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ESTIMATES, 1978-92. (STATISTICAL BULLETIN.) / D. BERTELSEN
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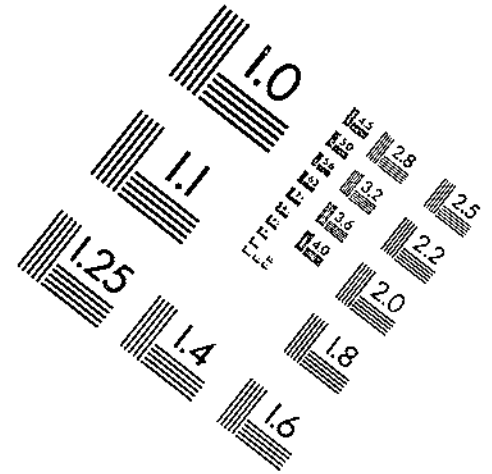
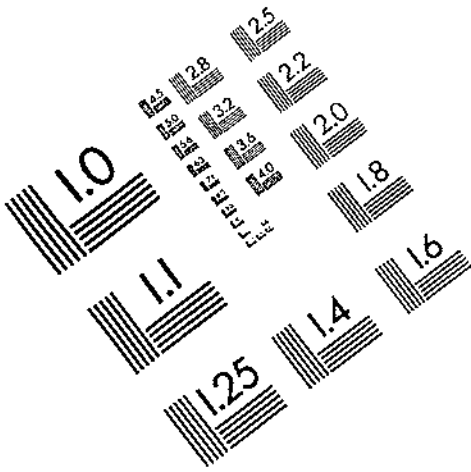


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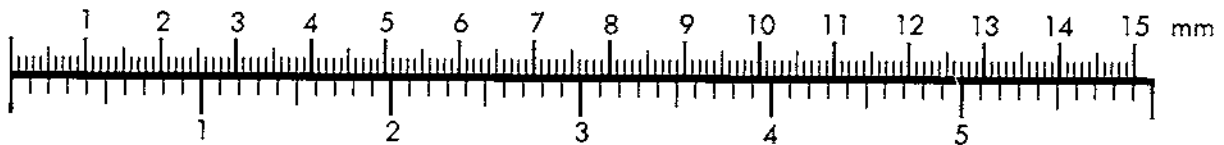
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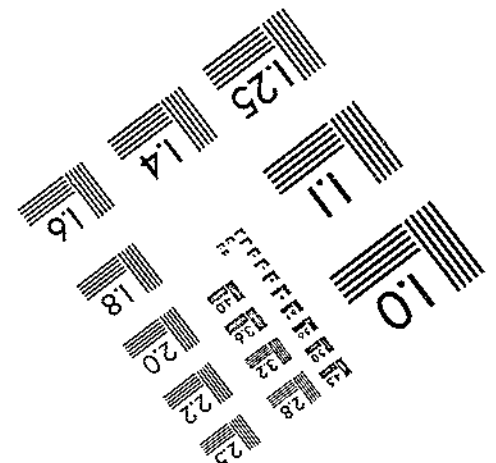
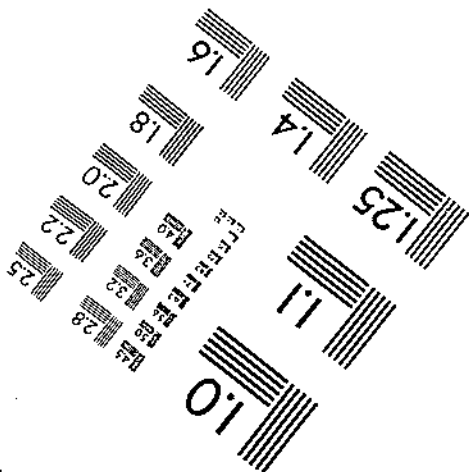
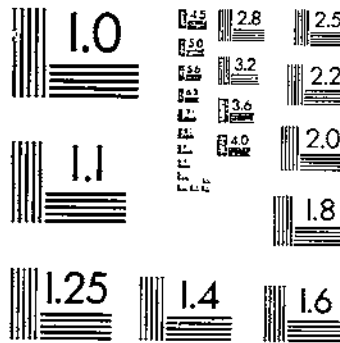
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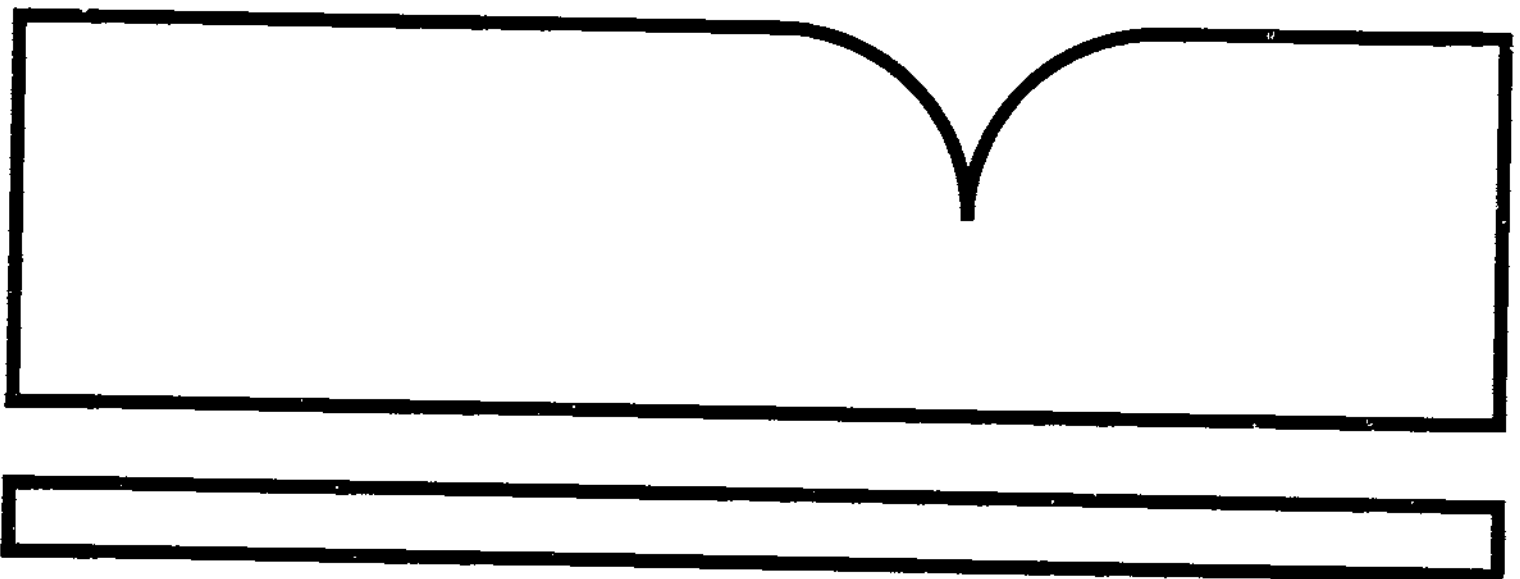


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U.S. Fresh Fruit Export and Consumption Estimates, 1978-92

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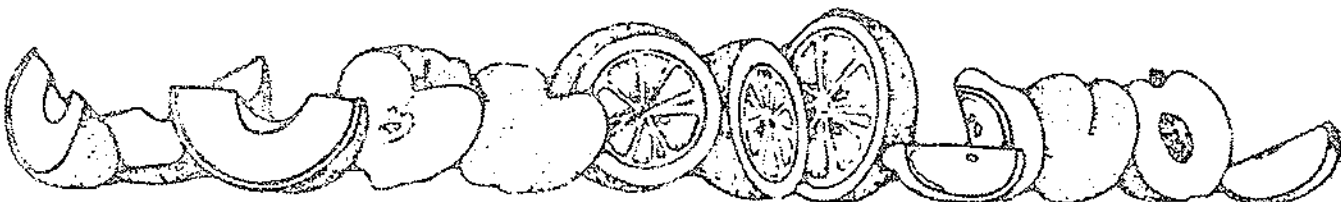
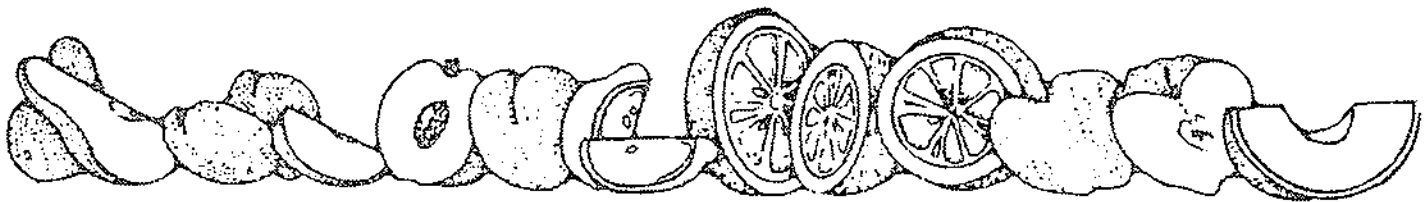
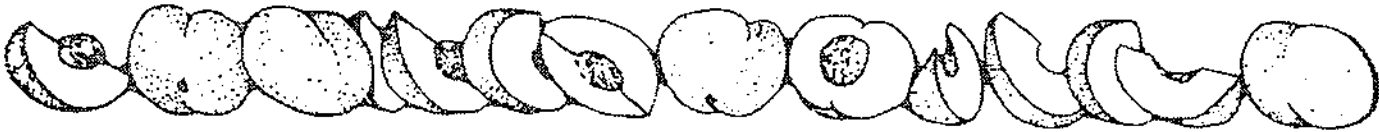
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U.S. Fresh Fruit Export and Consumption Estimates, 1978-92

Diane Bertelsen



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Abstract

During 1978-89, the United States exported more fresh fruit than had been reported by the Bureau of the Census. Import data made available by Statistics Canada revealed that some shipments of fresh fruit from the United States to Canada had not been counted by the Bureau. Using the Canadian data raised total U.S. fruit exports and lowered consumption. The author determined that U.S. consumption of citrus fruits was 5 percent lower and consumption of noncitrus fruits was 1 percent lower than previously estimated. Since 1990, the Bureau of the Census has used Canadian import data as a measure of U.S. exports to Canada. This bulletin reports the revised U.S. exports and per capita consumption for 13 fresh fruits: grapefruit, lemons, limes, oranges, tangerines, apples, avocados, sweet cherries, grapes, peaches and nectarines, pears, prunes and plums, and strawberries. The report also includes 40-year trends for fresh fruit consumption.

Keywords: Exports, consumption, citrus, noncitrus, fruit.

Contents

	<i>Page</i>
Summary	iv
Introduction	1
U.S. Fruit Exports to Canada	1
Canada's Share of U.S. Fruit Exports	1
Revised Total U.S. Fruit Exports	2
Export Shares of Supplies	2
Per Capita Consumption	4
Consumption Trends	6
Fresh-Market Grapefruit	8
Fresh-Market Lemons	10
Fresh-Market Limes	12
Fresh-Market Oranges	14
Fresh-Market Tangerines	16
Fresh-Market Apples	18
Fresh-Market Avocados	20
Fresh-Market Sweet Cherries	22
Fresh-Market Grapes	24
Fresh-Market Peaches and Nectarines	26
Fresh-Market Pears	28
Fresh-Market Prunes and Plums	30
Fresh-Market Strawberries	32
Appendix Tables	34

Summary

During 1978-89, the United States exported more fresh fruit than had been reported by the Bureau of the Census. Import data made available by Statistics Canada revealed that some shipments of fresh fruit from the United States to Canada had not been counted by the Bureau. Using the Canadian data raised total U.S. fruit exports and lowered consumption. The author determined that U.S. consumption of citrus fruits was 5 percent lower and consumption of noncitrus fruits was 1 percent lower than previously estimated. Since 1990, the Bureau of the Census has used Canadian import data as a measure of U.S. exports to Canada. This bulletin reports the revised U.S. exports and per capita consumption for 13 fresh fruits: grapefruit, lemons, limes, oranges, tangerines, apples, avocados, sweet cherries, grapes, peaches and nectarines, pears, prunes and plums, and strawberries. The report also includes 40-year trends for fresh fruit consumption.

Substituting Canadian import data for U.S. export data reduced annual estimates of fresh-market orange and grape consumption the most, an average 7 percent. Exports of these commodities to Canada were substantially underreported; Canada was a major destination, receiving 50-75 percent of all U.S. orange and grape exports. Because exports averaged about 25 percent of orange and grape supplies during the study years, raising exports markedly reduced consumption.

Annual consumption estimates for fresh-market avocados, limes, peaches, and strawberries were lowered just 2-3 percent, on average, despite substantial underreporting of U.S. exports during 1978-89. Canada was the destination for more than 80 percent of U.S. peach and strawberry exports, about 70 percent of the limes, and nearly 50 percent of U.S. avocado exports. However, even after the author revised the data, avocado exports were less than 10 percent of total U.S. supplies. Thus, upward adjustments of exports had little impact on consumption estimates.

Annual consumption estimates for fresh-market apples were revised downward barely 1 percent, on average. Canada accounted for about 25 percent of U.S. apple exports and adjusting for underreporting raised total U.S. exports an average of only 10 percent. The effects of higher exports on consumption estimates were dampened further because exports averaged just 12 percent of U.S. fresh-market apple supplies during the study period.

Pear consumption estimates were reduced only about 2 percent because exports were just 14 percent of supplies. Although Canada accounted for about 50 percent of U.S. pear exports, the degree of underreporting was less than for the other fruits. Total annual pear exports were revised upward an average 15 percent.

Grapefruit exports, however, were relatively large compared with total supplies, averaging nearly 30 percent. Thus, modest adjustments for underreported exports to Canada lowered annual consumption estimates by an average of 5 percent during the study period, 1978-89.

Annual consumption estimates for lemons, sweet cherries, and plums were dropped an average 3 percent. Lemon exports were nearly 40 percent of supplies, but Canada was not a major market, accounting for only 12 percent of U.S. lemon exports on average during the study period. Canada was an important market for sweet cherries and plums, accounting for 45-60 percent of

U.S. exports. However, total exports were only about 20 percent of cherry and plum supplies, dampening the effect of higher exports on consumption estimates.

Tangerine consumption rose when the author substituted Canadian import data for U.S. export data. For most of the study years, the Canadian data showed lower tangerine imports from the United States than previously reported. Definitional differences between the U.S. and Canadian trade code descriptions were probably responsible for the discrepancy. Before 1988, Canada's description listed only "satsuma" rather than the U.S. code's broader "tangerines and other mandarins." Canadian data showed annual imports of U.S. tangerines were an average 35 percent lower than previously reported, and Canada received 45 percent of total U.S. tangerine exports. Because exports were small compared with total U.S. supplies during the study years, tangerine consumption estimates rose just 3 percent.



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U.S. Fresh Fruit Export and Consumption Estimates, 1978-92

Diane Bertelsen

Introduction

Before 1990, U.S. exports to Canada, as reported by the Bureau of the Census, U.S. Department of Commerce, were substantially understated because of undocumented shipments. Since 1990, the Bureau of the Census has used Canadian import data as a measure of U.S. exports to Canada. The underreporting of exports to Canada was especially troublesome for fruit analyses because Canada accounted for a large share of U.S. fresh-market fruit exports.

To correct for the underreporting, the Economic Research Service (ERS), USDA, obtained estimates of Canadian imports from the United States from Statistics Canada. ERS then substituted the Canadian import data for the Bureau of the Census estimates of U.S. exports to Canada from 1978 through 1989 for 13 fresh-market fruits: apples, avocados, sweet cherries, grapefruit, grapes, lemons, limes, oranges (and temples), peaches (and nectarines), pears, plums (and prunes), strawberries, and tangerines. Export quantities were revised for 12 marketing years (1978/79 through 1989/90) or, depending on the commodity, calendar years (1978 through 1989).

Substitution of Canadian import data for U.S. export data raised total U.S. exports, thus reducing prior estimates of the quantities of fruit available for domestic consumption. The extent of revisions to per capita consumption estimates depended on (1) the magnitude of the underreporting, (2) Canada's share of total U.S. exports, and (3) the importance of exports compared with total U.S. supply.

This report contains revised annual estimates of U.S. exports and per capita consumption for the 13 fresh-market fruits, reflecting substitution of 1978-89 Canadian import data for U.S. export data. The analysis was extended to include the most recent years for which data were available, 1990-92. Finally, 40-year trends in fresh-market fruit consumption, including revisions, are examined.

U.S. Fruit Exports to Canada

The underreporting of U.S. fresh-market fruit exports to Canada varied considerably from month to month and year to year for the 13 fresh-market fruits considered. The substitution of Canadian import data for U.S. export data generally raised exports of most fruits, but in a few years revisions resulted in lower exports to Canada.

Exports of U.S. avocados to Canada had been extensively underreported by the U.S. Department of Commerce and substituting Canadian import data caused large upward revisions (see page 20). The average change in annual avocado exports to Canada for the 12-year period, 1978-89, was +225 percent. Revisions to annual U.S. avocado exports to Canada varied from a 7-percent increase in 1980 to a 743-percent increase in 1987.

Substituting Canadian for U.S. data raised strawberry exports to Canada an average of 125 percent, with increases for given years varying from 31 percent in 1978 to 229 percent in 1989 (see page 32). Lime exports in 1979/80 were reduced 26 percent, but revisions were more than 200 percent higher during 1986/87-88/89 (see page 12). Overall, Canadian data showed that annual U.S. lime exports to Canada were double those previously reported.

Apples, pears, and sweet cherries had the least underreported exports to Canada. Substituting Canadian import data raised U.S. apple exports to Canada an average of about 55 percent during 1978/79-89/90 (see page 18). Revised pear exports to Canada averaged 32 percent higher than previous estimates, and cherry exports to Canada were revised upward more than 40 percent on average (see pages 28 and 22).

Canada's Share of U.S. Fruit Exports

Correcting the underreporting of U.S. fresh-market fruit exports to Canada raised total U.S. exports

significantly because Canada accounted for a large share of U.S. fruit exports. After substitution of Canadian import data for U.S. export data during 1978/79-89/90, Canada's share of all U.S. fresh-market fruit exports averaged 38 percent. Canada accounted for about half of U.S. noncitrus fruit and a third of citrus fruit exports (figs. 1, 2, and 3).

Canada's share of U.S. fruit exports declined after the mid-1980's as U.S. exports to the rest of the world increased. Yet, Canada remains an important U.S. market. In 1978/79, 44 percent of all U.S. fresh-market fruit exports went to Canada compared with 28 percent in 1991/92. Canada accounted for 38 percent of U.S. total citrus fruit exports in 1981/82, but only 24 percent in 1990/91 and 1991/92. Canada's share of U.S. noncitrus exports dropped from 62 percent in 1979/80 to 33 percent in 1991/92.

U.S. fresh-market fruit exports to Canada averaged 1.4 billion pounds in 1978/89, with nearly equal amounts of citrus and noncitrus. However, fresh citrus fruit exports to Canada declined during the 1980's, from 880 million pounds in 1979/80 to 640 million pounds in 1989/90. Noncitrus exports rose over the same period, from 570 million to 780 million pounds. Damaging freezes reduced supplies of Florida citrus several times in the 1980's and California oranges in 1990/91. In contrast, U.S. supplies and exports of noncitrus fruit increased in the 1980's.

Most U.S. citrus exports to Canada from 1978/79 through 1989/90 were oranges (70 percent) and grapefruit (22 percent). Nearly half of all U.S. orange and tangerine exports went to Canada, but only about 20 percent of U.S. grapefruit and 12 percent of lemon exports. Canada was the destination for about 70 percent of U.S. lime exports.

Apples and grapes dominated U.S. fruit exports to the world from 1978/79 through 1989/90, accounting for 43 percent and 26 percent, respectively, of fresh-market noncitrus exports. However, grapes were the major noncitrus export to Canada (about 40 percent), with apples just 22 percent of U.S. noncitrus exports to Canada. Canada produces apples and accounted for about 25 percent of U.S. apple exports from 1978/79 through 1989/90. However, most U.S. exports of other fresh-market noncitrus fruit went to Canada: 85 percent of peach (and nectarine) and strawberry exports, 75 percent of grape exports, 60 percent of plum (and prune) exports, 50 percent of pears and avocados, and 45 percent of U.S. sweet cherry exports.

Revised Total U.S. Fruit Exports

Adjusting for the underreporting of U.S. fruit exports to Canada raised total U.S. exports, but the effect of the adjustment on total exports varied among fruits, depending on the share of total U.S. exports that Canada received in a given year. For example, if Canada accounted for half of total U.S. exports, a 50-percent increase in exports to Canada raised total U.S. exports by 25 percent. However, if just 10 percent of total U.S. exports were to Canada, a 50-percent increase in exports to Canada raised total exports only 5 percent. The largest revisions in total U.S. exports were for strawberries and peaches, while apple and lemon exports had the smallest relative changes.

Revised total U.S. exports of fresh-market strawberries averaged nearly 90 percent higher than previously reported. Increases in annual total strawberry exports ranged from 25 percent in 1978 to 155 percent in 1988. After revision, 1984 and 1985 peach exports were more than doubled. Total U.S. exports of grapes, limes, and avocados were raised an average of about 45 percent over the 12-year period.

Correcting for underreported U.S. exports to Canada resulted in relatively small revisions to total U.S. apple exports. After revision, annual apple exports to the world averaged 10 percent higher, ranging from a 2-percent increase in 1980/81 to a 21-percent increase in 1986/87. Total U.S. orange exports increased nearly 30 percent on average, after revision, with changes varying from 19 percent in 1984/85 to 34 percent in 1978/79. Total U.S. lemon exports were revised the least, with annual exports raised an average of 5 percent.

Export Shares of Supplies

U.S. fresh-market fruit supplies are the sum of utilized domestic production, imports, and beginning stocks. Supplies can be exported, stored, or consumed. Thus, the effect of revised exports on consumption depended, in part, on the significance of exports compared with total supplies. For the 13 fresh-market fruits considered, revised exports utilized as little as 6 percent or as much as 38 percent of supplies, on average during 1978-89.

After their adjustment for underreported U.S. exports to Canada, fresh fruit exports averaged 20 percent of total supplies in 1978-89. For all citrus fruits, exports

Figure 1
U.S. fresh-market citrus fruit exports

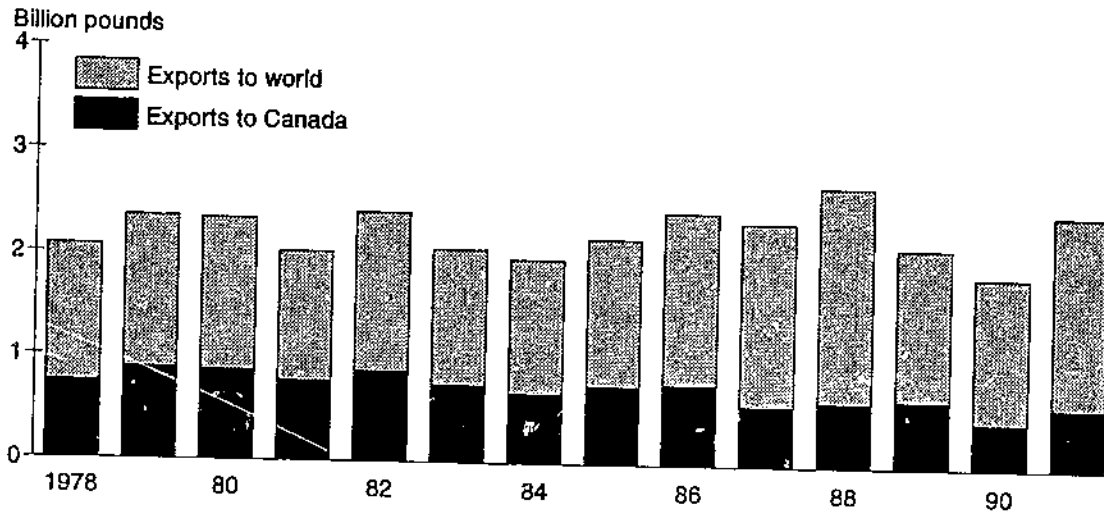


Figure 2
U.S. fresh-market noncitrus fruit exports

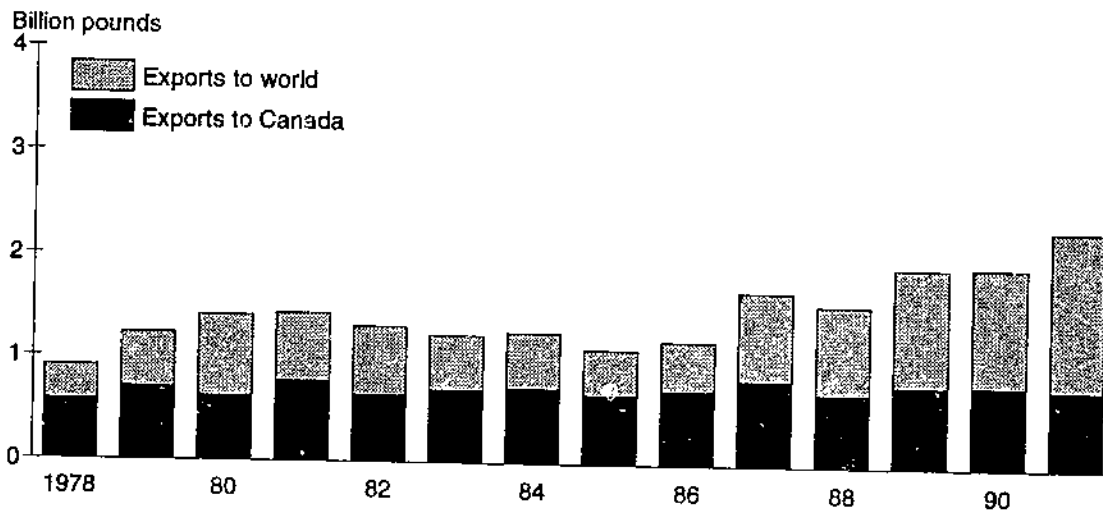
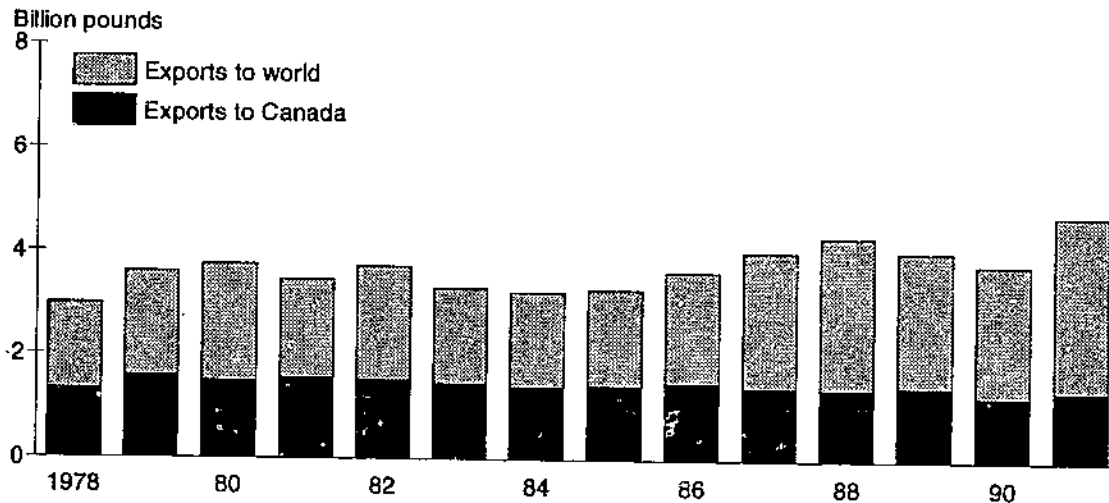


Figure 3
U.S. fresh-market fruit exports



averaged 30 percent of supplies, with lemon exports 38 percent of lemon supplies, grapefruit exports 30 percent of grapefruit supplies, and orange exports 24 percent of orange supplies (figs. 4, 5, and 6).

For many of the fresh-market fruits, exports were small compared with total supply, so even large revisions in export quantities had little effect on consumption. Exports of avocados, peaches, limes, strawberries, and tangerines averaged less than 10 percent of total U.S. supplies during 1978-89, even after correcting for underreported exports to Canada. For grapes, sweet cherries, and plums, revised exports were about 20 percent of supplies. Lower export shares for apples (12 percent) and pears (14 percent) brought the average for all noncitrus fruit exports during 1978/79-89/90 down to 13 percent of supplies.

Per Capita Consumption

Substituting Canadian import data for U.S. export data in 1978-89 raised annual quantities of U.S. fruit shipped to Canada and decreased domestic consumption. However, revisions to aggregate annual consumption estimates were not large. Annual estimates of fruit consumption in 1978-89 were lowered an average 5 percent for citrus and 1 percent for noncitrus. Estimates of all fruit consumption came down about 2 percent each year (table 1).

During 1978-89, U.S. consumption of all fresh citrus fruit was 22-28 pounds per capita, after revision. Oranges were 50-55 percent and grapefruit 25-30 percent of citrus fruit consumption in 1978-89. Prior estimates were revised downward an average of 7

Table 1--Per capita consumption of fresh-market fruit

Year ¹	Citrus fruit		Noncitrus fruit		All fruit ²	
	Prior	Revised	Prior	Revised	Prior	Revised
	Pounds					
1978	26.6	26.2	57.2	57.0	83.8	83.2
1979	24.7	22.9	58.5	58.0	83.2	81.0
1980	28.9	26.0	61.2	60.9	90.0	86.9
1981	25.0	23.4	61.8	60.9	86.8	84.4
1982	24.8	23.4	62.8	61.9	87.6	85.3
1983	29.5	27.9	63.6	62.5	93.0	90.5
1984	24.0	22.5	67.7	66.2	91.7	88.7
1985	22.6	21.4	66.7	65.1	89.3	86.6
1986	26.0	24.2	69.8	68.7	95.8	92.8
1987	25.8	23.9	75.4	73.4	101.2	97.3
1988	26.4	25.3	72.7	71.7	99.1	97.1
1989	25.4	23.5	74.3	73.0	99.7	96.5
1990	22.4	21.4	69.8	70.8	92.2	92.2
1991	NA	19.1	NA	70.8	NA	87.9
1992 ³	NA	24.3	NA	74.4	NA	98.8

NA = Not applicable.

¹ Most citrus fruit marketing years begin in November of the prior year; apples, in August of the year shown; grapes and pears in July of the year shown; other noncitrus data are by calendar year.

² Some figures may not add due to rounding.

³ Preliminary.

Figure 4
U.S. fresh-market citrus fruit exports, consumption, and supplies

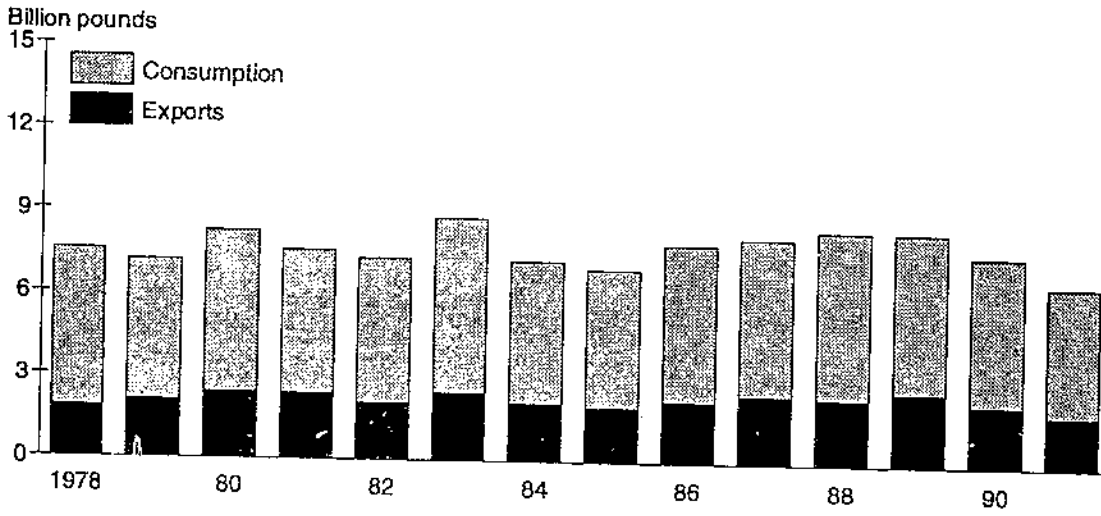


Figure 5
U.S. fresh-market noncitrus fruit exports, consumption, and supplies

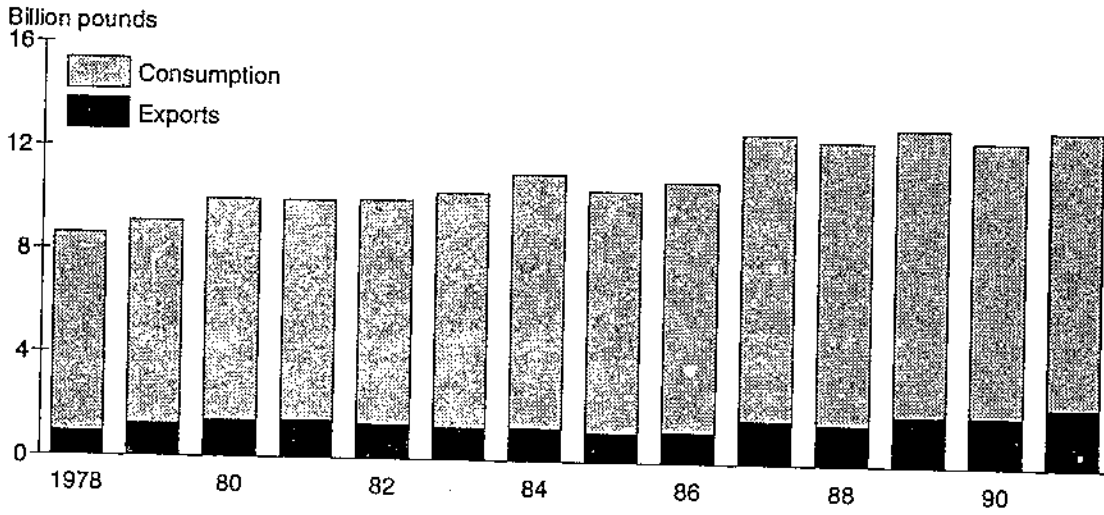
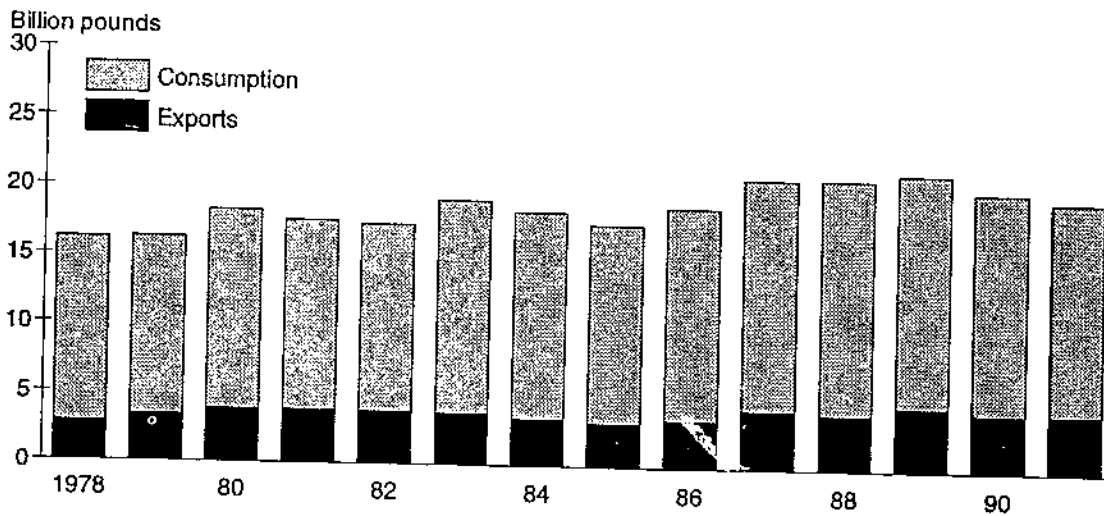


Figure 6
U.S. fresh-market fruit exports, consumption, and supplies



percent for oranges, 5 percent for grapefruit, 3 percent for lemons, and 2 percent for limes. On the other hand, tangerine consumption estimates increased 3 percent. Exports to Canada were likely understated before 1988 when the code description changed from one type of mandarin "satsuma" to "satsumas and other mandarins."

Revised exports to Canada lowered estimates of 1978-89 noncitrus fruit consumption only about 1 percent on average. Grape consumption estimates were revised downward an average 7 percent, while other noncitrus fruits had smaller changes.

Consumption estimates for sweet cherries, plums, and strawberries decreased an average 3 percent. Avocado, peach, and pear consumption estimates were revised downward 2 percent, and apple consumption only 1 percent, on average.

Banana consumption was included with the aggregate noncitrus fruit estimate, although it was not affected by revised exports to Canada. During 1978-89, banana consumption was 20-26 pounds per capita, exceeding apple consumption of 17-21 pounds. The 1991 estimates showed banana consumption still leading at 25.3 pounds per capita, 36 percent of major noncitrus fruit consumption, followed by apples, at 18.7 pounds and 27 percent of all noncitrus fruit consumption.

Estimates of 1991 fresh fruit consumption showed a decrease of 2.3 pounds per capita from the year earlier, based on a 0.3-pound increase in noncitrus that was more-than-offset by a 2.6-pound decline in citrus consumption. A sharp drop in the supply of fresh-market oranges, due to freeze damage in California, pushed the 1991 orange consumption estimate down nearly 4 pounds from the prior year to 8.5 pounds--the lowest ever estimated.

Consumption Trends

Trends in fruit consumption were demonstrated by the use of 5-year-centered moving averages to smooth the year-to-year differences that result mainly from fluctuations in production. Moving-average estimates also compensate for the lack of beginning and ending stock data and the unavoidable mixture of marketing years when combining different fruits (fig. 7).

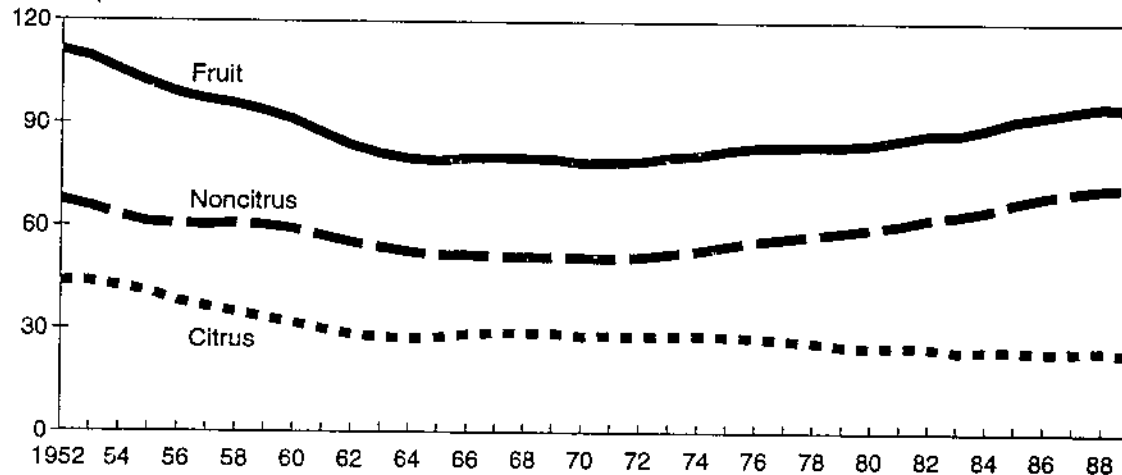
Fresh-fruit consumption estimates fell off in the 1950's as commercial processing increased and less fresh-marketed fruit was purchased to be squeezed, canned, or frozen at home. The year-around availability of frozen concentrate orange juice greatly reduced the use of fresh-marketed oranges for juice. The decline of fresh citrus fruit consumption in the 1980's was primarily due to several major freezes that reduced production and drove up prices. Abundant citrus crops and lower prices in the early-1990's stimulated consumption. The upswing in total fresh-market fruit consumption that began in the 1970's was due to increased noncitrus fruit consumption. Improvements in transportation and storage technology increased the availability of a wide variety of fruit throughout the year. Better informed consumers, aware of health benefits, tried to include more fresh fruit in their diets. Annual imports of bananas and domestic production of apples have each risen by about 2 billion pounds (50 percent) since 1970. The supply of grapes has grown even more dramatically, with a doubling of production and a tenfold rise in imports.

Consumption of fresh noncitrus fruit rose about 40 percent from 1970 to the mid-1980's, and recent estimates have been back up to the 1950 level of about 70 pounds per capita.

Figure 7

Consumption of fresh-market fruit (5-year centered moving average)

Pounds/person



How We Estimate Consumption

U.S. consumption is calculated from residual supply. Total U.S. supply is the sum of utilized domestic production and imports. If commodities are storable and stock estimates are available, beginning stocks are added to total supplies. Total supplies can be exported, stored, or consumed. Subtracting exports and ending inventories, if any, from supplies leaves apparent total consumption. Per capita consumption estimates are obtained by dividing total consumption by the total U.S. population estimate (including Armed Forces overseas).

Annual consumption estimates for citrus, noncitrus, and all fruit are calculated by combining various marketing years. For example, 1985 fruit consumption combines the 1984/85 citrus crop and 1985/86 noncitrus crop. Citrus marketing seasons begin late in the year: California oranges in November and Florida grapefruit in September. Thus, most fresh-market citrus fruit from 1984/85 crops was shipped in 1985. Shipments of noncitrus fruit generally start earlier than citrus and, for highly perishable fruits, continue for only 2-3 months. So, most of the noncitrus fruit available for consumption in 1985 was from the 1985/86 marketing year.

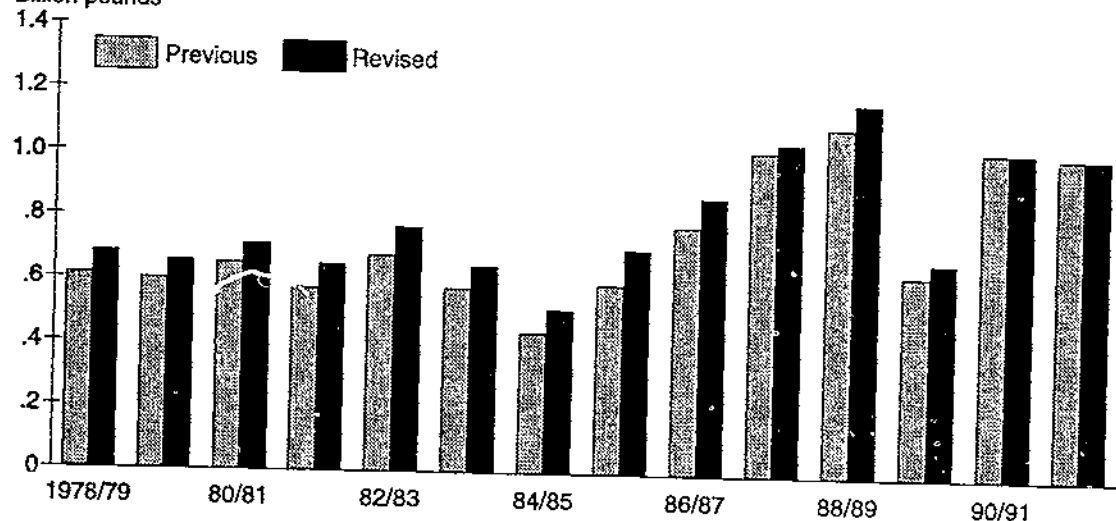
Fresh-Market Grapefruit

Year ¹	U.S. exports to Canada			U.S. exports to the world		
	Previous	Revised	Change	Previous	Revised	Change
	--- 1,000 pounds ---		Percent	--- 1,000 pounds ---		Percent
1978/79	106,904	175,007	64	613,843	681,946	11
1979/80	124,914	183,832	47	598,404	657,322	10
1980/81	112,543	172,881	54	650,639	710,976	9
1981/82	132,005	177,820	74	574,324	650,139	13
1982/83	101,115	191,760	90	679,886	770,530	13
1983/84	91,048	161,403	77	577,651	648,006	12
1984/85	78,201	153,497	96	438,367	513,664	170
1985/86	58,808	169,679	189	594,338	705,209	19
1986/87	75,000	168,222	124	778,149	871,371	12
1987/88	81,271	108,349	33	1,018,465	1,045,543	3
1988/89	59,694	136,219	128	1,097,224	1,173,749	7
1989/90	85,542	126,789	48	633,454	674,701	7
1990/91	NA	171,768	NA	NA	1,025,872	NA
1991/92	NA	150,488	NA	NA	1,012,323	NA

NA = Not applicable. ¹ Marketing year begins in September.

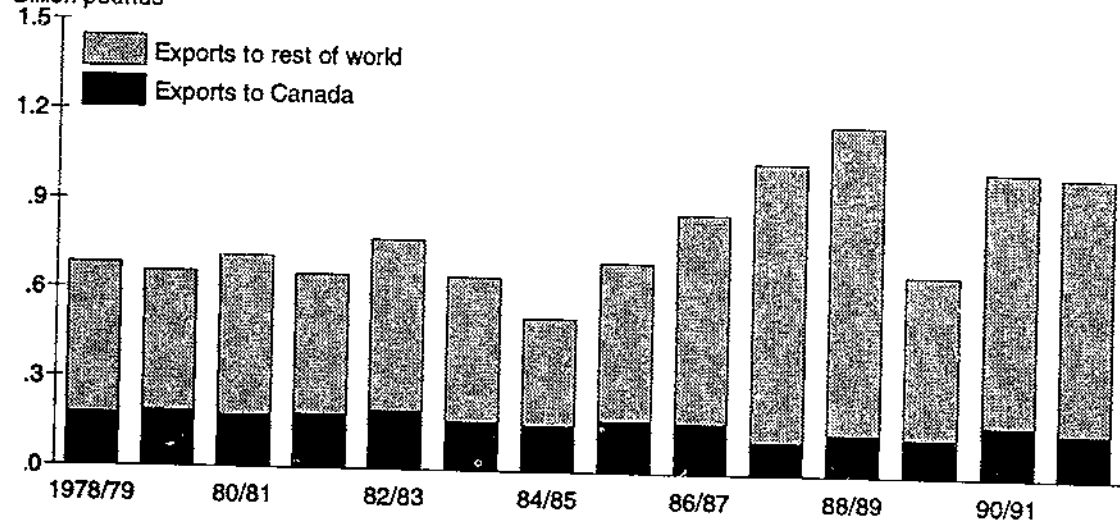
U.S. exports to the world

Billion pounds

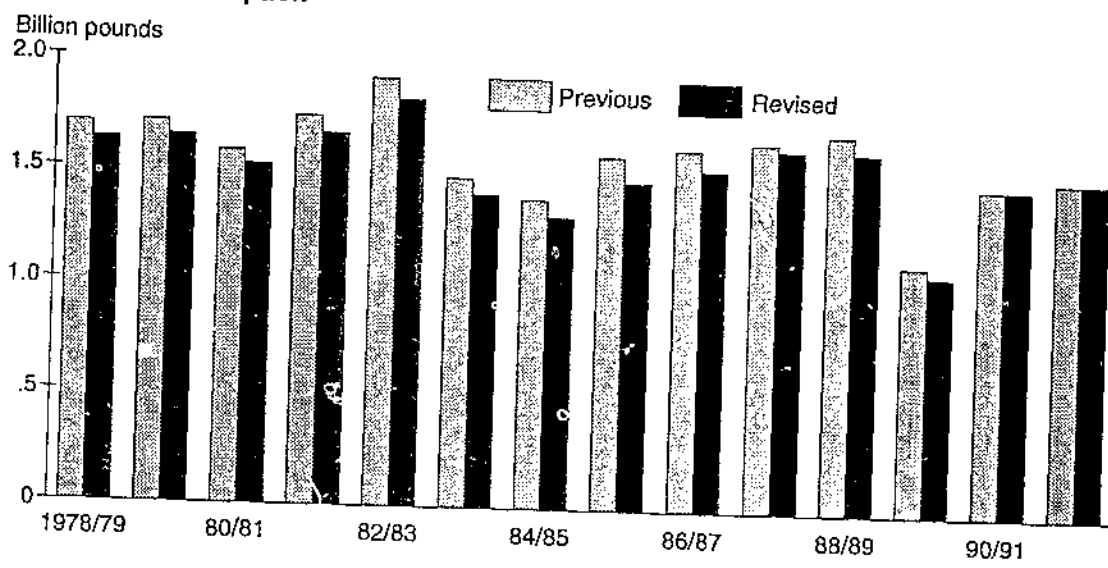


U.S. fresh-market exports

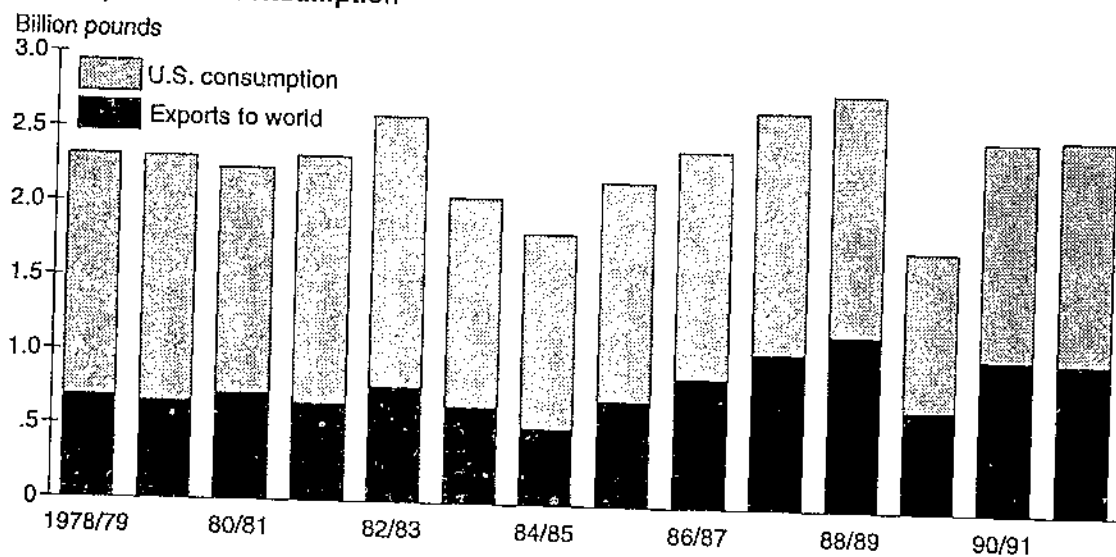
Billion pounds



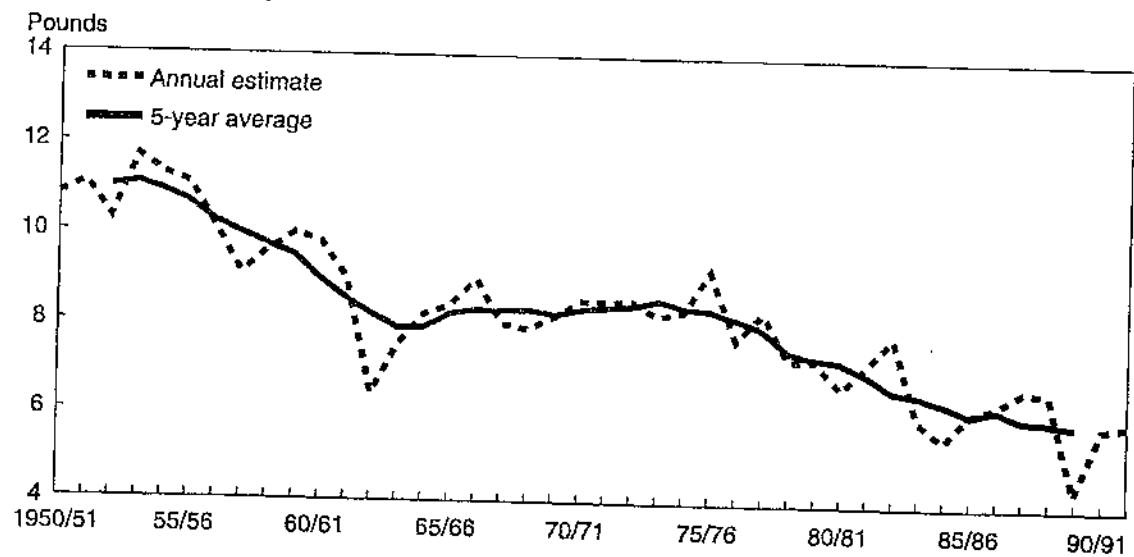
U.S. total consumption



U.S. exports and consumption



Per capita consumption



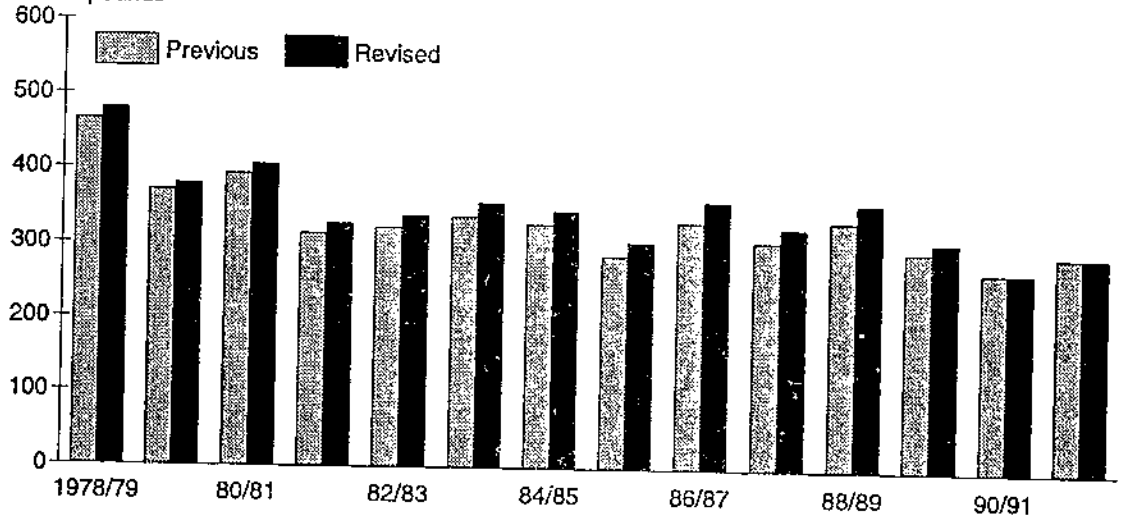
Fresh-Market Lemons

Year ¹	U.S. exports to Canada			U.S. exports to the world		
	Previous	Revised	Change	Previous	Revised	
	--- 1,000 pounds ---		Percent	--- 1,000 pounds ---		Percent
1978/79	28,847	44,457	54	465,059	480,669	3
1979/80	34,840	44,065	26	370,190	379,415	2
1980/81	32,869	44,916	37	393,648	405,694	3
1981/82	28,580	42,257	48	314,129	327,807	4
1982/83	26,328	41,429	57	323,187	338,289	5
1983/84	27,374	46,206	69	337,216	356,048	6
1984/85	26,566	43,325	63	328,599	345,358	5
1985/86	19,692	38,818	97	286,794	305,919	7
1986/87	15,622	43,217	177	332,729	360,324	8
1987/88	15,655	35,204	125	306,889	326,438	6
1988/89	18,790	41,956	123	335,275	358,441	7
1989/90	31,480	44,248	41	295,817	308,585	4
1990/91	NA	39,251	NA	NA	268,308	NA
1991/92	NA	46,140	NA	NA	291,391	NA

NA = Not applicable. ¹ Marketing year begins in August.

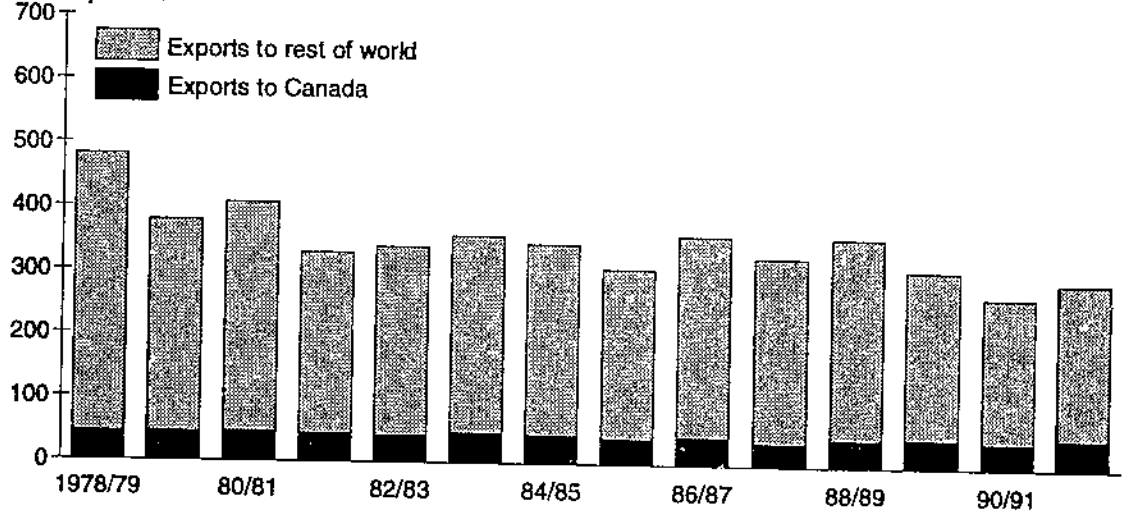
U.S. exports to the world

Million pounds



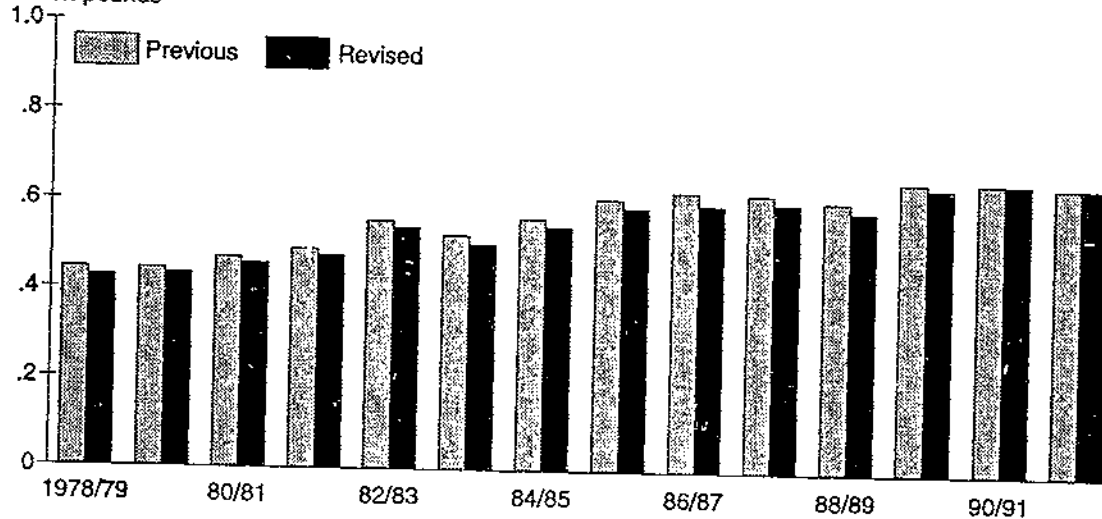
U.S. fresh-market exports

Million pounds



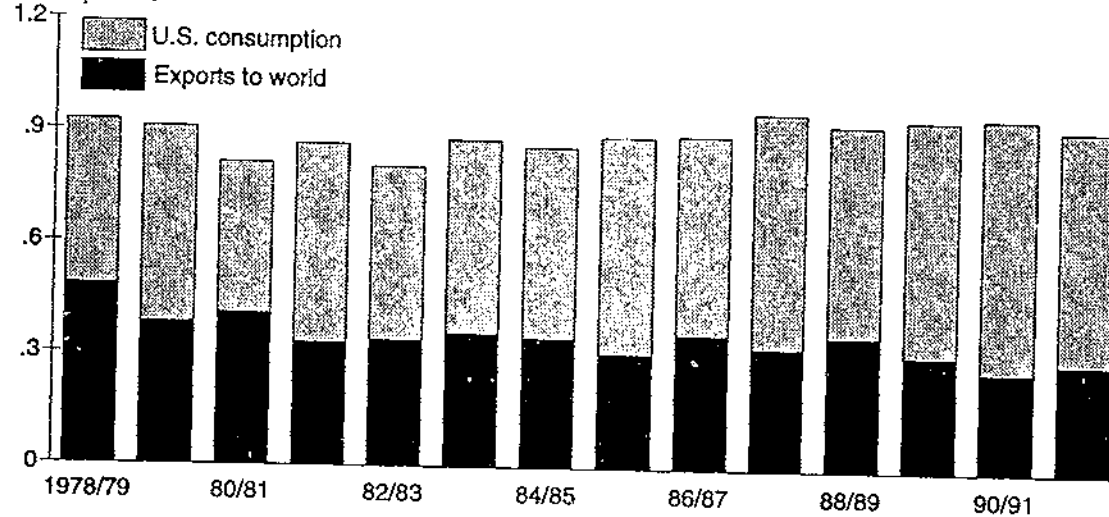
U.S. total consumption

Billion pounds



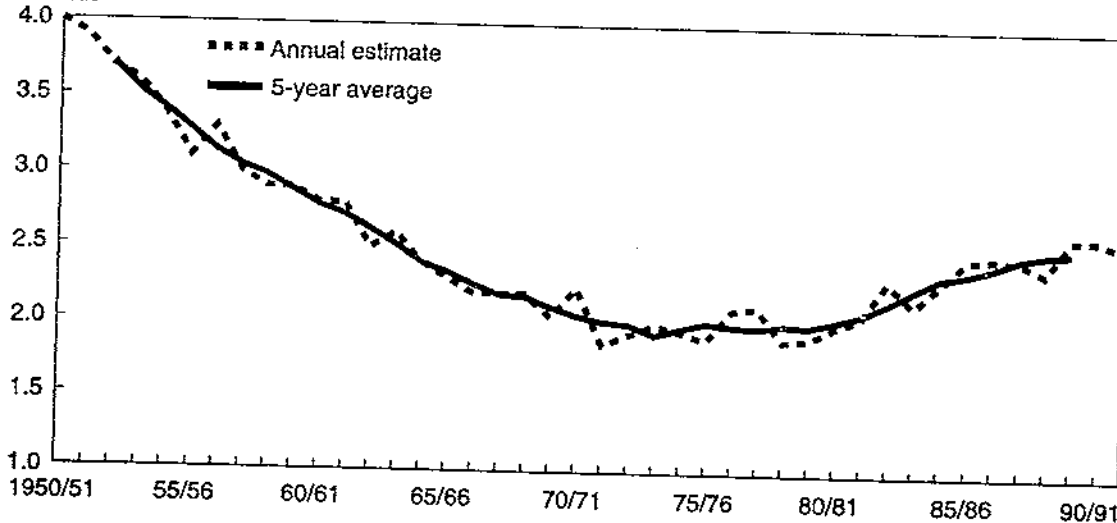
U.S. exports and consumption

Billion pounds



Per capita consumption

Pounds

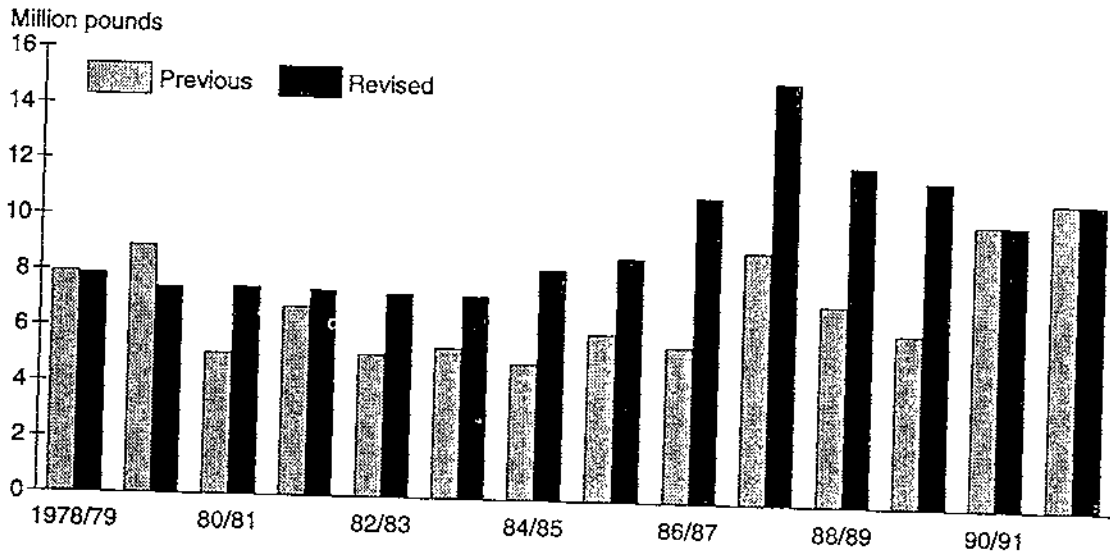


Fresh-Market Limes

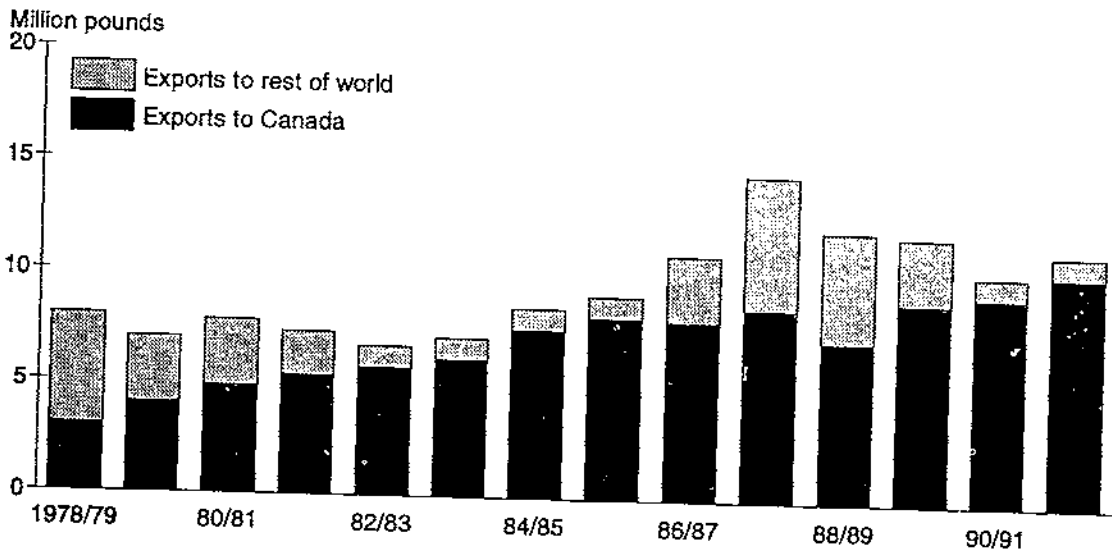
Year ¹	U.S. exports to Canada			U.S. exports to the world		
	Previous	Revised	Change	Previous	Revised	Change
	--- 1,000 pounds ---		Percent	--- 1,000 pounds ---		Percent
1978/79	3,063	3,008	-2	7,941	7,886	-1
1979/80	5,558	4,092	-26	8,897	7,431	-16
1980/81	2,399	4,785	99	5,072	7,458	47
1981/82	4,691	5,288	13	6,788	7,386	9
1982/83	3,551	5,736	62	5,114	7,299	43
1983/84	4,233	6,120	45	5,388	7,275	35
1984/85	4,084	7,483	83	4,882	8,281	70
1985/86	5,285	8,059	52	5,999	8,773	46
1986/87	2,592	7,989	208	5,596	10,993	96
1987/88	2,458	8,580	249	9,061	15,183	68
1988/89	2,218	7,229	226	7,207	12,218	70
1989/90	3,490	9,039	159	6,200	11,749	90
1990/91	NA	9,389	NA	NA	10,193	NA
1991/92	NA	10,286	NA	NA	11,028	NA

NA = Not applicable. ¹ Marketing year begins in April.

U.S. exports to the world

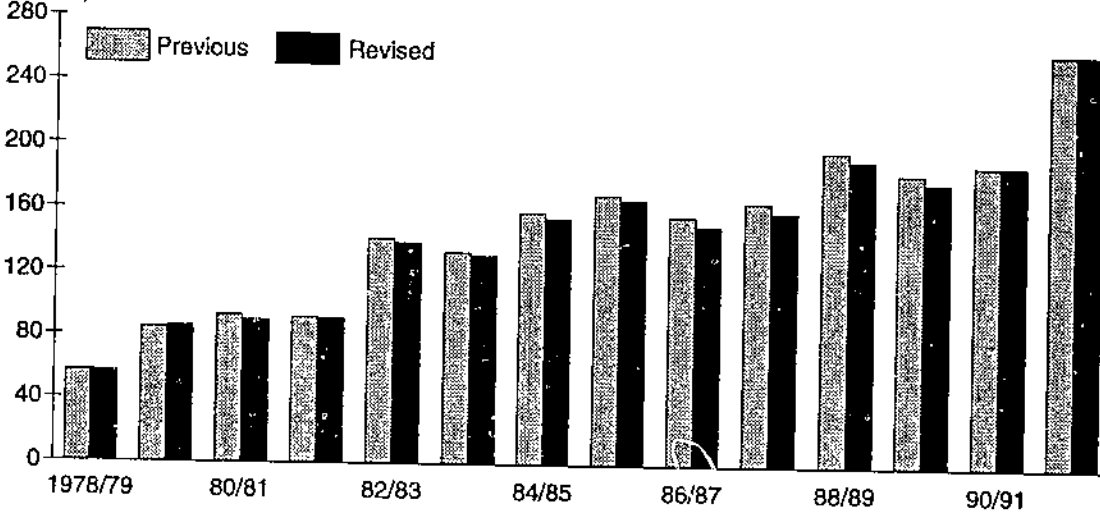


U.S. fresh-market exports



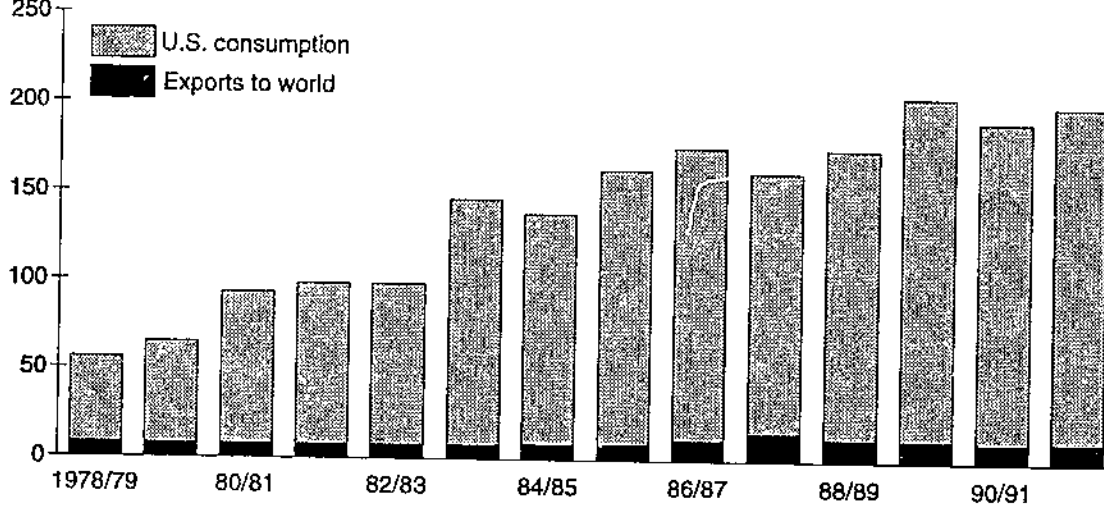
U.S. total consumption

Million pounds



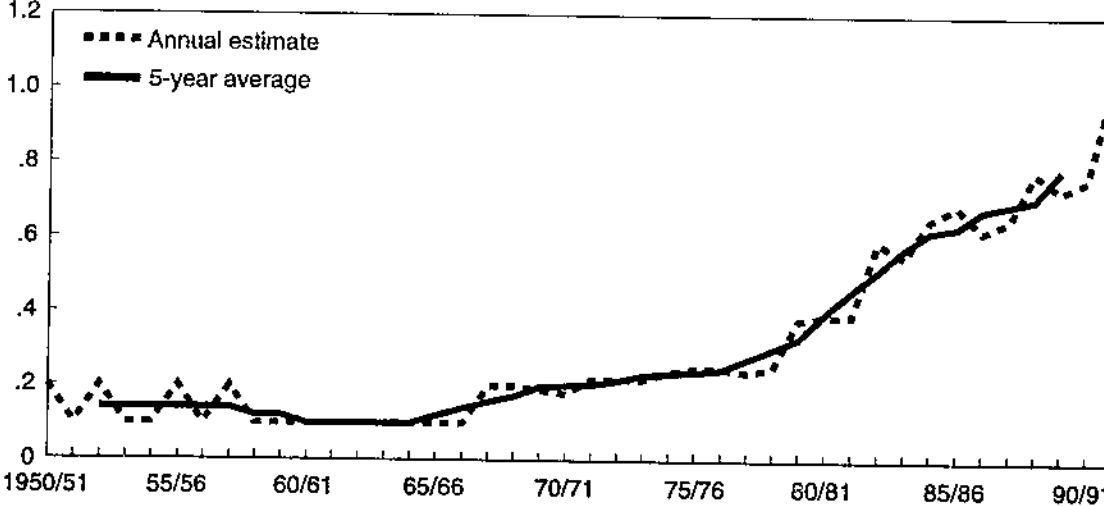
U.S. exports and consumption

Million pounds



Per capita consumption

Pounds

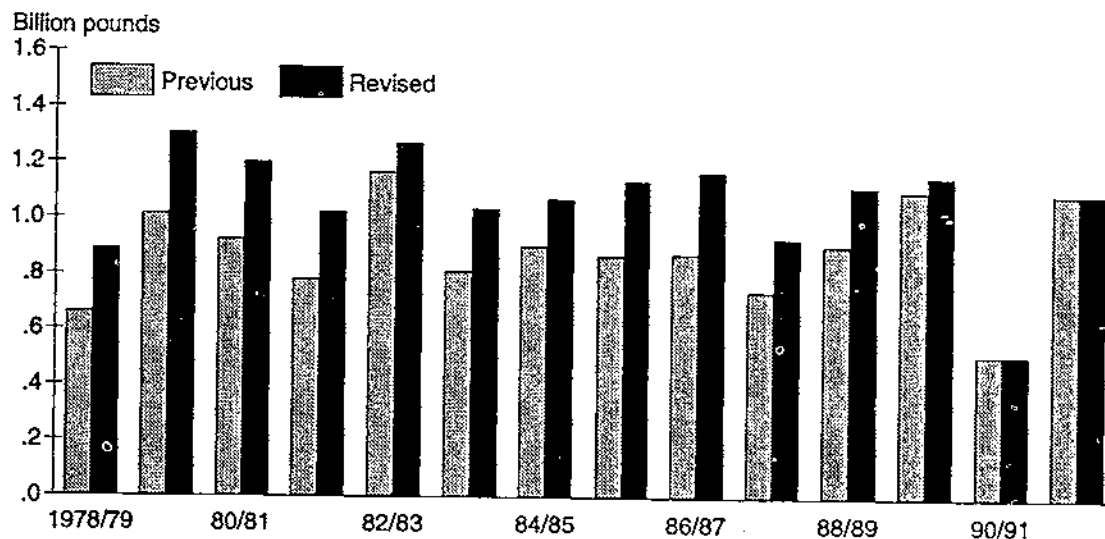


Fresh-Market Oranges

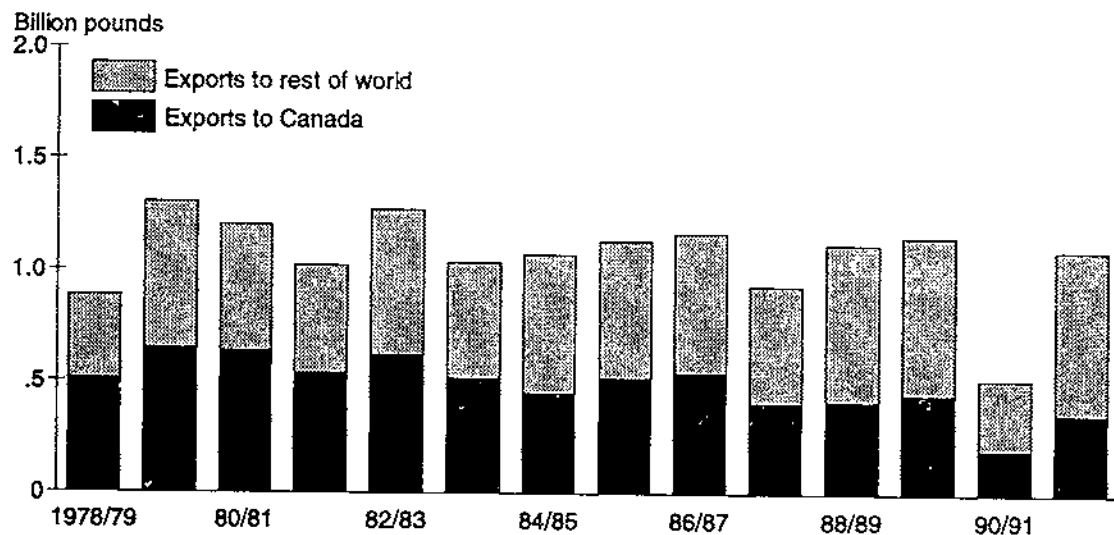
Year ¹	U.S. exports to Canada			U.S. exports to the world		
	Previous	Revised	Change	Previous	Revised	Change
	---- 1,000 pounds ----		Percent	---- 1,000 pounds ----		Percent
1978/79	283,330	506,459	79	662,031	885,161	34
1979/80	352,234	642,955	83	1,012,795	1,303,516	29
1980/81	349,328	629,784	80	921,257	1,201,712	30
1981/82	291,638	530,482	82	780,568	1,019,412	31
1982/83	358,819	611,768	70	1,016,474	1,269,423	25
1983/84	287,190	510,944	78	810,468	1,034,223	28
1984/85	276,011	447,012	62	898,293	1,069,294	19
1985/86	247,410	512,190	107	868,964	1,133,744	30
1986/87	244,286	536,686	120	874,211	1,166,612	33
1987/88	209,841	401,663	91	738,030	929,851	26
1988/89	197,153	411,213	109	903,718	1,117,778	24
1989/90	391,537	442,265	13	1,101,439	1,152,167	5
1990/91	NA	192,322	NA	NA	514,254	NA
1991/92	NA	376,973	NA	NA	1,091,763	NA

NA = Not applicable. ¹ Marketing year begins in November.

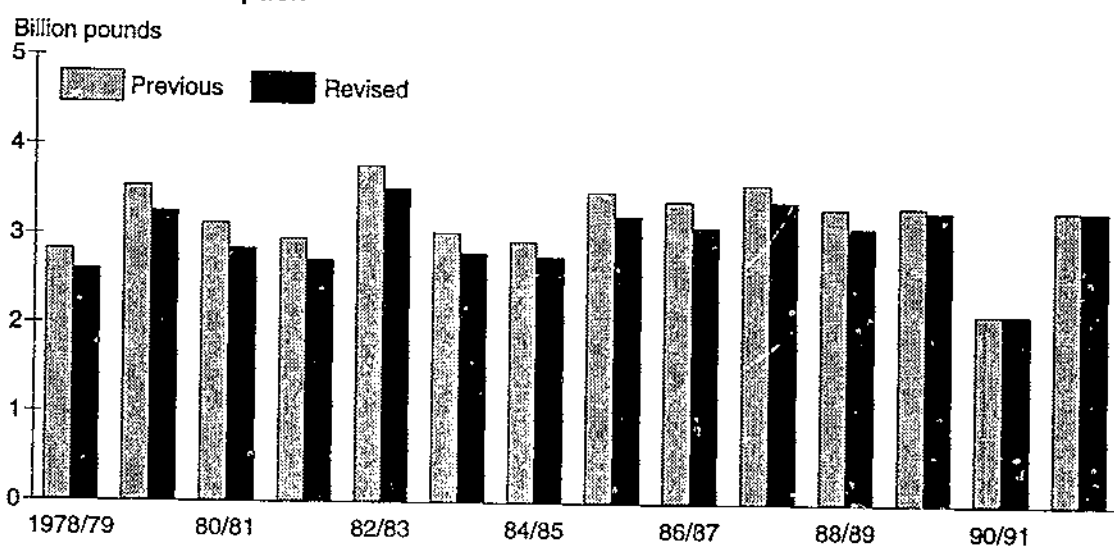
U.S. exports to the world



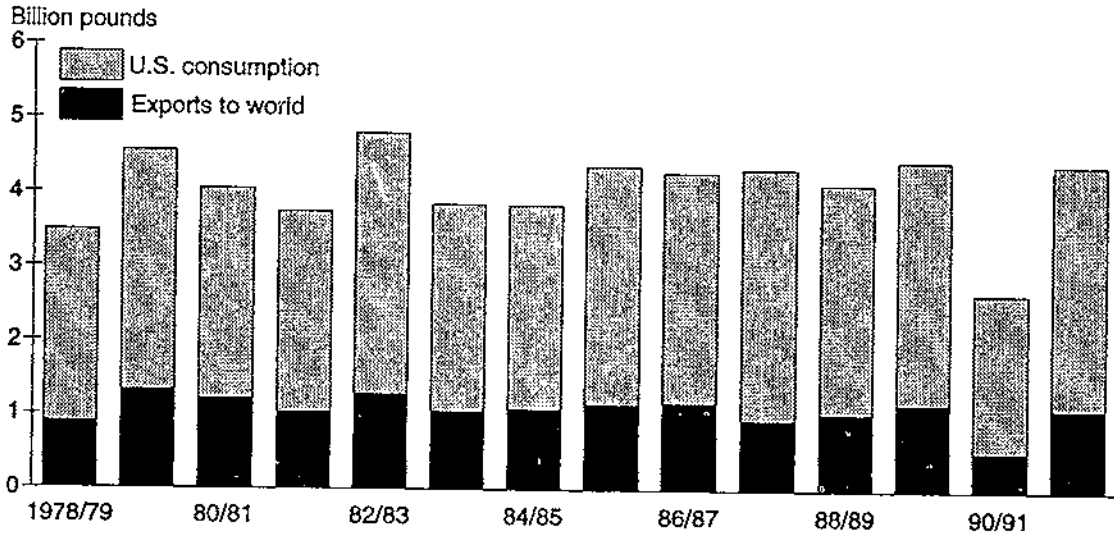
U.S. fresh-market exports



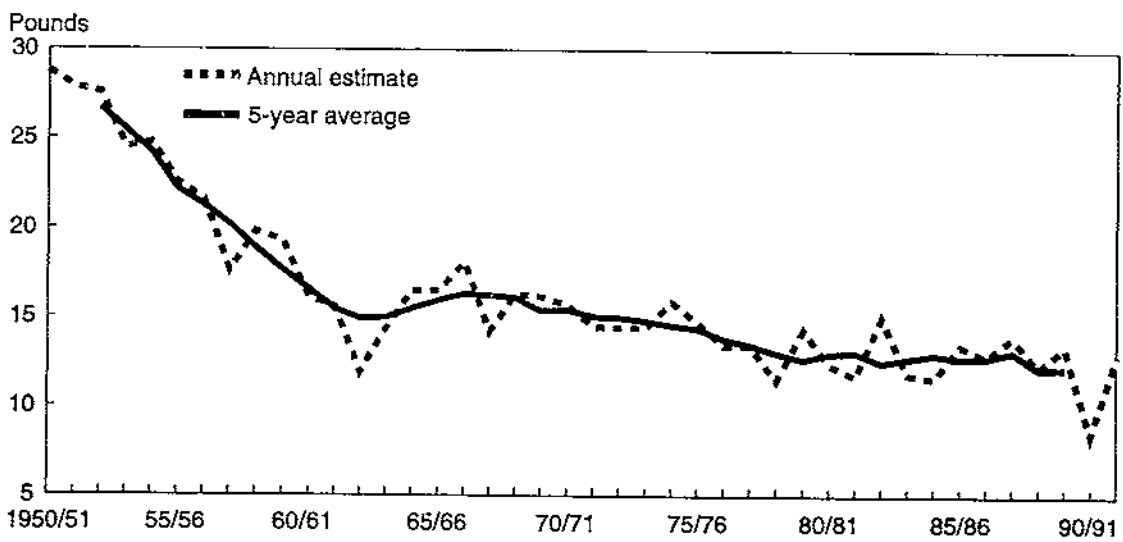
U.S. total consumption



U.S. exports and consumption



Per capita consumption



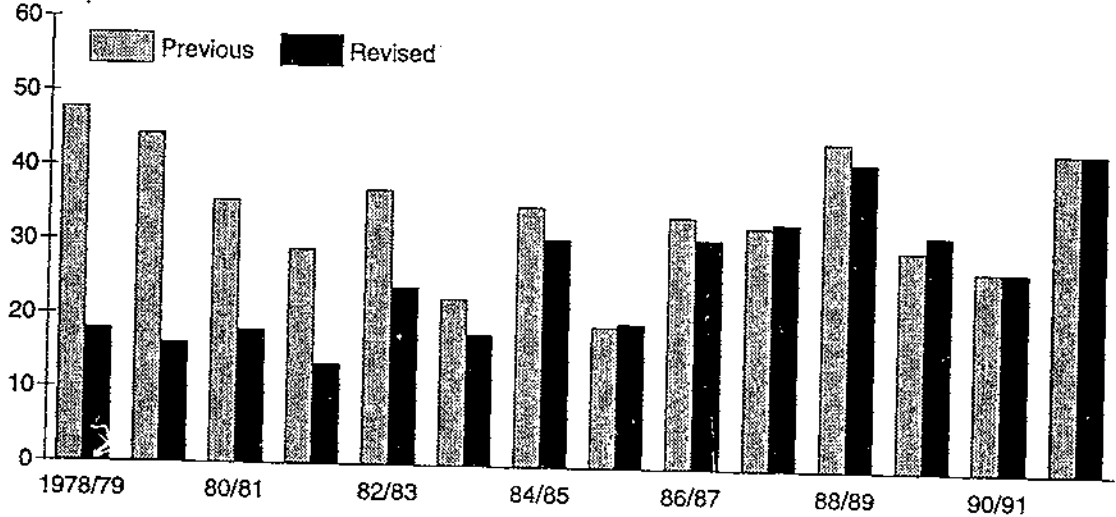
Fresh-Market Tangerines

Year ¹	U.S. exports to Canada			U.S. exports to the world		
	Previous	Revised	Change	Previous	Revised	Change
	--- 1,000 pounds ---		Percent	--- 1,000 pounds ---		Percent
1978/79	35,334	5,606	-84	47,711	17,983	-62
1979/80	32,273	4,068	-87	44,378	16,173	-64
1980/81	22,695	5,288	-77	35,393	17,985	-49
1981/82	21,539	6,046	-72	28,938	13,445	-54
1982/83	21,638	8,527	-61	37,097	23,986	-35
1983/84	16,660	11,806	-29	22,518	17,664	-22
1984/85	16,655	12,182	-27	35,158	30,685	-13
1985/86	12,665	13,217	4	18,951	19,503	3
1986/87	16,122	13,062	-19	34,029	30,969	-9
1987/88	20,344	20,869	3	32,733	33,257	2
1988/89	20,556	17,920	-13	44,262	41,626	-6
1989/90	15,240	17,382	14	29,675	31,817	7
1990/91	NA	22,948	NA	NA	27,057	NA
1991/92	NA		NA	NA	43,207	NA

NA = Not applicable. ¹ Marketing year begins in November.

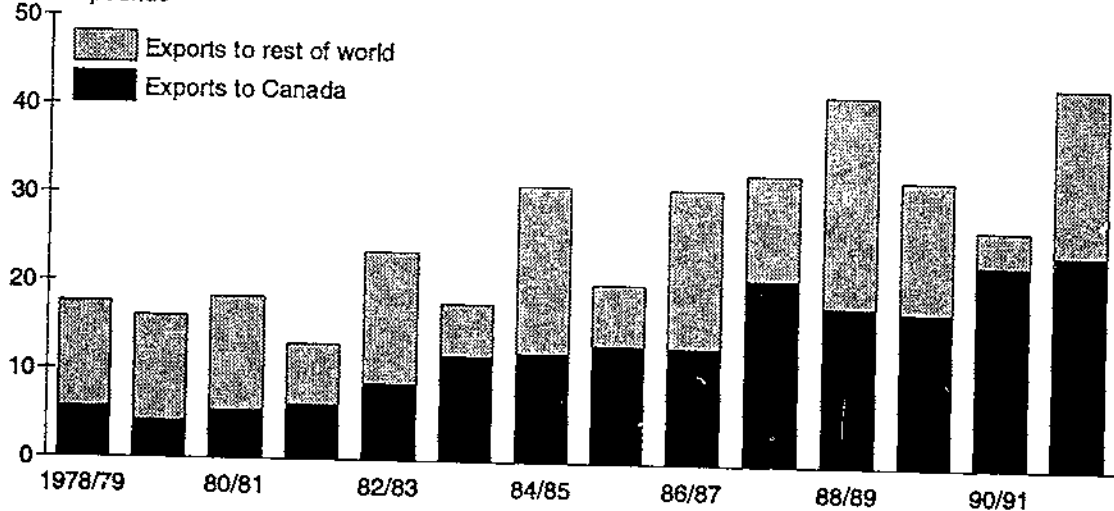
U.S. exports to the world

Million pounds



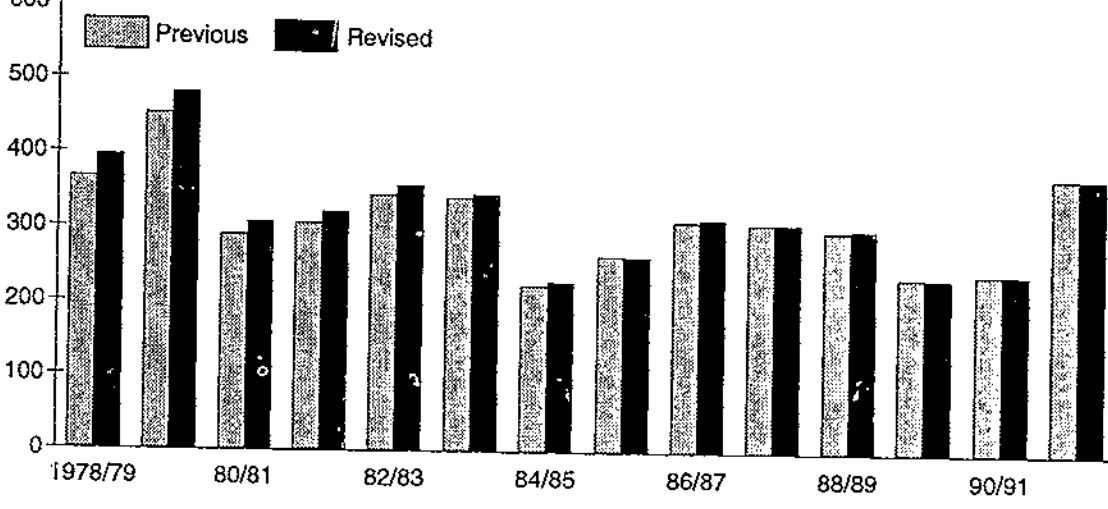
U.S. fresh-market exports

Million pounds



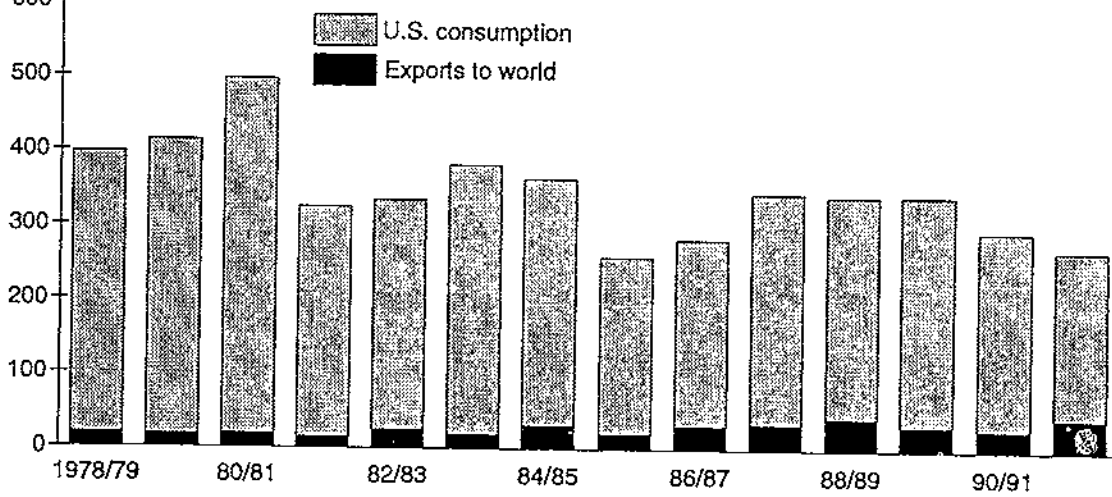
U.S. total consumption

Million pounds



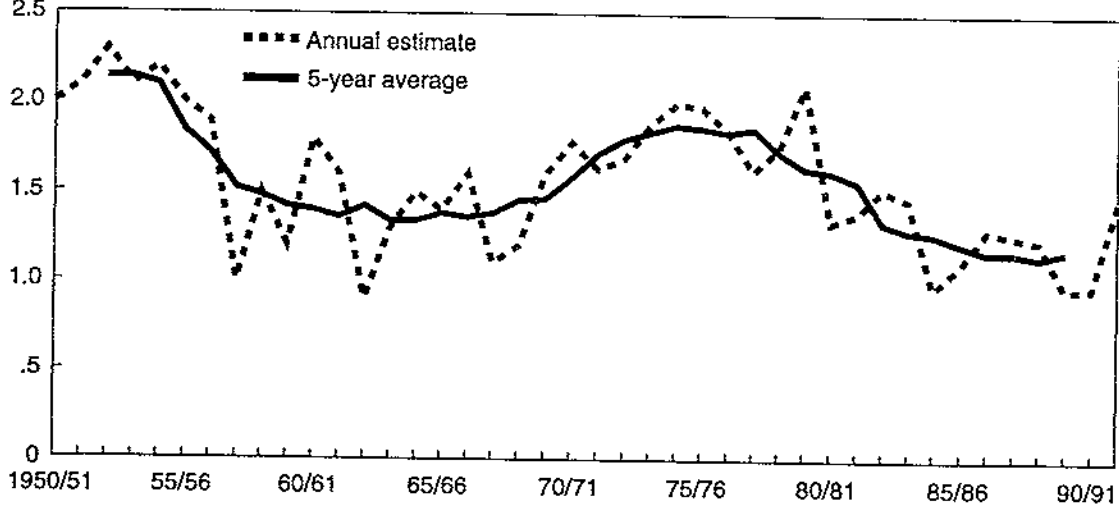
U.S. exports and consumption

Million pounds



Per capita consumption

Pounds



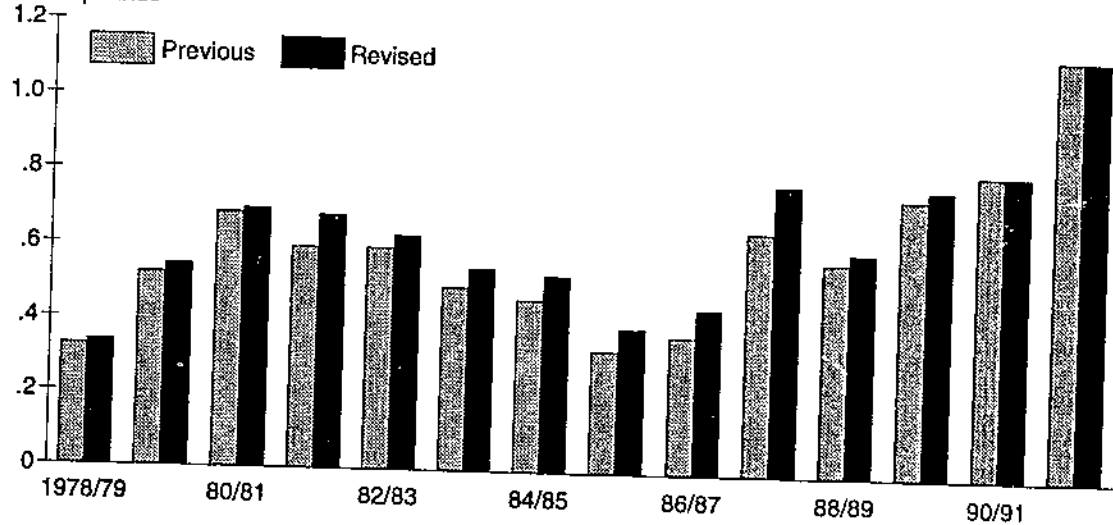
Fresh-Market Apples

Year ¹	U.S. exports to Canada			U.S. exports to the world		
	Previous	Revised	Change	Previous	Revised	Change
	--- 1,000 pounds ---		Percent	--- 1,000 pounds ---		Percent
1978/79	114,708	126,177	10	325,683	337,152	4
1979/80	130,561	154,351	18	521,591	545,380	5
1980/81	84,600	95,955	13	686,056	697,410	2
1981/82	148,025	234,517	58	596,220	682,712	15
1982/83	90,207	123,954	37	595,911	629,658	6
1983/84	82,634	134,528	63	492,321	544,216	11
1984/85	68,790	134,313	95	462,808	528,330	14
1985/86	54,139	117,009	116	327,322	390,192	19
1986/87	93,866	170,460	82	369,108	445,702	21
1987/88	93,590	219,630	135	654,663	780,702	19
1988/89	115,137	142,149	23	575,531	602,543	5
1989/90	147,431	172,958	17	748,419	773,947	3
1990/91	NA	165,368	NA	NA	817,955	NA
1991/92	NA	150,734	NA	NA	1,132,025	NA

NA = Not applicable. ¹ Marketing year begins in August.

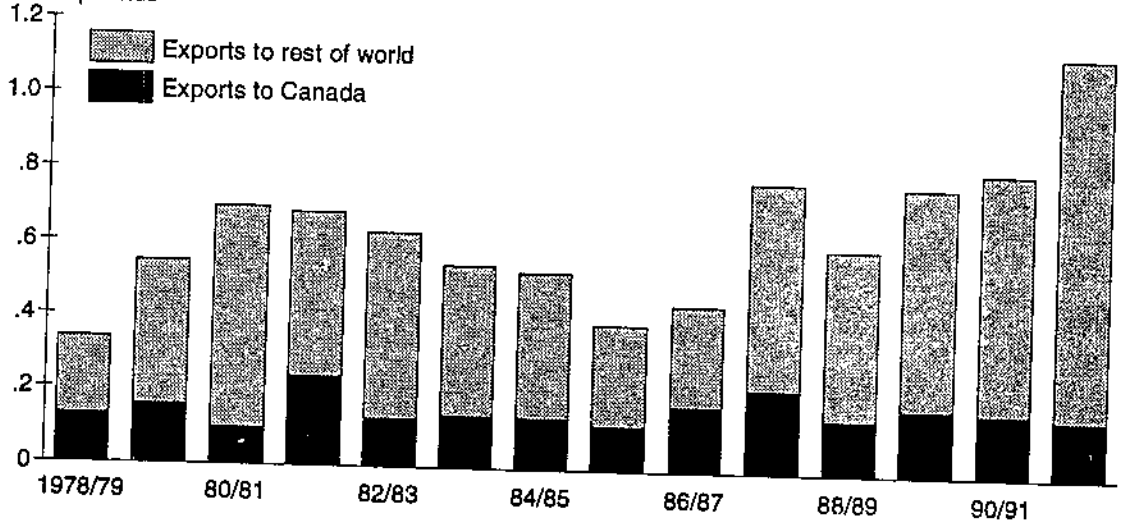
U.S. exports to the world

Billion pounds



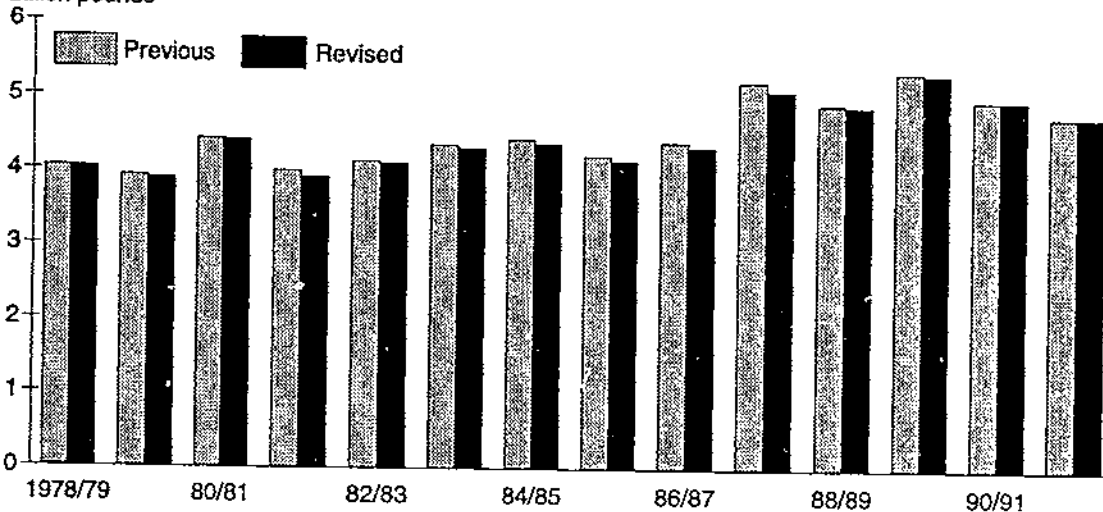
U.S. fresh-market exports

Billion pounds



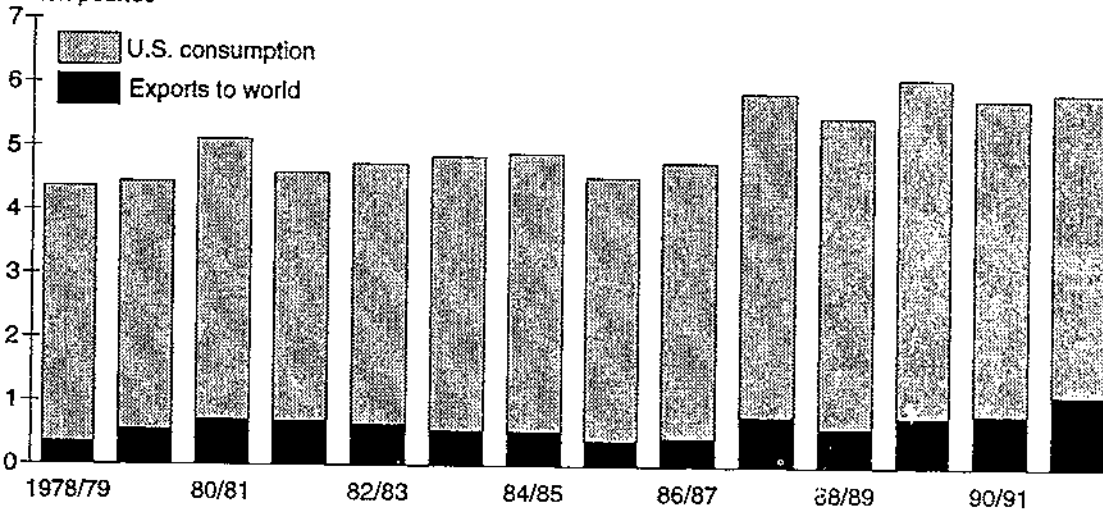
U.S. total consumption

Billion pounds



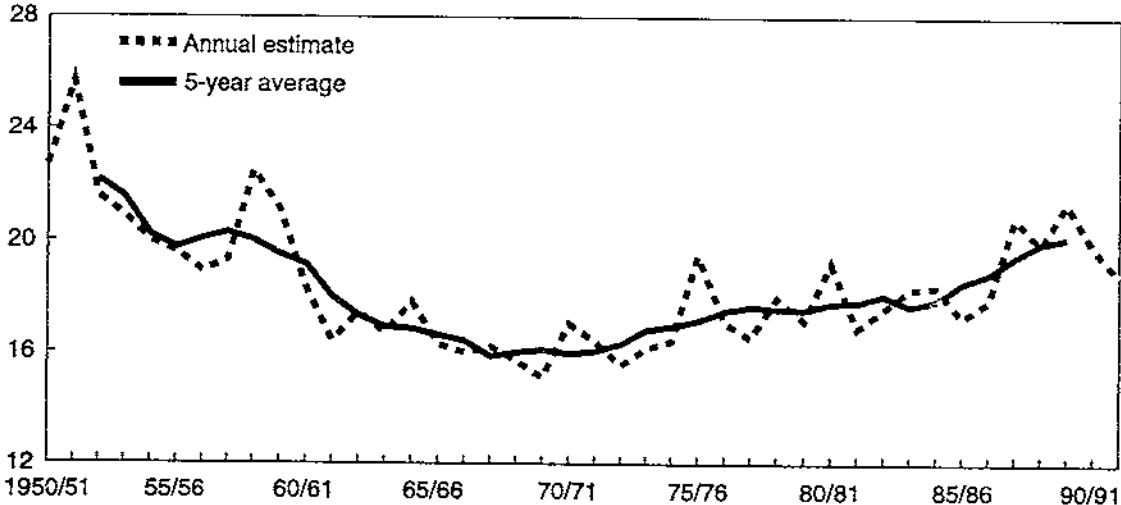
U.S. exports and consumption

Billion pounds



Per capita consumption

Pounds

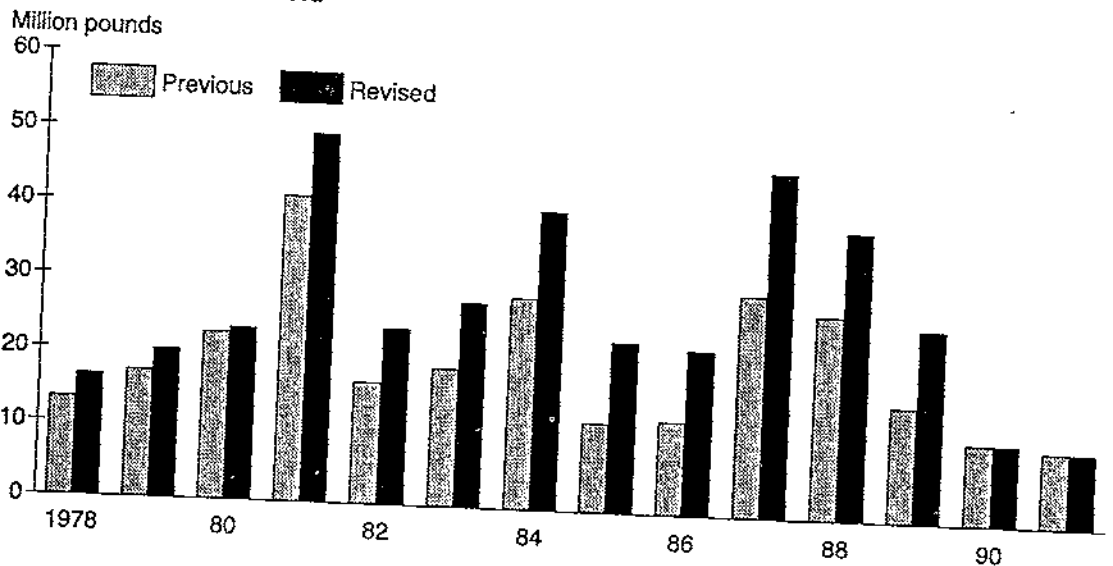


Fresh-Market Avocados

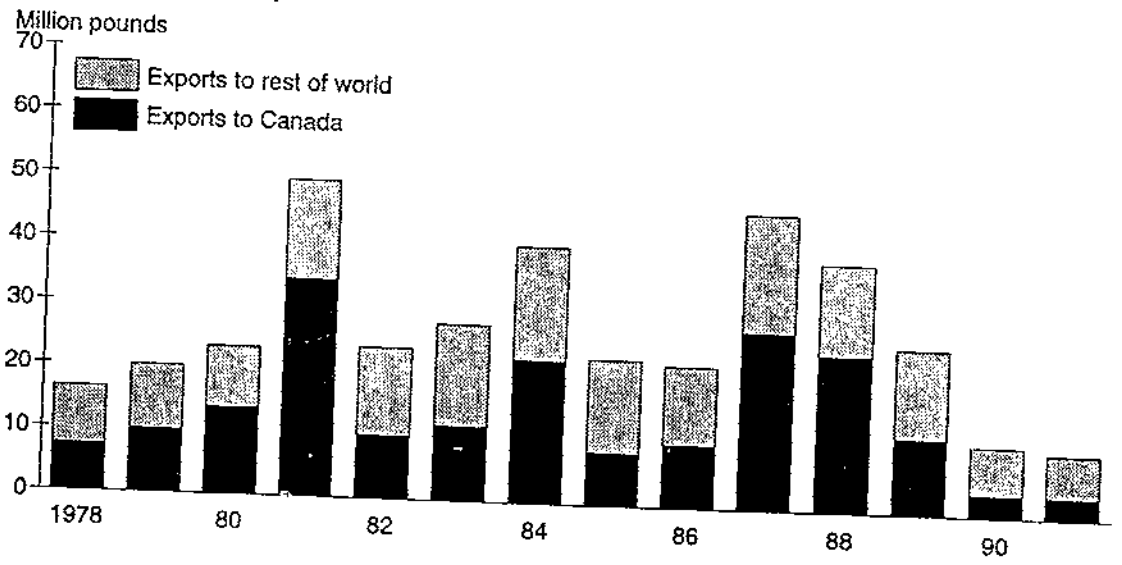
Year ¹	U.S. exports to Canada			U.S. exports to the world		
	Previous	Revised	Change	Previous	Revised	Change
	--- 1,000 pounds ---		Percent	--- 1,000 pounds ---		Percent
1978	6,086	9,245	52	13,282	16,440	24
1979	7,236	10,196	41	17,067	20,026	17
1980	9,116	9,728	7	22,580	23,192	3
1981	7,265	15,706	116	41,210	49,651	20
1982	6,594	13,894	111	16,359	23,659	45
1983	6,930	15,967	130	18,558	27,595	49
1984	6,205	18,013	190	28,441	40,249	42
1985	3,778	14,708	289	12,001	22,931	91
1986	2,743	12,434	353	12,499	22,191	78
1987	2,236	18,838	743	29,764	46,366	56
1988	2,978	14,424	384	27,364	38,810	42
1989	3,696	14,144	283	15,457	25,906	68
1990	NA	7,679	NA	NA	10,859	NA
1991	NA	6,839	NA	NA	10,078	NA

NA = Not applicable.

U.S. exports to the world

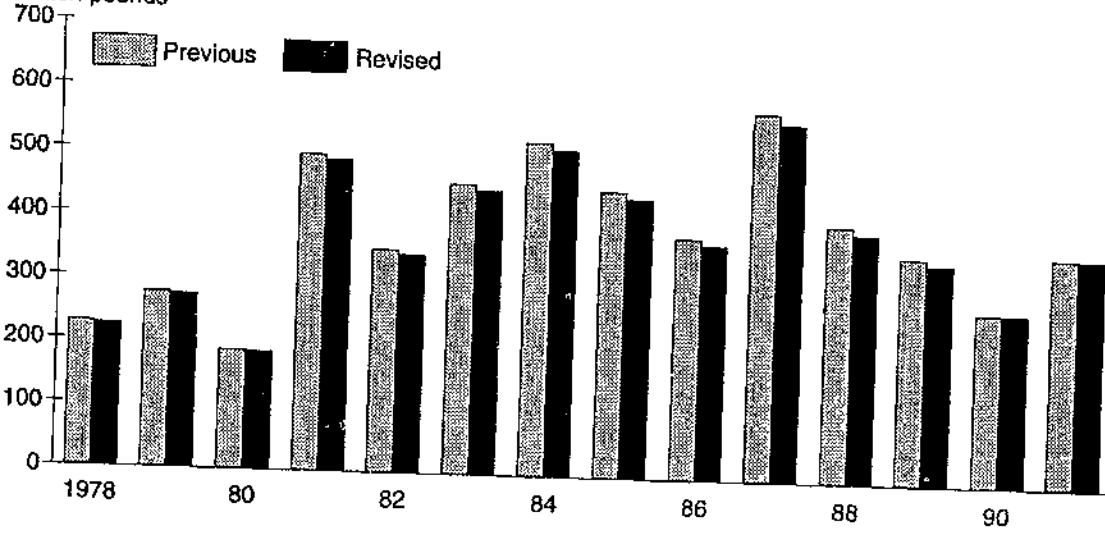


U.S. fresh-market exports



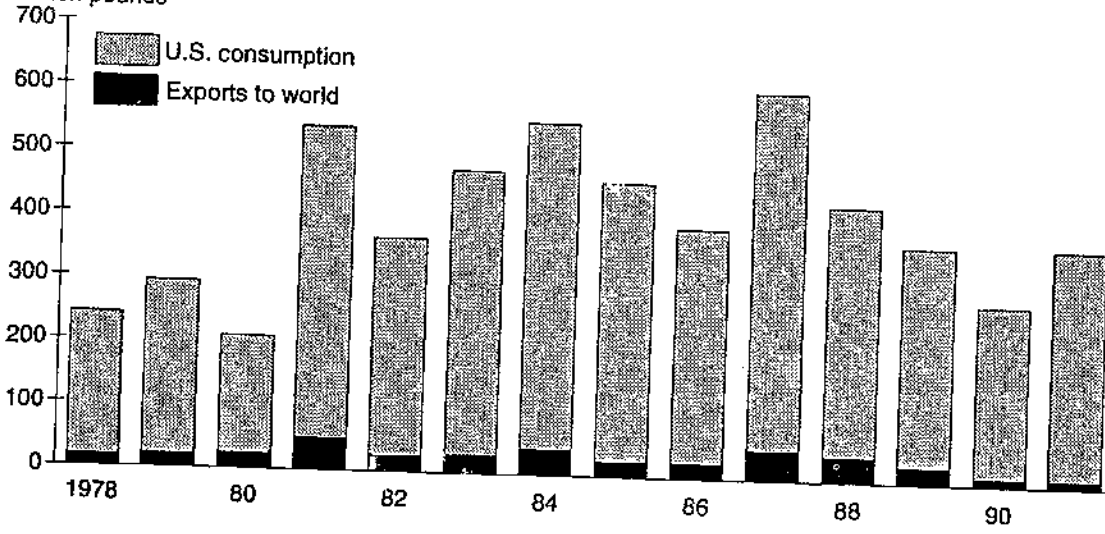
U.S. total consumption

Million pounds



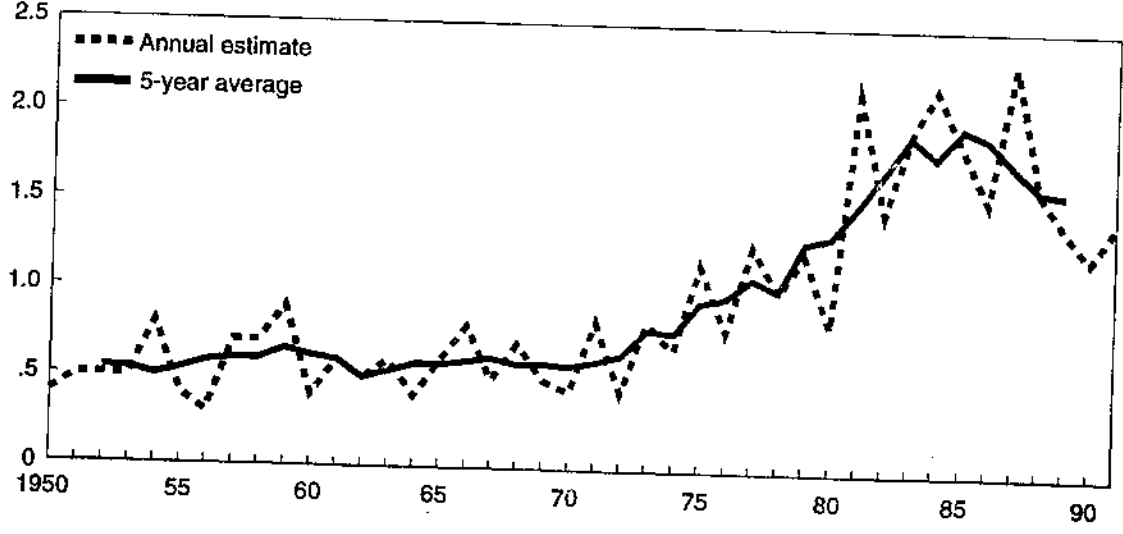
U.S. exports and consumption

Million pounds



Per capita consumption

Pounds



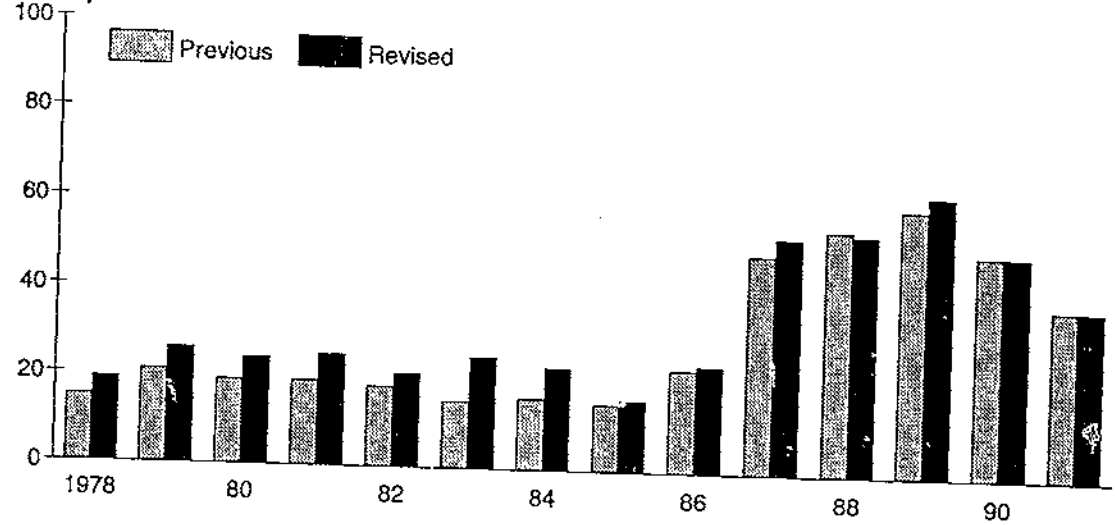
Fresh-Market Sweet Cherries

Year	U.S. exports to Canada			U.S. exports to the world		
	Previous	Revised	Change	Previous	Revised	Change
	--- 1,000 pounds ---		Percent	--- 1,000 pounds ---		Percent
1978	9,869	13,968	42	14,935	19,034	27
1979	13,884	19,107	38	21,043	26,267	25
1980	7,196	12,281	71	18,580	23,664	27
1981	8,218	13,458	64	19,286	24,527	27
1982	11,289	14,246	26	17,842	20,799	17
1983	10,106	19,649	94	15,336	24,882	62
1984	8,862	15,654	77	16,082	22,875	42
1985	6,679	8,103	21	14,631	16,055	10
1986	7,074	8,598	22	22,737	24,261	7
1987	12,392	16,728	35	48,556	52,891	9
1988	13,007	11,810	-9	54,905	53,708	-2
1989	15,316	18,428	20	59,938	63,050	5
1990	13,776	13,776	NA	50,151	50,151	NA
1991	11,650	11,650	NA	37,975	37,975	NA

NA = Not applicable.

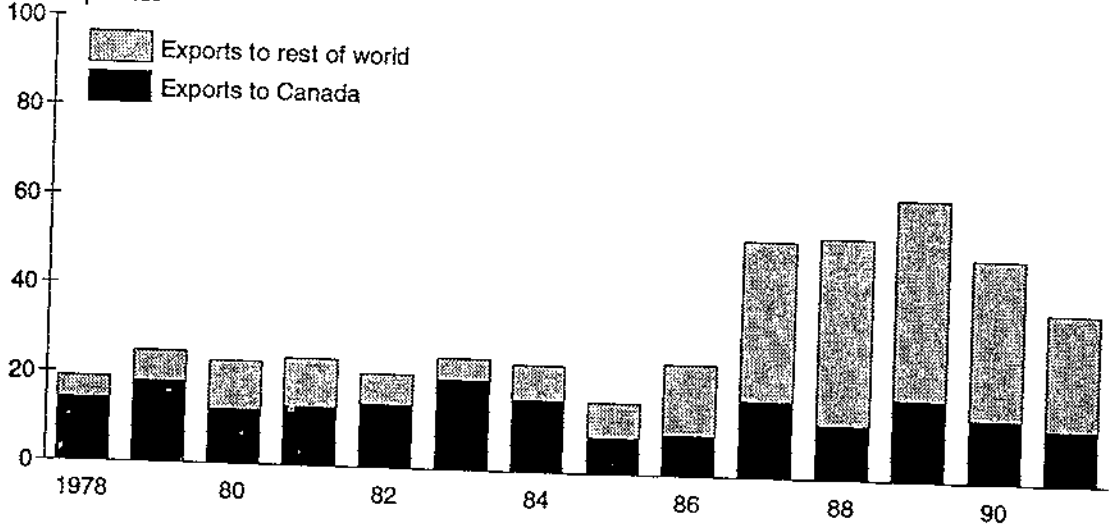
U.S. exports to the world

Million pounds

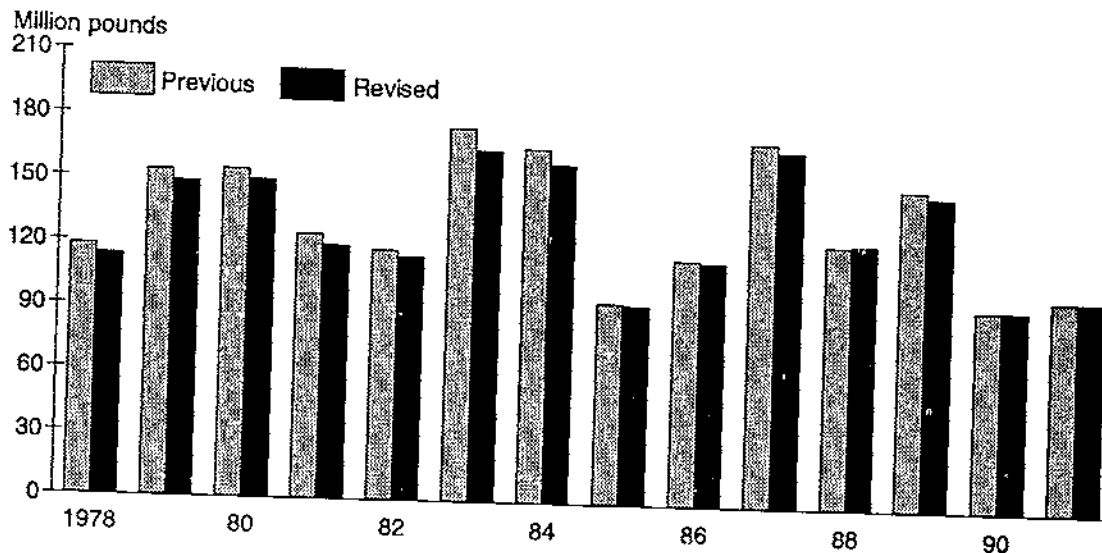


U.S. fresh-market exports

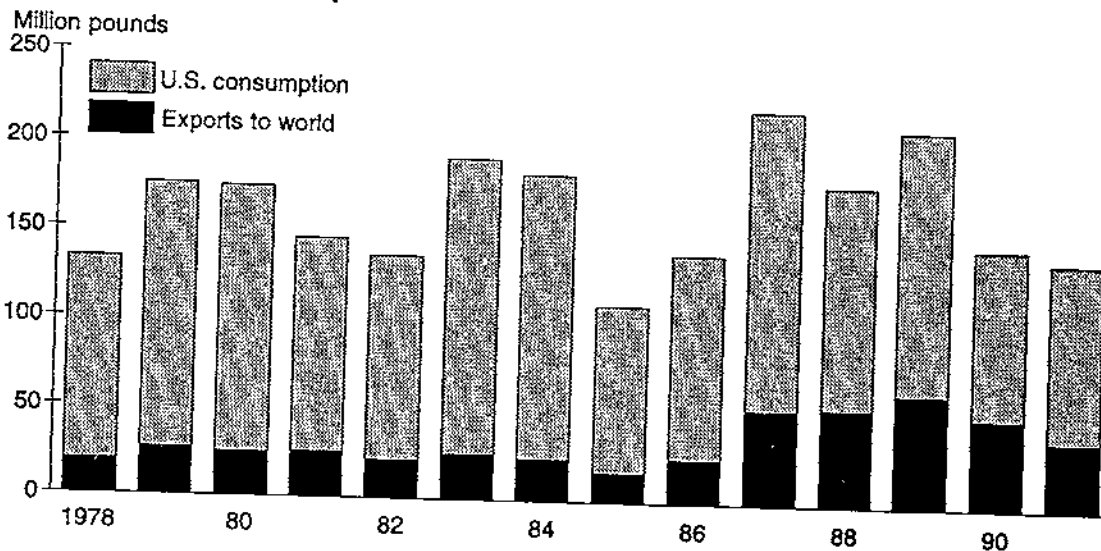
Million pounds



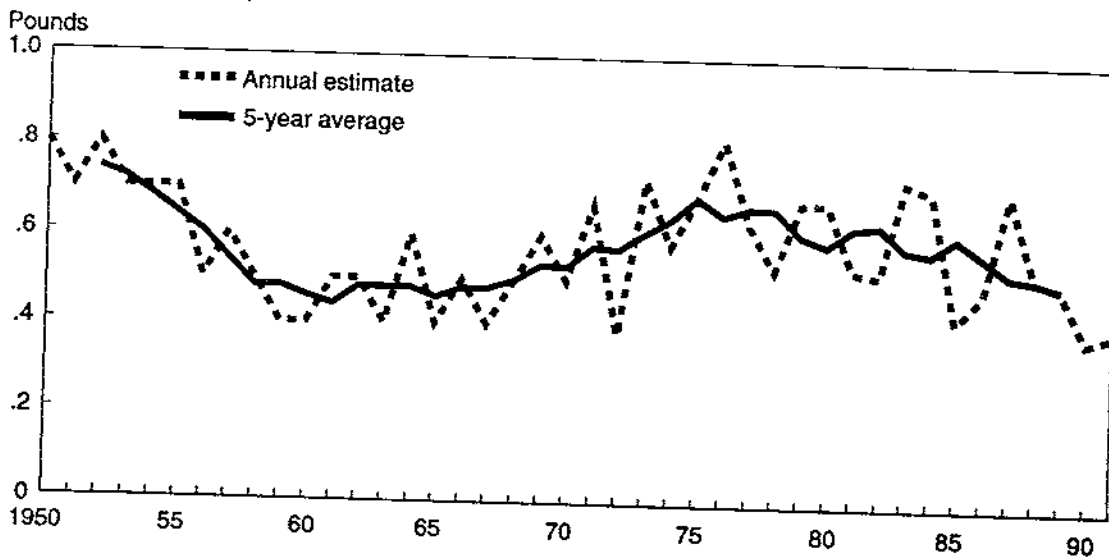
U.S. total consumption



U.S. exports and consumption



Per capita consumption

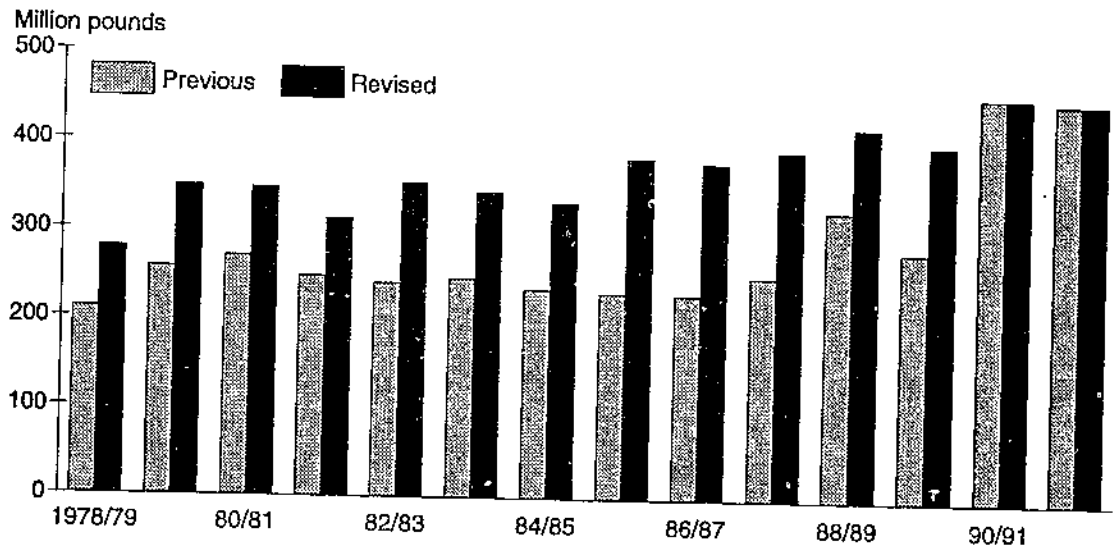


Fresh-Market Grapes

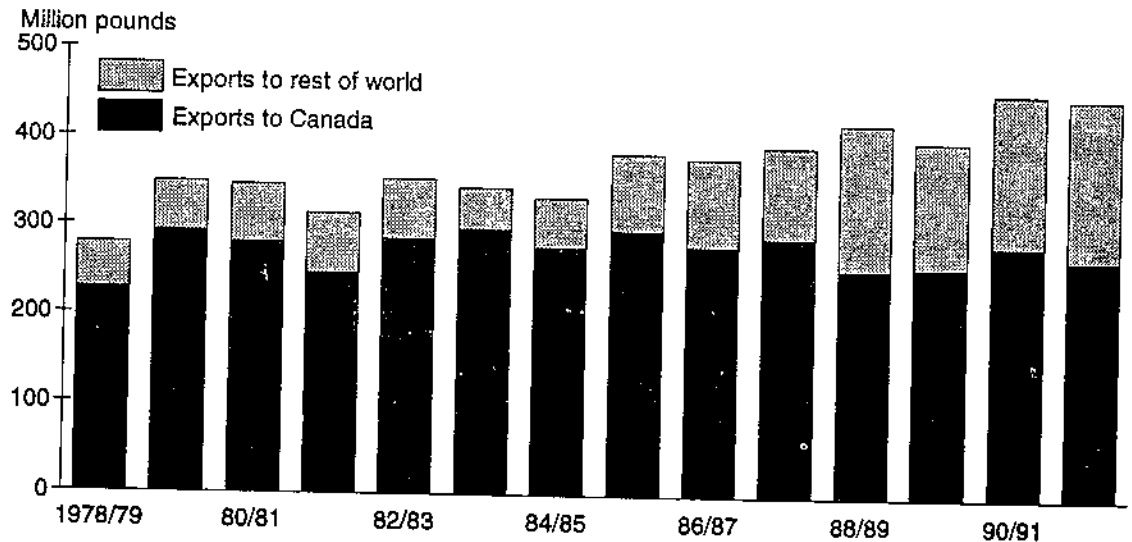
Year ¹	U.S. exports to Canada			U.S. exports to the world		
	Previous	Revised	Change	Previous	Revised	Change
	--- 1,000 pounds ---		Percent	--- 1,000 pounds ---		Percent
1978/79	158,087	226,633	43	210,496	279,042	33
1979/80	199,482	292,088	46	256,661	349,268	36
1980/81	203,197	279,962	38	269,601	346,366	28
1981/82	179,730	244,727	36	247,690	312,687	26
1982/83	172,643	285,137	65	240,578	353,072	47
1983/84	197,956	296,215	50	246,128	344,387	40
1984/85	178,483	276,416	55	234,674	332,607	42
1985/86	142,327	295,001	107	230,859	383,533	66
1986/87	128,681	278,259	116	229,603	379,181	65
1987/88	145,655	288,021	98	250,244	392,610	57
1988/89	160,855	254,393	58	325,631	419,170	29
1989/90	136,207	257,062	89	279,602	400,457	43
1990/91	NA	281,604	NA	NA	455,287	NA
1991/92	NA	266,903	NA	NA	449,986	NA

NA = Not applicable. ¹ Marketing year begins in July.

U.S. exports to the world

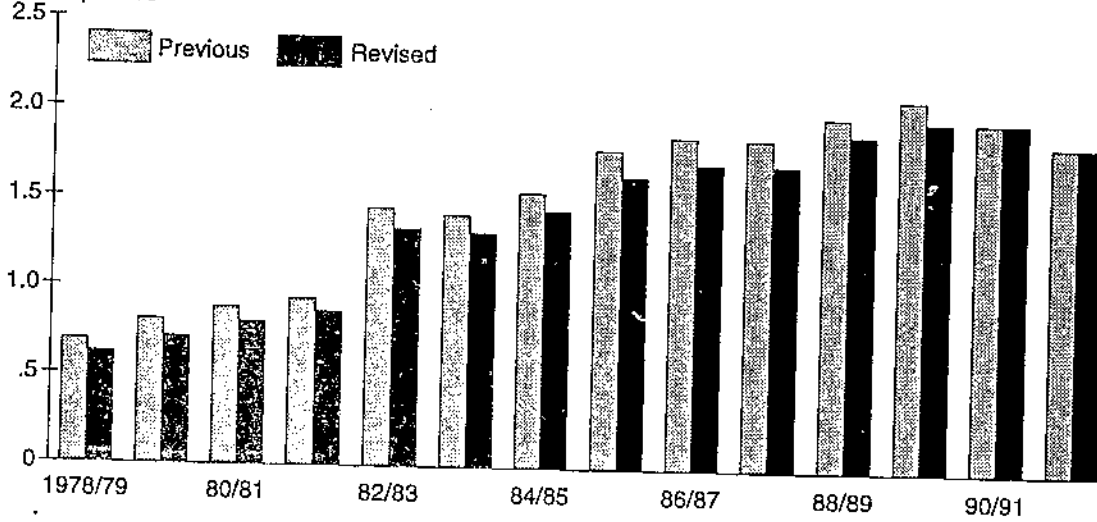


U.S. fresh-market exports



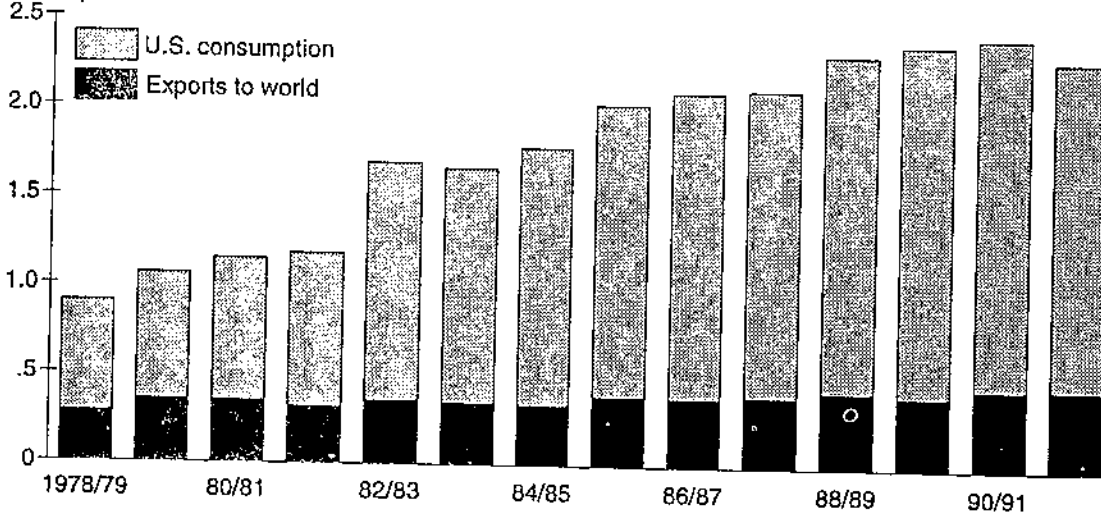
U.S. total consumption

Billion pounds



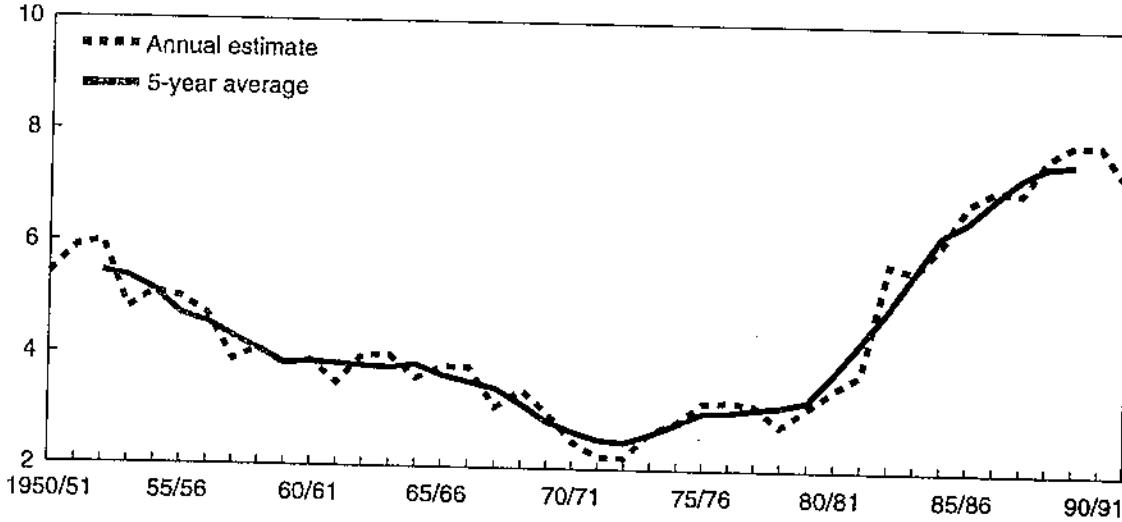
U.S. exports and consumption

Billion pounds



Per capita consumption

Pounds



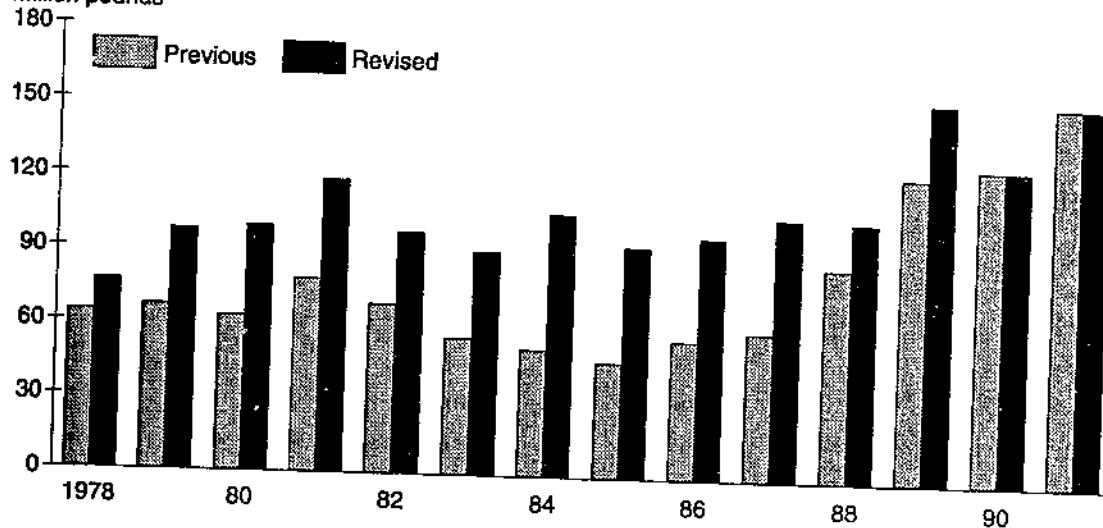
Fresh-Market Peaches and Nectarines

Year	U.S. exports to Canada			U.S. exports to the world		
	Previous	Revised	Change	Previous	Revised	Change
	--- 1,000 pounds ---		Percent	--- 1,000 pounds ---		Percent
1978	57,982	70,919	22	63,890	76,828	20
1979	59,222	90,147	52	66,710	97,634	46
1980	51,772	88,537	71	62,753	99,519	59
1981	61,159	101,562	66	77,962	118,365	52
1982	54,907	84,189	53	68,368	97,649	43
1983	52,630	87,983	67	55,188	90,541	64
1984	48,791	103,749	113	51,139	106,097	107
1985	42,343	89,255	111	46,440	93,352	101
1986	49,502	91,438	85	55,769	97,705	75
1987	47,848	94,233	97	59,552	105,938	78
1988	64,310	83,037	29	86,047	104,775	22
1989	71,196	101,610	43	123,215	153,630	25
1990	NA	101,802	NA	NA	127,478	NA
1991	NA	105,994	NA	NA	153,290	NA

NA = Not applicable.

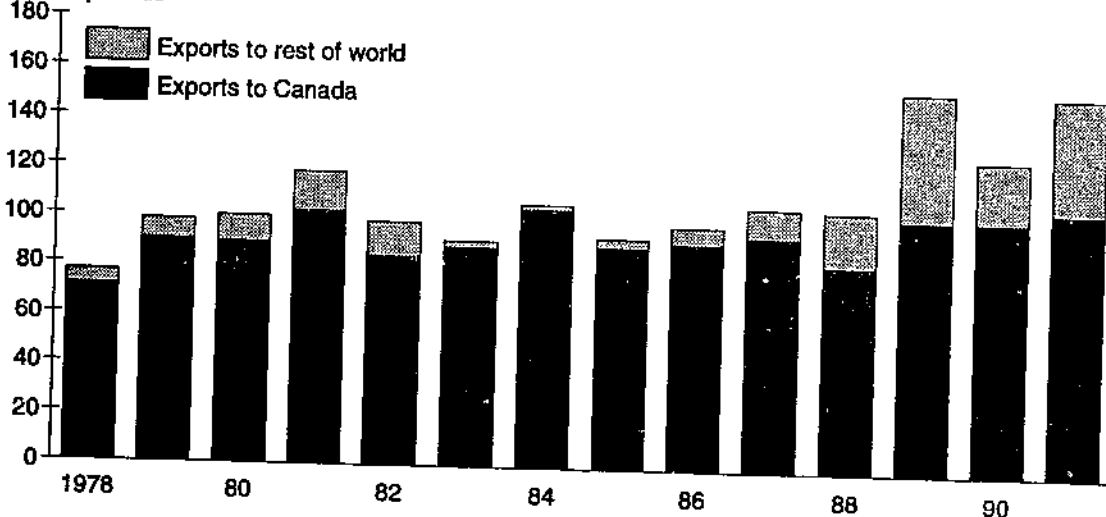
U.S. exports to the world

Million pounds



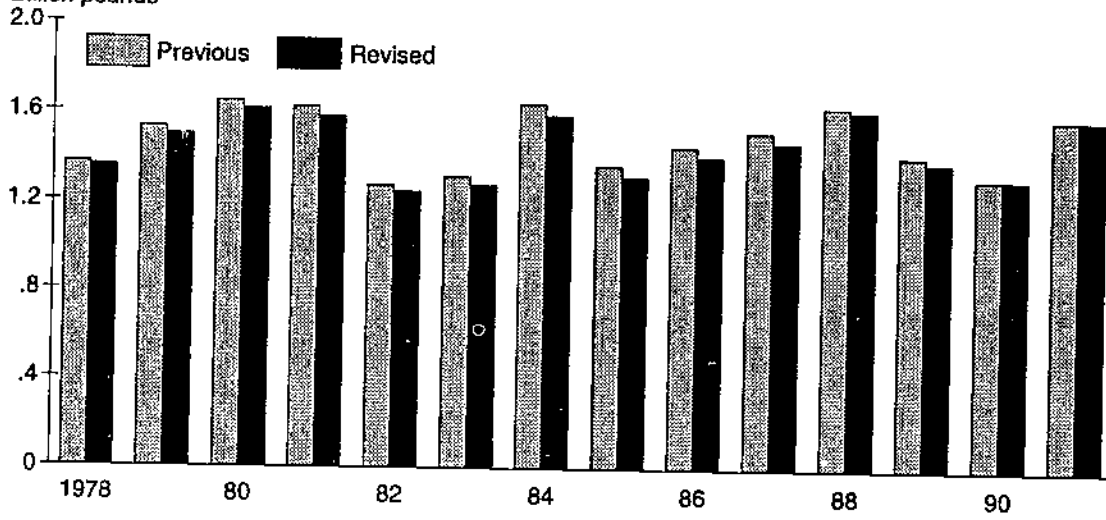
U.S. fresh-market exports

Million pounds



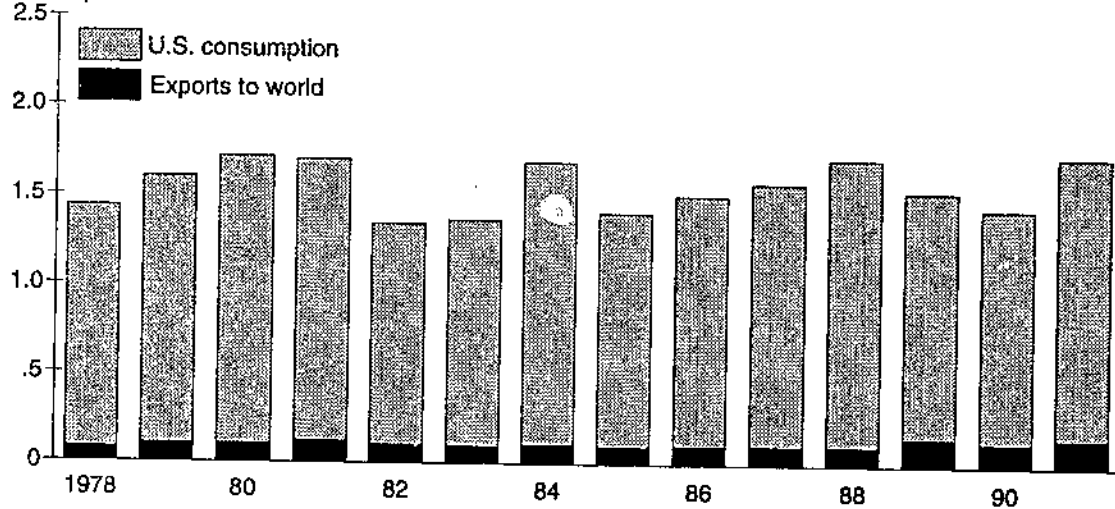
U.S. total consumption

Billion pounds



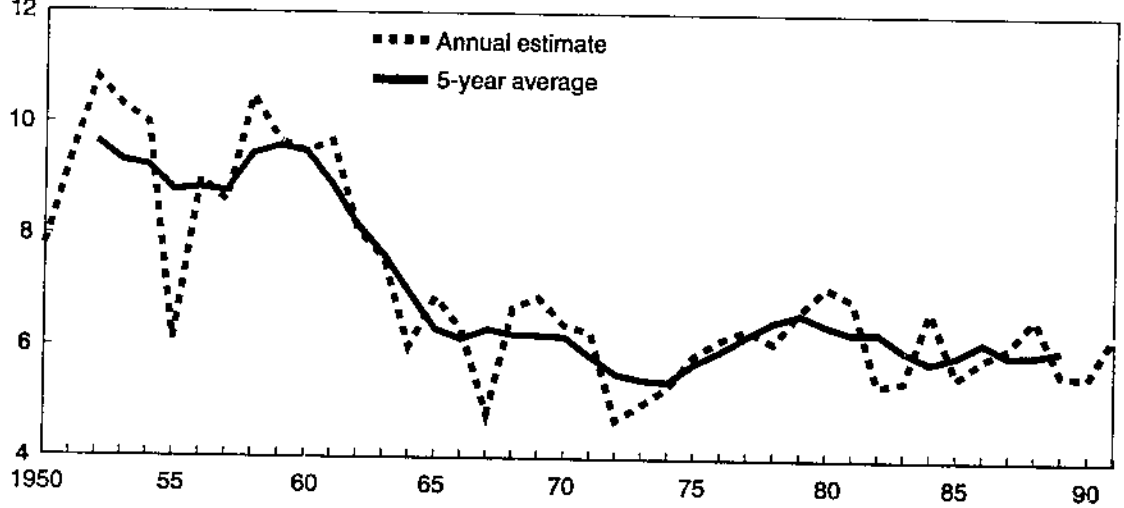
U.S. exports and consumption

Billion pounds



Per capita consumption

Pounds



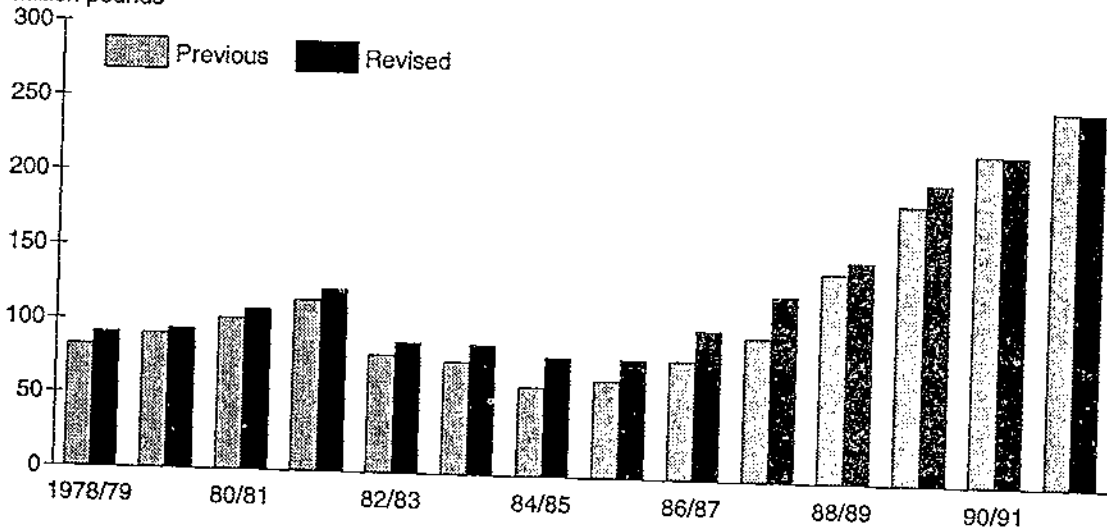
Fresh-Market Pears

Year ¹	U.S. exports to Canada			U.S. exports to the world		
	Previous	Revised	Change	Previous	Revised	Change
	--- 1,000 pounds ---		Percent	--- 1,000 pounds ---		Percent
1978/79	36,251	44,881	24	82,433	91,064	10
1979/80	48,123	52,249	9	90,581	94,707	5
1980/81	38,327	45,185	18	101,658	108,516	7
1981/82	52,112	60,023	15	115,136	123,049	7
1982/83	34,600	43,798	27	79,051	88,249	12
1983/84	39,336	51,150	30	75,692	87,506	16
1984/85	31,526	52,148	65	59,926	80,549	34
1985/86	32,516	47,236	45	65,452	80,172	22
1986/87	41,319	62,246	51	80,170	101,097	26
1987/88	41,881	70,551	68	96,627	125,297	30
1988/89	60,575	69,039	14	141,205	149,670	6
1989/90	64,483	79,737	24	187,893	203,147	8
1990/91	NA	82,914	NA	NA	222,836	NA
1991/92	NA	78,781	NA	NA	252,922	NA

NA = Not applicable. ¹ Marketing year begins in July.

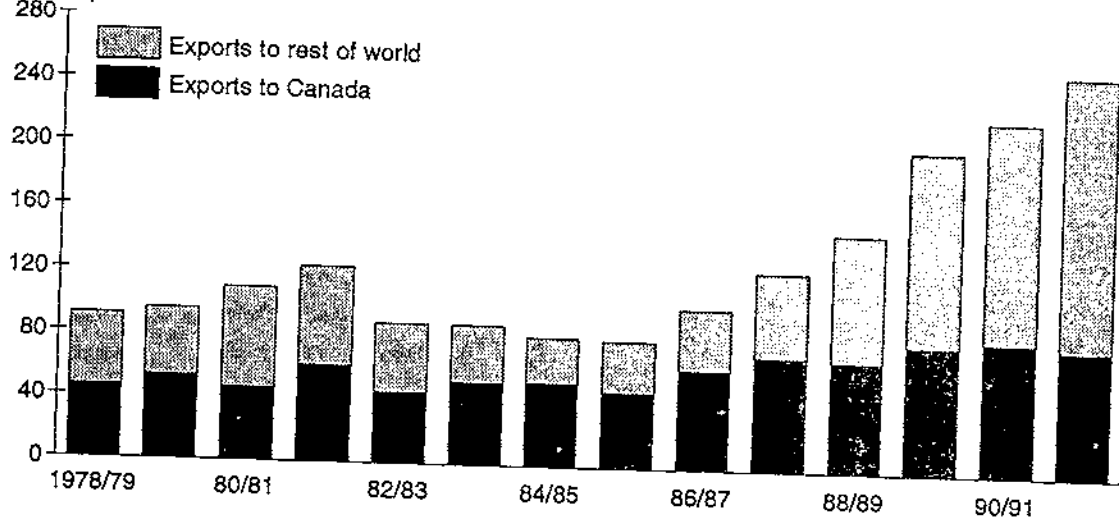
U.S. exports to the world

Million pounds



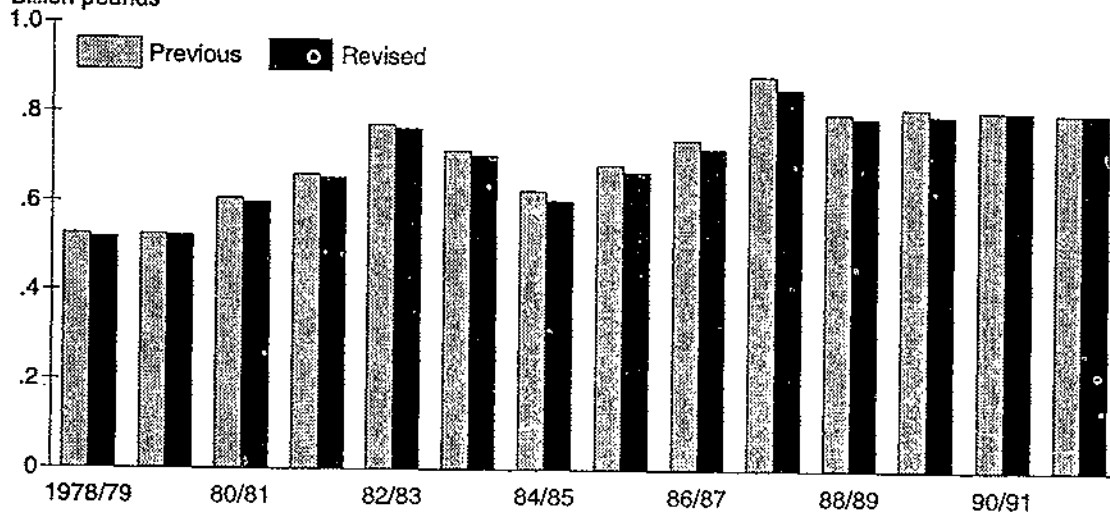
U.S. fresh-market exports

Million pounds



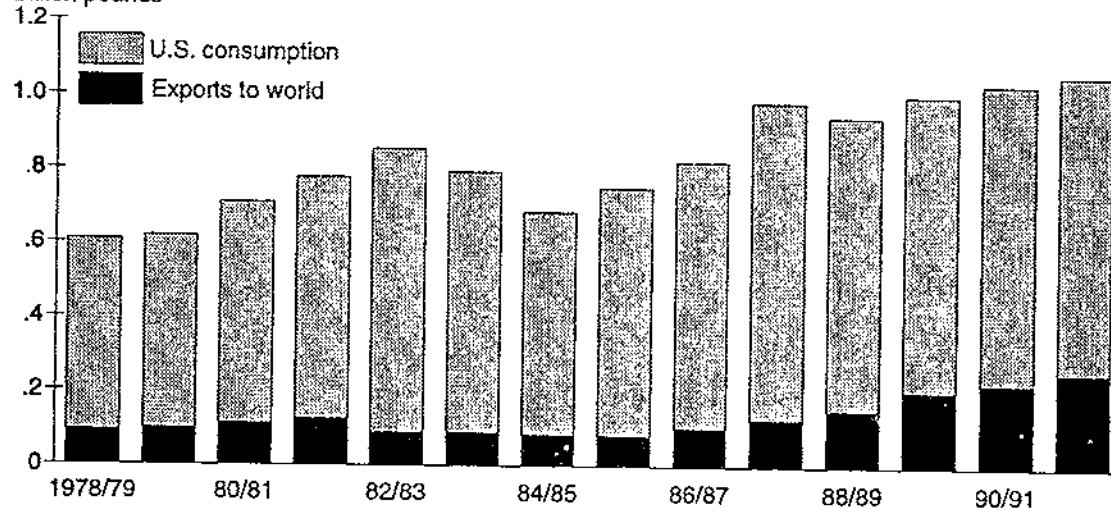
U.S. total consumption

Billion pounds



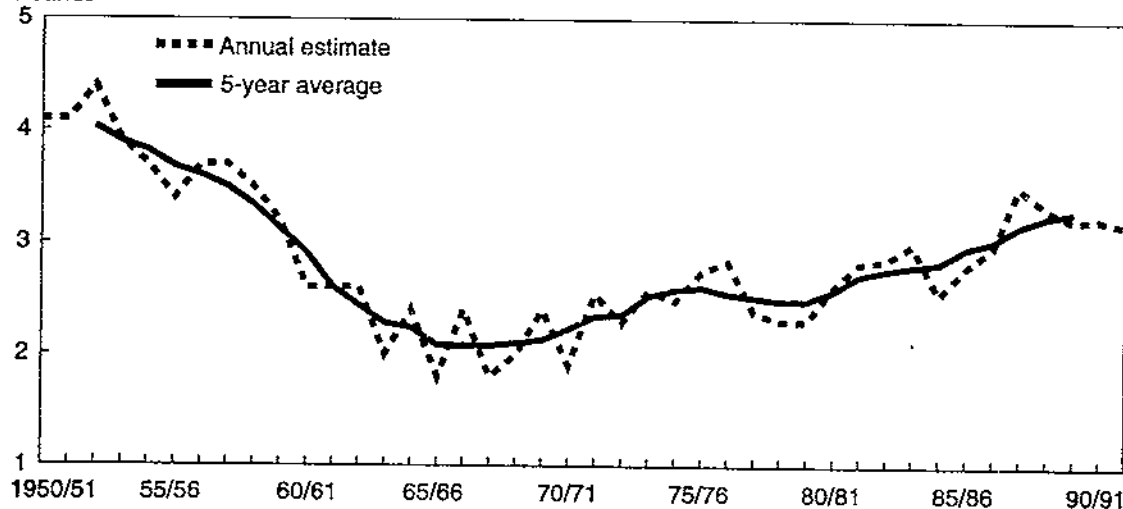
U.S. exports and consumption

Billion pounds



Per capita consumption

Pounds



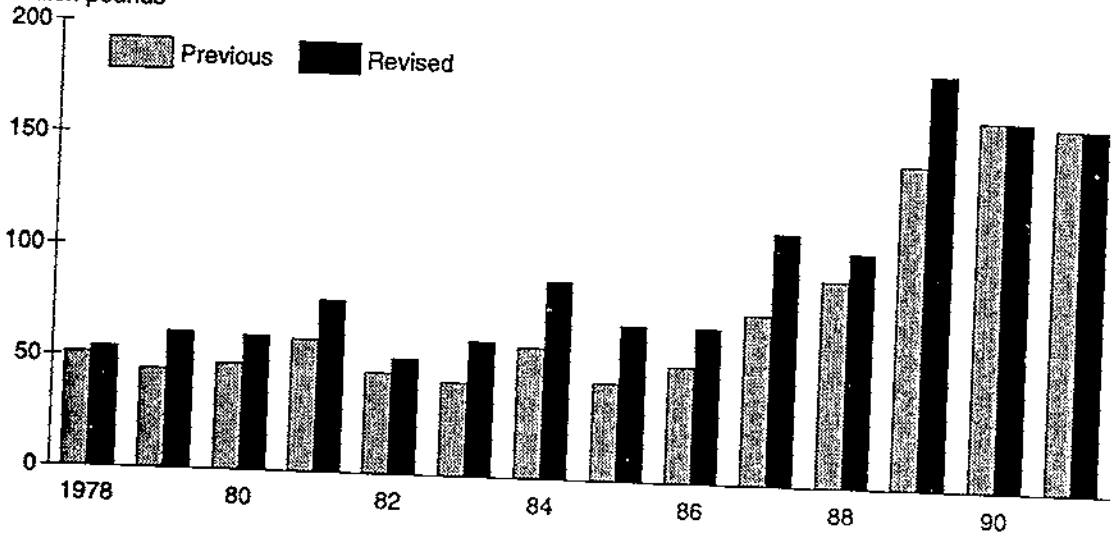
Fresh-Market Prunes and Plums

Year	U.S. exports to Canada			U.S. exports to the world		
	Previous	Revised	Change	Previous	Revised	Change
	--- 1,000 pounds ---			--- 1,000 pounds ---		
			Percent			Percent
1978	42,095	45,169	7	51,245	54,318	6
1979	33,586	50,167	49	44,624	61,205	37
1980	32,460	45,141	39	47,739	60,420	27
1981	38,227	56,333	47	59,304	77,410	31
1982	30,373	37,039	22	45,380	52,046	15
1983	32,018	50,675	58	42,008	60,665	44
1984	36,939	66,964	81	58,772	88,796	51
1985	23,031	48,791	112	43,977	69,738	59
1986	27,563	45,253	64	52,094	69,785	34
1987	25,449	62,471	145	76,604	113,626	48
1988	37,368	49,987	34	92,900	105,519	14
1989	16,159	56,791	251	145,423	186,055	28
1990	NA	56,500	NA	NA	165,860	NA
1991	NA	51,214	NA	NA	163,311	NA

NA = Not applicable.

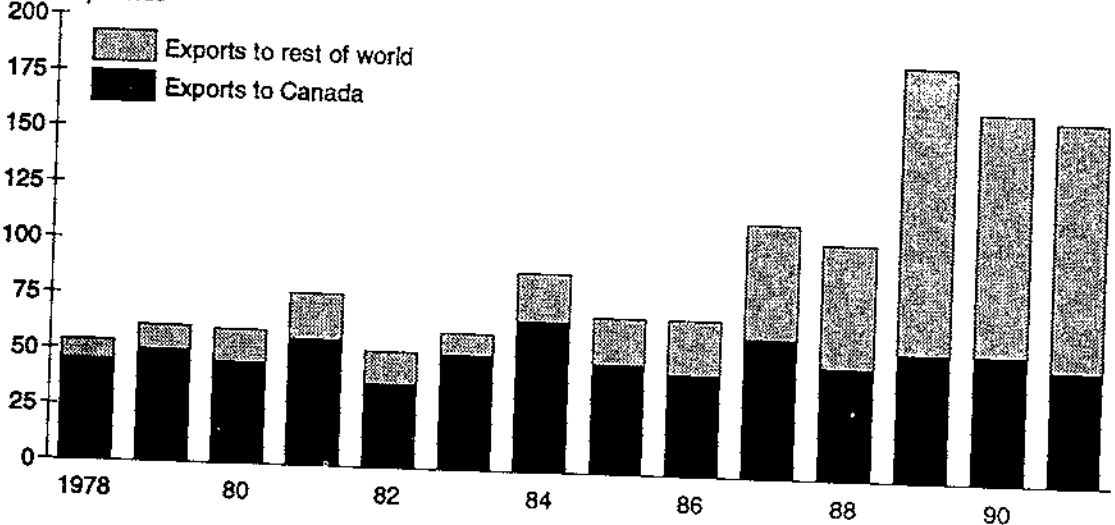
U.S. exports to the world

Million pounds



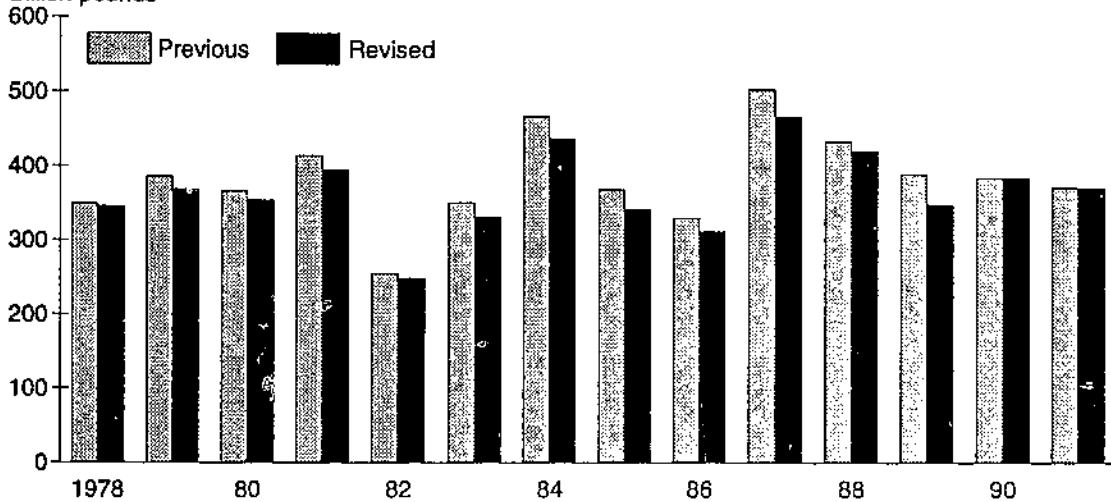
U.S. fresh-market exports

Million pounds



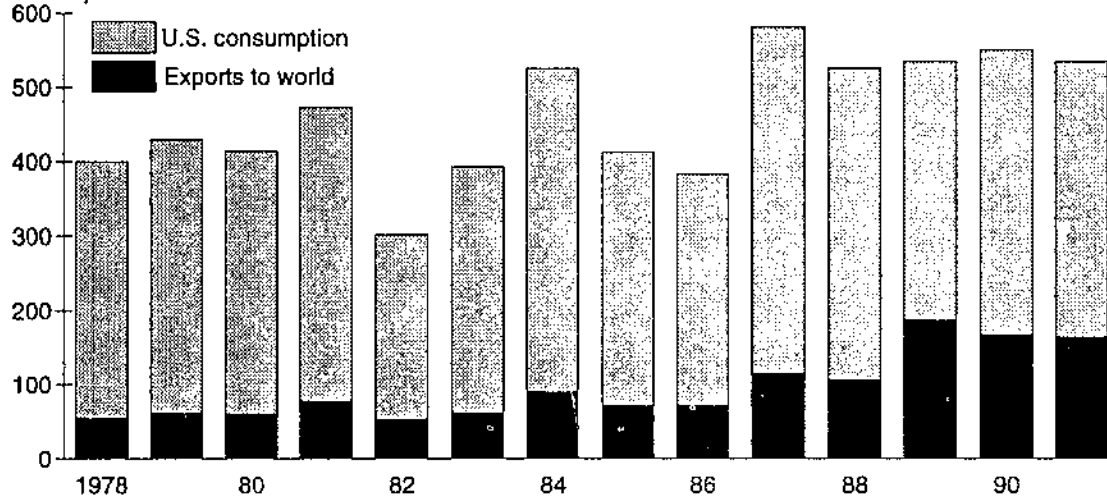
U.S. total consumption

Billion pounds



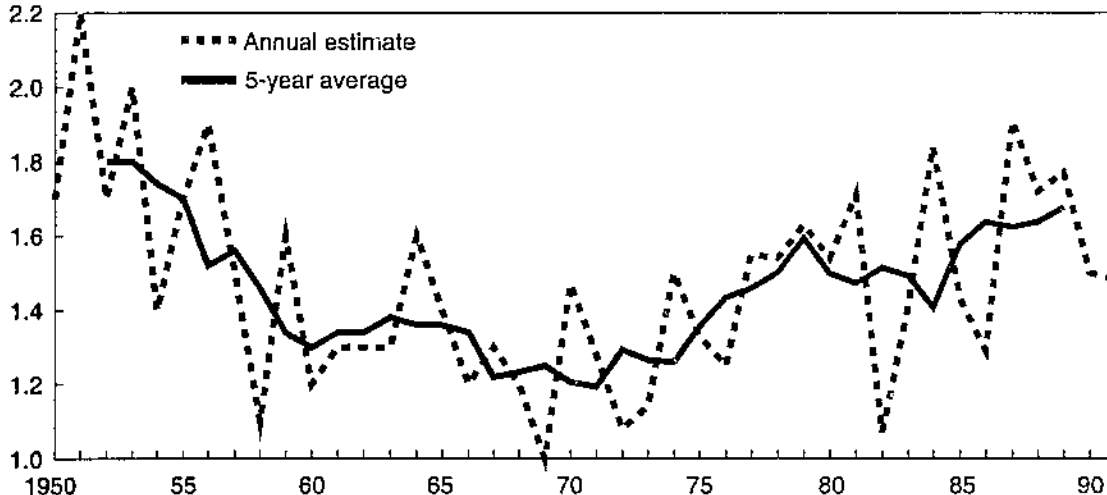
U.S. exports and consumption

Million pounds



Per capita consumption

Pounds



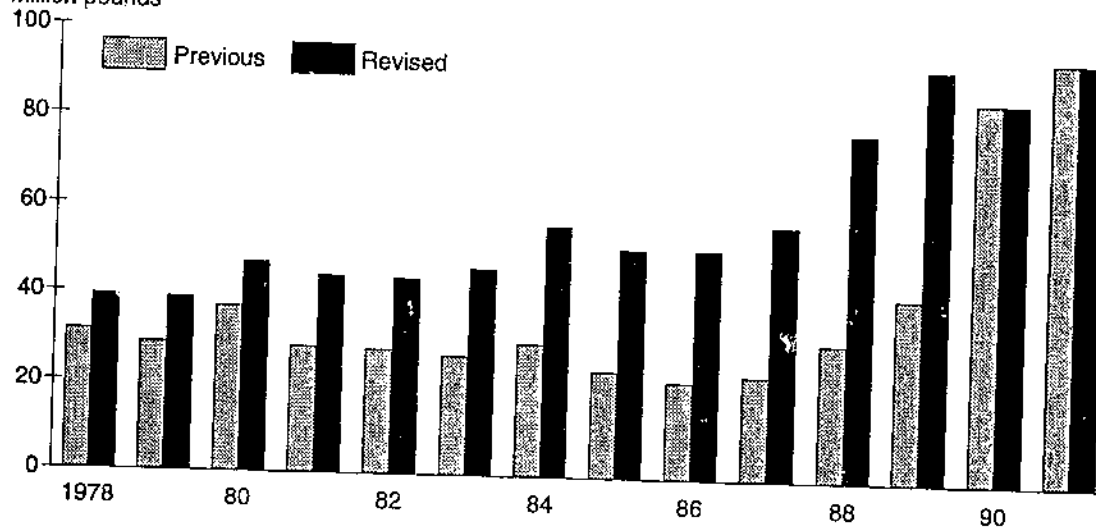
Fresh-Market Strawberries

Year	U.S. exports to Canada			U.S. exports to the world		
	Previous	Revised	Change	Previous	Revised	Change
	--- 1,000 pounds ---		Percent	--- 1,000 pounds ---		Percent
1978	25,351	33,120	31	31,388	39,157	25
1979	22,975	33,229	45	28,729	38,982	36
1980	23,697	33,777	43	37,013	47,093	27
1981	21,912	37,933	73	28,337	44,358	57
1982	20,295	36,462	80	27,768	43,935	58
1983	20,531	40,270	96	26,637	46,375	74
1984	23,327	49,829	114	29,760	56,263	89
1985	19,051	46,698	145	23,803	51,451	116
1986	14,654	44,500	204	21,665	51,511	138
1987	15,455	49,318	219	23,254	57,117	146
1988	20,650	67,990	229	30,667	78,006	154
1989	22,929	74,678	226	41,211	92,959	126
1990	NA	73,214	NA	NA	85,730	NA
1991	NA	79,774	NA	NA	95,214	NA

NA = Not applicable.

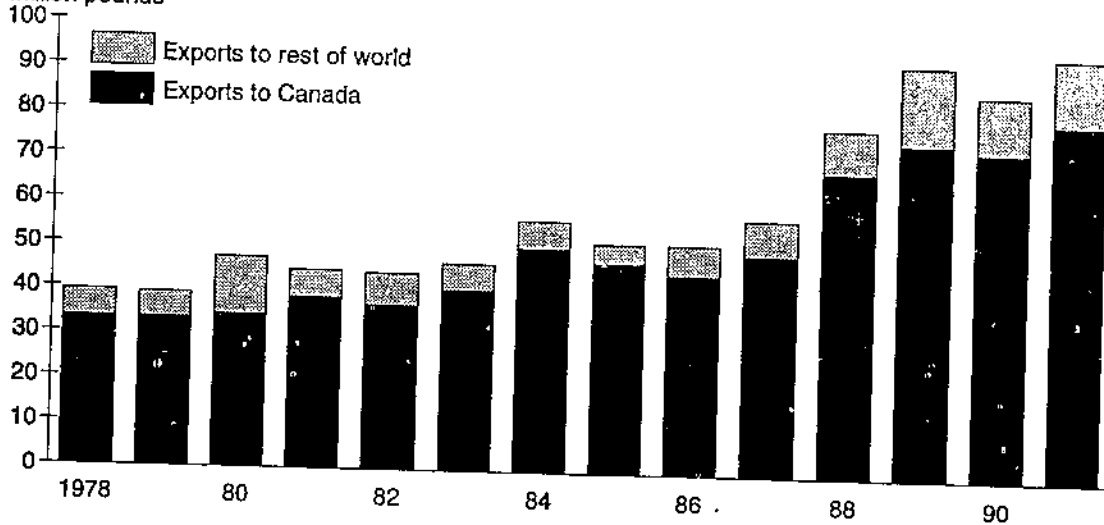
U.S. exports to the world

Million pounds



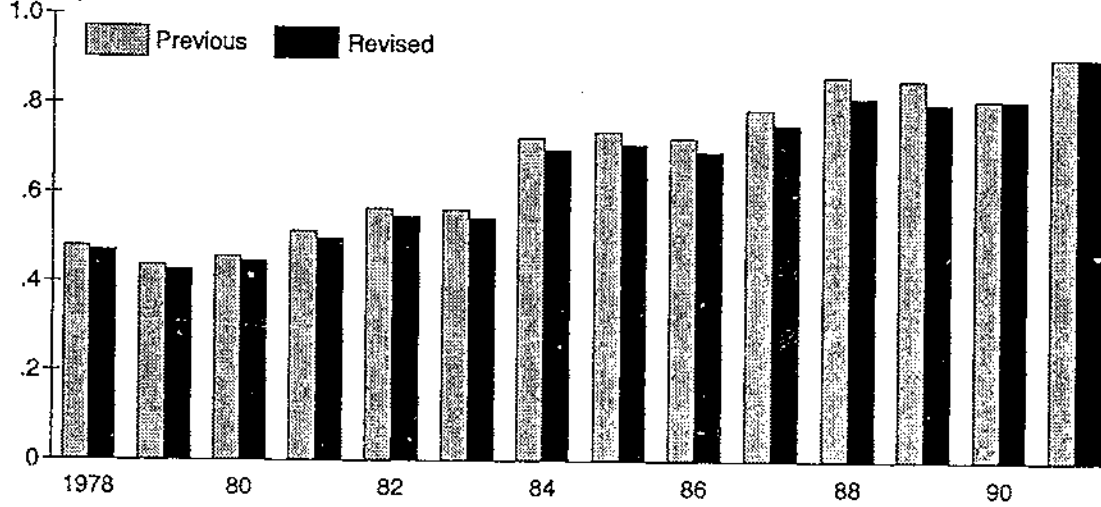
U.S. fresh-market exports

Million pounds



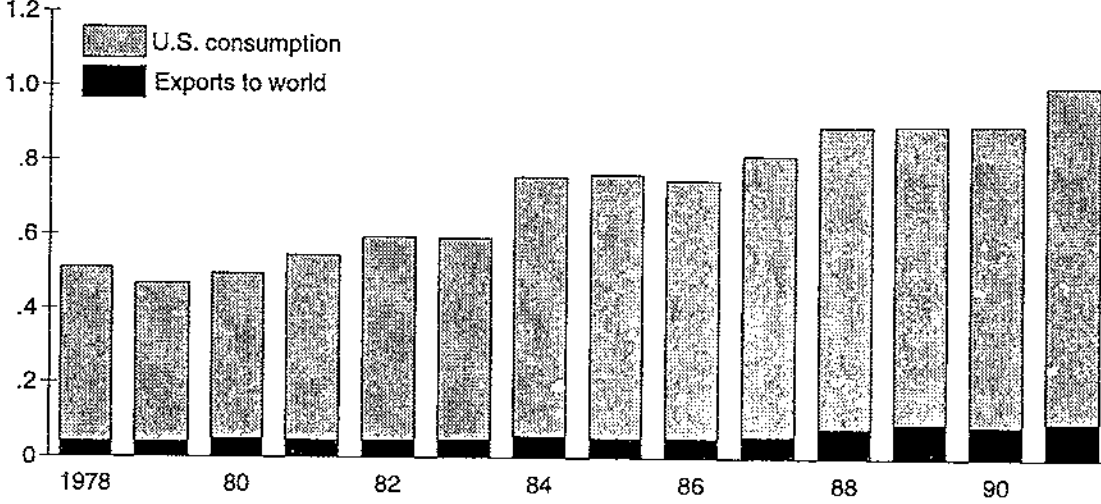
U.S. total consumption

Billion pounds



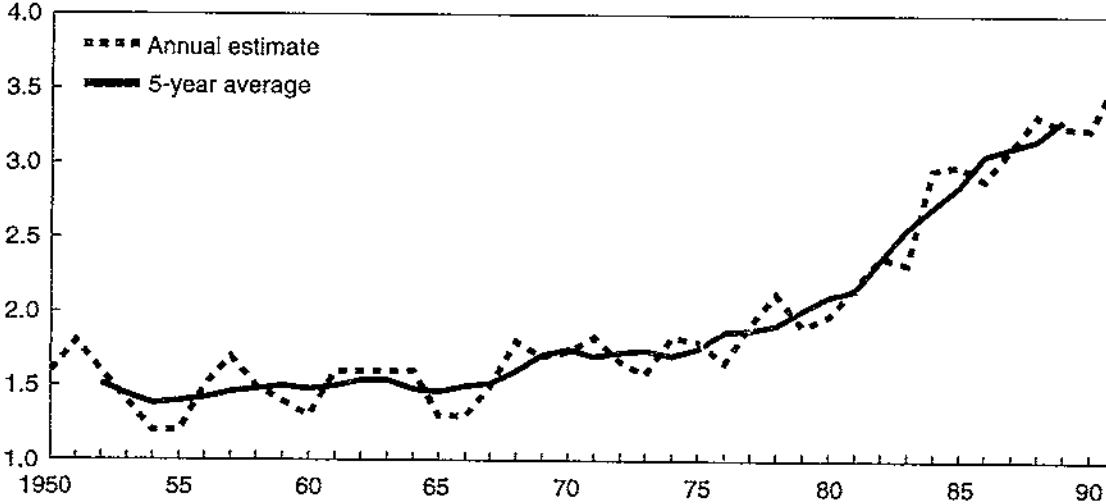
U.S. exports and consumption

Million pounds



Per capita consumption

Pounds



Appendix table 1--Annual average revisions and shares: Fresh-market fruit exports and consumption estimates, marketing years 1978/79-89/90 and calendar years 1978-89

Fruit	Average of annual revisions			Average annual shares	
	U.S. exports		Per capita consumption	Exports to Canada of total exports	Total exports of total supplies
	To Canada	Total			
	<i>Percent</i>				
Grapefruit	87	11	-5	21	29
Lemons	76	5	-3	12	38
Limes	97	46	-2	68	6
Oranges	81	26	-7	47	24
Tangerines	-37	-25	3	45	6
Apples	56	10	-1	26	12
Avocados	225	44	-2	47	7
Sweet cherries	42	21	-3	43	20
Grapes	67	43	-7	76	21
Peaches and nectarines	67	58	-2	87	7
Pears	32	15	-2	51	14
Prunes and plums	76	33	-3	61	19
Strawberries	125	87	-3	85	8

Appendix table 2 – Fresh-market citrus fruit: Per capita consumption

Year	Grapefruit	Lemons	Limes	Tangerines	Oranges
<i>Pounds</i>					
1950/51	10.8	4.0	0.2	2.0	28.8
1951/52	11.1	3.9	.1	2.1	27.9
1952/53	10.3	3.7	.2	2.3	27.6
1953/54	11.7	3.6	.1	2.1	24.5
1954/55	11.3	3.4	.1	2.2	24.8
1955/56	11.1	3.1	.2	2.0	22.6
1956/57	10.1	3.3	.1	1.9	21.6
1957/58	9.1	3.0	.2	1.0	17.6
1958/59	9.6	2.9	.1	1.5	19.8
1959/60	10.0	2.9	.1	1.2	19.3
1960/61	9.8	2.8	.1	1.8	16.1
1961/62	9.0	2.8	.1	1.6	15.6
1962/63	6.4	2.5	.1	.9	11.9
1963/64	7.5	2.6	.1	1.3	14.4
1964/65	8.2	2.4	.1	1.5	16.5
1965/66	8.4	2.3	.1	1.4	16.5
1966/67	9.0	2.2	.1	1.6	18.1
1967/68	8.0	2.2	.2	1.1	14.2
1968/69	7.9	2.2	.2	1.2	16.3
1969/70	8.2	2.0	.2	1.6	16.2
1970/71	8.5	2.2	.2	1.8	15.7
1971/72	8.5	1.9	.2	1.6	14.5
1972/73	8.5	1.9	.2	1.7	14.4
1973/74	8.2	2.0	.2	1.9	14.4
1974/75	8.3	2.0	.2	2.0	15.9
1975/76	9.2	1.9	.3	2.0	14.7
1976/77	7.7	2.1	.2	1.8	13.4
1977/78	8.3	2.1	.2	1.6	13.4
1978/79	7.3	1.9	.3	1.8	11.5
1979/80	7.3	1.9	.4	2.1	14.3
1980/81	6.6	2.0	.4	1.3	12.4
1981/82	7.2	2.1	.4	1.4	11.7
1982/83	7.8	2.3	.5	1.5	15.0
1983/84	6.0	2.2	.5	1.5	11.9
1984/85	5.5	2.3	.6	1.0	11.6
1985/86	6.1	2.5	.6	1.1	13.4
1986/87	6.3	2.5	.5	1.3	12.8
1987/88	6.6	2.5	.6	1.3	13.9
1988/89	6.6	2.4	.7	1.2	12.2
1989/90	4.4	2.6	.7	1.0	12.6
1990/91	5.8	2.6	.8	1.0	8.5
1991/92	5.9	2.6	1.0	1.5	12.9

Note: 1978-89 estimates were revised to account for underreported exports to Canada.

Appendix table 3 – Fresh-market apples, grapes, and pears: Per capita consumption

Year	Apples	Grapes	Pears
<i>Pounds</i>			
1950/51	22.7	5.4	4.1
1951/52	25.7	5.9	4.1
1952/53	21.6	6.0	4.4
1953/54	20.9	4.8	3.9
1954/55	20.0	5.1	3.7
1955/56	19.6	5.0	3.4
1956/57	18.9	4.7	3.7
1957/58	19.3	3.9	3.7
1958/59	22.5	4.1	3.5
1959/60	21.1	3.8	3.2
1960/61	18.3	3.9	2.6
1961/62	16.4	3.5	2.6
1962/63	17.4	4.0	2.6
1963/64	16.7	4.0	2.0
1964/65	17.8	3.6	2.4
1965/66	16.3	3.8	1.8
1966/67	16.0	3.8	2.4
1967/68	16.2	3.1	1.8
1968/69	15.7	3.4	2.0
1969/70	15.1	3.0	2.4
1970/71	17.0	2.5	1.9
1971/72	16.4	2.2	2.5
1972/73	15.5	2.2	2.3
1973/74	16.1	2.7	2.6
1974/75	16.4	2.9	2.5
1975/76	19.5	3.2	2.7
1976/77	17.1	3.2	2.8
1977/78	16.5	3.2	2.4
1978/79	18.0	2.8	2.3
1979/80	17.1	3.1	2.3
1980/81	19.2	3.5	2.6
1981/82	16.9	3.7	2.8
1982/83	17.5	5.7	2.9
1983/84	18.3	5.6	3.0
1984/85	18.4	6.1	2.5
1985/86	17.3	6.8	2.8
1986/87	17.8	7.1	3.0
1987/88	20.8	7.1	3.5
1988/89	19.9	7.7	3.3
1989/90	21.4	7.9	3.2
1990/91	19.8	7.9	3.2
1991/92	18.7	7.3	3.2

Note: 1978-89 estimates were revised to account for underreported exports to Canada.

Appendix table 4 – Fresh-market avocados, sweet cherries, peaches and nectarines, plums and prunes, and strawberries: Per capita consumption

Year	Avocados	Sweet cherries	Peaches and nectarines	Plums and prunes	Strawberries
<i>Pounds</i>					
1950	0.4	0.8	7.8	1.7	1.6
1951	.5	.7	9.4	2.2	1.8
1952	.5	.8	10.8	1.7	1.6
1953	.5	.7	10.3	2.0	1.4
1954	.8	.7	10.0	1.4	1.2
1955	.4	.7	6.1	1.7	1.2
1956	.3	.5	9.0	1.9	1.5
1957	.7	.6	8.6	1.5	1.7
1958	.7	.5	10.5	1.1	1.5
1959	.9	.4	9.7	1.6	1.4
1960	.4	.4	9.5	1.2	1.3
1961	.6	.5	9.7	1.3	1.6
1962	.5	.5	8.1	1.3	1.6
1963	.6	.4	7.6	1.3	1.6
1964	.4	.6	6.0	1.6	1.6
1965	.6	.4	6.9	1.4	1.3
1966	.8	.5	6.3	1.2	1.3
1967	.5	.4	4.8	1.3	1.5
1968	.7	.5	6.7	1.2	1.8
1969	.5	.6	6.9	1.0	1.7
1970	.4	.5	6.4	1.5	1.7
1971	.8	.7	6.3	1.3	1.8
1972	.4	.4	4.7	1.1	1.7
1973	.8	.7	5.0	1.1	1.6
1974	.7	.6	5.3	1.5	1.8
1975	1.2	.7	5.9	1.3	1.8
1976	.8	.8	6.1	1.3	1.7
1977	1.3	.6	6.3	1.6	1.9
1978	1.0	.5	6.1	1.5	2.1
1979	1.2	.7	6.7	1.6	1.9
1980	.8	.7	7.1	1.5	2.0
1981	2.1	.5	6.9	1.7	2.2
1982	1.5	.5	5.4	1.1	2.4
1983	1.9	.7	5.4	1.4	2.3
1984	2.2	.7	6.7	1.8	3.0
1985	1.8	.4	5.5	1.4	3.0
1986	1.5	.5	5.8	1.3	2.9
1987	2.3	.7	6.1	1.9	3.1
1988	1.6	.5	6.6	1.7	3.3
1989	1.4	.5	5.6	1.8	3.3
1990	1.2	.4	5.5	1.5	3.2
1991	1.4	.4	6.3	1.5	3.6

Note: 1978-89 estimates were revised to account for underreported exports to Canada.

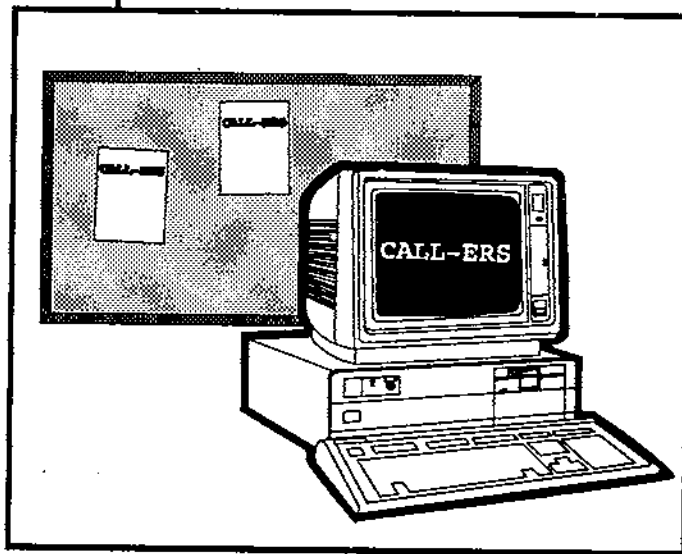
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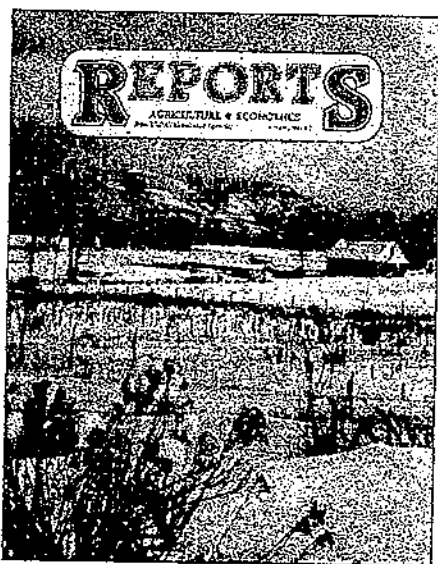
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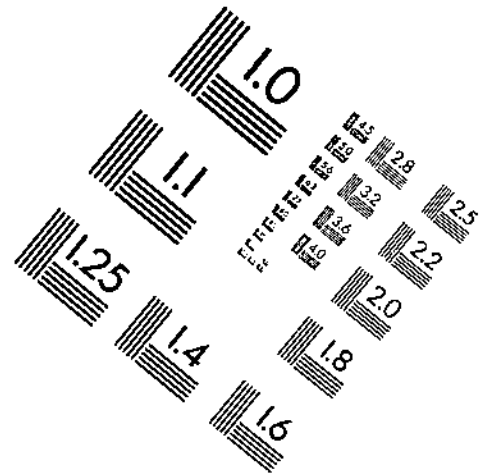
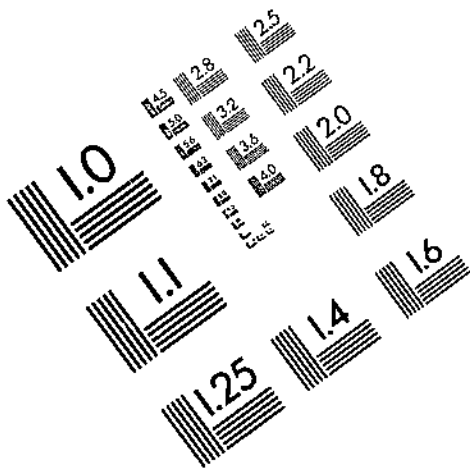
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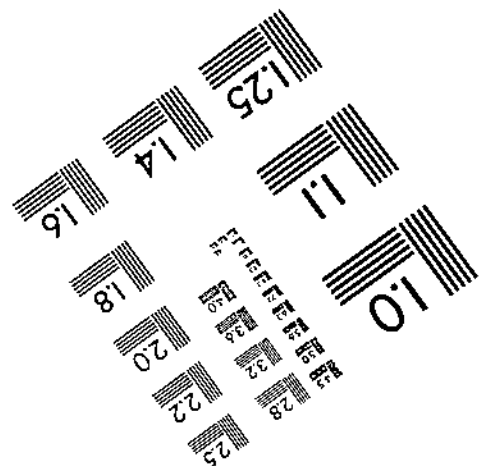
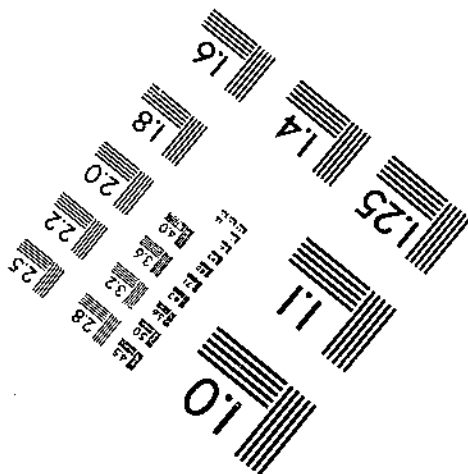
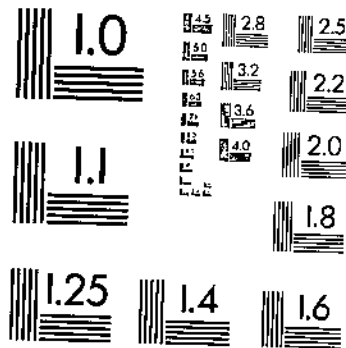
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Centimeter



Inches



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