



HORSMONDEN 101ST ANNUAL HARD FRUIT SALE

FRIDAY 30TH JULY 2010

Auctioneer: John Butler

£3333 per acre for Gala, Sunrise & Egremont Russet	£4 per bushel for Queen Cox, Egremont Russet & Discovery
£2875 per acre for Conference Pears	£4.44 per bushel for Conference Pears
£2155 per acre for Bramley	£2.91 per bushel for Bramley

Sale Averages:

Culinary	£760 per acre and £1.65 per bushel
Dessert	£2071 per acre and £2.88 per bushel
Pears	£1579 per acre and £3.06 per bushel

No bubbles this year for the 101st Horsmonden Hard Fruit Sale but the resultant demand for quality well grown crops of Dessert Apples and Pears from a smaller crowd of Vendors and Buyers was very lively and resulted in some top prices being paid after keen and spirited bidding. 'Quality' rather than 'width' at this year's Sale.

One or two notable absentees on the Vendor front resulted in just under 300 acres being catalogued in 37 lots – with 27 lots being sold under the hammer and during the following week. A sale top price of £3333 per acre being paid for quality Gala, Sunrise and Egremont Russet at Harbledown, and a top price of £4.44 per bushel paid for quality Conference at Boughton underlies the good demand from discerning bidders for top quality fruit.

The overhang of 2009 crop Bramley still in store had a dampening effect on the demand and trade for Bramley. In the face of a substantial local wager to the contrary (Kent Air Ambulance benefitted) no less than 10 Bramley orchards were sold – to date only the wager for 1 orchard has been collected – watch this space!

The buoyant Sale averages should make encouraging reading for potential Vendors who are taking stock of their options after the end of the 2009 marketing season – particularly bearing in mind that all risk for the crops sold under the hammer are entirely at the Purchaser's risk at the fall of the hammer – picking, storage and grading costs are non-existent and payment from this firm for the sale proceeds are nestling in our Vendors' bank accounts by mid August.

A continuing and increasing demand is there for top quality fruit. It is to be hoped that the lively start to the 2010 season maintains its momentum throughout the marketing season – 'so far, so good'!!

TOP ORCHARD AVERAGES

	2010		2009	2008
Top 6 Culinary	958	Top 10 Culinary	£1177 pa	£1764 pa
Top 6 Dessert	2350	Top 10 Dessert	£1637 pa	£2280 pa
Top 6 Pears	1760	Top 6 Pears	£1672 pa	£2380 pa

2010 TOP LOT AVERAGES

	PER ACRE			PER BUSHEL		
	From	To	Average	From	To	Average
TOP 6 CULINARY ORCHARDS	583	2155	958	1.12	2.91	1.85
TOP 6 DESSERT ORCHARDS	1300	3333	2350	2.35	4.00	3.09
TOP 6 PEAR ORCHARDS	555	2857	1760	2.40	4.44	3.28

OVERALL 2010 SALE AVERAGES

	PER ACRE			PER BUSHEL		
	From	To	Average	From	To	Average
CULINARY	100	2155	760	1.00	2.91	1.65
DESSERT	400	3333	2071	1.60	4.00	2.88
PEARS	555	2857	1579	1.66	4.44	3.06
PLUMS (FULL CROPS)		80				

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

A BUSHEL = 40 LB - 56 BUSHEL TO A TON

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

HORSMONDEN 91ST ANNUAL HARD FRUIT SALE FRIDAY 28TH JULY 2000

Auctioneer: John Butler

£2,000 per acre for Bramley crop
£5 per bushel for Cox crop
16 Lots achieving £1,000 per acre and above

Sale Averages: Bramley £816 per acre
Dessert £961 per acre
Pears £604 per acre

Overall improvement on last year's Sale – but still a long way behind the heady years of 1997 and 1998!

Again a packed Horsmonden Village Hall at this year's 91st Annual Hard Fruit Sale saw some confidence returning to buyers and resulting in a marked improvement in demand for quality fruit, particularly, as anticipated, quality crops of dessert apples. Bramley sale average of £2 a bushel (1999 £1.36), Dessert Apples of £3 a bushel (1999 £2.49) and Pears £2.32 a bushel (1999 £2.58) reflects a general upward trend and some confidence creeping back – albeit from an extremely low base last year.

Pear buyers were overall selective with a larger acreage of pears catalogued. The Top Ten Bramley crops hit £2,000 per acre and averaged £1,096 per acre (£860 in 1999), the Top Ten Dessert crops again topped at £2,000 per acre and averaged £1,243 per acre (£856 in 1999) and the Top Six Pear crops sold to £1,115 per acre to average £916 per acre (£706 in 1999).

On the Bramley front this year, there was a minimal overhang of the 1999 stored Bramley crop at the time of this year's Sale, and as a result last year's average of £75 per ton lifted this year to £110 per ton on the tree – still way short of the £180 per ton average in the 1998 Sale!

Of the 1100 acres in the 148 Lots catalogued, 76 were sold under the hammer and during the following week – an improved success rate of just over 50%.

Despite these fluctuating returns to the prime producer of home grown fruit – our annual survey of apple baby food, apple sauce and tinned apple were marginally dearer than last year – despite the give-away prices raw Bramley was available at over the preceding 10 months. You will see from the attached archive averages that the Bramley sale average has "improved" from £1.50 per bushel in 1978 to this year's Bramley average of just £2 per bushel! Is this progress?!!

2000 SALE AVERAGES						
	PER ACRE			PER BUSHEL		
	From	To	Average	From	To	Average
TOP TEN CULINARY ORCHARDS	£808	£2,000	£1,096	£1.28	£3.80	£2.40
TOP TEN DESSERT ORCHARDS	£800	£2,000	£1,243	£1.74	£5.16	£3.50
TOP SIX PEAR ORCHARDS	£722	£1,115	£916	£2.16	£4.18	£2.80

2000 OVERALL SALE AVERAGES						
	PER ACRE			PER BUSHEL		
	From	To	Average	From	To	Average
CULINARY	£307	£2,000	£816	£1.00	£3.80	£2.00
DESSERT	£411	£2,000	£961	£1.36	£5.16	£3.00
PEARS	£283	£1,115	£604	£0.92	£4.18	£2.32
COBNUTS		£265				
PLUMS		£1,760				

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

A BUSHEL = 40 LB - 55 BUSHEL TO A TON

**FOR ACADEMIC INTEREST
1990 SALE AVERAGES
 - 20 YEARS AGO!**

	PER ACRE			PER BUSHEL		
	From	To	Average	From	To	Average
CULINARY	£800	£1800	£1142	£1.38	£5.48	£2.44
DESSERT	£750	£2882	£1296	£2.05	£4.18	£2.93
PEARS	£744	£1428	£972	£1.95	£4.30	£2.57
COBNUTS			£295			