

Washington State's Tree Fruit Industry

Wenatchee Valley Traffic Association

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Tree Fruit Industry Facts

- ▶ Agriculture: 17% of the state's economy
- ▶ 2 / 3rd of all fresh apples consumed in America
- ▶ 60% of all sweet cherries grown in America
- ▶ 45% of all pears grown in America

Tree Fruit Industry Facts

- ▶ 97% of the crop is consumed outside Washington State
- ▶ FOB sales revenue \$3.5 billion
- ▶ Chelan and Douglas regions share \$1.5 billion

Tree Fruit Industry Facts

- ▶ Fresh tree fruit crops:
 - Apples 110,000,000 40 lb boxes
 - Wenatchee District – 36 million
 - Pears 13,000,000 45 lb boxes
 - Wenatchee District – 9.5 million
 - Cherries (NW) 17,500,000 20 lb boxes
 - Wenatchee District – 7 million
 - Other Soft Fruit 500,000 boxes

Tree Fruit Industry Facts

- ▶ 30% of the crop is exported
- ▶ 30% through Puget Sound Ports
- ▶ 70% of cherries use west coast airports

Tree Fruit Industry Facts

Employees involved in growing, warehousing, packing, marketing and shipping:

- ▶ 25,000 full time
 - Wenatchee District 10,000
- ▶ Statewide: 5,000 seasonal
 - Wenatchee District 2,500
- ▶ 40,000 June to mid-November

Tree Fruit Industry Facts

- ▶ 140,000 truckloads per year
- ▶ Equates to 540 truckloads out of the state every day, 5 days per week, 52 weeks per year
 - **Wenatchee District** **216 truckloads**
- ▶ 500,000+ truckloads of activity
 - **Wenatchee District** **200,000 truckloads**

Tree Fruit Industry Facts

90% of domestic shipments are transported by truck

- World class all weather highways
- Quality local county and state road system

USDA estimates that 5% moves by rail

Tree Fruit Industry Facts

Challenges and Opportunities

- ▶ Newer varieties
- ▶ Retail consolidation and specifications
- ▶ Food safety issues
- ▶ Inflation – fuels and fertilizers
- ▶ Foreign tariffs

Tree Fruit Industry Facts

Challenges and Opportunities

- ▶ Maintaining state-of the art competitiveness
- ▶ Regulation
- ▶ Dependable legal workforce
- ▶ Efficient/effective modes of transportation

Tree Fruit Industry Facts

The Tree Fruit Industry

- ▶ Big business
- ▶ A matter of international business
- ▶ A major component in the overall success of Washington State's economy.

Tree Fruit Industry Facts

The Tree Fruit Industry is...

**The largest, most stable
driver of our 2 counties'
economy.**