ONTARIO APPLE GROWERS

ANNUAL REPORT

Year ending October 31, 2024

TWENTY-FIRST ANNUAL REPORT OF THE ONTARIO APPLE GROWERS

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ONTARIO APPLE GROWERS

2024 BOARD OF DIRECTORS

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FVGC Apple Working Group ▪ Brian Gilroy and Charles Stevens
Ontario Fruit & Vegetable Growers Association ▪ Brian Rideout
President's Council ▪ Brian Rideout
Ontario Federation of Agriculture ▪ Joe Van de Gevel
F.A.R.M.S. ▪ Robert Shuh & Chris Hedges (alt.)
Labour Issues Coordinating Committee ▪ Robert Shuh
Horticultural Crops Ontario ▪ Kelly Ciceran
Ontario Fruit and Vegetable Convention ▪ Kelly Ciceran
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PROJECT MANAGER* ▪ Larissa Osborne
MARKETING COORDINATOR* ▪ Kelle Neufeld
TREASURER* ▪ Kathi Ryan
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*Shared Staff

CHAIR'S REPORT

It's been a tough year, and while I could start with the weather and crop overview, what's on all our minds is the market and financial situation. Returns to growers for the 2023 crop were well below expectations, to say the least. Market pressures, inflation, increased production costs, and reduced consumption are all impacting the apple sector.

The OAG board continues to examine the market and the impact of imports into the marketplace. The OAG has hired a third-party consultant to conduct market analysis and develop a report on the impact that imports have on the marketplace. OAG representatives have met, and will continue to communicate, with federal and provincial Members of Parliament and their staff informing them of the market challenges for apples and the needs of the sector.

The Chair's report wouldn't be complete without a comment about the weather. Last winter I heard Nova Scotia describe their 2023 summer weather as "biblical". Well, 2024 in Ontario might be considered the same with all the rain, hail, drought, and the plague otherwise known as apple scab. I never heard about locusts, but every grower can insert their own challenging pest of choice under that section. The July 2024 crop estimate for Ontario indicated a crop about the same size as 2023 however the November crop estimate is 2.6% below 2023 with 8.4 million bushels.

Our partnership and collaboration with Foodland Ontario have continued to elevate Ontario apples to the forefront of Buy Local campaigns. We greatly appreciate the support of the Ministry of Agriculture, Food, and Agri-Business (OMAFA) with the Foodland program. This extends our ability to share the buy local apples messaging. The OAG fall news release focused on just that – encouraging Ontarians to buy local. The theme resonated with the media and there was great pick up and I conducted many interviews.

OAG promotional activities focus on informing consumers on the availability, versatility and variety of Ontario Apples. Different tactics are used to share this message including social media, instore signage, and out of home advertising. For the 2023 crop year we increased activities, and we have a full complement of activities planned for 2024 crop. OAG has been awarded a Grassroots Growth Initiative grant funding for the promotional activities and we sincerely thank OMAFA for the funding.

The Board reviewed and worked with Farm Products Marketing Commission to update the Ontario Apple Grower Regulations. The changes include updating the definition of producer and implementing term limits for Directors. These changes begin with this year's Board elections.

Thank you very much to the Directors and Committee Reps for their input and perspectives at our meetings. Special thanks to Vice Chair Chris Hedges for the additional time given to the issues of the day. To the OAG staff, Kelly, Larissa, and Kelle, we appreciate your dedication and efforts on behalf of growers.

Thank you to all the growers who strive to make Ontario Apples a product to be proud of!

Respectfully submitted,

Brian Rideout
Chair

Ontario Craft Cider Marketing Fund Announcement, Thornbury

Breakfast on the Farm, Dublin

STRATEGIC PLAN

ONTARIO APPLE GROWERS

OUR WORK
We support the success of our members through promotion, advocacy, innovation and collaboration.

OUR VISION
Ontario Apples: The first pick for healthy consumers.

OUR MISSION
To foster a thriving industry and sustainable farms so that consumers can enjoy a wide variety of fresh, locally grown apples.

onapples.com

#ONAPPLEADAY

VALUES
Integrity
Collaboration
Leadership
Innovation
Respect
Quality

FOCUS AREAS

Promotion
Build consumer preference for Ontario grown apples and enhance public trust through the sharing of knowledge.

Advocacy
Advocate for growers in the areas of crop protection, workforce, BRM, and in reducing red tape.

Innovation & Competitiveness
Encourage and support progress through innovation, research, and technology transfer.

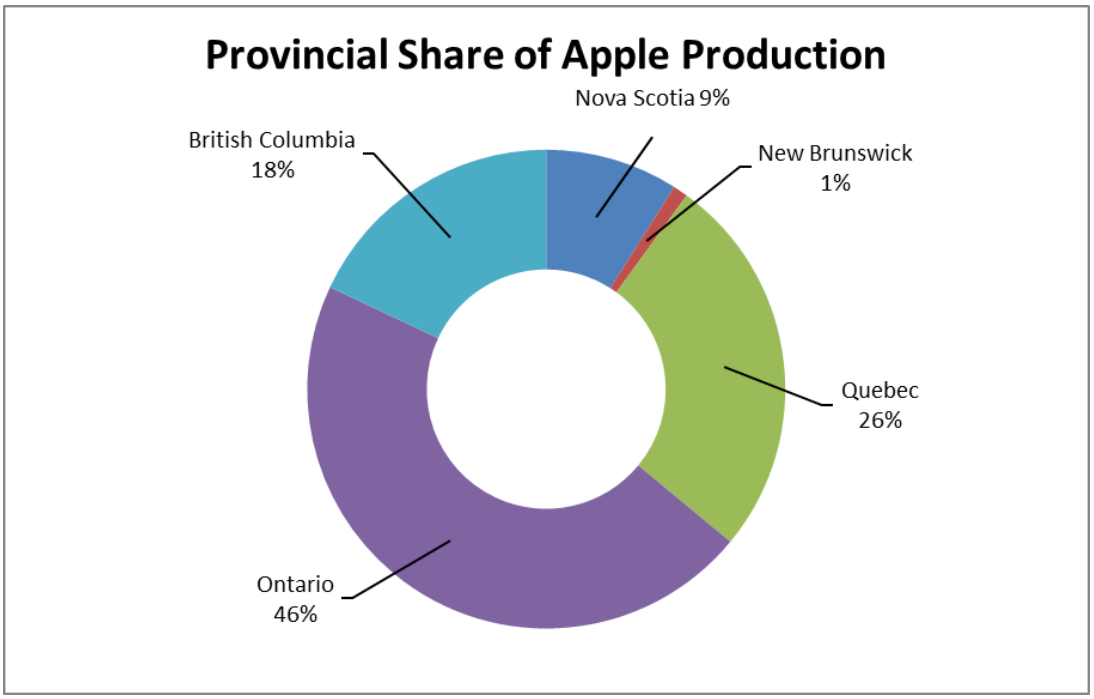
Operations & Governance
Improve Board and Committee effectiveness, encourage mentoring and succession planning, and update governance structure including policies to reflect future needs.

Member Information
Support improved fruit quality, profitability, and orchard efficiency through knowledge transfer and encourage the next generation of growers.

CORE FINDINGS

In Canada, apples are the 2nd most valuable fruit crop behind blueberries in 2023. Farm Gate Value (FGV) increased 3% year-over-year reaching an all-time high of $293 million for 2023. Apples continue to be the most significant fruit produced in Canada in terms of tonnage and is the largest tree fruit crop by volume and value. Apples represented 20% of the total fruit FGV in 2023.

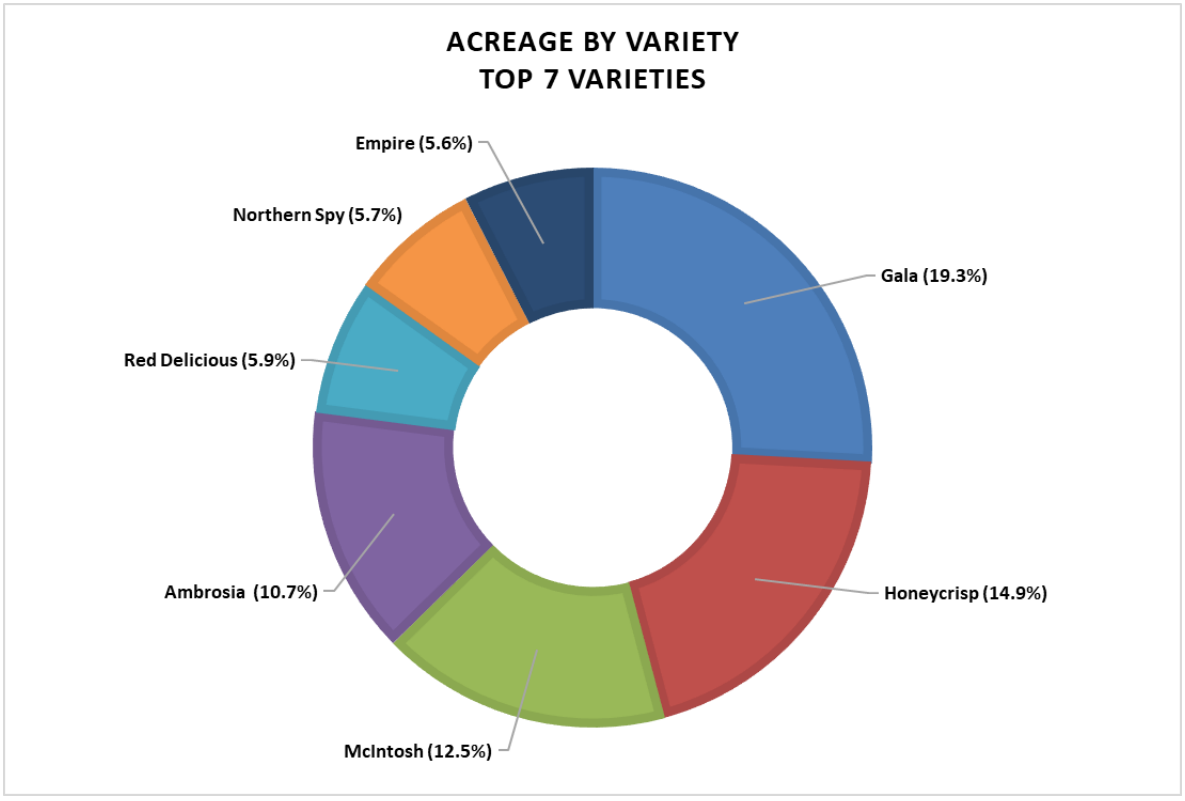
Over the last decade, Canadian production has been between 18.1 to 21.4 million bushels with Ontario continuing to be the largest apple producing province with 46% of the total volume in 2023.

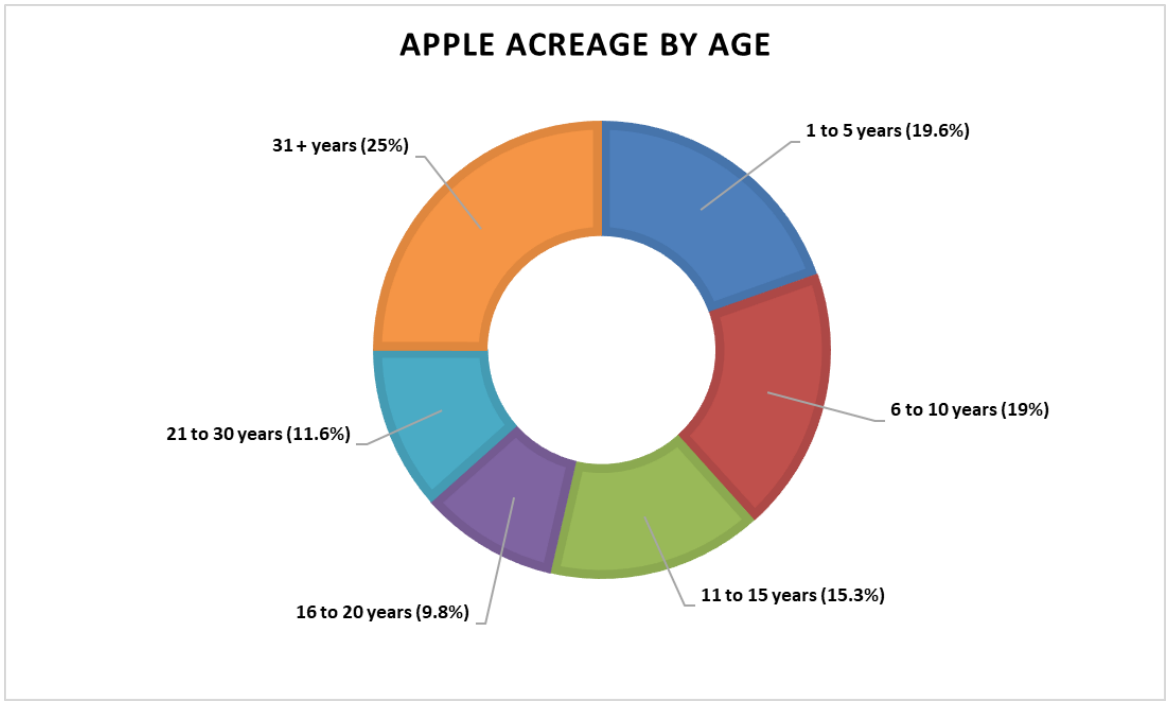


Source: Statistics Canada

Over the last decade, Canada's planted area has declined by 1.3% (44,418 acres in 2024 vs. 44,857 acres in 2014). Ontario's acreage has been stable year over year at 15,850 acres. Quebec's acreage declined 4% to 12,750 acres and British Columbia's declined 10% to 8,713 acres. The maritime provinces have seen increases in acreage: Nova Scotia up 9.3% (5,200 acres), New Brunswick up 61% (total 891 acres).

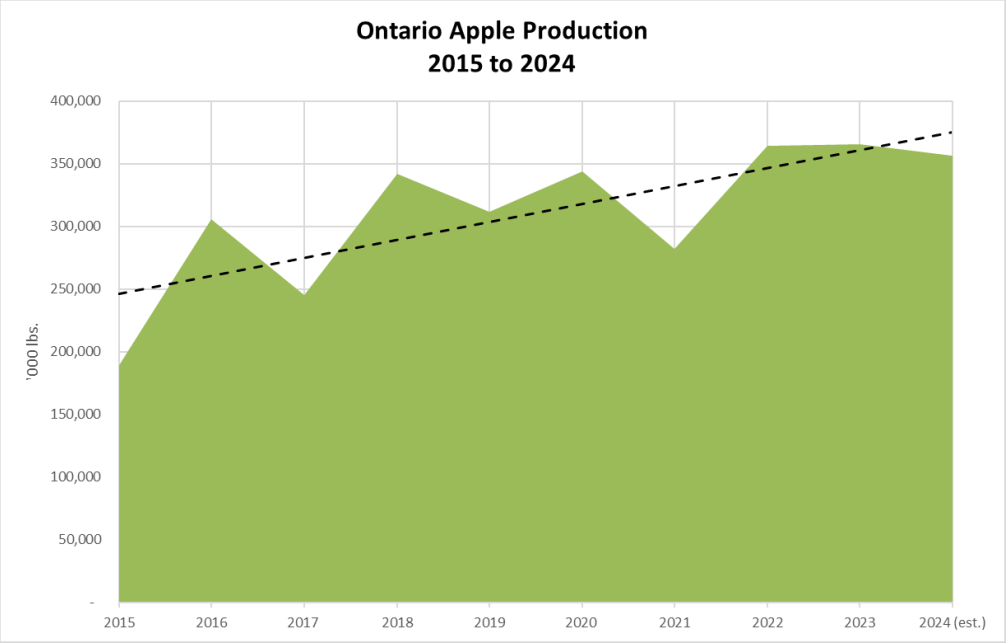
Ontario's tree census information (as of January 1st, 2024) can be found in the appendix and is based on Agricorp's GPS mapping and information on total acreage provided by Statistics Canada. Agricorp continues to manage the DMS system in partnership with the OAG. The system provides reports on plantings by age, by variety and by district for all OAG members. Statistics Canada estimated that there is a total of 15,850 bearing and non-bearing acres in Ontario in 2023. The assumption is that the variety mix for the remaining acres is the same as for mapped acreage.





Source: OAG / Agricorp DMS

Ontario Apple Production - 2019 to 2024		
Years	Production ('000 lbs.)	% Change from previous year
2019	311,705	-8.8%
2020	343,751	10.3%
2021	281,845	-18.0%
2022	363,970	29.1%
2023	365,610	0.5%
2024 (est.)	356,160	-2.6%
5-year ave.	333,376	6.8%
Source: OAG Annual Apple Marketing Survey and Grower Apple Yield Estimate Survey		

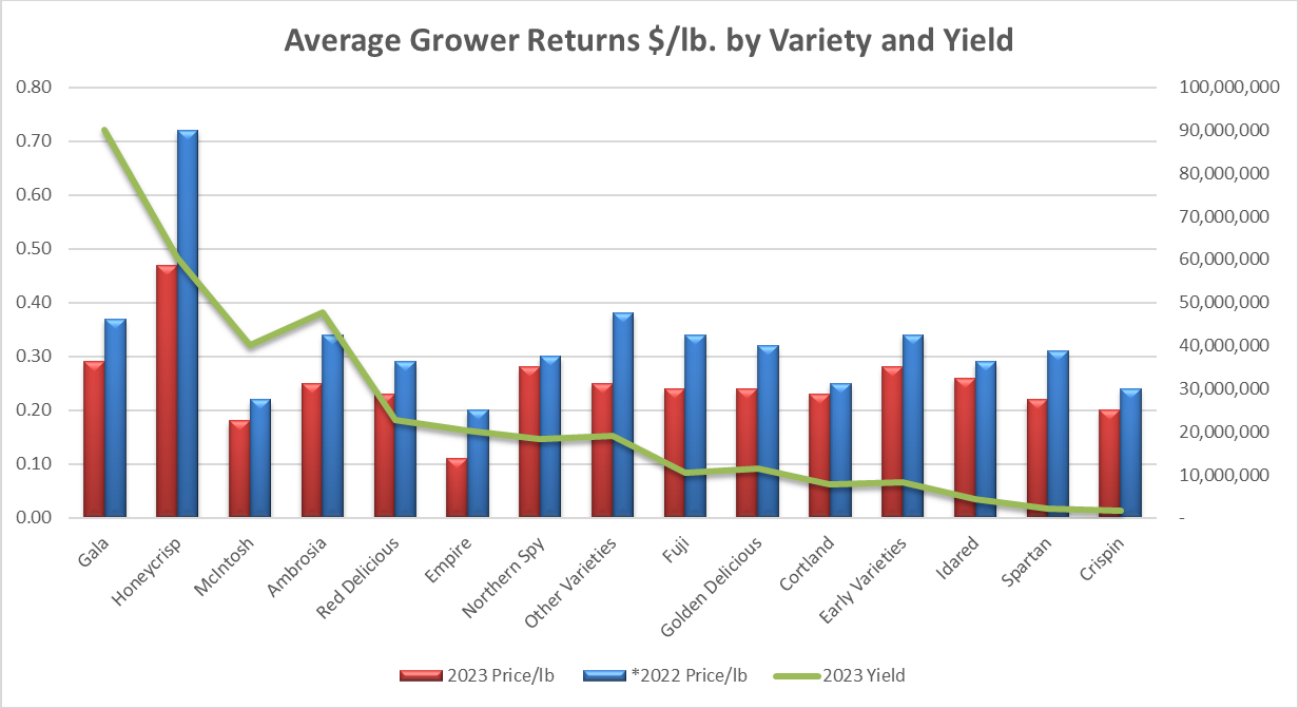


Source: OAG Yield Surveys

Market Review

The complete 2023 crop year marketing survey including comparative figures from the 2022 year can be found in the Appendix. The survey provides the industry average returns per pound and per bin (840 lbs.) by variety and represents the prices for 100% of the apples in the bin, not just those for the fresh market pack out. With this information, growers and packers can compare their returns with the average. This information also provides valuable information for government programming.

Average Grower Price for fresh apples indicates that pricing was down $0.10/lb. versus 2022 across all varieties for fresh, with a lot of variation between varieties. The three historically top returning varieties being Honeycrisp at $0.47/lb. (down 35%), Gala at $0.29/lb. (down 21%), and Ambrosia at $0.25/lb. (down 28%).



Source: OAG Marketing Survey

Flyer Ad and Retail Price Tracking

The OAG tracks apple flyer activity at the major grocery stores. We record retail chain, variety, pack (bulk or bag), price/lb. and country of origin. There was a total of 359 flyer ads across all banners for the 2023 crop year, a decrease of 11% vs. 2022 crop year. Additionally, we receive grocery store information on four varieties from Foodland Ontario. In store reps record price, tray or bag and share of shelf.

Storage Holdings

The OAG continues to collect storage holdings for the industry. Similar information is collected in other apple producing provinces. This information is entered into AAFC's InfoHort system and published on their website. The OAG summarizes the Canadian data and combines it with similar statistics on the U.S. crop and provides it to the marketers, storage holders and grower members. The reports are shared in the OAG newsletters and are available on the web site. Thank you to all the storage cooperators for their excellent participation.

PROMOTION

Ontario Apple Growers (OAG) extend our sincere thanks to the Ontario government for funding a promotions initiative to increase awareness, consumption, and sales of Ontario-grown tree fruit this season.

This year's GGI campaign focused on consumer engagement and asset development; specifically, OAG collaborated with retailers to conduct in-store sampling of Honeycrisp and Ambrosia apples, reaching 137 stores across major chains (Metro, Food Basics, LCL, Longos) and driving a 56% increase in sales during sampling periods. Creative assets like QR code-embedded apple danglers, banners, and recipes further enhanced in-store presence.

To complement the GGI activities, OAG implemented a multi-channel approach to reach a broad and diverse consumer base. Key placements included:

Outdoor and Print Advertising

High-visibility digital billboards along the 400-series highways and at Exhibition Place in Toronto promoted Ontario apples. Additionally, Ontario apples were featured in *Canada Magazine* and *Global Heroes*, showcasing seasonal recipes, and promoting local apple farms with "Find a Farm" calls to action.

Television and Online Media

Multiple segments aired on popular stations like CHCH with food professionals from Weekend at the Cottage (October and December), Breakfast Television with Mairlyn Smith (January), and additional appearances on Global and CP24 by Andrea Buckett and dietitians Shannon Crocker and Carol Harrison (January and March). These segments highlighted various apple recipes, reinforcing the versatility and nutritional value of Ontario apples.

Social Media Growth
OAG's social media efforts, including reels and interactive posts, gained significant traction, resulting in 434 new followers. Campaigns featured recipes and encouraged engagement through the hashtag #ONAPPLEADAY.

SEO and Website Optimization
Enhanced search engine strategies improved the website's visibility on Google and Bing. OAG utilized heat maps to optimize user experience, with paid ads amplifying key pages.

Produce Made Simple Partnership
OAG's participation in the Produce Made Simple initiative featured dietitian webinars, recipe promotions, and partnerships with food professionals on television and social media. Monthly newsletters provided 1,600 subscribers with apple-related recipes, nutrition facts, and grower stories, contributing to consumer education and a deepened loyalty to locally grown.

Foodland Ontario Promotions
Foodland Ontario executed a comprehensive advertising strategy to boost visibility for Ontario apples including:

Multi-Channel Advertising Campaigns

- **Radio and Search Engine Marketing (SEM):** Over five weeks in fall 2023, radio spots aired across 69 markets, reminding consumers to "make it local" and choose Ontario apples. SEM campaigns ran from April through October, achieving nearly 80,000 impressions and driving over 3,000 clicks to Ontario apple content.
- **Television Appearances and Recipe Promotions:** Ontario apples were featured in 13 TV segments from August to December, reaching an audience of 98,000 and garnering $192,800 in editorial value. Additionally, seasonal recipe releases promoted apple-based dishes in over 450 media outlets.

Social Media and Digital Outreach

Through targeted posts on Facebook, Instagram, Pinterest, and Twitter, Foodland Ontario significantly expanded Ontario apples reach. Top-performing posts in September generated millions of impressions and thousands of link clicks. Paid social ads are set to continue in early 2024.

Calendar and Website Initiatives

Ontario apples were prominently featured in Foodland Ontario's 2023 and 2024 recipe calendars, highlighting apple-based dishes for special occasions. The redesigned Foodland Ontario website includes over 100 apple recipes, enhancing accessibility to seasonal cooking ideas for consumers.

Point-of-Sale (POS) Material and Retail Display Contests

Foodland Ontario distributed over 10,000 apple related POS materials, such as banners, danglers, and recipe cards, in grocery stores across Ontario. A notable 28% increase in POS placement compared to 2022 demonstrated strong in-store support for Ontario apples. Retailers and merchandisers competed to design the most engaging displays while utilizing cross-promotion tactics to increase sales. The Fall Apple Retail Display Contest ran from September 1st to November 30th and received 284 entries. The winter display contest was executed from January 15th to March 31st and had 179 entries.

These Foodland Ontario initiatives have played a key role in amplifying Ontario apple visibility across media, digital channels, and in-store environments, supporting the Ontario Apple Growers' mission to increase consumer awareness and sales of locally grown apples.

OAG extends its appreciation to our partners for their contributions towards promoting Ontario apples. Follow @ontarioapples on social media and share your apple posts with us using the hashtag #ONappleAday!

ADVOCATING FOR COMPETITIVENESS AND INNOVATION

The Ontario Apple Growers objectives for this strategic direction are to:

- ✓ Advocate to maintain and improve access to crop protection tools to ensure grower competitiveness and sustainability
- ✓ Ensure growers have a reliable access to a qualified workforce
- ✓ Improve effectiveness of Business Risk Management (BRM) programs to help growers manage risks and stimulate industry growth
- ✓ Reduce regulatory overload on growers

AgriStability

AgriStability covers margin declines caused by any combination of production losses, adverse market conditions or increased costs. If a producer's margin falls below 70% of their recent average, AgriStability helps to offset the difference. The provincial portion of the compensation rate for AgriStability has been increased from 70% to 80%. This is being paid as top-up, which will be paid separately from any initial AgriStability payments. The following table shows Apple AgriStability Program participation and payments. Reporting is done by sector and can fluctuate year to year, as the annual sector determination is based on program-year reported income. Sector determination (apple, G&O, cattle, etc.) is based on income at or greater than 50% of total reported income in the program year. This means that an apple producer could be reported as a grain and oilseed producer (for example) if their apple income is less than 50% of their total reported income.

AgriStability Apple Statistics

(As of October 2024)

Year	Processed	Payments	Total $	Average $
2023	92	<10	190,768	unknown
2022	111	20	771,500	38,575
2021	124	13	435,356	33,489
2020	136	20	761,804	38,090
2019	134	20	471,095	23,555

Agri-Insurance (Production Insurance)

Production Insurance covers production losses and yield reductions caused by insured perils. Growers can choose the type and level of coverage that best meets their needs. The OAG communicates to government the needs and ensures a production insurance plan that is responsive to the changing needs of the Ontario apple sector. In 2024, discussions between Agricorp and the OAG Risk Management Committee focused on the calculation of the juice apple claim rate and the inclusion of buffering in the apple plan. These new factors will be included in the 2025 Apple Plan.

Production Insurance - Apple Plan Statistics
(as of October 2024)

Year	Accounts	Liability ($000's)	Total Premiums* ($000's)	Grower Share of Premiums ($000's)	Total Claims** ($000's)
2024	**135**	**113,141**	**16,032**	**8,408**	**unknown**
2023	136	104,433	14,468	7,557	15,503
2022	133	95,146	14,466	7,589	2,189
2021	139	85,382	12,035	6,325	15,325
2020	140	75,619	10,195	5,344	5,234
2019	137	69,503	9,863	5,170	6,384
5-year average (2019 - 2023)	137	86,017	12,205	6,397	8,927

*Total grower and government premiums

**Claims data refers to approved claims only

AgriInvest

AgriInvest is an additional business risk management program that producers can use to either cover small income declines or support other investments. Each year, producers can deposit up to 100% of their Allowable Net Sales (ANS) with the first 1% matched by governments. The limit on matching government contributions is $10,000 per year. ANS are the net sales of most primary agricultural commodities. Producers can withdraw funds at any time.

Self-Directed Risk Management (SDRM)

Ontario's Risk Management Program (RMP) helps producers manage risks beyond their control, like fluctuating costs and market prices. Under the RMP plan for edible horticulture, producers deposit funds into self-directed risk management (SDRM) accounts and the deposit matched by the government to help mitigate risk associated with farm business.

Agricorp sends personalized participation forms along with the Handbook (for new participants) and the Rates, Dates and Updates Information Sheet to eligible producers in September. The participant handbook and information sheet work together to provide all the information you need to participate in SDRM.

Commodity Loan Program (CLP) & Advance Payments Program (APP)

Apple growers currently have access to two government cash advance programs through Agricultural Credit Corporation (ACC). These programs are available to all apple growers in Ontario.

The **Commodity Loan Program (CLP)** is a provincial government cash advance program that provides up to $750,000 of available financing at bank prime rate. The program begins in October of each year, and advances are required to be paid the following year in September (24 months). Producers must utilize production insurance to participate.

The **Advance Payments Program (APP)** is a federal government cash advance program that provides up to $1,000,000 in available financing to producers. At minimum, the first $100,000 is interest-free, with the balance at the bank prime rate. Apple growers can access this program starting April 1st of each year based on anticipated production using either Production Insurance or AgriStability insurance. After October 1st of each year, security may be based on inventory on hand, without the Production Insurance or AgriStability requirement.

The application process can be completed by the producer by simply contacting the Agricultural Credit Corporation office and completing the application over the phone with one of their trained staff. Producers who are interested in applying or have questions regarding either program can contact the ACC office for further information at 1-888-278-8807 or by visiting www.agcreditcorp.ca for details and updates.

KEEPING MEMBERS INFORMED

Communication to the membership continues to be an important activity for staff. Along with our newsletters, the OAG also distributes OMAFRA's *ONCore Newsletter* four times a year.

The OAG web site continues to be a central location for information. Members can use their grower number to access information on the web site in our Growers only section. Information posted there includes Health and Safety Programs for Employers and Employees, newsletters, and industry statistics. There is also a Classifieds section on the Grower section of the website.

Worker Health & Safety

Health and Safety templates are available to OAG members and are on the Grower section of the web site. These templates are regularly reviewed by Worker Safety and Prevention Services to ensure that they are updated with current requirements.

Croptracker

The web-based system Croptracker is available to Ontario Apple Growers members as an online system providing a comprehensive tool for growers. Developed especially for the fruit and vegetable industry, the Canadian-made crop management software platform is used by growers, associations, and cooperators of all sizes. The platform schedules and tracks crop protection use, harvest data, cuts operational costs associated with creating GAP reports and auditing, enhances traceability, and provides data so operators can make more informed decisions.

In partnership with the Ontario Tender Fruit Growers, we have helped develop modules to integrate aggregate data collection and reports. For example, Form 1s, storage holdings, yield estimates and marketing information will be submitted electronically. The development of this enterprise system will speed up data collection and dissemination of information, which will greatly benefit the activities undertaken by the OAG.

Fire Blight Risk Maps

Fire blight is a very devastating bacterial disease of apples and pears. The models available (Maryblyt and Cougar Blight) are intended to be site specific. However, many apple growers have indicated time constraint challenges in collecting and entering environmental data daily into the models to determine fire blight infection risk during bloom.

For the 2024 season, OMAFRA partnered with Weather Source to provide OnPoint Weather. The locations on the map are based on agricultural production and use all nearby weather data and geography to provide accurate forecasting data. The 7-day weather forecast data from 50 sites, representing most areas where Ontario apples are grown, was put into the Cougar Blight model, and updated daily from May to September. Risks were developed into animated maps that were posted on the ONfruit blog (http://www.onfruit.ca/fire-blight-map) and the link was emailed to OAG members.

Maps received over 1,500 unique pageviews over the risk period, a 15% increase from the year prior. The OAG sincerely thanks and acknowledges the OMAFA apple team and GIS specialists for delivering this valuable service to the Ontario apple growers in 2024.

Ontario Young Apple Farmers

Since 2014, the Ontario Young Apple Farmers group has been bringing together new and young apple farmers in Ontario as a way for them to network and learn from each other. The group continues to grow with over 65 members and uses a chat group to continue their conversation and learn from each other daily.

IMPROVING FRUIT QUALITY AND ORCHARD EFFICIENCY

Research and Development

The OAG continues to secure research grant funding wherever possible to meet the growing list of research priorities. Each year, the OAG Research Committee reviews minor use priorities, discusses research project results and new proposals. Our research priorities are as follows:

1. **Technology, Mechanization, Automation & Efficiencies**

Increased production efficiencies using the latest technologies and precision agriculture that take into consideration the economic viability for apple growers. Research could include:

- Labour efficiencies
- Pest management and crop protection efficiencies
- Weather risk efficiencies

- Water use efficiencies
- Modelling (for example, Ontario solutions using existing models for crop load management and integrated pest management)
- Remote sensing, software development and robotics
- Technology in storage and packing efficiencies
- Orchard design

2. Sustainable Practices

Optimizing sustainable cropping practices for conventional or organic production according to variety and climatic conditions. Research could include:

- Crop load management
- Training systems
- Carbon capture
- Irrigation
- Fertigation
- Soil management
- Nutrition

3. Maximizing Quality & Minimizing Losses

Crop maturity management and post-harvest storage conditions and treatment strategies with the goal of delivering a larger percentage of high-quality fruit for the fresh market. Research could include:

- Post-harvest research developing storage regimes for in-demand varieties
- Optimal harvest management and timing
- Strategies to reduce storage disorders

4. Variety & Rootstock Development and Evaluation

Variety and rootstocks development and selection according to consumer preferences and their performance in the different regions with the goal of achieving greater market share. Research could include:

- New variety breeding and evaluation
- Scion and Rootstock evaluation (i.e., winter hardiness, drought efficiency)
- Genomics
- Consumer preference studies

Crop Protection Report

Canada's Minor Use Pesticides (MUP) Program is a joint initiative between Agriculture and Agri-Food Canada (AAFC) and Health Canada's Pest Management Regulatory Agency (PMRA). The program's goal is to provide pest control products to growers of specialty and minor crops. Pest control products are usually not marketed to these growers because of their limited production areas and high costs associated with registrations. The program helps ensure that Ontario growers have access to the most current integrated pest management (IPM) toolkits for crop protection.

The program's priorities include:

- Traditional pest control products
- Reduced risk products and biopesticides
- New pest management technologies
- IPM tools to help growers manage pests, resistance issues, and the environment

MUP works with provincial Minor Use Coordinators (PMUC) to identify crop and pest problems. The program's activities include:

- Supporting regulatory submissions to the PMRA
- Encouraging pesticide manufacturers to expand their registered product labels
- Conducting field, greenhouse, and growth-chamber trials

OAG Research Committee and sector specialists meet annually to review and discuss the Ontario apple Minor Use priority list. Ontario priorities are then shared with other apple producing provincial sector specialists to compile a national apple Minor Use priority list. These needs are collectively advocated for by the apple sector at the annual Minor Use Priority Setting Workshop held in Gatineau each March. The Minor Use meetings are now being organized by OFVGA and FVGC. This collaboration recognizes the importance of the Minor Use Priority Setting Workshop to Canadian horticultural producers and stakeholders.

In 2024, these two products received full approval for use on apples:

- Danitol – CG 11-09 pome fruit (stink bugs)
- Sivanto Prime – CG 11-09 Pome fruit (spotted lanternfly)

The following product is 'pending final label' which means that the PMRA scientific review of the label expansion is complete and *tentatively* approved, however the final label step remains to be completed, <u>therefore, these uses still cannot be used.</u>

- Gatten – Apple (powdery mildew)

Apple growers are reminded that as of December 20, 2024, they are to verify the tank mix recommendations on the pesticide label. If a label contains no guidance related to tank mixing, then tank mixes are <u>not</u> permitted. In order for tank mixing to be permitted, there must be text on the product label that specifically allows for tank mixing. This text may be in one of two forms: a specific mention of the tank mix partners (for example, Product X may be tank mixed with Product Y), or the general label statement that permits tank mixing.

Research Project Reports

The following is a synopsis of the research projects that the Ontario Apple Growers has either managed or provided support (financially or in-kind).

Canadian Agri-Science Cluster for Horticulture

On October 10th, 2023, Minister Lawrence MacAulay, Agriculture and Agri-Food Canada, announced a five-year federal investment of $9.8 million to the Canadian AgriScience Cluster for Horticulture 4. Cluster 4, led by the Fruit and Vegetable Growers of Canada

(FVGC), will include an additional $7.7 million in contributions from industry, for a total investment of $17.5 million.

The Canadian AgriScience Cluster for Horticulture 4 focuses on innovation, competitiveness, and sustainability to ensure Canadian fruit and vegetable growers have the tools and resources they need to continue to grow high-quality, healthy fruits and vegetables for Canadians and the world.

Two apple sector driven projects are included in Cluster 4:

1. Apple crop load management: Enhancing thinning predictability and tree response through advancements in modeling, new precision thinning products and strategies, and technology – Dr. John Cline (U of G)
2. Reducing losses from apple pests with alternative control strategies - Suzanne Blatt (AAFC)

Apple Crop Load Management: Enhancing Thinning Predictability and Tree Response Through Advancements in Modelling, New Precision Thinning Products and Strategies, and Technology – Dr. John A. Cline, University of Guelph

Fruit trees produce many flowers and fruits which need to be removed from the tree early in the spring for fruit to adequately size and to ensure the trees produce fruit the next year. This research activity aims to thin flowers or fruits using special chemical thinners and new technologies.

The thinning practices used by growers currently can be imprecise and labour-intensive. This research activity will provide new strategies and product recommendations for apple crop load adjustment. This will lead to significant labour savings, improved fruit quality and a higher percentage of marketable fruit. Decision support systems will also be provided for producers to boost crop load management and explore artificial-intelligence-based computer vision systems for measuring key indicators of crop load, thus improving management outcomes. This research activity will begin in 2024–25.

Key takeaways:

- Greater economic and environmental sustainability for fruit tree operations.
- Higher quality fruit production.
- Estimated labour savings of 25 per cent compared to hand-thinning.
- Increased orchard profitability by 10 per cent per hectare due to improved fruit quality.
- Better ability to estimate yields early in the growing season.
- Improved flowering and more consistent annual cropping.
- Recommendations for thinning apples using metamitron and 1-ACC, alone and in combination with 6-BA.
- Improved understanding of how chemical thinners impact labour savings, crop returns and risks of mummified fruit due to black rot fungal infections.
- Crop load optimization models for profitability maximization.

- Recommendations for using computer models to increase thinning efficacy and outcomes.

This project is funded in part by the Government of Canada under the Sustainable Canadian Agricultural Partnership (S-CAP) and provincial apple grower associations in Ontario, Quebec, Nova Scotia, British Columbia, and New Brunswick.

Reducing Losses from Apple Pests with Alternative Control Strategies - Suzanne Blatt, Agriculture and Agri-Food Canada

With ongoing reviews and deregistration of pesticides, growers are looking for new strategies to control pests in apple crops. In this research activity, which is a continuation of work done in Cluster 3, cultural, biological and sterile insect-release strategies for controlling bark beetles, leafrollers and apple maggots are being studied. Novel implementation of these strategies to target specific pests will provide additional options for insect pest control.

Biocontrol agents will be used in conjunction with softer pesticides to reduce the potential for pesticide resistance development. Researchers are looking into how changing the landscape around orchards may decrease bark beetle populations, leading to increased tree survival and lessening the need to replant parts of an orchard. They are also researching how sterile insect release for apple maggot control can complement management programs currently used by growers.

Key takeaways:

- Sterile insect release for apple maggots may complement current management programs.
- Modifying landscapes around orchards may reduce bark beetle populations, increase the survival of trees and reduce the need to replant parts of the orchard.
- A biocontrol agent against leafrollers may complement the use of softer pesticide products, reducing the likelihood of resistance development and extending the registration life of sustainable products.
- Between September 2023 and March 2024, the research team was able to do sterile insect release of apple maggots with 19 different diets tested. Evidence of egg laying was found, with both eggs and live young maggots being removed from the apples. The best diet resulted in a pupation rate of 60 per cent when live maggots were added to the diet. The addition of eggs to the diet resulted in a lower success rate.

This project is funded in part by the Government of Canada under the Sustainable Canadian Agricultural Partnership (S-CAP) and provincial apple grower associations in Ontario, Quebec, Nova Scotia, British Columbia, and New Brunswick.

Study and Management of Summer Diseases of Apple - Asifa Munawar, John Watson, Lisa Webber, Mary Ruth MacDonald and Katerina Jordan, University of Guelph, Shawkat Ali, AAFC, and Kristy Grigg-McGuffin, OMAFRA

This project will investigate potential bio fungicides to control bitter rot and black rot (frogeye leafspot) in efficacy trials and the study results will provide more tools and knowledge for apple growers to manage these diseases.

The objectives of this project are, 1) detecting and identifying various species of Colletotrichum in Ontario orchards, 2) determining early resistance in different species of Colletotrichum using a molecular marker, 3) efficacy of calcium chloride and different fungicides to better manage the bitter rot disease, and 4) establishment of a new orchard and determining the efficacy of various chemical and bio fungicides to control frogeye-leaf spot (black rot) on the leaf and stem of apple plant.

In objective 1, 3,400 apple leaves and 265 fruit samples were collected in fall 2023 from various orchards across all apple-growing districts in Ontario. More than 100 Colletotrichum isolates were purified from collected leaf and fruit samples. Most of these isolates had C. fironiae as the dominant species. Some isolates belonged to C. godetiae. The molecular identification work is in progress. The isolated species will be used to test early resistance which is part of objective 2. The work in objective 2 will start in year 2 (2024-2025).

In objective 3, a total of 203 trees of the cultivar 'Ambrosia' and 203 trees of the cultivar 'Empire' were planted at Simcoe. 2022 and 2023 were the establishment years of the orchard; in May 2024 the bitter rot trial was started. The fungicides selected for this trial were FOLPAN, APROVIA, CYCLONE PLUS, SWITCH, and commercial standard (C-STANDARD, rotation of PRISTINE, ALLEGRO, and CAPTAN). A total of 9 spray applications were carried out in 2024. Trees were inoculated and disease incidence data was collected bi-weekly. FOLPAN, APROVIA provided the best control followed by commercial standards and SWITCH (Fig 1 & 2). CYCLONE PLUS provided effective control for the 'Empire' early in the season, but the efficacy was reduced close to the harvest. The trial is set to be repeated in 2025.

In objective 4 a new orchard was established with 320 apple trees of 'Gala' at the Simcoe site to carry out two efficacy trials in 2024. The frog eye leaf spot trial started at half-inch green with 6 weekly applications until petal fall. The test products for this trial were CONTROL, DOUBLE NICKLE, CYCLONE PLUS, PROBLAD, LIFEGARD, and commercial standard (a rotation of PRISTINE, ALLEGRO, and CAPTAN). Inoculation for this trial was carried out with Botryosphaeria obtusa inoculum in the spring. The treatments for the stem canker trial were (water, FLINT, SENATOR 50 SC, SERCADIS, or PRISTINE). The trial started mid-May, and the data is being collected and compiled. Results will be shared in ONCore newsletters.

The project is funded by the Ontario Agri-Food and Innovation Alliance with support from the Ontario Apple Growers.

Climate Smart Crop Management – Groupe Ageco, Dragonfly IT, and Vineland Research and Innovation Centre

In partnership with Ontario Tender Fruit Growers, the project activity aims to develop and disseminate best management (BMP) opportunities for reducing emissions, increasing carbon sequestration, and improving overall environmental sustainability.

Objectives include:

- Conduct a Life Cycle Analysis (LCA) of Ontario's tree fruit production to evaluate the overall carbon footprint and provide insight into environmental impacts with the goal of identifying potential improvement opportunities,
- Develop a new Carbon Emission Calculator to better understand and adopt carbon sequestration in the production practices, and
- Develop a Carbon Management Platform that would enable growers to measure and track emissions that are generated by a given orchard activity, over a year's operation.

Funded by the Government of Canada under the Sustainable Canadian Agricultural Partnership.

On Target: Implementing an Attract-and-Kill Approach for Improved Management of Plum Curculio in Tender Fruit and Apple Orchards – Hannah Fraser, Kristy-Grigg McGuffin, and Wendy McFadden-Smith, OMAFA

The primary goal of the project (2023-2025) is to assess the suitability of novel approaches for management of plum curculio (PC), targeting multiple life stages, that have been developed over the last two decades in the U.S. including:

1. Validation of a degree day model for timing emergence from overwintering sites and movement into orchards using odour-baited traps.
2. Validation the effectiveness of odour-baited trap trees in aggregating PC activity to specific locations of orchard borders, as part of a reduced-insecticide approach that includes targeted pesticide use against adults, eggs, or both.
3. Complete a preliminary assessment of entomopathogenic nematodes against PC larvae / pupae in small plot trials, to be used in combination with bait trees.

The overall effect of attract-and-kill is to optimize management of PC while reducing insecticide use. If successful, these tactics can be incorporated into IPM programs and recommendations for tree fruit producers in Ontario.

Canadian Tree Fruit Products Development – Erin Wallich, and Graham Karner, Summerland Varieties Corporation, John Zandstra, University of Guelph, and Erika DeBrouwer, OMAFA.

The variety testing project activity is led by Summerland Varieties Corp. in partnership with Ontario Apple Growers (OAG), BC Fruit Growers Association, Scotian Gold, and the Québec-based consortium, Le réseau d'essai de cultivars et de porte-greffes de pommiers (RECUPOM).

The partners work with the apple breeding staff at Agriculture and Agri-Food Canada's Summerland Research and Development Centre (Summerland RDC) in Summerland, BC to test promising new apple selections.

Hexanal as a mobiliser to channel nutrients into fruits and mitigating bitterpit in apple – Dr. Jay Subramanian, University of Guelph

The primary objectives of this project are:

1. Optimizing hexanal spray schedule and timing. Two sprays near harvest are found to be useful, but adjusting the spray timing and number can reduce bitterpit more effectively.
2. Determine when the mobilization of nutrients - especially calcium and sulfur- to developing fruits stop in Honeycrisp apples.
3. Determine if a hexanal spray around that time of nutrient mobilization arrest will help to mobilize it further.
4. Analyze nutrient load in fruits (and leaves) during various time points of fruit development with and without hexanal spray.
5. Analyze the transcriptome modulation during 4-5 distinct stages of apple fruit development, with and without hexanal application.
6. Confirm the effectiveness of hexanal as a nutrient mobilizer

The project aims to develop a package of recommendations for spraying hexanal in apples, which will help to minimize bitterpit, identify the spray timing to enable efficient nutrient mobilization into fruits, identify the mechanism using which hexanal helps nutrient mobilization in fruits and be able to get hexanal formulation registered and available to growers.

2024 Apple Breeding Program Update – Rachael LeBlanc, Vineland Research and Innovation Centre

Overall, Vineland had a good growing season in 2024 despite a higher-than-normal amount of powdery mildew. Approximately 8,200 unique trees were evaluated in-field for consumer preference. Here are some of our achievements this year:

- 3,000 trees budded on B9 rootstock were added to the Test 1 orchard on the Vineland research farm
- Eight genotypes were advanced to Test 2, bringing the total number of cultivars in Test 2 to 115
- Test 3 trialing was expanded:
    - Two additional selections were planted at sites in Ontario, Quebec and Nova Scotia
    - Additional selections were propagated and will be available for grower plantings in the spring of 2024 and 2025
    - Test 3 selections with growers have been evaluated in-field and fruit has been harvested for analysis at Vineland. As expected, some differences in fruit appearance and quality have been observed across the test sites

- Preliminary controlled atmosphere (CA) storage performance was evaluated for 8 selections
- New crosses were made with a focus on consumer-preferred flavour and texture and disease tolerance; seeds are currently being extracted in preparation for stratification and genotyping

Sensory profiles and consumer liking

Our breeding program continues to target the four consumer liking groups that were identified in our 2022 report:

- Consumer Group 1 (19%): Like apples with sweetness and acidity, along with lemony aromas, juicy, crisp and chewy textures
- Consumer Group 2 (14%): Dislike apples that are mealy, have high acidity and thick skins
- Consumer Group 3 (41%): Like apples with high sweet taste and very low acidity
- Consumer Group 4 (26%): Like apples that are high in crisp and juicy textures

Fruit from 30 trees in the Test 2 block were profiled by Vineland's trained sensory panel and described for aroma, flavour, taste and texture characteristics. Apples were grouped based on flavour profile differences in characteristics such as high versus low sweet and crisp, juicy versus soft or mealy textures. Data from the trained sensory panel were used to predict consumer liking of Vineland's selections. These data are critical to ensuring our breeding program continues to advance apples with high consumer appeal.

Commercial pipeline and partnerships

In early 2024 the first two Vineland apple selections were released from quarantine by CFIA. This represents the first opportunity to leverage Vineland's collaboration with the Associated International Group of Nurseries (AIGN®) and extend trials beyond Canada. Plant material is now being transferred to the international system where it will be accessible to AIGN® members globally to begin import procedures into new territories of interest.

As Vineland-bred apples move around the world, domestic trials are beginning to bear fruit. In the coming years Vineland will continue to monitor on-farm trials and consult with growers and industry stakeholders with the goal of selecting our first apple for commercial release.

This research has previously been supported by Ontario Apple Growers through the Agriculture and Agri-Food Canada AgriScience Program and through the Ontario Ministry of Agriculture, Food and Rural Affairs-University of Guelph Partnership Program.

Acknowledgements

The Ontario Apple Growers acknowledges and thanks the support of our many funding partners, including the Apple Marketers' Association of Ontario, Hort Crops Ontario, and

Ontario Fruit & Vegetable Growers Association. Sustainable Canadian Agriculture Partnership (S-CAP) is a federal-provincial-territorial initiative.

NATIONAL REPORTS

CANADAGAP REPORT

Apple growers, packers and storage operators across Canada have been active participants in the CanadaGAP® food safety program since 2009. A growing number of re-packers and wholesalers are also seeking CanadaGAP certification. In Ontario, more than 100 apple growers, packers and wholesalers are CanadaGAP-certified.

***2024 Achievements*:**

- CanadaGAP celebrated its 15th full year of operations, with a presence at the CPMA Convention and Trade Show in Vancouver early in the year.
- CanadaGAP successfully completed its 5-year Maintenance of Recognition Review by CFIA under the Canadian Government Food Safety Recognition Program.
- The CanAgPlus Board undertook its first strategic planning exercise. The five-year strategic plan for CanadaGAP will be published in 2025.
- Internally, CanadaGAP developed two new databases to maintain the currency of its management system: one will manage Auditor information, and the other will manage Operations data.
- The CanadaGAP Addendum for Pollinator Health was benchmarked by the IPM Institute of North America and recognized by Walmart. Certification to the new addendum will be offered starting April 1, 2025, to farms needing to meet customer requirements for IPM. Auditor training on the new addendum begins in November 2024.
- The CanAgPlus AGM will be held December 4, 2024, and will include an overview of the new Pollinator Health addendum for interested members.

Certification Body Changes:

- CanadaGAP welcomed another new certification body, MSVS (Management System Verification Services) in 2024. The new certification body is based in Abbotsford, BC. With the addition of MSVS, CanadaGAP is pleased to offer program participants a choice of 5 different audit service providers.
- Like most businesses, CanadaGAP certification bodies were affected by many staffing changes during and following the pandemic. Fortunately, 2024 was marked by increasing stability in human resources at the certification body level.
- CanadaGAP also saw an unprecedented turnover of auditors in recent years. Numerous experienced auditors retired, leading to significant efforts to identify and recruit new candidates. This focus on qualification

of additional CanadaGAP auditors has been largely successful. While a number of new auditors joined the roster in 2024, overall, we are experiencing a welcome stabilization of the auditor pool.

***What's Ahead for 2025*:**

- GFSI will be publishing a new version of its Benchmarking Requirements at the end of 2024. In 2025, CanadaGAP will begin the process of re-benchmarking the program to the new GFSI requirements.
- Auditor refresher testing will be administered by CanadaGAP this winter (2024-2025).
- A Correction Notice will be issued for the CanadaGAP Food Safety manuals (Version 10.0) in early 2025. No new version will be released.
- CanadaGAP will publish an updated Audit Checklist for 2025.
- The CanadaGAP Addendum for Pollinator Health will launch on April 1, 2025. The addendum is available on the CanadaGAP website at: https://www.canadagap.ca/audit-checklist/pollinator-health/

APPENDIX

ONTARIO APPLE GROWERS
2024 APPLE YIELD REPORT BY VARIETY

Variety	2023 Production ('000 lbs)	2024 Production ('000 lbs.)	2024 Production ('000 bushels)	% Change 2024 vs. 2023	5-Year Average (2019 - 2023) Production ('000 lbs)	% change 2024 vs. 5-year average
Ambrosia	47,773	54,470	1,297	14.0%	34,441	58.2%
Cortland	7,901	9,095	217	15.1%	9,969	-8.8%
Crispin/Mutsu	1,548	1,920	46	24.0%	1,968	-2.4%
Empire	20,603	18,435	439	-10.5%	25,545	-27.8%
Fuji	10,555	11,735	279	11.2%	8,212	42.9%
Gala	90,155	79,635	1,896	-11.7%	75,757	5.1%
Golden Delicious	11,480	9,340	222	-18.6%	10,237	-8.8%
Honeycrisp	60,467	61,360	1,461	1.5%	45,734	34.2%
Idared	4,260	4,850	115	13.8%	4,884	-0.7%
McIntosh	40,063	36,940	880	-7.8%	43,480	-15.0%
Northern Spy	18,136	14,125	336	-22.1%	19,137	-26.2%
Red Delicious	22,830	20,285	483	-11.1%	25,772	-21.3%
Spartan	1,918	2,255	54	17.5%	3,527	-36.1%
Other Early Varieties	8,276	11,160	266	34.8%	8,686	28.5%
Other Late Varieties	19,644	20,555	489	4.6%	16,025	28.3%
Total Fresh	**365,610**	**356,160**	**8,480**	**-2.6%**	**333,376**	**6.8%**

Source: OAG Yield Survey

Ontario Apple Tree Acreage By Variety, By District

Variety Name	1 Western	2 Central West	3 Northern	4 Central	5 Eastern	Total Acreage	2023 % of Total Acreage	2022 % of Total Acreage
Gala	570	809	399	421	861	3,060	19.3%	18.1%
Honeycrisp	343	442	518	339	724	2,366	14.9%	14.5%
McIntosh	131	512	914	130	301	1,988	12.5%	13.6%
Ambrosia	423	380	304	282	312	1,701	10.7%	10.4%
Red Delicious	222	323	65	119	202	931	5.9%	6.5%
Northern Spy	54	245	544	25	27	896	5.7%	6.3%
Empire	199	401	139	50	102	891	5.6%	5.9%
Golden Delicious	210	94	7	97	48	456	2.9%	3.2%
Cortland	38	82	120	68	95	403	2.5%	2.6%
Idared	54	77	217	12	28	389	2.5%	2.5%
Fuji	165	86	15	46	66	379	2.4%	2.3%
Paulared	41	40	34	21	83	220	1.4%	1.4%
Crispin/Mutsu	63	47	18	75	14	217	1.4%	1.4%
Ginger Gold	57	33	10	24	60	184	1.2%	1.1%
Spartan	3	24	128	16	13	183	1.2%	1.2%
Crimson Crisp	35	14	73	43	14	179	1.1%	1.0%
*Other Cultivars	233	150	449	187	389	1,407	8.9%	8.1%
TOTAL	**2,844**	**3,759**	**3,955**	**1,954**	**3,338**	**15,850**	**100%**	**100%**
	17.9%	**23.7%**	**25.0%**	**12.3%**	**21.1%**	**100.0%**		

Notes: Includes bearing and non-bearing acreage in Ontario.

Sources: Agricorp/OAG ADaMS DMS System and Statistics Canada Table: 32-10-0364-01

See Ontario Apple Growing Regions section in this annual report for a more detailed description of Districts 1 to 5 above.

*Other Cultivars include: Aurora Golden Gala, Braeburn, Cameo, Cox's Orange Pippin, Creston, Cripps Pink, Dabinett, Earligold, Eden, Elstar, Fortune, Golden Russet, Goldrush, Granny Smith, Jerseymac, Jonagold, Jonamac, Kingston Black, Liberty, Lobo, Lodi, Macoun, Marshall Mac, Mascad De Dieppe, Melba, Michelin, Nicola, Novaspy, Porter's Perfection, Quinte, RAVE, Red Prince, Rome, Russet, Russet, Salish, Shizuka, Silken, Smitten, Snow, Snowflake, Sunrise, Sweet Coppin, Tolman Sweet, Transparent, Tydeman Red, Viking, Vista Bella, Wealthy, Winesap, Yarlington Mill and Zestar!.

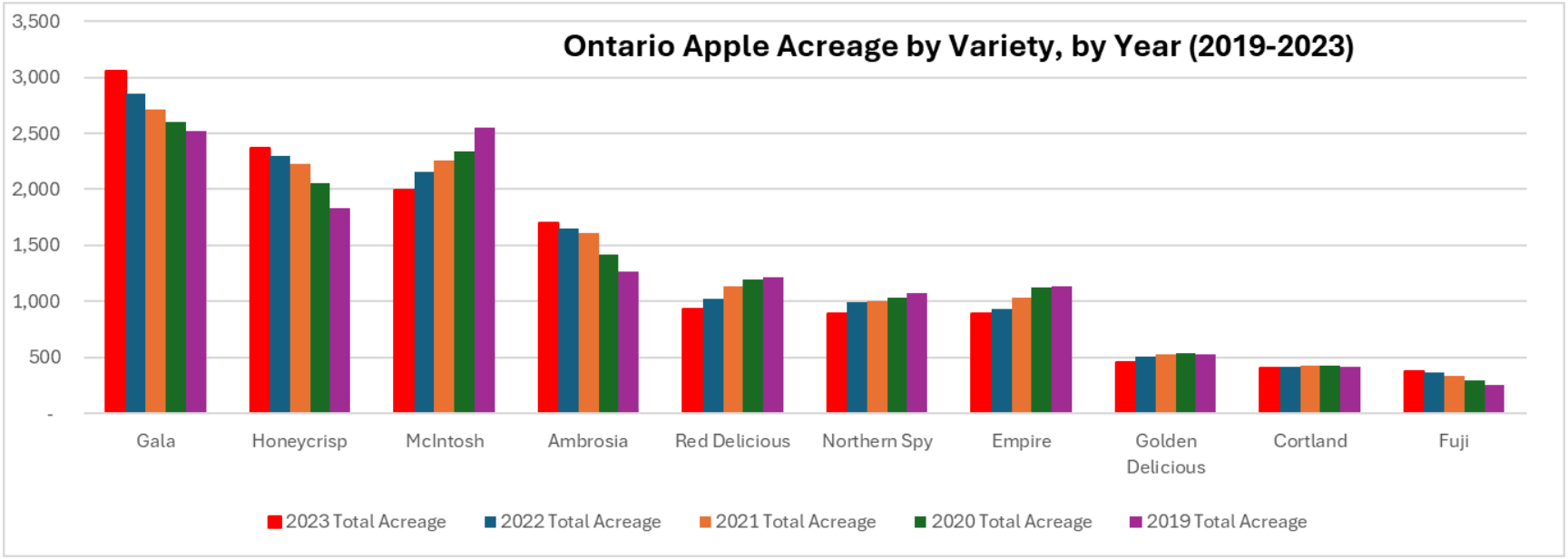
Ontario Apple Tree Acreage By Variety, By Tree Age

Variety Name	1 To 5 Years (2019-2023)	6 To 10 Years (2014-2018)	11 To 15 Years (2009-2013)	16 To 20 Years (2004-2008)	21 To 30 Years (1994-2003)	31 Years and Over (Pre-1994)	Total Acreage	% of Total Acreage
Gala	860	824	790	239	286	60	3,060	19.3%
Honeycrisp	683	764	378	415	124	2	2,366	14.9%
McIntosh	42	113	178	170	243	1,242	1,988	12.5%
Ambrosia	561	561	330	229	20	1	1,701	10.7%
Red Delicious	48	193	124	25	177	364	931	5.9%
Northern Spy	4	8	61	48	192	583	896	5.7%
Empire	10	17	40	45	210	569	891	5.6%
Golden Delicious	20	17	111	39	162	107	456	2.9%
Cortland	37	63	72	37	73	121	403	2.5%
Idared	0	8	22	9	17	333	389	2.5%
Fuji	169	93	55	8	36	18	379	2.4%
Paulared	22	49	38	9	11	91	220	1.4%
Crispin/Mutsu	6	11	21	28	83	68	217	1.4%
Ginger Gold	48	18	40	14	61	2	184	1.2%
Spartan	1	4	1	6	23	148	183	1.2%
Crimson Crisp	78	35	65	0	0	-	179	1.1%
*Other Cultivars	514	197	95	233	118	251	1,407	8.9%
TOTAL	**3,102**	**2,976**	**2,421**	**1,555**	**1,837**	**3,959**	**15,850**	**100.0%**

Notes: Includes bearing and non-bearing acreage in Ontario.

Sources: Agricorp/OAG ADaMS DMS System and Statistics Canada Table: 32-10-0364-01

*Other Cultivars include: Aurora Golden Gala, Braeburn, Cameo, Cox's Orange Pippin, Creston, Cripps Pink, Dabinett, Earligold, Eden, Elstar, Fortune, Golden Russet, Goldrush, Granny Smith, Jerseymac, Jonagold, Jonamac, Kingston Black, Liberty, Lobo, Lodi, Macoun, Marshall Mac, Mascad De Dieppe, Melba, Michelin, Nicola, Novaspy, Porter's Perfection, Quinte, RAVE, Red Prince, Rome, Russet, Salish, Shizuka, Silken, Smitten, Snow, Snowflake, Sunrise, Sweet Coppin, Tolman Sweet, Transparent, Tydeman Red, Viking, Vista Bella, Wealthy, Winesap, Yarlington Mill and Zestar!.



Ontario Apple Acreage by Variety, by Year (2019 - 2023)							
5-Year Acreage Analysis							
Variety Name	**2023 Total Acreage**	**2022 Total Acreage**	**2021 Total Acreage**	**2020 Total Acreage**	**2019 Total Acreage**	**2023 vs 2022**	**2023 vs 2019**
Gala	3,058	2,859	2,713	2,602	2,520	7%	21%
Honeycrisp	2,365	2,294	2,228	2,059	1,830	3%	29%
McIntosh	1,992	2,157	2,256	2,339	2,556	-8%	-22%
Ambrosia	1,701	1,651	1,612	1,414	1,260	3%	35%
Red Delicious	932	1,025	1,135	1,194	1,213	-9%	-23%
Northern Spy	895	990	1,004	1,028	1,072	-10%	-17%
Empire	891	928	1,029	1,123	1,135	-4%	-21%
Golden Delicious	457	504	528	532	529	-9%	-14%
Cortland	403	415	422	423	416	-3%	-3%
Fuji	378	367	331	295	256	3%	48%
TOTAL	**15,850**	**15,835**	**15,753**	**15,397**	**15,237**	0%	4%

2023 ONTARIO APPLE PRODUCTION BY UTILIZATION

PRODUCTION (LBS.)

Variety	Fresh		Juice Processing		Other Processing		Total	
	2023	2022	**2023**	2022	**2023**	2022	**2023**	2022
Ambrosia	**47,608,464**	39,776,628			**164,547**	1,369,000	**47,773,011**	41,145,628
Cortland	**6,075,292**	9,506,790			**1,825,993**	186,272	**7,901,285**	9,693,062
Crispin (Mutsu)	**209,206**	599,534			**1,338,792**	960,455	**1,547,998**	1,559,989
Early Varieties	**7,977,359**	8,713,429			**298,629**	220,099	**8,275,988**	8,933,528
Empire	**16,374,727**	20,247,621			**4,028,351**	3,530,190	**20,403,077**	23,777,811
Fuji	**10,549,586**	10,161,918			**5,708**	3,000	**10,555,294**	10,164,918
Gala	**89,772,478**	88,618,366			**382,321**	1,475,177	**90,154,799**	90,093,543
Golden Delicious	**10,266,668**	9,827,877			**1,213,338**	257,570	**11,480,006**	10,085,447
Honeycrisp	**59,958,213**	55,483,776			**508,931**	619,976	**60,467,144**	56,103,752
Idared	**0**	0			**4,460,246**	7,280,176	**4,460,246**	7,280,176
McIntosh	**23,116,911**	26,665,113			**16,946,018**	15,152,852	**40,062,929**	41,817,965
Northern Spy	**0**	0			**18,435,600**	18,257,335	**18,435,600**	18,257,335
Red Delicious	**22,632,017**	23,245,140			**198,297**	1,098,090	**22,830,314**	24,343,230
Spartan	**924,227**	1,782,636			**1,194,232**	1,113,020	**2,118,459**	2,895,655
Other Varieties	**15,345,781**	16,060,824			**3,798,116**	1,756,671	**19,143,897**	17,817,495
Mixed Varieties - Juice	**-**	-	**24,322,926**	21,925,533	**-**	-	**24,322,926**	21,925,533
Total	**310,810,929**	310,689,651	**24,322,926**	21,925,533	**54,799,118**	53,279,883	**389,932,973**	385,895,067

Note: Juice represents orchard and hand-picked apples designated specifically for juice from Ontario orchards and does not include sort outs from grading lines.

Juice production cannot be accurately reported by variety therefore it is reported as a total of mixed varieties.

Other processing includes: sauce, pie fill, peelers, apple chips, other dried/processed apple products

Source: 2023 OAG Marketing Report

2023 ONTARIO APPLE GROWER PRICE PER LB.

GROWER PRICE ($/LB)										
Variety	**Net Return/ 840 Lb. Bin**	**Fresh**		**Juice Processing**		**Other Processing**		**Average Combined Fresh and Other Processing**	
	2023	**2023**	2022*	**2023**	2022	**2023**	2022	**2023**	2022*
Ambrosia	**$ 207**	**$ 0.25**	$ 0.34			**$ 0.18**	$ 0.20	**$ 0.25**	$ 0.34
Cortland	**$ 204**	**$ 0.24**	$ 0.25			**$ 0.17**	$ 0.22	**$ 0.23**	$ 0.25
Crispin (Mutsu)	**$ 187**	**$ 0.22**	$ 0.30			**$ 0.19**	$ 0.21	**$ 0.20**	$ 0.24
Early Varieties	**$ 231**	**$ 0.28**	$ 0.34			**$ 0.37**	$ 0.25	**$ 0.28**	$ 0.34
Empire	**$ 81**	**$ 0.10**	$ 0.20			**$ 0.18**	$ 0.22	**$ 0.11**	$ 0.20
Fuji	**$ 200**	**$ 0.24**	$ 0.34			**$ 0.18**	$ 0.18	**$ 0.24**	$ 0.34
Gala	**$ 247**	**$ 0.29**	$ 0.37			**$ 0.18**	$ 0.22	**$ 0.29**	$ 0.37
Golden Delicious	**$ 221**	**$ 0.26**	$ 0.32			**$ 0.08**	$ 0.22	**$ 0.24**	$ 0.32
Honeycrisp	**$ 397**	**$ 0.47**	$ 0.73			**$ 0.30**	$ 0.20	**$ 0.47**	$ 0.72
Idared	**$ -**	**$ -**	$ -			**$ 0.26**	$ 0.29	**$ 0.26**	$ 0.29
McIntosh	**$ 140**	**$ 0.17**	$ 0.23			**$ 0.20**	$ 0.20	**$ 0.18**	$ 0.22
Northern Spy	**$ -**	**$ -**	$ -			**$ 0.28**	$ 0.30	**$ 0.28**	$ 0.30
Red Delicious	**$ 190**	**$ 0.23**	$ 0.30			**$ 0.29**	$ 0.19	**$ 0.23**	$ 0.29
Spartan	**$ 225**	**$ 0.27**	$ 0.31			**$ 0.19**	$ 0.30	**$ 0.22**	$ 0.31
Other Varieties	**$ 215**	**$ 0.26**	$ 0.40			**$ 0.20**	$ 0.22	**$ 0.25**	$ 0.38
Mixed Varieties - Juice	**$ -**	**$ -**	$ -	**$ 0.10**	$ 0.15	**$ -**	$ -	**$ -**	$ -
Avg. Grower Price - All Utilization ($/lb)	**$ 255**	**$ 0.30**	$ 0.40	**$ 0.10**	$ 0.15	**$ 0.23**	$ 0.25	**$ 0.27**	$ 0.36
Avg. Transaction - All Utilization ($/lb)		**$ 0.41**	$ 0.48	**$ 0.10**	$ 0.15	**$ 0.25**	$ 0.27	**$ 0.37**	$ 0.43

*2022 values have been restated to reflect updated information

Source: 2023 OAG Marketing Report

2023 ONTARIO APPLE GROWER VALUE

GROWER VALUE $

Variety	Fresh ($)		Orchard Juice ($)		Other Processing ($)		Total ($)	
	2023	2022*	**2023**	2022	**2023**	2022	**2023**	2022*
Ambrosia	**$ 11,729,651**	$ 13,591,803			**$ 29,326**	$ 275,836	**$ 11,758,978**	$ 13,867,639
Cortland	**1,474,006**	2,401,267			**316,276**	40,967	**1,790,282**	2,442,234
Crispin (Mutsu)	**46,500**	176,933			**260,483**	201,124	**306,983**	378,057
Early Varieties	**2,196,169**	2,976,386			**109,886**	54,112	**2,306,055**	3,030,498
Empire	**1,580,946**	3,969,395			**720,511**	760,618	**2,301,457**	4,730,013
Fuji	**2,513,600**	3,457,856			**1,027**	540	**2,514,627**	3,458,396
Gala	**26,381,743**	33,171,868			**68,380**	321,445	**26,450,124**	33,493,313
Golden Delicious	**2,698,022**	3,182,317			**98,401**	56,363	**2,796,423**	3,238,679
Honeycrisp	**28,367,078**	40,244,467			**153,750**	121,516	**28,520,827**	40,365,982
Idared	**-**	-			**1,140,828**	2,144,758	**1,140,828**	2,144,758
McIntosh	**3,847,380**	6,025,725			**3,383,139**	3,085,910	**7,230,520**	9,111,634
Northern Spy	**-**	-			**5,105,780**	5,402,890	**5,105,780**	5,402,890
Red Delicious	**5,125,045**	6,961,786			**57,944**	204,020	**5,182,989**	7,165,805
Spartan	**247,365**	548,023			**226,384**	337,632	**473,748**	885,655
Other Varieties	**3,929,386**	6,459,000			**773,693**	392,559	**4,703,079**	6,851,560
Mixed Varieties -Juice	**-**	-	**2,463,964**	3,220,514	**-**	-	**2,463,964**	3,220,514
Total Grower Value	**$ 90,136,891**	$ 123,166,825	**$ 2,463,964**	$ 3,220,514	**$ 12,445,808**	$ 13,400,289	**$105,046,662**	$ 139,787,629
Total Transaction Value	**$ 127,313,258**	$ 150,110,753	**$ 2,463,964**	$ 3,220,514	**$ 13,541,790**	$ 14,525,278	**$143,319,012**	$ 167,856,545

*2022 values have been restated to reflect updated information

Source: 2023 OAG Marketing Report

IMPORTS OF FRESH APPLES 2023 CROP YEAR (LBS)									
PROVINCE	**HONEYCRISP**	**GALA**	**GOLDEN DELICIOUS**	**GRANNY SMITH**	**IDA RED**	**MCINTOSH**	**RED DELICIOUS**	**UNSPECIFIED**	**TOTAL**
Alberta	84,783	713,034	10,503	266,556	0	0	347,882	1,258,536	2,681,294
British Columbia	4,306,615	36,052,687	2,202,063	14,246,856	0	0	12,680,782	62,061,047	131,550,050
Manitoba	39,392	84,481	4,409	60,825	0	0	7,449	25,878	222,435
New Brunswick	276,080	116,704	0	0	0	0	6,197	74,102	473,083
Nova Scotia	162,966	1,960,128	0	248,388	0	0	0	1,568,547	3,940,029
Ontario	**7,086,824**	**39,552,596**	**5,908,640**	**29,164,512**	**60,237**	**44,419**	**13,919,620**	**39,803,435**	**135,540,282**
Québec	0	571,063	172,254	786,487	0	0	4,480	1,315,697	2,849,981
Saskatchewan	10,382	195,532	44,752	31,354	0	0	139,795	16,682	438,497
Total By Variety	**11,967,041**	**79,246,223**	**8,342,619**	**44,804,979**	**60,237**	**44,419**	**27,106,206**	**106,123,925**	**277,695,650**
Year Over Year Comparison									
Ontario - 2022	2,785,978	40,707,565	4,767,347	22,097,263	26,242	52,115	10,273,516	41,223,515	121,933,542
Ontario - 2023 vs. 2022	**154%**	**-3%**	**24%**	**32%**	**130%**	**-15%**	**35%**	**-3%**	**11%**
Total By Variety - 2022	7,037,469	85,119,904	7,134,995	39,363,726	38,387	120,912	21,861,519	114,312,918	274,989,830
Total By Variety - 2023 vs. 2022	**70%**	**-7%**	**17%**	**14%**	**57%**	**-63%**	**24%**	**-7%**	**1%**

IMPORTS OF FRESH APPLES - 5 YEAR AVERAGE 2019-2023 CROP YEARS (LBS)									
PROVINCE	**HONEYCRISP**	**GALA**	**GOLDEN DELICIOUS**	**GRANNY SMITH**	**IDA RED**	**MCINTOSH**	**RED DELICIOUS**	**UNSPECIFIED**	**TOTAL**
Alberta	41,614	751,821	13,953	197,823	0	168	223,006	686,846	1,915,231
British Columbia	3,654,525	41,340,465	2,945,900	16,284,232	2,429	11,102	12,251,016	57,085,161	133,574,830
Manitoba	16,419	152,176	28,872	92,499	0	0	61,850	60,593	412,409
New Brunswick	510,524	276,040	448	90,427	647,134	0	12,426	419,804	1,956,803
Nova Scotia	66,867	1,156,420	0	176,039	1,150,803	0	0	764,271	3,314,401
Ontario	**3,707,476**	**48,317,380**	**5,913,574**	**25,293,994**	**48,173**	**107,033**	**11,481,514**	**36,157,526**	**131,026,669**
Québec	63,523	3,132,941	383,293	3,469,441	27,604	13,759	232,618	3,145,664	10,468,846
Saskatchewan	2,860	89,674	15,433	22,477	0	672	41,452	71,668	244,237
Total by Variety	**8,063,809**	**95,216,917**	**9,301,473**	**45,626,933**	**1,876,144**	**132,735**	**24,303,882**	**98,391,534**	**282,913,426**
Ontario - 2023 vs. 5 Year Average	**91%**	**-18%**	**0%**	**15%**	**25%**	**-59%**	**21%**	**10%**	**3%**
Total By Variety - 2023 vs. 5 Year Average	**48%**	**-17%**	**-10%**	**-2%**	**-97%**	**-67%**	**12%**	**8%**	**-2%**

Note: The province denotes the port of entry and may not necessarily reflect the final provincial destination of imported apples.
Source: Statistics Canada

OAG MEMBERSHIP

District	# of Grower Members	# of District Committee Representatives
District 1	39	3
District 2	26	3
District 3	30	3
District 4	36	3
District 5	32	3
Total Members	**163**	
Voluntary Members	52	
Total - All Members	**215**	

District 1 (Western District) comprising the upper-tier municipalities of Essex, Lambton and Middlesex and the single-tier municipality of Chatham-Kent.
District 2 (Central West District) comprising the upper-tier municipalities of Huron, Perth, Oxford and Elgin and the single-tier municipalities of Haldimand and Norfolk.

District 3 (Northern District) comprising the upper-tier municipalities of Bruce, Grey, Simcoe and Dufferin.
District 4 (Central District) comprising the upper-tier municipalities of Wellington, Peel, York, Halton, Waterloo and Niagara and the single-tier municipalities of Brant, Toronto and Hamilton.
District 5 (Eastern District) comprising the upper-tier municipalities of Durham, Northumberland, Peterborough, Frontenac, Hastings, Lanark, Lennox and Addington,
Leeds and Grenville, Prescott and Russell, Renfrew, and Stormont, Dundas and Glengarry and the single-tier municipalities of Kawartha Lakes, Ottawa and Prince Edward.