

atoes as equally acceptable. Aside from their indifference between the No. 2 and No. 3 grades of this size, they regarded both the second and third grade levels of the size 6 x 6 tomatoes as being equally acceptable as the 5 x 6 No. 3. Also, they regarded the No. 1 size 7 x 7 tomatoes as about equal to the largest size of the No. 3 grade.

In the comparison of the 6 x 6 sizes of the No. 2 and No. 3 grades with all other categories it is again evident that there are several grade-size combinations which consumers think are equally as acceptable as each of these (Fig. 6). It has been established that the No. 2 size 6 x 6 tomato was regarded as about the same as either the No. 2 or No. 3 grade of the next larger size. Consumers also failed to differentiate between the 6 x 6 No. 2 and the same size at a lower grade level, and they thought that tomatoes of this type were comparable in quality to the 7 x 7 size of the No. 1 grade. The 7 x 8 size in the No. 1 grade and all of the grade-size combinations in the No. 2 and No. 3 grades below size 6 x 6 were regarded by consumers as inferior to the 6 x 6 No. 2.

A larger assortment of tomatoes was comparable to the 6 x 6 tomatoes of the No. 3 grade. In fact, grade-size combinations running from the very largest to the smallest tomatoes involved in the tests were considered equal to the 6 x 6 No. 3. There was no distinction made between the 6 x 6 No. 3 and the 5 x 6 No. 3, nor did consumers think that it was better or worse than the 7 x 8 No. 1. With the exception of the very largest size tested, the 6 x 6 No. 3 was regarded as equal to all sizes of the No. 2 grade. The only tomatoes regarded as inferior to the 6 x 6 No. 3 were the two smaller sizes at the same grade level.

A comparison of 6 x 7 No. 2 tomatoes with the other 10 types revealed that all sizes below this designation were equally acceptable to the consumer, and that this was true regardless of the grade involved (Fig. 7). The 6 x 6 size of the lower grade was also regarded by consumers as equal. However, all of the 5 x 6 sizes regardless of grade were regarded as superior to the 6 x 7 No. 2. Furthermore, consumers exhibited a distinct preference for tomatoes of the same grade but one size larger.

It appears that consumers thought that all tomatoes of larger size were superior to the 6 x 7 No. 3 tomatoes, regardless of their grade. Additionally, consumers regarded the 7 x 7 size in the No. 1 grade as a different and better product. The remain-