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PER CAPITA FRUIT CONSUMPTION

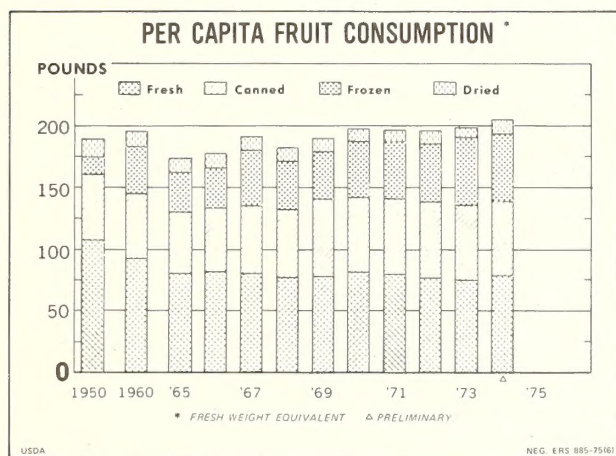
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PER CAPITA FRUIT CONSUMPTION

Total per capita fruit consumption in 1974 reached 203.9 pounds (fresh weight equivalent) the highest level since 1948. This level was 5 pounds or nearly 3 percent above 1973.

Per capita consumption of all fresh fruit increased from 75.6 to 78.0 pounds between 1973 and 1974 with many fruit sharing in the increase. Fresh non-citrus consumption showed an increase of 5 percent. Despite higher prices, consumption of banana, the major fresh fruit, increased from 18.4 pounds in 1973 to 18.7 during 1974. Consumption of fresh apples, the second major fresh fruit, increased even more dramatically from 14.5 pounds in 1973 to 15.7 in 1974, an increase of 8 percent. Fresh grape consumption, although relatively small, showed an increase of 0.6 pound or about 30 percent from 1973. Per capita



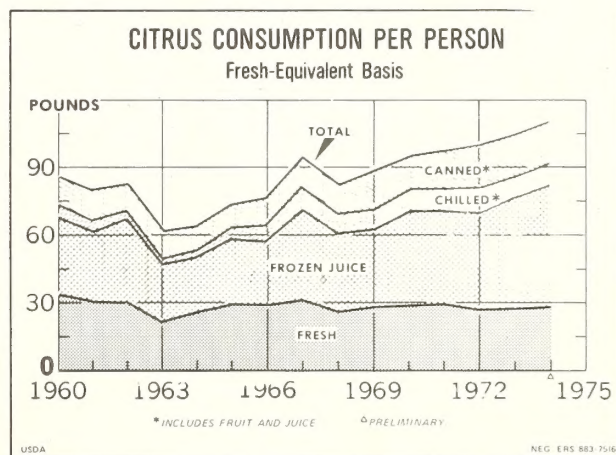
fresh citrus consumption decreased 0.2 pound from 1973 to 27.1 pounds in 1974.

Per capita processed fruit consumption showed a slight increase from 123.3 pounds in 1973 to 125.9 during 1974. The increase in processed citrus consumption more than offset the decrease in processed noncitrus consumption. Per capita frozen concentrated citrus juice increased from 48.1 to 53.6 pounds between 1973 and 1974. Continued strong demand for frozen concentrated orange juice was chiefly responsible. As a result of higher prices, per capita processed noncitrus fruit consumption declined from 46.7 pounds in 1973 to 44.3 in 1974. Smaller canned non-citrus fruit consumption is indicated for most items, particularly canned pineapple which is down from 3.4

to 2.7 pounds. Consumption of frozen noncitrus fruit also declined from 3.53 to 2.80 pounds, while that of dried fruit increased from 2.59 to 2.83 pounds.

Detailed data regarding per capita consumption of individual fresh and processed fruit for the 1950 to 1974 period may be found in tables 17 through 23.

Based on preliminary estimates, per capita consumption of all fruit appears likely to increase again in



1975. Per capita use of processed items—especially frozen concentrated orange juice—is expected to continue to increase this year. Consumption of fresh fruit also is expected to rise further this year, following a moderate increase in 1974, and may reach the highest level in 5 years.

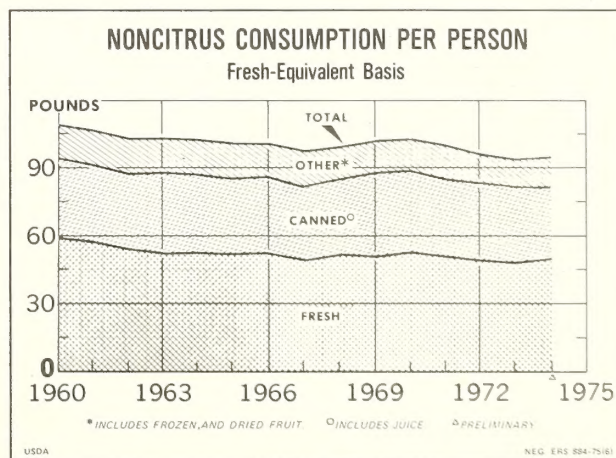


Table 17—Fruit, per capita consumption: Fresh-weight equivalent, average 1950-54 and 1955-59, annual 1960-74¹

Year	Citrus						Apples						Other fruit						All fruit ⁴ Pounds
	Fresh ² Pounds	Canned ² Pounds	Canned juice ³ Pounds	Chilled ³ Pounds	Frozen Pounds	Total Pounds	Fresh ⁴ Pounds	Canned Pounds	Canned juice Pounds	Frozen Pounds	Dried Pounds	Total Pounds	Fresh Pounds	Canned Pounds	Canned juice Pounds	Frozen Pounds	Dried Pounds	Total Pounds	
1950-54 av.	43.7	1.7	17.9	---	19.8	83.1	22.2	3.6	0.9	0.5	1.0	28.2	45.2	19.6	6.7	2.5	12.7	86.8	
1954-59 av.	36.6	1.9	13.7	3.1	30.5	85.8	20.3	4.4	1.1	.7	.8	27.3	40.1	19.9	8.6	3.1	11.5	83.2	
1960	33.7	2.0	11.6	4.4	34.2	85.9	18.3	4.8	1.4	.7	.8	26.0	41.4	19.3	9.0	3.1	10.8	83.6	
1961	30.8	1.8	10.7	3.7	32.1	79.1	16.4	5.0	1.5	.6	.8	24.3	41.4	19.4	8.0	3.2	10.4	82.4	
1962	29.5	1.9	10.5	4.5	37.2	83.6	17.4	4.8	1.6	.5	.8	25.1	36.5	18.8	8.0	3.5	10.6	77.4	
1963	22.1	1.3	10.7	3.5	25.1	62.7	16.7	5.1	1.9	.7	.9	25.3	35.7	19.0	9.6	3.5	10.2	78.0	
1964	26.2	1.7	8.7	3.5	23.5	63.6	17.9	5.1	2.3	.7	.6	26.6	34.7	18.6	8.3	3.3	10.2	75.1	
1965	29.1	1.8	8.1	4.4	29.6	73.0	16.3	5.4	2.4	.8	.7	25.6	35.7	18.8	7.6	3.3	10.4	75.8	
1966	29.1	2.0	9.5	7.1	28.0	75.7	16.1	4.5	1.8	.7	.9	24.0	36.3	18.7	8.5	3.2	10.6	77.3	
1967	31.6	2.2	11.1	9.3	40.0	94.2	16.2	5.1	2.1	.9	1.0	25.3	33.2	18.0	7.0	3.3	10.4	71.9	
1968	26.2	2.1	10.5	8.9	34.3	82.0	15.7	4.9	2.6	.8	.9	24.9	36.3	17.9	8.0	3.4	9.9	75.5	
1969	28.2	1.7	14.6	8.7	34.5	87.7	14.9	5.0	3.7	.9	1.1	25.6	35.6	20.1	8.0	3.3	9.6	76.6	
1970	28.6	1.8	13.4	9.8	41.4	95.0	18.3	5.2	4.1	.8	1.2	29.6	34.3	18.9	7.7	2.9	9.4	73.2	
1971	29.2	2.0	15.1	9.8	41.2	97.3	16.2	5.0	5.0	.9	.7	27.8	34.4	17.8	7.4	3.2	9.4	72.2	
1972	27.2	1.7	16.7	10.6	43.2	99.4	17.4	4.8	4.0	1.1	.5	27.8	32.4	17.7	6.7	3.1	8.5	68.4	
1973	27.3	1.7	16.1	10.7	48.1	103.9	14.5	4.7	4.0	1.0	.8	25.0	33.8	17.6	7.8	3.0	7.8	70.0	
1974 ⁵	27.1	1.7	15.8	10.5	53.6	108.7	15.7	4.4	3.9	.6	1.1	25.7	35.2	15.8	6.2	2.5	9.8	69.5	

¹Excludes quantities consumed as baby food. Unless otherwise noted, data represent a calendar year (adjustments to a calendar year, when necessary, were made by combining proportional parts of each pack year involved). Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. ²Crop and pack year beginning October or November prior to year indicated. ³1954-59 average includes juice beginning 1955 and fruit beginning 1956. ⁴Includes only apples grown in commercial areas. ⁵Preliminary.

Note: See September 1970 (TFS-176) Fruit Situation for annual data prior to 1960.

Table 18—Fresh fruit: Per capita consumption, fresh weight basis, average 1950-54 and 1955-59, annual 1960-74¹

Year	Citrus fruit							Noncitrus fruit				
	Oranges	Tange- rines	Tangelos	Lemons	Limes	Grape- fruit	Total citrus	Apples	Apri- cots	Avo- cados	Bananas	Cherries
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1950-54 av. ...	27.1	2.1	---	3.8	0.15	10.5	43.7	22.2	0.4	0.5	20.1	0.7
1955-59 av. ...	21.3	1.7	² 0.14	3.1	.14	10.2	36.6	20.3	.3	.6	17.8	.5
1960 ...	19.3	1.2	.2	2.9	.12	10.0	33.7	18.3	.21	.4	20.5	.4
1961 ...	16.1	1.8	.2	2.8	.12	9.8	30.8	16.4	.20	.6	20.0	.5
1962 ...	15.6	1.6	.4	2.8	.11	9.0	29.5	17.4	.20	.5	16.4	.5
1963 ...	11.9	.9	.3	2.5	.13	6.4	22.1	16.7	.16	.6	16.7	.4
1964 ...	14.3	1.4	.3	2.6	.12	7.5	26.2	17.9	.20	.3	16.9	.6
1965 ...	16.4	1.5	.4	2.4	.14	8.3	29.1	16.3	.10	.6	17.9	.4
1966 ...	16.4	1.4	.5	2.3	.12	8.4	29.1	16.1	.17	.8	18.3	.5
1967 ...	18.0	1.6	.6	2.3	.10	9.0	31.6	16.2	.11	.5	18.3	.5
1968 ...	14.1	1.2	.6	2.2	.14	8.0	26.2	15.7	.11	.7	18.5	.5
1969 ...	16.3	1.3	.5	2.1	.15	7.8	28.2	14.9	.11	.5	17.9	.6
1970 ...	16.3	1.2	.6	2.1	.17	8.2	28.6	18.3	.14	.8	17.6	.6
1971 ...	16.1	1.4	.7	2.2	.16	8.6	29.2	16.2	.14	.5	18.2	.7
1972 ...	14.6	1.3	.7	1.8	.19	8.6	27.2	17.4	.08	.9	18.1	.3
1973 ...	14.8	1.2	.6	1.9	.19	8.6	27.3	14.5	.09	.7	18.4	.7
1974 ³ ..	14.8	1.3	.7	1.9	.19	8.2	27.1	15.7	.06	.8	18.7	.6
Noncitrus fruit (continued)												Total fruit
	Cran- berries	Figs	Grapes	Nectar- ines	Peaches	Pears	Pine- apple	Papayas	Plums and prunes	Straw- berries	Total non- citrus	
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1950-54 av. ...	0.3	0.04	5.4	0.2	9.7	4.0	0.5	---	1.8	1.5	67.4	111.1
1955-59 av.3	.03	4.3	.3	8.8	3.5	.6	---	1.6	1.5	60.3	96.9
196024	.02	3.9	.5	9.5	2.6	.6	.06	1.2	1.3	59.7	93.4
196129	.02	3.5	.6	9.7	2.6	.4	.08	1.3	1.6	57.8	88.6
196228	.02	4.0	.5	8.1	2.6	.4	.07	1.3	1.6	53.9	83.4
196322	.02	4.0	.6	7.6	2.0	.4	.06	1.3	1.6	52.4	74.5
196422	.02	3.6	.7	6.0	2.4	.5	.09	1.5	1.7	52.6	78.8
196519	.02	3.9	.7	6.8	1.8	.5	.08	1.4	1.3	52.0	81.1
196617	.02	3.8	.7	6.2	2.4	.5	.08	1.2	1.4	52.4	81.5
196714	.01	3.1	.5	4.9	1.8	.5	.10	1.3	1.5	49.4	81.0
196815	.02	3.4	.6	6.6	2.0	.5	.10	1.3	1.8	52.0	78.2
196917	.01	3.1	.6	6.8	2.3	.6	.08	1.1	1.7	50.5	78.7
197018	.01	2.5	.6	5.7	2.1	.7	.12	1.5	1.8	52.6	81.2
197120	.01	2.1	.6	5.7	2.3	.7	.10	1.3	1.9	50.6	77.1
197215	.03	1.8	.8	4.1	2.4	.8	.11	1.1	1.7	49.8	77.0
197319	.04	2.1	.8	4.4	2.5	1.0	.14	1.2	1.6	48.3	75.6
1974 ³ ..	.19	.05	2.7	1.0	4.2	2.5	.8	.17	1.6	1.8	50.9	78.0

¹ All data on calendar-year basis with exception of citrus fruits, which start October or November prior to year indicated. Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. ² Three-year average. ³ Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

Table 19—Canned and chilled fruit: Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-74¹

Year	Canned fruit														Chilled citrus sections ²
	Apples and apple-sauce	Apricots	Berries	Cherries	Cran-berries	Figs	Salad and cocktail	Peaches (in-cluding spiced)	Pears	Pineapple	Plums and prunes	Olives	Citrus sections	Total	
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	
1950-54 av.	2.5	1.0	0.4	1.5	.8	0.14	2.2	5.3	1.6	3.2	0.4	0.8	0.9	20.7	---
	3.1	1.0	.3	1.3	.8	.13	2.6	5.7	1.8	3.3	.4	.8	1.0	22.3	3 0.2
1960.....	3.4	1.1	.20	1.1	.6	.09	2.7	6.1	2.0	3.2	.3	.8	1.0	22.6	.4
1961.....	3.6	1.2	.18	1.2	1.0	.08	2.7	6.2	1.8	3.1	.2	1.0	.9	23.2	.4
1962.....	3.4	.9	.19	1.2	.8	.08	2.8	6.4	2.1	2.8	.4	.8	.9	22.8	.4
1963.....	3.6	1.1	.14	1.0	.8	.07	2.8	6.6	2.0	3.2	.3	.8	.6	23.0	.3
1964.....	3.7	1.0	.14	1.3	.7	.07	2.6	6.6	1.6	3.2	.3	1.0	.8	23.0	.4
1965.....	3.8	1.1	.14	1.1	.8	.09	2.9	6.7	1.9	3.1	.3	.7	.9	23.5	.3
1966.....	3.3	1.1	.16	1.0	.8	.09	3.0	6.2	1.9	3.1	.4	.8	1.0	22.9	.5
1967.....	3.7	.9	.18	.8	.8	.07	2.7	6.1	1.8	3.1	.4	.9	1.1	22.6	.5
1968.....	3.5	.9	.14	.7	.9	.07	2.8	5.7	1.4	3.7	.3	.7	1.1	21.9	.4
1969.....	3.6	.9	.13	1.0	.8	.04	3.2	6.9	2.0	3.4	.3	1.2	.8	24.2	.4
1970.....	3.7	1.0	.10	.9	.9	.05	3.2	5.9	2.0	3.3	.3	1.1	.9	23.3	.4
1971.....	3.6	1.0	.11	.9	.8	.04	2.7	5.4	2.0	3.3	.3	.9	.9	21.9	.3
1972.....	3.5	.7	.12	.8	.8	.09	2.6	5.7	2.0	3.4	.2	.7	.8	21.4	.3
1973.....	3.4	.8	.13	.8	1.0	---	3.0	4.9	2.2	3.4	.2	.7	.8	21.3	.3
1974 ⁴	3.1	.6	.09	.7	1.0	---	2.7	5.0	1.9	2.7	.2	.9	.8	19.7	.3

¹ Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. ² Produced commercially in Florida. ³ Four-year average. ⁴ Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

Table 20—Canned and chilled fruit juices (excluding frozen): Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-74¹

Year	Canned										Chilled ²		
	Citrus					Pineapple					Total		Total Pounds
	Orange	Grape-fruit	Blended orange and grape-fruit	Lemon lime	Tangerine	Citrus concentrate ³	Total	Apple	Fruit nectars	Grape	Single strength	Concentrate ³	
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1950-54 av. . .	3.39	2.21	1.00	0.08	0.16	1.69	8.54	0.56	0.70	0.66	2.47	---	13.83
1955-59 av. . .	2.48	1.93	.65	.12	.08	1.42	6.65	.72	1.13	.76	2.42	⁴ 1.12	13.43
1960	2.12	1.51	.51	.13	.07	1.45	5.79	.89	1.06	.76	2.15	1.25	12.96
1961	1.70	1.39	.45	.13	.06	1.52	5.25	.95	.52	.71	2.07	1.19	11.74
1962	1.92	1.48	.47	.13	.06	1.05	5.11	1.05	.52	.65	2.09	1.18	11.66
1963	1.69	1.30	.42	.13	.04	1.70	5.28	1.21	.36	.63	2.61	1.74	12.94
1964	1.17	1.09	.30	.11	.04	1.61	4.32	1.49	.28	.65	1.97	1.64	11.46
1965	1.24	1.39	.30	.10	.02	.97	4.02	1.53	.38	.74	1.84	1.19	10.86
1966	1.53	1.73	.34	.10	.02	.99	4.71	1.17	.40	.63	1.92	1.73	11.10
1967	1.57	2.33	.39	.10	.02	1.08	5.49	1.35	.39	.67	1.76	.96	11.66
1968	1.19	2.22	.32	.10	.01	1.35	5.19	1.69	.37	.55	2.14	1.51	11.71
1969	1.30	2.94	.33	.10	.01	2.55	7.23	2.41	.41	.54	1.61	1.83	12.20
1970	1.75	2.98	.33	.10	.01	1.45	6.62	2.67	.70	.58	1.60	1.37	15.13
1971	1.60	3.27	.30	.10	.005	2.18	7.45	3.25	.68	.70	1.54	1.20	14.65
1972	1.47	3.28	.25	.10	.01	3.24	8.35	2.63	.56	.54	1.67	1.11	15.91
1973	1.67	3.46	.23	.11	.003	2.52	7.99	2.68	.51	.56	2.04	1.25	15.53
1974 ⁶	1.49	3.57	.22	.10	.002	2.46	7.84	2.57	.53	.67	1.19	1.17	14.70
													4.68
													5.21

¹ Civilian consumption only. Calendar-year basis except for citrus juices which are on a pack-year basis beginning prior to year indicated. Beginning 1960, includes Alaska and Hawaii. ² Chilled fruit juice produced commercially from fresh fruit in Florida; does not include reconstituted frozen juice or fresh juice produced for local sale. ³ Single-strength equivalent. ⁴ Three-year average. ⁵ Four-year average. ⁶ Preliminary. Note: See September 1970 (TFS-176) Fruit Situation, for annual data prior to 1960.

Table 21—Frozen fruit: Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-74¹

Year	Black-berries	Blue-berries	Rasp-berries	Straw-berries	Other berries	Apples	Apricots	Cherries	Grapes and pulp	Peaches	Miscellaneous ²	Total
	<i>Pounds</i>	<i>Pounds</i>	<i>Pounds</i>	<i>Pounds</i>	<i>Pounds</i>	<i>Pounds</i>	<i>Pounds</i>	<i>Pounds</i>	<i>Pounds</i>	<i>Pounds</i>	<i>Pounds</i>	<i>Pounds</i>
1950-54 av. ...	0.08	0.10	0.18	1.19	0.11	0.27	0.04	0.59	³ 0.05	0.18	0.12	2.89
1955-59 av.09	.14	.20	1.53	³ .14	.41	.04	.63	.09	.22	.22	3.68
196014	.10	.21	1.28	.12	.40	.07	.71	.03	.24	.20	3.50
196110	.16	.20	1.38	.08	.37	.06	.64	.12	.27	.19	3.57
196214	.19	.17	1.42	.11	.32	.06	.74	.08	.30	.23	3.76
196314	.21	.17	1.56	.09	.41	.07	.71	.08	.32	.14	3.90
196412	.18	.17	1.31	.07	.44	.06	.62	.12	.24	.26	3.59
196507	.19	.13	1.39	.07	.45	.06	.78	.06	.32	.16	3.68
196607	.15	.15	1.40	.03	.39	.10	.74	.05	.30	.17	3.55
196712	.17	.17	1.40	.07	.55	.10	.54	.05	.30	.23	3.70
196817	.25	.18	1.42	.12	.49	.08	.53	.12	.29	.19	3.84
196914	.21	.14	1.42	.10	.54	.06	.60	.07	.29	.20	3.77
197011	.21	.16	1.18	.06	.48	.06	.61	.03	.26	.17	3.33
197117	.18	.16	1.40	.07	.54	.07	.68	.01	.25	.16	3.69
197211	.18	.12	1.36	.06	.67	.05	.64	.01	.31	.15	3.66
197308	.16	.10	1.19	.05	.62	.08	.83	.04	.22	.16	3.53
1974 ⁴ ..	.06	.14	.09	1.13	.05	.34	.06	.50	.01	.28	.14	2.80

¹ Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. ² Includes plums, prunes, pineapple, noncitrus purees, and miscellaneous fruit and berries. ³ Four-year average.

⁴ Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation for annual data prior to 1960*.

Table 22—Frozen citrus juices: Per capita consumption, product weight and single strength basis, average 1950-54 and 1955-59, annual 1960-74¹

Year	Orange		Grapefruit		Blend		Lemon	
	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1950-54 av. .	2.65	9.32	0.06	0.22	0.04	0.14	0.07	0.13
1955-59 av. .	3.96	13.94	.14	.51	.04	.14	.10	.25
1960	4.43	15.62	.16	.56	.03	.11	.12	.35
1961	4.34	15.30	.14	.49	.01	.04	.05	.13
1962	5.10	17.98	.16	.56	.01	.04	.05	.13
1963	3.36	11.84	.12	.42	.01	.04	.06	.16
1964	3.00	10.58	.13	.46	.004	.014	.05	.15
1965	4.00	14.10	.15	.53	.01	.04	.05	.13
1966	3.82	13.47	.16	.56	.003	.011	.04	.09
1967	5.53	19.49	.22	.78	.002	.007	.05	.13
1968	4.83	17.03	.15	.53	.001	.004	.04	.09
1969	4.88	17.20	.14	.49	.001	.004	.04	.09
1970	5.85	20.62	.21	.74	.001	.004	.03	.06
1971	5.77	20.34	.23	.81	.001	.004	.03	.06
1972	5.96	21.01	.31	1.09	.001	.004	.04	.09
1973	6.75	23.79	.32	1.13	(²)	(²)	.03	.06
1974 ³	7.61	26.83	.34	1.20	(²)	(²)	.03	.06
Year	Lemonade base		Limeade		Tangerine		Total	
	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1950-54 av. .	0.31	0.23	---	---	⁴ 0.02	⁴ 0.09	3.14	10.11
1955-59 av. .	.64	.48	0.05	0.18	.04	.15	4.97	15.64
196076	.56	.04	.14	.04	.14	5.58	17.48
196161	.45	.04	.14	.05	.18	5.24	16.73
196248	.36	.04	.14	.08	.28	5.92	19.49
196344	.33	.02	.07	.05	.18	4.06	13.04
196451	.38	.06	.21	.05	.18	3.80	11.96
196551	.38	.02	.07	.05	.18	4.79	15.43
196644	.33	.02	.07	.05	.18	4.53	14.70
196748	.36	.03	.11	.05	.18	6.36	21.05
196841	.30	.02	.07	.04	.14	5.49	18.16
196939	.29	.02	.07	.04	.14	5.51	18.28
197033	.24	.03	.11	.05	.18	6.50	21.95
197135	.26	.04	.14	.05	.18	6.47	21.79
197238	.28	.04	.14	.05	.18	6.78	22.79
197347	.35	.02	.07	.05	.18	7.64	25.58
1974 ³43	.32	.01	.04	.04	.14	8.46	28.59

¹ Civilian consumption. Beginning 1960, includes Alaska and Hawaii. Product weight includes concentrated and single strength juices. Concentrated fruit juices converted to single strength on basis of 3.525 pounds to 1; lemonade base, 0.84 to 1 through 1952 and 0.74 beginning 1953. ² Negligible. ³ Preliminary.

⁴ Three-year average.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

