

HORSMONDEN 105TH ANNUAL HARD FRUIT SALE

FRIDAY 25TH JULY 2014

Auctioneer: John Butler



Top Sales

£3437 per acre and £5.45 per bushel for Gala Apples

£4571 per acre and £7 per bushel for Conference Pears

Sale Averages: Dessert Apples £2305 per acre and £3.16 per bushel

Pears £2590 per acre and £4.96 per bushel

The last 2 years Fruit Sale descriptions in my reports read “from every angle this years 103rd Hard Fruit Sale was by far the best to date” with last year’s 104th Sale carrying the same description! You will also have read, loyal reader, to the swinging pendulum over the various earlier reports!! Well the pendulum swung with an unparalleled vengeance in this year’s Sale for quality, clean crops of Bramley which had “nil” demand. The overhang of last year’s Bramley still in store unsold, combined with a sluggish demand for volume sales of Bramley over the last 9 months, snuffed out at a stroke any flickering interest there may have been for Bramley. A very worrying and sombre outlook for the coming season.

In complete contrast you will see from the enclosed averages and sale highlights that good quality Dessert Apples & Pears were keenly sought by our selective buyers, resulting in some excellent prices being paid for our grower vendors—all sales at the risk of the Purchasers on the fall of the hammer with full payment following two weeks later. Undoubtedly early money for top fruit crops this year will prove to be the best net prices returned to growers before further harvesting and storage costs are incurred.

The early market reports of demand and prices do not give confidence for increased demand and returns—let us hope that the pendulum swings—yet again—in favour of the UK growers and producers.
Time will tell !!



Auctioneers: Lambert & Foster, Paddock Wood, Kent

Based on Auctioneer's crop estimates

TOP ORCHARD AVERAGES PER ACRE

	2014		2013	2012
Top 6 Dessert	2,516	Top 6 Dessert	3,754	3,484
Top 6 Pears	2,533	Top 6 Pears	3,223	2,661

2014 TOP LOT AVERAGES

	£ PER ACRE			£ PER BUSHEL			£
	From	To	Average	From	To	Average	PER BIN
TOP 6 DESSERT ORCHARDS	1,276	3,437	2,516	2.72	5.45	3.83	61.28
TOP 6 PEAR ORCHARDS	1,125	4,571	2,533	3.33	7.00	5.35	85.60

OVERALL 2014 SALE AVERAGES

	£ PER ACRE			£ PER BUSHEL			£
	From	To	Average	From	To	Average	PER BIN
DESSERT	1,085	3,437	2,305	1.90	4.80	3.16	50.56
PEARS	1,125	4,571	2,590	2.93	7.00	4.96	79.36
PLUMS (FULL CROPS)							
COBNUTS		130					

NOTE: All Averages based on Auctioneer's crop estimate.

A BUSHEL = 40 LB - 56 BUSHEL TO A TON - 16 BUSHEL TO A BIN

It is usual practice to give the 10 year old figures to provide a record of financial progress or otherwise!

HORSMONDEN 95TH ANNUAL HARD FRUIT SALE

FRIDAY 30TH JULY 2004

Auctioneer: John Butler

£3,714 per acre for Bramley

£3,600 per acre for Queen Cox

£5.60 per bushel paid for Queen Cox

£4.72 per bushel paid for Bramley

Sale Averages: Culinary £1,529 per acre

Dessert £1,485 per acre

Pears £791 per acre

As predicted the pendulum swung from last year's exceptionally high Bramley prices in favour of good Cox crops to give a top sale price of £5.60 per bushel for Queen Cox and £4.72 per bushel for quality Bramley. Last year's delighted Auctioneer was equally pleased to see a fast trade and good demand for quality well grown Dessert and Bramley crops alike – a deserving financial return to the many Vendors for delivering quality. Hail was prevalent over the two months or so prior to the sale and left its unfortunate effect on crop value. A strong demand was generated by local grower buyers and packers to give an overall sale average of £1,485 per acre and £3.22 per bushel for Dessert crops, and £1,529 per acre and £3.11 per bushel for Culinary apples. Pear crop demand was only steady to average £791 per acre and £2.57 per bushel.

TOP ORCHARD AVERAGES

	2004	2003	2002
Top 10 Culinary	£2,149 pa	£3,959 pa	£952 pa
Top 10 Dessert	£2,143 pa	£1,695 pa	£1,504 pa
Top 6 Pears	£940 pa	£968 pa	£1,066 pa

The above trend is clear for increasing demand and prices achieved for best quality well farmed Culinary and Dessert crops – with Pears remaining steady! As this report is written some 10 days after the sale, the mixture of hot weather and heavy rain should ensure the crops size well and reward the buyers!

Looking back in our 1994 Sale Report the Top Ten Culinary averaged £770 pa and £1.82 per bushel, the Top Ten Dessert Orchards averaged £1,004 pa and £3.20 per bushel, and the Top Three Pear Orchards £625 pa and £4.50 per bushel.

In this year's Sale of the 576 acres catalogued in 81 Lots, 52 Lots sold under the hammer and shortly after – giving an overall success rate of 64%.

2004 TOP LOT AVERAGES

	PER ACRE			PER BUSHEL		
	From	To	Average	From	To	Average
TOP 10 CULINARY ORCHARDS	£1,509	£3,714	£2,149	£2.90	£4.72	£3.76
TOP 10 DESSERT ORCHARDS	£1,454	£3,600	£2,143	£2.50	£5.60	£3.83
TOP 6 PEAR ORCHARDS	£722	£1,200	£940	£1.94	£3.27	£2.75

OVERALL 2004 SALE AVERAGES						
	PER ACRE			PER BUSHEL		
	From	To	Average	From	To	Average
CULINARY	£583	£3,714	£1,529	£2.38	£4.72	£3.11
DESSERT	£800	£3,600	£1,485	£2.50	£5.60	£3.22
PEARS	£416	£1,200	£791	£1.50	£3.27	£2.57
PLUMS	£80	£175	£125			
COBNUTS	£75	£260	£187			

NOTE: All Averages based on Auctioneer's crop estimate.

A BUSHEL = 40 LB - 56 BUSHEL TO A TON