

hauling. Also these plants should be properly equipped so that the fruit may be handled and processed efficiently. Processing of all the fruit available within one or two months is also desirable.

Since the supply of finished concentrate would also be limited from the consumers' point of view, perhaps it would be wise not to attempt national distribution but to limit its sale to a number of large markets during a certain time of the year, such as the summer months. It has been pointed out that tangerine concentrate may be more expensive to produce than orange concentrate because of extra costs incurred during harvesting and hauling, lower yield per box, losses of fruit before and during processing on account of spoilage and difficulties in handling, and greater factory costs. To take care of these increased costs the tangerine concentrate could be sold to the consumer as a specialty item at a premium price and thereby make possible a just and reasonable profit to both the grower and the processor. Other tangerine products which are outlets for the fruit are a tangerine base for sherbet as described by Bissett (2) and Singleton(4), canned tangerine juice and blended juice, and tangerine popsicles.

Some attempt to put these suggestions into operation could be made by the coordinated effort and action of growers and processors working with such agencies as the Florida Tangerine Cooperative, Florida Citrus Commission, and Florida Citrus Mutual. The solution of the problem of utilizing not only all of the tangerines, but also the increasingly large Florida crop of oranges and grapefruit, will depend on the efforts and cooperation of growers, processors, and all other persons who are interested in the welfare of the Florida citrus industry.

LITERATURE CITED

1. Atkins, C. D., F. W. Wenzel, Ellis Fehlberg, and Lloyd E. Slater. 1950. New evaporator robotized for high output, efficiency. *Food Industries* 22: 1521-1523.
2. Bissett, Owen W. 1949. Frozen purees from Florida citrus fruits. *Proc. Fla. State Hort. Soc.* 62: 163-165.
3. Citrus and Vegetable Inspection Division. Annual reports for 1949-50, 1950-51, 1951-52, and 1952-53 seasons. Florida Department of Agriculture, Winter Haven, Fla.
4. Singleton, Gray. 1952. Preparation of tangerine puree. *Proc. Fla. State Hort. Soc.* 65: 214-217.
5. Wenzel, F. W., R. L. Huggart, R. W. Olsen, E. L. Moore, and C. D. Atkins. 1952. Examination of experimental packs of frozen tangerine concentrate. *Proc. Fla. State Hort. Soc.* 65: 246-249.

THE NECESSITY FOR QUALITY FRUIT IN THE TERMINAL MARKETS AND ITS ADVANTAGES TO THE DEALER SERVICE DEPARTMENT AND THE FLORIDA GROWER

CHARLES J. KOECHLING, JR.

Eastern Division Manager

Florida Citrus Commission

New York

You may be surprised to hear that many fruits fall into what is considered the luxury class. Furthermore, that a large share of them are bought on eye appeal. Let's not attempt at this time to go into the question of whether or not citrus fruits should be considered luxury items. However, I firmly believe, and I hope you agree, that attractiveness is always important. When we speak of attractiveness we, of course, mean quality. And when we say citrus quality, we also mean quality internal and external. Our citrus fruits are not in a class with the Atlantic City bathing

beauties who compete but once a year. We're contending for honors practically every day in the season. We would indeed be short-sighted if we did not realize that fact and its importance. Today with the competition increasing on fresh citrus fruits in terminal markets, it becomes apparent immediately that quality fruit is the only kind that can be expected to hold its own. Likewise, it is the only kind which will prove profitable to both shipper and grower.

There is no doubt that a substantial percentage of the consuming public insists upon fresh fruit. A certain percentage always will. What that percentage will be depends on the growers and shippers of Florida. I'm certain every one here would prefer to avoid a situation in which fresh fruits would play an insignificant part in our great industry. I am also

certain that you don't have to be convinced that such a condition would prove calamitous to the Florida growers. So, it's best to be practical and realistic. Frankly, all concerned, and especially the Florida citrus grower will benefit from the careful selection and, shipment, of only good quality fresh fruit into terminal markets. It's obvious why this is advisable, even necessary.

New York, the largest terminal and handler of Florida citrus, demands consistently high quality. Careful checking of prices is positive proof of this as top labels, known for quality, always bring consistently high prices. At times the difference might only be a few cents but the spread can and does go as high as dollars. The over-all price structure for the season offers greater rewards to those shipping consistently good quality fruit.

The New York market is made up of approximately 400 buyers and brokers who have been in this business most of their lives. Therefore, these men are experts when it comes to recognizing quality Florida citrus. Quality in the terminal market is dependent on the following: (1) attractiveness; (2) internal quality; (3) proper grading; (4) proper sizing; and (5) weight.

Let's examine each one of these. For example, attractiveness. That means freshness, external color, smooth texture and high sheen. Internal quality is juice content, good color and taste. Proper grading assures uniformity of quality at least externally. Proper sizing is necessary for uniformity of the pack, while the normal juice content makes for a good heavy pack.

Brand names, or labels that have made a place for themselves in the terminal markets have acquired their reputation on the basis of these factors and buyers will continuously seek them on their name alone. In auction markets, buyers looking for these outstanding brands will increase the competitive bidding which is mainly responsible for top prices. Although these brands constantly hold their own, lower quality fruit definitely lowers market prices. It is a known fact that terminal market prices build up when quality citrus makes up the largest portion of daily offerings but when prices reach a high level, there is an increase of shipments of lower quality fruit to take advantage of favorable prices. This literally means a race to market with lower quality citrus and continues until low prices prevail

which are unprofitable to shippers and growers. Even at this point, quality fruit still brings higher prices, but after such a situation, the market takes weeks to get back on its feet. And once again quality, plus the operation of the law of supply and demand, is responsible for bringing market prices back up.

Quality plays a most important part at the retail level where the housewife is the major factor in judging fruit. Mrs. Consumer is more conscious of quality on fresh produce than any other item she purchases. This is proven by the growing number of independent produce retail stores. These small independents are doing a thriving business right next door to large chains, some of which are overlooking the importance of eye-appealing displays of quality fruit. Chains sometimes are overly price conscious and perhaps fail in some cases to realize that Mrs. Consumer will spend a few cents extra for quality citrus. This factor is apparent as the independent fruit store dealer continues to "shine his apples," using individual wrappers and colored tissues to decorate his citrus displays, topping them off with cut fruit. Although not all chain organizations are guilty of poor handling of citrus, a large number are negligent after the fruit reaches their retail outlets. At this level, inexperienced help, not enough help, and generally unattractive displays are the major factors hampering sales. However, chains are definitely becoming more and more conscious of this fact and during the past year or so, there has been a gradual improvement. More experienced and better trained clerks are being obtained as chains realize the excellent profits which can be obtained from a properly operated produce department.

Since citrus is a highly profitable but perishable commodity, it requires fast turn-over. This can be obtained only by attracting Mrs. Consumer's dollar. Citrus is an item that the housewife often buys on impulse, making her selection from attractive displays of fresh high quality fruit. If the quality of our fruit is high and our displays attractive, she will make purchases of fresh in addition to frozen or canned items. Shoppers are not always completely sold on appearance and sometimes final selection is made by feeling the fruit for weight, sponginess, and skin texture. These factors must not be overlooked.

The very minute fresh fruit reaches the market, dealer service work must begin. The

first target in terminals are the auction markets where the field men keep in close contact with receivers, buyers and brokers. Close cooperation is needed at this point to lay the ground work for informative retail merchandising. These receivers can assist us with valuable comments on market conditions, supplies of competing fruits, as well as providing information on daily prices. In turn our dealer service men can supply them with information on retail conditions. This daily contact acts as a clearing house enabling information to be passed in both directions. Buyers and brokers both play an important part when they cooperate in dealer service operations and help gain wide distribution for point of sale material on their products. Wholesalers operate on a similar basis as buyers, and in addition allot wall space for displaying material to retailers. Most of our larger cities which contain several wholesale areas, usually supply the smaller chains and independent retailers. These wholesalers operate on a limited basis and lack the staff to give individual attention to the merchandising of their products through their individual retail stores. The small wholesaler plays an important part, for when combined, they are responsible for the movement of a large volume of citrus.

Chains today are our most important contact as they not only handle a large volume but also control most of the stores where Mrs. Consumer does her marketing. Since it is impossible to individually contact all their outlets, close cooperation is needed through headquarters. Here is where advertising tie-ins are obtained, mass distribution of display material takes place and special promotions are arranged. Chains are a self-service operation, generally speaking, and the number of sales clerks is limited. Citrus now must be its own salesman and, therefore, must tell the whole story. Quality at this level is of utmost importance. It eventually may determine whether or not the sale is made or lost.

Through the chain store headquarters, permission is granted for our dealer service staff to make personal store calls where material actually can be installed, mass displays erected and demonstrations conducted. These stores can set examples for other chains to follow. The tremendous sales results obtained are often used as a tool when soliciting other major outlets.

In addition to major chains, one must not overlook the importance of drug fountains, hotels, restaurants and institutions which are vital for mass consumption of citrus. These accounts must be solicited and familiarized with dealer service programs. Point of sale material again plays an important part along with recipes, menus, books and pamphlets. Individual contacts can also be made on these outlets to set up special promotions, again with the aim of demonstrating the importance of such installations in increasing sales. Dealer service activities have been in operation for a long time, and through the years they have become more and more valuable in the marketing of any commodity. Today retailers depend on service organizations to tie-in individual items with both national and local advertising. They depend on this service not only for promoting individual brands but also to increase sales on commodity items, such as Florida citrus. During the years, it has shown chains and independents the necessity for mass displaying of point of sale material and recently the importance of demonstration activities. Obviously, it is a lot easier to render this service on quality merchandise, especially on demonstrations where outer quality is being viewed and inner quality sampled.

Many advertising programs are not completely successful unless they are properly merchandised to the trade. Companies and organizations spending millions of dollars on advertising do only a partial job when their product is not properly merchandised. Shoppers see and hear this advertising, both nationally and locally, but do not associate it with the product unless it is well merchandised in the stores at the point of purchase. Here advertising and merchandising must be closely coordinated if the maximum results are to be obtained. Demonstrations and mass displaying are tremendously important and can often be the sole reason for the increasing sales of any item.

In conclusion, all the best planned advertising and merchandising efforts will fail if quality citrus is not displayed at the right time, at the right place and in the right manner.

There truly is no magic in advertising or merchandising which can overcome the absence of quality.