The Organization of Wholesale Fruit and Vegetable Markets in Miami and Tampa-St. Petersburg

Marketing Research Report No. 593

UNITED STATES DEPARTMENT OF AGRICULTURE
Economic Research Service
Marketing Economics Division

FOREWORD

This is the tenth in a group of reports under the general title, "The Organization of Wholesale Fruit and Vegetable Markets." The first nine reports in the group are:

The Organization of the Wholesale Fruit and Vegetable Market in Boston, by Alden C. Manchester, Mktg. Res. Rpt. No. 515, January 1962.

The Organization of the Wholesale Fruit and Vegetable Market in Washington, D. C., by Alden C. Manchester, Mktg. Res. Rpt. No. 524, March 1962.

The Organization of the Wholesale Fruit and Vegetable Markets in Denver, Salt Lake City, El Paso, Albuquerque and Butte, by Alden C. Manchester, Mktg. Res. Rpt. No. 541, June 1962.

The Organization of the New York City Wholesale Fruit and Vegetable Market, by Alden C. Manchester, Mktg. Res. Rpt. No. 542, June 1962.

The Organization of the Wholesale Fruit and Vegetable Market in Pittsburgh, by Alden C. Manchester, Mktg. Res. Rpt. No. 557, August 1962.

The Organization of the Wholesale Fruit and Vegetable Market in Dallas, Fort Worth, Houston, Little Rock, by Alden C. Manchester, Mktg. Res. Rpt. No. 558, August 1962.

The Organization of the Wholesale Fruit and Vegetable Market in Philadelphia, by Joseph C. Podany, Mktg. Res. Rpt. No. 559, August 1962.

The Organization of the Wholesale Fruit and Vegetable Market in Detroit, Albany-Schnectady-Troy, and West Virginia, by Alden C. Manchester, Mktg. Res. Rpt. No. 562, October 1962.

The Organization of the Wholesale Fruit and Vegetable Market in Seattle-Tacoma, Portland, and Spokane, by W. Fred Chapman, Jr., Mktg. Res. Rpt. No. 563, October 1962.

Other reports -- including several to be published by cooperating agricultural experiment stations -- will describe 29 other markets throughout the Nation. A final report will summarize the reports on the individual markets, bring to date the analysis of the organization of wholesale fruit and vegetable markets, analyze changes that have taken place since the beginning of the study, and survey the outlook for the years ahead.

This work is a part of a program of research designed to broaden understanding of the food marketing system and thereby make it more efficient.

Earlier reports on this general subject include:

The Changing Role of the Fruit Auctions, by Alden C. Manchester, Mktg. Res. Rpt. No. 331, June 1959.

Chainstore Merchandising and Procurement Practices: The Changing Retail Market for Fresh Fruits and Vegetables, by William E. Folz and Alden C. Manchester, Mktg. Res. Rpt. No. 417, July 1960.

The author was assisted in the field work by George L. Capel and William T. Manley.

Definitions of many terms used in this study are in the appendix.

Further research is now underway on the impact of changes taking place in the organization and operation of wholesale fruit and vegetable markets on shipping-point markets, including growers, packers, and shippers.

The Fruit and Vegetable Division of the Agricultural Marketing Service was most helpful in planning the study.

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HIGHLIGHTS

Receipts of fresh fruits and vegetables in two Florida produce markets were 30,000 carlots for Miami and 18,900 carlots for Tampa - St. Petersburg in 1958.

Imports accounted for 39 percent of market supplies in Miami and 23 percent in Tampa - St. Petersburg. Excluding importers, the most important recipients of produce were chains. Direct purchases by chains accounted for 49 percent of 1958 domestic market supplies in Miami and 32 percent in Tampa - St. Petersburg.

The Miami wholesale produce market consisted of 50 wholesalers, 8 chains, and 1 retailer cooperative. Receivers, prepackagers, repackers, and receiver-purveyors were the most numerous. The order of importance on a volume basis was chains, importers, and receivers. Large wholesalers (those selling 500 carlots or more each) did 85 percent of the business of all wholesalers.

In Tampa - St. Petersburg there were 53 wholesalers, 3 chains, and a chain restaurant. In 1958, receivers, prepackagers, and repackers led in number of firms. On a volume basis the order of importance was receivers, chains, and importers. Large firms did 72 percent of the wholesale business.

The number of importers and exporters in Miami and Tampa - St. Petersburg trebled between 1939 and 1958. The number of receivers increased 33 percent and the number of wholesale handlers 40 percent. The number of brokers and sales agencies declined 10 percent over the same period.

THE ORGANIZATION OF WHOLESALE FRUIT AND VEGETABLE MARKETS IN MIAMI AND TAMPA - ST. PETERSBURG

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INTRODUCTION

The Miami and Tampa - St. Petersburg produce markets are the main source of fresh fruits and vegetables for 3.5 million people from Key West 400 miles north to Orlando. The area population swells in the winter.

This report describes the organization and operation of these markets, including the buying, selling, and operating practices of the wholesalers and chains in the markets, and the changes that have taken place during the past 20 years. The information on which the report is based was obtained as part of a nationwide study of the organization and operation of wholesale produce markets. The purpose of the study was to describe and appraise the current status of wholesale markets and the changes which have taken place in them. The findings should give firms in wholesale and shipping-point markets, farmers, interested citizens, and public agencies a better understanding of the forces at work in the marketing system for fresh fruits and vegetables, and provide a basis for making better decisions in adjusting to the changes taking place throughout the structure of marketing.

The basic data for the nationwide study were obtained in 1959 and 1960 by personal interviews with representatives of 2,600 wholesale firms in 52 markets throughout the United States. Most of the interviews were made by personnel of the U. S. Department of Agriculture, but much assistance was generously given by many agricultural experiment stations.

All firms in each market were classified as to type, commodity specialization, and volume on the basis of a combination mail-and-telephone survey. Firms from each group were interviewed.

Data on changes in the markets were obtained from a variety of sources listed in the references at the end of this report. They include unload reports of the Market News Service, the Census of Business, the Packer Red Book, and reports of earlier studies of some of the markets by the Department of Agriculture.

The area included in the market in each case is the standard metropolitan statistical area. The Miami metropolitan area includes all of Dade County, Florida. The Tampa - St. Petersburg metropolitan area includes all the Pinellas and Hillsborough Counties, Florida.

MIAMI

Market Areas

An area between 12th and 13th Avenues and 20th and 22nd Street in northwest Miami is the focal point for wholesale handlers. Hialeah and other suburbs provide convenient locations for several firms, mainly the chains. In addition, a few firms are located in downtown Miami or on Miami Beach.

Thirty-six firms were located in the 1,200 North 22nd Street market in 1958. This included all the receivers, commission merchants, jobbers, brokers, and most of the purveyors (table 1). Another 23 firms were scattered in Miami proper and the suburbs. Importers were generally near water or air transportation, wholesale handlers located near their customers on beach or resort areas, and the chains were spread out in northwest Miami or Hialeah.

At the 1,200 North 22nd Street market, buyers can "comparison" shop along a common loading platform of the main wholesale building where the receivers have their store units. A farmers' market runs parallel to the wholesale building. On the edge of the market there are additional wholesaler store units and cold storage facilities.

The Structure of the Market

In 1958, the Miami wholesale produce market consisted of 59 firms of 18 types (table 2). 1/

Nine retail organizations handled 33 percent of the total sales volume of all firms in the market. These were a national chain, 3 regional chains, 4 local chains, and a retailer cooperative.

The remaining volume was divided between 36 wholesale handlers, 3 brokers, and 11 importers or exporters. The wholesale handlers sold 26 percent of the total volume, compared to 6 percent for the brokers, and 35 percent for the importers or exporters.

The 17 large firms sold 85 percent of the volume of all produce, the 9 middle-sized firms sold 8 percent of the volume; and the 33 small firms accounted for 7 percent of the volume.

Seventy-two percent of the firms were specialists. A majority of the receiver-purveyors, purveyors, and exporters handled a complete line (table 3). However, specialized firms usually handled several commodities of the same or different commodity classes. Twenty-two percent of the wholesale firms concentrate on single commodities. This was typical of prepackagers, repackers, importers, and importers sales agencies.

Over 700 persons were employed in the market in 1958 (table 4). Receivers, prepackagers, repackers, importers, and the chains were the largest employers. The average number of employees per firm was 6.6 for firms handling less than 200 carlots, 14.2 for firms handling 200-499 carlots, and 21.8 for firms handling 500 or more carlots.

Interfirm Relationships

Six Miami firms -- 3 wholesale handlers, an importer, an exporter, and a chain -- had interests in 3 Miami wholesale handlers and 6 firms -- 4 trucking firms, a comission merchant, an exporter -- in other areas. In addition to the 3 Miami wholesalers controlled by other Miami firms, 3 more wholesalers were local branches of multi-unit firms with offices in a number of cities. Two firms were owned by retail organizations with headquarters in other cities.

1/ See Appendix for definitions of the different types of firms.

Table 1.--Number of firms and volume handled, by market area and type of firm, Miami wholesale produce market, 1958

Type of firm	1200 North 22nd Street			Suburbs			Other areas		
	Firms		Volume	Firms		Volume	Firms		Volume
	Total	Large 1/		Total	Large 1/		Total	Large 1/	
	Number	Number	Carlots	Number	Number	Carlots	Number	Number	Carlots
Wholesale handlers:									
Receiver	14 }	3	5,100	--	--	--	--	--	--
Commission merchant	1 }			--	--	--	--	--	--
Receiver-jobber	3	--	335	--	--	--	--	--	--
Jobber	1 }	--	426	--	--	--	--	--	--
Jobber (delivery)	3 }			--	--	--	--	--	--
Purveyor	2	1	2/	1	--	2/	--	--	--
Receiver-purveyor	3	1	2/	2	1	2/	--	--	--
Prepackager, repacker	2	--	2/	1	--	2/	3	--	267
Selling broker	3	2	1,983	--	--	--	--	--	--
Importers and exporters:									
Importer	--	--	--	--	--	--	4	3	9,411
Import agent	1	--	2/	1	1	2/	--	--	--
Importer's sales agency	--	--	--	--	--	--	1	--	2/
Exporter	3	--	2/	--	--	--	1	--	2/
All wholesalers	36	7	9,818	5	2	3,493	9	3	10,202
Chain, retailer cooperative	--	--	--	3	2	5,369	6	3	6,209
All firms	36	7	9,818	8	4	8,862	15	6	16,411

1/ Large firms are those selling 500 carlots or more per year.
2/ Withheld to avoid disclosure of individual operations.

Table 2.--Number of firms by size and type, and volume handled, Miami wholesale produce market, 1958

Type of firm	All firms			Distribution of firms by size 2/			Percentage of volume handled by --		
	Number	Volume handled 1/							
		Quantity	Percentage of total market	Small	Medium	Large	Small firms	Medium firms	Large firms
		Carlots	Percent	Number	Number	Number	Percent	Percent	Percent
Wholesale handlers:									
Receiver	14	5,100	15	9	2	3	22	11	67
Commission merchant	1			--	1	--	--	100	--
Receiver-jobber	3	335	1	2	1	--	3/	3/	--
Jobber	1	426	1	1	--	--	100	--	--
Jobber (delivery)	3			2	1	--	3/	3/	--
Purveyor	3	805	2	2	--	1	3/	--	3/
Receiver-purveyor	5	1,800	5	1	2	2	3/	3/	67
Prepackager, repacker	6	861	2	5	1	--	3/	3/	--
Selling broker	3	2,158	6	1	--	2	3/	--	3/
Importers and exporters:									
Importer	4	9,415	27	1	--	3	3/	--	3/
Import agent	2	2,420	7	1	--	1	3/	--	3/
Importer's sales agency	1			--	1	--	--	100	--
Exporter	4	193	1	4	--	--	100	--	--
All wholesalers	50	23,513	67	29	9	12	9	12	79
Retail organizations:									
National chain	1	11,028	31	--	--	1	--	--	100
Regional chain	3			--	--	3	--	--	100
Local chain with warehouse	1			--	--	1	--	--	100
Local chain without warehouse	3	550	2	3	--	--	100	--	--
Retailer cooperative	1			1	--	--	100	--	--
All retail organizations	9	11,578	33	4	--	5	5	--	95
All firms	59	35,091	100	33	9	17	7	8	85

1/ Includes resales among wholesalers and sales to chains.
2/ Small firms handle less than 200 carlots per year, medium firms 200-499, and large firms 500 or more.
3/ Withheld to avoid disclosure of individual operations.

Table 3.--Degree of commodity specialization of wholesalers, by type of firm, Miami wholesale produce market, 1958

Type of firm	Percentage of each type of firm					
	Firms handling complete line of produce		Firms specializing in --			
	No specialization	Some specialization	Several commodity classes	One class of commodities	A single commodity	Several commodities of different classes
	Percent	Percent	Percent	Percent	Percent	Percent
Wholesale handlers:						
Receiver..................	7	7	43	29	7	7
Commission merchant.......	--	--	100	--	--	--
Receiver-jobber...........	33	--	33	33	--	--
Jobber....................	--	--	100	--	--	--
Jobber (delivery).........	--	--	33	--	33	33
Purveyor..................	67	--	33	--	--	--
Receiver-purveyor.........	80	--	20	--	--	--
Prepackager, repacker.....	--	17	--	--	83	--
Selling broker.............	33	--	67	--	--	--
Importers and exporters:						
Importer..................	--	--	--	--	75	25
Import agent..............	--	--	--	50	--	50
Importer's sales agency...	--	--	--	--	100	--
Exporter..................	75	--	--	--	--	25
All wholesalers.........	24	4	28	12	22	10

Table 4.--Number of employees, by type and size of firm, Miami wholesale produce market, 1958

Type of firm	All firms		Small firms 1/	Medium firms 1/	Large firms 1/
	Firms	Employees	Employees	Employees	Employees
Wholesale handlers:					
Receiver	14	172	50	23	99
Commission merchant	1	3	--	3	--
Receiver-jobber	3	22	7	15	--
Jobber	1	2	2	--	--
Jobber (delivery)	3	27	22	5	--
Purveyor	3	39	7	--	32
Receiver-purveyor	5	61	11	17	33
Prepackager, repacker	6	149	84	65	--
Selling broker	3	6	1	--	5
Importers and exporters:					
Importer	3	92	2	--	90
Import agent	2	9	1	--	8
Exporter	4	11	11	--	--
All wholesalers	48	593	198	128	267
Chain; retailer cooperative	5	122	19	--	103
All firms	53	715	217	128	370

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.

Marketing Channels

The Miami wholesale produce market supplies the lower half of Florida down to Key West and north as far as Orlando. Within the Miami metropolitan area are more than 3,500 retail stores, restaurants, hotels, and institutions relying on the wholesale market for most of their fresh fruits and vegetables. The many channels through which these supplies of produce reached them in 1958 are shown in figure 1.

The total supply of fruits and vegetables entering the Miami market in 1958 was 30,000 carlots; all but 700 carlots sold by local growers to retailers, processors, and eating places went through wholesale channels. An additional 150 carlots were sold by Miami firms, but bypassed the wholesale market on the way to out-of-town buyers.

The largest share of the volume entering Miami, 39 percent, was handled by importers and their agents. Chains and the retailer cooperative handled 30 percent, wholesale handlers 22 percent, and brokers 7 percent.

Excluding imports, over 90 percent of the produce coming into the market was bought directly from shipping point and through brokers and agents in other cities (table 5). Nine percent come from local growers. Volume from other terminal

MAJOR MARKETING CHANNELS, MIAMI WHOLESALE PRODUCE MARKET, 1958

(Thousands of carlots)

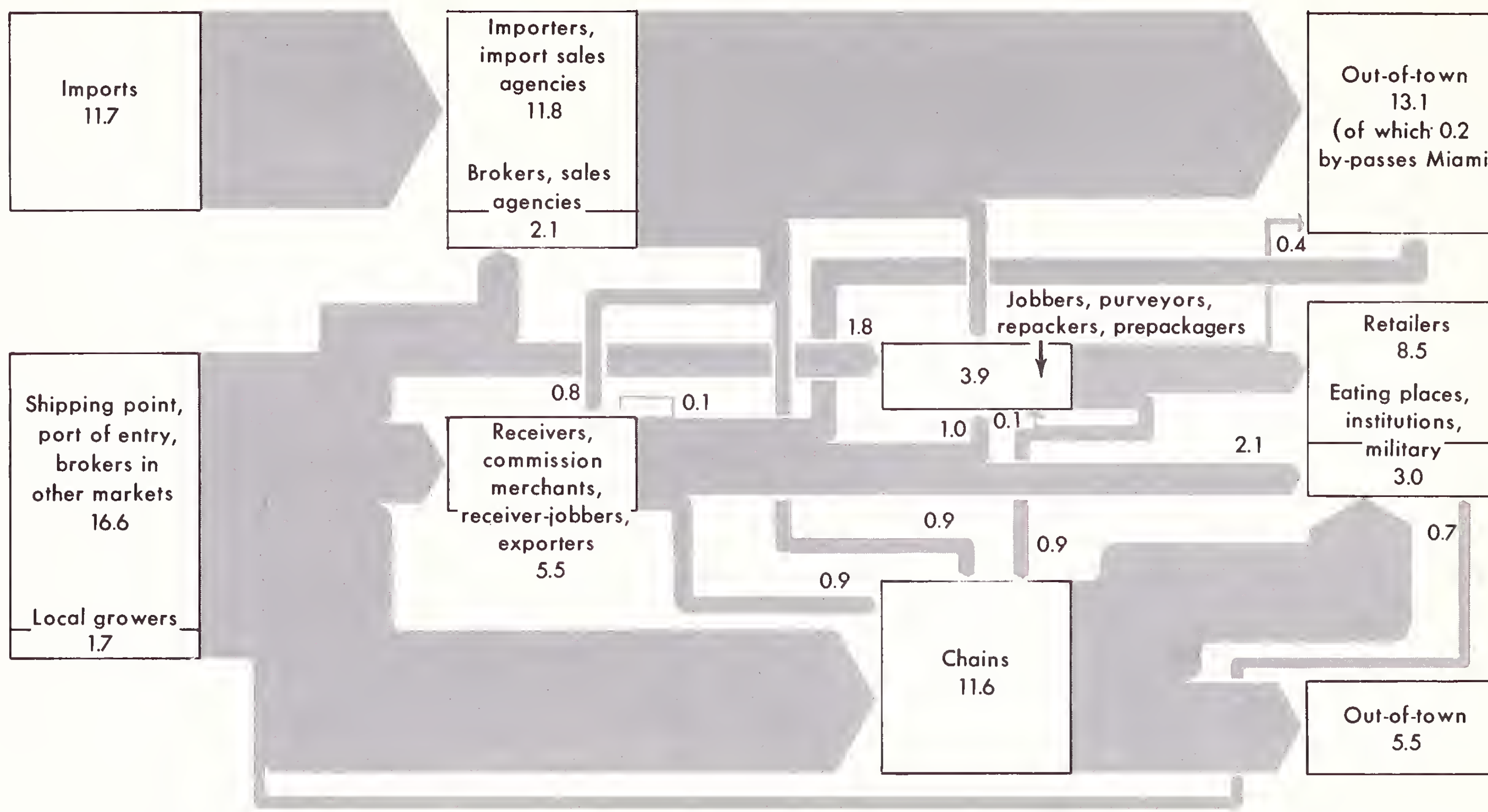

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Figure 1

Table 5.--Purchases from outside the market, by class of firm, Miami wholesale produce market, 1958

Class of buyer	Direct from shipping point or port of entry, through sales agencies or brokers in other cities	From local growers	Imports	Total	Produce bypassing the market	Produce brought into the market
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Wholesale handlers:						
Receiver.................. Commission merchant.......	4.2	.3	--	4.3	--	4.4
Receiver-jobber...........	.3	1/	--	.3	--	.3
Jobber, jobber (delivery).	1/	--	--	1/	--	1/
Purveyor, receiver-purveyor.................	.9	.1	--	1.1	--	1.1
Prepackager, repacker.....	.8	--	--	.8	--	.8
Selling broker.............	2.2	--	--	2.2	1/	2.1
Importers and exporters:						
Importer..................	--	--	9.4	9.4	--	9.4
Import agent.............. Importer's sales agency...	.1	--	2.4	2.4	.1	2.3
Exporter..................	.1	--	--	.1	--	.1
All wholesalers.........	8.3	.5	11.7	20.6	.2	20.5
Retail organizations:						
Chain, retailer cooperative.............	8.3	.6	--	8.9	--	8.9
Retailer, processor, eating place............	--	.7	--	.7	--	.7
Grand total............	16.6	1.7	11.7	30.2	.2	30.0

1/ Less than 50 carlots.
Figures may not always add exactly to the total because of rounding.

markets was negligible, reflecting the distance to other terminal markets and the close proximity of Miami to production areas.

Sales from one Miami firm to another amounted to 10 percent of the total received in the market (table 6). Brokers, receivers, and commission merchants made most of these sales. Receivers and purveyors were the most important buyers.

Retail outlets and other final users purchased 44 percent of their produce from Miami area wholesalers (table 7). Receivers, commission merchants, and purveyors were the most important suppliers. Chains including the retailer cooperative, eating places, and institutions were the main buyers.

An important 44 percent of the total supply entering the market was sold to out-of-town buyers by wholesalers (table 8). Four-fifths of this volume was handled by importers or their agents and consisted of bananas or other tropical produce. Wholesalers in other markets received 80 percent of the out-of-town produce and chains nearly all the remainder.

Buying Methods

Purchasing from shipping point by telephone contact was used in the Miami market for over one-half the fruits and vegetables bought directly in 1958 (table 9). Receivers, receiver-purveyors, prepackagers and repackers, exporters, and chains made a majority of their direct purchases over the phone. Receiver-jobbers and purveyors used a broker or other methods for most of their direct purchases. The commission merchant and jobbers obtained their direct produce through consignment.

Most wholesalers purchased the biggest part of their produce on an f.o.b. basis. Of the firms stating a preference on the terms of purchase, 19 said f.o.b. was their first choice while 10 preferred a delivered basis.

Functions and Services

Many firms perform functions and services in addition to those specified in the definitions of firm types (see appendix).

In the Miami market in 1958, truck receipts accounted for 61 percent of reported unloads. Rail, boat, and air transportation were used for the remainder.

One firm reported having rail cars on team tracks unloaded by hired crews. All the remaining firms that received rail shipments used their own employees to unload the cars. Most of the firms had store sidings and four used team tracks. Trucks were unloaded by employees of the firm receiving shipment in 95 percent of the cases, but three firms reported having the trucker do the unloading at the store. When trucks were unloaded elsewhere than at the store, a hired crew or the trucker unloaded. Bananas were usually unloaded from boats by stevedore crews.

Most of the produce sold by wholesale handlers passed through their stores. In 1958, about 336 carlot equivalents were reported sold or delivered directly by receivers from the rail car or truck.

Eighty-five percent of the produce sold by wholesale handlers was delivered, primarily in the firms' own trucks. Receivers and purveyors combined handled 70

Table 6.--Wholesalers' sales to other Miami wholesalers, by class of firm, Miami wholesale produce market, 1958

Class of seller	Type of buyer: Exporter	Receiver	Receiver-jobber	Jobber, jobber (delivery)	Purveyor, receiver-purveyor	Repacker, prepackager	Total
	1,000 carlots						
Wholesale handlers:							
Receiver, commission merchant	.1	--	1/	.1	.8	.1	1.1
Receiver-jobber	--	--	--	1/	1/	--	1/
Jobber, jobber (delivery)	--	1/	--	--	1/	--	1/
Prepackager, repacker	1/	1/	--	1/	1/	--	.1
Selling broker	1/	.7	1/	1/	.7	--	1.4
Importers:							
Importer	--	.1	--	.2	--	--	.3
Import agent / Importer's sales agency	--	1/	--	1/	--	--	1/
Total	.1	.7	1/	.4	1.5	.1	2.9

1/ Less than 50 carlots.

Table 7.--Wholesalers' sales to retail outlets, by class of firm, Miami wholesale produce market, 1958

Class of seller	Type of retail outlet: Chainstore, retailer cooperative	Retail store, peddler	Processor, consumer	Eating place, institution, military	Total
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Wholesale handlers:					
Receiver, commission merchant	.9	1.3	1/	.6	2.8
Receiver-jobber	--	.2	1/	1/	.2
Jobber, jobber (delivery)	.3	1/	--	1/	.4
Purveyor, receiver-purveyor	--	1/	--	2.4	2.4
Prepackager, repacker	.5	.1	--	1/	.6
Selling broker	.7	--	--	--	.7
Importers:					
Importer	.1	.1	--	--	.2
Import agent / Importer's sales agency	.1	1/	--	--	.1
Total	2.7	1.7	1/	3.0	7.5

1/ Less than 50 carlots.

Figures may not always add exactly to the total because of rounding.

Table 8.--Wholesalers' out-of-town sales and sales in the Miami market, by type of firm, Miami wholesale produce market, 1958

Class of seller	Type of out-of-town buyer					Sales in the Miami market	Total sales
	Wholesaler	Chain, voluntary or cooperative group	Retailer	Eating place, institution, military	Total		
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Wholesale handlers:							
Receiver, commission merchant	.8	.1	.4	--	1.2	3.9	5.1
Receiver-jobber	1/	.1	1/	--	.1	.2	.3
Jobber, jobber (delivery)	1/	--	--	--	1/	.4	.4
Purveyor, receiver-purveyor	.1	--	--	.1	.2	2.4	2.6
Prepackager, repacker	.2	--	1/	--	.2	.7	.9
Selling broker	1/	--	--	--	1/	2.1	2.2
Importers and exporters:							
Importer	8.2	.8	--	--	8.9	.5	9.4
Import agent } Importer's sales agency }	.9	1.3	--	--	2.3	.2	2.4
Exporter	.2	--	--	--	.2	--	.2
Total	10.5	2.2	.4	.1	13.1	10.4	23.5

1/ Less than 50 carlots.
Figures may not always add exactly to the total because of rounding.

Table 9.--Percentage distribution of shipping point purchases made by each type of firm, by method of purchase, Miami wholesale produce market, 1958

Type of firm	Consignment	Direct by phone or wire	Through shipping point buying broker	Other	Total
	Percent	Percent	Percent	Percent	Percent
Wholesale handlers:					
Receiver	2	62	30	6	100
Commission merchant	100	--	--	1/	100
Receiver-jobber	--	20	--	80	100
Jobber, jobber (delivery)	100	--	--	--	--
Purveyor	--	--	50	50	100
Receiver-purveyor	--	87	13	1/	100
Prepackager, repacker	--	66	17	17	100
Exporter	--	100	--	--	100
All wholesalers	7	60	23	10	100
Chain, retailer cooperative	--	54	8	38	100
All firms	4	56	15	25	100

1/ Less than 0.5 percent.

percent of the delivered product (table 10). Two Miami wholesale handlers -- a receiver and a jobber -- did not provide delivery service in 1958.

Most wholesale handlers reported that the majority of their sales were made to regular customers. One jobber reported that about half of his sales were to regular customers. All sales of the commission merchant, jobbers (delivery), purveyors, prepackagers, repackers, and the receiver-jobber were to regular customers.

Miami wholesale handlers prepackaged or repacked 1,164 carlots of produce in 1958 (table 11). This does not include a quantity prepackaged by one chain and an exporter. Repackers and prepackagers handled 74 percent of this total, most of which was tomatoes. Only two firms handled more than one commodity.

Few Miami firms offered merchandising services in 1958. One receiver and an importer suggested selling prices to retailers. None of the firms trained retail produce personnel for their customers. A receiver and an importer assisted retailers in promotion and display. To enable a retailer to plan his advertising in advance, without the risk of a price rise before the arrival of the merchandise, five receivers and a repacker guaranteed prices in advance of delivery on items a retailer was planning to feature as an advertised special. One receiver and a repacker suggested prices for specials.

The usual credit terms offered by wholesalers to noninstitutional customers in 1958 were 7 days (table 12). Six firms maintained a no credit policy while 8 firms allowed 14-15 days credit and 3 firms allowed 30 days. Four importers and exporters

Table 10.--Extent of delivery service by Miami wholesale produce handlers, 1958

Type of firm	Percentage of firms providing delivery service	Volume delivered as percentage of sales of -- All firms of this type	Volume delivered as percentage of sales of -- Firms making some deliveries	Percentage of the total volume delivered by all firms	Percentage of deliveries by firm's trucks
	Percent	Percent	Percent	Percent	Percent
Receiver.............	93	77	82	50	1/ 100
Commission merchant..	100	4	4		100
Receiver-jobber......	100	66	66	3	100
Jobber...............	--	--	--	--	--
Jobber (delivery)....	100	99	99	5	100
Purveyor.............	100	99	99	10	100
Receiver-purveyor....	100	99	99	22	--
Prepackager, repacker	100	90	90	10	100
All wholesale handlers..........	94	85	85	100	100

1/ Less than 0.5 percent delivered by hired truck.

Table 11.--Volume prepackaged or repacked, by commodity and type of firm, Miami wholesale produce market, 1958

Commodity	Prepackaged or repacked by -- 6 repackers and prepackagers	Prepackaged or repacked by -- 4 receivers	Prepackaged or repacked by -- 2 receiver-purveyors, 1 receiver-jobber and 1 purveyor	All wholesale handlers
	Carlots	Carlots	Carlots	Carlots
Potatoes............	--	20	63	83
Onions..............	--	--	47	47
Tomatoes............	774	--	48	822
Salad mix, greens...	--	--	98	98
Citrus..............	--	20	3	23
Other...............	82	6	3	91
Total..........	856	46	262	1,164

used sight drafts and a receiver-purveyor allowed 40 days credit. The institutional trade usually received 30 days credit.

A receiver occasionally financed production. Complete plow to harvest financing was extended by a prepackager and by a jobber (delivery).

Table 12.--Firms in the Miami wholesale produce market offering specified credit terms by type of firm, 1958

Type of firm	Number of days credit offered --				
	0	7	14-15	30	Other
	Firms	Firms	Firms	Firms	Firms
Wholesale handlers:					
Receiver	1	9	3	1	--
Commission merchant	--	1	--	--	--
Receiver-jobber	1	1	1	--	--
Jobber	1	--	--	--	--
Jobber (delivery)	1	2	--	--	--
Purveyor	1	1	--	1	--
Receiver-purveyor	--	1/ 2	1/ 1	1	1
Prepackager, repacker	--	4	2	--	--
Importer	--	1/ 2	1	--	1
Exporter	1	--	--	--	3
Total	6	22	8	3	5

1/ One firm gives 30 days credit for the institutional trade.

Margins

The gross margin or difference between the buying and selling price expressed as a percentage of selling price varied widely among the different types of wholesalers (table 13). Target margins in terms of percent were lower for receivers, importers, and exporters than for purveyors, prepackagers, repackers and various jobbers who performed more physical services. The average target margin for all wholesalers reporting averaged 15 percent.

The Structure of the Retail Market

In 1958 the Miami metropolitan area had 1,279 retail food stores with total sales of $296 million. These included 799 grocery stores with sales of $266 million, 121 specialty fruit and vegetable stores with sales of $5.2 million, and 359 other specialty food stores.

Chains with 11 or more stores accounted for 61 percent of total food store sales; independent grocery stores accounted for 37 percent; and chains with 2 to 10 stores for the remaining 2 percent.

The one national and three regional supermarket chains with 11 or more stores served 198 stores from their Miami warehouses, including 96 stores in the Miami metropolitan area.

Table 13.--Target margins of wholesalers, Miami produce market, 1958

Type of firm	Average target margin of firms quoting in terms of --		Percentage of firms quoting a target margin
	Percentage of sales price	Cents per package	
	Percent	Cents	Percent
Wholesale handlers:			
Receiver	10.2	27	100
Jobber, receiver-jobber	15.7	--	75
Jobber (delivery)	19.3	--	100
Purveyor, receiver-purveyor	20.9	--	62
Prepackager, repacker	23.1	51	100
Importers and exporters	12.0	--	62
All wholesalers	15.0	32	76

Two Decades of Change in the Market

Number and Type of Firms

A leading trade directory listed 64 wholesalers in Miami in 1939, 67 in 1948, and 80 in 1958 (table 14). Between 1939 and 1958, the number of receivers increased from 19 to 27, the number of jobbers and truck jobbers from 4 to 8, of shippers from 21 to 24, and of importers from 3 to 12. During this period the number of brokers and agencies declined from 17 to 8.

The number of chains listed as receivers of produce decreased from 5 in 1939 to 3 in 1958. The number of wholesale grocers dropped from 2 to 1 during the 1939 to 1958 period.

The classifications in table 14 are not necessarily the same as those used elsewhere in this report which were based on information obtained in the survey and definitions found in the appendix. In table 14, classifications are based on the first listing in the trade directory. For most firms, several different types are listed -- often as many as five or six -- indicating the variety of functions and services performed by many firms. For example, a firm may be listed as a "receiver-commission merchant-jobber" in the trade directory and would appear in table 14 as a receiver.

Entrance and Exit of Wholesalers

The wholesale produce business is relatively easy to enter. Capital requirements are low; buildings can be rented; generally little equipment is needed; expensive equipment can be rented, leased, or purchased on time payments. This means that new firms are constantly entering the business and old ones going out. In addition to the turnover in firms, there is frequent turnover in ownership and management. Only a small proportion of the firms now in existence have been owned by the same persons or the same families over their entire history. Commonly, as the owners reach retirement age they sell out to the junior members of the firm or to others

Table 14.--Number of firms, by type, Miami wholesale produce market, 1939, 1948, and 1958

Type of firm	1939	1948	1958
	Firms	Firms	Firms
Receiver	19	19	27
Jobber	2	4	5
Repacker, prepackager	--	--	1
Truck jobber	2	7	3
Shipper, packer	21	11	24
Wholesale handlers	44	41	60
Broker	9	8	3
Buying broker	8	6	5
Distributor, sales agency	--	1	--
Brokers and agencies	17	15	8
Importers and exporters	3	11	12
All wholesalers	64	67	80
Chain	5	3	3
Wholesale grocer	2	3	1
Grand total	71	73	84

Packer Red Book, 1939 and 1948; Fresh Yearbook Issue -- The Packer, 1958.

in the produce business, frequently employees of other firms who wish to go into business for themselves.

Only 7 firms of 84 listed in table 14 as being in business in 1958 were also named in 1948 and 1939. Of the others, six went into business between 1939 and 1948 and 71 between 1948 and 1958. Eighty-five percent of the firms in Miami are listed as having come into business within the past 10 years.

In 1939, 71 firms were listed with 42 going out of business before 1948 and another 22 between 1948 and 1958. Thirty-eight firms who went into business between 1939 and 1948 were out of business again by 1958.

Twelve percent of the wholesalers interviewed have been in business 30 years or more (table 15). Thirty-six percent have been in business 20-29 years; 24 percent, 10-19 years; and 28 percent, less than 10 years.

The median number of years in business for all wholesalers is 19 years -- that is, half of the wholesalers have been in business more than 19 years and half of them less than 19 years. The oldest types of firms, in terms of median years in

Table 15.--Percentage of firms in business for specified periods, by type of firm, Miami wholesale produce market, 1958

Type of firm	1-4 years	5-9 years	10-19 years	20-29 years	30-39 years	Total
	Percent	Percent	Percent	Percent	Percent	Percent
Wholesale handlers:						
Receiver	--	21	7	58	14	100
Commission merchant	--	100	--	--	--	100
Receiver-jobber	--	33	--	33	33	100
Jobber	--	--	--	100	--	100
Jobber (delivery)	33	33	33	--	--	100
Purveyor	--	33	--	67	--	100
Receiver-purveyor	--	--	40	60	--	100
Prepackager, repacker	33	17	50	--	--	100
Selling broker	--	--	67	--	33	100
Importers and exporters:						
Importer	25	25	--	25	25	100
Import agent	--	50	50	--	--	100
Exporter	--	--	38	37	25	100
All firms 1/	10	18	24	36	12	100

1/ Omits an importer's sales agency not reporting years in business.

business, are receivers and jobbers, while the newest firms are repackers and prepackers, jobber (delivery), and the commission merchant.

Growth and Decline of Firms

The changes in the sales volume of 29 firms which have been in business for at least 10 years are indicative of the changes taking place in the market. Between 1948 and 1958, 69 percent of the firms reported an increase of more than 10 percent in sales; 21 percent reported little or no change in sales; and 10 percent reported a decrease of more than 10 percent.

With two exceptions, all firms with a 1958 volume of sales greater than 200 carlots reported increases. Fifteen of the 27 firms reporting increases said their business had expanded more than 83 percent in the 1948 to 1958 period.

Not taken into account are firms going out of business in the 1948 to 1958 period.

The percentage of firms of each type that had changes in sales of over 10 percent during the past 10 years are as follows:

Type of Firm	Sales increased more than 10 percent	Sales decreased more than 10 percent
Wholesale handlers:		
Receiver	82	9
Receiver-jobber	50	--
Jobber, jobber (delivery)	50	50
Purveyor	50	50
Receiver-purveyor	60	40
Prepackager, repacker	100	--
Selling broker	100	--
Importers and exporters:		
Importer	100	--
Import agent and importer's sales agency	100	--
Exporter	--	--

Changes in Trade Channels

Most Miami produce firms had not changed their sources of supply during the 10 years from 1948 to 1958. No changes were reported by 81 percent of the wholesalers who had been in business during this period. Receivers reported the most changes. One receiver had changed his type of business and was buying more produce from nearby farmers; another had increased purchases from cooperative shippers; two others reported dealing with a greater number of shippers; and a fifth reported a decrease in shipping-point purchases. A receiver-purveyor was buying more from the local market. An importer reported a change in geographic area of supply while a receiver-jobber was purchasing more from the local market.

Three chains had increased their direct purchases from shipping point while one reported less direct purchasing. One chain was dealing less in the local market; another chain bought less through terminal brokers while a third reduced purchases from shippers.

Nineteen firms reported at least one change in outlets over the 10-year period. Four receivers, a selling broker, a receiver-purveyor, and a receiver-jobber reported smaller sales to chains. Four receivers, a repacker, and two importers increased their sales to chains. Independent grocery stores provided a smaller outlet for three receivers and a prepackager. One receiver experienced a decline in the number of retail stores served. A decrease in export business was noted by a receiver and a receiver-purveyor, but the same type of outlet provided a larger business for a purveyor.

A decrease in sales to the local market, processors, and the retailer cooperative were reported by three receivers. A receiver-purveyor reported fewer outlets and an exporter increased the geographical area served in 1958.

Change in Services

For the market as a whole there was little change in the type or amount of service offered between 1948 and 1958. In total, 7 firms provided more service while 3 offered less service. Two receivers mentioned more delivery and two reported less. A chain added a merchandising department while a receiver cut down on merchandising assistance. Two firms, a purveyor and a prepackager, delivered more frequently in refrigerated trucks. One of the regional chains moved to daily delivery to each store. A receiver-jobber mentioned the retailing of gift fruit as a service.

For the most part, credit terms were unchanged in the 10-year period. Two firms reported offering shorter terms in 1958 than in 1948. Five firms -- 2 receivers, 2 receiver-purveyors, and a purveyor -- offered credit for a longer period. No other changes in terms were mentioned, although one firm quoted less credit and a receiver-purveyor said collection was more difficult than it was formerly.

Outlook of Wholesalers

Miami wholesalers were about evenly divided as to their business outlook. Nineteen of 46 wholesalers replying to a question about the outlook for their type of business felt that it was poor; 15 firms said it was good; 11 firms reported it was fair, and 2 wholesalers said it was unknown. Large wholesalers (500 or more carlots) were more optimistic than smaller ones -- 55 percent of the large wholesalers said the outlook was good compared with 50 percent of the medium group (200-499 carlots), and 17 percent of the small operators (less than 200 carlots). The optimists (50 percent or more thought the outlook was good) were the prepackagers, repackers, receiver-purveyors, and the selling brokers. Fifty percent or more of the receivers, jobbers (delivery), purveyors, and receiver-jobbers thought the outlook was bad. Importers and exporters were neither optimistic or pessimistic as to the future.

Seven wholesalers expected to make changes in their operations. Changes expected were:

	Number of firms
Sell more prepackaged produce	1
Expand business volume	1
Tighten up on credit	1
Establish other geographic supply areas	1
Change management and add new commodity lines	1
Lease trucks, do less business, but offer additional service	1
Repack additional produce items	1

Although 19 firms were pessimistic about the future, there were no wholesalers that had plans to discontinue produce operations in the immediate future.

Market Areas

Tampa - St. Petersburg has a concentrated market area appropriately called the Tampa Wholesale Produce Market, located on Hillsborough Avenue in northern Tampa. Scattered near this area and in other Tampa locations are a number of wholesale produce firms and chain warehouses. A few small firms are located in St. Petersburg and the suburbs.

Thirty-four firms including all the receivers, commission merchants, jobbers (delivery), prepackagers, and repackers were located in the Tampa wholesale produce market in 1958 (table 16). Seventeen firms including 3 receiver-jobbers, 4 importers, and the chains had other Tampa locations. Six firms were scattered either in St. Petersburg or the suburbs of the two cities.

Railroad deliveries can be made to the Tampa wholesale produce market and to most produce firms in other Tampa areas.

The Structure of the Market

Fifty-seven firms -- 4 retail organizations and 53 wholesalers -- made up the Tampa - St. Petersburg wholesale produce market in 1958 (table 17). Retail organizations handled 27 percent of the total volume, 17 receivers, 2 commission merchants and a wholesale grocer handled 30 percent, 4 brokers and a cooperative sales agency 13 percent, importers 19 percent, and other wholesalers 11 percent.

Thirty firms, selling less than 200 carlots each, accounted for 10 percent of the total volume and 13 large firms, selling 500 carlots or more each, accounted for 72 percent.

Less than half of the wholesalers handled a complete line of produce in 1958 (table 18). Complete line firms included all the jobbers (delivery), truck-jobbers, receiver-purveyors, selling brokers, and the wholesale grocer. All the commission merchants, merchant truckers, the cooperative sales agency, and importers were specialists. Nearly half the receivers were general-line firms.

Tampa - St. Petersburg firms reporting number of employees had a total of 543 employees in 1958 (table 19). As in Miami, receiver, prepackagers, repackers, and the chains were the largest employers.

Interfirm Relationships

A receiver as well as a repacker owned a packinghouse and a farm. A chain had subsidiaries outside the Tampa - St. Petersburg market in 1958.

Two of the Tampa - St. Petersburg chains were part of multi-unit firms with operations in several markets. A purveyor was a subsidiary of another firm in the market.

Table 16.--Number of firms and volume handled, by market area and type of firm, Tampa-St. Petersburg wholesale produce market, 1958

Type of firm	Tampa Wholesale Terminal Market			Other areas in Tampa			St. Petersburg and suburbs		
	Firms		Volume	Firms		Volume	Firms		Volume
	Total	Large 1/		Total	Large 1/		Total	Large 1/	
	Number	Number	Carlots	Number	Number	Carlots	Number	Number	Carlots
Wholesale handlers:									
Receiver	17 }	4	6,258	--	--	--	--	--	--
Commission merchant	2 }			--	--	--	--	--	--
Receiver-jobber	2	--	2/	3	--	2/	--	--	--
Wholesale grocer	--	--	--	1	--	2/	--	--	--
Jobber (delivery)	3	--	396	--	--	--	--	--	--
Truck-jobber	--	--	--	--	--	--	2	--	2/
Purveyor	--	--	--	1	--	2/	2	--	2/
Receiver-purveyor	--	--	--	2	--	2/	1	--	2/
Prepackager, repacker	7	--	989	--	--	--	--	--	--
Merchant trucker	--	--	--	--	--	--	1	--	2/
Brokers and agencies:									
Selling broker	3	3	2/	1	1	2/	--	--	--
Cooperative sales agency	--	--	--	1	--	2/	--	--	--
Importer	--	--	--	4	3	4,312	--	--	--
All wholesalers	34	7	9,824	13	4	5,903	6	--	528
Chain, chain restaurant	--	--	--	4	2	6,108	--	--	--
All firms	34	7	9,824	17	6	12,011	6	--	528

1/ Large firms are those selling 500 carlots or more per year.
2/ Withheld to avoid disclosure of individual operations.

Table 17.--Number of firms, by size and type, and volume handled, Tampa-St. Petersburg wholesale produce market, 1958

Type of firm	All firms			Distribution of firms by size 2/			Percentage of volume handled by --		
	Number	Volume handled 1/							
		Quantity	Percentage of total market	Small	Medium	Large	Small firms	Medium firms	Large firms
		Carlots	Percent	Number	Number	Number	Percent	Percent	Percent
Wholesale handlers:									
Receiver	17			6	7	4	8	28	64
Commission merchant	2	6,668	30	2	--	--	100	--	--
Wholesale grocer	1			--	1	--	--	100	--
Receiver-jobber	5	277	1	5	--	--	100	--	--
Jobber (delivery)	3	396	2	3	--	--	100	--	--
Truck jobber	2	165	1	2	--	--	100	--	--
Merchant trucker	1			1	--	--	100	--	--
Purveyor	3	298	1	3	--	--	100	--	--
Receiver-purveyor	3	242	1	3	--	--	100	--	--
Prepackager, repacker	7	989	4	4	3	--	20	80	--
Brokers and agencies:									
Selling broker	4			--	--	4	--	--	100
Cooperative sales agency	1	2,908	13	1	--	--	100	--	--
Importer	4	4,312	19	--	1	3	--	3/	3/
All wholesalers	53	16,255	73	30	12	11	13	20	67
Chain, chain restaurant	4	6,108	27	--	2	2	--	3/	3/
All firms	57	22,363	100	30	14	13	10	18	72

1/ Includes resales among wholesalers and sales to chains.
2/ Small firms handle less than 200 carlots per year, medium firms 200-499, and large firms 500 or more.
3/ Withheld to avoid disclosure of individual operations.

Figures may not always add to the total because of rounding.

Table 18.--Degree of commodity specialization of wholesalers, by type of firm, Tampa-St. Petersburg wholesale produce market, 1958

Type of firm	(Percent of each type of firm)					
	Firms handling complete line of produce		Firms specializing in --			
	No specialization	Some specialization	Several commodity classes	One class of commodities	A single commodity	Several commodities of different classes
	Percent	Percent	Percent	Percent	Percent	Percent
Wholesale handlers:						
Receiver	47	--	18	23	6	6
Commission merchant	--	--	50	--	--	50
Receiver-jobber	40	--	--	40	--	20
Wholesale grocer	100	--	--	--	--	--
Jobber (delivery)	100	--	--	--	--	--
Truck jobber	100	--	--	--	--	--
Merchant trucker	--	--	--	--	--	100
Purveyor	67	--	33	--	--	--
Receiver-purveyor	100	--	--	--	--	--
Prepackager, repacker	--	43	--	14	29	14
Brokers and agencies:						
Selling broker	100	--	--	--	--	--
Cooperative sales agency	--	--	--	100	--	--
Importer	--	--	--	25	75	--
All wholesalers	48	6	9	17	11	9

Table 19.--Number of employees, by type and size of firm, Tampa-St. Petersburg wholesale produce market, 1958

Type of firm	All sizes		Small firms 1/	Medium firms 1/	Large firms 1/
	Firms	Employees	Employees	Employees	Employees
Wholesale handlers:					
Receiver	17	184	18	57	109
Commission merchant	2	7	7	--	--
Receiver-jobber	5	29	29	--	--
Wholesale grocer	1	11	--	11	--
Jobber (delivery)	3	15	15	--	--
Truck jobber	2	2	2	--	--
Merchant trucker	1	2	2	--	--
Purveyor	3	16	16	--	--
Receiver-purveyor	3	34	34	--	--
Prepackager, repacker	7	87	26	61	--
Selling broker	4	11	--	--	11
Importer	4	29	--	7	22
All wholesalers	52	427	149	136	142
Chain, chain restaurant	3	116	--	70	46
All firms	55	543	149	206	188

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.

Marketing Channels

The Tampa-St. Petersburg fresh fruit and vegetable market supplies the coastal areas of central western Florida, from Ft. Myers on the south, Lakeland on the east, and the area in a radius 50 miles north of Tampa. Fifty-seven percent of the produce that came into the market in 1958 went to buyers in the metropolitan area. There are more than 2,700 retail stores, restaurants, hotels, and institutions in the Tampa-St. Petersburg metropolitan area. The channels through which these firms were supplied with produce in 1958 are shown in figure 2.

The total supply of produce entering the Tampa-St. Petersburg market in 1958 was 18,900 carlots. Three hundred carlots were sold to retailers, processors, and eating places by local farmers; the rest of the produce went through wholesale channels. Tampa-St. Petersburg firms sold an additional 800 carlots that bypassed the wholesale market on the way to out-of-town buyers.

Importers, receivers, and chains each handled almost one-fourth the volume of produce coming into Tampa-St. Petersburg. The remaining portion was split between other types of wholesalers and retail organizations.

In 1958, 67 percent of the produce arriving in the market came direct from shipping point (table 20). Eight percent was purchased from other terminal markets

MAJOR MARKETING CHANNELS, TAMPA-ST. PETERSBURG WHOLESALE PRODUCE MARKET, 1958

(Thousands of carlots)

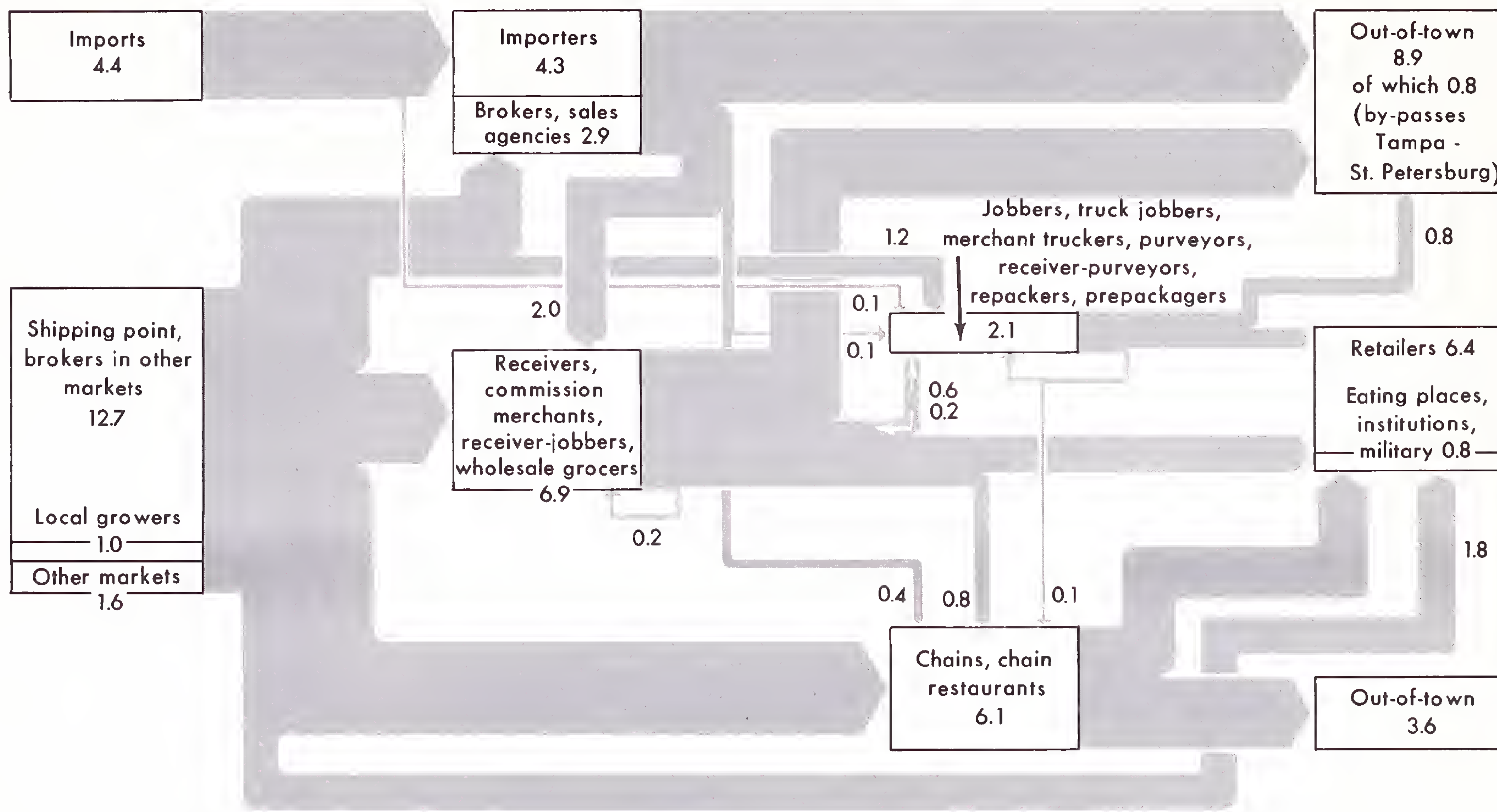

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Figure 2

Table 20.--Purchases from outside the market, by class of firm, Tampa-St. Petersburg wholesale produce market, 1958

Class of buyer	Direct from shipping point or port of entry	From other terminal markets	Through sales agencies or brokers in other cities	From local growers	Imports	Total	Produce bypassing the market	Produce brought into the market
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Wholesale handlers:								
Receiver............ Commission merchant.. Wholesale grocer....	4.2	--	1/	.3	--	4.5	--	4.5
Receiver-jobber.....	1/	1/	--	--	--	.1	--	.1
Jobber (delivery)...	--	--	1/	1/	--	1/	--	1/
Truck jobber........ Merchant trucker....	.1	--	--	1/	--	.1	--	.1
Purveyor, receiver-purveyor...........	1/	--	--	.1	--	.1	--	--
Prepackager, repacker...........	.9	--	--	--	.1	1.0	--	1.0
Selling broker........	2.9	--	--	--	--	2.9	.8	2.1
Importer.............	--	--	--	--	4.3	4.3	--	4.3
All wholesalers...	8.2	1/	.1	.3	4.4	13.0	.8	12.2
Chain, chain restaurant...........	4.5	--	1/	.3	--	4.8	--	4.8
Retailer, processor, eating place.........	--	1.5	--	.3	--	1.8	--	1.8
Grand total.....	12.6	1.6	.1	1.0	4.4	19.7	.8	18.9

1/ Less than 50 carlots.

Figures may not always add to the total because of rounding.

and 1 percent through sales agencies or brokers in other cities then delivered to Tampa - St. Petersburg buyers. Imports were the source for 23 percent of the produce arriving. Local growers supplied 5 percent of the total.

Sales from one Tampa - St. Petersburg firm to another amounted to 17 percent of the total received in the market (table 21). Brokers, receivers, and importers were the main sellers. Receivers were the heavy buyers.

Tampa - St. Petersburg retailers and other final users obtained 38 percent of their produce from local wholesalers (table 22). Receivers were the important type of suppliers although nearly every type of wholesaler had some produce sales to retail organizations. Purchasers were chains and chain restaurants (31 percent), retail stores and a few peddlers (50 percent), and eating places and institutions (19 percent).

Wholesalers sold 8,900 carlots to out-of-town buyers in 1958 (table 23). Less than 9 percent of this volume bypassed the city and was delivered directly to the buyers. Receivers and importers accounted for 80 percent of the out-of-town sales by wholesalers. Seventy percent of these out-of-town sales were to wholesalers and 25 percent to chains, retailer cooperatives, and voluntary groups.

Buying Methods

Shipping-point purchases by Tampa - St. Petersburg firms were mostly made by telephone in 1958 (table 24). Nearly two-thirds of the direct purchases made by wholesale handlers plus over one-third of those of the chains and chain restaurants, were made by this method. Sixteen percent of the direct purchases by all firms were through shipping-point buying brokers, and 33 percent through various other methods including salaried buyers. Receivers and commission merchants, purveyors, receiver-purveyors, and jobbers (delivery) plus the wholesale grocer made extensive use of the telephone for direct purchases. The chains, receiver-jobbers, prepackagers, and repackers used their own salaried buyer for part of their purchases.

An f.o.b. basis was preferred by 27 of 30 firms stating a preference on terms of purchase. Three receivers preferred f.o.b. acceptance. Five firms said their second choice of terms was a delivered sale.

Functions and Services

Almost all physical handling in the market was performed by employees of the wholesalers in 1958. Only 282 carlots were reported hauled from team tracks to stores by 4 receivers, a receiver-jobber, and a receiver-purveyor. One firm did not use its own employees to haul produce to the store. Employees of the purchasing firms unloaded truck receipts at stores. Bananas were unloaded from boats by stevedore crews.

In Tampa - St. Petersburg most of the produce sold by wholesale handlers passed through their stores in 1958. Receivers sold or delivered 124 carlot equivalents directly from the rail car or truck; the truck jobbers and merchant trucker operated without store facilities.

Of the Tampa - St. Petersburg wholesale handlers in 1958, 3 receivers, a receiver-jobber, wholesale grocer, and a prepackager and repacker did not provide delivery

Table 21.--Wholesalers' sales to other Tampa-St. Petersburg wholesalers, by class of firm, Tampa-St. Petersburg wholesale produce market, 1958

Class of seller	Type of buyer: Receiver, wholesale grocer	Receiver-jobber	Jobber (delivery)	Truck jobber, merchant trucker	Purveyor, receiver-purveyor	Total
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Wholesale handlers:						
Receiver, wholesale grocer	.2	1/	.3	.1	.2	.8
Receiver-jobber	--	1/	--	--	--	1/
Truck jobber, merchant trucker	--	--	--	--	1/	1/
Prepackager, repacker	.1	--	1/	--	--	.1
Brokers and agencies:						
Selling broker; Cooperative sales agency	1.4	.1	--	--	.1	1.7
Importer	.4	.1	--	--	--	.5
Total	2.2	.2	.3	.1	.4	3.2

1/ Less than 50 carlots.

Table 22.--Wholesalers' sales to retail outlets, by class of firm, Tampa-St. Petersburg wholesale produce market, 1958

Class of seller	Type of retail outlet: Chain, chain restaurant	Retail store, peddler	Processor, consumer	Eating place, institution, military	Total
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Wholesale handlers:					
Receivers, commission merchant	.8	1.4	--	.2	2.4
Receiver-jobber	1/	.1	--	1/	.1
Jobber (delivery)	--	.2	--	.1	.3
Truck jobber; Merchant trucker	.1	1/	--	1/	.1
Purveyor, receiver-purveyor	--	.1	--	.4	.5
Prepackager, repacker	.1	.2	--	1/	.3
Brokers and agencies:					
Selling broker; Cooperative sales agency	.3	--	1/	.1	.4
Importer	.1	--	--	--	.1
Total	1.3	2.1	1/	.8	4.1

1/ Less than 50 carlots.

Figures may not always add exactly to the total because of rounding.

Table 23.--Wholesalers' out-of-town sales and sales in the Tampa-St. Petersburg market, by type of firm, Tampa-St. Petersburg wholesale produce market, 1958

Class of seller	Out-of-town buyer: Wholesaler	Out-of-town buyer: Chain, voluntary or cooperative group	Out-of-town buyer: Retailer	Out-of-town buyer: Eating place, institution, military	Out-of-town buyer: Total	Sales in the Tampa-St. Petersburg market	Total sales
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Wholesale handlers:							
Receiver, commission merchant, wholesale grocer	2.9	.4	.1	--	3.4	3.3	6.7
Receiver-jobber	.1	--	--	--	.1	.2	.3
Jobber (delivery)	--	--	.1	1/	.1	.3	.4
Truck jobber; Merchant trucker	1/	1/	1/	--	1/	.1	.2
Purveyor, receiver-purveyor	1/	--	--	.1	.1	.4	.5
Prepackager, repacker	.6	--	--	--	.6	.4	1.0
Brokers and agencies:							
Selling broker; Cooperative sales agency	1/	.8	--	--	.8	2.1	2.9
Importer	2.8	1.0	--	--	3.8	.5	4.3
Total	6.4	2.2	.2	.1	8.9	7.4	16.3

1/ Less than 50 carlots.

Figures may not add to the total because of rounding.

Table 24.--Percentage distribution of shipping-point purchases made by each type of firm, by method of purchase, Tampa-St. Petersburg wholesale produce market, 1958

Type of firm	Consignment	Direct by phone or wire	Through shipping-point buying broker	Other	Total
	Percent	Percent	Percent	Percent	Percent
Wholesale handlers:					
Receiver, commission merchant	1/	72	25	3	100
Receiver-jobber	--	--	--	100	100
Jobber (delivery), wholesale grocer	--	100	--	--	100
Truck jobber, merchant trucker	--	--	--	100	100
Purveyor	--	100	--	--	100
Receiver-purveyor	--	100	--	--	100
Prepackager, repacker	--	32	24	44	100
All wholesale handlers	1/	64	23	13	100
Chain, chain restaurant	--	35	7	58	100
All firms	1/	51	16	33	100

1/ Less than 0.5 percent.

service (table 25). Forty percent of the delivered volume consisted of all of the produce sold by jobbers (delivery), truck jobbers, merchant trucker, purveyors, and receiver-purveyors. Receivers sold 47 percent of the volume delivered. Only one firm reported any delivery using hired trucks.

All wholesale firms reported that their sales were to regular customers with minor exceptions by receivers, commission merchants, prepackagers, repackers, and importers.

Excluding the volume handled by chains, Tampa - St. Petersburg wholesalers prepackaged or repacked 1,208 carlots of produce in 1958 (table 26). Repackers and prepackagers put up three-fourths of the total, most of which was tomatoes. One firm prepackaged or repacked two commodities and three firms handled three commodities each.

Few Tampa - St. Petersburg firms reported offering merchandising services in 1958. None of the firms trained retail produce personnel, assisted retailers in promotion and display, or suggested selling prices to customers.

Twelve wholesalers either guaranteed prices in advance of delivery, or else suggested prices for specials so advertising could be arranged. These firms included 5 receivers, 2 purveyors, 2 receiver-purveyors, a jobber (delivery), a truck jobber, and a receiver-jobber.

Table 25.--Extent of delivery service by Tampa-St. Petersburg wholesale produce handlers, 1958

Type of firm	Percentage of firms providing delivery service	Volume delivered as percentage of sales of -- All firms of this type	Volume delivered as percentage of sales of -- Firms making some deliveries	Percentage of the total volume delivered by all firms	Percentage of deliveries by -- Firms' trucks	Percentage of deliveries by -- Hired trucks
	Percent	Percent	Percent	Percent	Percent	Percent
Receiver	82	21	22	47	100	--
Commission merchant 1/	100	7	7		100	--
Receiver-jobber	80	88	97	9	100	--
Wholesale grocer	--	--	--	--	--	--
Jobber (delivery)	100	100	100	14	100	--
Truck jobber	100	100	100	6	100	--
Merchant trucker	100	100	100		100	--
Purveyor	100	100	100	11	100	--
Receiver-purveyor	100	100	100	9	100	--
Prepackager, repacker	71	12	14	4	96	4
All wholesale handlers	88	31	34	100	100	2/

1/ Omitting a commission merchant, who did not reply.
2/ Less than 0.5 percent.

Table 26.--Volume prepackaged or repacked, by commodity and type of firm, Tampa-St. Petersburg wholesale produce market, 1958

Commodity	Prepackaged or repacked by -- 7 prepackagers and repackers	Prepackaged or repacked by -- 3 receivers	Prepackaged or repacked by -- 2 receiver-purveyors, a purveyor, a receiver-jobber, and a wholesale grocer	All wholesale handlers
	Carlots	Carlots	Carlots	Carlots
Potatoes	--	--	121	121
Onions	--	--	20	20
Tomatoes	819	131	--	950
Carrots	72	--	--	72
Spinach	--	--	8	8
Cole slaw and salad mix	--	--	8	8
Apples	--	--	10	10
Other	17	1	1	19
Total	908	132	168	1,208

Tampa - St. Petersburg wholesalers usually gave 7 days credit in 1958 (table 27). Thirty firms gave 7 days credit, 6 operated on a cash basis, 5 allowed 10-15 days, and 4 allowed 30 days. The institutional trade normally received 30 days credit.

A receiver and a commission merchant reported that they occasionally finance production. Three receivers and a repacker said they extended complete plow to harvest financing.

Margins

As in Miami, the gross margin or difference between buying and selling price expressed as a percentage of selling price varied widely among the different types of Tampa - St. Petersburg wholesalers (table 28). Target margins were lower for receivers than for firms performing more physical service such as receiver-jobbers, purveyors, receiver-purveyors, prepackagers and repackers. The average percent target margin for all wholesalers reporting was 11.8 percent.

The Structure of the Retail Market

The Tampa - St. Petersburg metropolitan area in 1958 had 1,230 retail food stores with total sales of $203 million. These consisted of 895 grocery stores with sales of $191.2 million, 91 specialty fruit and vegetable stores with sales of $2.6 million, and 244 other specialty food stores.

Table 27.--Firms in the Tampa-St. Petersburg wholesale produce market offering specified credit terms, by type of firm, 1958

Type of firm	Number of days credit offered --					
	0	7	10	14-15	30	Other
	Firms	Firms	Firms	Firms	Firms	Firms
Wholesale handlers:						
Receiver	3	10	1	2	--	1
Commission merchant	--	1	--	1	--	--
Receiver-jobber	1	1/ 4	--	--	--	--
Wholesale grocer	--	1	--	--	--	--
Jobber (delivery)	--	3	--	--	--	--
Truck jobber	--	1/ 1	--	--	--	--
Merchant trucker	--	1	--	--	--	--
Purveyor	--	1	--	--	2/ 2	--
Receiver-purveyor	1/ 1	1/ 1	--	--	1	--
Prepackager, repacker	1	3	1	--	1	--
Importer	--	4	--	--	--	--
Total	6	30	2	3	4	1

1/ One firm gives 30 days credit for the institutional trade.
2/ Longer terms for independent grocers.

Table 28.--Target margins of wholesalers, Tampa-St. Petersburg wholesale produce market, 1958

Type of firm	Average target margin of firms quoting in terms of --		Percentage of firms quoting a target margin
	Percentage of sales price	Cents per package	
	Percent	Cents	Percent
Wholesale handlers:			
Receiver, commission merchant	10.4	43	100
Receiver-jobber	19.6	--	80
Jobber (delivery) / Wholesale grocer	8.7	--	75
Truck jobber, merchant trucker	13.9	--	100
Purveyor	17.8	--	100
Receiver-purveyor	18.1	--	100
Prepackager, repacker	21.5	--	71
Importer	10.0	--	25
All wholesalers	11.8	43	84

Chains with 11 or more stores accounted for 61 percent of total food store sales; independent grocery stores accounted for 32 percent, and the remaining 7 percent was accounted for by 2 to 10 unit chains.

A national, a regional, and a local chain served 120 stores from Tampa - St. Petersburg warehouses. A national, 2 regional, and 2 local chains had 72 stores in the metropolitan area in 1958.

Two Decades of Change in the Market

Number and Type of Firms

The number of wholesale produce firms increased between 1939 and 1958 in Tampa - St. Petersburg. A leading trade directory listed 63 wholesalers in 1939, 58 in 1948, and 94 in 1958 (table 29). The number of receivers, jobbers, repackers, truckers, buying brokers, importers, and exporters increased during the 20-year period. A decline in the number of truck jobbers was noted while numbers of firms in other classes remained fairly steady. 2/

Two chains were listed in 1939 and 1958 while three wholesale grocers were listed in 1939 and 1948 but none in 1958.

2/ These classifications are not necessarily the same as those found elsewhere in this study (see page 15).

Table 29.--Number of firms, by type, Tampa-St. Petersurg wholesale produce market, 1939, 1948, and 1958

Class of firm	1939	1948	1958
Receiver	14	14	17
Jobber	3	4	9
Repacker, prepackager	--	--	4
Truck jobber	11	3	7
Shipper, packer	20	13	23
Trucker	--	7	9
Wholesale handlers	48	41	69
Broker	7	7	7
Buying broker	3	3	9
Distributor, sales agency	2	2	2
Brokers and agencies	12	12	18
Importers and exporters	3	5	7
All wholesalers	63	58	94
Chain	2	1	2
Wholesale grocer	3	3	--
Grand total	68	62	96

Packer Red Book, 1939 and 1948; Fresh Yearbook Issue -- The Packer, 1958.

Entrance and Exit of Wholesalers

A rapid turnover of produce wholesalers has been experienced in Tampa-St. Petersburg. Only 13 of the firms listed in the trade directory were in business from 1939 through 1958. Thirty-seven of the 68 wholesalers in business in 1939 went out of business before 1948 and another 18 between 1948 and 1958. Thirty-one firms went into business between 1939 and 1948, but only 10 remained in business until 1958. Seventy-three firms, out of the 1958 total of 96, went into business between 1948 and 1958.

Another measure of frequency of entrance and exit is information supplied by firms on the length of time they have been in business (table 30). Thirty percent of the firms reported they had been in business less than 10 years, 29 percent between 10 and 20 years, and 41 percent more than 20 years. The oldest firm, a receiver, had been in business between 50 and 59 years. Half the firms had been in business 16 years. Receivers are the oldest in terms of the age of the middle or median firm.

Table 30.--Percentage of firms in business for specified periods, by type of firm, Tampa-St. Petersburg wholesale produce market, 1958

Type of firm	1-4 years	5-9 years	10-19 years	20-29 years	30-39 years	40 or more years	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Wholesale handlers:							
Receiver..........	6	6	18	46	18	6	100
Commission merchant	--	--	50	50	--	--	100
Receiver-jobber....	20	40	20	20	--	--	100
Wholesale grocer...	--	--	100	--	--	--	100
Jobber (delivery)..	--	67	--	33	--	--	100
Truck jobber.......	--	50	50	--	--	--	100
Merchant trucker...	--	--	100	--	--	--	100
Purveyor...........	--	67	33	--	--	--	100
Receiver-purveyor..	33	--	33	--	--	34	100
Prepackager, repacker..........	--	14	43	14	29	--	100
Selling broker.......	--	67	--	33	--	--	100
Importer.............	--	25	50	25	--	--	100
All firms 1/.....	6	24	29	27	10	4	100

1/ Omits a cooperative sales agency not reporting years in business.

Growth and Decline of Firms

Few sharp changes in the total volume of produce handled by individual firms in business for 10 years or more were reported. Nearly 57 percent of the firms reported their sales volume had increased 10 percent or more over the 10-year period, 16 percent reported little or no changes, and 27 percent reported a decrease in total volume.

Over 38 percent of the firms with a larger volume in 1958 reported an increase over 1948 sales of more than 83 percent. Seventy percent of those reporting a decrease from 1948 sales said their volume had declined 43 percent or more.

The percentage of firms of each type that had changes in sales of over 10 percent during the past 10 years are as follows:

Type of Firm	Sales increased more than 10 percent	Sales decreased more than 10 percent
Wholesale handlers:		
Receiver, commission merchant	59	24
Receiver-jobber	50	50
Jobber (delivery), wholesale grocer	50	50
Truck jobber, merchant trucker	100	--
Purveyor	100	--
Receiver-purveyor	100	--
Prepackager, repacker	40	40

Type of Firm	Sales increased more than 10 percent	Sales decreased more than 10 percent
Brokers:		
Selling broker, cooperative sales agency	--	--
Importer	33	33

Changes in Trade Channels

Nine wholesalers -- 4 receivers, 3 prepackagers, a repacker, and a wholesale grocer -- and 2 chains reported changes in the source of their supplies from 1948 to 1958. One firm shifted the geographical area of their supply, 4 firms shifted from nearby to distant sources, and one firm reported a change in type of business. Four firms reported an increase in the proportion of purchases direct from shippers and 2 increased purchases from local brokers. Purchases were decreased by 2 firms from nearby farmers, by 4 firms from shippers or shipping point, and by one firm from terminal brokers and the local market.

Wholesalers' outlets showed a shift from independent grocery stores to out-of-town outlets. Three firms reported serving a smaller number of customers while one firm had an increase in number of firms served. One firm changed its type of business during the 10 years from 1948 to 1958. Two receivers and 2 repackers reported increased sales to out-of-town jobbers and receivers. Six firms -- 2 receivers, a receiver-jobber, merchant trucker, prepackager, and a selling broker -- reported an increase in sales to chains over 1948 while 9 firms -- 7 receivers and commission merchants, a repacker, and a jobber (delivery) -- reported a decline in sales to chains. A receiver reported increased sales to truck jobbers, while a prepackager said sales to truck jobbers had decreased. Two receivers, 3 prepackagers or repackers, and a merchant trucker reported less sales to independent grocery stores. A selling broker had less sales to local jobbers while a repacker had increased sales to this type of outlet.

Changes in Services

Extra delivery service was reported by 4 firms of 4 types in 1958 compared to 1948. A receiver mentioned giving extra help in the loading of customers' trucks. Four receivers said they had reduced the amount of prepackaging done. A prepackager has limited each item handled to one color container of a smaller size than in 1948. One firm mentioned less delivery service in 1958.

Credit terms changed very little over the 10-year period. Two receivers were offering longer credit terms while 2 receivers and a truck-jobber had shortened credit. Five firms said collection was more difficult while one felt it was easier to collect.

Outlook of Wholesalers

Tampa - St. Petersburg wholesalers were pessimistic about the future compared to their Miami counterparts. In reply to a question about the future, only 13 percent said their business outlook was good; one-third said that it was fair, and over one-half said that it was bad. Thirty-six percent, 8 percent, and 4 percent of the large, medium, and small firms were optimistic about the future stating the outlook was favorable. Receivers, receiver-jobbers, prepackagers, and repackers were the most doubtful about the future with other types of firms about evenly divided between varying degrees of optimism and pessimism. Importers were the only optimistic group.

Several wholesalers were planning to make changes in their operations. Three receivers were either going to change their type of business or expand commodity lines. Despite the general pessimistic outlook, only one firm mentioned going out of business as a possible alternative for the future.

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Types of Firms

Brokers and agencies (firms that do not physically handle merchandise although they may arrange for such physical handling by others):

- Auction representative
- Buying broker
- Buying office
- Cooperative sales agency
- Carlot distributor
- Distributor
- Export agent
- Import Agent
- Importer's sales agency
- Sales agent
- Selling broker
- Shipper's sales agency
- Terminal broker

Retail organizations:

- Corporate chains:
  - National chain
  - Regional chain
  - Local chain
  - Local chain without warehouse
- Voluntary group
- Retail cooperative

Wholesale handlers (firms that physically handle merchandise):

- Auction
- Banana jobber
- Commission importer
- Commission wholesaler
- Commission merchant
- Exporter
- Importer
- Institutional grocer
- Itinerant trucker
- Jobber
- Jobber (delivery)
- L.c.l. shipper
- Merchant trucker
- Mixed load shipper
- Packer-shipper
- Prepackager
- Purveyor
- Receiver
- Receiver-jobber
- Receiver-purveyor
- Repacker
- Secondary wholesaler
- Service jobber
- Service wholesaler
- Truck jobber
- Wholesale grocer

Definitions of Terms

Auction.--A terminal market fruit auction which acts strictly as a service agency, providing facilities and organization for selling and handling the produce (or arranging for such handling), but having no financial interest in the produce.

Auction representative.--A selling broker more than half of whose business is on the fruit auction as a shipper's representative.

Banana jobber.--Considered a special case and classified as a jobber, even though he is usually the first receiver in the market. He ripens, cuts, and boxes bananas.

Buying broker.--Buys in less-than-carload lots in the terminal market, including the fruit auction, for out-of-town wholesalers and chainstores or for local retailers. May arrange for loading and shipment, but does not handle the produce himself. In some cases, he may accept the billing for the merchandise (especially when buying for foreign customers, usually Canadian) but this is done as a convenience for the buyer.

Brokers and agencies.--Firms which do not physically handle the produce, although they may arrange for such physical handling by others.

Buying office.--A salaried buyer for an out-of-town wholesaler or chainstore. Arranges for loading and shipment but does not handle the produce himself.

Carlot distributor.--Buys and sells full carlots and takes title. He may do some brokerage business as well. Does not physically handle the produce.

Commission importer.--An importer who operates on a commission basis.

Commission merchant.--A receiver who handles more than half his produce on consignment from growers or shippers.

Commission wholesaler.--A receiver-jobber who handles more than half of his produce on consignment from growers or shippers, often nearby growers.

Cooperative sales agency.--Salaried representative of a farmer cooperative in the terminal market. Does not physically handle produce.

Direct purchases from shipping point.--Purchases by the buying firm from sellers located at a shipping point.

Direct receipts from shipping point.--Receipts of produce directly from shipping point, including both direct purchases from shipping point and purchases from brokers, sales agencies, and others in the terminal market where the actual shipment is made directly to the first receiver.

Distributor.--Buys full carlots or trucklots. Sells in l.c.l. quantites to wholesalers, chainstores, and others. Does not physically handle the produce. Sells out of car, either before or after receipt. May do some brokerage business as well.

Export agent.--A broker for export sales.

Exporter.--Buys produce on his own account and ships to foreign countries or to noncontiguous areas of the United States (for example, Alaska, Hawaii, Puerto Rico).

Firm.--The firm in this study is a separate business operation. It does not necessarily coincide with the legal or other definition of the firm. For example, a single corporation which operated a prepackaging plant and a receiving operation generally would be treated as two firms in this study. The relationship between the two firms so defined is indicated under interfirm relationships. This type of definition permits us to treat different types of operations as relatively pure single-function firms, rather than trying to handle multiple operations as a single firm which does not fit in any category.

Import agent.--A broker for imported goods.

Importer.--Imports produce from foreign countries and takes title.

Importers' sales agency.--Salaried representative of an importer (usually a banana importer) in the terminal market. Does not physically handle produce.

Institutional grocer.--A dry grocery wholesaler whose principal outlets are restaurants, hotels, or institutions.

Itinerant trucker.--A trucker who does not maintain a store or warehouse. Usually buys on speculation and hauls to another city where he hopes to resell at a higher price. May operate as a for-hire trucker at one time and as an itinerant trucker at another time.

Jobber.--Purchases more than half his produce from wholesale handlers in the local market. Sells more than half his produce to retail stores and institutional outlets. Handles the merchandise through is own store.

Jobber (delivery).--A jobber who delivers more than half his produce to his customers.

L.c.l. shipper.--Buys in the terminal market and takes title. Ships less-than-carload lots to wholesalers and chainstores in other markets.

Large firms.--Those selling 500 or more carlots of produce annually.

Local chain.--A corporate chain with only one warehouse distribution area.

Local chain without warehouse.--A local chain which does not operate its own produce warehouse, although it almost always operates a dry grocery warehouse.

Market.--The standard metropolitan statistical area or, if area has not been defined, the county concerned.

Market area.--A limited area within the market where firms are concentrated.

Medium firms.--Those selling 200 to 499 carlots of produce annually.

Merchant trucker.--A trucker who buys at shipping point or in other markets and hauls in his own truck to the terminal market where he maintains a store or warehouse.

Mixed load shipper.--Buys in the terminal market and takes title. Ships full loads (mostly truckloads) to wholesalers in other markets.

National chain.--The three largest chainstores with warehouse distribution areas over more than half the country.

Packer-shipper.--Receives products directly from farms, packs and ships. Most such firms are, of course, located in the country, but a few are found in markets such as Los Angeles.

Produce.--Used interchangeably with "fresh fruits and vegetables."

Purveyor.--A jobber who sells more than half his produce to hotels, restaurants, and institutions.

Receiver.--Purchases produce for own account usually in full carlots or truckloads. Direct receipts from shipping point account for more than half his purchases. Performs the physical functions of unloading and handling in his own facilities, on team track, or at the terminal. More than half his sales are to other wholesalers, chainstore warehouses, or processors.

Receiver-jobber.--Direct receipts from shipping point are more than half his purchases. More than half his sales are to retail stores and institutional outlets. Receives and handles produce in his own warehouse or store.

Receiver-purveyor.--A purveyor who receives more than half his produce direct from shipping point.

Regional chain.--A corporate chainstore organization with two or more warehouse distribution areas.

Repacker, prepackager.--A prepackager has more than half his produce in consumer packages. A tomato repacker ripens, sorts, and packages tomatoes.

Retail cooperative.--A wholesale operation owned by member retailers.

Sales agent.--An independent selling agency for a wholesaler, who receives a commission on sales made for the principal. Typically a one-man operation selling for a purveyor.

Secondary wholesaler.--A wholesaler who buys from local wholesale handlers and resells to other wholesalers such as jobbers and truck jobbers. Handles the produce and takes title.

Selling broker.--Negotiates sales on behalf of a number of shippers, but does not take title and does not physically handle the produce.

Service jobber.--A service wholesaler who buys more than half his produce from local wholesale handlers.

Service wholesaler.--A receiver-jobber who performs additional services for his customers, the retail stores, such as suggesting retail prices, training produce personnel, and assisting with advertising and merchandising.

Shipper's sales agency.--Sales office for packers and shippers located in the terminal market.

Small firms.--Those selling less than 200 carlots of produce annually.

Terminal broker.--Operates like a selling broker except that he represents buyers rather than sellers, and collects his fee from the buyer.

Truck jobber.--A jobber who conducts his business from his truck. He does not sell from a store, but usually has a regular customer route, delivering on a fixed schedule.

Voluntary group.--A group of retail stores sponsored by an independent wholesale grocer.

Wholesale grocer.--A receiver-jobber or service wholesaler whose main line is dry groceries and who does not sponsor a voluntary group or retailer cooperative.

Wholesale handlers.--Firms which physically handle the merchandise.