

Volume of Citrus Products Handled.—When considered in the aggregate, the supermarkets employed in the test handled a considerable volume of citrus and citrus products. The fresh fruit equivalent of the average weekly sales of all citrus products (except lemons and limes) amounted to 6,149 pounds per store (Table 5). Of this amount, 4,814 pounds, or 78.3 percent, consisted of oranges and orange products. The sales of fresh grapefruit and the fresh fruit equivalent of grapefruit products accounted for 1,204 pounds, or 19.6 percent of the total volume. The weekly sales of tangerine products were the equivalent of 132 pounds of this fruit and represented 2.1 percent of the total sales of citrus products.

TABLE 4.—DISTRIBUTION OF TOTAL CUSTOMER TRAFFIC AMONG DAYS OF THE WEEK — 10 RETAIL FOOD STORES, LOWER DELAWARE VALLEY AREA, JUNE 7-AUGUST 7, 1954.

Day of Week	Total Number of Customers	Weighted Number per Store per Week	Percent of Weekly Total
Monday	50,230	558.11	10.15
Tuesday	54,863	609.59	11.08
Wednesday	54,461	605.12	11.00
Thursday	99,671	1,107.46	20.14
Friday	132,088	1,467.64	26.69
Saturday	103,654	1,151.71	20.94
Total	494,967	5,499.63	100.00

The single most important citrus item from a sales volume standpoint was frozen orange concentrate. Weekly sales of this product per store averaged the equivalent of 3,374 pounds, or about 37.5 packed boxes of fresh oranges. Frozen orange concentrate accounted for roughly two-thirds of the total sales of oranges and for 55 percent of the total sales of all citrus fruit in these stores. Fresh oranges were second in importance from a volume standpoint. Average weekly sales of this product per store amounted to 823 pounds. Third in importance was single strength grapefruit juice with average sales equivalent to 575 pounds of fresh fruit. Other major items, in order of importance, were single strength orange juice, fresh grapefruit and the grapefruit juice used in the preparation of blended juices.