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# **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.