



AgEcon SEARCH
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search
<http://ageconsearch.umn.edu>
aesearch@umn.edu

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

U.S. Competitiveness in the World Market For Selected Fresh Fruits and Vegetables

by

J. E. Epperson
Department of Agricultural and Applied Economics
University of Georgia
Athens, GA

G. C. W. Ames
Department of Agricultural and Applied Economics
University of Georgia
Athens, GA

W. O. Mizelle, Jr.
Department of Agricultural and Applied Economics
University of Georgia
Athens, GA

Introduction

An increasing market share of foreign markets will help the domestic farm economy since the welfare of American farmers and foreign consumers has become closely intertwined. The producers of export commodities are a primary beneficiary of international trade, and increased markets for agricultural products translate into higher farm income. The development of market penetration and operating strategies with incomplete information can mislead potential suppliers into unfavorable economic outcomes. This study is aimed at overcoming the incomplete information currently available.

Objectives

The central goal of this study is the identification of the barriers, opportunities, and factors influencing our competitiveness in the international market for selected fresh fruits and vegetables. The objectives are to measure the impacts of these factors and determine optimal solutions so that appropriate export strategies may be developed by users of the research.

Procedure

Trade models will be developed for the purpose of ascertaining the potential for expanded U.S. exports for selected fruits and vegetables by regions of the world. Dynamic game-theory-based models of imperfect competition and simulation analysis will be developed and used in sensitivity analyses. Secondary data will be used to estimate and develop models.