

enterprises requiring comparable resources and involving equal risks. The means of obtaining these objectives are the source of much controversy both within and without the Florida citrus industry. Many regard an industry-wide system of controlled marketing as the only feasible approach.

There is considerable need for certain economic information in evaluating the possibilities of a market control program as a means of obtaining the objectives sought by the industry. Of fundamental importance in this connection is information concerning the characteristics of the market demand for each of the major citrus products.

The principal objective of this report is to furnish information relating to the retail demand for Florida's most important citrus product—frozen concentrated orange juice.

This is the second in a series of research projects being conducted by the Florida Agricultural Experiment Stations for the purpose of establishing demand relationships for the major Florida citrus products. The initial study was undertaken during the spring of 1952 and dealt with the characteristics of demand for fresh oranges.¹ Both the previous and the present study utilized relatively new and controversial approaches to the problem of studying the nature of the demand for an agricultural commodity. In a sense, each may be regarded as a preliminary venture that will provide a source of methodological information for more comprehensive investigations of the demand for citrus products on an area or a national basis. However, the results may be taken as generally indicative of the response, in terms of consumer purchases, to varying price levels for citrus products.

PROCEDURE

Prior to the initiation of the field work, much consideration was given to the problem of obtaining data that would be of practical value to the Florida citrus industry in dealing with its economic problems. Special attention was therefore given to the development of a procedure that would exclude some of the more objectionable weaknesses of the usual types of demand analyses.² In the planning phase of the project, three criteria

¹ Marshall R. Godwin, "Customer Response to Varying Prices for Florida Oranges", Florida Experiment Station Bulletin 508, December, 1952.

² A full explanation of the economic model and the analytical techniques employed in this study is given in Florida Agricultural Experiment Station (Technical) Bulletin 592, Experimental Pricing as an Approach to Demand Analysis (A Study of the Retail Demand for Frozen Orange Concentrate) by L. A. Powell, Sr., William G. O'Regan and Marshall R. Godwin.