

have plenty of them, but I have at a place right next door, a box of these pineapple oranges that grow in this county and I want to assure you that there is no color added, and in practically all of the groves, especially on the rich hammock land, they do not have to color the fruit. After the first of January you season it. I have endeavored to prepare an accurate history of the origin and development of the pineapple orange; it was developed in the old Bishop grove. A few of those circulars are in that box of fruit. You are welcome to take and examine that fruit.

Your labors at this meeting will soon be over, and you will return to your homes. I hope you will have pleasant memories of this meeting and of the efforts that the good people of this nice little city have made to entertain you and to make you have a profitable and pleasant meeting. May the good Lord bless you all, and continue to bless you and keep you in good health, and may you be prompted with many others to meet in the year 1938 at that beautiful little city down in the great County of Polk, nestling among the lakes, and appropriately named "Winter Haven."

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## THE FLORIDA TANGERINE SITUATION

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W. H. Mouser, Orlando

In this talk on the future of the Florida Tangerine, I will not consume your valuable time by presenting statistics showing increase in the planting of Tangerine trees, increase in production, distribution, etc.

You all know that some years ago Florida Tangerines always sold at high prices. I can well remember that a few years ago if I sold a car of Tangerines at less than \$5.00 f. o. b. shipping point for two half boxes, I considered the sale as low, or at best only fair. At that time the production was light and sales practically confined to a few of the large terminal markets, with perhaps 20 to 40 half boxes occasionally included in a car of Oranges going to some of the smaller markets; for Thanksgiving and Christmas distribution quite a few of the smaller markets would take a few half boxes of Tangerines loaded in with Oranges, paying high prices for the Tangerines and considering them a Holiday novelty.

The high prices which were realized for Tangerines naturally resulted in heavy plantings. Then the production jumped and we found ourselves confronted with the task of marketing a product which had a short season, which had to be picked promptly after it reached its prime, and with which only a small percentage of the consuming public was familiar.

A manufacturer, no matter how meritorious his

product, would not think of building an additional factory and greatly increasing his output unless he had developed a demand sufficient to take care thereof, or unless he had planned a merchandising campaign (which means advertising) which he believed would develop a demand sufficiently large to use his increased output at prices which would return him profit.

Such a policy, as you all know, was not followed in connection with the greatly increased supply of Florida Tangerines. The result was that the trade in the smaller markets refused to stock up with a perishable article for which the "manufacturer" had not created a consumer demand, and it became necessary to force supplies into the larger markets to be moved into consumption at extremely low prices.

Throughout this talk, and always when you consider the Tangerine deal, keep in mind the fact that the marketing of Tangerines is a very different proposition than the marketing of Oranges or Grapefruit, as Tangerines rapidly begin to deteriorate on the trees after they reach their prime and cannot be held on the trees without deterioration as can Oranges and Grapefruit; the Tangerine deal is a fast one; a three million box crop of Tangerines to be marketed in a few months is equal to a six million box crop of a

product which holds better and which has twice as long a marketing season.

Furthermore, if we have unseasonable weather during the Tangerine season, an undue proportion of the fruit reaches its prime at the same time, with the result that the fruit must either go to waste, be shipped later when it is undesirable for quality and condition, or be shipped in excessive quantities regardless of price, with the latter course being that which is usually followed.

I believe we will all agree that the Tangerine is a fine fruit, that it is attractive in appearance (and this is certainly an asset as people largely buy by the eye), that it has a delightful and appealing flavor, that it has health qualities, and that it is convenient to eat because it peels easily. We also know that Florida has practically a monopoly on the production of Tangerines.

Now, with one manufacturer having practically a monopoly on the manufacturing of a fine article, it does seem reasonable to believe that that manufacturer should be able to develop and operate a profitable business.

However, that manufacturer, with a monopoly on a fine article, may be able to operate a profitable business so long as his production is small and limited and to dispose of his output it is only necessary for him to sell to a few people located in a few cities. At the same time, regardless of his monopoly, or the fine quality of his product, if he desires to greatly increase his output, it is necessary for him to develop an increased consumer demand and to distribute over a larger territory. To do that he must aggressively go after business by telling the consumers the merits of his fine article and why they should use it—then, of course, give them an article which will please them and cause them to continue to use it.

I have confidence in the future of the Florida Tangerine, provided we do the things we should do. In fact, even if we do not do these things, if we continue giving away Tangerines to the consumers for another period of years at extremely low prices, we will probably develop the consumer demand to a point where it equals our supply, and thus bring about higher and profitable prices to the producer. However, if this latter course is followed the cost of developing the consumer de-

mand will be hundreds of dollars greater, and the development will be slower, than will be the case if we go about the merchandising of our Tangerine crop in the proper way, keeping in mind that our groves are a manufacturing plant making Tangerines, that the making of the fruit is an important part of the business, but only part, and that we must merchandise our product just the same as the manufacturer must merchandise his product after making it.

"Off and on" advertising campaigns in connection with Florida citrus fruit have been tried several times. Florida did not adopt a definite and systematic plan of advertising citrus fruit until two years ago. Over a period of many years California has followed a regular and systematic plan of advertising, spending millions of dollars, with the result that the consumer demand for Orange juice has shown a fine record for increase. California's advertising of Orange juice proved very valuable to the Florida Orange. Unfortunately, it did not aid the sale of Florida Tangerines, as while the juice of the Tangerine is certainly delicious, the Tangerine is a fruit which appeals to the consumer as one to be eaten by hand because of the fact that it is so easily peeled.

Two years ago the Florida Legislature passed three citrus advertising Bills, one applying to Oranges, one to Grapefruit and one to Tangerines.

This Act provided that every standard box of Tangerines leaving the state would be assessed 5 cents for advertising.

The advertising of Tangerines during the 1935-36 shipping season was a great aid in the marketing of the crop of that year, and the growers were generally satisfied.

A Tangerine grower remarked to me a few days ago that he did not see where the advertising of Tangerines had accomplished anything this season, as he realized less for his Tangerines than he did last year. I called to his attention the fact that the shipments of Tangerines this season in straight carlots, in mixed cars and by truck, up to and including April 10th, totalled 7,055 cars against a total for the 1935-36 season of 4,596 cars. This is an increase of a little over 65%. I told him that, in my opinion, if we had not advertised Tangerines last season and this season,

that no matter how low the price at which he sold his current crop, he could be very sure that he would have realized considerably less.

While \$3.00 and more per field box net on the trees for Tangerines may not return, I am just as sure as I am that I am standing before you at this minute, that if we will properly grow, pick and grade our Tangerines and then properly advertise them, that we will be able to market at satisfactory and profitable prices all the Tangerines we can produce.

Too many growers have, in the past, endeavored to so fertilize their Tangerines as to produce large sizes early in the season, regardless of the fact that although the Tangerines might be large early they would not be sufficiently matured to justify shipment and that if held on the trees until sufficiently matured would become puffy, hollow centered, with perhaps some cells dry, and fruit soft. We must endeavor to grow our tangerines so that they will remain firm for a longer length of time, which means that the grower has a longer play in the picking of the Tangerines and that the season can perhaps be extended.

We must do more spot picking for size and quality. I have spot picked single Tangerine crops as many as five times. This means that the Tangerines are picked when at their prime—not before and not after.

We must grade our Tangerines more closely in the packing houses. A third grade Orange makes just as good Orange juice as a first grade Orange. The Tangerine, however, is not primarily a juice fruit; a third grade is unattractive in appearance and should be considered unmerchantable until such time as we have created a demand which exceeds our supply.

Then we should advertise. The Advertising Act which has been in effect for the past two seasons expires on June 1st. A new Act has been introduced in the Legislature to take its place. It also provides for an advertising assessment of 5 cents per box. The advertising fund collected next season under this Act will be an investment for the Tangerine growers which will return to them many times the amount expended. Furthermore, each year the advertising will be more effective as advertising is cumulative.

I hope it will not be many years before the Tangerine growers and shippers decide that 10 cents or 15 cents per box will be spent for advertising Tangerines. The only fault I have to find with our present advertising program is that we should spend at least twice as much money. It would be the best investment the Tangerine grower could make. An increased demand for Tangerines resulting in higher prices not only will mean greater earnings for the growers, but will increase the value of the Tangerine acreage hundreds of dollars per acre.

Grow good Tangerines, properly spot pick, grade closely, advertise freely, and the part of your grove planted to Tangerines will be a profitable investment—perhaps the most profitable part of the grove.

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Mr. C. I. Brooks, Miami: As you know, I am one of the fruit growers in the Miami section, which doesn't mean much compared with you, but I have in mind, stores in Miami selling fruits and people who look to me for information about Tangerines (I am speaking about tourists). They say, "Why can't we get Tangerines in the North?" You know the answer. Mr. Mouser has given it. I am wondering if anything could be worked out along the line of an electric machine for throwing out the dry ones. You know that's the reason the Tangerines haven't sold—because there are too many unscrupulous shippers who ship them commercially, and after the people have bought them once they stop buying.

Dr. Chas. Demko, Altoona: We have grown a few Tangerines. We found if we didn't put our fall application on and didn't cultivate Tangerines they were about two or three weeks later, and they seemed to hold their firmness.

While I am on the floor I want to correct Mr. Mouser in regard to the juice of the Tangerine. We have done some research work, 11 years of it through the cooperation of our scientists in Gainesville, and have found after eleven long years of constant watching that the Tangerine juice is the most promising Orange juice that you can today. There seems to be a definite law that covers the canning of Orange juice, and when we apply that it works. I have some samples; if

you care to drink some I will be glad to open a can. There has been over 600 people drinking it this year; last year over 1,500. I have yet to find the man who doesn't like it. It has that natural Orange flavor that everybody looks for in juices. It has that wonderful bouquet that you want; it has everything you expect of Orange juice, and the future along that line looks very bright. Not only are we going to can Tangerine juice, as Tangerine juice, but it is also being used as a blend with Orange juice. Orange juice is very mild, the color isn't as deep as it should be, and adding about 5% of the Tangerine juice will bring up the Orange juice where it belongs. We have a neighbor who has 2,000 trees, and we expect to can every one of those this coming season. I will tell you another thing, the canner really wants these first Tangerines when you can't sell them. It seems to be God's blessing that that should be the case, so let the shipper ship all he can, after that's done then take and turn them over to the canner, and he will finish the job, and I think he will get more than you will for your first Tangerines.

Mr. Mouser: You don't need to correct me about the eating qualities of Tangerines. I said it's a delicious one, but I said the Tangerine is not looked on as directly being a juice fruit. I say, "God Bless the Canners." That's fine. I hope they will be able to use every Tangerine that we can't market in the fresh state, but my ambition is to see us able to market our Tangerines fresh, at prices which will be so high that the

canners won't be able to afford to put them in cans. I am with anyone that develops the use of Orange juice in a can, but let's try to grow them, and to pick them before they get puffy. Spot pick them right frequently. Merchandise them, which means advertising them so we can get three or four times as much on the tree as the canner can afford to put them in the cans for. We advertise Orange juice, Grapefruit juice—Orange juice is advertised by California, and we in Florida—we are manufacturers, we are manufacturing these three articles, ignoring the few special varieties, we advertise Orange juice and Grapefruit juice now from a practical manufacturing or merchandising standpoint; we are advertising two competing articles, Orange and Grapefruit juice. If a man drinks Orange juice and you sell him on that, he isn't going to drink Grapefruit juice. I think our big future in Tangerines is to merchandise Tangerines as a hand fruit. The Orange and Grapefruit are not hand fruits.

In the West we have a big field for our Tangerines. I was raised in Southern California, and I would peel an Orange, divide it into quarters and eat it. If we were forced to put our Oranges in the West and develop a demand for the children for our Oranges in competition with California, the first thing we would have to do would be to teach the mother so she could tell her child how to eat the Orange. Personally, I may be wrong, but I think our future in Tangerines is to put them out so they eat good, and then you merchandise them as a hand fruit.