

Even though production of Pascal celery has increased rapidly during the past 10 years, there appear to be markets in certain areas which have been slow to accept it. Only a small volume of Pascal celery was shipped to the Southern, Southwestern and far Western states. All of the celery shipments to Maine, Mississippi, South Carolina, Utah and Wyoming were of the Golden type; and over 85 percent of the shipments to Alabama, Arkansas, Colorado, Georgia, Kentucky, Louisiana, North Carolina, Tennessee, Texas and Washington were likewise of the Golden type (Table 62). In most instances, however, the volume of celery shipped to these states did not exceed 20,000 to 40,000 crates. In a few states, such as Maine, Mississippi and Washington, the volume was less than 1,000 crates.

States which ranked highest in the proportion of Pascal celery shipments included Rhode Island with about 85 percent, Iowa with about 88 percent, Indiana with about 74 percent, Massachusetts about 71 percent, Pennsylvania about 69 percent, and Ohio 61 percent. Shipments of Pascal celery were also high to Montana and North Dakota, but less than 5,000 crates of celery were shipped to these states. Canadian shipments were made up of about 54 percent Golden and 46 percent Pascal.

A classification of markets was made on the basis of the proportion of Golden or Pascal celery received from these 18 firms. Markets receiving 60 percent or more Golden celery were designated as "Golden markets" and those receiving 60 percent or more Pascal celery were designated as "Pascal markets." Markets receiving between 40 and 60 percent of either type of celery were called "mixed type markets." The "Pascal markets" formed a rather definite area, leading from New Jersey across Pennsylvania, Ohio, central Indiana and Illinois, northern Missouri, Iowa and into the Dakotas (Fig. 47). There was also a small Pascal area centering around Boston. Very few "Pascal markets" were outside of these areas and relatively few "Golden markets" were inside the Pascal area. There seems to have been a definite market preference for Pascal celery within the Pascal area. The average net price to shippers for all Pascal celery, sold on all markets in the Pascal areas, was \$3.40 per crate, compared with \$3.26 received for all Golden celery on these same markets (Table 63). There were 748,916 crates of Pascal type and 300,102 crates of Golden type celery marketed by the 18 firms in the Pascal belts. Outside the Pascal areas, 427,871 crates of Pascal celery brought an average price of