

price level tested, sales were 236 ounces per 100 customers, or more than twice the amount purchased at the highest test price.

VOLUME OF PURCHASES
(Ozs. per 100 customers)

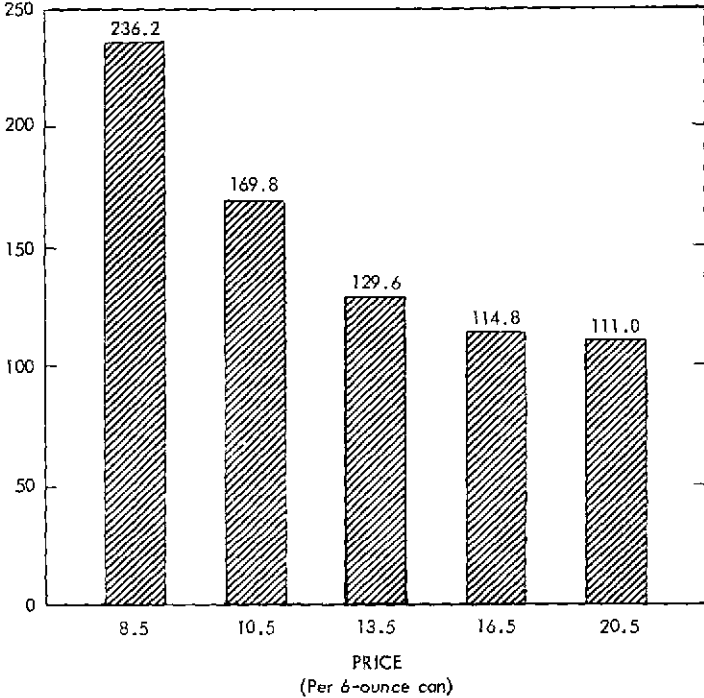


Fig. 3.—Sales of frozen orange concentrate at varying prices, 10 retail food stores, Lower Delaware Valley area, June 7-August 7, 1954.

Many in the Florida citrus industry will be interested in the sales of frozen orange concentrate in terms of the volume of fresh fruit which consumers can be induced to take at different retail prices. The translation of concentrate sales into fresh fruit equivalents for each of the prices tested is given in Figure 4. When concentrate was sold at a test price of 20.5 cents per can (4 cents above the prevailing market level), the fresh equivalent of sales was 57 pounds of fruit per 100 customers. At the prevailing market price of 16.5 cents per can, each 100 customers purchased the product in quantities equivalent to 59 pounds of fresh fruit. At a price 3 cents per can below the prevailing market, sales per 100 customers were equivalent to 67 pounds. As the price was reduced further to 10.5 cents per can, each 100 customers purchased the equivalent of 88 pounds of fresh fruit