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TEXAS FRESH CITRUS SHIPMENTS BY CONTAINERS
1972-73

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A Report to the Texas Valley Citrus Committee
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HIGHLIGHTS

Less than one-half (42%) of Texas' 1972-73 total grapefruit production was marketed as fresh certified shipments.

About one-third (32%) of Texas' 1972-73 total orange production was marketed as fresh certified shipments.

A total of 9 containers were used to pack fresh certified shipments excluding the experimental bulk bin and the bushel basket.

Four containers were utilized to pack 96 percent of all fresh citrus marketed in certified shipments.

The Texas citrus industry is in a position to make a substantial reduction in the number of containers utilized.

The 1/2 standard carton with a capacity of 40 pounds was used to pack 52 percent of the total fresh citrus in certified shipments.

The 18 lb. mesh sack is the second most important container in which 16 percent of the total fresh citrus was marketed.

Due to the lack of processing capacity and a competitive price for processing citrus raw stock, the 18 lb. mesh sack is used to market low-end grade fresh citrus and is sold at a discounted price on the market.

The 5 lb. bag and the 80 lb. carton rank third and fourth in importance respectively.

Less than 4 percent of total fresh citrus shipments was packed in 5 minor containers.

Considerable variation exists among the top 20 Texas markets in container utilization.

"TexaSweat" trademark was used on 32 percent of the individual grapefruit. No "TexaSweat" trademark was used on individual oranges.

"Texas" is stamped on 59 percent of the individual grapefruit and other trademarks are used on the 9 percent balance.

At the wholesale level, "TexaSweat" trademark is used on containers in which 58 percent and 50 percent of the grapefruit and oranges are packed respectively.

At the retail level, 37 percent and 17 percent of the grapefruit and oranges respectively are identified with the "TexaSweat" trademark.

Given the current TVCC regulations, the maximum percentage of Texas fresh grapefruit and Texas fresh oranges that may be identified with the "TexaSweat" trademark is 62 and 61 percent respectively.

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FOREWORD

This is an industry report written in non-technical terms in respect to container utilization and product identification for Texas fresh citrus. This report is addressed to citrus growers, grove care firms and handlers and managers of the many citrus marketing firms. Many graphs are used to enhance communications in reporting the findings.

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TEXAS FRESH CITRUS SHIPMENTS BY CONTAINERS

1972-73

Chan Connolly, Rhea Evans, and Roger Moore^{1/}

SUMMARY AND CONCLUSIONS

Summary:

Less than half (42%) of the total Texas grapefruit production and about one-third (32%) of the total orange production was marketed in fresh certified shipments during the 1972-73 marketing season. A total of 9 containers were used for packing Texas fresh citrus excluding the experimental bulk bin, and the bushel basket for special purpose shipments. Four of these containers were used to pack more than 96 percent of the total quantity of fresh citrus marketed which are as follows:

<u>Rank</u>	<u>Container</u>	<u>Percent</u>
1	40 lb. Carton	52
2	18 lb. Bag	16
3	5 lb. Bag	15
4	80 lb. Carton	13
	Total	<u>96</u>

40 lb. Carton: This container is referred to by the industry as the $\frac{1}{2}$ standard carton and is the dominant container used to pack fresh citrus. About 54 percent of all Texas fresh grapefruit and 41 percent of all oranges were packed in this container. Most of the 40 lb. cartons were packed with U. S. No. 1 grapefruit (84%) and U. S. No. 1 or combination grade oranges (85%). The balance of the containers were packed with U. S. No. 2 citrus fruit.

18 lb. Bag: The 18 lb. bag is a mesh sack and is the second most important container used to pack Texas fresh citrus. This container is more important for fresh oranges (27%) than for fresh grapefruit (12%). The 18 lb. bag is a consumer pack utilized to pack low-end grade fresh citrus. All fresh grapefruit (100%) and generally all oranges (99%) packed in this container graded U. S. No. 2.

5 lb. Bag: The 5 lb. bag ranks third in importance for packing Texas fresh citrus. This container is either made of polyethylene or Vexar, 8 of which are packed in a 40 lb. master container. During the 1972-73 season, 13 percent of the fresh grapefruit and

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23 percent of the fresh oranges were packed in this container. Most of the fresh grapefruit (78%) packed in the 5 lb. bag were of U. S. No. 1 grade and most of the fresh oranges (82%) were U. S. No. 1 and Combination grade. The balance consisted of the U. S. No. 2 grade.

80 lb. Carton: The fourth most important container used to pack Texas fresh citrus is the 80 lb. carton. This container is used for packing bulk fresh citrus. Citrus in this container is typically repacked prior to sale to ultimate consumers. The repacking is normally accomplished either at the wholesale level by independent repackers, by chain stores with repacking facilities at the wholesale level, or by food stores at the retail level. Many food stores repack bulk fruit and vegetables at the retail level in order to control quality.

During the 1972-73 season, 19 percent of the fresh grapefruit and 3 percent of the fresh oranges were packed in the 80 lb. carton. Most of the fresh grapefruit (77%) was U. S. No. 1 grade and most of the oranges (78%) were U. S. No. 1 and combination grade. The balance of the citrus packed in the 80 lb. carton was U. S. No. 2 grade.

The 5 other containers in which fresh citrus was packed are as follows.

<u>Rank</u>	<u>Container</u>	<u>Percent</u>
5	20 lb. Carton	2.0
6	80 lb. WB	1.0
7	8 lb. Bag	0.2
8	60 lb. BB	0.03
9	40 lb. WB	0.009
	Total	3.239

These containers are minor in importance accounting for less than 4 percent of the fresh citrus packed.

Variation in Container Utilization by Markets: The top 20 markets for Texas fresh grapefruit accounted for 60 percent of total shipments and 68 percent for oranges. Considerable variation exists among the top 20 markets with respect to container utilization.

Markets situated on the West Coast utilized the $\frac{1}{2}$ standard carton for more than 99 percent of Texas fresh grapefruit shipments. Salt Lake City, Minneapolis-St. Paul, Omaha, Kansas City and Des Moines are the five major markets using the 80 pound carton.

The 5 lb. bag is shipped to markets situated primarily in the Midwest markets comprised of Chicago, Detroit, Indianapolis, and Omaha. The 18 lb. mesh sack is utilized mostly by markets situated in the South and Southwest consisting of Houston, Dallas-Ft. Worth, San Antonio, Corpus Christi, Birmingham, El Paso, Little Rock, Jackson and Memphis. Detroit is the only major

Midwest market utilizing the 18 lb. bag and this container is restricted to fresh grapefruit.

Product Identification: The "TexaSweat" trademark is used on 32 percent of the individual grapefruit. No "TexaSweat" trademark is used on individual fresh oranges. "Texas" is stamped on 59 percent of the individual grapefruit and 9 percent is identified by other trademarks. Only "Color added" is stamped on the oranges.

At the wholesale level, the "TexaSweat" trademark is used on containers in which 58 percent of the grapefruit is packed and at the retail level, 37 percent of the grapefruit is identified with the "TexaSweat" trademark. With respect to fresh oranges, containers in which 50 percent of the oranges were shipped used the "TexaSweat" trademark. At the retail level, 17 percent of the oranges were identified with the "TexaSweat" trademark which represents oranges packed in the 5 and 8 lb. bags, and the 20 lb. carton.

Conclusions:

Containers: The Texas citrus industry is in a position to make a substantial reduction in the number of containers utilized for packing fresh citrus. The 48 lb. cardboard master, 40 lb. wirebound, 80 lb. wirebound and the 8 lb. bag all of which are minor containers need be carefully examined by the TVCC for continued use as approved containers in the future. The bulk bin, with an average capacity of 1040 lbs. is an experimental container which was subsequently approved as a container for the 1973-74 season.

The importance of the 18 lb. mesh sack as a container for Texas fresh citrus stems from the lack of processing capacity and a competitive market structure. One dominant processing firm acts as price leader and also limits the quantity of citrus raw stock utilized for processing. This market structure has not only resulted in a relatively low price paid for processing citrus raw stock, but also has limited the quantity of citrus raw stock that is allocated to processing. In order to market all of the low-end grade citrus, the industry was forced to develop the 18 lb. mesh sack in which low-end grade citrus is packed and is placed on the market at a discounted price. If a competitive market structure existed at the FOB level for low-end grade citrus stock for processing, the 18 lb. mesh sack would cease to be of importance. This situation explains why Texas is slow in responding to the increased consumer demand for processed citrus products.

Product Identification: Maximum effectiveness from resources allocated to "pull" type promotional activities can only be achieved with the proper product identity. A product is properly identified when middlemen and ultimate consumers are able to easily identify the product.

The Coca Cola Company serves as an example of a firm that has developed a level of product identification that is necessary for obtaining the maximum impact in retail sales response from resources allocated to "pull" type of promotional activities. An examination of the Coca Cola Company's product identity program reveals that the brand image of its primary product, namely "Coca Cola" appears on all individual consumer containers. Coca Cola retailed in glass bottles has the "Coca Cola" trademark on both the bottles and bottle caps. When "Coca Cola" is sold in multi-consumer units such as the six or eight pack, the trademark "Coca Cola" appears on the multi-pack container in addition to the individual consumer units. Likewise, a master container, packed with 24 individual Coca Cola bottles, is also identified with the "Coca Cola" trademark. The delivery truck utilized to deliver Coca Cola to retail firms and the truck driver's uniform are also identified with the "Coca Cola" trademark. The Coca Cola Company realizes that maximum returns can only be realized from resources allocated to "pull" type promotion by the maximum development of product identification.

Since the Coca Cola Company represents a marketing firm that has planned and achieved the maximum potential in product identification, this serves as a standard for measuring the potential improvement that the Texas citrus industry is facing.

As only 37 percent of the grapefruit and 17 percent of the oranges were identified with the "TexaSweat" trademark at the retail level during the 1972-73 marketing season, the decision by the marketing committee to allocate more resources for "push" and less resources for "pull" type promotion is valid. In fact, a policy not to allocate resources for TV, radio and newspaper advertising is most valid for the most efficient allocation of resources with the current low level of product identity. The only exception to this policy is for resources allocated to TV, radio, and newspaper tied-in with certain merchandising activities.

To receive more impact from the Texas citrus industry's current promotional, advertising, and merchandising program for each dollar spent, it is necessary that the level of product identification be greatly improved. Maximum impact from promotional resources is only attained when each individual fruit is identified with the industry's trademark, and each consumer package and container is identified with that same trademark. For example, 5 and 8 lb. poly bags generally have the handler's brand in large letters on the package in addition to the weight, grade, handler identification and address. The "TexaSweat" trademark is found in smaller letters often in an obscure location. The "Sweeter by Nature" trademark is typically found in addition to the "TexaSweat" trademark. Some bags also have a spoon coupon printed on the poly bag. The sum total of this printing gives the 5 and 8 lb. bags a cluttered appearance which negates the impact of the "TexaSweat" trademark with respect to product identification. Only one trademark is required. Two trademarks plus a house brand image creates confusion with respect to product identity among ultimate consumers.

To obtain the maximum impact from resources allocated to promotion, advertising, and merchandising, the Texas citrus industry must first select a trademark that is best for identifying its' fresh citrus within the distribution channels and at retail stores. After the selection of an industry trademark, all individual fruits, consumer packages and containers need be identified with this trademark in order to obtain maximum impact from dollars allocated for promotion, advertising, and merchandising.

INTRODUCTION

Situation:

The Texas citrus industry consists of more than 82,300 acres, almost one-third of which is early and mid-season oranges, more than one-fifth Valencias and less than one-half grapefruit. A total of 472,000 tons of grapefruit, 225,000 tons of early and mid-season oranges, and 108,000 tons of Valencia oranges were harvested from acreage during the 1972-73 season. The utilization of this crop is as follows:

	<i>Grapefruit</i>		<i>Oranges</i>	
	<i>Tons</i>	<i>Percent</i>	<i>Tons</i>	<i>Percent</i>
<i>Fresh (Certified Shipments)</i>	197,500	42	107,000	32
<i>Processed</i>	218,133	46	194,956	59
<i>Gift Fruit</i>	12,000	3	3,000	1
<i>Export</i>	15,800	3	-0-	0
<i>Local Consumption</i>	28,567	5	28,044	8
<i>Total</i>	472,000	99 ^{1/2}	333,000	100

^{1/2} Not 100 percent due to rounding errors.

Since 1961 all Texas fresh citrus for domestic shipments, Canada included, has been marketed with the aid of Federal Marketing Order No. 906. The Marketing Order is administered by a committee of fifteen (15) members and fifteen (15) alternates. Term of office for each committeeman and alternate is three (3) years and they cannot succeed themselves for a period of one year. Alternates may serve as members and vice-versa without any elapse of time. A manager is employed to administer the Marketing Order under the direction of the committeemen and the Secretary of Agriculture.

The Committee's legal entity is "Texas Valley Citrus Committee" (TVCC) and is structured to represent the following segments of the Texas citrus industry.

1. Independent growers
2. Co-op growers
3. Independent handlers
4. Co-op handlers

During the 1972-73 marketing season, the Committee consisted of five (5) independent growers, four (4) co-op growers, four (4) independent handlers, and two (2) co-op handlers.

All Committee appointments are nominated by the industry and made by the Secretary of Agriculture.

The regulatory function of the TVCC consists of grade and container regulations. The TVCC and the Texas State Department of Agriculture cooperate in the compliance and enforcement of the Order.

The TVCC is also responsible for the advertising, promotional and merchandising program. Under the Order this may be accomplished either by (a) TVCC, or (b) through a sub-committee, or (c) through an advertising advisory committee. For the 1972-73 season, TVCC appointed the Directors of TexasSweet Citrus Advertising, Inc. (TCAI) as a sub-committee to make recommendations relative to advertising, promotion and merchandising. In September of 1972, the sub-committee's identity was changed to "Marketing Sub-Committee."^{1/}

The TVCC is authorized to collect an assessment of 4½ cents per 7/10 bushel carton shipped by all handlers that qualify under the Order. Approximately 4 cents of the assessment is allocated to advertising, promotion, and merchandising.

TVCC's allocation of resources for the 1972-73 season is as follows: (All amounts rounded to nearest \$1,000.00)

Available resources for the 1972-73 season:

<i>Income (All sources for 1972-73)</i>	<i>\$769,000.00</i>
<i>Reserve</i>	<i><u>437,000.00</u></i>
<i>Total resources available</i>	<i>\$1,206,000.00</i>

Allocation of resources for the 1972-73 season:

<i>Administrative Cost - Regulatory</i>	<i>38,000.00</i>
<i>Administrative Cost - Advertising and Promotion</i>	<i>38,000.00</i>
<i>Direct Advertising and Promotion</i>	<i>770,000.00</i>
<i>Indirect Advertising and Promotion</i>	<i><u>68,000.00</u></i>
<i>Total resource allocations for 1972-73</i>	<i>914,000.00</i>
<i>Balance of resources available for reserve</i>	<i>292,000.00</i>

Total resources available to TVCC each year depends upon total supply of Texas fresh citrus marketed as certified shipments, plus spoon sales, other miscellaneous income, and the carry-over reserve.^{2/} Processed citrus, fresh citrus exports, gift fruit, and local consumption are excluded under Federal Marketing Order No. 906.

^{1/} The organizational structure of Texas Citrus Advertising, Inc. (TCAI) is found in Appendix III.

^{2/} Certified shipments cover all fresh grapefruit and orange shipments originating in the three county production area, consisting of Hidalgo, Cameron, and Willacy counties, shipped in lots of 400 pounds or greater out of the production area.

Certified shipments totaled 9,875,000 carton equivalents of fresh grapefruit and 5,350,000 carton equivalents of fresh oranges for the 1972-73 season which generated \$685,195.37. Spoons and specialty sales accounted for \$76,958.17 and other miscellaneous income totaled \$6,364.05. Gross income from all sources was \$768,517.59.

Trademarks:

TexaSweeT: "TexaSweeT" is a trademark which may be used on fresh grapefruit and fresh oranges produced in the Rio Grande Valley of Texas. This trademark was first registered in the United States Patent Office on August 31, 1926 (Registration No. 216,572) by the late John H. Shary for use on fresh citrus packed and shipped by the old Texas Citrus Fruit Growers Exchange of Mission, Texas. This registration is not only in the U. S. Patent Office but is also registered in the Dominion of Canada (Canadian Registration No. 199-43669) Original registration was and is now for U. S. No. 1 grade and quality of fresh grapefruit and fresh oranges.

The "TexaSweeT" trademark is also registered in the U. S. Patent Office (Registration No. 217 368) for use on canned citrus juice, citrus beverages and processing citrus products, with expiration date of August 31, 1986.

The "TexaSweeT" trademark is the oldest registered trademark in the United States for Rio Grande Valley fresh grapefruit and oranges. On September 22, 1955, the "TexaSweeT" trademark was sold, transferred and assigned by the late John H. Shary interest to Allan Shivers and on November 12, 1958, said trademark was sold, transferred and assigned to TexaSweeT Citrus, Inc. (TCI) for a sum of \$1,000.00 in cash with a proviso in the assignment that in event the "TexaSweeT" trademark was not continued to be used by all or some segment of the Rio Grande Valley citrus industry, then upon dropping of use of said trademark, the trademark would revert to the heirs and assigns of former Governor Shivers.^{1/}

On August 30, 1966, TCI assigned the "TexaSweeT" trademark to the TVCC for its use in conducting an advertising program each year, designed and planned to promote the sale and consumption of Rio Grande Valley citrus fruits, with a provision in the assignment that in event TVCC, for any reason, ceases to function or fails to make use of the trademark, that in either events, all right, title and interest in and to the trademark shall ipso facto revert back to TCI and its successors.

Sweeter by Nature: In the spring of 1959, the late H. Rouw, the late S. E. Hyde, M. W. Held and Foy G. Hall, came up with the idea that an additional trademark was needed for the promotion

^{1/} Resumes for the organizational structure of Texas Valley Citrus Committee (TVCC), TexaSweeT Citrus, Inc. (TCI), and TexaSweeT Citrus Advertising, Inc. (TCAI) are found in Appendix III.,

of the natural sweetness of Rio Grande Valley citrus fruits to the consuming public. Glenn Advertising subsequently developed a design of a grapefruit tree, loaded with ripe grapefruit with a young lady standing on a ladder picking the fruit with the caption "Sweeter by Nature" above the design.

"Sweeter by Nature" trademark and design was registered by TCI in August of 1959 and subsequently registered in the Dominion of Canada. At first the entire trademark "Sweeter by Nature" with the tree loaded with fruit, the young lady on the ladder, etc., was used by the shipper members of TCI but subsequently the industry ceased to use the entire trademark and began merely using "Sweeter by Nature."

The "Sweeter by Nature" trademark was assigned by TCI to TVCC in the same assignment with "TexasSweet trademark."^{1/}

Texas: Although "Texas" per se is not considered a trademark by the Texas citrus industry, Texas legal product identification statutes automatically places "Texas" in the generic product identification category.

Fruit and vegetable laws administrated by the Texas Department of Agriculture contain provisions relating to fresh grapefruit generic product identification which requires that "Texas be marked on each individual grapefruit to identify the area of production. Sections 24 and 24A under Article 118b Vernon's Texas Statutes pertaining to the citrus fruit growers act relative to marketing of grapefruit are as follows:

SECTION 24: All grapefruit transported, marketed or sold in Texas in its original perishable form in accordance with this Act, shall be branded or marked thereon with the name of the State or Foreign Country where produced, in letters at least three-sixteenths (3/16) inches in height, but this provision shall be deemed to have complied with if not more than twenty-five percent (25%) of any such fruit is improperly or partially marked or branded.

SECTION 24A. Provided further, that when individual trade names or copyrighted trademarks are employed which sufficiently identify the state, or country, if foreign of origin, compliance with this Section shall be deemed effected.

Section 11 under H.B. No. 888 provides for fresh citrus fruits to be marked with the words "Color added" when treated with coloring matter. This section is especially applicable to Texas fresh oranges. Section 11 is as follows:

SECTION 11. Each piece of fruit treated with coloring matter as provided herein shall be branded or marked with the words "Color added" in letters at least three-sixteenths of an inch in height, but this provision shall be deemed to have been complied with if not more than ten (10) percent of any such fruit is imperfectly or partially marked or branded. In

^{1/} The complete file on these two trademarks are now (1974) in the Law Offices of Sid L. Hardin, First State Bank Office Building, Edinburg, Texas 78539.

the event such fruit is branded or marked with a trademark or name, or brand, by a two-line die in one operation, such words "Color added" shall be placed above the trademark or name or brand.

Each package or container in which is sold, delivered, transported, or delivered for transportation any citrus fruit treated with coloring matter as provided herein, shall be marked or branded, or have attached thereto securely a tag upon which is marked or branded the words "Color added" in letters at least three-fourths of an inch in height, provided that the Commissioner may by regulation change the requirements of this Section to conform to any law or regulation promulgated under Federal authority.

TERMINOLOGY

Consumer Packages:

- 5 lb. bag: A poly or Vexar bag having capacity of 5 pounds of fruit. (8 bags packed in a 40 pound cardboard master container)
- 8 lb. bag: A poly or Vexar bag having capacity of 8 pounds of fruit. (5 bags packed in a 40 pound cardboard master container)
- 18 lb. bag: A mesh or woven type bag having a capacity of 18 pounds of fruit.
- 1/4 Standard Carton: Closed fiberboard carton with inside dimensions of $13\frac{1}{4}$ x $10\frac{1}{2}$ x $7\frac{1}{4}$ inches with a Mullen or Cady test of at least 200 pounds.

Bulk Containers:

- 1/2 Standard Carton: Closed fully telescopic fiberboard carton with inside dimensions of $16\frac{1}{2}$ x $10\frac{3}{4}$ x $9\frac{1}{2}$ inches, described in Freight Container Tariff 2G as Container 6506. The Texas citrus industry converts quantities in other containers to the 1/2 standard carton and is referred to as a "carton equivalent."
- 40 lb. WB: Closed wirebound wooden box with inside dimensions of $16\frac{1}{4}$ x $10\frac{1}{4}$ x $10\frac{1}{4}$ inches, described in Freight Container Tariff 2G as Container No. 3672.
- 80 lb. Carton: Closed fully telescopic fiberboard carton with inside dimensions of $19\frac{3}{4}$ x $13\frac{1}{2}$ x 13 inches with cover and bottom sections each having a Mullen or Cady test of at least 250 pounds.
- 80 lb. WB: Closed wirebound wooden box with inside dimensions of $24\frac{5}{16}$ x $11\frac{3}{8}$ x $11\frac{3}{8}$ inches, described in Freight Container Tariff 2G as Container No. 3680.
- 60 lb. BB: A bushel basket used only for a special purpose shipment.
- 40 lb. Cardboard Master Container: Utilized as a master container for 8 5-lb. or 5 8-lb. bags. Closed fiberboard carton with inside dimensions of 20 x $13\frac{1}{4}$ x $9\frac{3}{4}$ to $10\frac{3}{4}$ inches in depth with a Mullen or Cady test of at least 250 pounds.

48 lb. Cardboard Master Containers: Closed fiberboard carton with inside dimensions of 19 3/4 x 13 x 12 to 13 1/2 inches in depth with a Mullen or Cady test of at least 250 pounds.

(This container was approved by the Texas Valley Citrus Committee for use for the 1972-73 season but no 48 lb. cardboard master containers were reported being used.)

Quantity Dimensions:

Occasional	1 to 5%
Few	5 to 10%
Some	10 to 25%
Many	25 to 45%
Most or Mostly	55 to 90%
Generally	More than 90%

"Pull" Promotion:

Some stimuli directed towards ultimate consumers, i.e. TV, radio, newspaper, in-store demonstrations, etc.

"Push" Promotion:

Some stimuli directed towards intermediators situated between the FOB handlers and ultimate consumers within the distribution channel, i.e. trade contests, field representatives, etc.

ADI:

Each county in the United States is credited to one Area of Dominant Influence (ADI) on a TV share-of-viewing hours basis. That is, the individual station's share of the total weekly hours of TV viewing in the country. This data is collected by the American Research Bureau, Beltsville, Md. Each county is allocated exclusively to just one ADI to prevent overlap. There are a total of 209 television ADI's in the United States in 1972. All 209 ADI's are additive, and when summed, represent United States totals. Under this classification, each television ADI represents a unique market.

Problem:

Each season the Marketing Committee of the TVCC is faced with decision making in respect to the most efficient allocation of resources for advertising, promotion and merchandising Texas fresh citrus in domestic markets. With a relatively small U. S. fresh orange and grapefruit market share, the Marketing Committee has recently allocated less resources for "pull" type activities; that is, TV, radio and newspaper advertising directed at the consumer, and more resources were allocated to "push" type activities such as trade contests, field representation, and other related activities directed at assisting Texas fresh citrus through the distribution channels.^{1/} As product identification is a necessary condition for efficient allocation of resources for all "pull" type activities, a measure of the quantity and percentage of Texas fresh oranges and grapefruit marketed at wholesale and the retail level with the TexaSweat trademark will be helpful for future decision making.

An analysis of fresh orange and grapefruit shipments by type of containers will also provide additional market information to the TVCC and to the TCAI. This information may be used for identifying differences that exist among markets with respect to containers for more efficient allocation of resources for advertising, promotion, and merchandising of Texas fresh citrus.

Objectives:

The objectives of this study are as follows:

1. Measure the aggregate quantity of Texas fresh oranges and grapefruit shipped to all markets and to each of the major domestic markets by type of containers and grade for the 1972-73 season.
2. Measure the quantity of fresh grapefruit and oranges that are identified with the "TexaSweat," "Texas" and other trademarks at the wholesale and retail levels.

RESEARCH PROCEDURE

The Data:

One of the provisions under Federal Marketing Order 906 for Texas fresh oranges and grapefruit is that all FOB fresh citrus shipments originating in the three county production area, con-

^{1/} "Push" type activities consist of some stimuli directed towards ultimate consumers; whereas, "pull" type activities consist of some stimuli directed towards intermediators within the distribution channel situated between the FOB and ultimate consumer levels.

sisting of Hidalgo, Cameron and Willacy counties, shipped in lots of 400 pounds or greater out of the production area shall be covered by an Inspection Certificate which contains data on types of containers and grades in addition to other data. This service is provided by the U. S. Department of Agriculture, Agricultural Marketing Service, and Texas Department of Agriculture cooperating in shipping point inspection service. Subsequent to each inspection, an Inspection Certificate consisting of an original and six copies is issued on form FV(S.P.I.-Texas).

The Manager of the Texas Valley Citrus Committee made arrangements with all fresh citrus handlers to record destinations by cities on the Inspection Certificates for the 1972-73 season so that a detailed analysis of Texas fresh citrus market distribution may be made.

The data on Inspection Certificates is recorded by the Texas Valley Citrus Committee in code form and transferred to Standard Processing Co., Inc. of Pharr, Texas for keypunching. A preliminary monthly analysis is made by Standard Processing Co., Inc. at the request of Texas Valley Citrus Committee. At the conclusion of each season specific analyses are made by Standard Processing Co., Inc. in accordance to the request of the Texas Valley Citrus Committee.

Starting with the 1972-73 season, a code was developed for all market destination areas as defined by Sales Management in respect to television Areas of Dominant Influence (ADI's) which is recorded on each Inspection Certificate by TVCC. Subsequent to analysis of the data by Standard Processing Co., Inc., all keypunch cards are recorded on magnetic tape in monthly increments by the Texas Agricultural Experiment Station at Weslaco, Texas.

Under this systematized method of data collection and tabulation, it is possible to analyze aggregate and individual markets (ADI's) by type of container utilization and grade starting with the 1972-73 season.

During the 1972-73 marketing season, the following quantity of experimental bulk bins were utilized:

<u>Citrus</u>	<u>No. of bins</u>	<u>½ Standard Equivalents</u>
Grapefruit	6,121	159,129
Early Oranges	2,060	53,567
Valencia Oranges	<u>1,423</u>	<u>37,003</u>
Total	9,604	249,699

The average bulk bin contains 1,040 pounds of citrus which is equivalent to 26 ½ standard cartons consisting of 40 pounds each. The TVCC coded the bulk bins in terms of ½ standard cartons which creates an upward bias on the utilization of the ½ standard carton. This bias is 4 percent for oranges and 3 percent for grapefruit with respect to actual ½ standard carton utilization.

With respect to product identification data, a survey was conducted among handlers to determine the trademarks used on individual fruits, consumer packages and containers. Quantity shipped by each handler by containers and grades were obtained from data on inspection certificates which was recorded by the Texas Valley Citrus Committee in code form and transferred to Standard Processing Co., Inc. of Pharr, Texas for keypunching. These data represents the complete universe of all shipments.

Analysis of Data:

Measurements for all quantities of fresh citrus shipments are equated to the 1/2 standard carton equivalent containing 40 pounds.

As previous research findings reveal that the top 20 markets for Texas fresh grapefruit and for Texas fresh oranges for the 1972-73 season account for 60 percent of the grapefruit and 68 percent of all orange shipments, the individual market analyses are restricted to these major markets.

The analyses of Texas fresh grapefruit and orange domestic shipments by package types for each of the 20 major markets and the total for all markets was accomplished by the use of the 1800 IBM computer located at the U. S. Department of Agriculture computer center at Weslaco, Texas. The format for each analysis is included in the Appendices of this publication. Fresh grapefruit analyses are presented in Tables A through U and fresh orange analyses are presented in Tables AA through UU. These formats are actual copies of the computer printouts. Through programming, a special format was developed so that the printout sheets could be reproduced directly without typing. This process not only reduces the cost of reproduction but also eliminates errors often associated in typing from computer printout sheets.

Each table format for a market consists of two sections. The first section presents the quantity and percent of each grade shipped in a given container and is identified in the extreme right column. The summation of all carton equivalents by grades is presented under the column with the heading identified as "Total" situated to the left of the vertical solid black line. The second section is comprised of two columns situated on the right of the vertical solid black line with the headings "%" and "Cum. %" The "%" column represents the percentage of total shipments in a given container type as identified in the extreme left column, and the "Cum. %" is a cumulative of the percentages by type of containers.

For example, in Table A of the Appendix there was 989,005 carton equivalents of Texas U. S. No. 1 fresh grapefruit and 283,538 carton equivalents of U. S. No. 2 fresh grapefruit shipped in 5

pound bags during the 1972-73 season to all domestic markets. Total 5 pound bag shipments, in carton equivalents, are 1,272,543. The percentage of U. S. No. 1's and U. S. No. 2's shipped in 5 pound bags is 77.71 percent and 22.28 percent respectively. The first column in the second section with the "%" headings, measures the total percentage of carton equivalents, which is 12.89 percent for the 1972-73 season. To compute the actual number of 5 pound bags, one must multiply each carton equivalent by 8 as there are 8 5-pound bags in a carton equivalent.

RESULTS

A total of four consumer packages and five bulk containers was utilized to pack Texas fresh citrus during the 1972-73 season. In addition, experimental bulk bins were used to ship bulk fresh citrus to repackers at the wholesale level. Low end grade fruit was primarily shipped in bulk bins. Grapefruit, early orange and Valencia shipments in bulk bins contained 86, 77 and 48 percent U. S. No. 2 grade fruit respectively. Bushel baskets were used occasionally for special purpose shipments.

The 5 and 8 pound consumer bags are packed in the 40 lb. cardboard master with eight 5-lb. or five 8-lb. bags. A 48 lb. cardboard master container was approved for use by the TVCC for six 8-lb. bags but the industry did not report utilization of this container. In the analyses that follow, the 5 and 8 lb. bags are hereinafter referred to as containers.

Aggregate Container Utilization:

More than 96 percent of the total quantity of Texas fresh citrus shipments during the 1972-73 season was packed in the following four containers:

<u>Rank</u>	<u>Container</u>	<u>Percent</u>
1	40 lb. carton	52
2	18 lb. bag	16
3	5 lb. bag	15
4	80 lb. carton	13
	<i>Total</i>	<u>96</u>

These containers will hereinafter be referred to as the major containers.

Less than 4 percent of the total quantity of Texas fresh citrus shipments was packed in the following five containers.

<u>Rank</u>	<u>Container</u>	<u>Percent</u>
5	20 lb. carton	2.0
6	80 lb. WB	1.0
7	8 lb. bag	0.2
8	60 lb. BE	0.03
9	40 lb. WB	0.009
	<i>Total</i>	<u>3.239</u>

These containers will hereinafter be referred to as the minor containers.

A total of 9 containers was utilized for packaging Texas 1972-73 fresh citrus. The relative importance of each container in terms of percentage of fresh citrus packed in each container is portrayed in Figure 1.

Grapefruit and Orange Container Utilization:

Some difference exists in the relative importance of container utilization for fresh grapefruit and for fresh oranges. All grapefruit and orange containers are ranked according to quantity and percentage of total fruit packed in Table 1.

Almost 97 percent of all grapefruit and a little more than 94 percent of all fresh oranges were packed in the major containers. The 1/2 standard carton is the dominant container used for packing 54 percent of the grapefruit and about 41 percent of the oranges. The 80 lb. carton ranked second in importance for grapefruit and fourth for oranges, while the 18 lb. mesh sack ranked second for oranges and fourth for grapefruit. The 18 lb. mesh sack is a relatively more important container for oranges than for grapefruit accounting for more than 27 percent of the total fresh oranges packed. The relative importance for each major container for grapefruit and oranges is depicted in Figure 2.

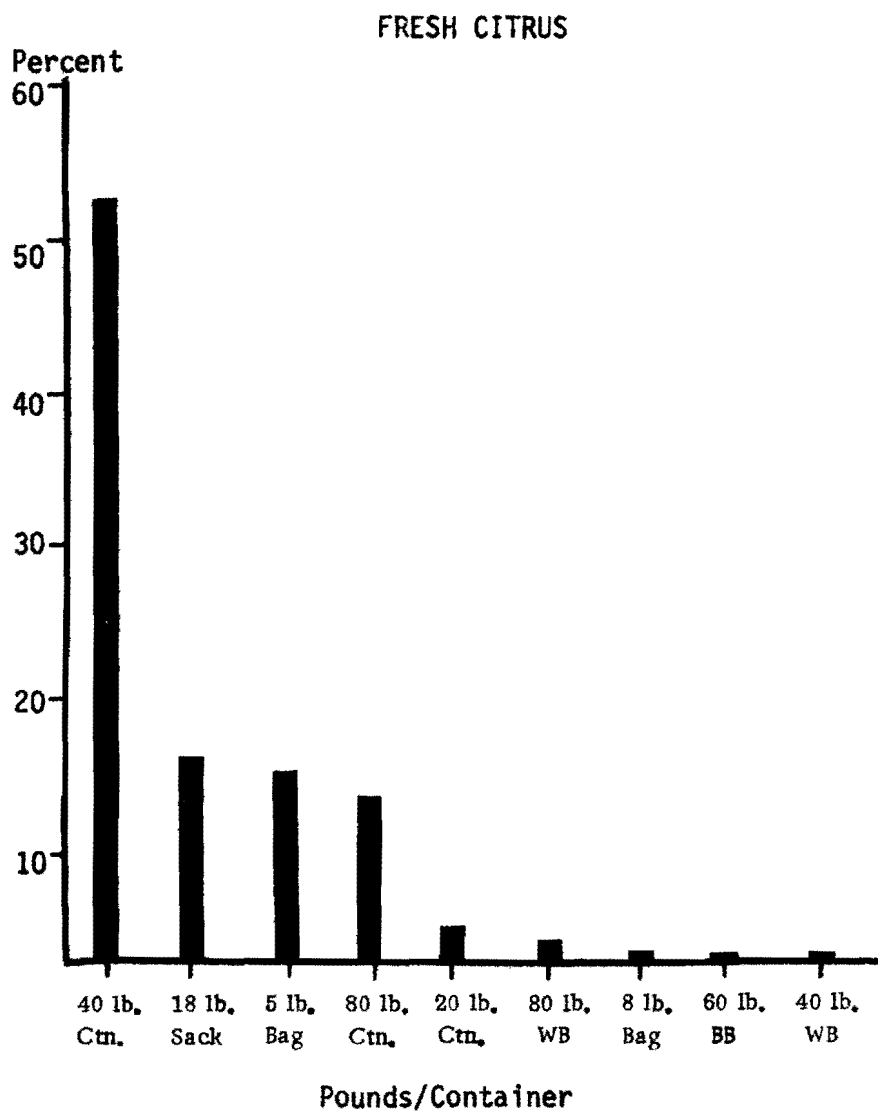
Major Containers and Grades:

1/2 Standard Carton (7/10 bushel): The quantity and percentage of Texas fresh grapefruit and oranges packed in the 1/2 standard cardboard container are portrayed in Figure 3. Percentages of each grade of fresh grapefruit and oranges are presented in Figure 4. The 1/2 standard carton is utilized mostly for packing U. S. No. 1 Texas fresh grapefruit; however, for fresh oranges this container is used mostly for U. S. No. 1 and for the combination grade.

18 lb. Mesh Sack: The 18 lb. mesh sack is used to pack 12 percent of the fresh grapefruit and 27 percent of the fresh oranges as depicted in Figure 5. This container is utilized for packing low-end grades as revealed in Figure 6 with 100 percent of the fresh grapefruit and 99 percent of the fresh orange pack grading U. S. No. 2.

5 lb. Bag: The 5 lb. bag is a consumer pack and is utilized for 13 percent of the fresh grapefruit and 23 percent of the fresh oranges as revealed in Figure 7. Most of the grapefruit packed in this container (78%) is U. S. No. 1 grade and 82 percent of the fresh oranges is U. S. No. 1 and combination grades as portrayed in Figure 8.

80 lb. Standard Carton: The 80 pound standard cardboard carton is utilized to pack 19 percent of the fresh grapefruit and 3 percent of the oranges as portrayed in Figure 9. This container is



NOTE: 1) Total shipments equal domestic plus export
 2) All quantities measured in 1/2 Standard Carton equivalents

Figure 1. Percent of Total Texas Fresh Citrus Shipments by Containers 1972-73 Season

Source: *Texas Valley Citrus Committee, Drawer 630, Pharr, Texas*

Table 1

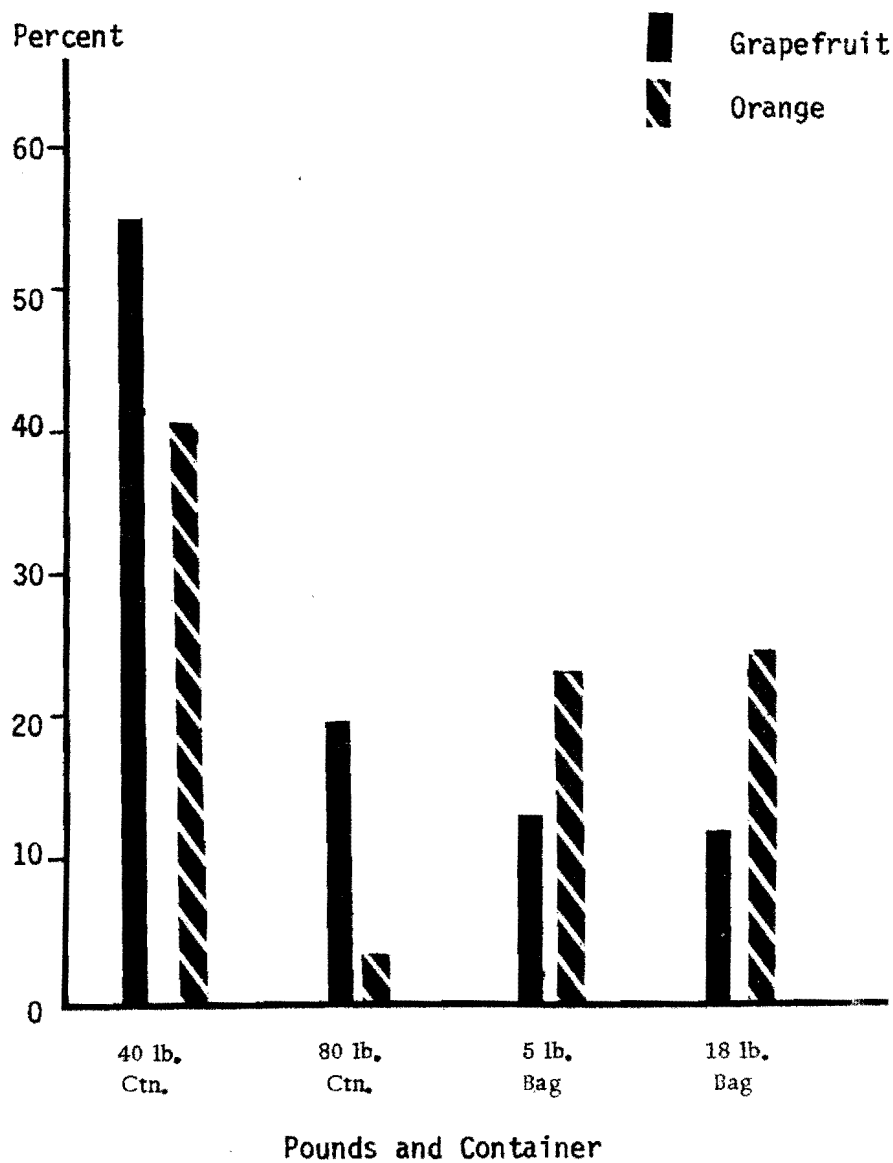
PERCENT OF TOTAL TEXAS FRESH GRAPEFRUIT
AND ORANGES SHIPPED BY CONTAINER TYPE
1972-73 SEASON

Rank	Percent of Total	Accumulated Percent	Container
Fresh Grapefruit			
1	53.60	53.60	½ Standard Carton (40 lb.)
2	18.52	72.12	80 lb. Carton
3	12.89	85.01	5 lb. Bag
4	11.84	96.85	18 lb. Sack
5	1.98	98.83	¼ Standard Carton (20 lb.)
6	1.02	99.85	80 lb. Wirebound
7	0.08	99.93	8 lb. Bag
8	0.02	99.95 ^{1/}	60 lb. Bushel Basket
9	0.00	99.95 ^{1/}	40 lb. Wirebound
Fresh Oranges			
1	40.85	40.85	½ Standard Carton (40 lb.)
2	27.47	68.32	18 lb. Sack
3	22.50	90.82	5 lb. Bag
4	3.28	94.10	80 lb. Carton
5	3.03	97.13	¼ Standard Carton (20 lb.)
6	2.39	99.52	80 lb. Wirebound
7	0.45	99.97	8 lb. Bag
8	0.00	99.97 ^{1/}	60 lb. Bushel Basket
9	0.00	99.97 ^{1/}	40 lb. Wirebound

^{1/} Not 100 percent due to rounding errors.

Source: Texas Valley Citrus Committee, Drawer 630, Pharr, Texas

MAJOR CONTAINERS
GRAPEFRUIT AND ORANGE



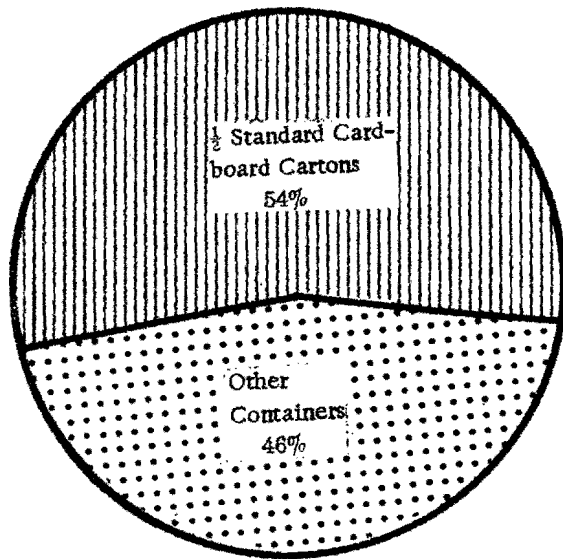
NOTE: A little more than 96 percent of all fresh grapefruit and 94 percent of all fresh oranges were shipped in the four major containers.

Figure 2. Percent of Total Texas Fresh Grapefruit and Orange Shipments by Major Containers 1972-73 Season

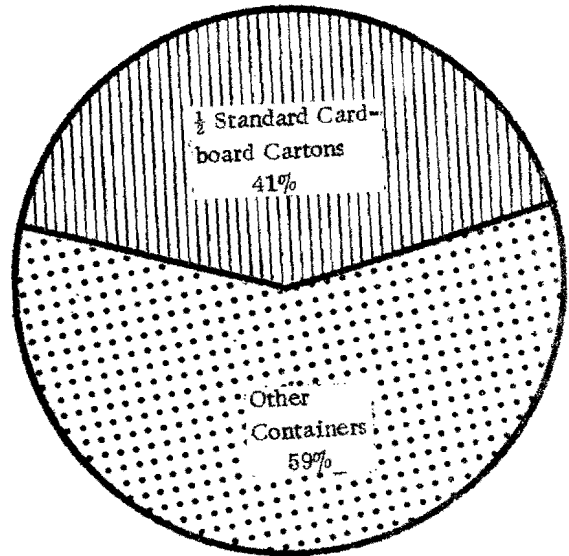
Source: Table 1

1/2 Standard Cardboard Carton
(7/10 bu.)

Utilized for:
54% of Grapefruit (5290 Carlot Equivalents)
41% of Oranges (2185 Carlot Equivalents)



Grapefruit



Orange

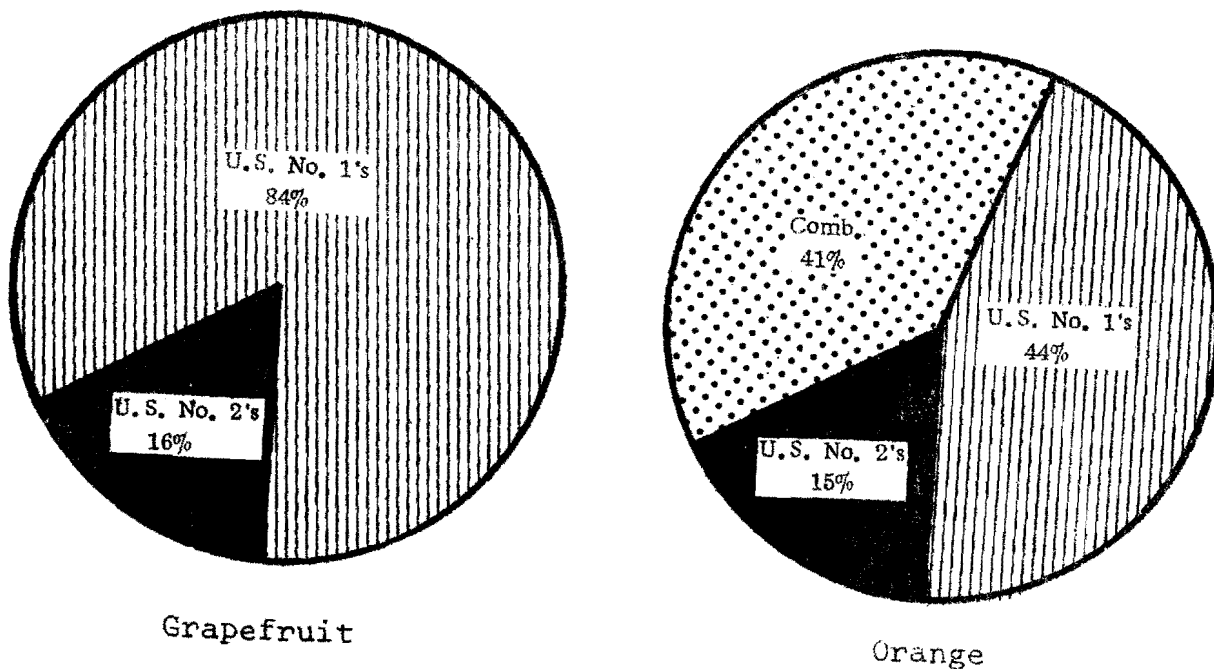
NOTE: 1 carlot equivalent = 1000 1/2 standard cardboard cartons.

Figure 3. Percent of Texas Fresh Citrus Shipped in
1/2 Standard Cardboard Cartons (7/10 bu.).
1972-73 Season

Source: Tables A and AA of Appendix

1/2 Standard Cardboard Carton
(7/10 bu.)

Utilized for:
54% of Grapefruit (5290 Carlot Equivalents)
41% of Oranges (2185 Carlot Equivalents)



NOTE: a) Combination grade contains a minimum of 60 percent U.S. No. 1's.

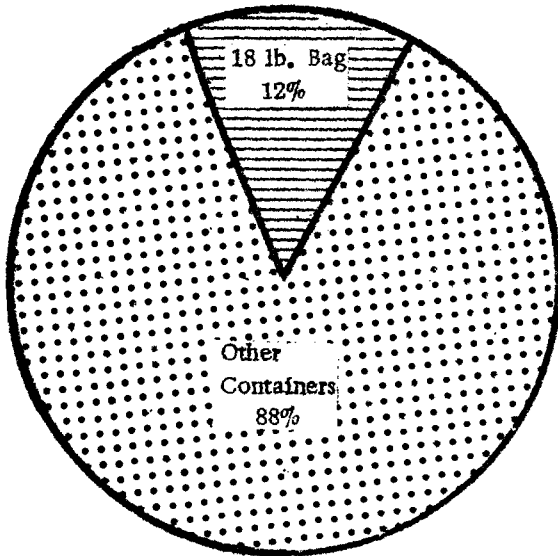
b) 1 carlot equivalent = 1000 $\frac{1}{2}$ standard cardboard cartons.

Figure 4. Percent of Texas Fresh Citrus Shipped in
1/2 Standard Cardboard Cartons by Grades.
1972-73 Season

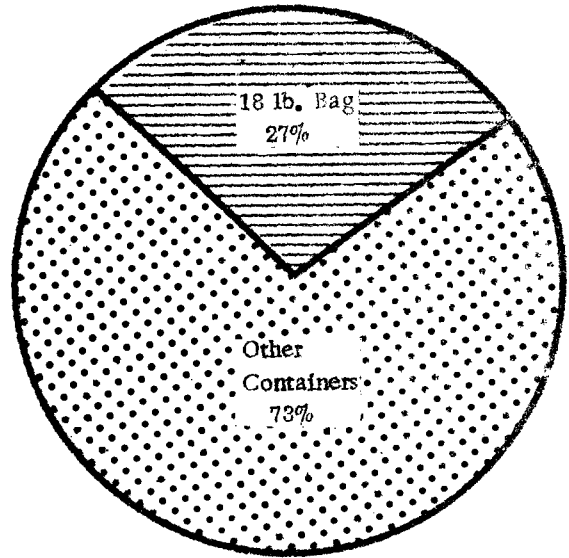
Source: Tables A and AA of Appendix

18 lb. Bag

Utilized for:
12% of Grapefruit (1169 Carlot Equivalents)
27% of Oranges (1469 Carlot Equivalents)



Grapefruit



Orange

NOTE: 1 carlot equivalent = 2222 18 lb. bags.

Figure 5. Percent of Texas Fresh Citrus Shipped in 18 lb. Bags. 1972-73 Season

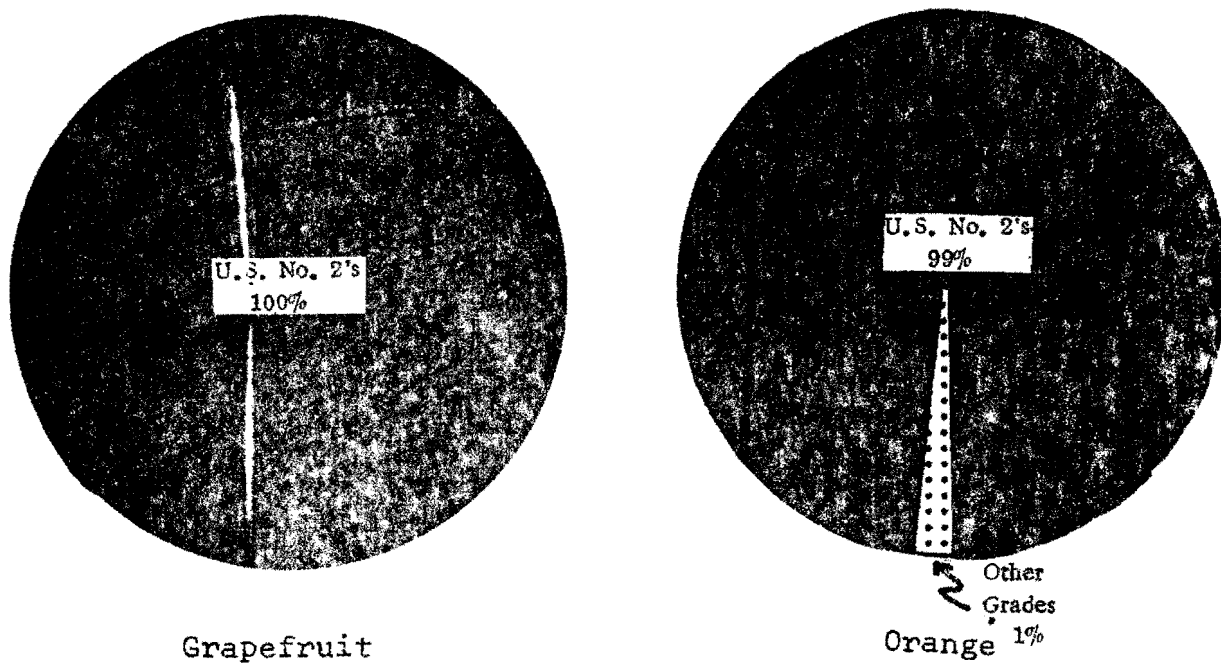
Source: Tables A and AA of Appendix

18 lb. Mesh Sack

Utilized for:

12% of Grapefruit (1169 Carlot Equivalents)

27% of Oranges (1469 Carlot Equivalents)



NOTE: a) Combination grade contains a minimum of 60 percent U.S. No. 1's.

b) U.S. No. 1's orange shipments (0.15%) and grapefruit shipments (0.22%) in 18 lb. mesh sacks excluded.

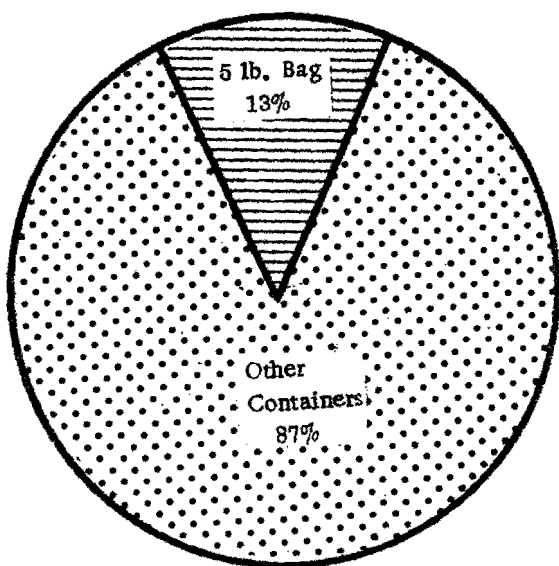
c) 1 carlot equivalent = 1000 1/2 standard cardboard cartons.

Figure 6. Percent of Texas Fresh Citrus Shipped in 18 lb. Mesh Sacks by Grades. 1972-73 Season

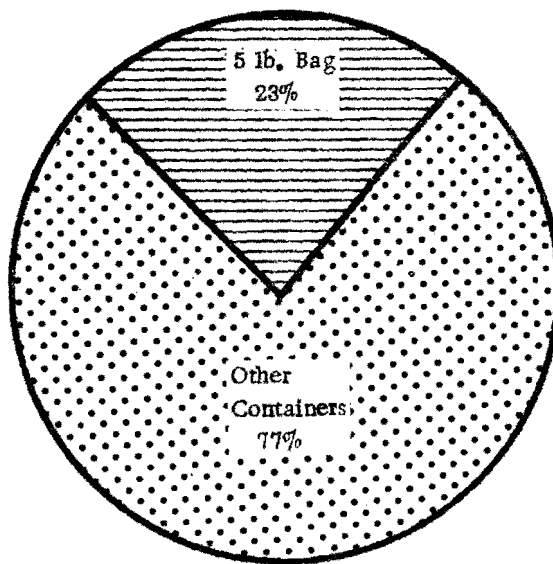
Source: Tables A and AA of Appendix

5 lb. Bag

Utilized for:
 13% of Grapefruit (1273 Carlot Equivalents)
 23% of Oranges (1204 Carlot Equivalents)



Grapefruit



Orange

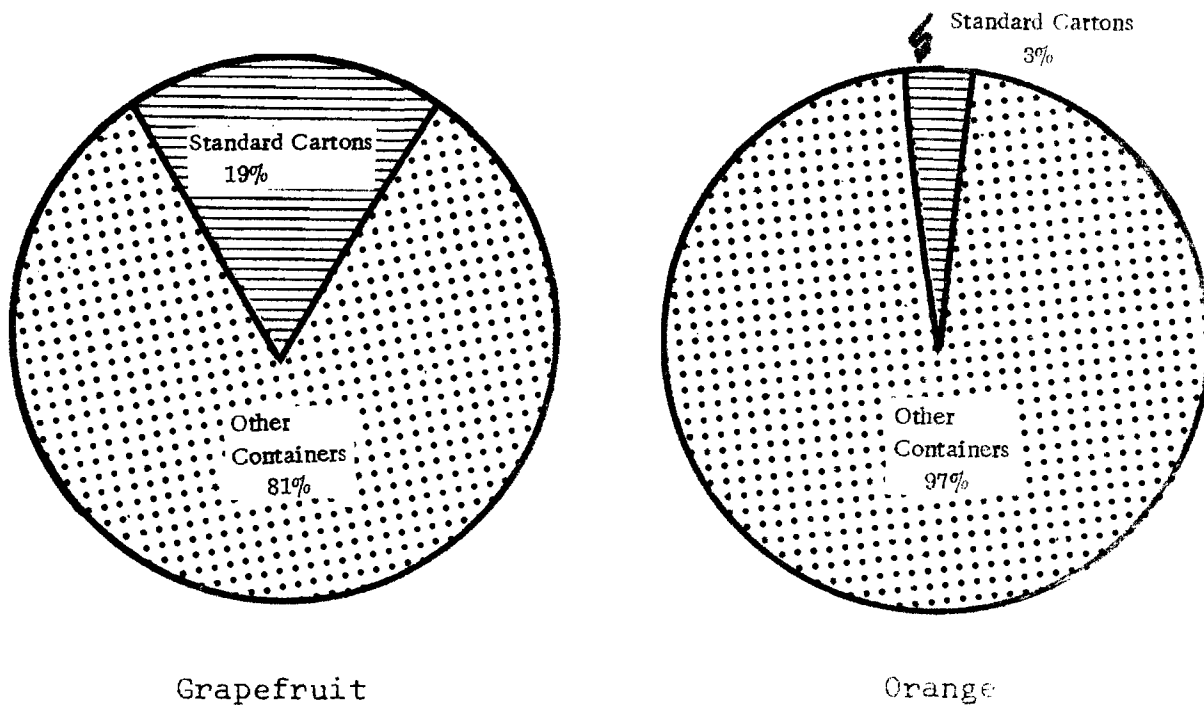
NOTE: 1 carlot equivalent = 8000 5 lb. bags.

Figure 7. Percent of Texas Fresh Citrus Shipped in 5 lb. Bags. 1972-73 Season

Source: Tables A and AA of Appendix

Standard Carton
(80 lbs.)

Utilized for:
19% of Grapefruit (1828 Carlot Equivalents)
3% of Oranges (176 Carlot Equivalents)



NOTE: 1 carlot equivalent = 500 standard cartons (80 lbs.)

Figure 9. Percent of Texas Fresh Citrus Shipped in
Standard Cartons.
1972-73 Season

Source: Tables A and AA of Appendix

utilized to pack mostly (77%) U. S. No. 1 grade fresh grapefruit and (79%) U. S. No. 1 and combination grades fresh oranges as depicted in Figure 10. This container is typically utilized for repackaging fresh citrus by independent repackers and by retail food stores with repacking facilities at the wholesale and retail levels.

Minor Containers and Grades:

¼ Standard Carton (20 lbs.): The ¼ standard carton container is a minor container utilized for only 2 percent of the fresh grapefruit and 3 percent of the fresh oranges as depicted in Figure 11. This container is utilized mostly for gift citrus packed with U. S. No. 1 grade fresh citrus as portrayed in Figure 12.

Standard Wire-bound (80 lbs.): The standard wire-bound container is utilized to pack 1 percent of the fresh grapefruit and 2 percent of the fresh oranges as portrayed in Figure 13. The fresh grapefruit packed in this container (90%) generally graded U. S. No. 1. In respect to fresh oranges, the fruit (99%) generally graded U. S. No. 1 and combination grades as depicted in Figure 14. This container is utilized primarily by independent repackers and retail food firms with repacking facilities situated at the wholesale and retail levels.

8 lb. Bag: The 8 pound bag is also a very minor container with less than 1 percent each of the fresh grapefruit and fresh oranges marketed in this bag as portrayed in Figure 15. Most of the fresh grapefruit (57%) packed in this bag graded U. S. No. 2 while 90 percent of the fresh oranges packed U. S. No. 1 and combination grades (Table 16).

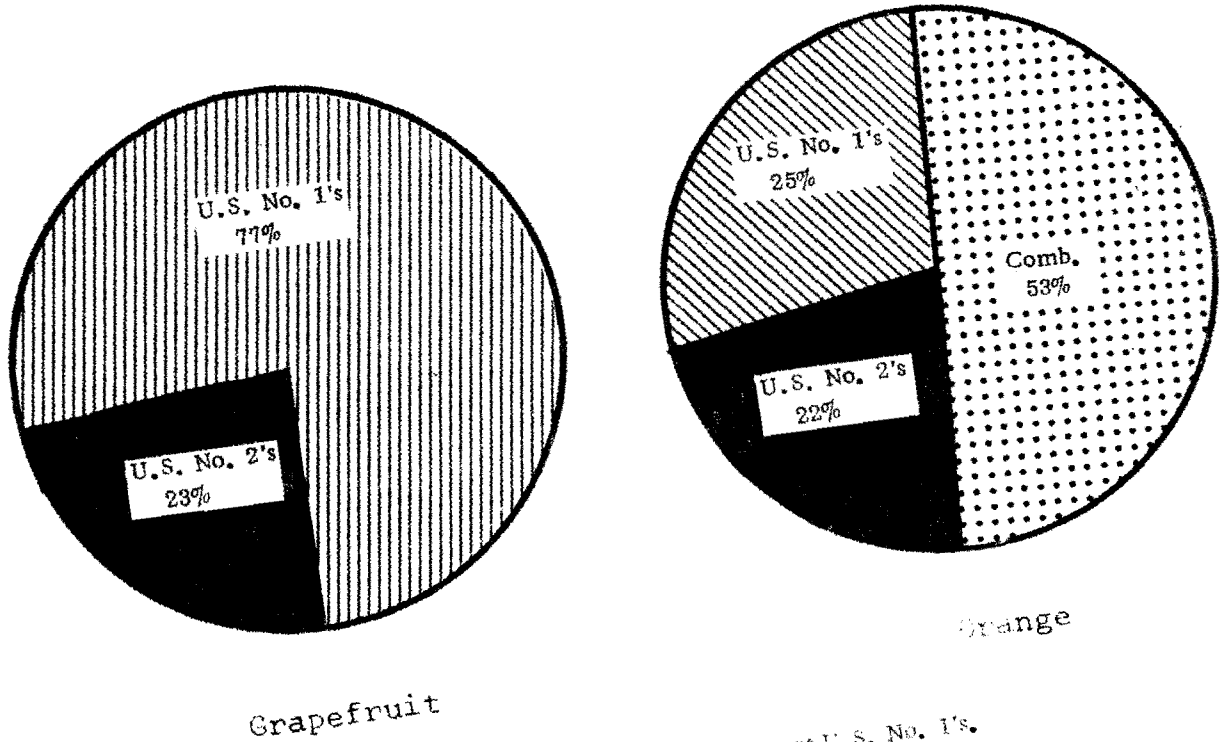
The 8 pound bag is designed for a consumer pack. Previous market research findings reveal that the overwhelming consumer preference is for the 5 pound bag of fresh citrus. The low consumer demand for the 8 pound bag explains the very minor importance of this container.

40 lb. Wire-bound: As only a little more than one carlot equivalent of citrus was packed in the 40 lb. wire-bound containers, the relative importance of this container is not significant. Only U. S. No. 1 grade grapefruit was packed in this container of which 31 percent was exported.

60 lb. Bushel Basket: The 60 lb. bushel basket was used only for special purpose shipments accounting for a little more than four carlot equivalents, 31 percent of which was exported. This container was used primarily for U. S. No. 1 grade grapefruit.

Standard Cardboard Carton
80 lbs.

Utilized for:
19% of Grapefruit (1828 Carlot Equivalents)
3% of Oranges (176 Carlot Equivalents)



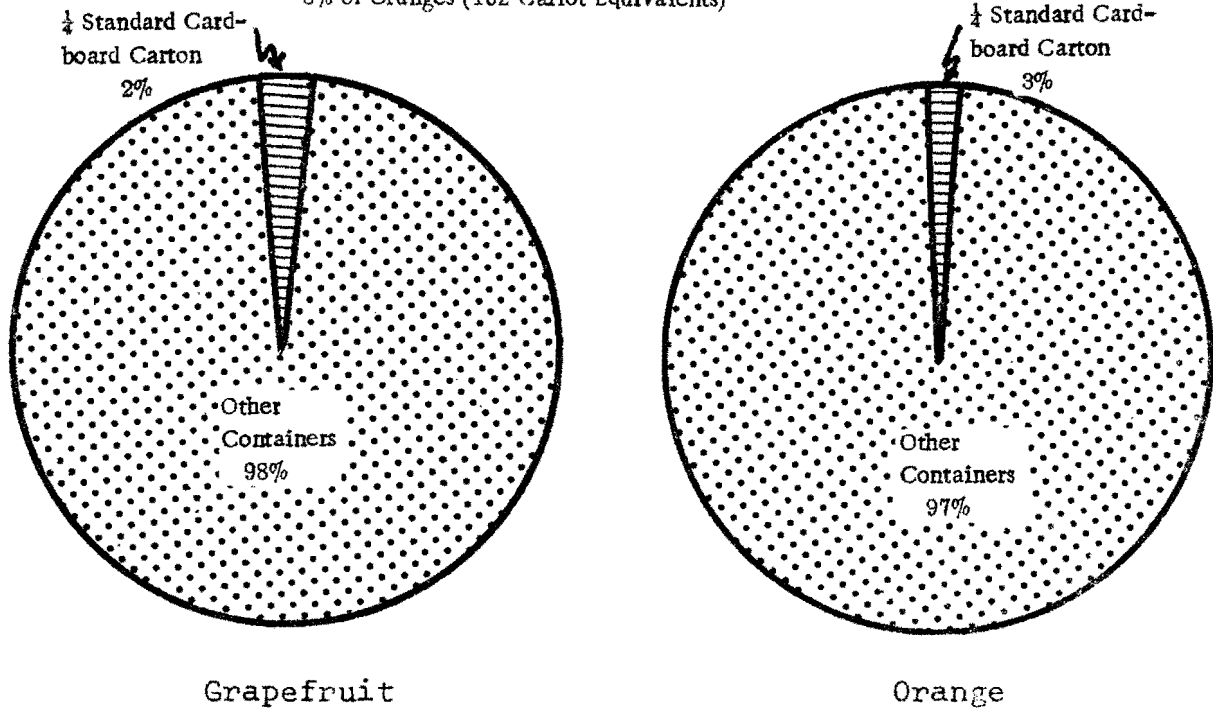
NOTE: a) Combination grade contains a minimum of 60 percent U.S. No. 1's.
b) 1 carlot equivalent = 500 standard cardboard cartons.

Figure 10. Percent of Texas Fresh Citrus Shipped in Standard Cardboard Cartons by Grades. 1972-73 Season

Source: Tables A and AA of Appendix

1/4 Standard Cardboard Carton
(20 lbs.)

Utilized for:
2% of Grapefruit (196 Carlot Equivalents)
3% of Oranges (162 Carlot Equivalents)



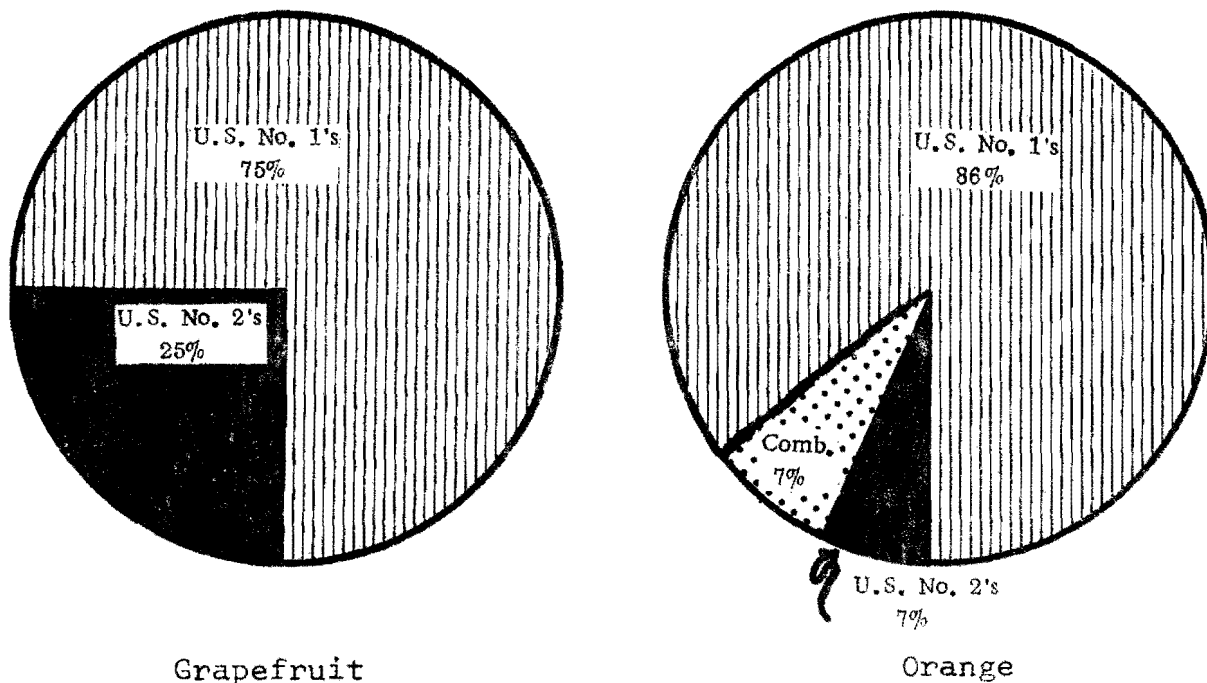
NOTE: 1 carlot equivalent = 2000 1/4 standard cardboard cartons.

Figure 11. Percent of Texas Fresh Citrus Shipped in 1/4 Standard Cardboard Cartons. 1972-73 Season

Source: Tables A and AA of Appendix

1/4 Standard Cardboard Carton
1/2 of 7/10 bu. (20 lbs.)

Utilized for:
2% of Grapefruit (196 Carlot Equivalents)
3% of Oranges (162 Carlot Equivalents)



NOTE: a) Combination grade contains a minimum of 60 percent U.S. No. 1's.

b) 1 carlot equivalent = 2000 1/4 standard cardboard cartons.

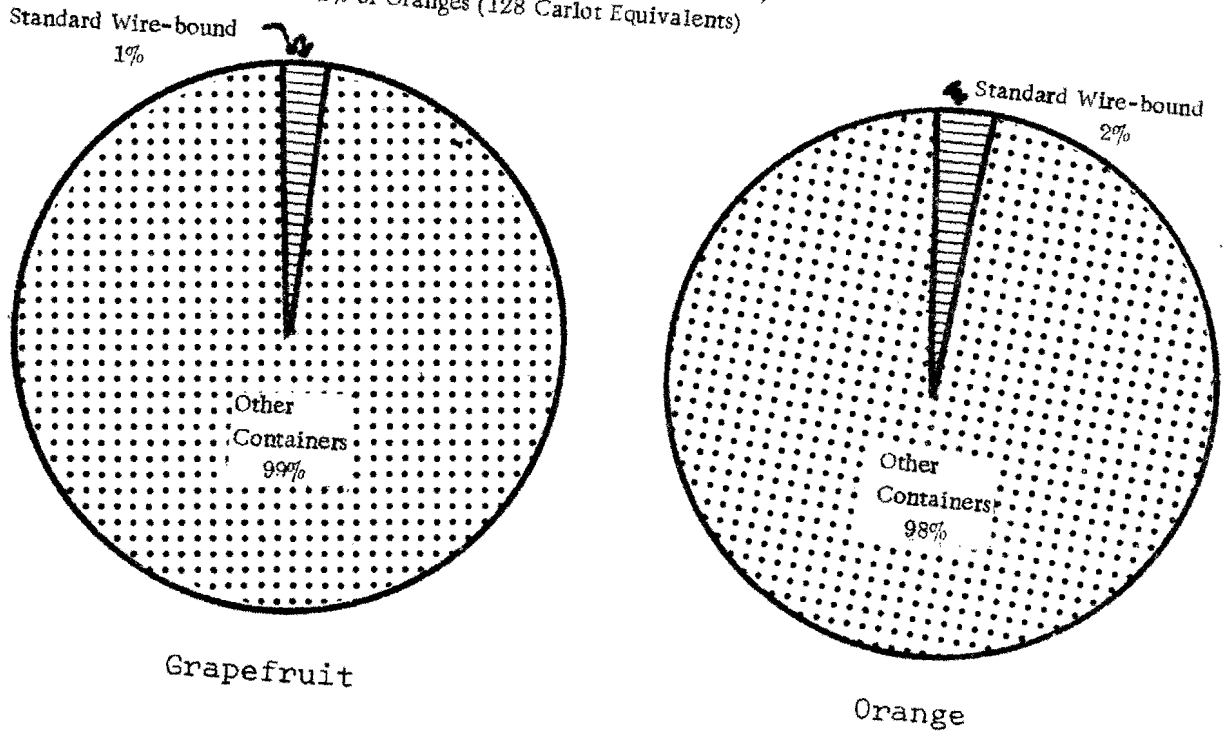
Figure 12. Percent of Texas Fresh Citrus Shipped in 1/4 Standard Cardboard Cartons by Grades. 1972-73 Season

Source: Tables A and AA of Appendix

Standard Wire-bound
(80 lbs.)

Utilized for:

1% of Grapefruit (101 Carlot Equivalents)
2% of Oranges (128 Carlot Equivalents)



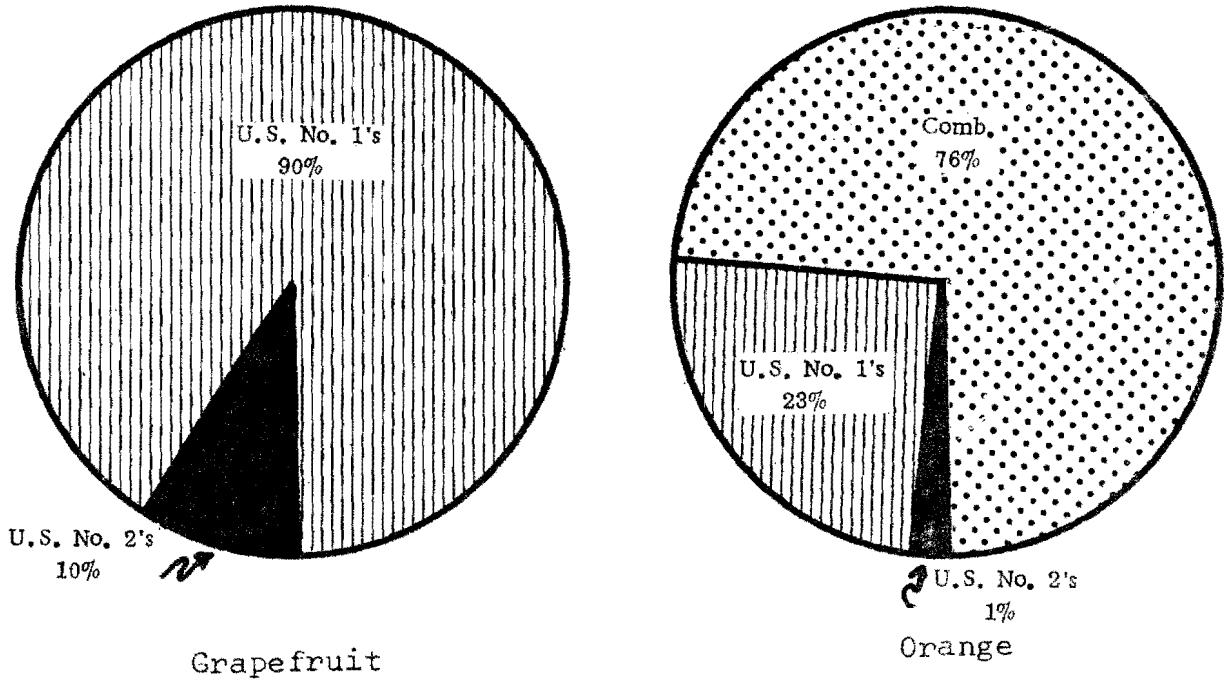
NOTE: 1 carlot equivalent = 500 standard wire-bounds.

Figure 13. Percent of Texas Fresh Citrus Shipped in Standard Wire-bounds. 1972-73 Season

Source: Tables A and AA of Appendix

Standard Wire-bound Box
80 lbs.

Utilized for:
1% of Grapefruit (101 Carlot Equivalents)
2% of Oranges (128 Carlot Equivalents)



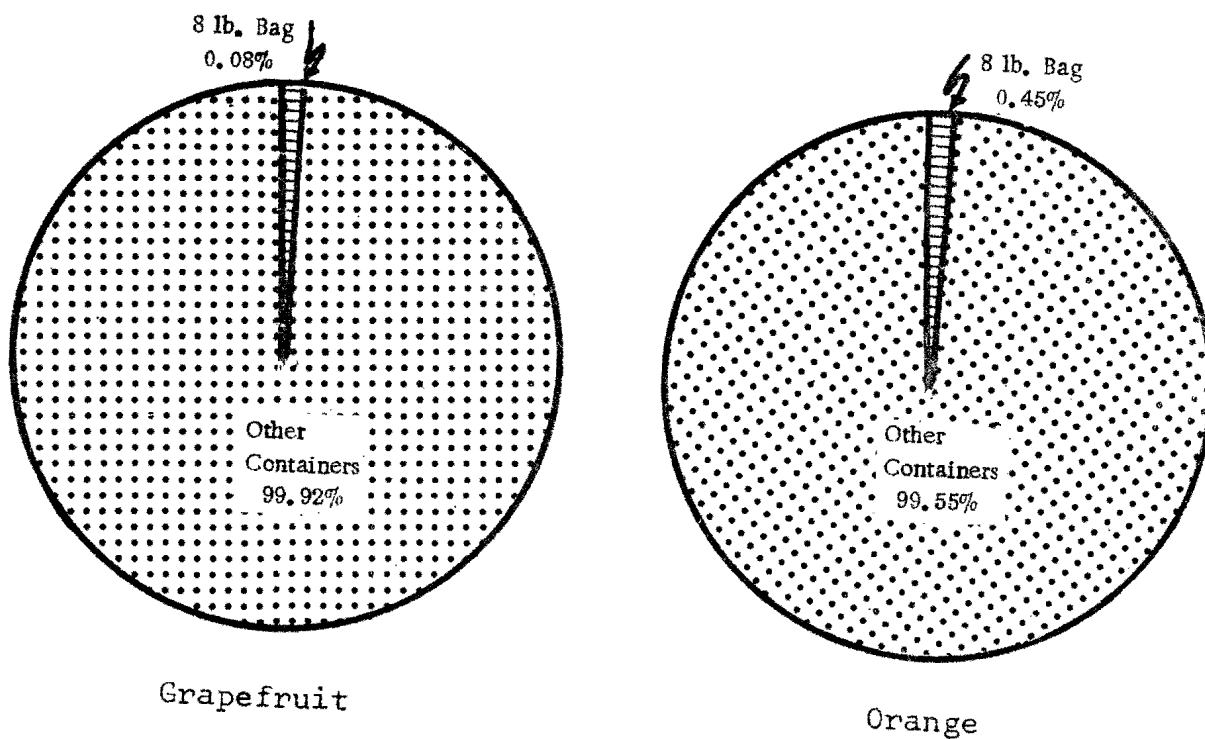
NOTE: a) Combination grade contains a minimum of 60 percent U.S. No. 1's.
b) 1 carlot equivalent = 500 standard wire-bound boxes.

Figure 14. Percent of Texas Fresh Citrus Shipped in Standard Wire-bound Boxes by Grades 1972-73 Season

Source: Tables A and AA of Appendix

8 lb. Bag

Utilized for:
 0.08% of Grapefruit (9 Carlot Equivalents)
 0.45% of Oranges (24 Carlot Equivalents)



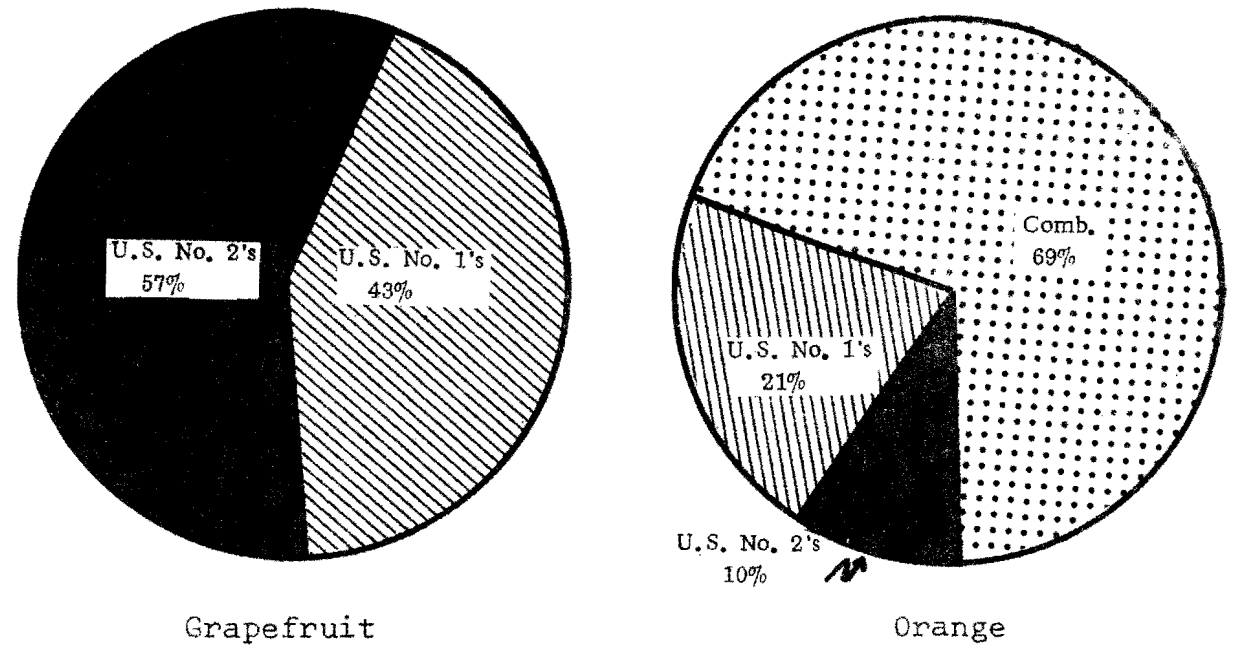
NOTE: 1 carlot equivalent = 5000 8 lb. bags.

Figure 15. Percent of Texas Fresh Citrus Shipped in
 8 lb. Bags.
 1972-73 Season

Source: Tables A and AA of Appendix

8 lb. Bags

Utilized for:
0.08% of Grapefruit (9 Carlot Equivalents)
0.45% of Oranges (24 Carlot Equivalents)



NOTE: a) Combination grade contains a minimum of 60 percent U.S. No. 1's.
b) 1 carlot equivalent = 5000 8 lb. bags.

Figure 16. Percent of Texas Fresh Citrus Shipped in 8 lb. Bags by Grades. 1972-73 Season

Source: Tables A and AA of Appendix

Container Utilization by Each of The 20 Top Markets:

An analysis of container utilization by each of the major Texas fresh citrus markets provides more detailed information on the differences that exist among markets. This kind of market information is very helpful for the Texas citrus decision makers when allocating resources for advertising, promotion, and merchandising for each of the individual major markets.

Grapefruit: The Texas top fresh grapefruit domestic markets' container utilization in terms of the $\frac{1}{2}$ standard carton equivalents are presented in Table 2 for the 1972-73 marketing season. The top 20 markets accounted for about 60 percent of Texas' total fresh grapefruit shipments. These markets are ranked from 1 to 20 by absolute quantity marketed in carlot equivalents.^{1/} Percentage of total fresh grapefruit marketed in each market by container type is tabulated. For example, the Dallas-Fort Worth market received 634 carlot equivalents of Texas fresh grapefruit during the 1972-73 season. Almost half of this quantity (49.29%) was packed in the $\frac{1}{2}$ standard carton, 27.48 percent in the 18 lb. mesh sack, 13.83 percent in 5 lb. bags, and 8.56 percent in the 80 lb. wire-bound. Only 0.23 percent was packed in bushel baskets and 0.02 percent in 8 lb. bags.

A close examination of Table 2 reveals considerable differences among markets in respect to container utilization. Note that the West Coast markets, namely Los Angeles, San Francisco, and Portland utilized the $\frac{1}{2}$ standard cartons for over 99 percent of all fresh grapefruit shipments. As the Texas citrus industry utilized the $\frac{1}{2}$ standard cartons for 53.59 percent of all fresh grapefruit shipments, this difference is of considerable magnitude.

To assist the reader, four bar graphs, Figures 17 to 20, are presented portraying the differences among each of the 20 top markets for each of the four major fresh grapefruit containers. All markets are ranked in descending order in accordance with absolute carlot equivalents shipped. The bottom horizontal line is in percent which reflects the percentage of the total quantity marketed in each market for a given container. For example, Figure 16 portrays that the three markets on the West Coast, namely Los Angeles, San Francisco, and Portland utilized the $\frac{1}{2}$ standard carton for almost all Texas fresh grapefruit received while Detroit received only 16 percent of Texas fresh grapefruit in this container. Note that there exists a great variation among the top 20 markets in respect to the utilization of the $\frac{1}{2}$ standard carton.

The utilization of the standard carton (80 lb.) among the top 20 markets is presented in Figure 18. Note that Canada, St. Louis, Kansas City, Des Moines, and Omaha are the major users. As the standard carton is typically used by repackers, the above markets reflect the location of the major repackers of Texas fresh grapefruit at the wholesale and retail levels.

^{1/} One carlot equivalent = 1000 $\frac{1}{2}$ standard cartons = 40,000 lbs.

Table 2

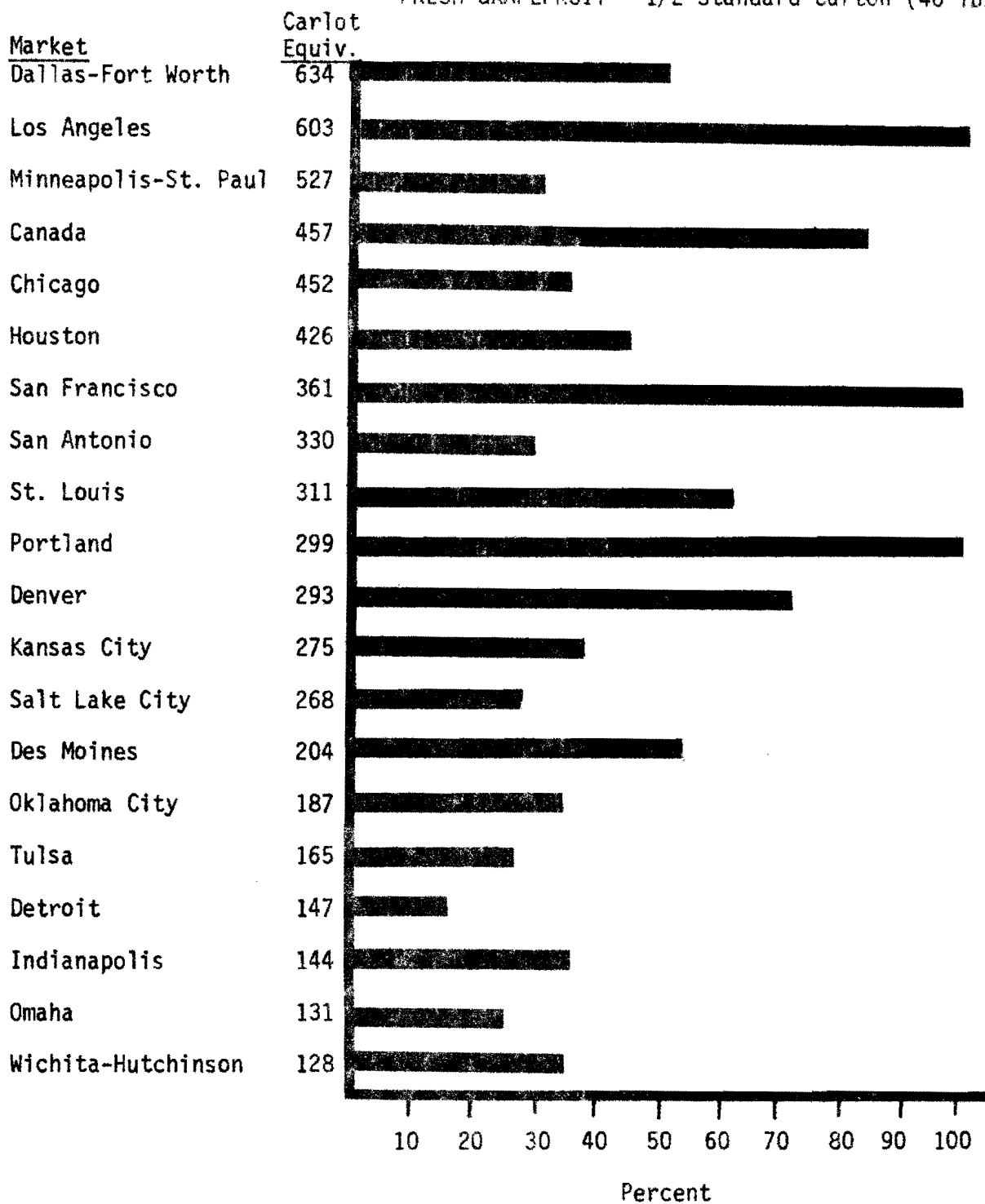
Texas Top 20 Fresh Grapefruit Domestic Markets by Containers in Percent of $\frac{1}{2}$ Standard Carton Equivalents (7/10 bu.)
1972-73 Season

Rank Order	Carlot Equivalents	Market	$\frac{1}{2}$ Std. Ctn.	Std. Ctn.	5 lb.	10 lb.	$\frac{1}{4}$ Std. Ctn.	Wire-bound	8 lb.	Bushel	Wire-bound
			40 lb.	80 lb.	Bag	Mesh Sack	20 lb.	80 lb.	Bag	Basket	40 lb.
----- Percent -----											
1	634	Dallas-Fort Worth	49.29	8.56	13.83	27.48	0.55	-0-	0.02	0.23	-0-
2	603	Los Angeles	99.27	0.36	0.32	0.03	-0-	-0-	-0-	-0-	-0-
3	527	Minneapolis-St. Paul	30.09	67.40	0.50	0.74	0.91	0.23	-0-	-0-	-0-
4	457	Canada	83.51	16.25	-0-	0.22	-0-	-0-	-0-	-0-	-0-
5	432	Chicago	34.09	2.64	57.29	0.66	5.08	0.19	-0-	-0-	-0-
6	426	Houston	43.93	2.68	15.47	36.77	0.67	-0-	-0-	0.21	0.22
7	361	San Francisco	99.84	-0-	0.12	-0-	0.01	-0-	0.01	-0-	-0-
8	330	San Antonio	29.32	1.23	24.34	44.80	0.25	-0-	0.02	-0-	-0-
9	311	St. Louis	61.46	21.71	15.75	0.97	0.09	-0-	-0-	-0-	-0-
10	299	Portland	99.27	0.46	0.12	-0-	0.03	0.10	-0-	-0-	-0-
11	293	Denver	71.02	7.18	13.77	6.70	0.39	0.91	-0-	-0-	-0-
12	275	Kansas City	38.47	39.14	4.39	17.52	0.35	0.10	-0-	-0-	-0-
13	268	Salt Lake City	28.88	70.99	0.10	-0-	-0-	-0-	-0-	-0-	-0-
14	204	Des Moines	53.25	38.39	4.60	2.01	1.72	-0-	-0-	-0-	-0-
15	187	Oklahoma City	33.26	25.00	17.32	18.47	1.59	4.26	0.05	-0-	-0-
16	165	Tulsa	25.50	23.97	6.95	8.39	1.42	33.75	0.27	-0-	-0-
17	147	Detroit	16.06	-0-	28.15	53.35	1.84	0.30	-0-	-0-	-0-
18	144	Indianapolis	38.25	3.20	28.78	3.51	25.31	0.34	0.58	-0-	-0-
19	131	Omaha	26.59	50.81	21.62	0.26	0.03	0.28	0.36	-0-	-0-
20	128	Wichita-Hutchinson	33.49	27.28	12.04	25.38	1.09	0.69	-0-	-0-	-0-
1972-73 Average - All Markets			53.59	18.52	12.89	11.84	1.98	1.02	0.08	0.02	0.00

NOTE: a) Top 20 markets for Texas fresh grapefruit represent almost 60 percent of total 1972-73 certified shipments.
b) Certified shipments = Total fresh shipments less gift pack, local use and processing.
c) 1 carlot equivalent = 40,000 lbs.

Source: Connolly, Chan, Texas Fresh Citrus Shipments By Market Areas, 1972-73, Research Report MRC 73-1, Texas Agricultural Experiment Station, Weslaco, Texas 78596.

FRESH GRAPEFRUIT - 1/2 Standard Carton (40 lbs.)

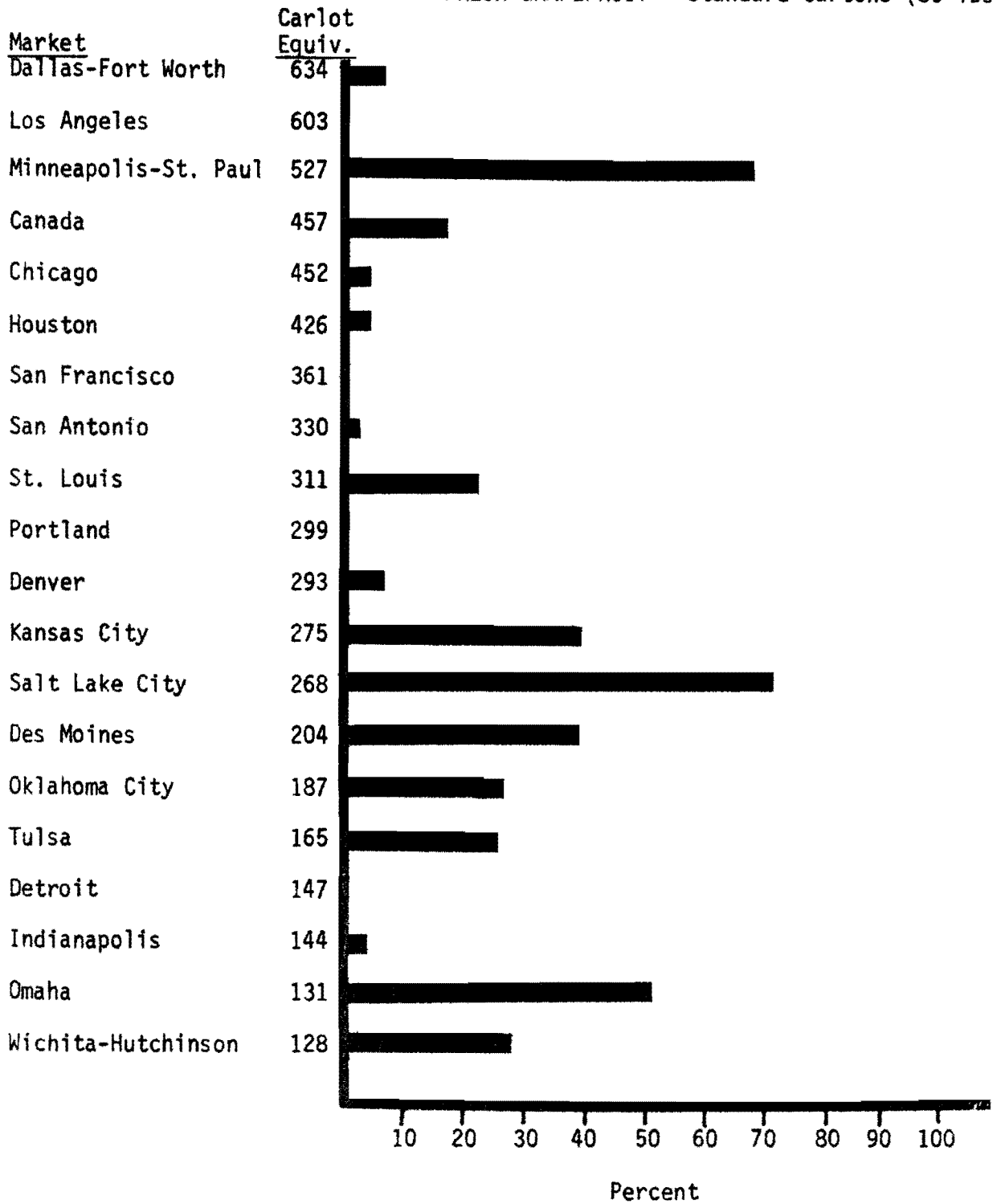


NOTE: a) Top 20 markets for Texas fresh grapefruit represent almost 60 percent of total 1972-73 certified shipments.
 b) Certified shipments = Total fresh shipments less gift pack, local use and processing.
 c) 1 carlot equivalent = 40,000 lbs.

Figure 17. Percent of Texas Fresh Grapefruit Shipped in 1/2 Standard Cartons (7/10 bu.) To Top 20 Markets. 1972-73 Season

Source: Table 2

FRESH GRAPEFRUIT - Standard Cartons (80 lbs.)

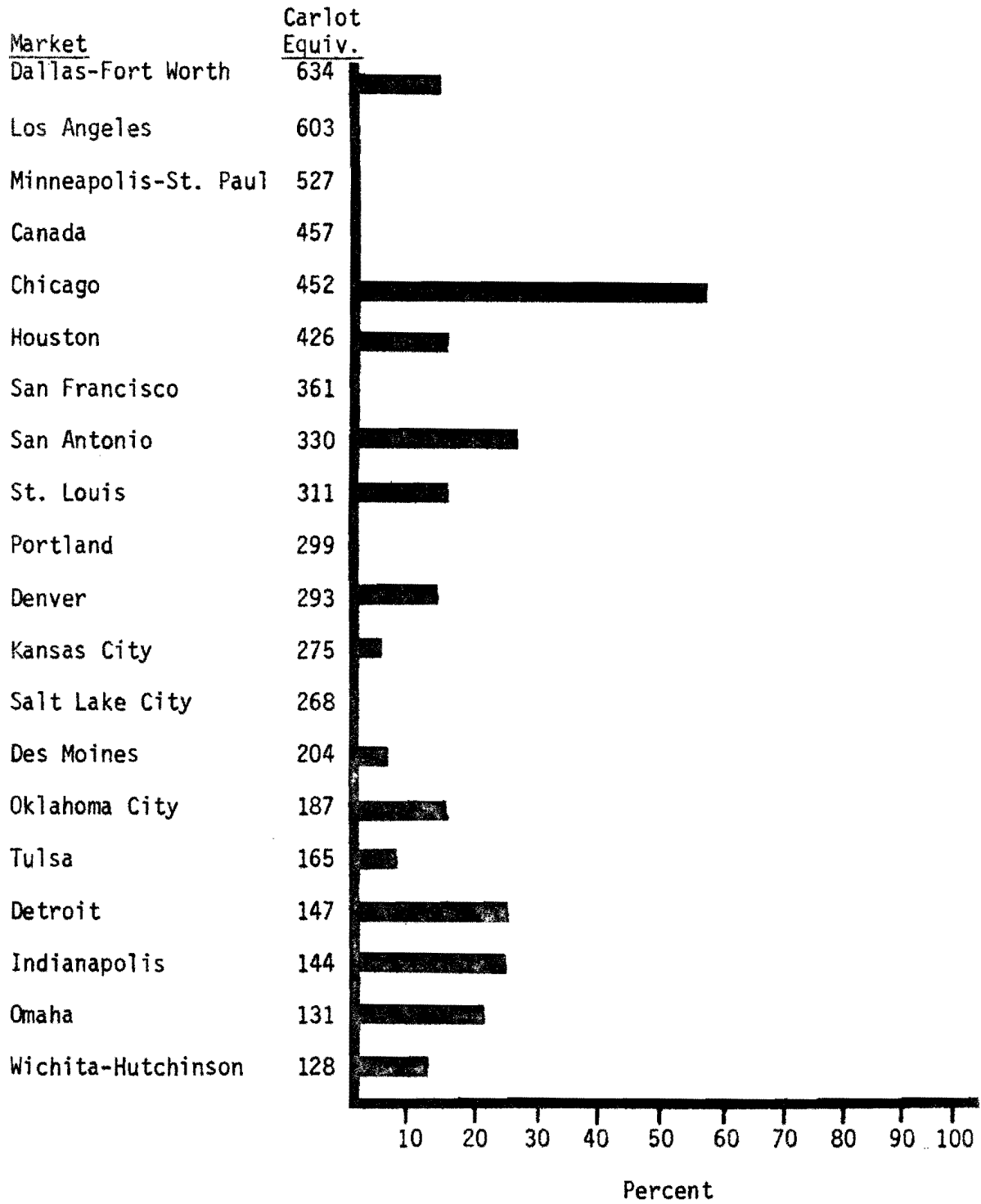


NOTE: a) Top 20 markets for Texas fresh grapefruit represent almost 60 percent of total 1972-73 certified shipments.
 b) Certified shipments = Total fresh shipments less gift pack, local use and processing.
 c) 1 carlot equivalent = 40,000 lbs.

Figure 18. Percent of Texas Fresh Grapefruit Shipped in Standard Cartons (80 lbs.) To Top 20 Markets. 1972-73 Season

Source: Table 2

FRESH GRAPEFRUIT - 5 lb. Bags

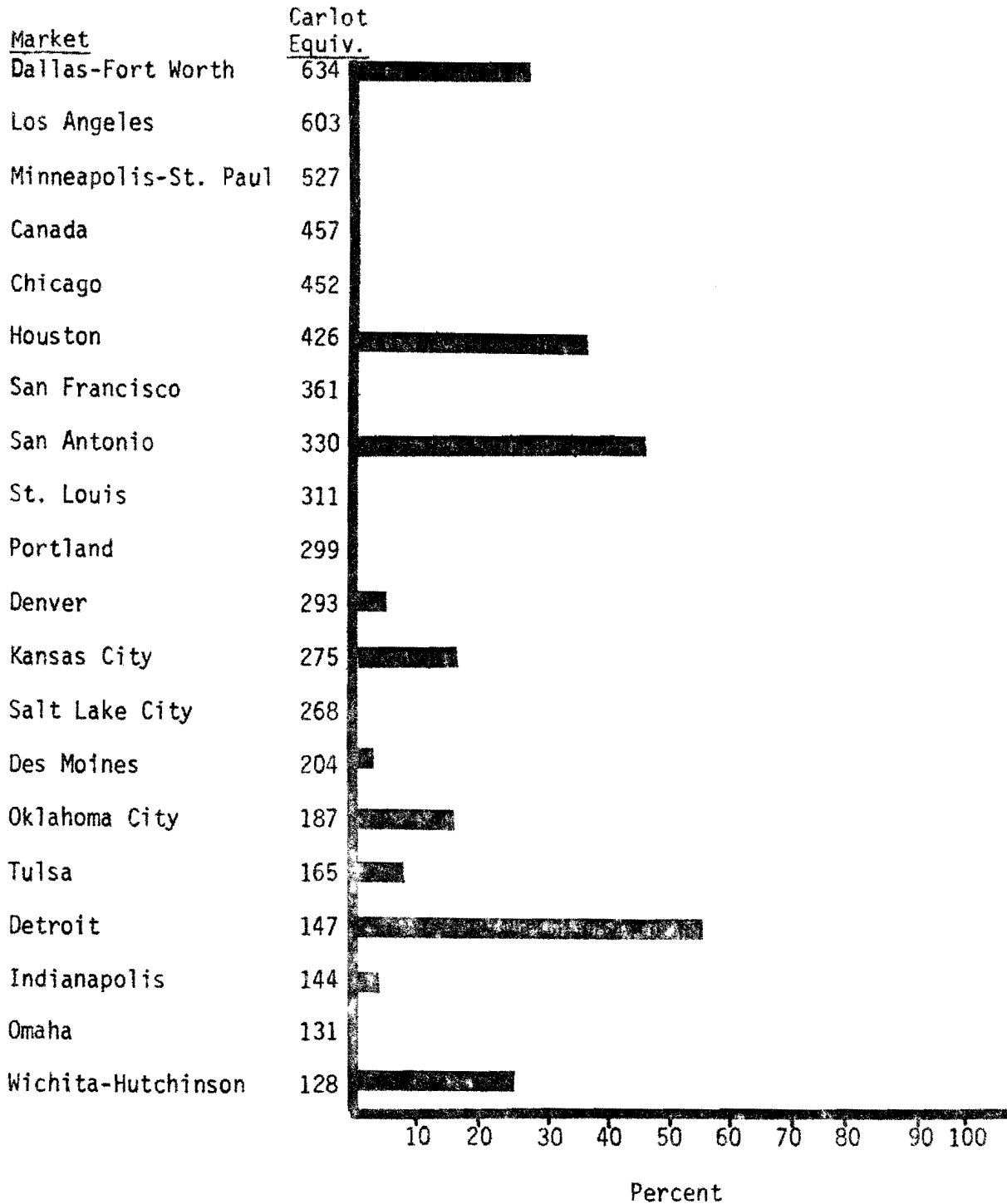


NOTE: a) Top 20 markets for Texas fresh grapefruit represent almost 60 percent of total 1972-73 certified shipments.
 b) Certified shipments = Total fresh shipments less gift pack, local use and processing.
 c) 1 carlot equivalent = 40,000 lbs.

Figure 19. Percent of Texas Fresh Grapefruit Shipped in 5 lb. Bags To Top 20 Markets. 1972-73 Season

Source: Table 2

FRESH GRAPEFRUIT - 18 lb. Mesh Sacks



NOTE: a) Top 20 markets for Texas fresh grapefruit represent almost 60 percent of total 1972-73 certified shipments.
 b) Certified shipments = Total fresh shipments less gift pack, local use and processing.
 c) 1 carlot equivalent = 40,000 lbs.

Figure 20. Percent of Texas Fresh Grapefruit Shipped in 18 lb. Mesh Sacks
 To Top 20 Markets.
 1972-73 Season

Source: Table 2

Table 3

Texas Top 20 Fresh Orange Domestic Markets by Containers in Percent of $\frac{1}{2}$ Standard Carton Equivalents (7/10 bu.)
1972-73 Season

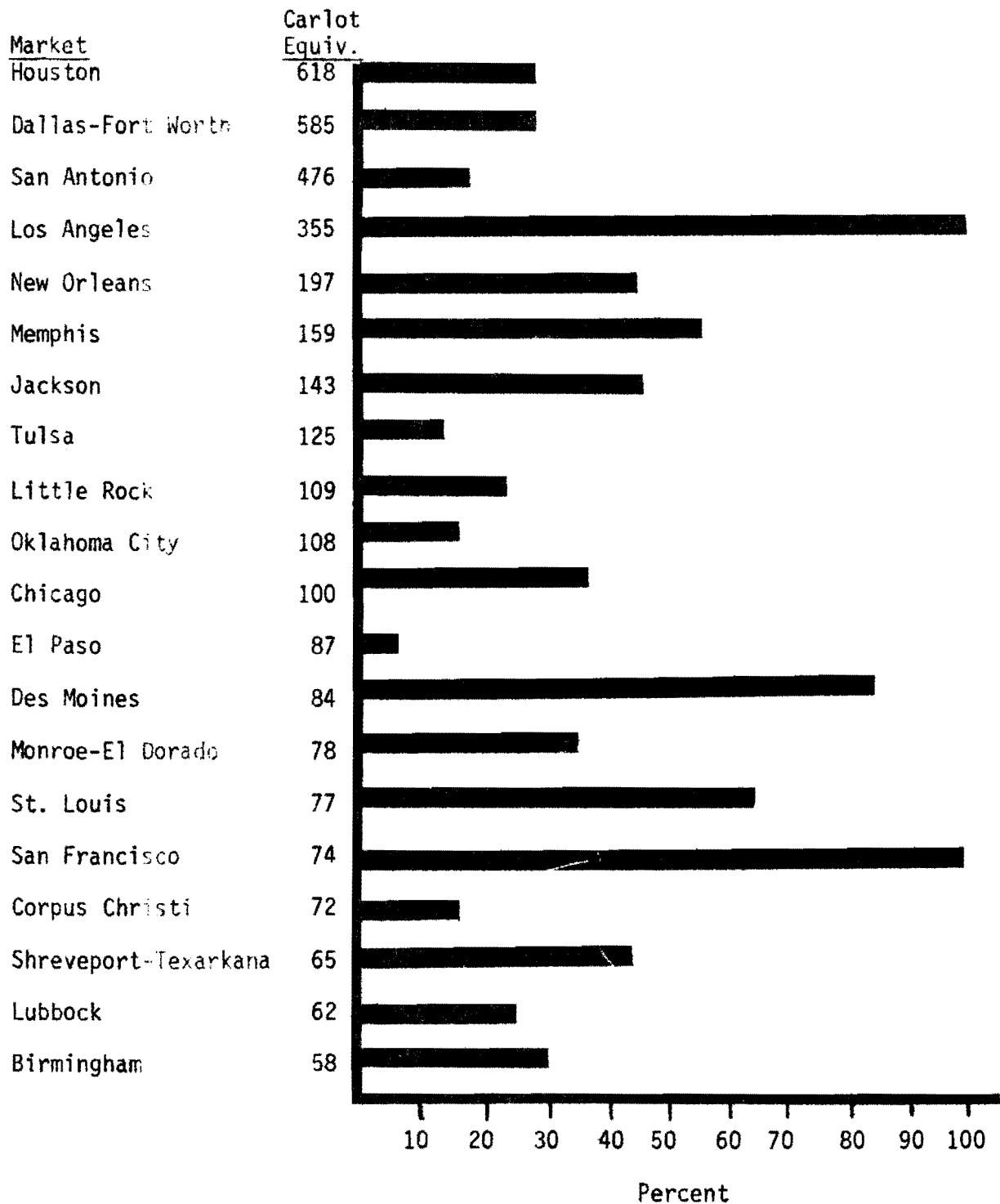
Rank Order	Carlot Equivalents		$\frac{1}{2}$ Std. Ctn. 40 lb.	18 lb. Mesh Sack	5 lb. Bag	Std. Ctn. 80 lb.	$\frac{1}{4}$ Std. Ctn. 20 lb.	Wire-bound 80 lb.	8 lb. Bag	Bushe1 Basket
----- Percent -----										
1	618	Houston	29.07	41.68	25.46	2.18	0.38	-0-	1.17	0.02
2	585	Dallas-Fort Worth	28.89	32.84	23.82	13.88	0.53	-0-	-0-	0.01
3	476	San Antonio	17.19	50.94	31.14	0.58	0.12	-0-	-0-	-0-
4	355	Los Angeles	99.33	0.05	-0-	0.57	-0-	0.02	-0-	-0-
5	197	New Orleans	45.42	4.49	50.08	-0-	-0-	-0-	-0-	-0-
6	159	Memphis	53.51	28.92	12.44	2.36	0.33	2.33	0.07	-0-
7	143	Jackson	42.18	47.33	7.45	0.37	2.65	-0-	-0-	-0-
8	125	Tulsa	12.97	16.08	12.85	0.58	3.61	53.87	-0-	-0-
9	109	Little Rock	22.40	52.33	24.78	0.21	0.03	-0-	0.21	-0-
10	108	Oklahoma City	15.35	33.69	25.58	13.65	4.00	7.70	-0-	-0-
11	100	Chicago	34.53	7.49	29.23	1.77	21.81	0.95	4.19	-0-
12	87	El Paso	7.36	46.93	10.84	34.50	0.23	0.11	-0-	-0-
13	84	Des Moines	82.31	2.34	10.76	-0-	4.57	-0-	-0-	-0-
14	78	Monroe-El Dorado	32.56	13.86	53.50	-0-	0.96	-0-	-0-	-0-
15	77	St. Louis	63.36	5.58	30.54	-0-	0.50	-0-	-0-	-0-
16	74	San Francisco	99.58	-0-	0.21	-0-	0.03	-0-	0.16	-0-
17	72	Corpus Christi	15.40	64.93	19.07	0.22	0.29	-0-	-0-	0.06
18	65	Shreveport-Texarkana	42.30	20.90	33.23	0.15	0.77	-0-	2.61	-0-
19	62	Lubbock	22.12	21.36	54.77	0.32	1.40	-0-	-0-	-0-
20	58	Birmingham	30.01	63.18	5.68	-0-	1.11	-0-	-0-	-0-
1972-73 Average - All Markets			40.85	27.47	22.50	3.28	3.03	2.39	0.45	0.00

NOTE: a) Top 20 markets for Texas fresh oranges represent 68 percent of total 1972-73 certified shipments.
b) Certified shipments = Total fresh shipments less gift pack, local use and processing.
c) 1 carlot equivalent = 40,000 lbs.

Source: Connolly, Chan, Texas Fresh Citrus Shipments By Market Areas, 1972-73, Research Report MRC 73-1, Texas Agricultural Experiment Station, Weslaco, Texas 78596.

Tables A through U, Appendix II

FRESH ORANGES - 1/2 Standard Cartons (40 lbs.)

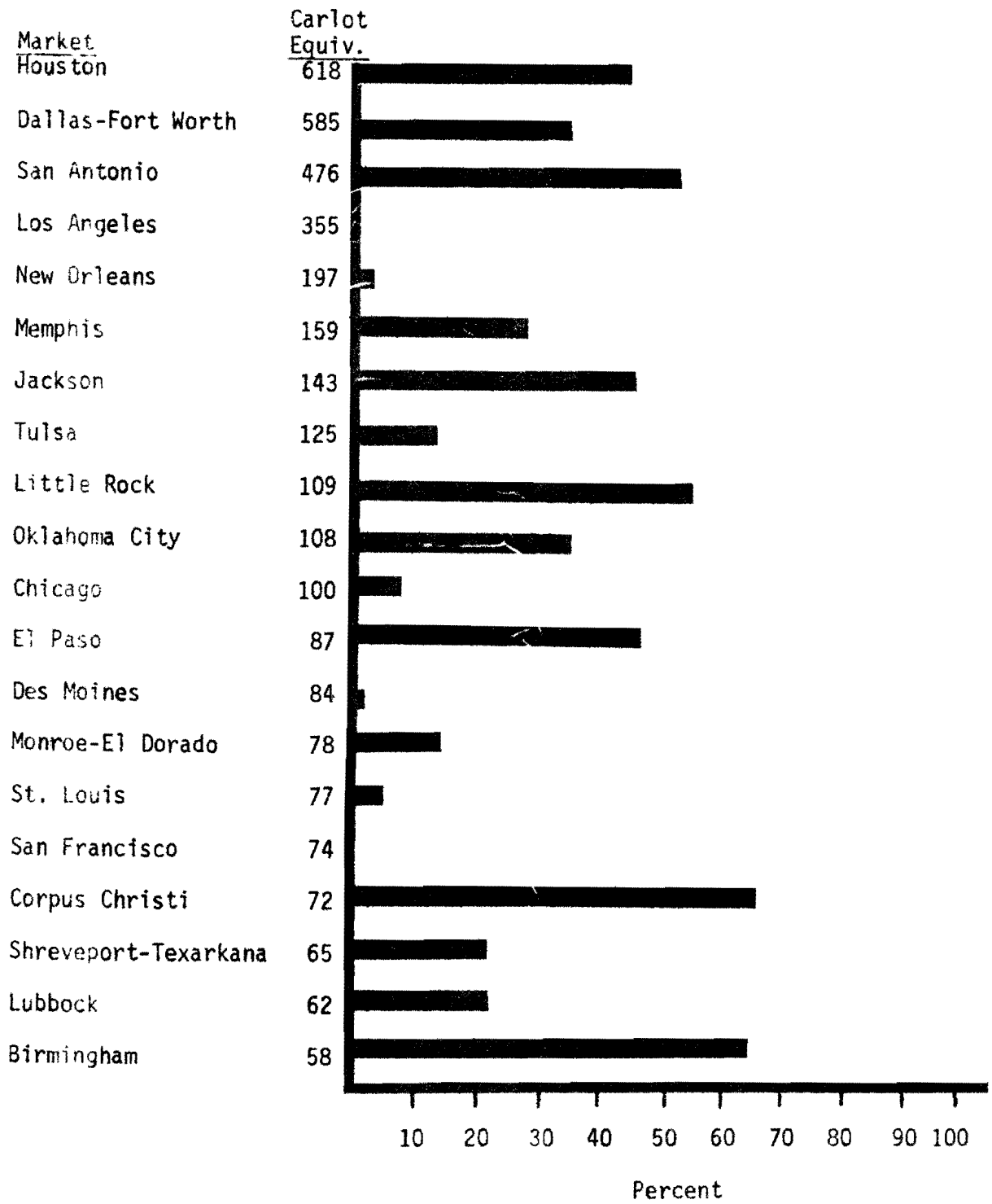


NOTE: a) Top 20 markets for Texas fresh oranges represent 68 percent of total 1972-73 certified shipments.
 b) Certified shipments = Total fresh shipments less gift pack, local use, and processing.
 c) 1 carlot equivalent = 40,000 lbs.

Figure 21. Percent of Texas Fresh Oranges Shipped in 1/2 Standard Cartons (7/10 bu.) To Top 20 Markets. 1972-73 Season

Source: Table 3

FRESH ORANGES - 18 lb. Mesh Sacks

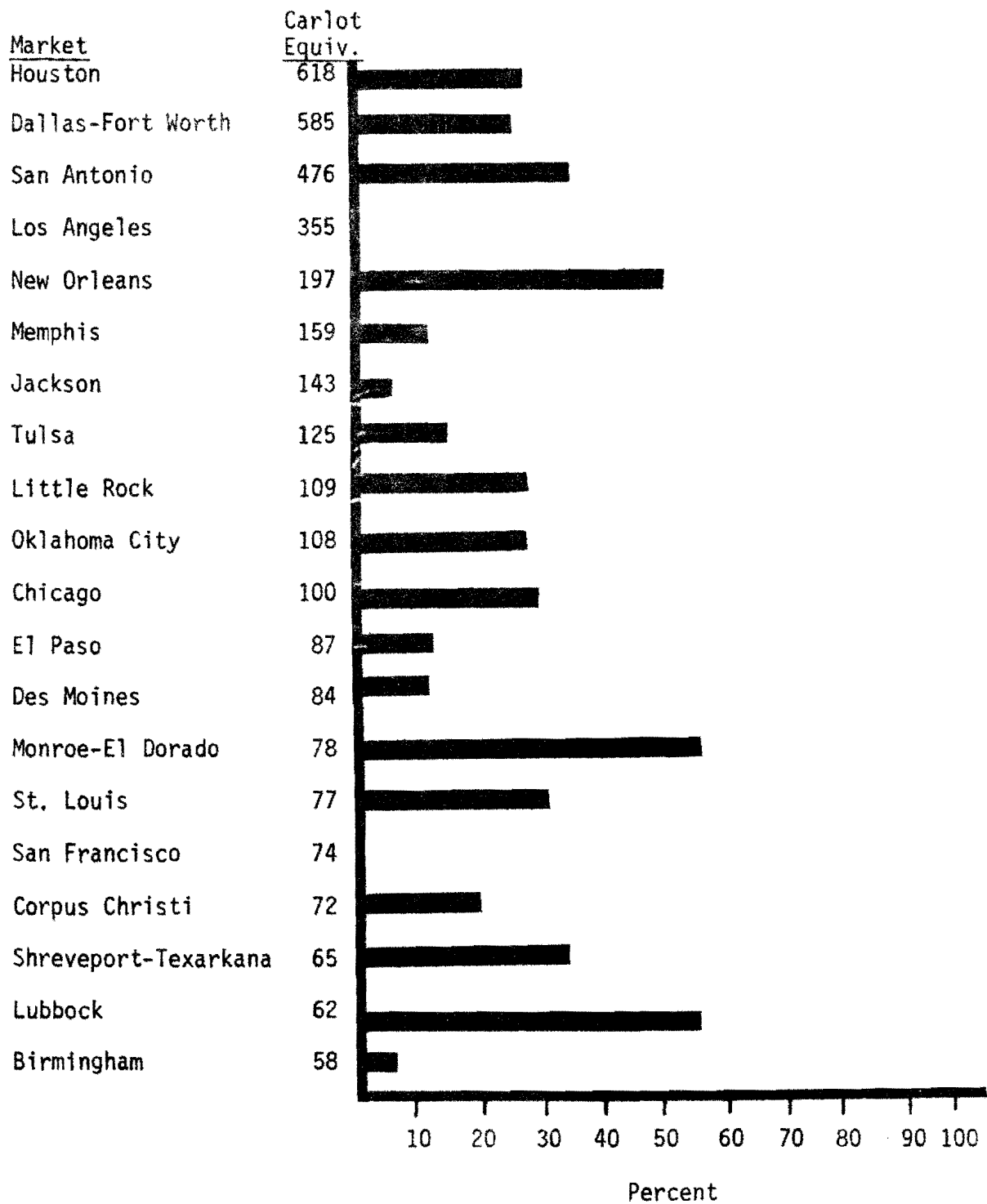


NOTE: a) Top 20 markets for Texas fresh oranges represent 68 percent of total 1972-73 certified shipments.
 b) Certified shipments = Total fresh shipments less gift pack, local use, and processing.
 c) 1 carlot equivalent = 40,000 lbs.

Figure 22. Percent of Texas Fresh Oranges Shipped in 18 lb. Mesh Sacks To Top 20 Markets. 1972-73 Season

Source: Table 3

FRESH ORANGES - 5 lb. Bags

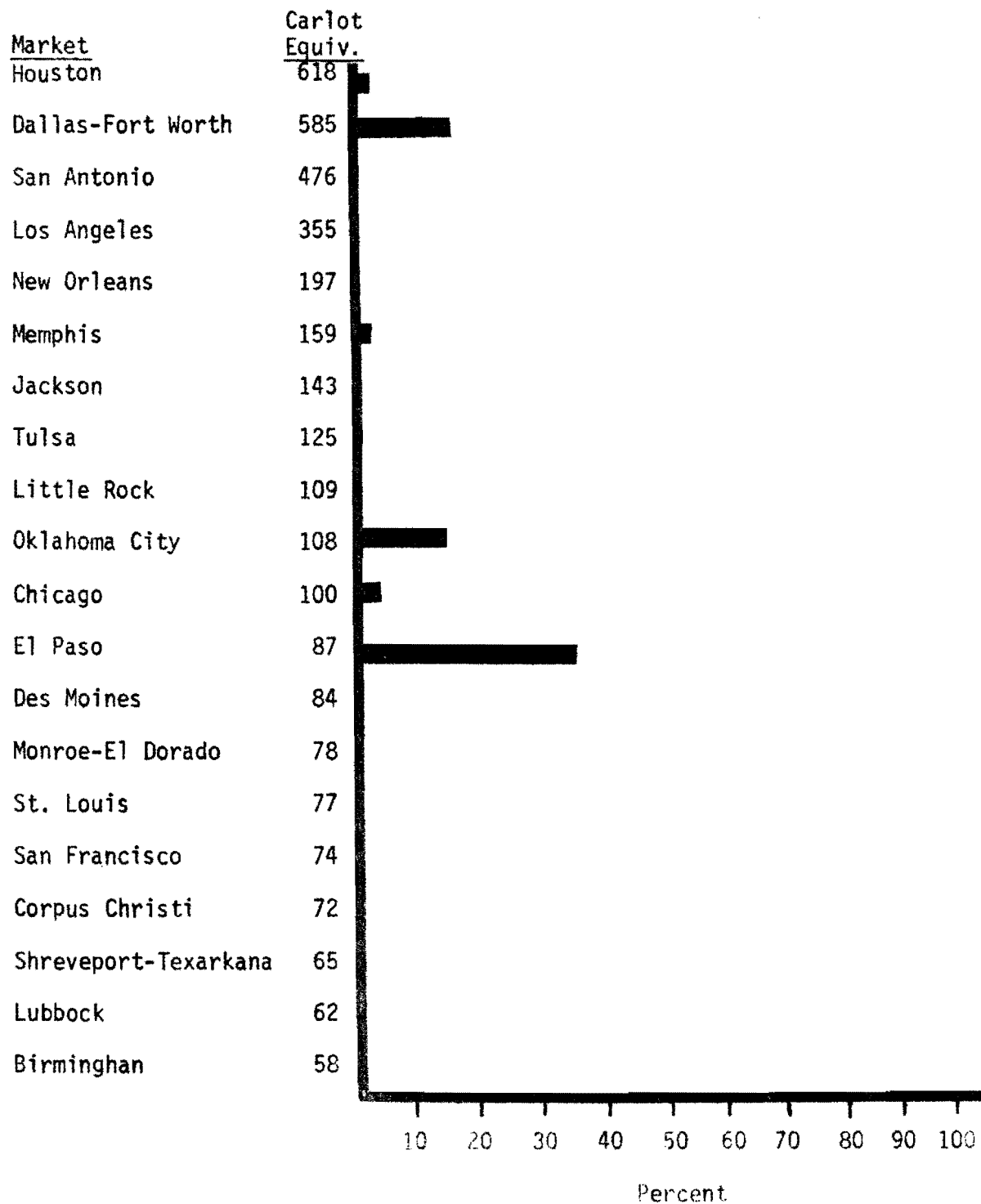


NOTE: a) Top 20 markets for Texas fresh oranges represent 68 percent of total 1972-73 certified shipments.
 b) Certified shipments = Total fresh shipments less gift pack, local use, and processing.
 c) 1 carlot equivalent = 40,000 lbs.

Figure 23. Percent of Texas Fresh Oranges Shipped in 5 lb. Bags To Top 20 Markets. 1972-73 Season

Source: Table 3

FRESH ORANGES - Standard Cartons (80 lbs.)



NOTE: a) Top 20 markets for Texas fresh oranges represent 68 percent of total 1972-73 certified shipments.
 b) Certified shipments = Total fresh shipments less gift pack, local use, and processing.
 c) 1 carlot equivalent = 40,000 lbs.

Figure 24. Percent of Texas Fresh Oranges Shipped in Standard Cartons (80 lbs.) To Top 20 Markets, 1972-73 Season

Source: Table 3

Table 4

TRADEMARKS IDENTIFYING INDIVIDUAL TEXAS FRESH GRAPEFRUIT
1972-73 SEASON

Trademark	Carton Equivalents	Percent
Texas	6,320,538	59
TexasSweet	3,430,030	32
Other	<u>913,861</u>	<u>9</u>
Total Shipments	10,664,429	100

NOTE: 1 carton equivalent = $\frac{1}{2}$ standard carton = 40 lbs.

Source: Texas Valley Citrus Committee, Drawer 630, Pharr,
Texas and Survey of Texas fresh citrus handlers.

Table 5

TRADEMARKS IDENTIFYING INDIVIDUAL TEXAS FRESH ORANGES
1972-73 SEASON

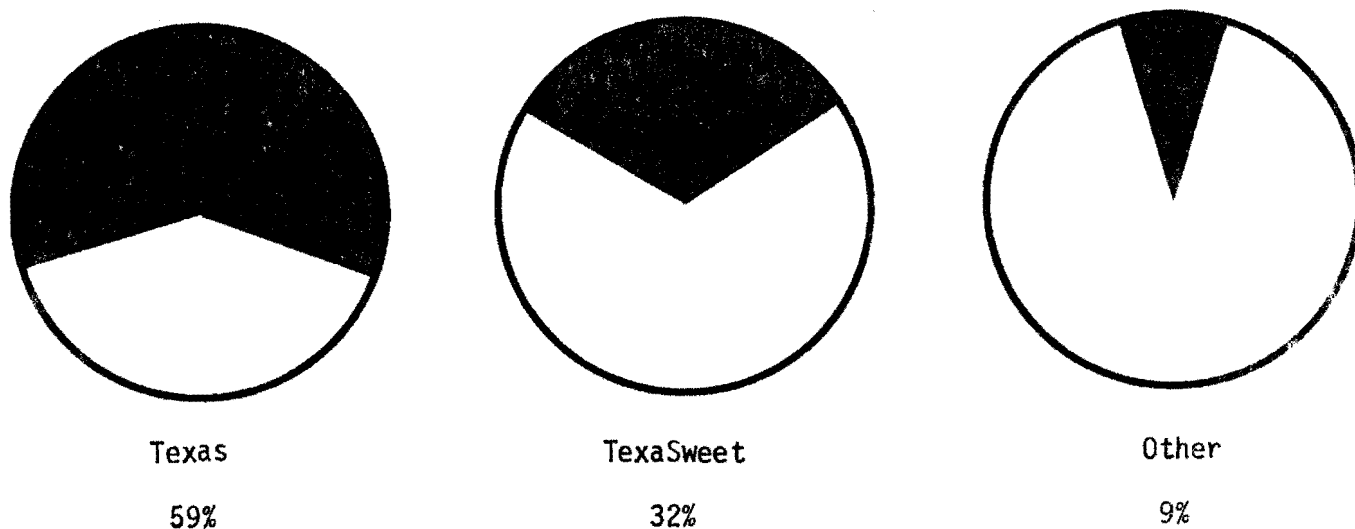
Trademark	Carton Equivalents	Percent
TexasSweet	0	0
Texas	0	0
Color Added ^{1/}	<u>5,350,412</u>	<u>100</u>
Total Shipments	5,350,412	100

NOTE: 1 Carton equivalent = $\frac{1}{2}$ Standard carton = 40 lbs.

^{1/} "Color Added" is not considered a trademark, but is
the only identification appearing on Texas fresh oranges.

Source: Texas Valley Citrus Committee, Drawer 630, Pharr,
Texas and Survey among Texas fresh orange handlers.

Individual Grapefruit Trademarks

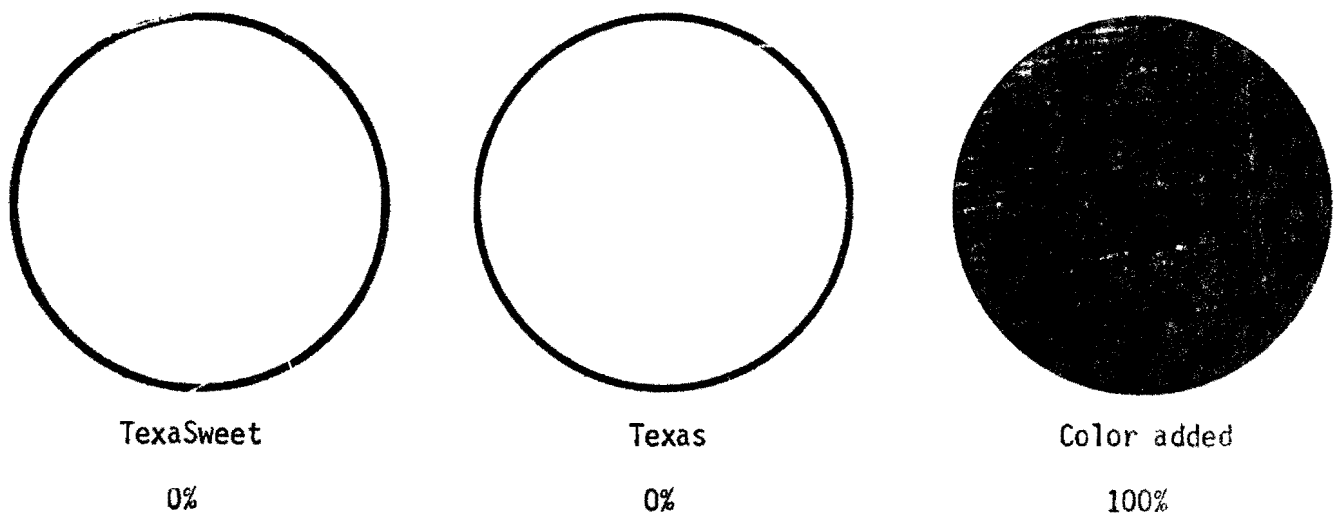


NOTE: Measured in 1/2 Standard Carton equivalents

Figure 25. Percent of Texas Fresh Individual Grapefruits Identified With "TexaSweat," "Texas," and Other Trademarks, 1972-73 Season.

Source: Table 4

Individual Orange Trademarks



NOTE: 1) Measured in carton equivalents

2) "Color added" is not a marketing trademark, but is a legal requirement when color is added to fruits

Figure 26. Percent of Texas Fresh Individual Oranges Identified With Various Trademarks, 1972-73 Season

Source: Table 5

Grapefruit Container Identification at Wholesale and Retail Levels:

The percentage of grapefruit containers in terms of carton equivalents identified with the "TexaSweeT" trademark at the wholesale level accounted for 58 percent of the total quantity shipped. At the retail level only 37 percent of Texas fresh grapefruit was identified with the "TexaSweeT" trademark. The decrease in the "TexaSweeT" product identity from the wholesale to the retail level is due to many 40 lb. $\frac{1}{2}$ standard cartons being identified with the "TexaSweeT" trademark packed with individual fruit identified as "Texas" or other trademarks. When this fruit is placed in a bulk display at the retail level the "TexaSweeT" trademark is lost (Tables 6 and 7 and Figure 27).

Orange Container Identification at Wholesale and Retail Levels: One-half of Texas fresh oranges were packed in containers with the "TexaSweeT" product identification on 50 percent of Texas fresh oranges at the wholesale level. At the retail level only 17 percent of the oranges had the "TexaSweeT" product identification which consisted entirely of 5 and 8 lb. bags, and the 20 lb. carton (Tables 8 and 9 and Figure 28). Texas fresh oranges placed in bulk displays at the retail level or repacked at the wholesale and retail levels, had no "TexaSweeT" product identity.

Maximum Potential Product Identity:

Under the current TVCC regulations only U. S. No. 1 grade Texas fresh grapefruit and U. S. No. 1 and combination grades fresh oranges are permitted to be identified with the "TexaSweeT" trademark. Given this constraint, maximum quantity and percentage of total fresh citrus marketed in each of the top 20 markets and all domestic markets for the 1972-73 season that could have been identified with the "TexaSweeT" trademark are presented in Table 10 for fresh grapefruit and Table 11 for fresh oranges. Although there is considerable variation among markets, the maximum product identification for the "TexaSweeT" trademark is 62 percent for all fresh grapefruit and 61 percent for all fresh oranges. This low product identification level dampens the effectiveness of resources allocated to "pull" type promotional activities.

Table 6

TEXAS FRESH GRAPEFRUIT CONTAINERS IDENTIFIED
WITH TEXASWEET TRADEMARK AT WHOLESALE LEVEL
1972-73 SEASON

Container	Total Quantity Shipped -----Carton Equivalents-----	Quantity Identified with "TexasSweet"	Percent
5 lb. bag	1,272,535	879,099	69
8 lb. bag	8,618	3,711	43
20 lb. Ctn.	196,263	130,125	66
40 lb. Ctn.	6,081,389	5,057,366	83
40 lb. WB	1,384	-0-	-0-
80 lb. WB	101,304	8,930	9
80 lb. Ctn.	1,828,616	105,130	57
18 lb. bag	1,169,184	-0-	-0-
60 lb. BB	<u>4,025</u>	<u>-0-</u>	<u>-0-</u>
Total	10,663,318 ^{1/}	6,184,361	58 ^{2/}

NOTE: 1 carton equivalent = 1/2 standard carton = 40 lbs.

^{1/} Not equal to actual shipments of 10,664,429 carton equivalents due to rounding errors

^{2/} Weighted percentage

Source: Texas Valley Citrus Committee, Drawer 630, Pharr, Texas and Survey among handlers.

Table 7

TEXAS FRESH GRAPEFRUIT CONSUMER PACKAGES AND INDIVIDUAL
FRUITS IDENTIFIED WITH TEXASWEET TRADEMARK AT RETAIL LEVEL
1972-73 SEASON

Container	Total Quantity Shipped	Identified with TexaSweeT Trademark	Percent
-----Carton Equivalents-----			
5 lb. bag	1,272,535	879,077 ^{3/}	69
8 lb. bag	8,618	3,711 ^{3/}	43
20 lb. Ctn.	196,263	130,125	66
40 lb. Ctn.	6,081,389	2,656,742 ^{4/}	44
40 lb. WB	1,384	267 ^{4/}	19
80 lb. WB	101,304	35,990 ^{4/}	36
80 lb. Ctn.	1,828,616	249,778 ^{4/}	14
18 lb. bag	1,169,184	-0-	0
60 lb. BB	4,025	-0-	0
Total	10,663,318	3,955,690	37 ^{2/}

NOTE: 1 carton equivalent = $\frac{1}{2}$ standard carton = 40 lbs.

^{1/} Not equal to actual shipments of 10,664,429 carton equivalents due to rounding errors.

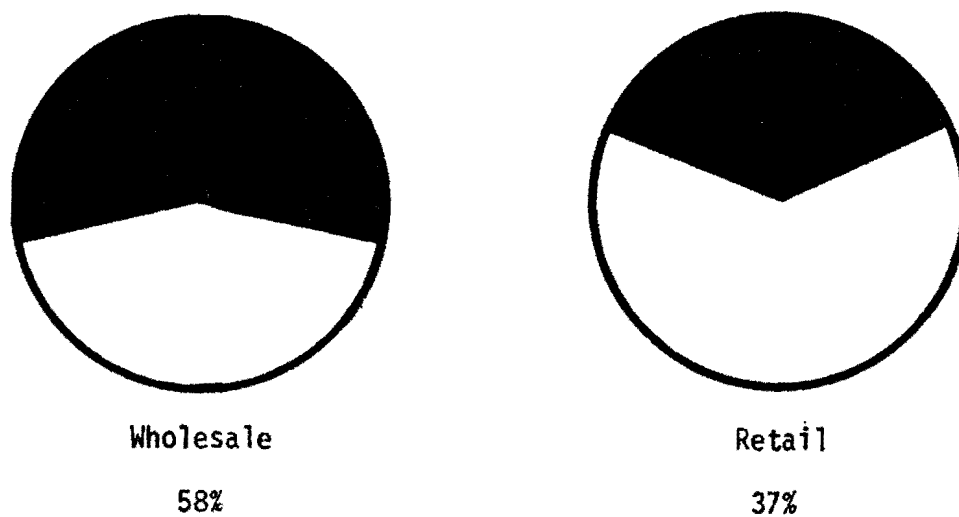
^{2/} Weighted percentage

^{3/} Includes Vexar bags used by some handlers for a limited quantity packed in 5 and 8 lb. bags. No "TexaSweeT" trademark appears on Vexar bags. Data not available to measure quantity packed in Vexar bags.

^{4/} Assumes all individual fruit with "TexaSweeT" trademark was used in bulk displays. Data not available to measure amount used in repacking at wholesale levels.

Source: Texas Valley Citrus Committee, Drawer 630, Pharr, Texas and Survey among handlers.

TexaSweat Trademark - Grapefruit
Wholesale and Retail



NOTE: Measured in 1/2 Standard Carton equivalents

Figure 27. Percent of Texas Fresh Grapefruit Identified With the "TexaSweat" Trademark at the Wholesale and Retail Levels, 1972-73 Season.

Source: Tables 6 and 7

Table 8

TEXAS FRESH ORANGE CONTAINERS IDENTIFIED
WITH TEXASWEET TRADEMARK AT WHOLESALE LEVEL
1972-73 SEASON

Container	Total Quantity Shipped	Quantity Identified with "TexaSweeT"	Percent
	-----Carton Equivalents-----		
5 lb. bag	1,203,793	770,287 ^{1/}	64
8 lb. bag	24,380	16,861 ^{1/}	69
20 lb. Ctn.	162,152	134,570	83
40 lb. Ctn.	2,185,366	1,661,114	76
80 lb. WB	127,896	13,378 ^{2/}	10
80 lb. Ctn.	175,730	81,732 ^{2/}	47
18 lb. bag	1,469,463	-0-	0
60 lb. BB	297	-0-	0
Total	5,349,077 ^{1/}	2,677,942	50 ^{4/}

NOTE: 1 Carton equivalent = ½ standard carton = 40 lbs.

^{1/} Includes Vexar bags used by some handlers for a limited quantity packed in 5 and 8 lb. bags. No "TexaSweeT" trademark appears on Vexar bags. Data not available on quantity packed in Vexar bags.

^{2/} Assumes all individual fruit with "TexaSweeT" trademark was used in bulk displays at retail level. Data not available on quantity repacked at wholesale level.

^{3/} Not equal to actual shipments of 5,350,412 carton equivalents due to rounding errors.

^{4/} Weighted percentage

Source: Texas Valley Citrus Committee, Drawer 630, Pharr, Texas and Survey among handlers.

Table 9

TEXAS FRESH ORANGE CONSUMER PACKAGES AND INDIVIDUAL BULK
FRUIT IDENTIFIED WITH TEXASWEET TRADEMARK AT RETAIL LEVEL
1972-73 SEASON

Container	Total Quantity Shipped	Identified with TexaSweeT Trademark	Percent
-----Carton Equivalents-----			
5 lb. bag	1,203,793	770,287 ^{1/}	64
8 lb. bag	24,380	16,861 ^{1/}	69
20 lb. Ctn.	<u>162,152</u>	<u>134,570</u>	<u>83</u>
Sub-total	1,390,325	921,718	66 ^{2/}
All Other	<u>3,958,752</u>	<u>-0-</u>	<u>0</u>
Total	5,349,077 ^{3/}	921,718	17 ^{2/}

NOTE: 1 Carton equivalent = $\frac{1}{2}$ standard carton = 40 lbs.

^{1/} Includes Vexar bags used by some handlers for a limited quantity packed in 5 and 8 lb. bags. No TexaSweeT trademark appears on Vexar bags. Data not available on quantity packed in Vexar bags.

^{2/} Weighted percentage

^{3/} Not equal to actual shipments of 5,350,412 carton equivalents due to rounding errors.

Source: Texas Valley Citrus Committee, Drawer 1105, Pharr, Texas and Survey among handlers.

Table 11

MAXIMUM POTENTIAL PRODUCT IDENTIFICATION FOR TEXAS
FRESH ORANGE SHIPMENTS TO TOP 20 MARKETS, 1972-73 SEASON

Carlot Equiv.	Market	Product Identification	
		Percent	Carlot Equiv.
618	Houston	46.38	287
585	Dallas-Ft. Worth	51.37	301
476	San Antonio	44.40	211
355	Los Angeles	52.05	185
197	New Orleans	93.46	184
159	Memphis	67.08	107
143	Jackson	46.74	69
125	Tulsa	76.45	96
109	Little Rock	45.42	50
108	Oklahoma City	54.50	59
100	Chicago	86.33	86
87	El Paso	45.78	40
84	Des Moines	96.90	81
78	Monroe-El-Dorado	84.23	66
77	St. Louis	87.35	67
74	San Francisco	68.51	51
72	Corpus Christi	34.08	25
65	Shreveport-Texarkana	49.29	32
62	Lubbock	66.97	42
58	Birmingham	35.17	20
5,349	All Markets	61.42	3,285

NOTE: Maximum potential product identification is defined as the maximum quantity of fresh orange shipments that could be identified with the "TexaSweat" trademark under the current TVCC regulations which limits the trademark to U. S. No. 1 and Combination grade oranges.

Source: Tables AA through UU in Appendix II

APPENDIX I

Grapefruit Container and Grades for:

Table A - All Markets

Tables B through U - 20 Top Markets

Table V - Export Shipments

Table W - Experimental Bulk Bins

TABLE A

TEXAS ANNUAL FRESH GRAPEFRUIT DOMESTIC SHIPMENTS BY PACKAGE TYPES
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	TOTAL	%	CUM %
5 POUNDS	989005	77.71	283538	22.28	1272543	12.89	0.00
8 POUNDS	3735	43.32	4886	56.67	8622	0.08	0.00
18 POUNDS	2598	0.22	1166597	99.77	1169195	11.84	0.00
20 LB. CTN.	147701	75.44	48064	24.55	195765	1.98	0.00
40 LB. CTN.	4459669	84.29	830631	15.70	5290300	53.60	0.00
40 LB. WB	969	100.00	0	0.00	969	0.00	0.00
60 LB. BB	2701	100.00	0	0.00	2701	0.02	0.00
80 LB. WB	91664	90.48	9640	9.51	101304	1.02	0.00
80 LB. CTN.	416534	22.78	1411914	77.21	1828448	18.52	0.00
TOTALS	6114577		3755270		9869940		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE B

TEXAS ANNUAL FRESH GRAPEFRUIT DOMESTIC SHIPMENTS BY PACKAGE TYPES
DALLAS-FORT WORTH, TEXAS
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	TOTAL	%	CUM %
5 POUNDS	56622	64.55	31089	35.44	87711	13.83	13.83
8 POUNDS	5	3.58	134	96.41	139	0.02	13.85
18 POUNDS	0	0.00	174304	100.00	174304	27.48	41.34
20 LB. CTN.	2720	76.86	818	23.13	3538	0.55	41.90
40 LB. CTN.	208682	66.75	103922	33.24	312604	49.29	91.19
60 LB. BB	1495	100.00	0	0.00	1495	0.23	91.43
80 LB. CTN.	35676	65.67	18642	34.32	54318	8.56	100.00
TOTALS	305200		328909		634110		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE C

TEXAS ANNUAL FRESH GRAPEFRUIT DOMESTIC SHIPMENTS BY PACKAGE TYPES
LOS ANGELES, CALIF.
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	TOTAL	%	CUM %
5 POUNDS	1957	100.00	0	0.00	1957	0.32	0.32
18 POUNDS	0	0.00	200	100.00	200	0.03	0.35
40 LB. CTN.	427507	71.37	171432	28.62	598939	99.27	99.63
80 LB. CTN.	50	2.25	2168	97.74	2218	0.36	100.00
TOTALS	429514		173800		603314		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE D

TEXAS ANNUAL FRESH GRAPEFRUIT DOMESTIC SHIPMENTS BY PACKAGE TYPES
 MINNEAPOLIS-ST. PAUL, MINN.
 1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	TOTAL	%	CUM %
5 POUNDS	2402	90.84	242	9.15	2644	0.50	0.50
18 POUNDS	0	0.00	3918	100.00	3918	0.74	1.24
20 LB. CTN.	4486	93.24	325	6.75	4811	0.91	2.15
40 LB. CTN.	110409	69.62	48160	30.37	158569	30.09	32.25
80 LB. WB	1730	98.29	30	1.70	1760	0.33	32.59
80 LB. CTN.	26910	7.57	328204	92.42	355114	67.40	100.00
TOTALS	145937		380879		526816		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE E

TEXAS ANNUAL FRESH GRAPEFRUIT DOMESTIC SHIPMENTS BY PACKAGE TYPES
 CANADA
 1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	TOTAL	%	CUM %
18 POUNDS	0	0.00	1050	100.00	1050	0.22	0.22
40 LB. CTN.	333259	87.22	48799	12.77	382058	83.51	83.74
80 LB. CTN.	5950	8.00	68398	91.99	74348	16.25	100.00
TOTALS	339209		118247		457456		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE F

TEXAS ANNUAL FRESH GRAPEFRUIT DOMESTIC SHIPMENTS BY PACKAGE TYPES
CHICAGO, ILLINOIS
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	TOTAL	%	CUM %
5 POUNDS	231236	89.28	27739	10.71	258976	57.29	57.29
8 POUNDS	20	100.00	0	0.00	20	0.00	57.30
18 POUNDS	0	0.00	3027	100.00	3027	0.66	57.97
20 LB. CTN.	22556	98.13	429	1.86	22985	5.08	63.05
40 LB. CTN.	150197	97.46	3911	2.53	154108	34.09	97.15
80 LB. WB	900	100.00	0	0.00	900	0.19	97.35
80 LB. CTN.	730	6.09	11240	93.90	11970	2.64	99.99
TOTALS	405639		46347		451986		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE G

TEXAS ANNUAL FRESH GRAPEFRUIT DOMESTIC SHIPMENTS BY PACKAGE TYPES
HOUSTON, TEXAS
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	TOTAL	%	CUM %
5 POUNDS	43925	66.64	21985	33.35	65910	15.47	15.47
18 POUNDS	0	0.00	156597	100.00	156597	36.77	52.25
20 LB. CTN.	2708	93.80	179	6.19	2887	0.67	52.93
40 LB. CTN.	172113	91.99	14973	8.00	187086	43.93	96.86
40 LB. WB	969	100.00	0	0.00	969	0.22	97.09
60 LB. BB	925	100.00	0	0.00	925	0.21	97.31
80 LB. CTN.	1810	15.82	9624	84.17	11434	2.68	99.99
TOTALS	222451		203358		425810		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE H

TEXAS ANNUAL FRESH GRAPEFRUIT DOMESTIC SHIPMENTS BY PACKAGE TYPES
 SAN FRANCISCO, CALIF.
 1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	TOTAL	%	CUM %
5 POUNDS	78	17.25	374	82.74	452	0.12	0.12
8 POUNDS	0	0.00	60	100.00	60	0.01	0.14
20 LB. CTN.	40	100.00	0	0.00	40	0.01	0.15
40 LB. CTN.	315906	87.67	44420	12.32	360326	99.84	100.00
TOTALS	316024		44854		360878		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE I

TEXAS ANNUAL FRESH GRAPEFRUIT DOMESTIC SHIPMENTS BY PACKAGE TYPES
 SAN ANTONIO, TEXAS
 1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	TOTAL	%	CUM %
5 POUNDS	43593	54.32	36645	45.67	80238	24.34	24.34
8 POUNDS	36	54.54	29	45.45	65	0.02	24.36
18 POUNDS	222	0.15	147412	99.84	147635	44.80	69.17
20 LB. CTN.	799	93.78	53	6.21	852	0.25	69.43
40 LB. CTN.	92801	96.03	3833	3.96	96634	29.32	98.75
80 LB. WB	14	100.00	0	0.00	14	0.00	98.76
80 LB. CTN.	1616	39.56	2468	60.43	4084	1.23	99.99
TOTALS	139082		190442		329524		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE J

TEXAS ANNUAL FRESH GRAPEFRUIT DOMESTIC SHIPMENTS BY PACKAGE TYPES
ST. LOUIS, MO.
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	TOTAL	%	CUM %
5 POUNDS	41333	84.43	7622	15.56	48955	15.75	15.75
18 POUNDS	0	0.00	3026	100.00	3026	0.97	16.73
20 LB. CTN.	294	100.00	0	0.00	294	0.09	16.82
40 LB. CTN.	115405	60.43	75554	39.56	190959	61.46	78.28
80 LB. CTN.	42876	63.55	24592	36.44	67468	21.71	100.00
TOTALS	199908		110794		310702		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE K

TEXAS ANNUAL FRESH GRAPEFRUIT DOMESTIC SHIPMENTS BY PACKAGE TYPES
PORTLAND, OREGON
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	TOTAL	%	CUM %
5 POUNDS	378	100.00	0	0.00	378	0.12	0.12
20 LB. CTN.	100	100.00	0	0.00	100	0.03	0.15
40 LB. CTN.	281511	94.68	15798	5.31	297309	99.27	99.43
80 LB. WB	300	100.00	0	0.00	300	0.10	99.53
80 LB. CTN.	0	0.00	1394	100.00	1394	0.46	99.99
TOTALS	282289		17192		299481		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE L

TEXAS ANNUAL FRESH GRAPEFRUIT DOMESTIC SHIPMENTS BY PACKAGE TYPES
DENVER, COLO.
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	TOTAL	%	CUM %
5 POUNDS	38717	96.05	1589	3.94	40306	13.77	13.77
18 POUNDS	5	0.02	19611	99.97	19616	6.70	20.47
20 LB. CTN.	691	60.57	450	39.42	1141	0.39	20.87
40 LB. CTN.	203578	97.95	4241	2.04	207819	71.02	91.89
80 LB. WB	2690	100.00	0	0.00	2690	0.91	92.81
80 LB. CTN.	1220	5.80	19802	94.19	21022	7.18	99.99
TOTALS	246902		45693		292595		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE M

TEXAS ANNUAL FRESH GRAPEFRUIT DOMESTIC SHIPMENTS BY PACKAGE TYPES
KANSAS CITY, MO.
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	TOTAL	%	CUM %
5 POUNDS	10452	86.56	1622	13.43	12074	4.39	4.39
18 POUNDS	0	0.00	48132	100.00	48132	17.52	21.92
20 LB. CTN.	961	100.00	0	0.00	961	0.35	22.27
40 LB. CTN.	102877	97.37	2778	2.62	105655	38.47	60.75
80 LB. WB	294	100.00	0	0.00	294	0.10	60.85
80 LB. CTN.	77960	72.52	29528	27.47	107488	39.14	100.00
TOTALS	192544		82060		274604		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE N

TEXAS ANNUAL FRESH GRAPEFRUIT DOMESTIC SHIPMENTS BY PACKAGE TYPES
SALT LAKE CITY, UTAH
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	TOTAL	%	CUM %
5 POUNDS	193	65.87	100	34.12	293	0.10	0.10
18 POUNDS	0	0.00	25	100.00	25	0.00	0.11
40 LB. CTN.	68718	88.63	8814	11.36	77532	28.88	29.00
80 LB. CTN.	23704	12.44	166834	87.55	190538	70.99	100.00
TOTALS	92615		175773		268388		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE O

TEXAS ANNUAL FRESH GRAPEFRUIT DOMESTIC SHIPMENTS BY PACKAGE TYPES
DES MOINES, IOWA
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	TOTAL	%	CUM %
5 POUNDS	9270	98.51	140	1.48	9410	4.60	4.60
18 POUNDS	0	0.00	4125	100.00	4125	2.01	6.62
20 LB. CTN.	3407	96.66	117	3.33	3524	1.72	8.35
40 LB. CTN.	86211	79.27	22534	20.72	108745	53.25	61.60
80 LB. CTN.	6612	8.43	71796	91.56	78408	38.39	100.00
TOTALS	105500		98712		204212		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE P

TEXAS ANNUAL FRESH GRAPEFRUIT DOMESTIC SHIPMENTS BY PACKAGE TYPES
 OKLAHOMA CITY, OKLA.
 1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	TOTAL	%	CUM %
5 POUNDS	10477	32.40	21859	67.59	32336	17.32	17.32
8 POUNDS	110	100.00	0	0.00	110	0.05	17.38
18 POUNDS	0	0.00	34474	100.00	34474	18.47	35.86
20 LB. CTN.	2801	94.12	175	5.87	2976	1.59	37.45
40 LB. CTN.	37515	60.43	24556	39.56	62071	33.26	70.72
60 LB. BB	4	100.00	0	0.00	4	0.00	70.72
80 LB. WB	7960	99.97	2	0.02	7962	4.26	74.99
80 LB. CTN.	15014	32.17	31652	67.82	46666	25.00	99.99
TOTALS	73882		112718		186601		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE Q

TEXAS ANNUAL FRESH GRAPEFRUIT DOMESTIC SHIPMENTS BY PACKAGE TYPES
 TULSA, OKLA.
 1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	TOTAL	%	CUM %
5 POUNDS	2740	23.89	8728	76.10	11468	6.95	6.95
18 POUNDS	0	0.00	13855	100.00	13855	8.39	15.34
20 LB. CTN.	2199	93.61	150	5.38	2349	1.42	16.77
40 LB. CTN.	16441	39.06	25644	60.93	42085	25.50	42.27
80 LB. WB	54542	97.93	1150	2.06	55692	33.75	76.02
80 LB. CTN.	6152	15.55	33400	84.44	39552	23.97	99.99
TOTALS	82074		82927		165001		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE R

TEXAS ANNUAL FRESH GRAPEFRUIT DOMESTIC SHIPMENTS BY PACKAGE TYPES
 DETROIT, MICHIGAN
 1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	TOTAL	%	CUM %
5 POUNDS	41373	99.69	125	0.30	41498	28.15	28.15
8 POUNDS	0	0.00	400	100.00	400	0.27	28.42
18 POUNDS	0	0.00	78628	100.00	78628	53.35	81.78
20 LB. CTN.	743	27.34	1975	72.65	2718	1.84	83.62
40 LB. CTN.	7823	33.03	15856	66.96	23679	16.06	99.69
80 LB. WB	450	100.00	0	0.00	450	0.30	99.99
TOTALS	50389		96984		147373		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE S

TEXAS ANNUAL FRESH GRAPEFRUIT DOMESTIC SHIPMENTS BY PACKAGE TYPES
 INDIANAPOLIS, IND.
 1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	TOTAL	%	CUM %
5 POUNDS	25558	61.83	15774	38.16	41332	29.78	29.78
8 POUNDS	839	100.00	0	0.00	839	0.58	29.36
18 POUNDS	0	0.00	5049	100.00	5049	3.51	32.88
20 LB. CTN.	26818	73.77	9534	26.22	36352	25.31	58.19
40 LB. CTN.	53187	96.82	1745	3.17	54932	38.25	96.44
80 LB. WB	498	100.00	0	0.00	498	0.34	96.79
80 LB. CTN.	1030	22.37	3574	77.62	4604	3.20	100.00
TOTALS	107931		35676		143607		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE T

TEXAS ANNUAL FRESH GRAPEFRUIT DOMESTIC SHIPMENTS BY PACKAGE TYPES
 OMAHA, NEB.
 1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	TOTAL	%	CUM %
5 POUNDS	27192	96.04	1120	3.95	28312	21.62	21.62
8 POUNDS	479	100.00	0	0.00	479	0.36	21.99
18 POUNDS	0	0.00	350	100.00	350	0.26	22.26
20 LB. CTN.	44	100.00	0	0.00	44	0.03	22.29
40 LB. CTN.	32235	92.57	2585	7.42	34820	26.59	48.89
80 LB. WB	378	100.00	0	0.00	378	0.28	49.18
80 LB. CTN.	6338	9.52	60182	90.47	66520	50.81	100.00
TOTALS	66667		64237		130904		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE U

TEXAS ANNUAL FRESH GRAPEFRUIT DOMESTIC SHIPMENTS BY PACKAGE TYPES
 WICHITA-HUTCHINSON, KANSAS
 1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	TOTAL	%	CUM %
5 POUNDS	1034	6.72	14345	93.27	15379	12.04	12.04
18 POUNDS	650	2.00	31760	97.99	32410	25.38	37.43
20 LB. CTN.	332	23.76	1065	76.23	1397	1.09	38.52
40 LB. CTN.	32215	75.33	10545	24.66	42760	33.49	72.01
80 LB. WB	892	100.00	0	0.00	892	0.69	72.71
80 LB. CTN.	8686	24.93	26146	75.06	34832	27.28	99.99
TOTALS	43809		83861		127670		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE V

TEXAS ANNUAL FRESH GRAPEFRUIT EXPORT SHIPMENTS BY PACKAGE TYPES
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	TOTAL	%	CUM %
20 LB. CTN.	504	100.00	0	0.00	504	0.06	0.06
40 LB. CTN.	712034	89.98	79207	10.01	791241	99.69	99.75
40 LB. WB	415	100.00	0	0.00	415	0.05	99.81
60 LB. BB	1326	100.00	0	0.00	1326	0.16	99.97
80 LB. CTN.	168	100.00	0	0.00	168	0.02	99.99
TOTALS	714447		79207		793654		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

Table W
 EXPERIMENTAL BULK BINS UTILIZED
 1972-73 Season

	U. S. No. 1	U. S. No. 2	Combination	Total
Grapefruit	869	5,252	--	6,121
Early Oranges	365	1,580	115	2,060
Valencia	<u>661</u>	<u>678</u>	<u>84</u>	<u>1,423</u>
Total	1,895	7,510	199	9,604
Carton Equivalents (40 lbs.)				
Grapefruit	22,588	136,541	--	159,129
Early Oranges	9,484	41,083	3,000	53,567
Valencia	<u>17,192</u>	<u>17,639</u>	<u>2,172</u>	<u>37,003</u>
Total	49,264	195,263	5,172	249,699

NOTE: 1 Bulk experimental bin = 1040 lbs. = 26 carton equivalents

Source: Texas Valley Citrus Committee, Drawer 630, Pharr, Texas

APPENDIX II

Orange Container and Grades for:

Table AA - All Markets

Tables BB through UU - 20 Top Markets

Table VV - Export Shipments

TABLE BB

TEXAS ANNUAL FRESH ORANGE DOMESTIC SHIPMENTS BY PACKAGE TYPES
HOUSTON, TEXAS
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	COMBINATION	%	TOTAL	%	CUM %
5 POUNDS	40074	25.45	51874	32.95	65456	41.58	157406	25.46	25.46
8 POUNDS	1330	18.32	0	0.00	5931	81.67	7261	1.17	26.63
18 POUNDS	0	0.00	257576	99.94	140	0.05	257716	41.68	68.32
20 LB. CTN.	1953	82.80	66	2.75	346	14.44	2395	0.38	68.71
40 LB. CTN.	67254	37.41	9412	5.23	103107	57.35	179773	29.07	97.79
60 LB. BB	0	0.00	0	0.00	148	100.00	148	0.02	97.81
80 LB. CTN.	762	5.64	12580	93.15	162	1.19	13504	2.18	100.00
TOTALS	111404		331508		175291		618205		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE CC

TEXAS ANNUAL FRESH ORANGE DOMESTIC SHIPMENTS BY PACKAGE TYPES
DALLAS-FORT WORTH, TEXAS
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	COMBINATION	%	TOTAL	%	CUM %
5 POUNDS	27973	20.05	28923	20.74	82556	59.20	139453	23.82	23.82
18 POUNDS	25	0.01	189743	98.71	2437	1.26	192205	32.84	56.67
20 LB. CTN.	1387	44.05	403	12.80	1358	43.13	3148	0.53	57.21
40 LB. CTN.	50681	35.88	53552	31.66	54975	32.44	169108	28.89	86.10
60 LB. BB	55	71.15	0	0.00	22	28.84	78	0.01	86.11
80 LB. CTN.	10502	12.92	11946	14.70	58782	72.36	81230	13.88	99.99
TOTALS	100623		284567		200031		585222		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE DD

TEXAS ANNUAL FRESH ORANGE DOMESTIC SHIPMENTS BY PACKAGE TYPES
 SAN ANTONIO, TEXAS
 1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	COMBINATION	%	TOTAL	%	CUM %
5 POUNDS	80490	54.26	22666	15.27	45184	30.45	148340	31.14	31.14
8 POUNDS	18	100.00	0	0.00	0	0.00	18	0.00	31.15
18 POUNDS	0	0.00	237642	97.95	4968	2.04	242611	50.94	82.09
20 LB. CTN.	458	78.55	125	21.44	0	0.00	583	0.12	82.22
40 LB. CTN.	33902	41.39	3147	3.84	44850	54.76	81899	17.19	99.41
80 LB. CTN.	538	19.46	1216	43.99	1010	36.54	2764	0.58	100.00
TOTALS	115406		264796		96013		476215		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE EE

TEXAS ANNUAL FRESH ORANGE DOMESTIC SHIPMENTS BY PACKAGE TYPES
 LOS ANGELES, CALIF.
 1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	COMBINATION	%	TOTAL	%	CUM %
18 POUNDS	0	0.00	200	100.00	0	0.00	200	0.05	0.05
40 LB. CTN.	73248	20.75	168116	47.63	111584	31.61	352948	99.33	99.39
80 LB. WB	0	0.00	0	0.00	104	100.00	104	0.02	99.42
80 LB. CTN.	0	0.00	2050	100.00	0	0.00	2050	0.57	100.00
TOTALS	73248		170366		111688		355302		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE FF

TEXAS ANNUAL FRESH ORANGE DOMESTIC SHIPMENTS BY PACKAGE TYPES
 NEW ORLEANS, LOUISIANA
 1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	COMBINATION	%	TOTAL	%	CUM %
5 POUNDS	25333	25.72	2322	2.35	70812	71.91	98468	50.08	50.08
18 POUNDS	12	0.14	8824	99.85	0	0.00	8837	4.49	54.57
40 LB. CTN.	23023	25.78	1717	1.92	64562	72.29	89302	45.42	100.00
TOTALS	48369		12864		135374		196607		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE GG

TEXAS ANNUAL FRESH ORANGE DOMESTIC SHIPMENTS BY PACKAGE TYPES
 MEMPHIS, TENN.
 1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	COMBINATION	%	TOTAL	%	CUM %
5 POUNDS	8786	44.49	1285	6.50	9676	48.99	19747	12.44	12.44
8 POUNDS	62	51.21	0	0.00	60	48.78	122	0.07	12.52
18 POUNDS	0	0.00	45901	100.00	0	0.00	45901	28.92	41.45
20 LB. CTN.	418	78.51	114	21.48	0	0.00	533	0.33	41.78
40 LB. CTN.	46641	54.93	3702	4.36	34561	40.70	84904	53.51	95.30
80 LB. WB	0	0.00	0	0.00	3704	100.00	3704	2.33	97.63
80 LB. CTN.	1754	46.74	1222	32.56	776	20.68	3752	2.36	99.99
TOTALS	57662		52225		48777		158664		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE HH

TEXAS ANNUAL FRESH ORANGE DOMESTIC SHIPMENTS BY PACKAGE TYPES
 JACKSON, MISS.
 1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	COMBINATION	%	TOTAL	%	CUM %
5 POUNDS	4055	38.03	1294	12.13	5311	49.82	10660	7.45	7.45
18 POUNDS	250	0.36	67218	99.29	225	0.33	67693	47.33	54.78
20 LB. CTN.	1083	28.54	2250	59.27	462	12.18	3796	2.65	57.44
40 LB. CTN.	20767	34.42	5309	8.79	34256	56.77	60332	42.18	99.62
80 LB. WB	0	0.00	100	18.86	430	81.13	530	0.37	99.99
TOTALS	26155		76171		40684		143011		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE II

TEXAS ANNUAL FRESH ORANGE DOMESTIC SHIPMENTS BY PACKAGE TYPES
 TULSA, OKLA.
 1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	COMBINATION	%	TOTAL	%	CUM %
5 POUNDS	9403	58.67	3169	19.77	3455	21.55	16027	12.85	12.85
18 POUNDS	0	0.00	19974	99.62	75	0.37	20049	16.08	28.94
20 LB. CTN.	1307	28.98	2046	45.37	1156	25.64	4510	3.61	32.56
40 LB. CTN.	5898	36.48	3930	24.30	6339	39.20	16167	12.97	45.53
80 LB. WB	9634	14.34	50	0.07	57468	85.57	67152	53.87	99.41
80 LB. CTN.	300	41.09	180	24.65	250	34.24	730	0.58	99.99
TOTALS	26542		29349		68743		124635		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE JJ

TEXAS ANNUAL FRESH ORANGE DOMESTIC SHIPMENTS BY PACKAGE TYPES
LITTLE ROCK, ARKANSAS
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	COMBINATION	%	TOTAL	%	CUM %
5 POUNDS	12622	46.66	2515	9.29	11911	44.03	27048	24.78	24.78
8 POUNDS	240	100.00	0	0.00	0	0.00	240	0.21	25.00
18 POUNDS	350	0.61	56680	99.25	75	0.13	57105	52.33	77.34
20 LB. CTN.	0	0.00	37	100.00	0	0.00	37	0.03	77.37
40 LB. CTN.	9610	39.31	325	1.32	14507	59.35	24442	22.40	99.78
80 LB. CTN.	60	25.00	0	0.00	180	75.00	240	0.21	100.00
TOTALS	22882		59557		26673		109112		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE KK

TEXAS ANNUAL FRESH ORANGE DOMESTIC SHIPMENTS BY PACKAGE TYPES
OKLAHOMA CITY, OKLA.
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	COMBINATION	%	TOTAL	%	CUM %
5 POUNDS	11392	41.36	12525	45.48	3620	13.14	27537	25.58	25.58
18 POUNDS	133	0.36	35567	98.07	563	1.55	36264	33.69	59.27
20 LB. CTN.	2278	52.79	150	3.47	1887	43.73	4315	4.00	63.28
40 LB. CTN.	8920	53.97	278	1.68	7327	44.33	16525	15.35	78.63
60 LB. BB	4	100.00	0	0.00	0	0.00	4	0.00	78.64
80 LB. WB	4304	51.90	0	0.00	3988	48.09	8292	7.70	86.34
80 LB. CTN.	9580	65.19	450	3.06	4664	31.74	14694	13.65	99.99
TOTALS	36612		48970		22049		107632		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE LL

TEXAS ANNUAL FRESH ORANGE DOMESTIC SHIPMENTS BY PACKAGE TYPES
CHICAGO, ILLINOIS
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	COMBINATION	%	TOTAL	%	CUM %
5 POUNDS	15413	52.48	4106	13.98	9850	33.53	29369	29.23	29.23
8 POUNDS	330	7.83	0	0.00	3881	92.16	4211	4.19	33.42
18 POUNDS	0	0.00	7434	98.67	100	1.32	7534	7.49	40.92
20 LB. CTN.	21284	97.12	202	0.92	427	1.94	21913	21.81	62.73
40 LB. CTN.	16307	47.00	1957	5.64	16431	47.35	34695	34.53	97.26
80 LB. WB	668	69.72	0	0.00	290	30.27	958	0.95	98.22
80 LB. CTN.	200	11.19	36	2.01	1550	86.78	1786	1.77	99.99
TOTALS	54202		13735		32529		100467		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE MM

TEXAS ANNUAL FRESH ORANGE DOMESTIC SHIPMENTS BY PACKAGE TYPES
EL PASO, TEXAS
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	COMBINATION	%	TOTAL	%	CUM %
5 POUNDS	2458	25.93	4178	44.08	2841	29.97	9477	10.84	10.84
18 POUNDS	0	0.00	40997	100.00	0	0.00	40997	46.93	57.77
20 LB. CTN.	175	84.98	0	0.00	31	15.01	206	0.23	58.01
40 LB. CTN.	2740	42.59	51	0.79	3642	56.61	6433	7.36	65.38
80 LB. WB	0	0.00	0	0.00	100	100.00	100	0.11	65.49
80 LB. CTN.	10818	35.89	2136	7.08	17188	57.02	30142	34.50	99.99
TOTALS	16191		47362		23802		87355		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE NN

TEXAS ANNUAL FRESH ORANGE DOMESTIC SHIPMENTS BY PACKAGE TYPES
DES MOINES, IOWA
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	COMBINATION	%	TOTAL	%	CUM %
5 POUNDS	420	4.62	215	2.36	8445	93.00	9080	10.76	10.76
18 POUNDS	0	0.00	1978	100.00	0	0.00	1978	2.34	13.11
20 LB. CTN.	2942	76.23	0	0.00	917	23.76	3860	4.57	17.68
40 LB. CTN.	54913	79.09	421	0.60	14093	20.29	69427	82.31	100.00
TOTALS	58275		2614		23455		84345		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE OO

TEXAS ANNUAL FRESH ORANGE DOMESTIC SHIPMENTS BY PACKAGE TYPES
MONROE-EL DORADO, ARK.
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	COMBINATION	%	TOTAL	%	CUM %
5 POUNDS	28048	67.00	1026	2.45	12785	30.54	41859	53.50	53.50
18 POUNDS	0	0.00	10845	100.00	0	0.00	10845	13.86	67.36
20 LB. CTN.	2	4.76	50	95.23	0	0.00	52	0.06	67.43
40 LB. CTN.	16012	62.83	418	1.64	9052	35.52	25482	32.56	99.99
TOTALS	44062		12339		21837		78238		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE PP

TEXAS ANNUAL FRESH ORANGE DOMESTIC SHIPMENTS BY PACKAGE TYPES
ST. LOUIS, MO.
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	COMBINATION	%	TOTAL	%	CUM %
5 POUNDS	2597	11.01	2295	9.73	18680	79.24	23572	30.54	30.54
18 POUNDS	0	0.00	4312	100.00	0	0.00	4312	5.58	36.13
20 LB. CTN.	386	100.00	0	0.00	0	0.00	386	0.50	36.63
40 LB. CTN.	16276	33.28	3157	6.45	29460	60.25	48893	63.36	99.99
TOTALS	19259		9764		48140		77163		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE QQ

TEXAS ANNUAL FRESH ORANGE DOMESTIC SHIPMENTS BY PACKAGE TYPES
SAN FRANCISCO, CALIF.
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	COMBINATION	%	TOTAL	%	CUM %
5 POUNDS	0	0.00	75	46.58	86	53.41	161	0.21	0.21
8 POUNDS	120	100.00	0	0.00	0	0.00	120	0.16	0.37
20 LB. CTN.	25	100.00	0	0.00	0	0.00	25	0.03	0.41
40 LB. CTN.	43631	58.92	23335	31.51	7079	9.56	74045	99.58	100.00
TOTALS	43776		23410		7165		74351		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE RR

TEXAS ANNUAL FRESH ORANGE DOMESTIC SHIPMENTS BY PACKAGE TYPES
CORPUS CHRISTI, TEXAS
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	COMBINATION	%	TOTAL	%	CUM %
5 POUNDS	2063	14.93	1207	8.74	10540	76.32	13810	19.07	19.07
18 POUNDS	0	0.00	46032	97.93	972	2.06	47004	64.93	84.01
20 LB. CTN.	5	2.36	0	0.00	206	97.63	211	0.29	84.30
40 LB. CTN.	2810	25.19	319	2.86	8022	71.93	11151	15.40	99.71
60 LB. BB	48	100.00	0	0.00	0	0.00	48	0.06	99.77
80 LB. CTN.	0	0.00	160	100.00	0	0.00	160	0.22	99.99
TOTALS	4926		47718		19740		72384		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE SS

TEXAS ANNUAL FRESH ORANGE DOMESTIC SHIPMENTS BY PACKAGE TYPES
SHREVEPORT-TEXARKANA, TEX.
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	COMBINATION	%	TOTAL	%	CUM %
5 POUNDS	955	4.43	17243	80.15	3315	15.40	21513	33.23	33.23
8 POUNDS	0	0.00	1692	100.00	0	0.00	1692	2.61	35.84
18 POUNDS	0	0.00	13536	100.00	0	0.00	13536	20.90	56.75
20 LB. CTN.	503	100.00	0	0.00	0	0.00	503	0.77	57.53
40 LB. CTN.	13129	47.93	259	0.94	14002	51.12	27390	42.30	99.83
60 LB. BB	0	0.00	0	0.00	4	100.00	4	0.00	99.84
80 LB. CTN.	0	0.00	100	100.00	0	0.00	100	0.15	100.00
TOTALS	14587		32830		17321		64739		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TEXAS ANNUAL FRESH ORANGE DOMESTIC SHIPMENTS BY PACKAGE TYPES
LUBBOCK, TEXAS
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	COMBINATION	%	TOTAL	%	CUM %
5 POUNDS	4008	11.79	9611	28.28	20360	59.91	33979	54.77	54.77
18 POUNDS	0	0.00	10140	76.49	3116	23.50	13256	21.36	76.14
20 LB. CTN.	873	100.00	0	0.00	0	0.00	873	1.40	77.55
40 LB. CTN.	7161	52.16	717	5.22	5849	42.60	13727	22.12	99.67
80 LB. CTN.	30	15.00	20	10.00	150	75.00	200	0.32	99.99
TOTALS	12072		20488		29475		62035		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE UU

TEXAS ANNUAL FRESH ORANGE DOMESTIC SHIPMENTS BY PACKAGE TYPES
BIRMINGHAM, ALA.
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	COMBINATION	%	TOTAL	%	CUM %
5 POUNDS	1245	37.63	481	14.54	1582	47.82	3308	5.68	5.68
18 POUNDS	0	0.00	36768	100.00	0	0.00	36768	63.18	68.87
20 LB. CTN.	649	100.00	0	0.00	0	0.00	649	1.11	69.98
40 LB. CTN.	4848	27.75	479	2.74	12139	69.50	17466	30.01	100.00
TOTALS	6742		37728		13721		58191		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

TABLE VV

TEXAS ANNUAL FRESH ORANGE EXPORT SHIPMENTS BY PACKAGE TYPES
1972 - 73 SEASON

(40 LB. CARTON EQUIVALENTS)

PACKAGE	U.S. NO. 1	%	U.S. NO. 2	%	COMBINATION	%	TOTAL	%	CUM %
40 LB. CTN.	2	100.00	0	0.00	0	0.00	2	57.14	57.14
60 LB. BB	1	100.00	0	0.00	0	0.00	1	42.85	100.00
TOTALS	3		0		0		3		

SOURCE = TEXAS VALLEY CITRUS COMMITTEE, PHARR, TEXAS

APPENDIX III

Organizational Structure of:

- a) Texas Valley Citrus Committee (TVCC)
- b) TexaSweeT Citrus, Inc. (TCI)
- c) TexaSweeT Citrus Advertising, Inc. (TCAI)

TEXAS VALLEY CITRUS COMMITTEE (TVCC)

The Texas Valley Citrus Committee (TVCC) of Pharr, Texas, is organized under the authority of the Federal Agricultural Agreement Act of 1937 as amended. Marketing Order No. 906 regulating Texas fresh oranges and grapefruit became effective on September 22, 1960 and is administered by a committee consisting of fifteen (15) members and fifteen (15) alternates. Term of office for each committee member and alternate committee member is three (3) years and they cannot succeed themselves for a period of one year. Alternates may serve as members and members may serve as alternates without any elapse of time. A manager is employed to administer the Marketing Order under the direction of the committeemen and the Secretary of Agriculture.

The Committee is structured to represent the following segments of the Texas citrus industry:

Independent growers

Coop growers

Independent handlers

Coop handlers

Currently (1973), the Committee composition consists of five (5) independent growers, four (4) coop growers, four (4) independent handlers and two (2) coop handlers.

All Committee appointments are nominated by the industry and made by the Secretary of Agriculture.

One of the major duties of the TVCC is to administer the advertising and promotional program. Under the Order, this may be accomplished by (a) TVCC, (b) through a sub-committee, or (c) through an advertising advisory committee. For the 1972-73 season, TVCC appointed the Directors of TexasSweet Citrus Advertising, Inc. (TCAI) as a sub-committee to make recommendations relative to advertising and promotion. In September of 1972, the sub-committee's identity was changed to "Marketing Sub-Committee."

The TVCC is currently authorized to collect an assessment of 4 1/2 cents per carton shipped by all handlers that qualify under the Order. Approximately 4 cents of the assessment is allocated to advertising and promotion.

The regulatory function of the TVCC consists of grade, size and container regulations. The TVCC and the Texas State Department of Agriculture cooperate in the compliance and enforcement of the Order.

TEXASWEET CITRUS, INC. (TCI)

TexasSweet Citrus, Inc. (TCI) is chartered as a private stock corporation under the laws of Texas. The corporation was organized in 1958 with each member handler purchasing one \$500.00 share of stock. Any handler, independent or cooperative, may now become a member by purchasing one share of stock for \$100.00.

TCI is controlled by a Board of Directors consisting of seven (7) with no manager. Offices consist of a President, Vice - President, and Secretary - Treasurer.

The primary purpose of TCI is to promote the sale and consumption of Rio Grande Valley fresh citrus fruits through an advertising and promotional program under a master brand or trademark.

TCI evolved after an attempt was made by one handler (H. Rouw Co.) to advertise and promote Texas citrus prior to the 1957 - 58 season. Total cost to the H. Rouw Co. was \$35,000 annually. As it was not economically feasible for one handler to support the advertising and promotional program for the entire Texas Citrus industry, TCI was organized in an attempt to obtain funding from a group of voluntary fresh citrus handlers.

The "TexasSweet" trademark was obtained by TCI from former Governor Allan Shivers, son - in - law of the late John H. Shary at a cost of \$1,000.00 with the proviso that all rights, title and interest in the trademark will revert to Shivers and his heirs in event the use of the TexasSweet trademark is abandoned by TCI.^{1/} The TexasSweet trademark was first used by TCI in 1958 with only shareholder handlers being permitted to use the trademark on their fresh citrus pack.

^{1/} The "TexasSweet" trademark (No. 216, 572) for fresh grapefruit and oranges was first registered in the United States patent office on August 31, 1926 by the late John H. Shary for use on Texas citrus packed and shipped by the Texas Citrus Growers Exchange of Mission, Texas. The trademark is also registered in the Dominion of Canada (No. 199-43669) for both fresh and processed products. Registration in both the United States and Canada was and is now for U. S. No. 1 grade Texas fresh grapefruit and oranges. This trademark is the oldest registered trademark in the United States for Rio Grande Valley fresh grapefruit and oranges. On September 22, 1955, the "TexasSweet" trademark was sold, transferred and assigned by the late John H. Shary's interest to Allan Shivers and on November 12, 1958, said trademark was sold, transferred and assigned to TexasSweet Citrus, Inc. for the sum of \$1,000.00 in cash with a proviso in the assignment that in the event the "TexasSweet" trademark was not continued to be used by all or some segment of the Rio Grande Valley Citrus Industry, thereupon dropping the use of said trademark, said trademark would revert to the heirs and assigns of Governor Shivers. On August 30, 1966, TexasSweet Citrus, Inc. assigned the "TexasSweet" trademark to the Texas Valley Citrus Committee for its use in conducting an advertising program each year, designed and planned to promote the sale and consumption of Rio Grande Valley citrus fruits, with a provision

A restriction in an income tax exemption certificate subsequently issued by the Internal Revenue Service, prohibited the listing of member handlers in any TexaSweat advertising. Consequently, the federal income tax exemption certificate limited advertising and promotion to point of purchase (P.O.P. materials and ads merely promoting TexaSweat) with information on handlers excluded.

As Internal Revenue held their position in respect to member handlers being excluded from ads, the shareholders of TCI subsequently organized TexaSweat Citrus Advertising, Inc. (TCAI) as a non-profit corporation without shares of stock and without capital in 1962. All TCI member handlers automatically became members of TCAI with the further provision that all handler contributors to TCAI would become members. All advertising assets of TCI were subsequently transferred to TCAI. Members of TCAI prevailed upon growers to match handlers' contributions for advertising and subsequently TCM entered into a written agreement with TCI for voluntary grower assessments equal to that of the handlers with the provision that five members of the Board of Directors of TCAI be represented by member growers of TCM and five members to be elected by the shareholders of TCI. The combined Board of 10 members then selected one additional Board member at large to represent independent growers (non-members of TCM) making a total of 11 Board of Directors. The Board Member at Large cannot be a handler nor a member of TCM but must be a producer of citrus fruits in commercial quantities.

Prior to the time (1966) the Federal Marketing Order No. 906 was amended to authorize compulsory assessments for advertising purposes, contributions were purely voluntary. Subsequent to 1966, TCI and TCAI assigned their trademarks "TexaSweat" and "Sweeter by Nature" for exclusive control under by TVCC.^{1/}

Footnote continued.

in the assignments that in event TVCC for any reason ceases to function or fails to make use of the trademark, then in either of such events, all rights, title and interest in and to the trademark shall ipso facto revert back to TCI and its successors.

A second "TexaSweat" trademark is registered in the U. S. patent office (Registration No. 217,368) for use on canned citrus juice, citrus beverages, and processed citrus products with expiration date of August 31, 1986.

^{1/} In 1959, the late H. Rowe, the late S. E. Hyde, M. W. Held and Foy G. Hall recommended an additional trademark be developed emphasizing to the consuming public the natural sweetness of Rio Grande Valley grapefruit. Subsequently, the Glenn Advertising Co. developed a design of a grapefruit tree loaded with ripe grapefruit with a young lady standing on a ladder picking the fruit, above the caption "Sweeter by Nature". This trademark and design was then registered by TCI in August 1959 and subsequently registered in the Dominion of Canada. At first, the entire trademark with the tree loaded with grapefruit including the lady standing on the ladder with the slogan "Sweeter by Nature" was used by member shippers of TCI and subsequently the industry ceased to use the entire trademark and began merely using "Sweeter by Nature". This trademark was assigned to TVCC in the same assignment with "TexaSweat" trademark.

The first year of TexaSweat advertising and promotion began in 1958 and has continued to the present (1973) excluding two years following the 1962 freeze.

Under the current program, all handlers have the right to use the trademarks under the jurisdiction of the TVCC in respect to grades and size.

TEXASWEET CITRUS ADVERTISING, INC. (TCAI)

TexasSweet Citrus Advertising, Inc. (TCAI) was organized in 1962 as a non-profit, non-stock corporation. TCAI is controlled by a Board of Directors consisting of 11 members. Five (5) of the Directors are member growers of TCM appointed by TCM's Board of Directors and five (5) are handlers elected by TCI shareholders at their annual meeting. One Director at Large is appointed by the ten (10) Board of Directors to represent independent citrus growers. The Director at Large cannot be a handler nor a member of TCM but must be a producer of citrus in commercial quantities. Director's terms are all for two (2) years with TCM and TCI alternating in appointing three and two Directors each year.

Officers consist of a President, Vice-President and Secretary-Treasurer. One individual currently (1973) serves as Manager without pay.

As of October 31, 1972, TCAI had about \$72,000 in assets which included the office building rented to the TVCC. As U. S. Department of Agriculture policy prohibits TVCC from owning an office building, a landlord-tenant relationship evolved between TCAI and TVCC in respect to office facilities in 1970.

Although not a necessary condition, a unique relationship exists between TVCC and TCAI in respect to the membership of the Board of Directors of both organizations. Eight (8) members of the TCAI Board of Directors also serve as TVCC's committeemen or alternate committeemen and also are members of TVCC's marketing sub-committee. This unique organization structure provides for quasi-interlocking directorates for both TVCC and TCAI which creates a close operational relationship between the two (2) entities.

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