



2026 Apple Outlook

Thursday, April 16, 2026

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Chris Gerlach



Vice President, Insights & Analytics



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U.S. Apple Industry: Inflection Points

April 16, 2026

Christopher Gerlach
Vice President, Insights & Analytics

usapple.org



USApple Roadmap



Production Trends



USAppleTracker Storages



Movement Trends



Trade Trends



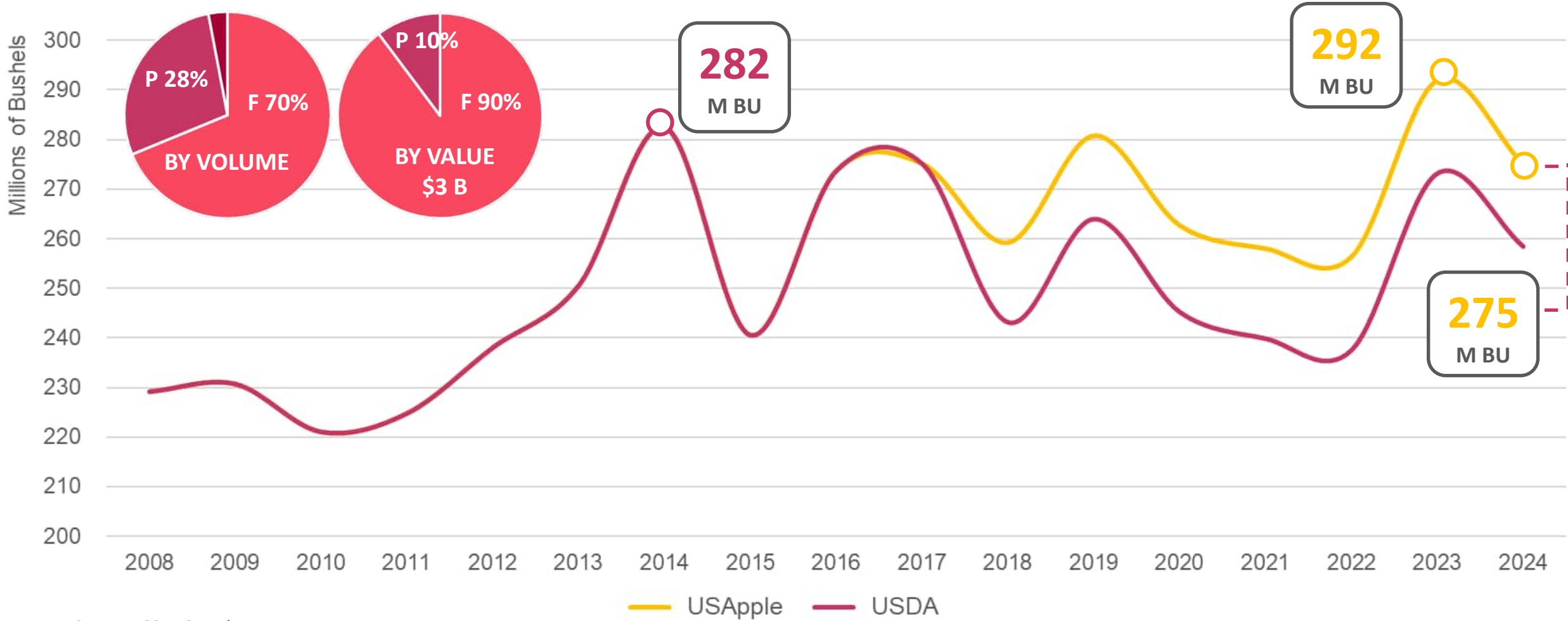
2000-2025 Inflection Points



Price / Return Trends

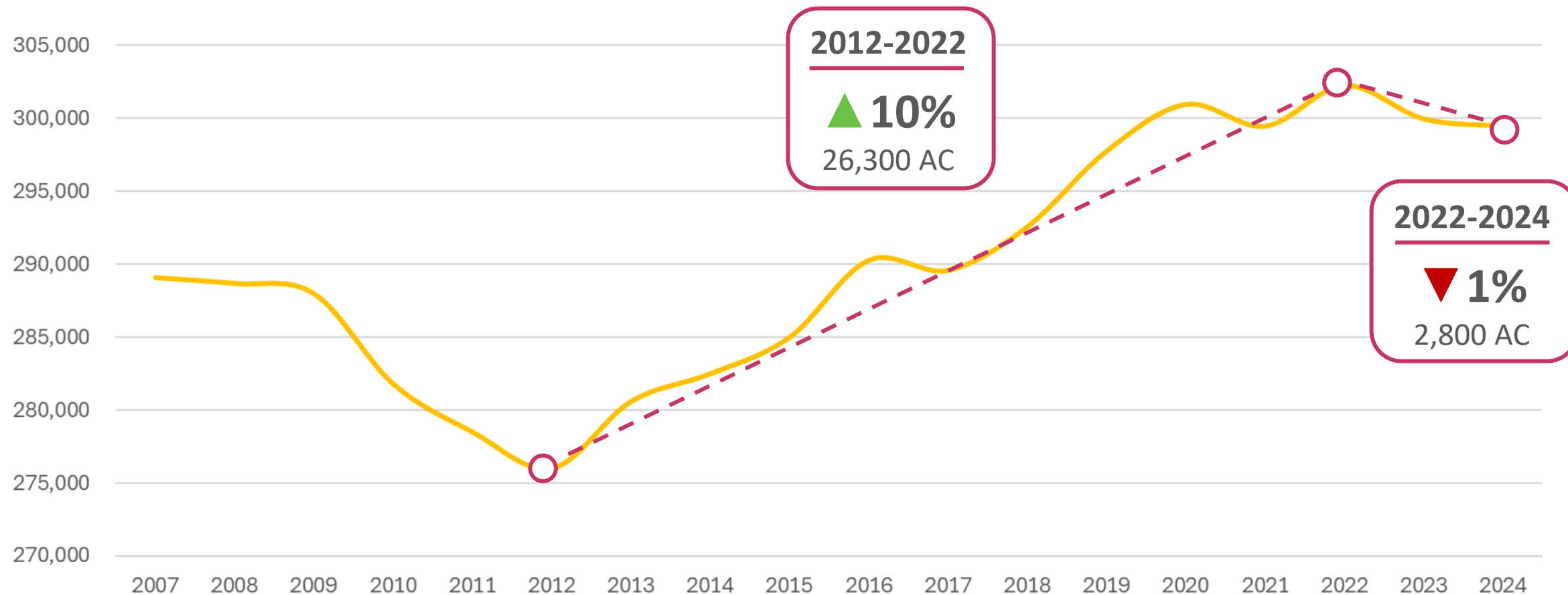


U.S. Apple Production: 2024/25



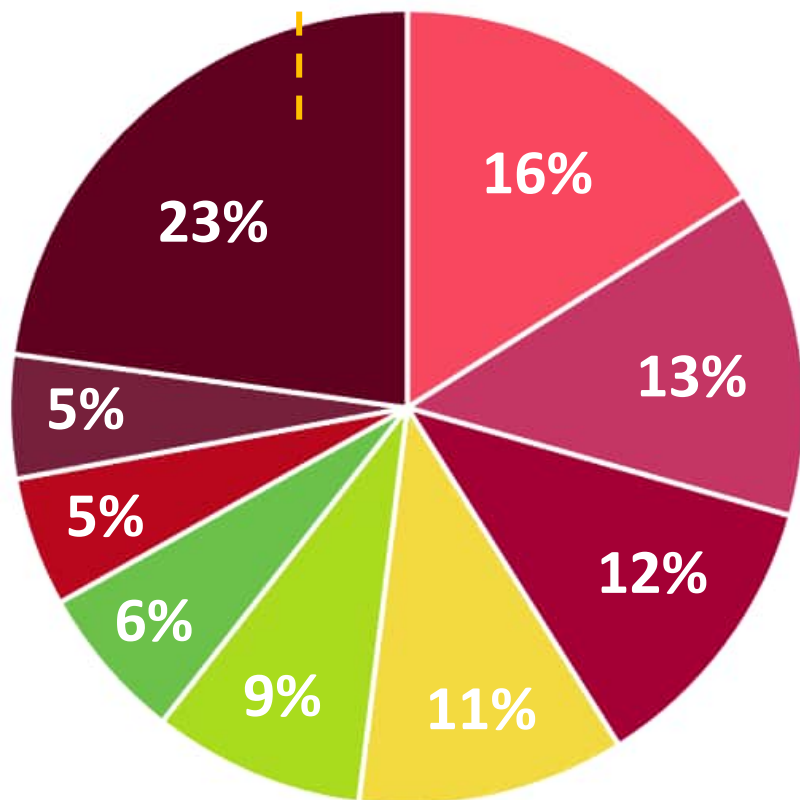
Sources: USDA, NASS; USApple

U.S. Apple Bearing Acres: Top-7 States



Sources: USDA, NASS; USApple

U.S. Apple Production: **By Variety**



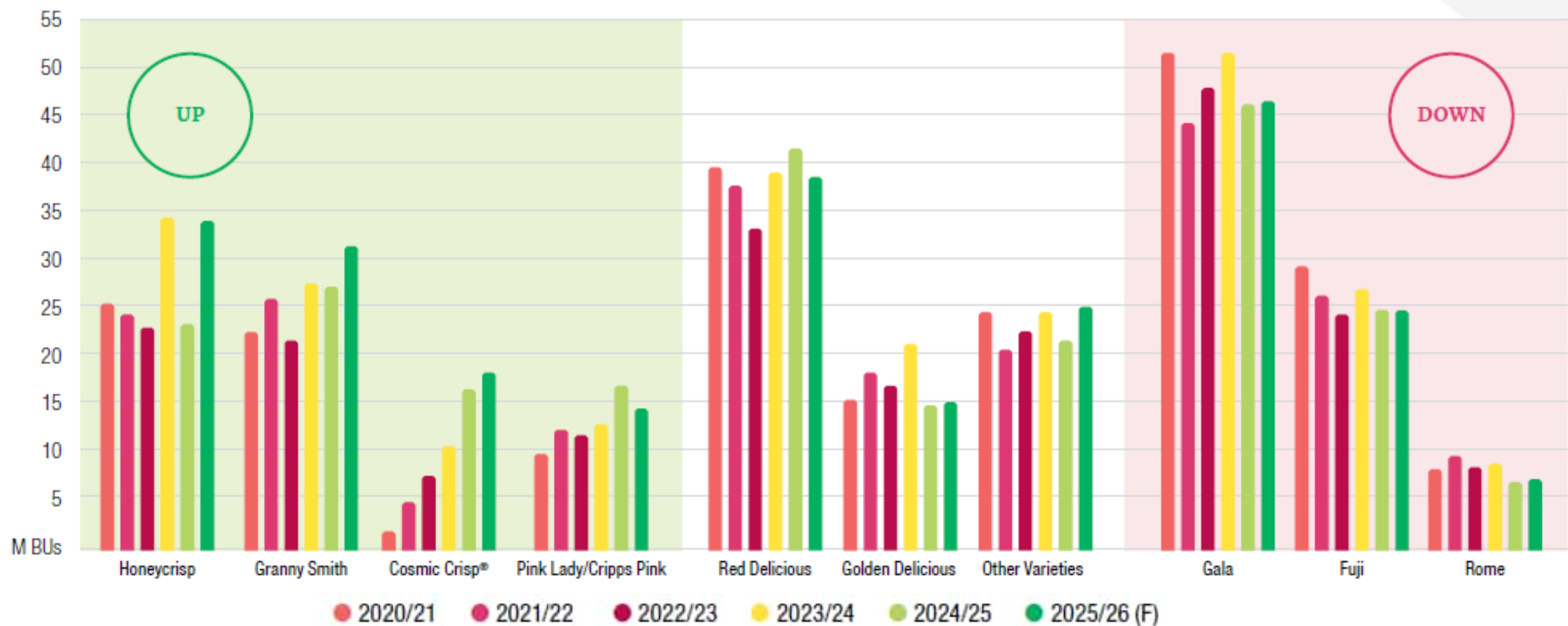
- Gala
- Red Delicious
- Honeycrisp
- Granny Smith
- Fuji
- Cosmic Crisp®
- Golden Delicious
- Pink Lady/Cripps Pink
- Other Varieties

All Others:

Rome	3%
Envy®	2%
McIntosh	2%
Idared	2%
Empire	1%
York	1%
Ambrosia	1%
Cortland	1%
<i>Remaining</i>	<i>10%</i>

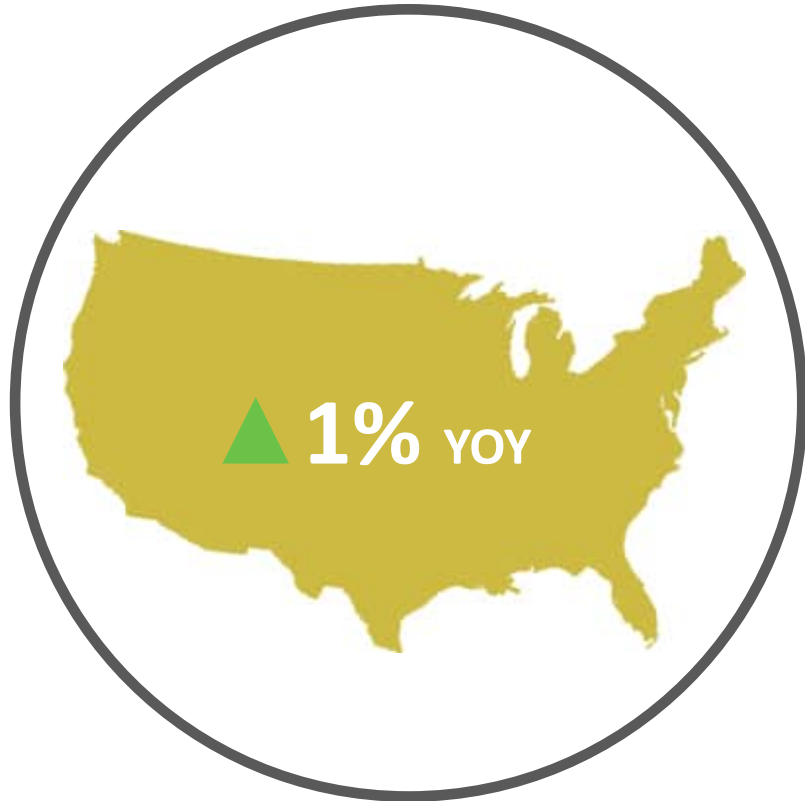
Sources: USApple, CAC, WSTFA

U.S. Apple Production: By Variety



Sources: USApple, CAC, WSTFA

U.S. Apple Production Estimates: 2025/26



* includes USApple estimate of Other States

AUG 2025

USDA Estimate*	290 M BU
USApple Adjustment*	279 M BU
Washington	180 M BU
New York	31 M BU
Michigan	30 M BU
Pennsylvania	11 M BU
Oregon	4 M BU
California	4 M BU
Virginia	3 M BU
Other States*	17 M BU

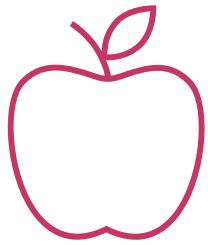
Packouts ▼

DEC ▼ 24% YOY

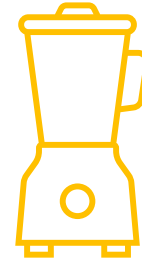
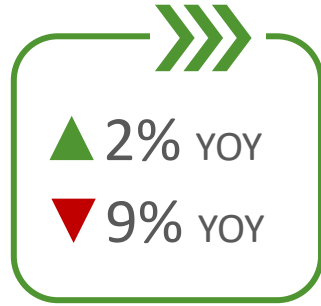
DEC ▼ 29% YOY

Sources: USDA, NASS; USApple

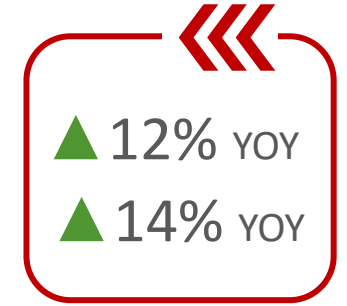
USAppleTracker: APR 2025/26



NOV 2025 133 M BU
 APR 2026 60 M BU



NOV 2025 52 M BU
 APR 2026 29 M BU



APRIL 2026

Honeycrisp

12 M BU ▲ 52% YOY

Granny Smith

12 M BU ▲ 13% YOY

Cosmic Crisp®

11 M BU ▲ 7% YOY

Gala

10 M BU ▼ 22% YOY

Red Delicious

10 M BU ▼ 21% YOY

Pink Lady / Cripps

7 M BU ▼ 17% YOY



75 M BU
 ▼ 4% YOY



3 M BU
 ▼ 9% YOY



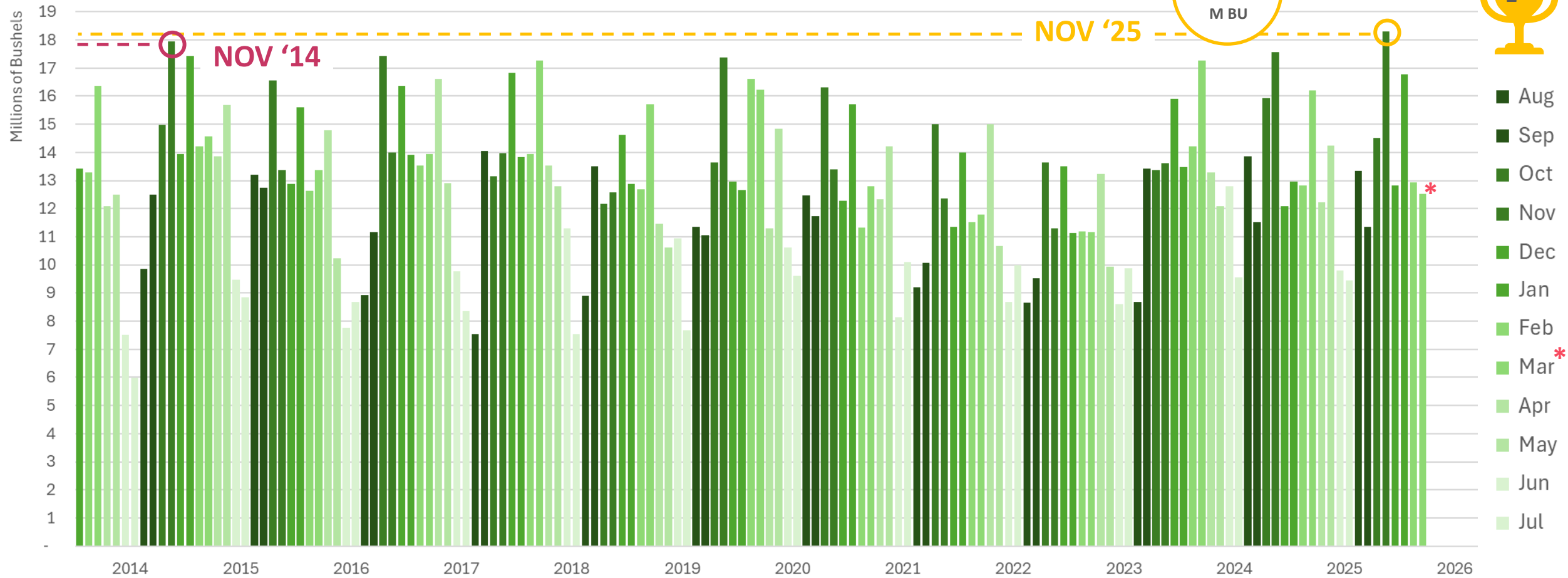
8 M BU
 ▲ 13% YOY



2 M BU
 ▲ 17% YOY

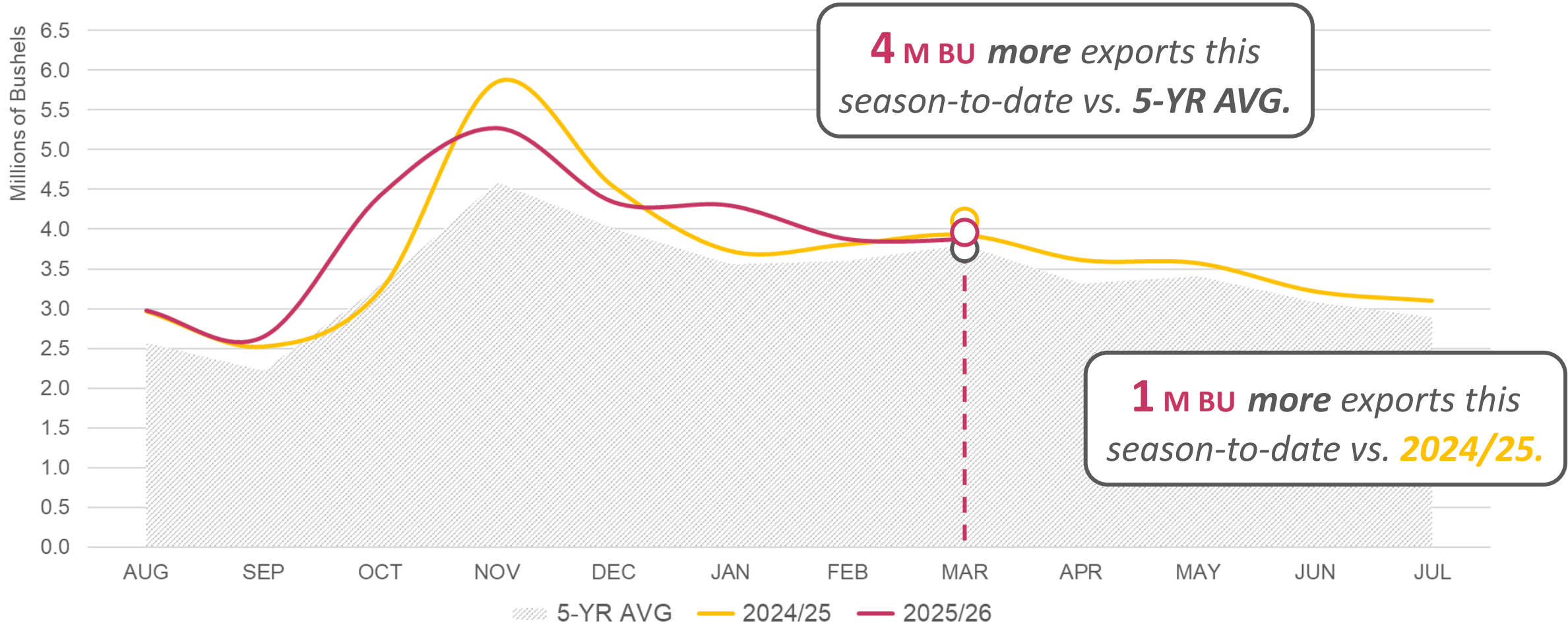
Sources: USApple

U.S. Apple Movement: NOV 2025



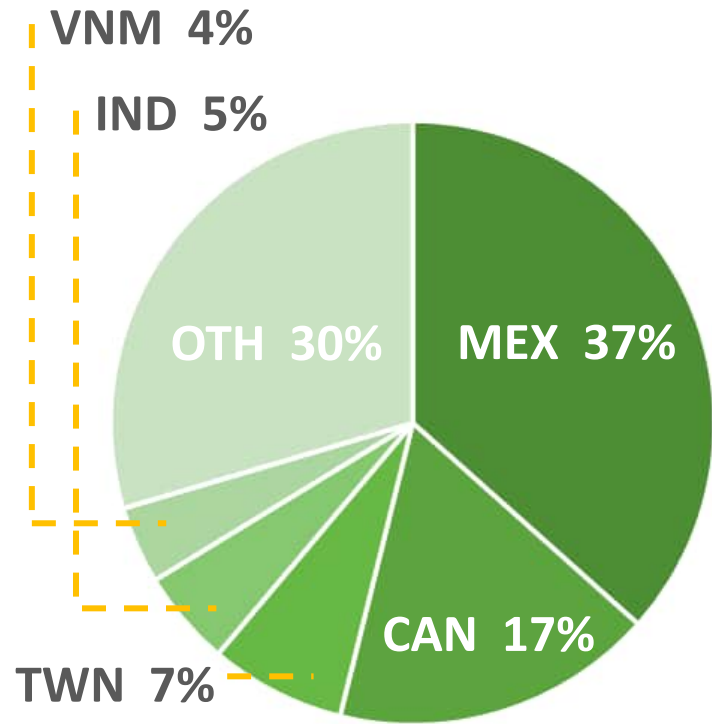
Sources: USDA, AMS; USApple

U.S. Fresh Apple Exports



Sources: USDA, FAS; USApple

U.S. Apple Exports: Fresh

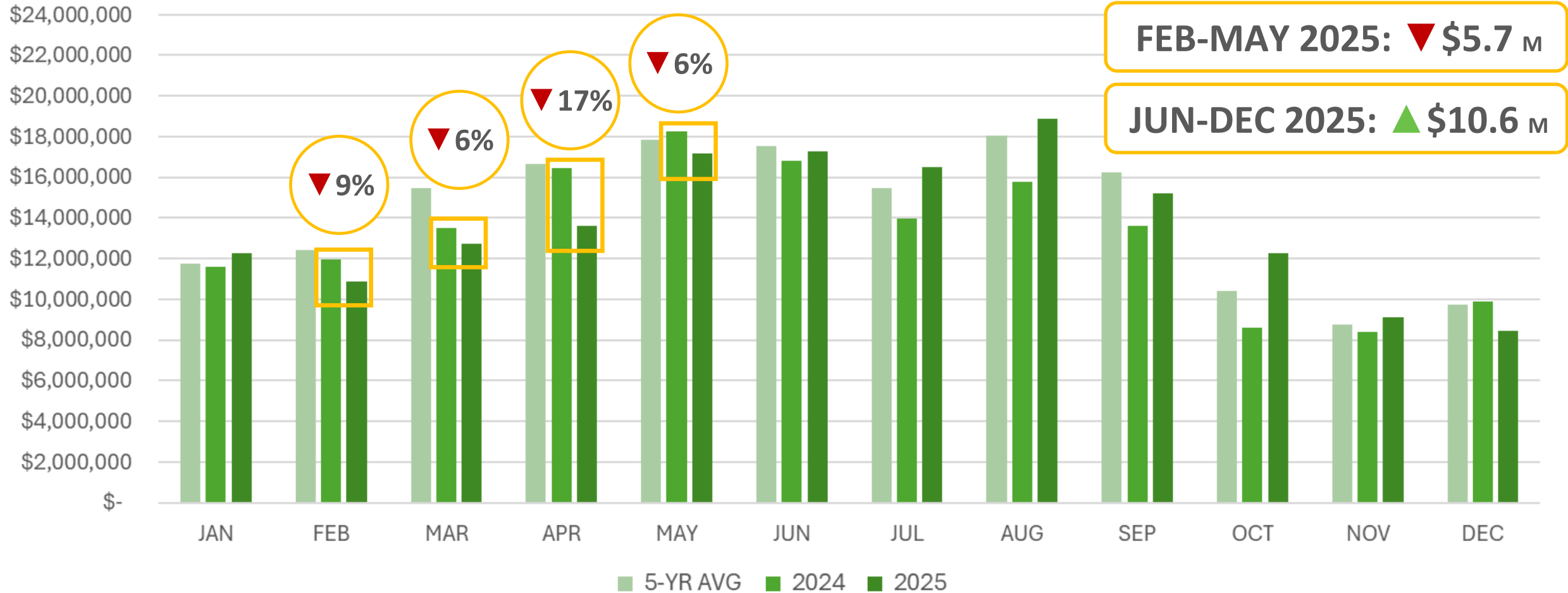


	Volume (BUs)	Value (\$)	Value (\$/BU)
Mexico	16,318,372	\$384,592,000	\$23.57
Canada	7,708,459	\$164,410,000	\$21.33
Taiwan	3,243,269	\$85,215,000	\$26.27
India	2,291,293	\$42,833,000	\$18.69
Vietnam	1,850,322	\$50,772,000	\$27.44
Other (55)	13,179,979	\$333,277,000	\$25.29

* 2025 trade levels

Sources: USDA, FAS; USApple

U.S. Fresh Apple Exports: Canada

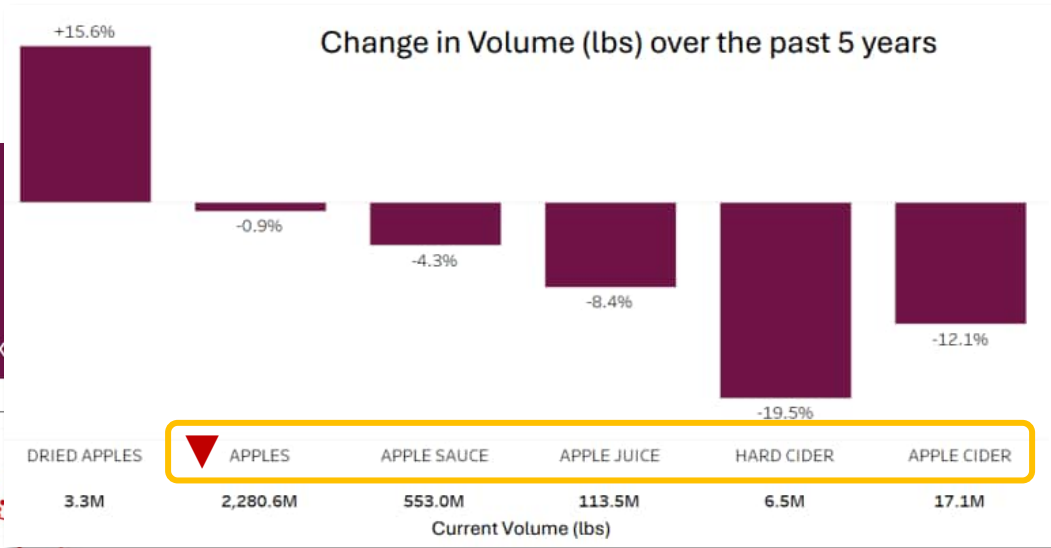


FEB-MAY 2025: ▼ \$5.7 M

JUN-DEC 2025: ▲ \$10.6 M

Sources: USDA, FAS; USApple

U.S. Apple Consumption



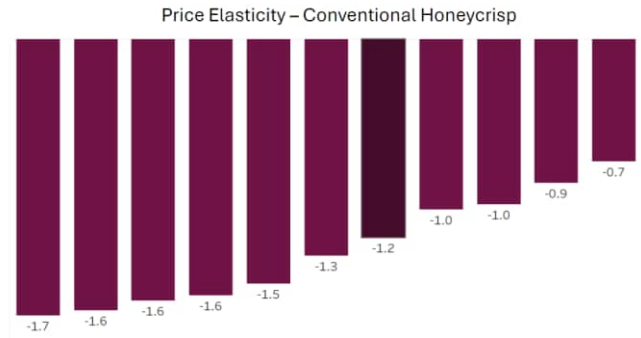
Apple Price Sensitivity

Price Elasticity – Total U.S. xAOC

NIQ Syndicated Data; Total US xAOC; MHS2Wks Ending 7/19/2025

Price Elasticity – Honeycrisp by Retailer

▶ Not all retailers are created equally!



How do consumers respond to changes in price across apple varieties and retailers?

Category	Volume 5Yr % Chg	Price 5Yr % Chg
PAPAYAS	+27.8%	+16.8%
BLACKBERRIES	+25.2%	+9.4%
KIWI	+25.0%	+47.1%
STRAWBERRIES	+21.0%	+7.8%
LIMES	+20.8%	-0.3%
BLUEBERRIES	+17.6%	+15.9%
MANGOS	+10.3%	+20.5%
PLUMS	+9.4%	+28.5%
GRAPES	+8.2%	+21.1%
LEMONS	+6.7%	+2.1%
WATERMELONS	+5.0%	+22.1%
PINEAPPLES	+4.0%	+26.0%
RASPBERRIES	+2.9%	+14.6%
MANDARINS	+2.3%	+15.1%
HONEYDEW	+1.5%	+29.8%
BANANAS	+0.4%	+9.6%
APPLES	-0.8%	+8.4%
ORANGES	-4.1%	+15.2%
CANTALOUPE	-5.3%	+19.5%
PEACHES	-9.8%	+31.0%
AVOCADOS	-10.4%	+38.2%
CHERRIES	-12.5%	+16.7%
NECTARINES	-14.3%	+34.3%
PEARS	-26.8%	+27.1%
GRAPEFRUITS	-33.9%	+10.4%

Source: Category Partners

U.S. Apple Cost Inflation: Trucking Rates

Recent Weekly US Average Refrigerated Truck Rates

This chart shows US average refrigerated truck rates, by default including the past two years. Filterable by region, origin, de...



Refrigerated Truck Dashboard



- Mexico
- Washington
- Idaho
- Arizona
- Canada
- California-central
- California-north
- Colorado
- California-south
- Oregon

Recent Refrigerated Truck Availability by District

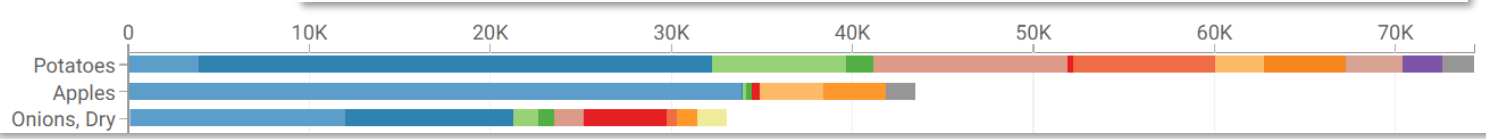
Bar chart showing average refrigerated truck availability by district, by default filtered to the past 30 days.

YAKIMA VALLEY AND WENATCHEE DISTRICT, WASHINGTON

Availability	4
Rate Per Mile	3.26

1 = Surplus | 3 = Adequate | 5 = Shortage

Rolling 30-Day Windows of the Top 20 Commodities and Districts by Volume



Sources: USDA, AMS; USApple

U.S. Apple Labor Costs

2026 Adverse Effect Wage Rates (AEWR)



New H-2A Labor Rules?!

- ▶ No longer based on USDA Farm Labor Survey (now BLS, OEWS).
- ▶ Two-tiered rates: Level 1 (entry-level) and Level 2 (skilled).
- ▶ Level 1 and 2 rates are reduced by the Adverse Compensation Adjustment to arrive at the new H-2A AEWRs.*



\$19.97/hr

\$16.90 - \$18.71

▼ 6-18% YOY



\$19.82/hr

\$17.13 - \$19.00

▼ 4-16% YOY



\$19.82/hr

\$15.05 - \$17.62

▼ 11-32% YOY



\$18.83/hr

\$17.00 - \$18.75

▼ 1-11% YOY



\$18.15/hr

\$13.73 - \$17.47

▼ 4-32% YOY



\$17.96/hr

\$12.36 - \$17.99

▼ 0-31% YOY



\$16.16/hr

\$12.77 - \$18.70

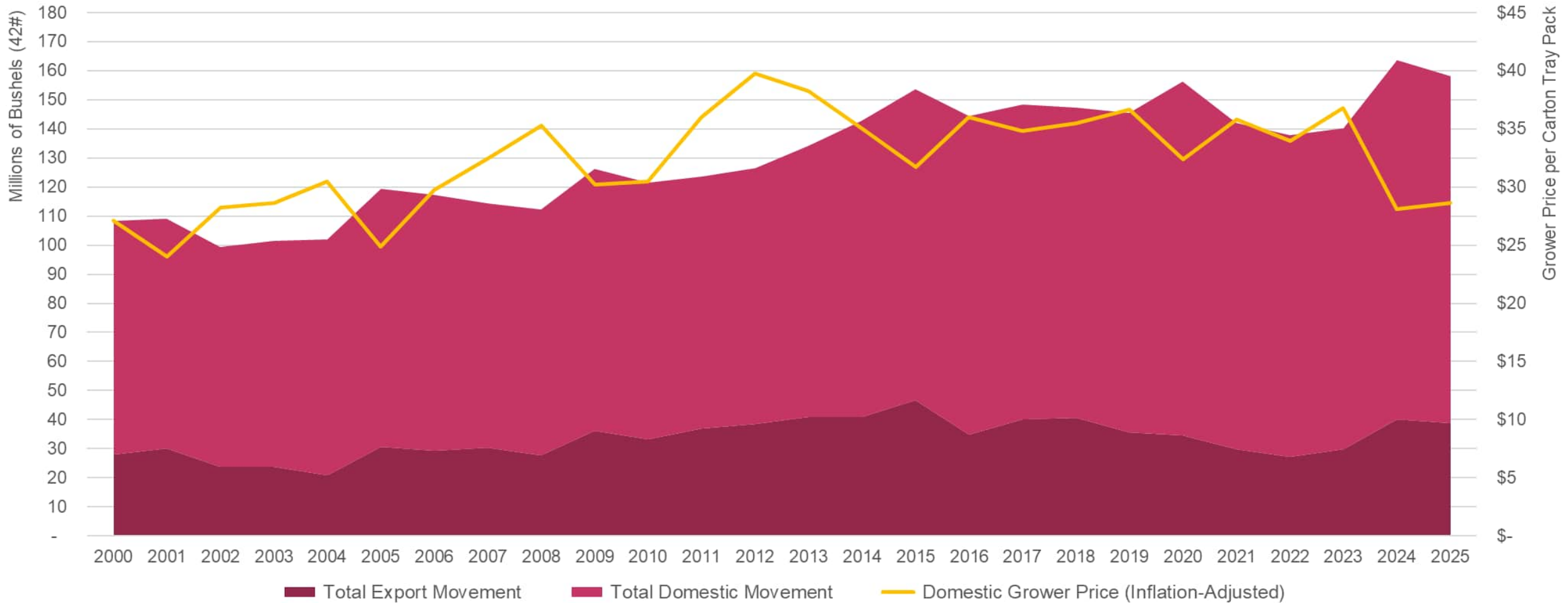
▼ 27% YOY

▲ 14% YOY

*AEWRs cannot be lower than the state's minimum or prevailing wages.

Sources: USDOL, ETA; USApple

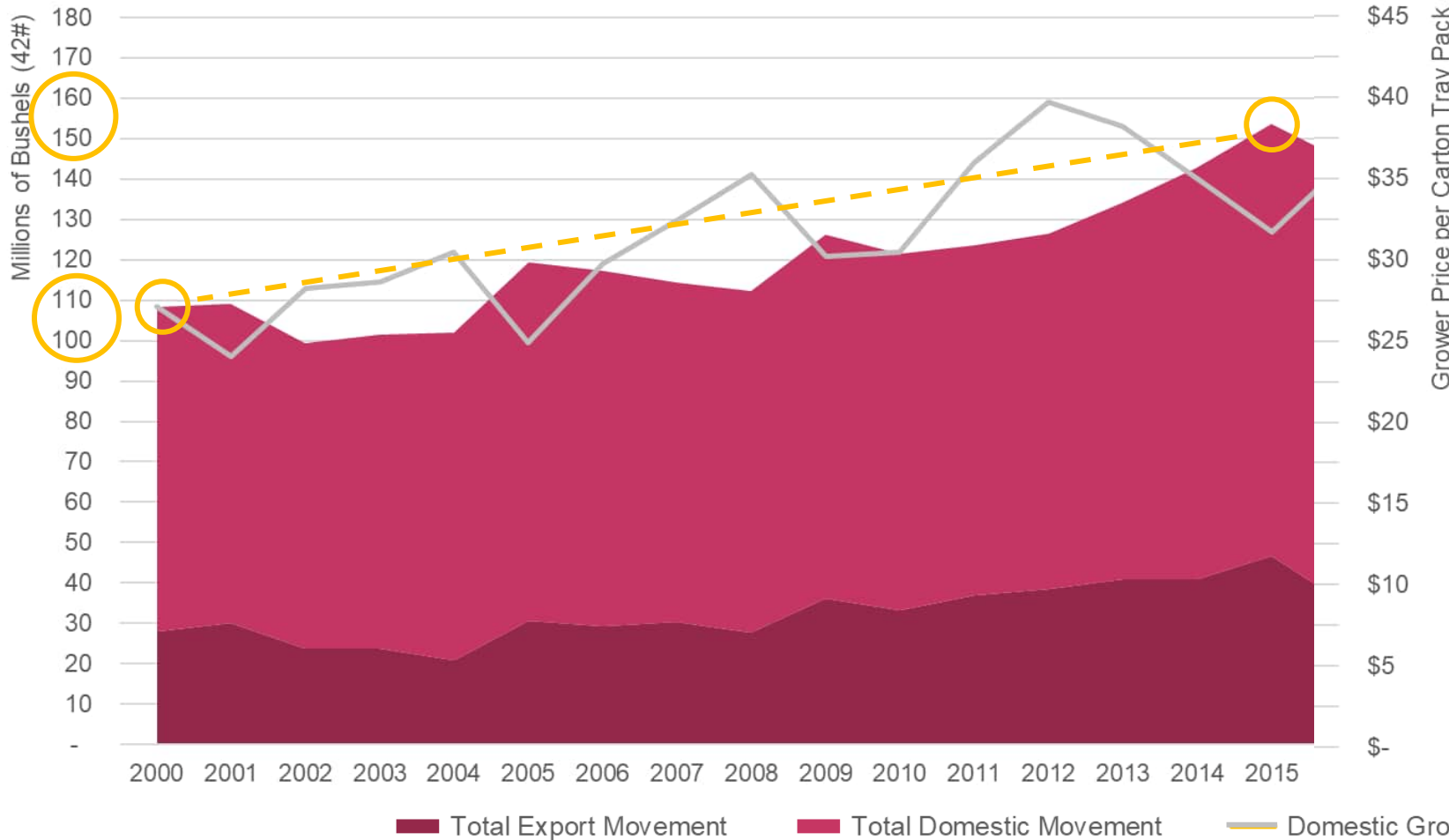
U.S. Fresh Apple Movement & Prices



Sources: USDA, AMS; USApple

U.S. Fresh Apple Movement & Prices

2000-2015

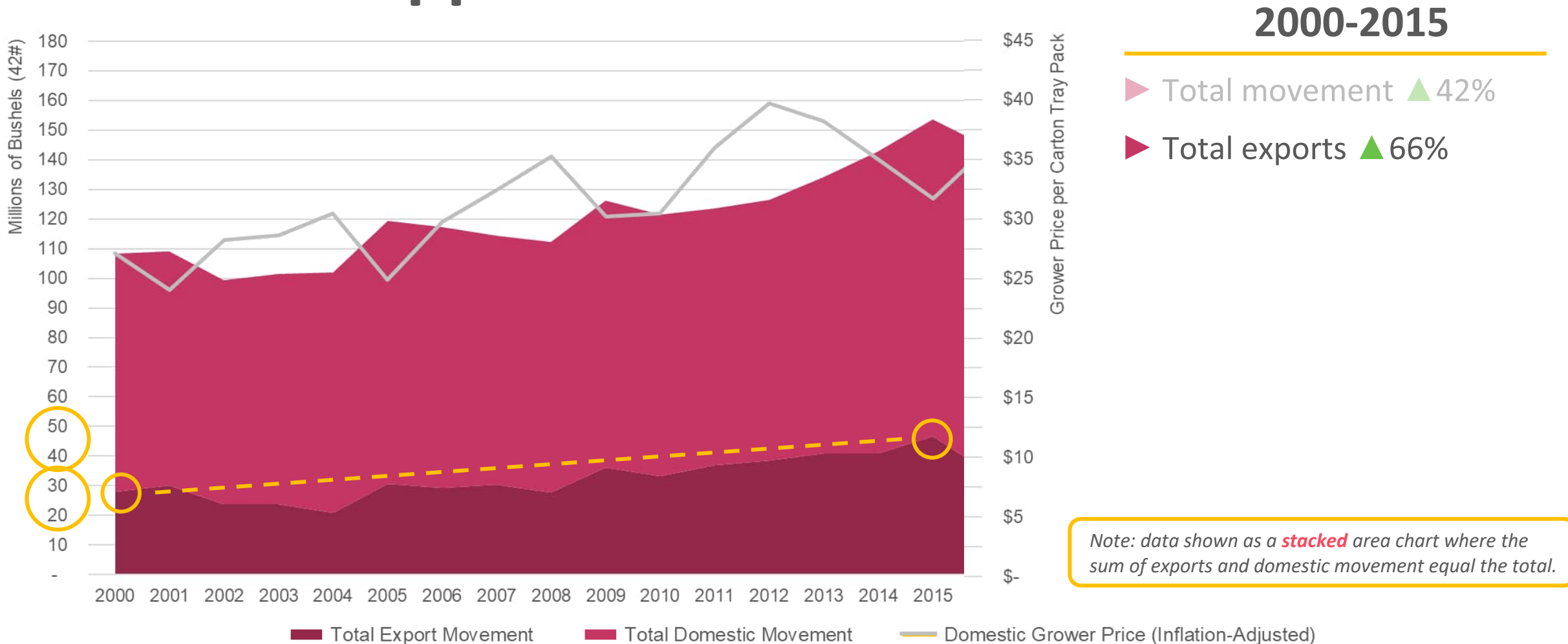


▶ Total movement ▲ 42%

*Note: data shown as a **stacked** area chart where the sum of exports and domestic movement equal the total.*

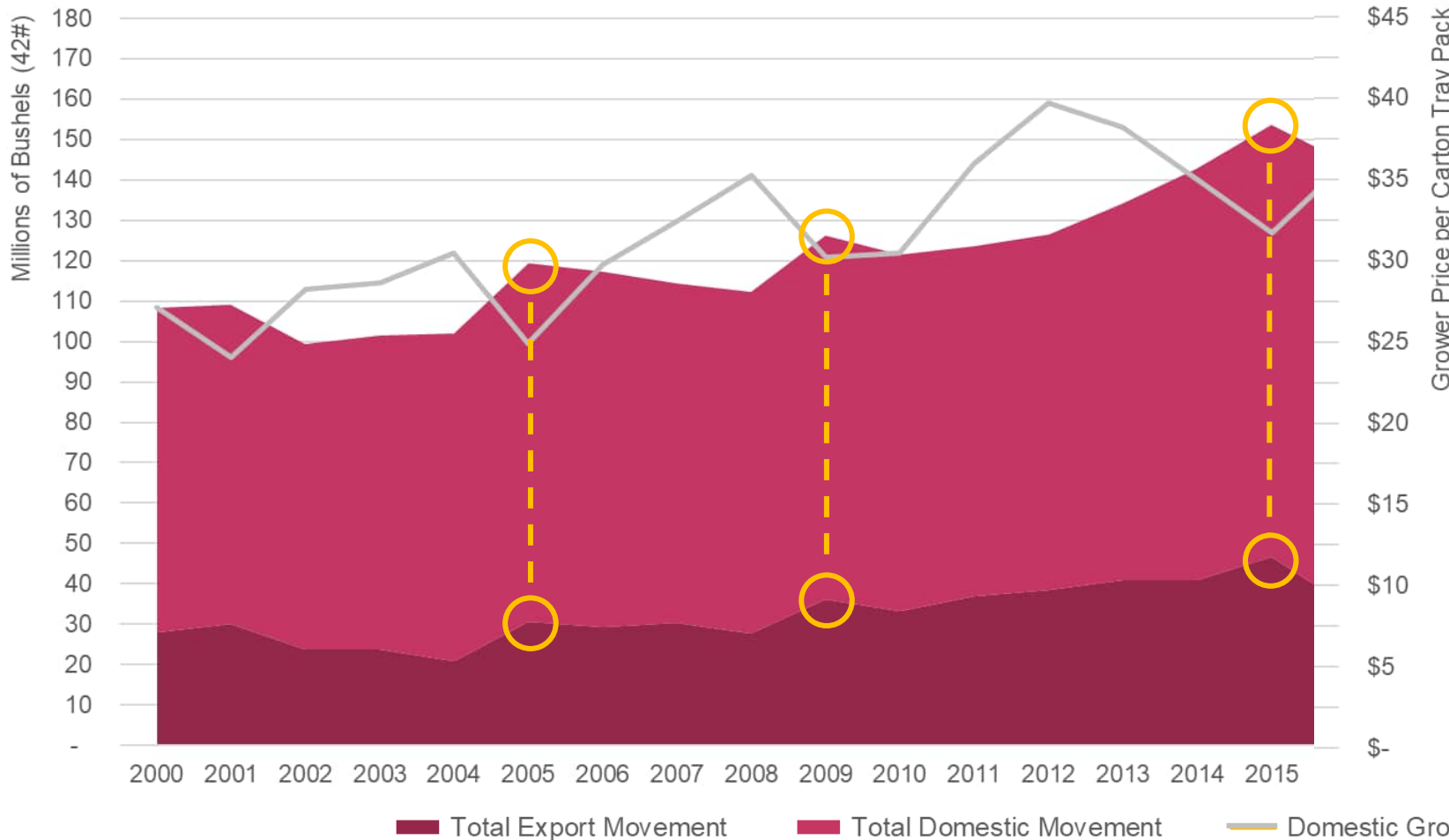
Sources: USDA, AMS; USApple

U.S. Fresh Apple Movement & Prices



Sources: USDA, AMS; USApple

U.S. Fresh Apple Movement & Prices



2000-2015

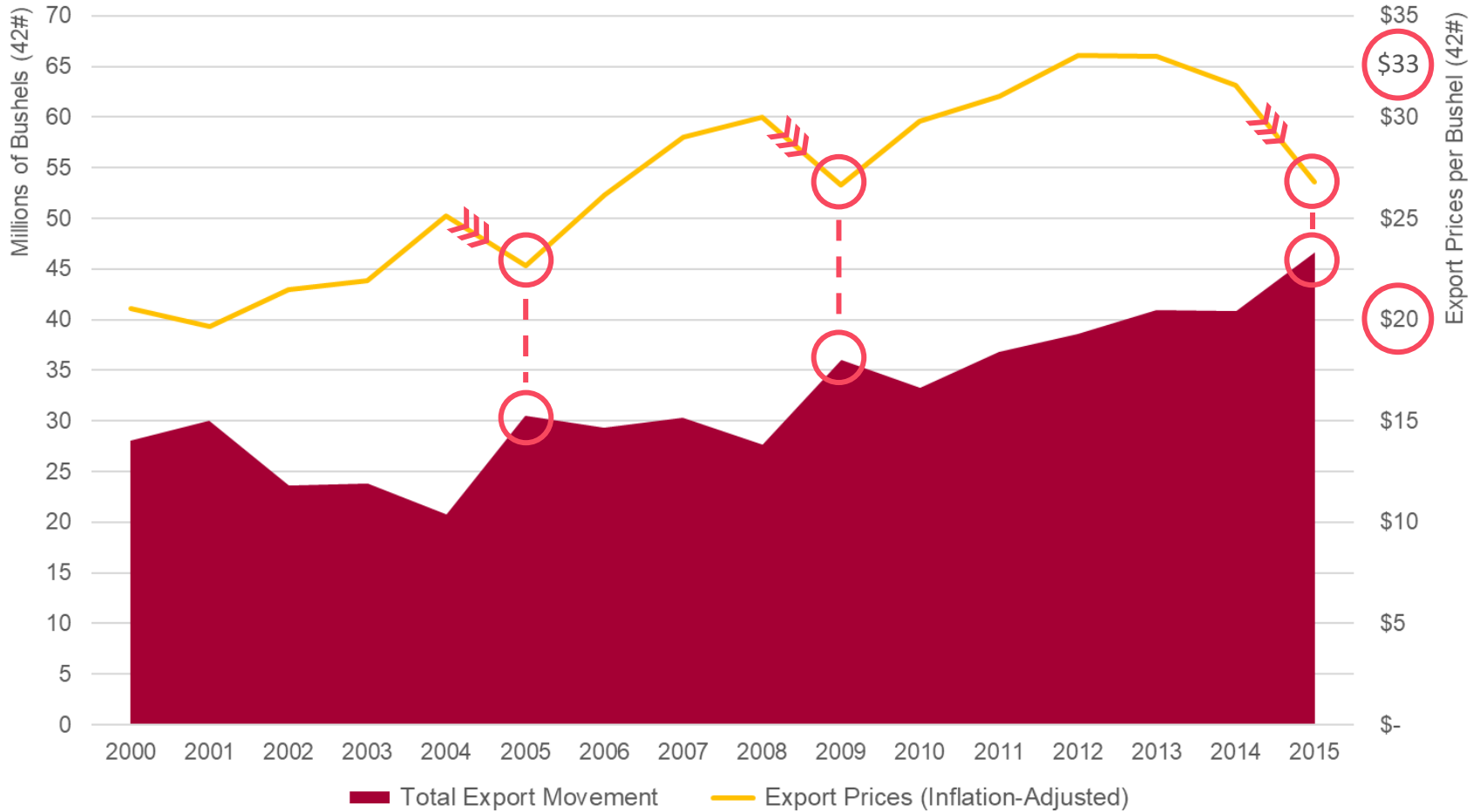
- Total movement ▲ 42%
- Total exports ▲ 66%
- Surges in production managed with export growth

Note: data shown as a **stacked** area chart where the sum of exports and domestic movement equal the total.

Sources: USDA, AMS; USApple

U.S. Fresh Apple Movement & Prices

2000-2015

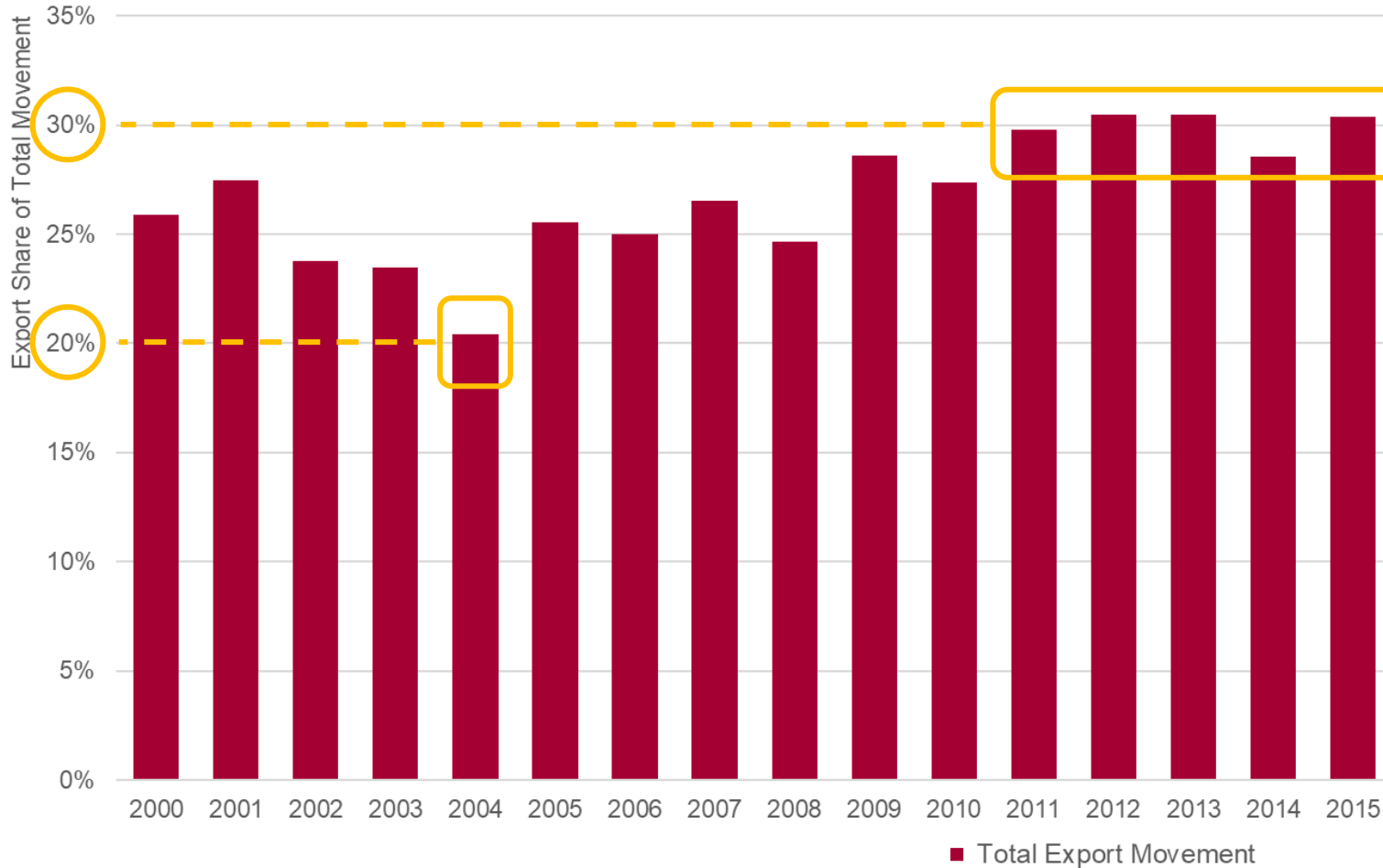


- ▶ Total movement ▲ 42%
- ▶ Total exports ▲ 66%
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Sources: USDA, AMS; USApple

U.S. Fresh Apple Movement & Prices

2000-2015

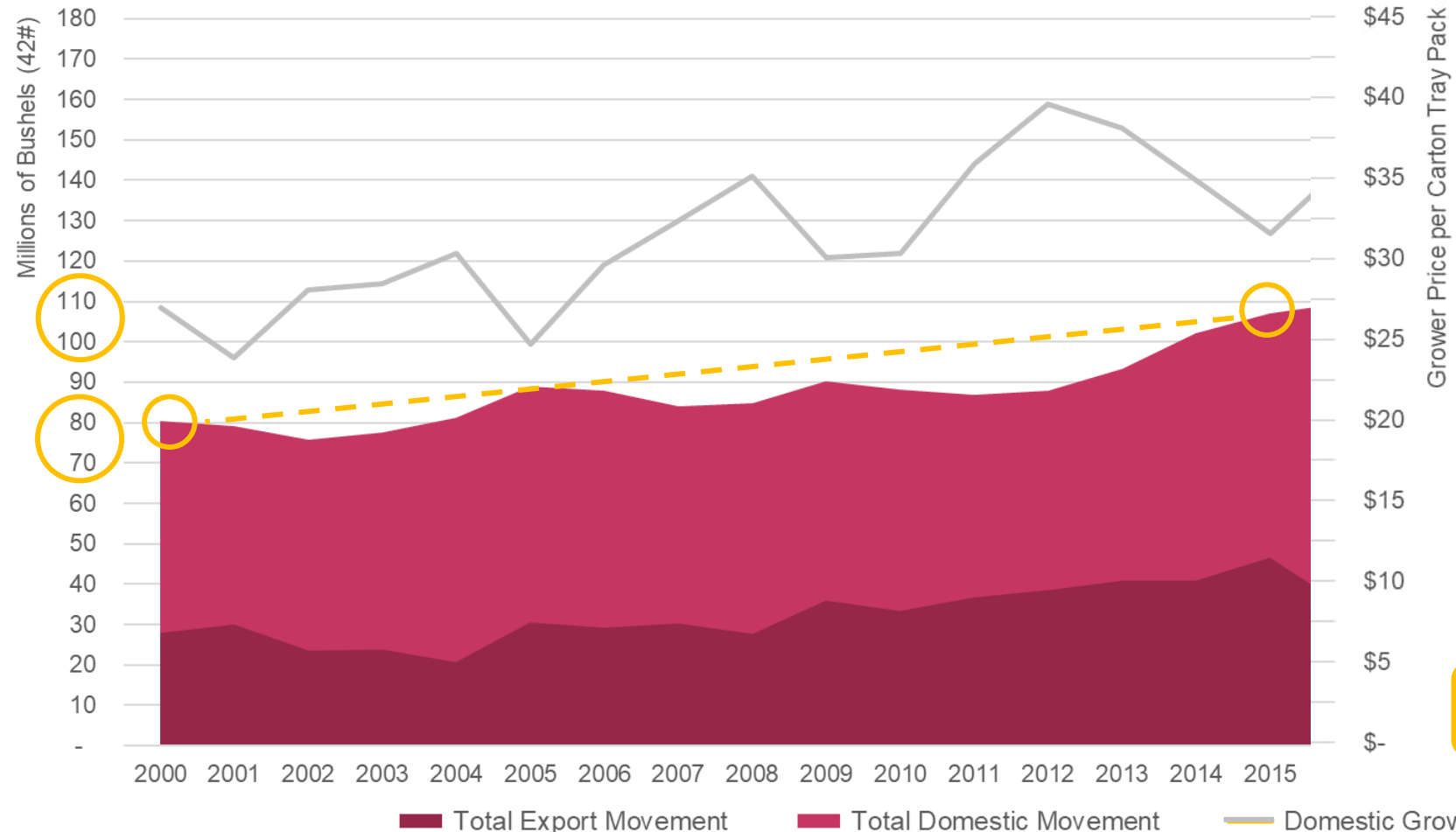


- ▶ Total movement ▲ 42%
- ▶ Total exports ▲ 66%
- ▶ Surges in production managed with export growth
- ▶ Exports ~30% of movement

Sources: USDA, AMS; USApple

U.S. Fresh Apple Movement & Prices

2000-2015

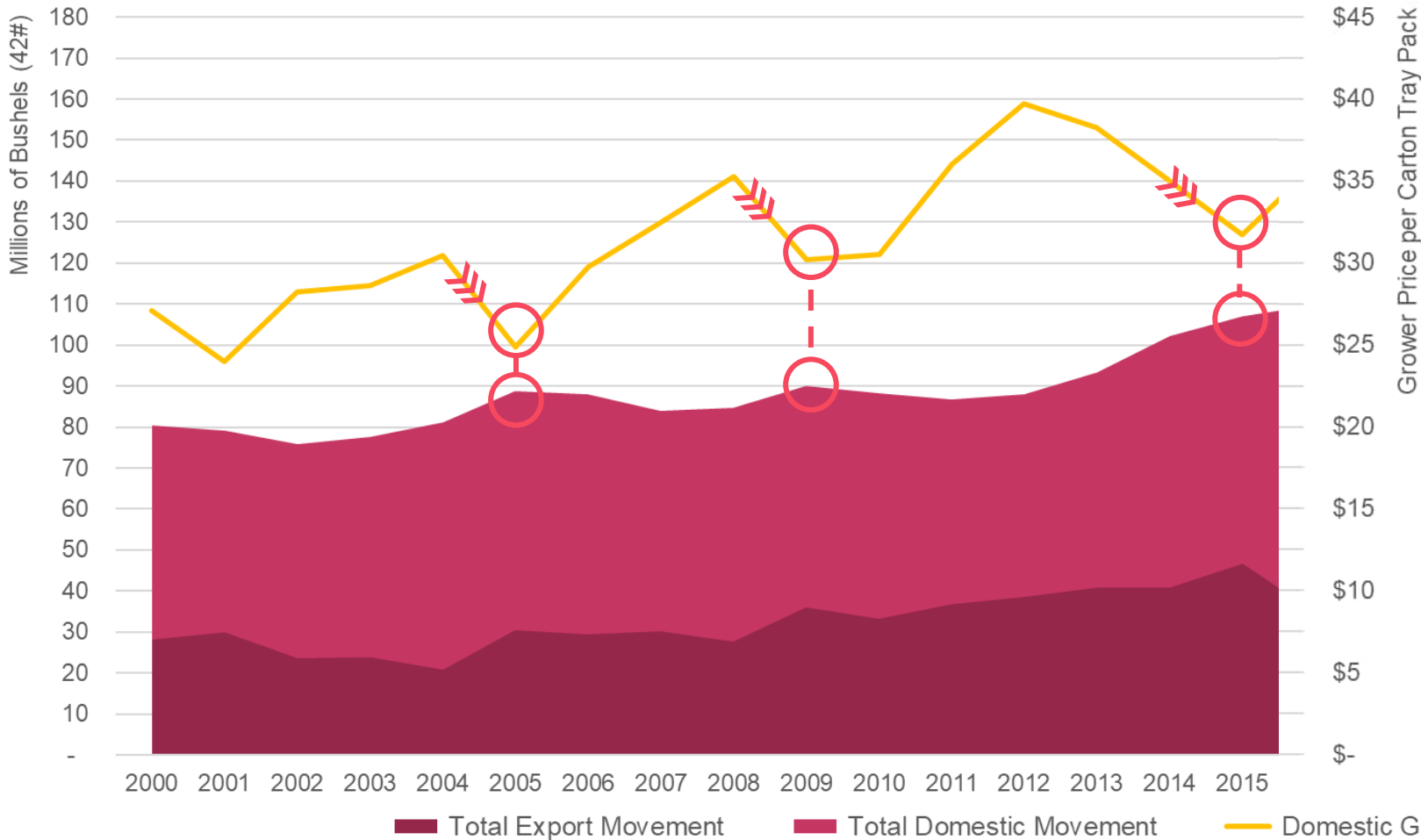


- ▶ Total movement ▲ 42%
- ▶ Total exports ▲ 66%
- ▶ Surges in production managed with export growth
- ▶ Exports ~30% of movement
- ▶ Domestic movement ▲ 33%

*Note: data shown as an **unstacked** area chart highlighting domestic movement levels and growth.*

Sources: USDA, AMS; USApple

U.S. Fresh Apple Movement & Prices



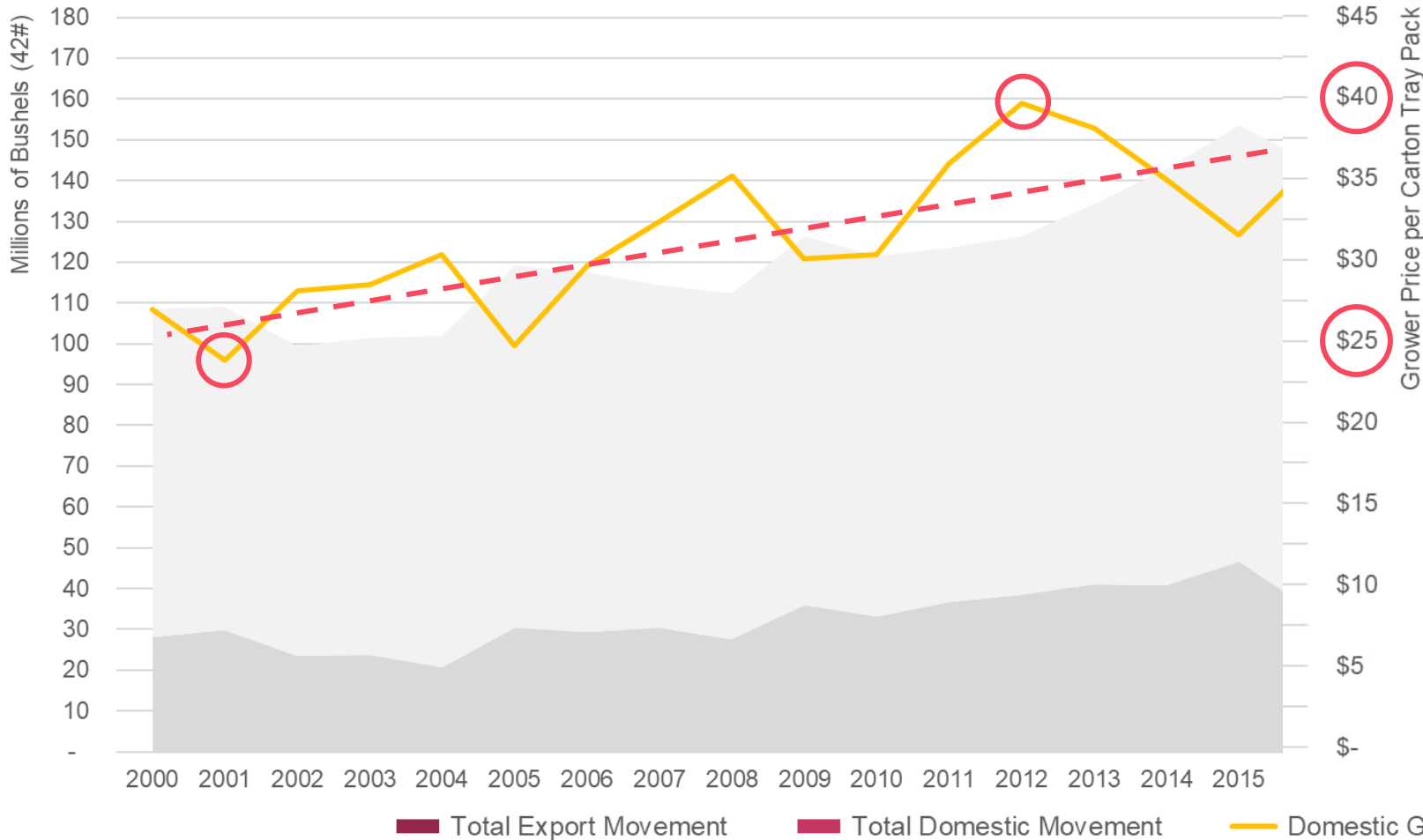
2000-2015

- ▶ Total movement ▲ 42%
- ▶ Total exports ▲ 66%
- ▶ Surges in production managed with export growth
- ▶ Exports ~30% of movement
- ▶ Domestic movement ▲ 33%

Note: data shown as an *unstacked* area chart highlighting domestic movement levels and growth.

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U.S. Fresh Apple Movement & Prices

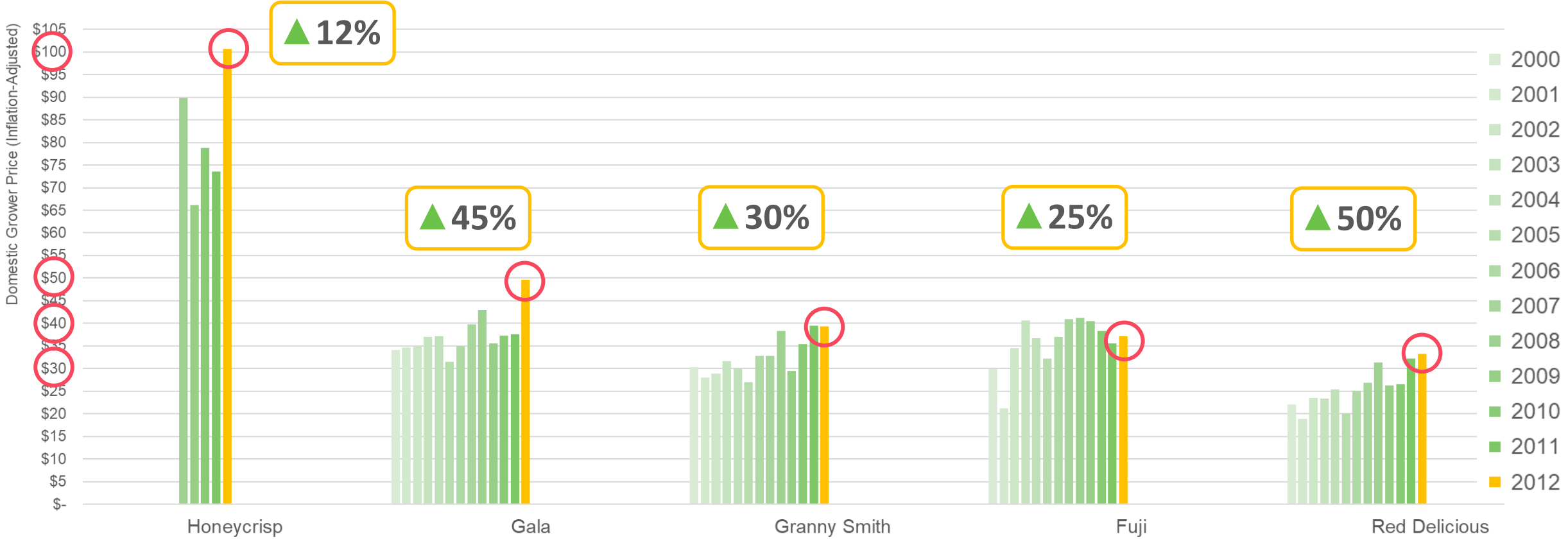


- ▶ Total movement ▲ 42%
- ▶ Total exports ▲ 66%
- ▶ Surges in production managed with export growth
- ▶ Exports ~30% of movement
- ▶ Domestic movement ▲ 33%
- ▶ Domestic prices ▲ \$40/box

*Note: data shown as a **stacked** area chart where the sum of exports and domestic movement equal the total.*

Sources: USDA, AMS; USApple

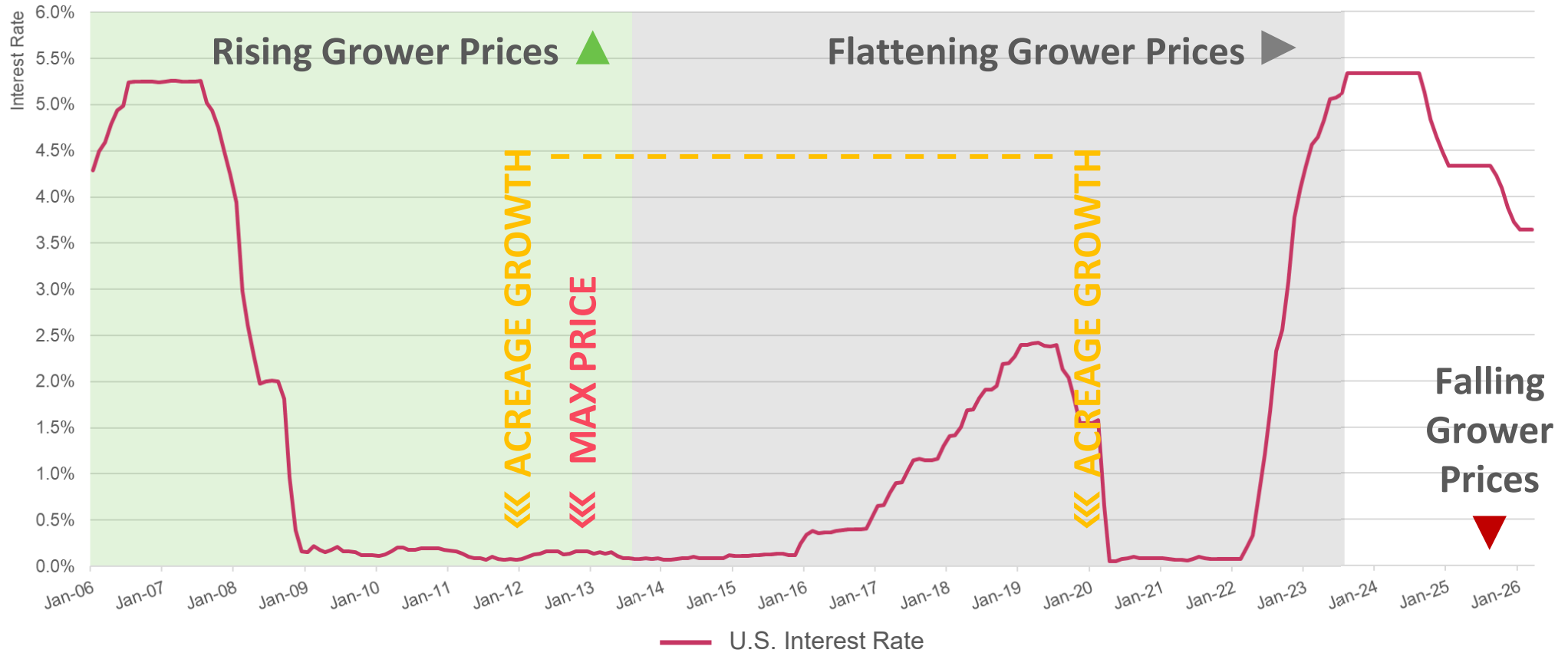
U.S. Fresh Apple Prices: By Variety



Sources: USDA, AMS; USApple

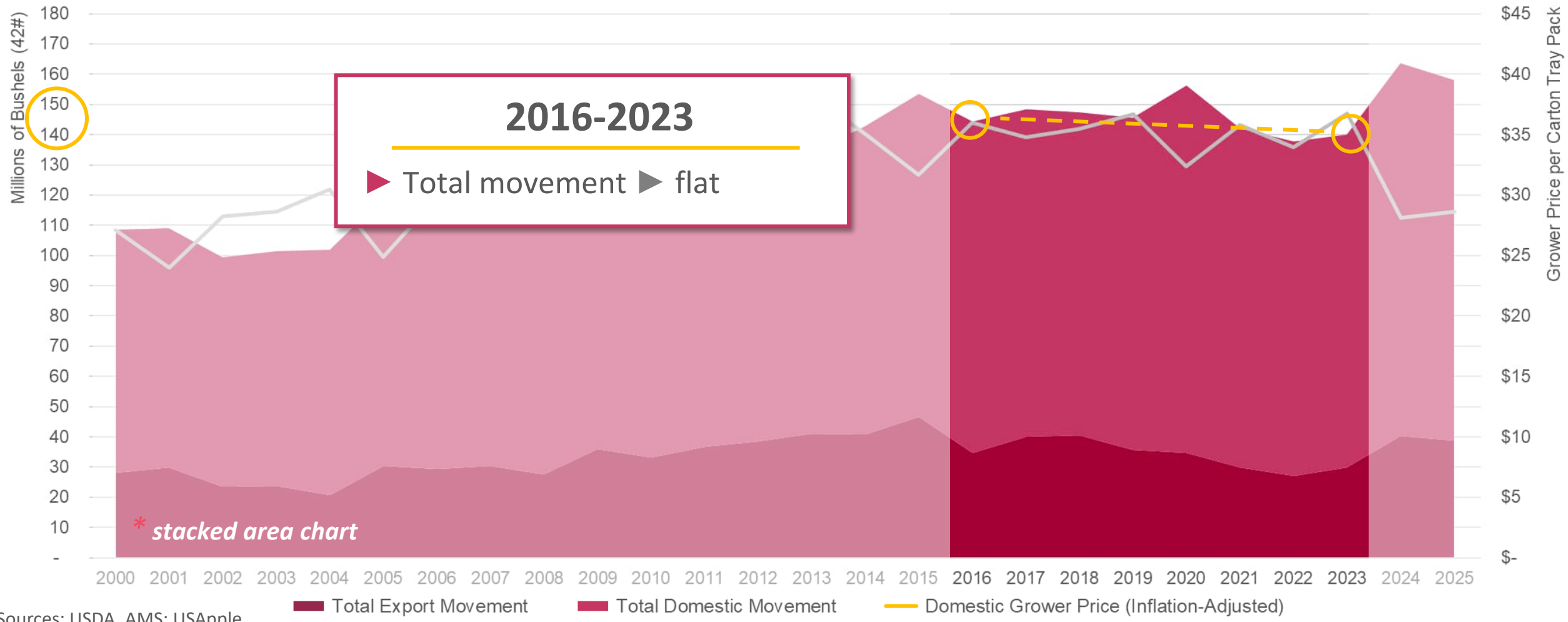
U.S. Fresh Apple Market: Virtuous Cycle

2000-2015



Sources: FRED; USApple

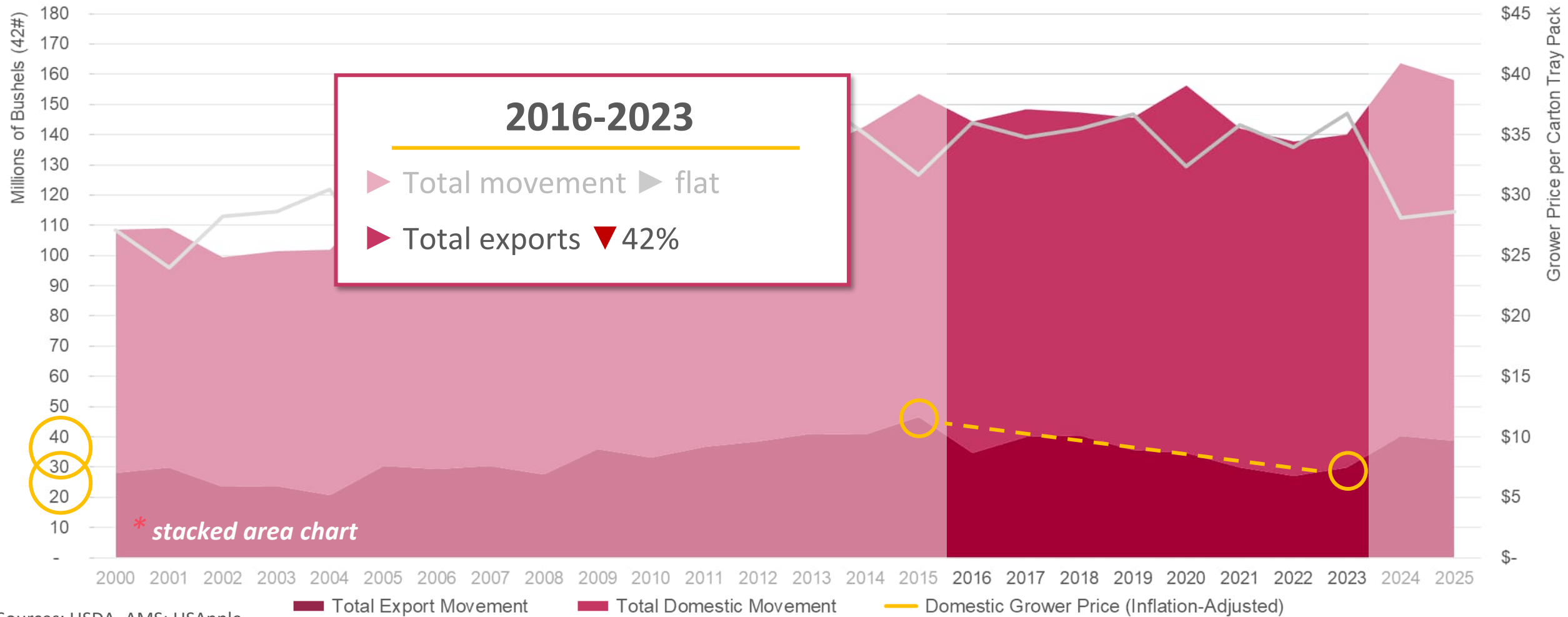
U.S. Fresh Apple Movement & Prices



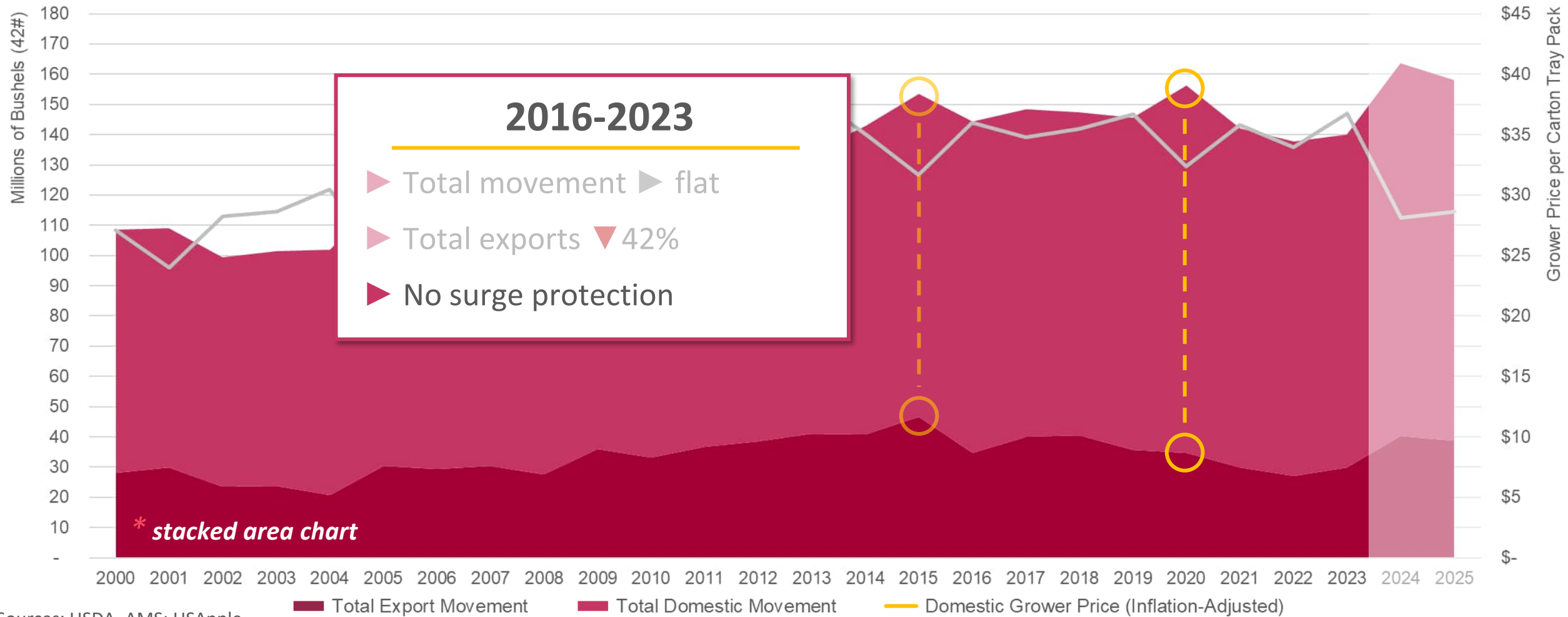
Sources: USDA, AMS; USApple

■ Total Export Movement
 ■ Total Domestic Movement
 — Domestic Grower Price (Inflation-Adjusted)

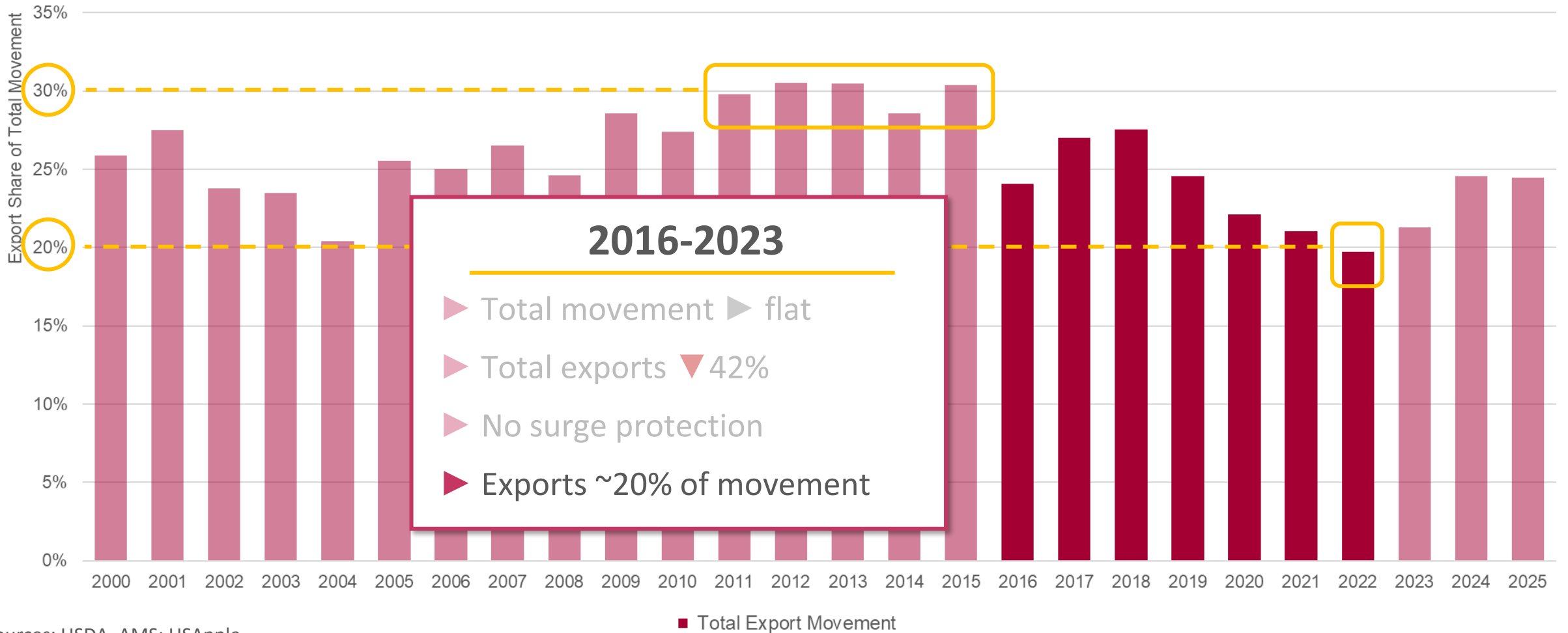
U.S. Fresh Apple Movement & Prices



U.S. Fresh Apple Movement & Prices

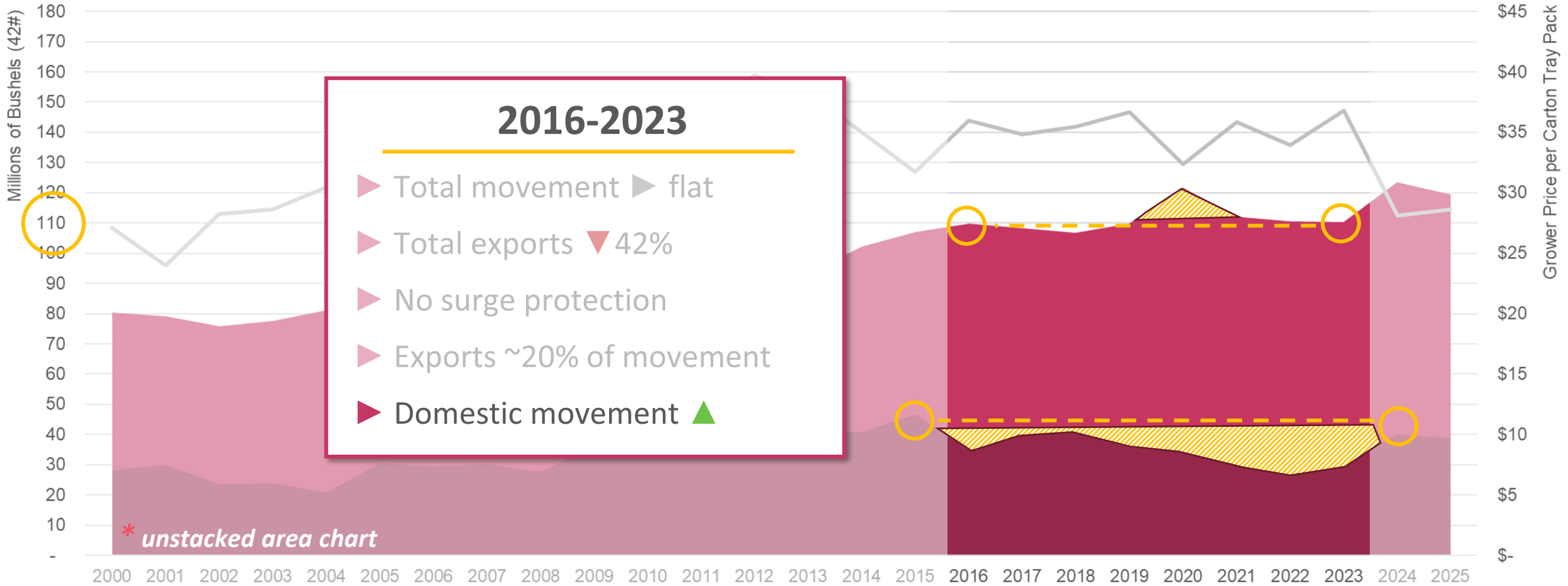


U.S. Fresh Apple Movement & Prices



Sources: USDA, AMS; USApple

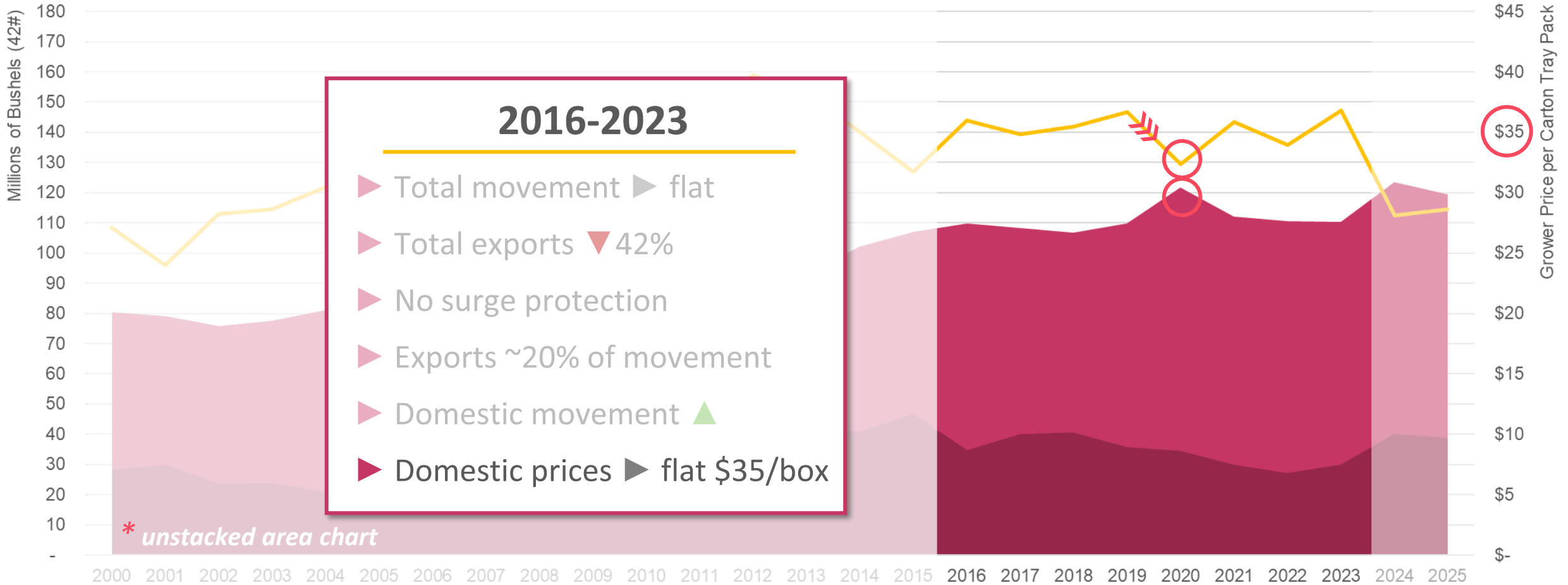
U.S. Fresh Apple Movement & Prices



Sources: USDA, AMS; USApple

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 ■ Total Domestic Movement
 — Domestic Grower Price (Inflation-Adjusted)

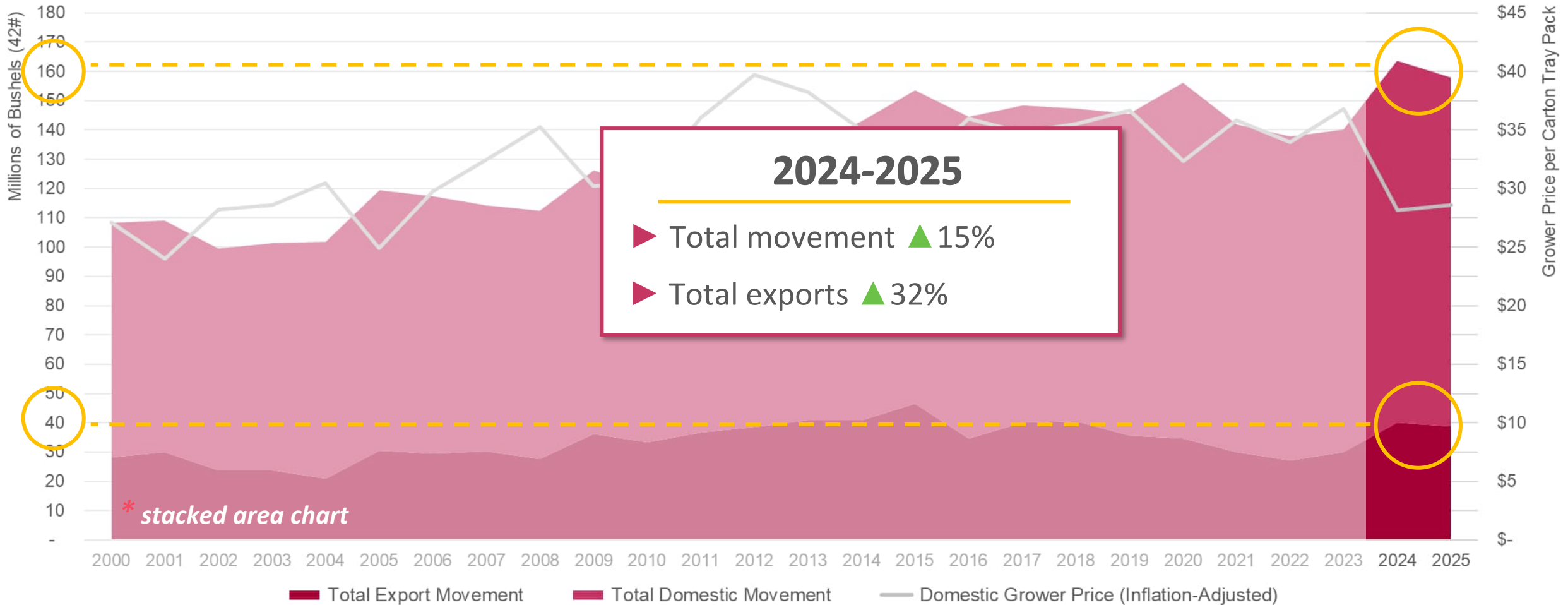
U.S. Fresh Apple Movement & Prices



Sources: USDA, AMS; USApple

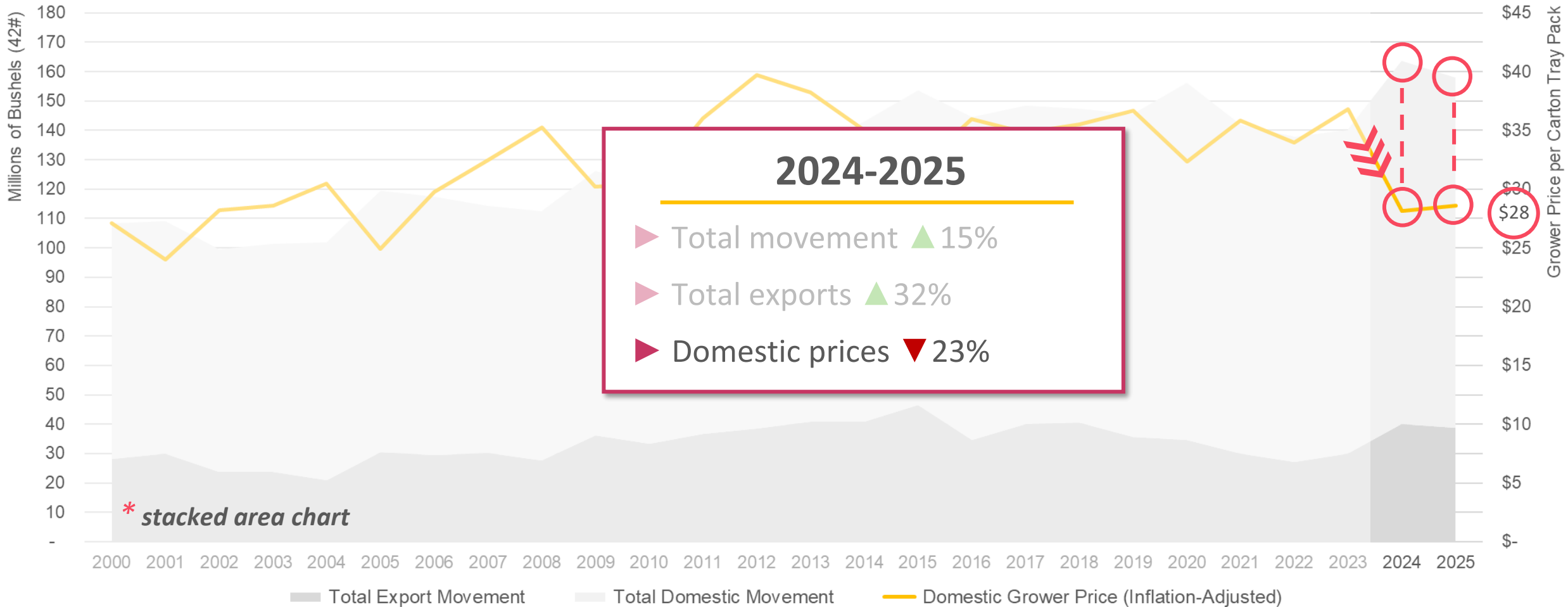
■ Total Export Movement
 ■ Total Domestic Movement
 — Domestic Grower Price (Inflation-Adjusted)

U.S. Fresh Apple Movement & Prices



Sources: USDA, AMS; USApple

U.S. Fresh Apple Movement & Prices

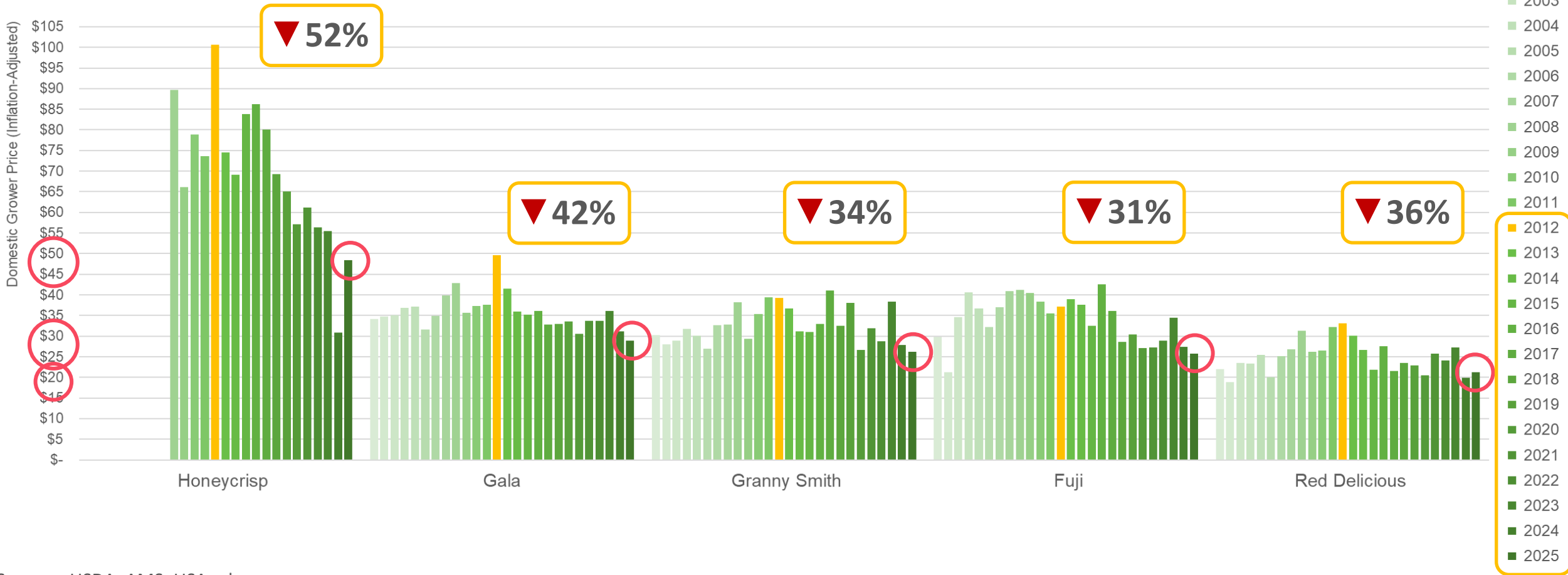


Sources: USDA, AMS; USApple

U.S. Fresh Apple Prices: By Variety

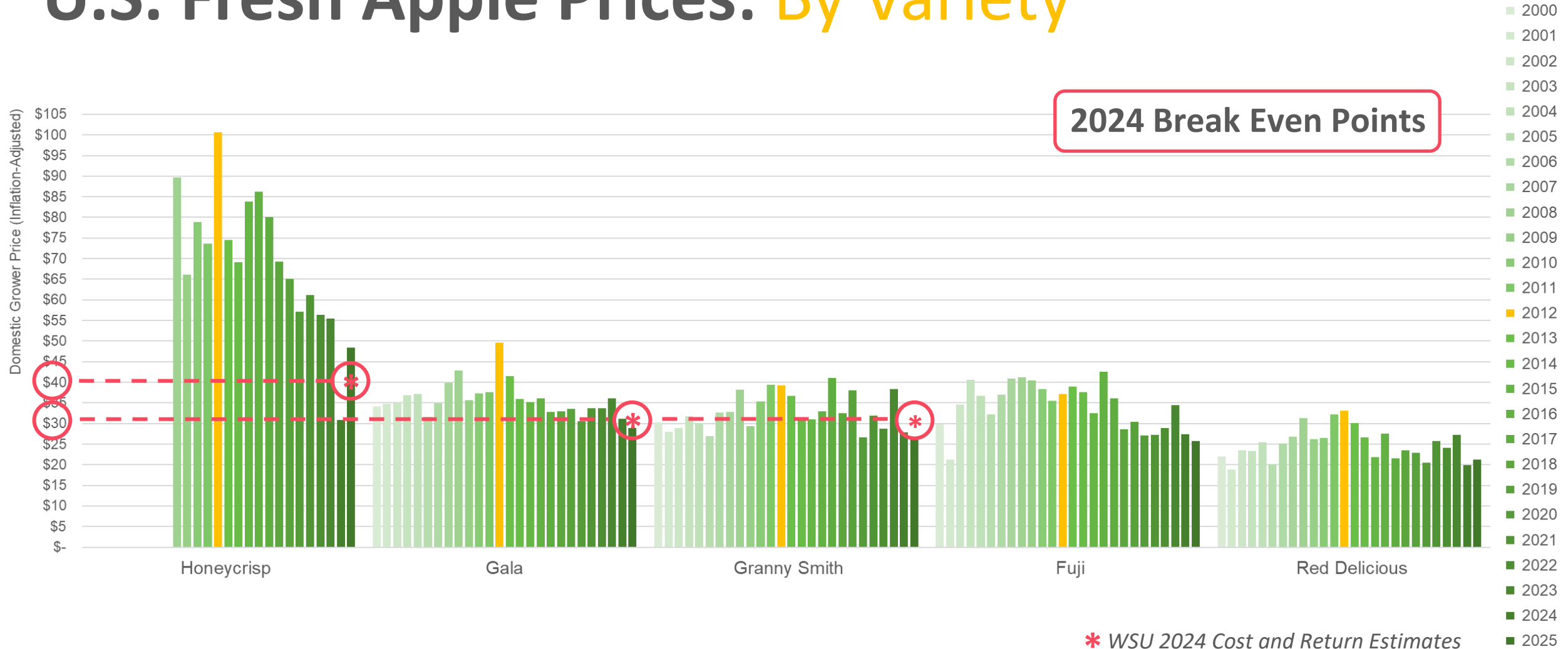
35

- 2000
- 2001
- 2002
- 2003
- 2004
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- 2011
- 2012
- 2013
- 2014
- 2015
- 2016
- 2017
- 2018
- 2019
- 2020
- 2021
- 2022
- 2023
- 2024
- 2025



Sources: USDA, AMS; USApple

U.S. Fresh Apple Prices: By Variety

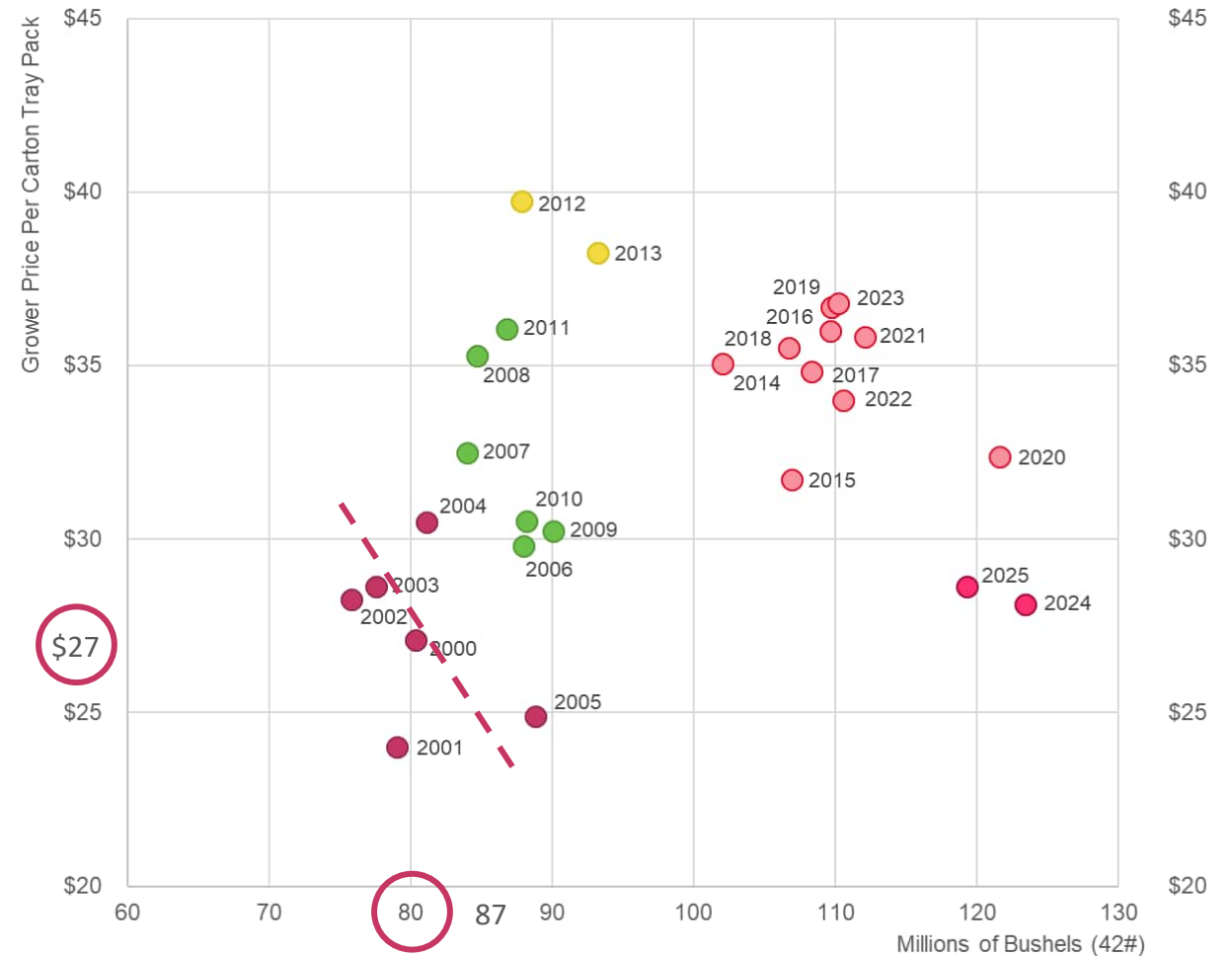


Sources: USDA, AMS; USApple

U.S. Apple Demand Curves: 2000-2025

Domestic Movement Price

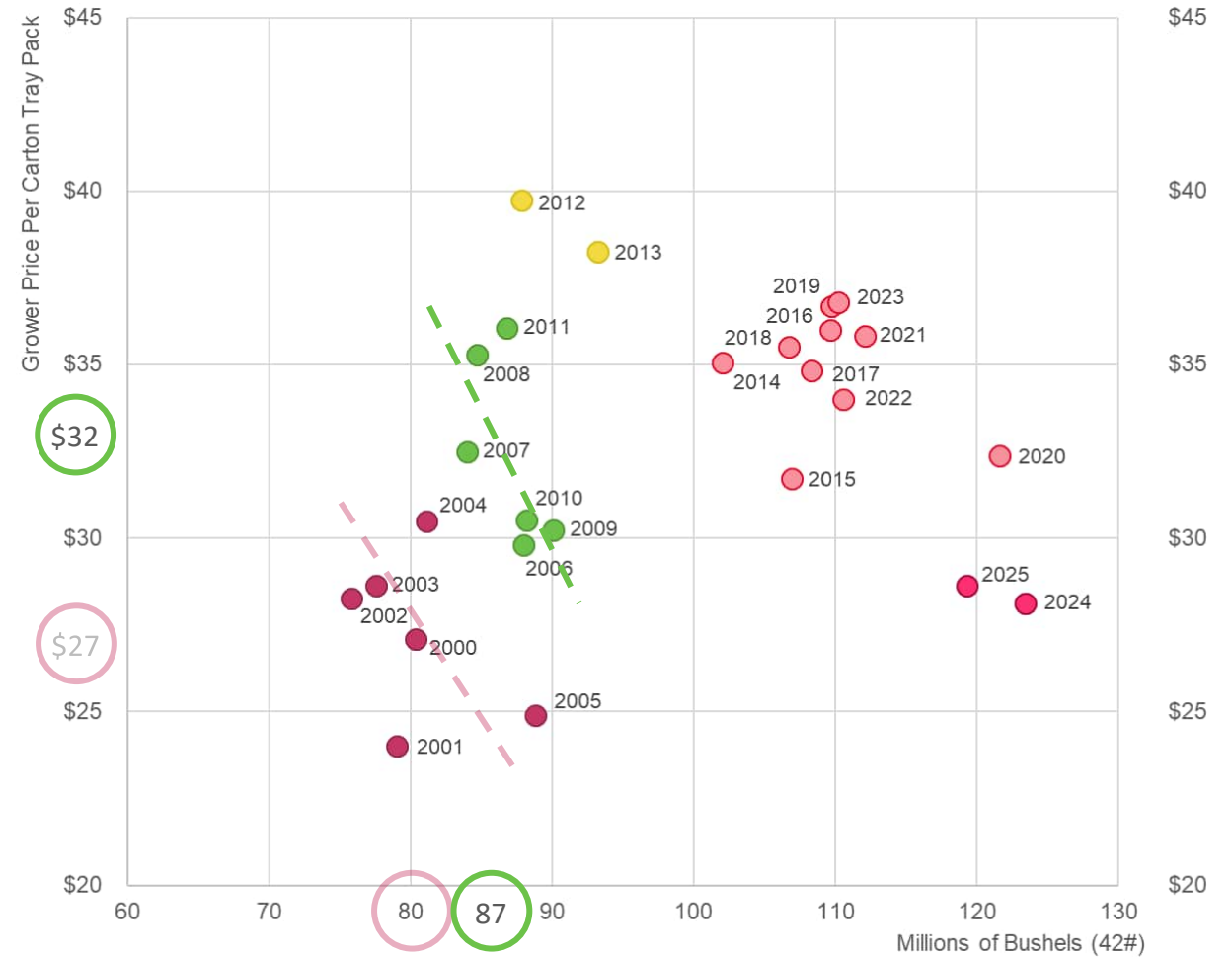
● 2000-2005 80 M BU \$27 /BOX



Sources: USDA, AMS; USApple

U.S. Apple Demand Curves: 2000-2025

	Domestic Movement	Price
● 2000-2005	80 M BU	\$27 /BOX
● 2006-2011	87 M BU	\$32 /BOX

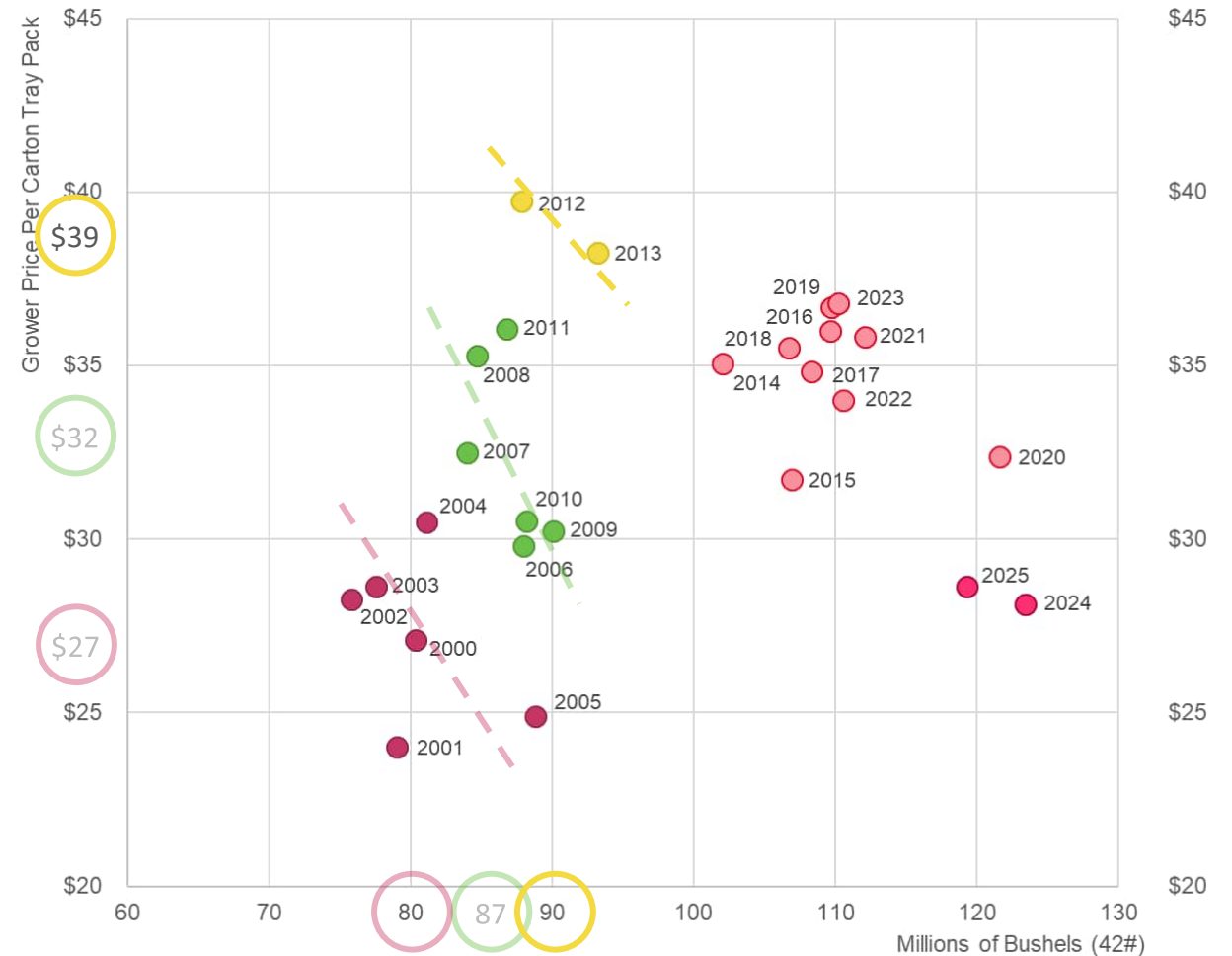


Sources: USDA, AMS; USApple

U.S. Apple Demand Curves: 2000-2025

Domestic Movement Price

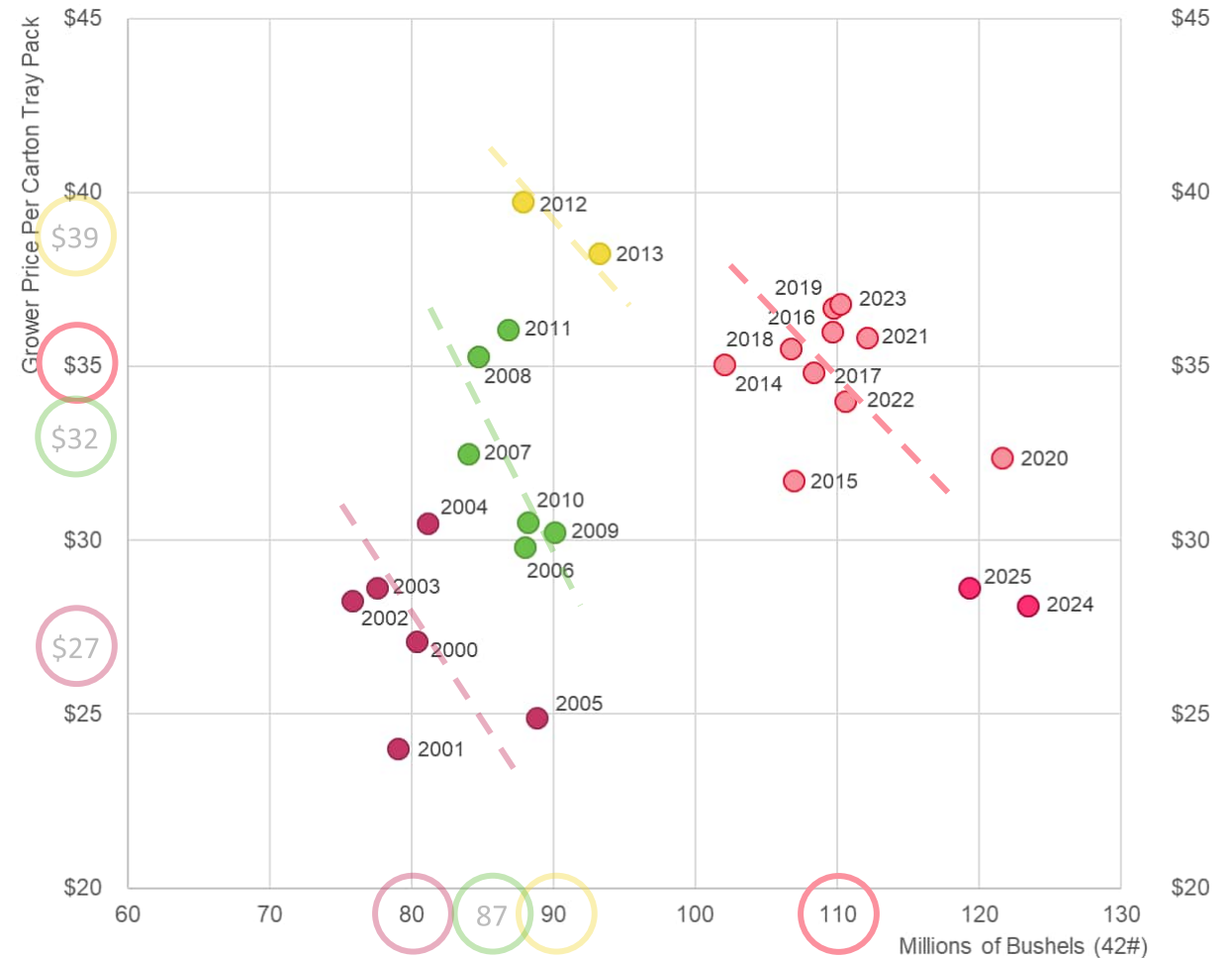
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● 2012-2013	90 M BU	\$39 /BOX



Sources: USDA, AMS; USApple

U.S. Apple Demand Curves: 2000-2025

	Domestic Movement	Price
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●	2014-2023	110 M BU \$35 /BOX



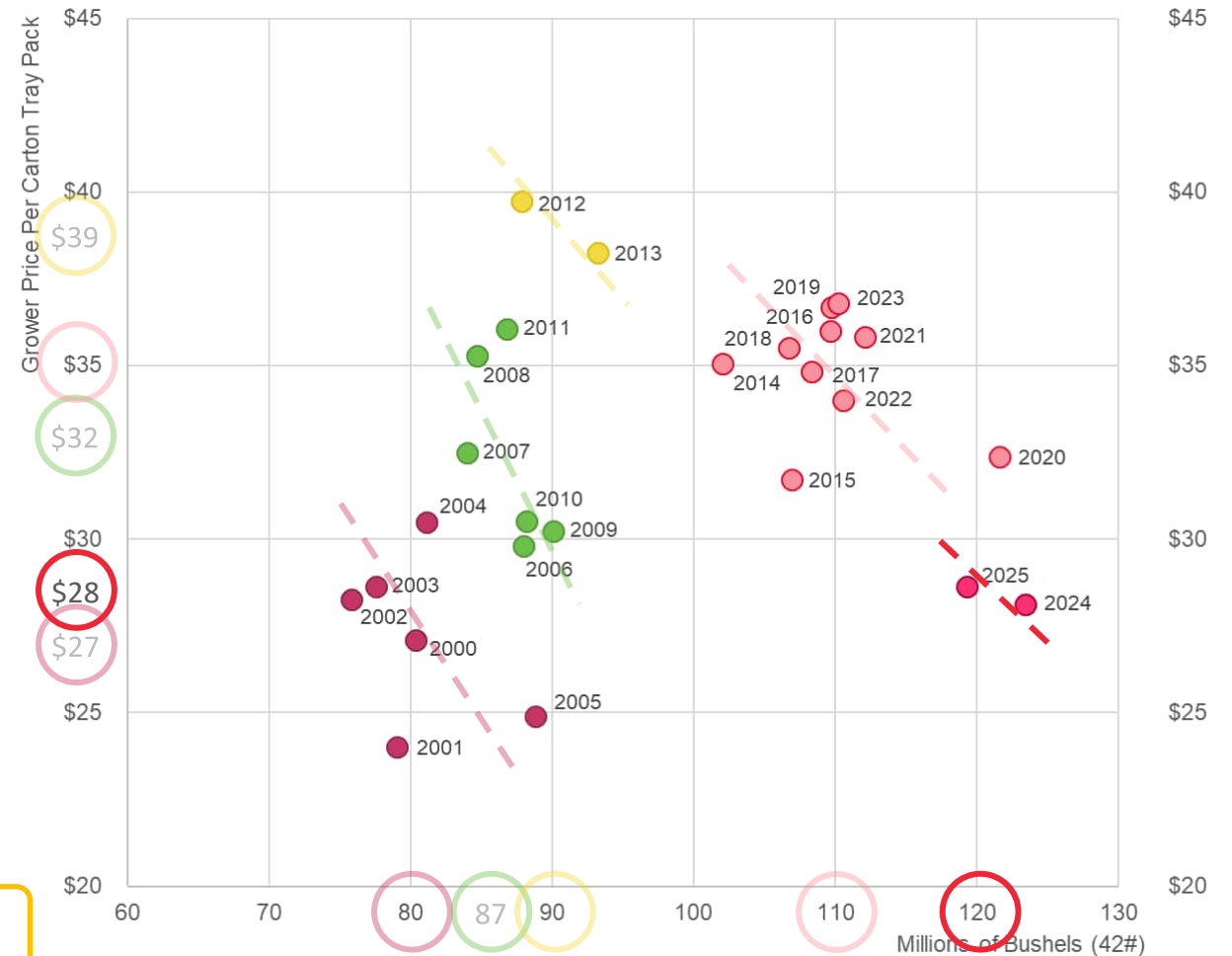
Sources: USDA, AMS; USApple

U.S. Apple Demand Curves: 2000-2025

Domestic Movement Price

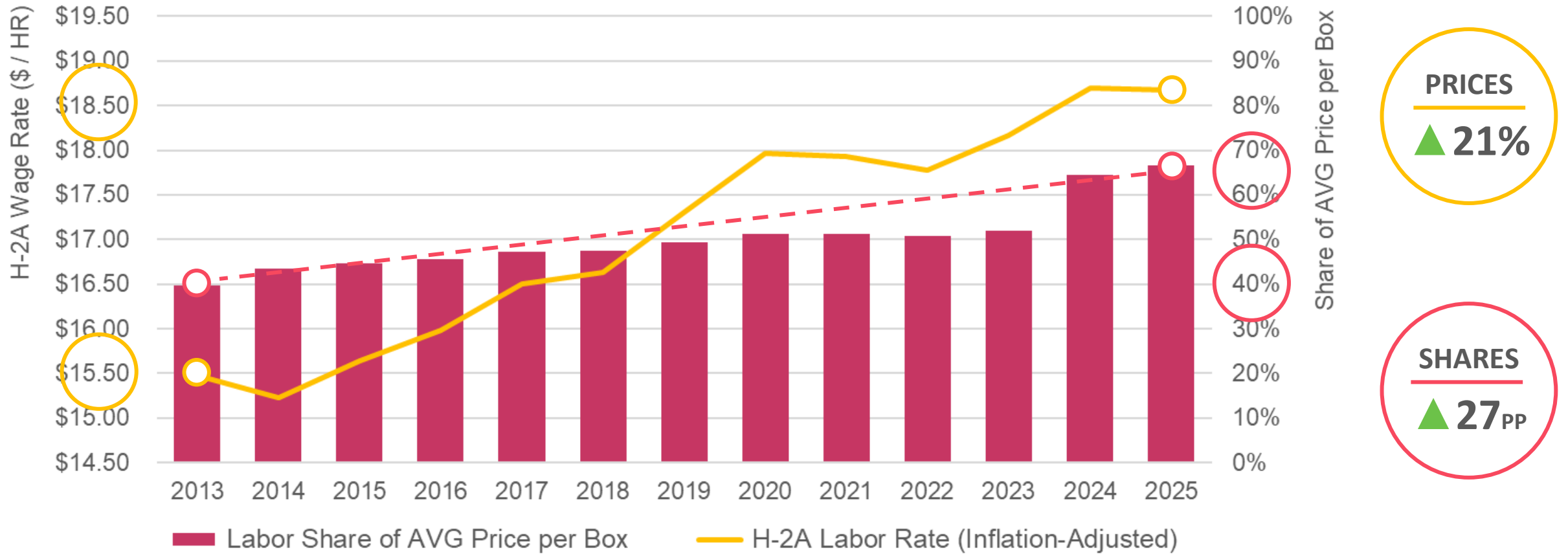
2000-2005	80 M BU	\$27 /BOX
2006-2011	87 M BU	\$32 /BOX
2012-2013	90 M BU	\$39 /BOX
2014-2023	110 M BU	\$35 /BOX
2024-2025	120 M BU	\$28 /BOX

Historical Break-Even Points?



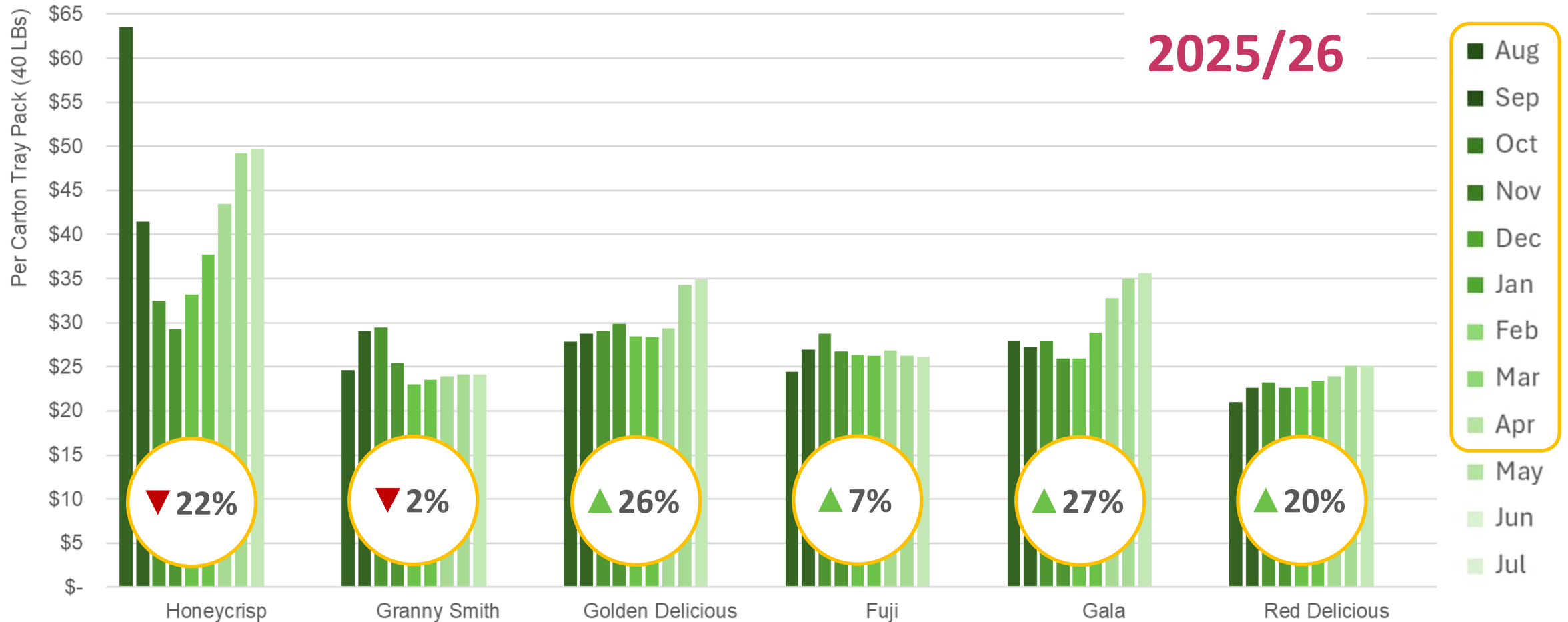
Sources: USDA, AMS; USApple

U.S. Apple Cost of Labor: 2013-2025



Sources: USDA, AMS; USApple

U.S. Apple Prices: Shipping Point



Sources: USDA, AMS; USApple

U.S. Apple Early Indicators: NCREIF



State OF THE Market

Year ending 12/31/2025



NCREIF Farmland Returns: one- and five-year, annualized, million dollars

	Market Value	Percent of Index	Property Count	Value Per Asset	One Year Return			Five Year Annualized Return		
					Income	Capital	Total	Income	Capital	Total
Total Farmland Index										
Total Farmland	\$16,213.7	100%	1035	\$15.7	3.1%	-2.8%	0.2%	3.2%	1.0%	4.2%
Annual Cropland	\$10,803.2	67%	703	\$15.4	3.0%	0.5%	3.5%	3.4%	5.4%	8.9%
Permanent Cropland	\$5,410.5	33%	332	\$16.3	3.2%	-8.5%	-5.4%	3.0%	-5.7%	-2.8%
Subindexes										
Annual Commodity	\$5,950.4	36.7%	486	\$12.2	2.6%	0.1%	2.7%	3.1%	6.8%	10.0%
Annual Fresh Produce	\$1,206.4	7.4%	51	\$23.7	3.6%	-0.9%	3.5%	3.9%	2.1%	6.0%
Annual All Others	\$3,646.4	22.5%	166	\$22.0	3.4%	1.5%	4.9%	3.7%	3.9%	7.7%
Almonds	\$836.1	5.2%	64	\$13.1	3.8%	-8.0%	-4.4%	1.4%	-10.0%	-8.7%
Apples	\$581.0	3.6%	38	\$15.3	-1.5%	-8.7%	-10.2%	0.9%	-2.0%	-1.2%
Pistachios	\$695.0	4.3%	26	\$26.7	9.5%	-5.6%	3.6%	5.6%	-6.8%	-1.4%
Wine Grapes	\$1,952.1	12.0%	97	\$20.1	1.1%	-13.0%	-12.0%	2.8%	-5.2%	-2.5%
Oranges	\$217.8	1.3%	13	\$16.8	7.3%	2.5%	9.9%	4.0%	-1.8%	2.1%

Sources: Agis Capital/NCREIF; USApple

USApple Key Take-Aways



▶ 2025/26 production down somewhat YOY due to weather and **quality issues**.



▶ 2025/26 exports starting strong – **optimism re: USMCA, India & Taiwan**



▶ 2025/26 grower prices are mixed – **new AEWs may significantly lower #1 cost**.



▶ 2000-2015 enjoyed a positive feedback loop peaking at **90 m bu for \$40/box**.



▶ 2015-2023 plateau tested limits of domestic demand at **145 m bu for \$35/box**.



▶ 2023-2025 downturn exceeded total demand at **160 m bu for \$30/box**.

Thank You!

*Better data,
better decisions.*

Christopher Gerlach

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Mark your calendars!

- ▶ **Outlook**
August 19-21, 2026
Chicago, IL

