

haul FF&V have been sampled. The inspectors were very knowledgeable about the different carriers, but they were not always available to provide assistance. Therefore, sampling efforts were concentrated on stopping each refrigerated van that passed. These vans are used almost exclusively except during seasonal periods when truck demand is extremely high [Pavlovic, et al., 1980, p. 59]. Nonrefrigerated vans are sometimes used for shorter distance markets, and the commodities hauled are iced. Open vans are also used but usually only in special instances, such as for hauling watermelons.

Four out of five times, sampling took place on Sunday night, anywhere from 3 p.m. to 3 a.m. (Table 1). On Easter Sunday, truck traffic was light and few questionnaires were passed out. Therefore, sampling was also done on that Monday night.

Sample Characteristics

The sample obtained (55 returned questionnaires of which 48 were useable) was small compared to the total number of Florida FF&V truckloads (Table 1)(17, 373)³ going interstate during April 1979 to domestic destinations east of the Mississippi (not including Miami) plus Toronto and Montreal, Canada. While the sample was small, we can address the question of credibility of its use.

In 1978-79, 86.8 percent of Florida's FF&V unloads were taken to destinations east of the Mississippi River (including Miami) plus Toronto and Montreal, Canada [Pavlovic, et al., 1980, pp. 34-35]. In April 1979, 85.98 percent of the unloads were east of the Mississippi River (including Miami) plus Toronto and Montreal, Canada [USDA Agricultural Marketing Service]. Thus, the results of this sample were representative of trucks hauling Florida FF&V east of the Mississippi River where most of Florida's FF&V were consumed.

A trucker's utilization of capacity in backhaul operations may be affected by the length of fronthaul (one-way mileage), commodities which may be hauled, intermediate points which may be served (implying a potential for decreasing empty backhauls), product availability and direction of movement into and from regions of carrier's domicile, owner-operator versus fleet and/or leasing, and time in business (experience) [Felton, 1978; Pederson, et al., 1980]. In our model, the only variable found to significantly affect the percentage of empty backhaul mileage was one-way fronthaul mileage (Appendix A), indicating that when a sample of truckers is taken, the sample should be weighted according to the geographical distribution of Florida FF&V. This factor was found to be a characteristic of the sample used in this study, and it is discussed next.

3. Calculated from Federal-State Market News Service.