

## HORSMONDEN 107TH ANNUAL HARD FRUIT SALE

FRIDAY 29TH JULY 2016

Auctioneer: John Butler



### *Top Sales*

***£4500 per acre and £8.00 per bushel for Conference Pears***

***£3580 per acre and £3.00 per bushel for Gala Apples***

***£1428 per acre and £1.00 per bushel for BRAMLEY APPLES!***

### **Sale Averages**

**Conference Pears £2530 per acre and £4.95 per bushel**

**Gala Apples £2827 per acre and £2.80 per bushel**

The traditional assembly of growers and prospective buyers at Horsmonden Village Hall saw a repeat performance of last year's sale—a very selective but strong demand for the increased entry of quality Conference crops and similar entry of Dessert Apples. The “Swinging Pendulum” analogy in previous Sale Reports turned almost negative on Bramley crops with our new Vendor scoring an immediate success with one of their Bramley orchards changing hands!.

The sale averages tell their own story—a very solid and competitive demand from buyers for quality Conference Pears and Dessert Apples—with a whopping top price of £4,500 per acre and £8 per bushel for Conference Pears resulting from very brisk bidding.

As ever the sale reflects the difficult past year's trading for top fruit generally mirroring continuing modest returns for the UK top fruit crop—challenging times to say the least!



**Auctioneers: Lambert & Foster, Paddock Wood, Kent**

*Based on Auctioneer's crop estimates*

**TOP ORCHARD AVERAGES PER ACRE**

	<b>2016</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
Top Culinary	1428 Pa	1844 pa	NIL	3578 pa
Top 3 Dessert	2827 Pa	1929 pa	2516 pa	3754 pa
Top 6 Pears	2926 Pa	2414 pa	2533 pa	3223 pa

**2016 TOP LOT AVERAGES**

	<b>£ PER ACRE</b>			<b>£ PER BUSHEL</b>			<b>£</b>
	<b>From</b>	<b>To</b>	<b>Average</b>	<b>From</b>	<b>To</b>	<b>Average</b>	<b>PER BIN</b>
TOP CULINARY ORCHARDS	1428	1428	1428	1	1	1	16
TOP 3 DESSERT ORCHARDS	1660	3580	2827	2.50	3.00	2.80	45
TOP 6 PEAR ORCHARDS	2333	4500	2926	5.10	8.00	6.54	104

**OVERALL 2016 SALE AVERAGES**

	<b>£ PER ACRE</b>			<b>£ PER BUSHEL</b>			<b>£</b>
	<b>From</b>	<b>To</b>	<b>Average</b>	<b>From</b>	<b>To</b>	<b>Average</b>	<b>PER BIN</b>
CULINARY	1428	1428	1428	1	1	1	16
DESSERT	1660	3580	2827	2.50	3	2.80	45
PEARS	1400	4500	2530	2.20	8	4.95	80

**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 & 20 year old figures to provide a record of financial progress or otherwise!

## **FOR ACADEMIC INTEREST**

# **HORSMONDEN 97<sup>TH</sup> ANNUAL HARD FRUIT SALE FRIDAY 28TH JULY 2006**

**Auctioneer: John Butler**

**£2000 per acre for Gala    £1473 per acre for Pears**

**Sale Averages: Culinary £969 pa Dessert £1055 pa Pears £935 pa**

The 2005 Sale Report commented on the downward swinging pendulum in demand and prices achieved – not much change this year with a slight improvement in the ONE orchard of Bramley sold under the hammer last year, to a figure of SEVEN this year!!

Good quality Pears and Gala apples were sought after creating spirited bidding amongst an overall sale atmosphere of selective interest for again only the best quality clean crops. The growing season and climate conditions, coupled with the removal of a particularly effective scab spray from the market, led to scab affected crops and reduced interest. Last years bumper Cox crop also took it's toll and affected buyers confidence.

Top Orchard averages in the table below reflect sharper interest in Pears, better interest in quality Bramley and dented demand for Dessert apples which in our catalogue were predominately Coxes.

## **TOP ORCHARD AVERAGES**

	<b>2006</b>		<b>2005</b>	<b>2004</b>
Top 6 Culinary	£1077 pa	Top 3 Culinary	£818 pa	£2149 pa
Top 10 Dessert	£1111 pa	Top 6 Dessert	£1730 pa	£2143 pa
Top 6 Pears	£1320 pa	Top 6 Pears	£937 pa	£940 pa

The overall Sale Averages are set out in the table below, followed by the 1996 and 1986 Sale Reports and Averages just to enable you all to plot progress!

Of the 103 lots catalogued, 48 lots sold under the hammer and over the next seven days – an overall success rate of 46% (compared to 38% last year).

It is to be hoped that the demand for Cox improves during the course of the marketing season as the quantity of clean quality fruit becomes apparent. At the time of writing the prices offered for Bramley picked in the bin is certainly sharper than a year ago – let us hope this trend continues through the marketing season.

**2006 TOP LOT AVERAGES**

	PER ACRE			PER BUSHEL		
	From	To	Average	From	To	Average
TOP 6 CULINARY ORCHARDS	£800	£1500	£1077	£1.52	£2.85	£1.88
TOP 10 DESSERT ORCHARDS	£600	£2000	£1111	£2.00	£2.85	£2.48
TOP 6 PEAR ORCHARDS	£1066	£1473	£1320	£2.33	£4.58	£2.87

OVERALL 2006 SALE AVERAGES						
	PER ACRE			PER BUSHEL		
	From	To	Average	From	To	Average
CULINARY	£566	£1500	£970	£1.06	£2.85	£1.66
DESSERT	£542	£2000	£1055	£1.80	£2.85	£2.29
PEARS	£555	£1473	£935	£1.40	£4.58	£2.40
PLUMS	£100	£750	£450			

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

**A BUSHEL = 40 LB - 56 BUSHEL TO A TON**

## **1996 HARD FRUIT SALE REPORT**

£1,700 PER ACRE PAID FOR COX AND BRAMLEY

£4.78 PER BUSHEL PAID FOR COX

£910 PER ACRE OVERALL SALE AVERAGE FOR DESSERT FRUIT

Following last year's liveliest sale for many years, the 1996 Sale fruit season will undoubtedly go down on record as having been one of the worst hail affected crops for many years. Two, and in some cases three, hail storms affected the country from Wadhurst through Cousley Wood, Goudhurst, Hawkhurst, Cranbrook, Benenden, Rolvenden and Northiam, in some cases causing virtually 100% damage. Potentially superb crops of both Bramley and Dessert Fruit at Wadhurst and Cousley Wood were either unsold or sold at a fraction of last year's record figures. This, of course, highlighted the shortage of undamaged quality fruit resulting in figures in excess of £4 a bushel being paid on three separate occasions for quality crops of Queen and Flanders Cox.

The sale averages for this year are shown overleaf in detail – and for academic interest we show the averages 10 years ago – which proves interesting in comparison.

The quality of fruit catalogued in this year's 500 acres was again much improved, resulting in a high percentage of lots sold both in the room and in the 4 or 5 days following the sale.

Top prices per acre were a figure of £1,700 paid for a mixed orchard of quality Bramley and Flanders Cox at Hartlip, £1,400 per acre for 7 acers of culinary and £1,250 per acre for 4 acres of culinary on the same farm at Goudhurst, £1,300 per acre for 10 acres of Bramley at Littlebourne and £1,200 per acre for 4 acres of culinary apples at Horsmonden. The figure of £1,000 per acre was exceeded on six occasions for Bramley crops and nine occasions for Cox crops and twice for pear crops. Of the 88 Lots offered, 50 lots were sold under the hammer or immediately after the sale.

We trust that the lively bidding at the auction and good prices being paid during the week of the auction for long stored 1995 crop Bramley will continue throughout the 1996 marketing period for growers and buyers alike.

<b>1996 SALE AVERAGES</b>						
	<b>PER ACRE</b>			<b>PER BUSHEL</b>		
	<b>From</b>	<b>To</b>	<b>Average</b>	<b>From</b>	<b>To</b>	<b>Average</b>
TOP 10 CULINARY ORCHARDS	£800	£1700	£1136	£2.00	£3.63	£2.83
TOP 10 DESSERT ORCHARDS	£952	£1700	£1156	£2.66	£4.78	£3.58
TOP 2 PEAR	£1000	£1030	£1015	£2.42	£2.59	£2.50

<b>OVERALL SALE AVERAGES</b>						
	<b>PER ACRE</b>			<b>PER BUSHEL</b>		
	<b>From</b>	<b>To</b>	<b>Average</b>	<b>From</b>	<b>To</b>	<b>Average</b>
CULINARY (OVERALL)	£268	£1700	£823	£1.00	£3.63	£2.11
DESSERT (OVERALL)	£333	£1700	£910	£1.37	£4.78	£2.89
PEARS (OVERALL)	£312	£1030	£672	£2.00	£2.59	£2.32
COBNUTS	£125	£200				

RASPBERRIES      £1333 per acre      £666 per ton

Of the 88 Lots offered, 50 Lots were sold under the hammer and during the following 4/5days.

**NOTE:** All averages based on the Auctioneer's crop estimates