allowed the shipment of U. S. No. 1 peaches of 1 3/4 inch minimum through out the marketing season.

5. Of the peaches shipped by rail from Utah 68 percent went to markets west of the Mississippi and east of the Rocky Mountains, and 29 percent went to markets east of the Mississippi.

6. When records were sorted on the basis of size of peaches, it was found that the larger peaches sold for the highest price.

7. Approximately 83 percent of the peaches were sold on a graded basis and 17 percent were orchard run.

8. The varieties marketed in this study were 71 percent Elberta, 17 percent J. H. Hale, 8 percent early Elberta, and 4 percent other varieties.

9. Grade and variety of peaches and area where the peaches were produced were associated with the time the peaches were marketed as they influenced price. The earlier in the season the peaches were sold the better the average price.

10. Of the peaches sold by producers in this study 37 percent were sold through producers marketing associations, 35 percent through brokers and shippers, 12 percent were sold to canners, 10 percent were sold to consumers at the farm, and 6 percent were sold at the farm to truckers. Peaches sold to local consumers brought the highest average price.

11. Peaches sold in lugs and cases brought higher prices than did peaches sold in bushel lots. About 97 percent of the peaches sold by producers were packed in bushel baskets. Of the peaches shipped by rail 75 percent were packed in baskets.

CONCLUSIONS

The data indicates that too much emphasis was placed on the short crop in other areas and not enough consideration given to the large Utah crop in predicting 1951 peach market conditions and prices.

Factors of supply that had the greatest influence on the price of Utah peaches in 1951, were size, container in which they were marketed, variety, time during the marketing season the peaches were sold, and the market where sold.

In general larger peaches sold for a higher price throughout the season and on all markets than did smaller fruit. With premiums paid for larger peaches the producer should ascertain if he can profitable increase the size of peaches he produces. To do this he must ascertain what effect obtaining increased size will have on the quantity that he will be able to produce, and must determine the cost of producing the larger peaches and then compute net returns from larger peaches to compare with the returns he is now making.

Peaches packed in cases or lugs brought the growers more than peaches marketed in bushel baskets. Whether this difference in price reflected a consumer preference for a smaller unit of peaches or whether other factors influenced consumer preference for the peaches in the cases and lugs was not determined.

If a difference of $0.53 a bushel net to the grower continues to exist from year to year, it would warrant consideration by the producer and others connected with marketing the fruit into the feasibility of marketing a greater portion of peaches in smaller containers.

Utah peaches that matured and were marketed early in the season because of variety, or area where the peaches were grown, sold on the average for more than peaches that were marketed later.

If this higher price for early peaches continues over a period of years it may mean that growers will find it profitable to shift to earlier maturing varieties. This would make it possible to lengthen their marketing season and more effectively meet their competition.

Peaches that were sold to local consumers brought a higher price than peaches marketed through other channels. However, local sales require more time and are usually made in smaller lots than sales through other channels and hence, the prices may not accurately reflect comparative net returns.

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Appendix 1

Table 1. - Peach production and prices paid to producers in the United States, nine competing states, and Utah 1935-51[1]

Year	Production			Prices paid producers		
	United States	Nine competing states	Utah	United States	Nine competing states	Utah
	1,000 bushels	1,000 bushels	1,000 bushels	Dollars	Dollars	Dollars
1935	55,440	16,360	680	.84	.86	.75
1936	48,756	14,089	554	..95	1.08	.70
1937	60,049	17,736	72	1.02	1.18	1.85
1938	53,922	16,691	573	.78	.89	.75
1939	64,222	19,830	564	.82	.83	.75
1940	57,832	17,157	600	.79	.90	.80
1941	75,363	23,912	754	.90	.92	.95
1942	66,720	20,612	340	1.48	1.70	2.25
1943	42,761	18,197	846	2.65	3.38	2.35
1944	78,191	27,941	850	2.35	2.41	2.15
1945	81,548	27,976	870	2.23	2.17	1.55
1946	86,643	29,298	700	2.13	2.26	2.10
1947	82,270	27,497	933	1.67	1.91	1.80
1948	65,350	22,288	821	2.05	2.00	1.85
1949	74,818	26,151	778	1.54	1.45	1.50
1950	53,485	19,716	130	2.11	2.95	3.85
1951[2]	63,627	15,555	800	2.02	2.69	1.90

1/ Agricultural Statistics 1936 to 1951
2/ Preliminary estimates Bureau of Agricultural Economics, U. S. Department of Agriculture

Appendix 2

Table 2.- Index of peach production and prices paid to producers in the United States, nine competing states, and Utah, 1935-51[1]

(1935-39 = 100)

Year	Index of production			Index of prices paid producers		
	United States	Nine competing states	Utah	United States	Nine competing states	Utah
	Percent	Percent	Percent	Percent	Percent	Percent
1935	98	97	130	95	89	78
1936	86	83	113	108	111	73
1937	106	105	15	116	122	193
1938	95	99	117	89	92	78
1939	114	117	115	93	86	78
1940	102	101	122	90	93	83
1941	133	141	154	102	95	99
1942	118	122	70	168	181	234
1943	76	107	173	301	348	235
1944	138	165	174	267	248	224
1945	144	165	178	253	224	162
1946	153	173	143	242	233	219
1947	146	162	191	190	197	187
1948	116	132	168	233	206	193
1949	132	154	159	175	149	156
1950	95	116	27	240	304	401
1951[2]	113	92	164	230	277	198

1/ Agriculture Statistics 1936 to 1951

2/ Preliminary estimates Bureau of Agricultural Economics, U. S. Department of Agriculture.

SURVEY ON MARKETING OF PEACHES, UTAH, 1951
Department of Agricultural Economics, Utah Agricultural Experiment Station

Record no. _____

Name _____ Address _____ Age _____ Years fruit grower _____

Location of orchard: In or near town of _____ Main highway _____

Acres in farm ____ Acres in peaches ____ Acres in other fruit ____ Total acres in fruit ____ Ave. age orchard ____

Member of marketing organization _____ No. years member _____ Member other farm organizations _____

Number bu. salable peaches unsold _____ Reasons for no sale _____

Lot no.	Variety	Date sold	To whom sold	Market	Grade	Size	Degree ripeness	No. bu.	Container		Price		Value
									Kind	Cost	With cont.	Without c.	
Total													

APPENDIX 3

1. What do local, trucking, and rail markets prefer for peaches from your area with respect to size, degree of ripeness, and grade:

Local market (Utah cities and roadside markets):

Size 1 3/4" peach_____ 2"_____ 2¼" and above_____

What is usual spread in price between:

1 3/4" and 2" $_____ 1 1/3" and 2¼" $_____ 2" and 2¼" and above $_____

Degree of ripeness:

Hard_____ Firm ripe_____ Tree ripe_____

Grade:

U. S. grades_____ Ungraded orchard run_____ Culls_____

Trucking trade:

Size 1 3/4" peach_____ 2"_____ 2¼" and above_____

What is usual spread in price between:

1 3/4" amd 2" $_____ 1 1/3" and 2¼" $_____ 2" and 2¼" and above $_____

Degree of ripeness:

Hard_____ Firm ripe_____ Tree ripe_____

Grade:

U. S. grades_____ Ungraded orchard run_____ Culls_____

Out of state (Rail shipments):

Size 1 3/4" peach_____ 2"_____ 2¼" and above_____

What is usual spread in price between:

1 3/4" and 2" $_____ 1 1/3" and 2¼" $_____ 2" and 2¼" and above_____

Degree of ripeness:

Hard_____ Firm ripe_____ Tree ripe_____

Grade:

U. S. grades_____ Ungraded orchard run_____ Culls_____

2. From experience or observation, which market has given the highest return on sale of peaches?

   Local market_____ Trucking_____ Outside rail_____

3. In your opinion does it pay to produce small_____ medium size_____ or large_____ peaches for market?

4. Are your peaches sold according to grade_____? If so, what grade?_____

   If fruit is not sold by grades, why?_____

5. Do you receive greater profits from the sale of graded_____ or ungraded_____ fruit?

6. What percent of the customers ask for graded fruit?_____ %

7. What percent of the customers that you sell to are steady repeat customers?

   _____ %

8. Are patrons of roadside fruit stands satisfied with the product?_____

9. What are your plans for peach production?

   To expand_____ Reduce_____ Remain same_____

10. What are your major production problems?

_____

_____

_____

_____

_____

_____

11. What are yours and other peach growers major marketing problems?

_____

_____

_____

_____

_____

_____

_____

12. What in your opinion were the causes for sudden break in prices of peaches during the middle of marketing season of 1951?

Was the opening price too high_____

Competition on midwest markets from eastern states_____

Discontinuance of Utah peach marketing agreement_____

Little demand for peaches for canning by housewife, 1951_____

Other reasons _____

13. What in your opinion is future trend in demand, or outlook for peaches?

14. Value per acre of your peach orchard land, with trees $_____

without trees $_____

In your opinion will returns from peaches support this land value?

Yes_____ No_____

15. Remarks: _____