

The relatively large shipments near the beginning and end of the season have probably been due both to higher prices during the war years and to the opening up of new areas, adapted to the production of December and May-June celery. In 1941 several new sections of the Sanford area were planted to celery. These sections, located in the northern part of the State, are on mucklands, which are relatively cool and thus adapted to the production of celery for harvest in May and June. Furthermore, high prices during recent years, particularly near the beginning and end of the season, have caused growers to take greater risks in producing early or late celery in the older established areas.

Since the early thirties there has been a marked increase in the production of the Pascal type of celery, which is better adapted to production later in the season. Since peak shipments of the Golden type of celery occur early in February and of the Pascal type late in March, the proportion of the total crop moving to market during February has been decreasing (Table 8).

The net result of these several influences in recent years has been a tendency to even out the seasonality of Florida's celery production.

PRODUCTION COMPETITION

Although Florida produces one-fourth to one-third of the total United States commercial celery crop (Table 1), there is relatively little direct competition from other producing areas. Florida produces only winter and spring celery and California is the only other state producing celery during these seasons. Furthermore, California produces from only one-third to one-half as much winter and spring celery as Florida and, being in an advantageous position to supply markets in the western United States, competes very little with Florida on the Eastern and Midwestern markets during February, March, April and May.

The movement of Florida celery usually begins during December, when there is a strong holiday demand. During that month shipments from California are heavy and a quantity of Northern celery from storage is also placed on the market. The December shipments from Florida, however, are very light, in the past amounting to less than 3 percent of the total crop (Table 7).

The Federal-State Market News Service of the United States Department of Agriculture ordinarily begins to report car-lot