

AN ECONOMIC STUDY OF CELERY MARKETING¹

By MAX E. BRUNK²

INTRODUCTION

This study consists of a detailed analysis of the method of harvesting and packing celery as revealed by the operations of about half the firms handling celery in the State of Florida. In connection with this study, new techniques and devices which facilitate the harvesting and packing of celery were developed. Many of the developed methods and devices had been adopted by celery firms by the time this study could be prepared for publication.

That part of the study dealing with selling and distribution is based on analysis of each sale manifest of 18 celery firms handling approximately two-thirds of the Florida celery crop.

PURPOSE OF STUDY

It is the purpose of this study to determine the differences in costs of various methods of handling celery from the field to the railroad car, the causes for these differences, and the effect of various methods of harvesting, packaging and selling on prices received. The study also seeks to develop improved methods of handling and packaging celery through work simplification³ techniques.

This study is concerned with (1) the importance of each item of cost and its influence on sales prices; (2) how hours of labor

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² Associate Professor of Marketing, Cornell University. Formerly Assistant Agricultural Economist, Florida Experiment Station.

³ "Work simplification" is systematic job analysis by which easier, more effective and economical ways of doing jobs are searched out and developed.