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New York Apple Sales expecting smaller crop but strong prices

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Frank Tangredi, president of Northeast Apple Sales in Newburgh, NY, concurs with reports from across the country that this year's national apple crop will be much shorter than normal.

"Here in the Hudson Valley, we have a decent crop," Mr. Tangredi told *The Produce News* Aug. 9. "The Champlain, New York, area has a nice quality crop, but it's not very big. If they get some rain before harvesting, the apples will size up nicely and they'll have some nice quality to offer."

The U.S. Department of Agriculture's 2012 apple crop report shows that New York will be down by 54 percent from its five-year average due to abnormal weather conditions, including hail storms.

Mr. Tangredi noted that word is out that prices will be pretty stiff in the coming year due to the nationwide shortage. The majority of the company's apples are marketed throughout the northeastern United States.

"The crop is just now beginning to come in, and is between two and three weeks early because of the warm spring," said Mr. Tangredi. "We will start with Ginger Gold and Paula Red, and other varieties will follow behind. The McIntosh variety continues to be the most popular variety for me, but the Gala, Honeycrisp, Pink Lady and other new varieties are building up momentum quickly."

He explained that not all apple varieties grow well in every state. New York doesn't have ideal climatic conditions for the Fuji, while McIntosh does very well in the Empire State. It's just a matter of what the particular variety needs to develop into its best possible form.

“My crop is going to be little less than usual, but it will still be decent and the market will be strong with higher prices,” said Mr. Tangredi.

Northeast Apple Sales’ primary customers are chainstores, and it sells to some wholesalers. The company now offers mixed apple loads.

“We are able to mix varieties in loads today, which gives us the ability to better service our customers,” said Mr. Tangredi.

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