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MARKETING RESEARCH REPORT NO. 888

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JUL 16 1970

CURRENT SERIAL RECORDS

**PRICES AND SPREADS FOR
Apples, Grapefruit, Grapes,
Lemons, and Oranges
SOLD FRESH IN
SELECTED MARKETS,
1962/63-1966/67**

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ABSTRACT

This report presents prices and price spreads for Washington Red Delicious apples, Florida grapefruit, California Thompson Seedless grapes, California lemons, Florida oranges, California Navel oranges and California Valencia oranges all sold fresh in four markets each for five marketing seasons—1962/63 to 1966/67.

Seasonal average prices, both retail and shipping point (grower and packer return), declined for Florida grapefruit, Florida oranges, California Navel oranges, and California Valencia oranges during the marketing seasons covered in this report. In contrast, prices increased for Thompson Seedless grapes and Washington Red Delicious apples. Prices remained practically unchanged for California lemons.

The total price spread between shipping point and retail decreased for Florida grapefruit, Florida oranges, California Valencia oranges, and Washington Red Delicious apples; increased for Thompson Seedless grapes; and remained practically unchanged for California Navel oranges and California lemons.

Key words: Prices, price spreads, fruits, apples, grapefruit, grapes, lemons, oranges.

PREFACE

For a number of years, Congress has allotted funds to the U.S. Department of Agriculture for research on prices and spreads between farmers and consumers. This is the second comprehensive report of prices and spreads for fresh fruits issued under those special funds. The first report, Statistical Bulletin No. 340, "Prices and Spreads for Fresh Fruits and Vegetables Sold in Selected Markets, 1956-62," was issued in 1964. Research on prices and spreads for vegetables, potatoes, and sweetpotatoes sold fresh in selected markets, 1963-67, is underway.

The authors wish to acknowledge the contribution of Dorothy M. Lundquist, Statistical Assistant, Horticultural and Special Crops Branch, Marketing Economics Division, who aided in planning and preparing the statistical portion of this report.

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SUMMARY

Seasonal average prices, both retail and shipping point (grower and packer return), declined for Florida grapefruit, Florida oranges, California navel oranges and California Valencia oranges sold fresh in selected U.S. markets during the marketing seasons covered in this report. In contrast, prices increased for Thompson Seedless grapes and Washington Red Delicious apples. Prices remained practically unchanged for California lemons.

The total spread between shipping point prices and retail prices decreased for Florida grapefruit, Florida oranges, California Valencia oranges, and Washington Red Delicious apples; increased for Thompson Seedless grapes; and remained practically unchanged for California navel oranges and California lemons.

The total spread, expressed as a percentage of the retail value, increased for Florida oranges and California navel oranges and remained essentially unchanged for the other five fruits. Conversely, the grower and packer return increased for Florida oranges and California navel oranges and remained essentially unchanged for the other fruits. For Florida oranges, both the wholesale-retail spread and shipping point-wholesale spread increased; for

California navel oranges only the wholesale-retail spread increased.

The wholesale-retail spread, averaged for all marketing seasons covered, ranged between 41 and 45 percent of the retail value for Washington Red Delicious apples, Florida oranges, California navel oranges, and California Valencia oranges. The grower and packer return for each of the same four fruits averaged between 41 and 44 percent. The wholesale-retail spread averaged 37 percent for Thompson Seedless grapes, 50 percent for California lemons, and 53 percent for Florida grapefruit. The average grower and packer return was 47 percent for grapes, 37 percent for lemons, and 33 percent for grapefruit. The shipping point-wholesale spread for each of the seven fruits averaged between 13 and 16 percent of the retail value.

The percentage return to growers and packers was usually greatest for a fruit sold in a city nearest the production area. This was particularly true for Washington Red Delicious apples sold in Seattle, Florida oranges and grapefruit in Atlanta, and California oranges and lemons in Los Angeles. The percentage shipping point-wholesale spread was often smallest for a fruit sold in a city near the production area—possibly reflecting the smaller amount of transportation required.

PRICES AND SPREADS FOR APPLES, GRAPEFRUIT, GRAPES, LEMONS, AND ORANGES SOLD FRESH IN SELECTED MARKETS, 1962/63-1966/67

by
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INTRODUCTION

The spread between the shipping point price for a given amount of a commodity and its retail value (adjusted for waste and loss incurred in the marketing channel) is the total of charges made by marketing agencies involved in moving the commodity from the shipping point to the consumer. This total spread may be divided into component parts. The size of the total spread and its component parts is subject to change.

This report presents price and spread data for selected fresh fruits for a 5-year period and shows changes in prices and spreads. Data for seven specific fresh fruit items in four markets are included.

METHODOLOGY AND SOURCES OF DATA

Fresh fruit prices are reported at three points in the marketing channel—retail; wholesale, or auction; and shipping point. Retail prices are collected by the U.S. Bureau of Labor Statistics. Enumerators collect prices 3 days each month from a sample of retail stores in selected cities. Prices are collected on Tuesday, Wednesday, and Thursday of the first week of the month containing a Tuesday.

Wholesale prices and some shipping point prices (f.o.b.) were obtained from published reports of the Federal-State Fruit and Vegetable Market News Service. Market news reporters collect wholesale and shipping point prices daily. Wholesale prices are collected in terminal markets from the original receivers for fruit sold in less than carload lots. Shipping point prices are collected from major shipping points for the various fruits in season.

Weekly average shipping point prices for Florida oranges and grapefruit were obtained from reports

of the Florida Growers Administrative Committee. These reports are based on figures compiled by Florida Citrus Mutual. Weekly average shipping point prices for California oranges were obtained from reports of the California Navel and Valencia Orange Administrative Committees, based on data compiled and published by the Federal-State Market News Service.

Daily auction prices for certain fruits were obtained from reports of fruit auction companies in Chicago and New York. While auction prices and wholesale prices may not be identical, each method prices fruit at the same level in the marketing channel and they are considered comparable for this report.

For this report, dates of pricing fruit items were lagged between each level of the marketing channel to approximate the time required for movement of the fruit through the channel. As retail prices were collected on Tuesday, Wednesday, and Thursday of a specified week, wholesale or auction prices were obtained for Tuesday of the same week. Shipping point prices used are averages of the week preceding the wholesale and retail pricing week.

This report presents the seasonal average retail price per pound for each fruit item sold in selected cities. Monthly and seasonal average retail value, wholesale or auction price and shipping point price per carton for a given size container are also shown. The retail value of a carton of a commodity is its value at retail after allowing for waste and loss incurred in the marketing process. The seasonal average price or value is an average of monthly prices or values weighted by monthly carlot unloads in the respective markets. While

monthly shipping point prices for an item are the same for each city market, this method of weighting often results in the seasonal average shipping point price varying slightly for different markets.

The shipping point price, which is the amount received by the grower and packer, is also shown as a percentage of the retail value. The spreads between shipping point and wholesale and between wholesale and retail are shown both in dollars and as percentages of the retail value.

GLOSSARY OF TERMS

Retail price—The Bureau of Labor Statistics estimate of the average price per pound paid for a commodity of specified grade and size by customers in a sample of retail stores in a given city.

Retail value—The dollar value of a specified container of a commodity of specified grade and size sold at retail after allowing for waste and loss incurred in the marketing process. The retail value equals the retail price per pound times the net weight of the container less the allowance for waste and loss.

Wholesale price—The Federal-State Fruit and Vegetable Market News estimate of the average price received for a specified container of a commodity of specified grade and size sold in less than carload lots by a broad sample of first wholesale handlers in a given market.

Auction price—An average price for a specified container of a commodity of specified grade and size sold through a terminal market fruit auction.

Shipping point price (f.o.b.)—The Federal-State Fruit and Vegetable Market News report of the simple average of the midpoint range of daily prices for a specified container of a commodity of specified grade and size received by a broad sample of shippers in representative shipping districts during a specified week. The shipping point price is equivalent to the grower and packer return.

Wholesale-retail spread—The retail value of a specified container of a commodity less its wholesale or auction price. This spread is the amount received by those who perform the functions of retailing, intracity transportation, and secondary wholesaling.

Shipping point-wholesale spread—The wholesale or auction price of a specified container of a commodity less its shipping point price. This spread is the amount received by the transportation agency and the primary wholesaler or auction company.

Grower and packer return—The amount received by the grower and packer for a specified container of a commodity of specified grade and size. The growing and packing functions may or may not be performed by the same individual. The grower and packer return is equivalent to and is measured by the f.o.b. shipping point price.

WASHINGTON RED DELICIOUS APPLES

Production

Total U.S. commercial apple production fluctuated widely during the 6-year period, 1961/66. The U.S. apple crop decreased slightly in 1962, increased in both 1963 and 1964, then decreased sharply in both 1965 and 1966 (fig. 1). The 1964 crop was the largest in 25 years.

During the same period, production of Red Delicious apples in Washington State did not always follow changes in U.S. production (fig. 2). The Washington Red Delicious apple crop increased sharply in both 1962 and 1963. In 1964, the total U.S. crop was the largest since 1939, but the Washington Red Delicious apple crop was somewhat smaller than in 1963 due to spring freezes and late-season cool temperatures. Conversely, when the total U.S. apple crop dropped in 1966, production of Washington Red Delicious apples increased about 25 percent.

Consumption

The consumption per person of fresh apples in the United States has declined steadily since the early 1900's. Fresh apple consumption varied around 16-17 pounds per person during 1961/62 (fig. 3). Consumption fell to a record low of 15.9 pounds per person in 1966.

Prices and Value

Washington Red Delicious apples were priced in Chicago, Los Angeles, and New York City for the 1961/62 through 1966/67 marketing seasons and in Seattle for the 1963/64 through 1966/67 seasons. Prices

and values are for combination fancy and extra fancy grade apples, size 138 and larger. The marketing season used extends from October through April.

The seasonal average retail price of Washington Red Delicious apples in the four cities was 23.1 cents per pound for both the 1961/62 and 1962/63 marketing seasons (fig. 4 and table 1). The four-city average price dropped for the large 1963 crop, but increased in each of the following three seasons. The average price reached a high of 24.6 cents per pound for the 1966/67 season. For the 1961/62 and 1962/63 seasons Chicago had the highest seasonal average price, while for the following four seasons, the price was highest in New York City.

The retail value and wholesale or auction price of a carton of Washington Red Delicious apples varied widely in different months and in different cities (tables 2, 3, 4, and 5). Seasonal average retail value and wholesale price were consistently lower in Seattle than in the other three cities.

Spreads and Grower and Packer Return

During the 6 years, the four-city seasonal

average return to growers and packers fluctuated more than did the wholesale-retail spread or the shipping point-wholesale spread (fig. 5). Grower and packer return per carton moved from a low of \$3.19 for 1963/64 to a high of \$4.65 for 1965/66. The wholesale-retail spread per carton fluctuated from \$3.17 to \$3.86; the shipping point-wholesale spread from \$1.19 to \$1.77. For the entire period the four-city average return to grower and packer was 44 percent of the average retail value; the wholesale-retail spread was 40 percent and the shipping point-wholesale spread was 16 percent.

The dollar return to grower and packer was about the same for a carton of apples sold in each city. However, when expressed as a percentage of retail value there were differences in the return from apples sold in different cities. The percentage return to grower and packer was largest for apples sold in Seattle as a result of the seasonal average retail value of a carton of apples being lower in Seattle than in the other cities. Seattle also had a smaller wholesale-retail spread for apples than any other city (tables 6, 7, 8, and 9).

Table 1.—Apples, Washington Red Delicious: Seasonal average retail prices in selected cities, 1961/62 to 1966/67 1/

City	1961/62	1962/63	1963/64	1964/65	1965/66	1966/67
Cents per pound						
Chicago 2/	25.1	24.7	20.6	22.0	19.7	23.3
Los Angeles 2/	22.4	22.5	20.1	22.4	24.0	24.4
New York 2/	23.6	23.0	21.1	24.9	25.8	26.5
Seattle 2/	—	—	17.8	19.0	21.0	20.7
4-city average 3/	4/23.1	4/23.1	20.3	22.7	23.5	24.6

1/ 7-month weighted average (Oct.-Apr.)

2/ BLS average city monthly prices weighted by respective city monthly unloads.

3/ Average city seasonal price weighted by respective city seasonal unloads.

4/ Does not include Seattle.

Table 2.—Apples, Washington, Red Delicious: Prices and value per carton and grower and packer returns as a percentage of retail value, Chicago, by months and seasons, 1961/62 to 1966/67 1/

Item	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
<u>Prices and value</u>	Dollars							
<u>Retail value 2/:</u>								
1961/62	10.08	9.44	10.08	10.08	10.04	10.20	10.65	10.14
1962/63	9.20	9.96	9.64	12.06	10.04	9.11	9.68	9.98
1963/64	10.16	7.79	7.66	8.63	8.06	8.14	8.23	8.30
1964/65	8.14	8.23	9.07	8.71	8.63	8.95	9.68	8.86
1965/66	8.67	8.23	7.30	7.58	7.54	7.42	9.20	7.94
1966/67	9.96	9.07	8.87	9.72	9.00	9.44	9.75	9.38
<u>Auction price:</u>								
1961/62	5.99	5.73	5.69	5.49	4.83	5.94	5.98	5.67
1962/63	5.84	5.55	5.53	5.35	4.99	4.93	4.86	5.25
1963/64	4.07	4.00	3.86	3.53	3.50	4.33	4.90	4.00
1964/65	5.35	4.77	5.19	5.27	4.97	4.73	5.06	5.02
1965/66	5.90	6.00	6.00	6.05	6.27	5.85	6.33	6.06
1966/67	6.34	5.74	5.15	5.98	5.17	5.11	4.85	5.47
<u>Shipping point price</u> (f.o.b.):								
1961/62	4.62	4.60	4.35	4.25	4.18	4.18	4.62	4.39
1962/63	4.82	3.92	3.86	3.90	3.00	3.98	4.00	3.89
1963/64	3.38	2.90	2.70	3.25	3.20	3.56	4.40	3.31
1964/65	4.25	4.25	4.25	4.25	3.88	3.95	4.00	4.09
1965/66	5.00	4.75	4.70	4.66	4.38	4.50	4.58	4.62
1966/67	5.00	4.25	4.25	4.38	4.35	4.38	4.60	4.46
<u>Grower and packer share of</u> <u>retail value:</u>	Percent							
1961/62	46	49	43	42	42	41	43	43
1962/63	52	40	40	32	30	44	41	39
1963/64	33	37	35	38	40	44	54	40
1964/65	52	52	47	49	45	44	41	46
1965/66	58	58	64	62	58	61	50	58
1966/67	50	47	48	45	48	46	47	47

1/ Combination fancy and extra fancy, size 138 and larger, 42 pounds net weight per carton.

2/ Returns to retailer for salable apples (4 percent allowance for loss incurred during marketing process).

Table 3.—Apples, Washington, Red Delicious: Prices and value per carton and grower and packer returns as a percentage of retail value, Los Angeles, by months and seasons, 1961/62 to 1966/67 1/

Item	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
<u>Prices and value</u>	Dollars							
<u>Retail value 2/:</u>								
1961/62	8.39	8.19	8.83	8.91	9.11	9.31	10.20	9.03
1962/63	8.34	8.30	8.75	9.20	9.68	9.40	9.44	9.09
1963/64	8.23	8.23	7.82	7.99	7.99	8.23	9.44	8.12
1964/65	9.31	8.03	8.59	9.15	9.20	9.31	9.60	9.04
1965/66	9.03	9.31	9.88	9.83	9.75	9.92	10.04	9.68
1966/67	9.88	9.64	9.68	9.92	10.08	9.72	10.20	9.86
<u>Wholesale price:</u>								
1961/62	6.25	6.25	6.25	6.00	6.15	6.15	6.65	6.23
1962/63	5.75	5.08	5.82	5.50	5.25	5.65	5.65	5.52
1963/64	4.88	4.25	4.50	4.50	4.15	4.40	5.85	4.49
1964/65	5.38	5.25	5.63	5.50	5.50	5.25	5.25	5.39
1965/66	5.75	5.88	5.88	5.38	5.38	5.38	5.38	5.58
1966/67	6.25	5.25	5.38	5.75	5.38	5.63	5.65	5.62
<u>Shipping point price (f.o.b.):</u>								
1961/62	4.62	4.60	4.35	4.25	4.18	4.18	4.62	4.37
1962/63	4.82	3.92	3.86	3.90	3.00	3.98	4.00	3.85
1963/64	3.38	2.90	2.70	3.25	3.20	3.56	4.40	3.19
1964/65	4.25	4.25	4.25	4.25	3.88	3.95	4.00	4.11
1965/66	5.00	4.75	4.70	4.66	4.38	4.50	4.58	4.66
1966/67	5.00	4.25	4.25	4.38	4.35	4.38	4.60	4.46
<u>Grower and packer share of retail value:</u>	Percent							
1961/62	55	56	49	48	46	45	45	48
1962/63	58	47	44	43	31	42	42	42
1963/64	41	35	35	41	40	43	47	39
1964/65	46	53	50	46	42	42	42	46
1965/66	56	51	48	48	45	45	46	48
1966/67	50	44	44	44	43	45	45	45

1/ Combination fancy and extra fancy, size 138 and larger, 42 pounds net weight per carton.

2/ Returns to retailer for salable apples (4 percent allowance for loss incurred during marketing process).

Table 4.—Apples, Washington, Red Delicious: Prices and value per carton and grower and packer returns as a percentage of retail value, New York City, by months and seasons, 1961/62 to 1966/67 1/

Item	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
<u>Prices and value</u>	<u>Dollars</u>							
<u>Retail value 2/:</u>								
1961/62	8.83	9.07	8.75	9.27	9.68	9.64	10.52	9.50
1962/63	7.99	8.59	8.91	9.60	9.03	9.68	9.64	9.26
1963/64	9.07	8.27	8.10	8.10	8.34	8.43	9.40	8.51
1964/65	10.28	9.88	8.60	10.00	10.36	10.00	10.20	10.03
1965/66	9.96	9.88	10.08	10.08	10.04	10.65	11.65	10.39
1966/67	11.73	10.32	10.24	10.48	10.56	10.41	10.96	10.67
<u>Auction price:</u>								
1961/62	6.23	6.42	6.25	6.00	6.11	5.89	6.70	6.21
1962/63	5.35	5.23	5.32	5.16	5.32	5.41	6.12	5.48
1963/64	5.31	5.41	4.00	4.29	4.50	4.48	5.32	4.71
1964/65	5.07	4.80	5.52	5.30	5.43	5.79	4.88	5.27
1965/66	5.93	5.90	5.67	6.28	5.83	6.81	7.00	6.25
1966/67	6.89	6.60	7.40	6.70	8.33	7.53	6.68	7.15
<u>Shipping point price</u> (f.o.b.):								
1961/62	4.62	4.60	4.35	4.25	4.18	4.18	4.62	4.37
1962/63	4.82	3.92	3.86	3.90	3.00	3.98	4.00	3.85
1963/64	3.38	2.90	2.70	3.25	3.20	3.56	4.40	3.36
1964/65	4.25	4.25	4.25	4.25	3.88	3.95	4.00	4.10
1965/66	5.00	4.75	4.70	4.66	4.38	4.50	4.58	4.62
1966/67	5.00	4.25	4.25	4.38	4.35	4.38	4.60	4.46
<u>Grower and packer share</u> <u>of retail value:</u>	<u>Percent</u>							
1961/62	52	51	50	46	43	43	44	46
1962/63	60	46	43	41	33	41	41	41
1963/64	37	35	33	40	38	42	47	39
1964/65	41	43	44	43	37	40	39	41
1965/66	50	48	46	46	44	42	39	44
1966/67	43	41	41	42	41	42	42	42

1/ Combination fancy and extra fancy, size 138 and larger, 42 pounds net weight per carton.

2/ Returns to retailer for salable apples (4 percent allowance for loss incurred during marketing process).

Table 5.—Apples, Washington, Red Delicious: Prices and value per carton and grower and packer returns as a percentage of retail value, Seattle, by months and seasons, 1961/62 to 1966/67 1/

Item	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
Dollars								
Prices and value								
Retail value 2/:								
1961/62	—	—	—	—	—	—	—	—
1962/63	—	—	—	—	—	—	—	—
1963/64	7.46	6.89	7.13	7.09	6.65	7.22	7.66	7.18
1964/65	6.41	7.22	7.46	8.10	8.83	8.30	7.99	7.68
1965/66	8.54	8.03	8.03	8.30	8.43	8.67	9.44	8.46
1966/67	8.79	7.90	7.86	7.90	8.23	8.59	9.07	8.35
Wholesale price:								
1961/62	—	—	—	—	—	—	—	—
1962/63	—	—	—	—	—	—	—	—
1963/64	4.75	4.50	4.50	4.25	4.25	5.00	5.25	4.64
1964/65	5.25	5.25	5.35	5.35	5.35	4.95	5.70	5.30
1965/66	6.25	6.00	5.80	5.85	5.80	5.75	6.50	5.99
1966/67	6.45	5.50	5.50	5.00	5.15	6.00	5.50	5.65
Shipping point price (f.o.b.):								
1961/62	—	—	—	—	—	—	—	—
1962/63	—	—	—	—	—	—	—	—
1963/64	3.38	2.90	2.70	3.25	3.20	3.56	4.40	3.31
1964/65	4.25	4.25	4.25	4.25	3.88	3.95	4.00	4.12
1965/66	5.00	4.75	4.70	4.66	4.38	4.50	4.58	4.68
1966/67	5.00	4.25	4.25	4.38	4.35	4.38	4.60	4.49
Grower and packer share of retail value:								
Percent								
1961/62	—	—	—	—	—	—	—	—
1962/63	—	—	—	—	—	—	—	—
1963/64	45	42	38	46	48	49	58	46
1964/65	66	59	57	52	44	48	50	54
1965/66	58	59	58	56	52	52	49	55
1966/67	57	54	54	55	53	51	51	54

1/ Combination fancy and extra fancy, size 138 and larger, 42 pounds net weight per carton.

2/ Returns to retailer for salable apples (4-percent allowance for loss incurred during marketing process).

U. S. COMMERCIAL APPLE PRODUCTION

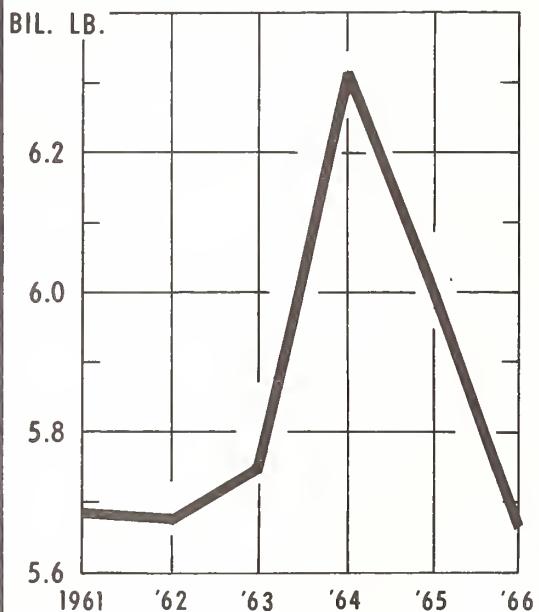


Figure 1

WASHINGTON RED DELICIOUS APPLE PRODUCTION

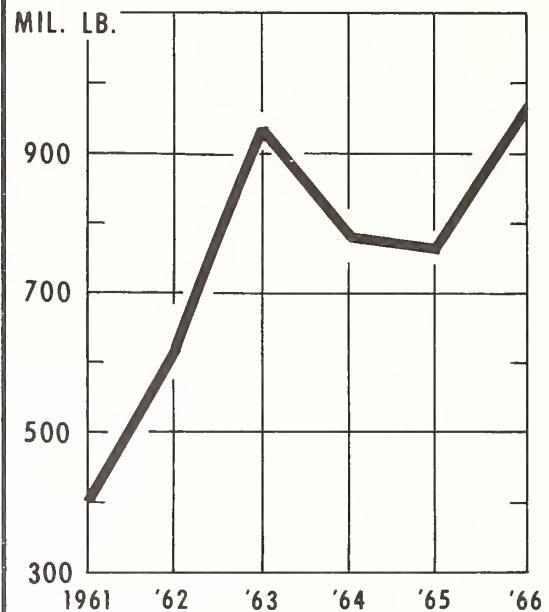


Figure 2

U. S. FRESH APPLE CONSUMPTION PER PERSON

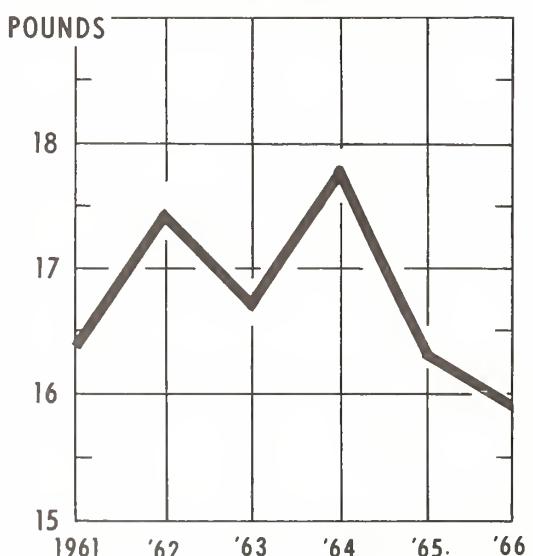
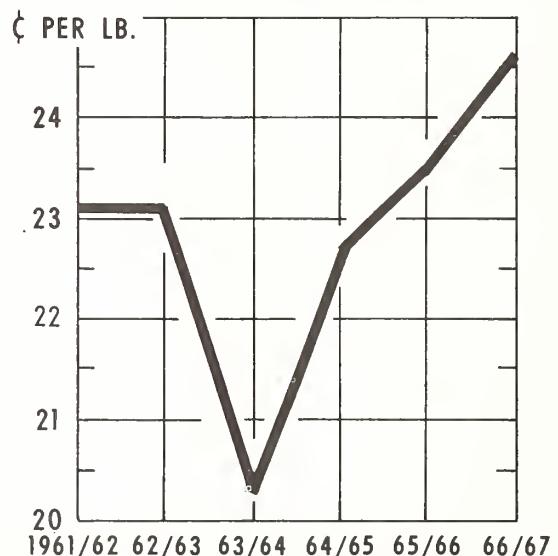


Figure 3

RETAIL PRICE OF WASHINGTON RED DELICIOUS APPLES*

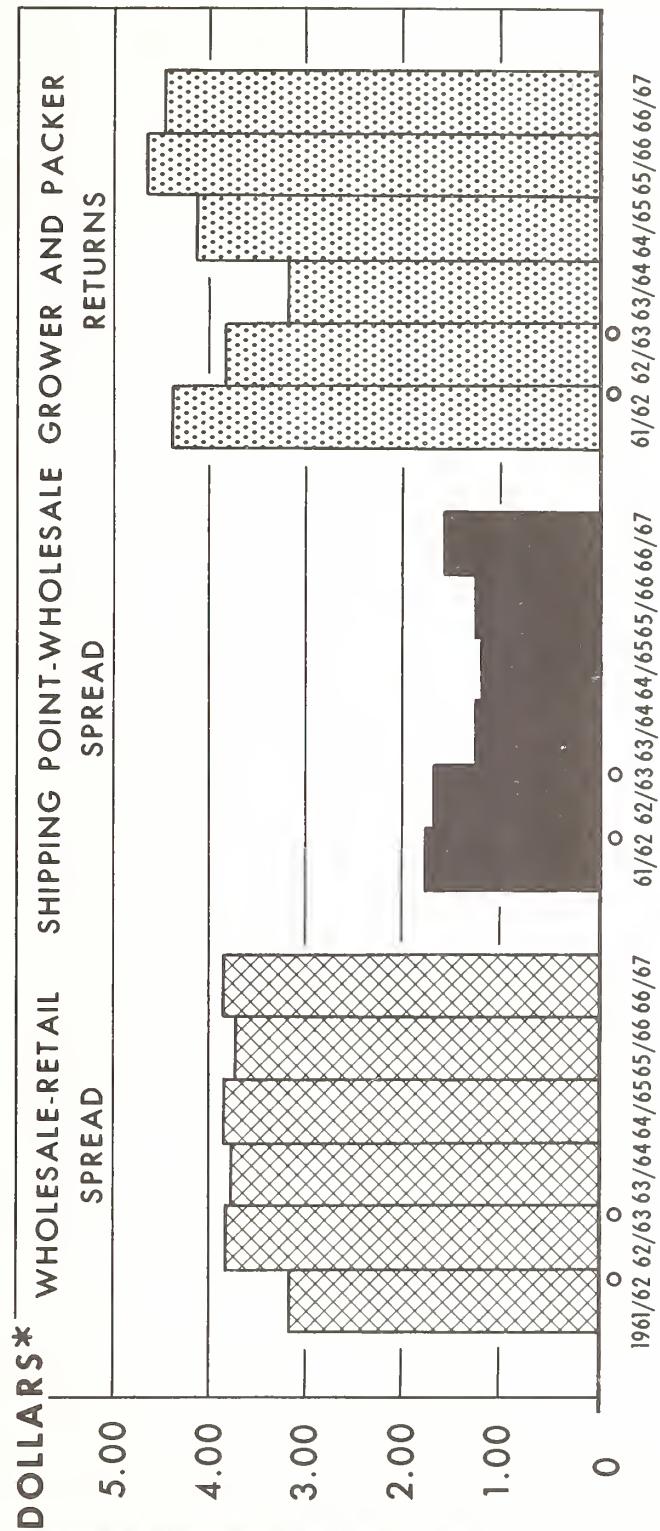


*SEASONAL AVERAGE PRICE IN CHICAGO,
LOS ANGELES, NEW YORK, AND SEATTLE.

Figure 4

SPREADS FOR WASHINGTON RED DELICIOUS APPLES

Seasonal Averages for Chicago,
Los Angeles, New York City, and Seattle



* DOLLARS PER 42-POUND CARTON, COMBINATION FANCY AND EXTRA FANCY, SIZE 138 AND LARGER.
O DOES NOT INCLUDE SEATTLE.
SEASON: OCTOBER-APRIL.

Figure 5

Table 6.—Apples, Washington, Red Delicious: Spreads per carton and as a percentage of the retail value, Chicago, by months and seasons, 1961/62 to 1966/67 1/

Spreads	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
Dollars								
Wholesale-retail:								
1961/62	4.09	3.71	4.39	4.59	5.21	4.26	4.67	4.47
1962/63	3.36	4.41	4.11	6.71	5.05	4.18	4.82	4.73
1963/64	6.09	3.79	3.80	5.10	4.56	3.81	3.33	4.30
1964/65	2.79	3.46	3.88	3.44	3.66	4.22	4.62	3.84
1965/66	2.77	2.23	1.30	1.53	1.27	1.57	2.87	1.88
1966/67	3.62	3.33	3.72	3.74	3.83	4.33	4.90	3.91
Shipping point-wholesale:								
1961/62	1.37	1.13	1.34	1.24	.65	1.76	1.36	1.28
1962/63	1.02	1.63	1.67	1.45	1.99	.95	.86	1.36
1963/64	.69	1.10	1.16	.28	.30	.77	.50	.69
1964/65	1.10	.52	.94	1.02	1.09	.78	1.06	.93
1965/66	.90	1.25	1.30	1.39	1.89	1.35	1.75	1.44
1966/67	1.34	1.49	.90	1.60	.82	.73	.25	1.01
Wholesale-retail as percentage of retail value:								
1961/62	40	39	44	46	52	42	44	44
1962/63	37	44	43	56	50	46	50	47
1963/64	60	49	50	59	56	47	40	52
1964/65	34	42	43	39	42	47	48	43
1965/66	32	27	18	20	17	21	31	24
1966/67	36	37	42	39	43	46	50	42
Shipping point-wholesale as percentage of retail value:								
1961/62	14	12	13	12	6	17	13	13
1962/63	11	16	17	12	20	10	9	14
1963/64	7	14	15	3	4	9	6	8
1964/65	14	6	10	12	13	9	11	11
1965/66	10	15	18	18	25	18	19	18
1966/67	14	16	10	16	9	8	3	11

1/ Combination fancy and extra fancy, size 138 and larger, 42 pounds net weight per carton.

Table 7.—Apples, Washington, Red Delicious: Spreads per carton and as a percentage of the retail value, Los Angeles, by months and seasons 1961/62 to 1966/67 1/

Spreads	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
Dollars								
Wholesale-retail:								
1961/62	2.14	1.94	2.58	2.91	2.96	3.16	3.55	2.80
1962/63	2.59	3.22	2.93	3.70	4.43	3.75	3.79	3.57
1963/64	3.35	3.98	3.32	3.49	3.84	3.83	3.59	3.63
1964/65	3.93	2.78	2.96	3.65	3.70	4.06	4.35	3.65
1965/66	3.28	3.43	4.00	4.45	4.37	4.54	4.66	4.10
Shipping point-wholesale:								
1961/62	1.63	1.65	1.90	1.75	1.97	1.97	2.03	1.86
1962/63	.93	1.16	1.96	1.60	2.25	1.67	1.65	1.67
1963/64	1.50	1.35	1.80	1.25	.95	.84	1.45	1.30
1964/65	1.13	1.00	1.38	1.25	1.62	1.30	1.25	1.28
1965/66	.75	1.13	1.18	.72	1.00	.88	.80	.92
1966/67	1.25	1.00	1.13	1.37	1.03	1.25	1.05	1.16
Wholesale-retail as percentage of retail value:								
1961/62	26	24	29	33	32	34	35	31
1962/63	31	39	34	40	46	40	40	39
1963/64	41	48	42	44	48	47	38	45
1964/65	42	35	34	40	40	44	45	40
1965/66	36	37	40	45	45	46	46	42
1966/67	37	46	44	42	47	42	45	43
Shipping point-wholesale as percentage of retail value:								
1961/62	19	20	22	19	22	21	20	21
1962/63	11	14	22	17	23	18	18	19
1963/64	18	17	23	15	12	10	15	16
1964/65	12	12	16	14	18	14	13	14
1965/66	8	12	12	7	10	9	8	10
1966/67	13	10	12	14	10	13	10	12

1/ Combination fancy and extra fancy, size 138 and larger, 42 pounds net weight per carton.

Table 8.—Apples, Washington, Red Delicious: Spreads per carton and as a percentage of the retail value, New York City, by months and seasons, 1961/62 to 1966/67 ^{1/}

Spreads	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
Dollars								
Wholesale-retail:								
1961/62	2.60	2.65	2.50	3.27	3.57	3.75	3.82	3.29
1962/63	2.64	3.36	3.59	4.44	3.71	4.27	3.52	3.78
1963/64	3.76	2.86	4.10	3.81	3.84	3.95	4.08	3.80
1964/65	5.21	5.08	4.08	4.70	4.93	4.21	5.32	4.76
1965/66	4.03	3.98	4.41	3.80	4.21	3.84	4.65	4.14
1966/67	4.84	3.72	2.84	3.78	2.23	2.88	4.28	3.52
Shipping point-wholesale:								
1961/62	1.61	1.82	1.90	1.75	1.93	1.71	2.08	1.84
1962/63	.53	1.31	1.46	1.26	2.32	1.43	2.12	1.63
1963/64	1.93	2.51	1.30	1.04	1.30	.92	.92	1.35
1964/65	.82	.55	1.27	1.05	1.55	1.84	.88	1.17
1965/66	.93	1.15	.97	1.62	1.45	2.31	2.42	1.63
1966/67	1.89	2.35	3.15	2.32	3.98	3.15	2.08	2.69
Wholesale-retail as percentage of retail value:								
1961/62	30	29	28	35	37	39	36	35
1962/63	33	39	40	46	41	44	37	41
1963/64	42	35	51	47	46	47	43	45
1964/65	51	51	43	47	48	42	52	47
1965/66	41	40	44	38	42	36	40	40
1966/67	41	36	28	36	21	28	39	33
Shipping point-wholesale as percentage of retail value:								
1961/62	18	20	22	19	20	18	20	19
1962/63	7	15	17	13	26	15	22	18
1963/64	21	30	16	13	16	11	10	16
1964/65	8	6	13	10	15	18	9	12
1965/66	9	12	10	16	14	22	21	16
1966/67	16	23	31	22	38	30	19	25

^{1/} Combination fancy and extra fancy, size 138 and larger, 42 pounds net weight per carton.

Table 9.—Apples, Washington, Red Delicious: Spreads per carton and as a percentage of the retail value, Seattle, by months and seasons 1961/62 to 1966/67 1/

Spreads	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
Dollars								
Wholesale-retail:								
1961/62	—	—	—	—	—	—	—	—
1962/63	—	—	—	—	—	—	—	—
1963/64	2.71	2.39	2.63	2.84	2.40	2.22	2.41	2.54
1964/65	1.16	1.97	2.11	1.75	3.48	3.35	2.29	2.38
1965/66	2.29	2.03	2.23	2.45	2.63	2.92	2.94	2.47
1966/67	2.34	2.40	2.36	2.90	3.08	2.59	3.57	2.70
Shipping point-wholesale:								
1961/62	—	—	—	—	—	—	—	—
1962/63	—	—	—	—	—	—	—	—
1963/64	1.37	1.60	1.80	1.00	1.05	1.44	.85	1.33
1964/65	1.00	1.00	1.10	1.10	1.47	1.00	1.70	1.18
1965/66	1.25	1.25	1.10	1.19	1.42	1.25	1.92	1.31
1966/67	1.45	1.25	1.25	.62	.80	1.62	.90	1.16
Wholesale-retail as percentage of retail value:								
1961/62	—	—	—	—	—	—	—	—
1962/63	—	—	—	—	—	—	—	—
1963/64	37	35	37	40	36	31	31	35
1964/65	18	27	28	34	39	40	29	31
1965/66	27	25	28	30	31	34	31	29
1966/67	27	30	30	37	37	30	39	32
Shipping point-wholesale as percentage of retail value:								
1961/62	—	—	—	—	—	—	—	—
1962/63	—	—	—	—	—	—	—	—
1963/64	18	23	25	14	16	20	11	19
1964/65	16	14	15	14	17	12	21	15
1965/66	15	16	14	14	17	14	20	16
1966/67	16	16	16	8	10	19	10	14

1/ Combination fancy and extra fancy, size 138 and larger, 42 pounds net weight.

FLORIDA GRAPEFRUIT

Production and Consumption

About 80 percent of all U.S. grapefruit was produced in Florida during 1963/64 through 1966/67 (fig. 6). Total grapefruit production increased steadily during the period—from 1,377,000 tons in 1963/64 to 2,294,000 tons in 1966/67. Florida's production moved upward in a similar manner.

U.S. consumption of grapefruit per person increased from 6.4 pounds in 1963 to 9.0 pounds in 1967 (fig. 7).

Prices and Value

In Atlanta, Boston, Chicago, and Pittsburgh, prices were obtained for the 1963/64 through 1966/67 marketing seasons (November through April) for U.S. No. 1, size 80 grapefruit.

Shipping point and wholesale prices are for white seedless grapefruit from Florida's interior. Retail prices were not for a designated production area. However, in Atlanta, Boston, and Pittsburgh, Florida grapefruit represented almost 100 percent of all grapefruit sold during the period under study. In Chicago, Florida grapefruit represented 85 to 90 percent of all grapefruit sold. During the 4 years, 60 to 75 percent of Florida's grapefruit was produced in the interior section. Since BLS collects the retail price of grapefruit selling in greatest volume in each store, retail prices presented are considered to be for grapefruit produced in Florida's interior.

The seasonal average retail price of Florida white seedless grapefruit in Atlanta, Boston, Chicago, and Pittsburgh dropped each season during 1963/64 through 1966/67 (fig. 8 and table 10.) Retail price declined in each of the cities.

The seasonal average retail value and wholesale price of an 85-pound box of Florida grapefruit also dropped in each city during the four seasons (tables 11, 12, 13, and 14). The shipping point price dropped by slightly over \$1 per carton for Florida grapefruit sold in each city. The wholesale price per box declined by slightly over \$1 in Atlanta, \$1.30 in Chicago, \$1.56 in Boston, and \$1.78 in Pittsburgh. The retail value per carton declined by \$1.88 in Chicago, \$2.35 in Pittsburgh, \$2.55 in Boston and \$2.76 in Atlanta. Seasonal average retail value and wholesale price were usually highest in Boston and lowest in Atlanta.

Spreads and Grower and Packer Returns

The seasonal average wholesale-retail spread, shipping point-wholesale spread and return to grower and packer for Florida grapefruit sold in Atlanta, Boston, Chicago, and Pittsburgh all declined during the period (fig. 9). Between 1963/64 and 1966/67, the wholesale-retail spread per 85-pound box dropped from \$6.03 to \$5.22, the shipping point-wholesale spread from \$1.51 to \$1.21, and grower and packer return from \$4.06 to \$2.99. The wholesale-retail spread represented slightly over half of the retail value in each season. The shipping point-wholesale spread remained at about 14 percent of the retail value and the grower and packer return was about 33 percent.

The wholesale-retail spread and the shipping point-wholesale spread for Florida grapefruit were largest in Boston and smallest in Atlanta (tables 15, 16, 17, and 18). However, grower and packer returns expressed as a percentage of retail value were greatest for grapefruit sold in Atlanta and lowest for grapefruit sold in Boston.

Table 10.—Grapefruit, Florida, white seedless: Seasonal average retail prices
in selected cities, 1963/64 to 1966/67 1/

City	1963/64	1964/65	1965/66	1966/67
Cents per pound				
Atlanta <u>2/</u>	12.0	—	9.1	8.6
Boston <u>2/</u> <u>3/</u>	15.4	15.3	13.6	12.4
Chicago <u>2/</u> <u>3/</u> <u>4/</u>	14.0	11.6	12.5	11.8
Pittsburgh <u>2/</u>	13.4	10.7	11.3	10.5
4-city average <u>5/</u>	14.1	12.8	12.1	11.3

1/ 6-month weighted average (Nov.-Apr.).

2/ BLS average city monthly prices weighted by respective city monthly unloads.

3/ May include some pink-fleshed grapefruit.

4/ May include small quantity of Texas or California grapefruit.

5/ Average city seasonal price weighted by respective city seasonal unloads.

Table 11.—Grapefruit, Florida, white seedless: Prices and value per box and grower and packer returns as a percentage of retail value, Atlanta, by months and seasons, 1963/64 to 1966/67 ^{1/}

Item	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average	
<u>Prices and value</u>		Dollars						
<u>Retail value</u> ^{2/} :								
1963/64	9.16	9.54	9.70	9.78	10.40	10.86	9.85	
1964/65	—	—	—	—	—	—	—	
1965/66	8.38	7.53	6.29	8.07	7.53	7.60	7.55	
1966/67	7.29	6.98	7.37	7.29	6.91	6.75	7.09	
<u>Wholesale price</u> :								
1963/64	4.50	4.60	4.70	4.70	5.00	5.50	4.80	
1964/65	—	—	—	—	—	—	—	
1965/66	4.00	3.90	4.00	4.60	4.70	4.50	4.28	
1966/67	3.80	3.80	3.80	3.80	3.80	3.60	3.76	
<u>Shipping point price (f.o.b.)</u> :								
1963/64	3.80	4.00	4.05	4.05	4.20	4.25	4.05	
1964/65	—	—	—	—	—	—	—	
1965/66	3.35	3.35	3.40	3.70	3.50	3.50	3.46	
1966/67	3.25	3.15	3.15	2.90	2.95	2.60	2.99	
<u>Grower and packer share of retail value</u> :								
	Percent							
1963/64	41	42	42	41	40	39	41	
1964/65	—	—	—	—	—	—	—	
1965/66	40	45	54	46	46	46	46	
1966/67	44	45	43	40	41	38	42	

^{1/} U.S. No. 1, size 80, 85 pounds net weight per box. Origin: Florida interior. ^{2/} Returns to retailer for salable grapefruit (3-percent allowance for loss incurred during marketing process). May include some seeded grapefruit.

Table 12.—Grapefruit, Florida, white seedless: Prices and value per box and grower and packer returns as a percentage of retail value, Boston, by months and seasons, 1963/64 to 1966/67 ^{1/}

Item	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average	
<u>Prices and value</u>		Dollars						
<u>Retail value</u> ^{2/} :								
1963/64	12.03	11.41	11.48	12.88	12.88	15.52	12.76	
1964/65	14.43	13.19	12.57	12.57	12.57	11.48	12.68	
1965/66	10.40	10.71	10.55	12.11	11.87	10.79	11.15	
1966/67	12.03	9.54	9.86	9.86	10.01	10.01	10.21	
<u>Wholesale price</u> :								
1963/64	5.00	5.00	6.00	5.40	5.70	3/6.50	5.65	
1964/65	3/6.00	3/5.50	4.50	5.40	5.00	4.50	5.10	
1965/66	3.75	4.00	4.90	6.00	5.26	3/6.24	5.13	
1966/67	3.90	4.00	3/5.40	4.50	4.00	3.00	4.09	
<u>Shipping point price (f.o.b.)</u> :								
1963/64	3.80	4.00	4.05	4.05	4.20	4.25	4.08	
1964/65	3.70	3.95	3.25	3.25	2.80	2.85	3.19	
1965/66	3.35	3.35	3.40	3.70	3.50	3.50	3.48	
1966/67	3.25	3.15	3.15	2.90	2.95	2.60	2.98	
<u>Grower and packer share of retail value</u> :								
	Percent							
1963/64	32	35	35	31	32	27	32	
1964/65	26	30	26	26	22	25	25	
1965/66	32	31	32	31	29	33	31	
1966/67	27	33	32	30	30	26	29	

^{1/} U.S. No. 1, size 80, 85 pounds net weight per box. Origin: Florida interior unless specified otherwise. ^{2/} Returns to retailer for salable grapefruit (3-percent allowance for loss incurred during marketing process). May include some pink-fleshed or seeded grapefruit. ^{3/} Origin: Florida Indiana River.

Table 13.—Grapefruit, Florida, white seedless: Prices and value per box and grower and packer returns as a percentage of retail value, Chicago, by months and seasons, 1963/64 to 1966/67 1/

Item	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
<u>Prices and value</u>							
<u>Retail value 2/:</u>							
1963/64	11.02	10.79	11.25	11.25	11.87	12.57	11.56
1964/65	10.32	9.47	9.23	9.93	9.31	9.70	9.55
1965/66	9.78	9.93	9.70	12.03	10.63	10.32	10.33
1966/67	9.47	8.30	10.32	10.40	9.93	9.47	9.68
<u>Wholesale price:</u>							
1963/64	5.75	5.50	5.25	5.75	5.40	6.00	5.58
1964/65	7.00	4.50	4.50	4.75	4.50	4.25	4.63
1965/66	4.25	4.75	4.25	5.75	4.90	4.00	4.64
1966/67	4.80	4.35	4.00	4.25	4.25	4.00	4.28
<u>Shipping point price (f.o.b.):</u>							
1963/64	3.80	4.00	4.05	4.05	4.20	4.25	4.09
1964/65	3.70	3.95	3.25	3.25	2.80	2.85	3.11
1965/66	3.35	3.35	3.40	3.70	3.50	3.50	3.45
1966/67	3.25	3.15	3.15	2.90	2.95	2.60	2.99
<u>Grower and packer share of retail value:</u>							
Percent							
1963/64	34	37	36	36	35	34	35
1964/65	36	42	35	33	30	29	32
1965/66	34	34	35	31	33	34	33
1966/67	34	38	31	28	30	27	31

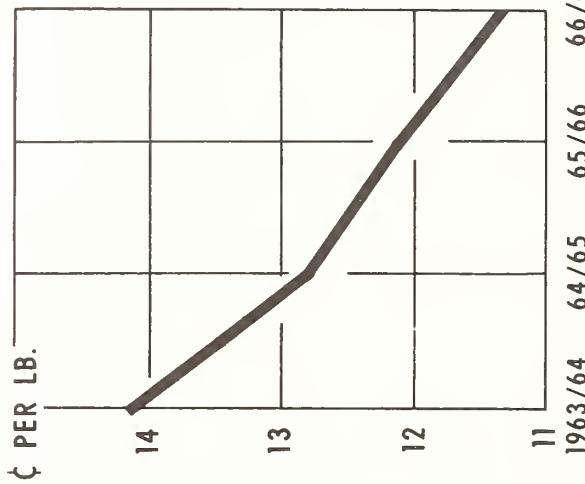
1/ U.S. No. 1, size 80, 85 pounds net weight per box. Origin: Florida Interior. 2/ Returns to retailer for salable grapefruit (3-percent allowance for loss incurred during marketing process). May include some pink-fleshed or seeded grapefruit, or small quantity of California or Texas grapefruit.

Table 14.—Grapefruit, Florida, white seedless: Prices and value per box and grower and packer returns as a percentage of retail value, Pittsburgh, by months and seasons, 1963/64 to 1966/67 1/

Item	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
<u>Prices and value</u>							
<u>Retail value 2/:</u>							
1963/64	10.63	10.79	10.86	11.33	11.25	11.17	11.01
1964/65	9.86	9.31	8.92	8.77	8.23	8.30	8.85
1965/66	8.22	8.92	8.92	9.70	9.62	10.01	9.27
1966/67	9.70	8.85	8.69	8.54	8.54	7.92	8.66
<u>Wholesale price:</u>							
1963/64	5.74	5.34	5.34	5.50	6.00	6.50	5.71
1964/65	4.30	5.00	4.50	4.50	4.00	4.74	4.47
1965/66	4.50	4.50	4.50	5.50	5.50	5.50	5.04
1966/67	4.24	4.00	4.24	3.64	4.00	3.50	3.93
<u>Shipping point price (f.o.b.):</u>							
1963/64	3.80	4.00	4.05	4.05	4.20	4.25	4.06
1964/65	3.70	3.95	3.25	3.25	2.80	2.85	3.26
1965/66	3.35	3.35	3.40	3.70	3.50	3.50	3.47
1966/67	3.25	3.15	3.15	2.90	2.9 ^c	2.60	2.98
<u>Grower and packer share of retail value:</u>							
Percent							
1963/64	36	37	37	36	37	38	37
1964/65	38	42	36	37	34	34	37
1965/66	41	38	38	38	36	35	37
1966/67	34	35	36	34	33	33	34

1/ U.S. No. 1, size 80, 85 pounds net weight per box. Origin: Florida interior. 2/ Returns to retailer for salable grapefruit (3-percent allowance for loss incurred during marketing process). May include some seeded grapefruit.

RETAIL PRICE OF FRESH
FLORIDA GRAPEFRUIT *



*SEASONAL AVERAGE PRICE IN
ATLANTA, BOSTON, CHICAGO,
AND PITTSBURGH.

Figure 6
U.S. AND FLORIDA GRAPEFRUIT PRODUCTION

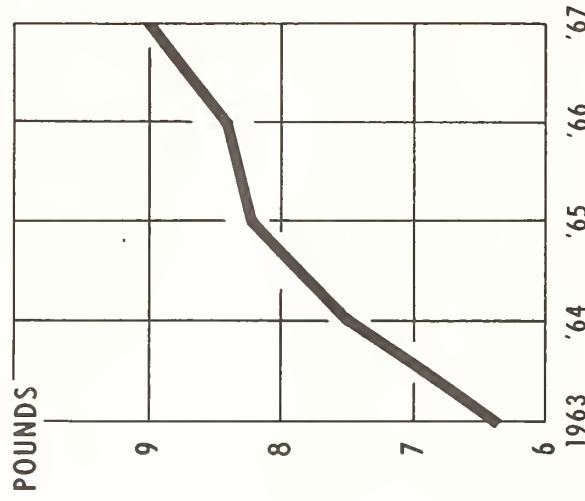


Figure 7
U.S. PER CAPITA FRESH
GRAPEFRUIT CONSUMPTION

U.S. AND FLORIDA GRAPEFRUIT
PRODUCTION

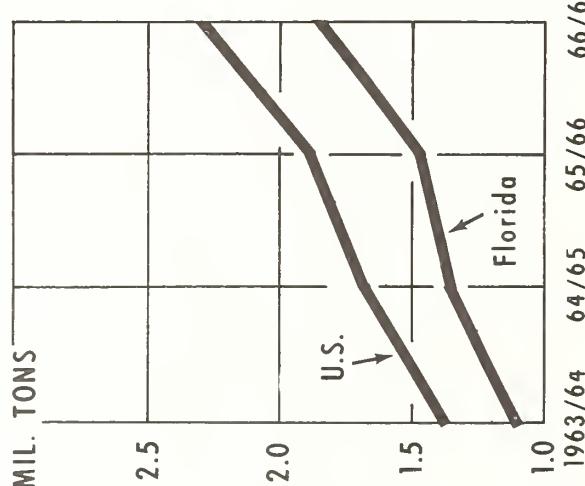
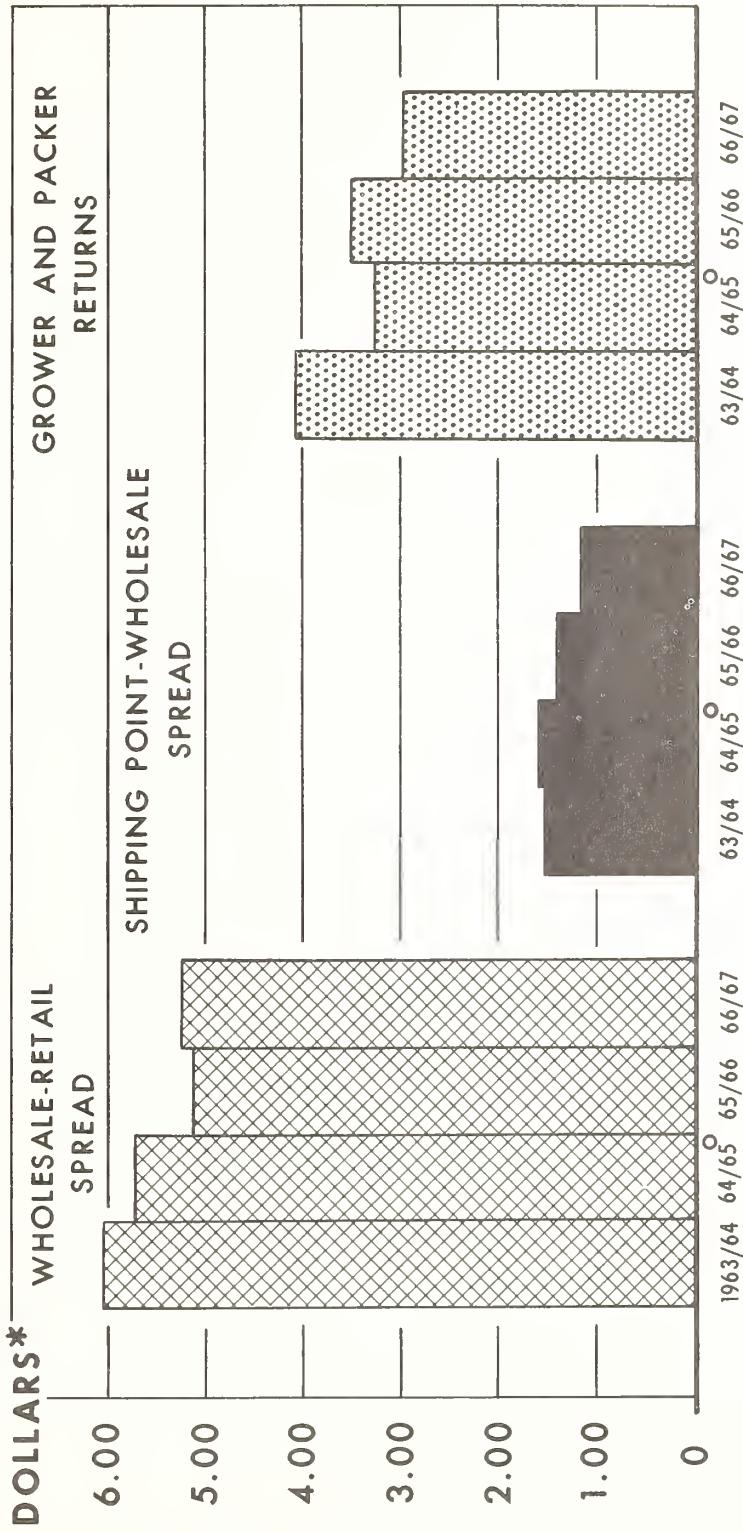


Figure 8
RETAIL PRICE OF FRESH
FLORIDA GRAPEFRUIT *

SPREADS FOR FLORIDA GRAPEFRUIT

Seasonal Averages for Atlanta, Boston, Chicago, and Pittsburgh



*DOLLARS PER 85-POUND BOX, U.S. NO. 1, SIZE 80.

o DOES NOT INCLUDE ATLANTA.

SEASON: NOVEMBER - APRIL.

Table 15.—Grapefruit, Florida, white seedless: Spreads per box and as a percentage of the retail value, Atlanta, by months and seasons, 1963/64 to 1966/67 1/

Spreads	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
Dollars							
Wholesale-retail:							
1963/64	4.66	4.94	5.00	5.08	5.40	5.36	5.05
1964/65	—	—	—	—	—	—	—
1965/66	4.38	3.63	2.29	3.47	2.83	3.10	3.27
1966/67	3.49	3.18	3.57	3.49	3.11	3.15	3.33
Shipping point-wholesale:							
1963/64	.70	.60	.65	.65	.80	1.25	.75
1964/65	—	—	—	—	—	—	—
1965/66	.65	.55	.60	.90	1.20	1.00	.82
1966/67	.55	.65	.65	.90	.95	1.00	.77
Wholesale-retail as percentage of retail value:							
1963/64	51	52	52	52	52	49	51
1964/65	—	—	—	—	—	—	—
1965/66	52	48	36	43	38	41	43
1966/67	48	46	48	48	45	47	47
Shipping point-wholesale as percentage of retail value:							
1963/64	8	6	6	7	8	12	8
1964/65	—	—	—	—	—	—	—
1965/66	8	7	10	11	16	13	11
1966/67	8	9	9	12	14	15	11

1/ U.S. No. 1, size 80, 85 pounds net weight per box.

Table 16.—Grapefruit, Florida, white seedless: Spreads per box and as a percentage of the retail value, Boston, by months and seasons, 1963/64 to 1966/67 1/

Spreads	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
Dollars							
Wholesale-retail:							
1963/64	7.03	6.41	5.48	7.48	7.18	9.02	7.11
1964/65	8.43	7.69	8.07	7.17	7.57	6.98	7.58
1965/66	6.65	6.71	5.65	6.11	6.61	4.55	6.02
1966/67	8.13	5.54	4.46	5.36	6.01	7.01	6.12
Shipping point-wholesale:							
1963/64	1.20	1.00	1.95	1.35	1.50	2.25	1.57
1964/65	2.30	1.55	1.25	2.15	2.20	1.65	1.91
1965/66	.40	.65	1.50	2.30	1.76	2.74	1.65
1966/67	.65	.85	2.25	1.60	1.05	.40	1.11
Wholesale-retail as percentage of retail value:							
1963/64	58	56	48	58	56	58	56
1964/65	58	58	64	57	60	61	60
1965/66	64	63	54	50	56	42	54
1966/67	68	58	45	54	60	70	60
Shipping point-wholesale as percentage of retail value:							
1963/64	10	9	17	11	12	15	12
1964/65	16	12	10	17	18	14	15
1965/66	4	6	14	19	15	25	15
1966/67	5	9	23	16	10	4	11

1/ U.S. No. 1, size 80, 85 pounds net weight per box.

Table 17.—Grapefruit, Florida, white seedless: Spreads per box and as a percentage of the retail value, Chicago, by months and seasons, 1963/64 to 1966/67 ^{1/}

Spreads	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
Dollars							
Wholesale-retail:							
1963/64	5.27	5.29	6.00	5.50	6.47	6.57	5.98
1964/65	3.32	4.97	4.73	5.18	4.81	5.45	4.92
1965/66	5.53	5.18	5.45	6.28	5.73	6.32	5.69
1966/67	4.67	3.95	6.32	6.15	5.68	5.47	5.40
Shipping point-wholesale:							
1963/64	1.95	1.50	1.20	1.70	1.20	1.75	1.49
1964/65	3.30	.55	1.25	1.50	1.70	1.40	1.52
1965/66	.90	1.40	.85	2.05	1.40	.50	1.19
1966/67	1.55	1.20	.85	1.35	1.30	1.40	1.29
Wholesale-retail as percentage of retail value:							
1963/64	48	49	53	49	55	52	52
1964/65	32	52	51	52	52	56	52
1965/66	57	52	56	52	54	61	55
1966/67	49	48	61	59	57	58	56
Shipping point-wholesale as percentage of retail value:							
1963/64	18	14	11	15	10	14	13
1964/65	32	6	14	15	18	15	16
1965/66	9	14	9	17	13	5	12
1966/67	17	14	8	13	13	15	13

^{1/} U.S. No. 1, size 80, 85 pounds net weight per box.

Table 18.—Grapefruit, Florida, white seedless: Spreads per box and as a percentage of the retail value, Pittsburgh, by months and seasons, 1963/64 to 1966/67 ^{1/}

Spreads	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
Dollars							
Wholesale-retail:							
1963/64	4.89	5.45	5.52	5.83	5.25	4.67	5.30
1964/65	5.56	4.31	4.42	4.27	4.23	3.56	4.38
1965/66	3.72	4.42	4.42	4.20	4.12	4.51	4.23
1966/67	5.46	4.85	4.45	4.90	4.54	4.42	4.73
Shipping point-wholesale:							
1963/64	1.94	1.34	1.29	1.45	1.80	2.25	1.65
1964/65	.60	1.05	1.25	1.25	1.20	1.89	1.21
1965/66	1.15	1.15	1.10	1.80	2.00	2.00	1.57
1966/67	.99	.85	1.09	.74	1.15	.90	.95
Wholesale-retail as percentage of retail value:							
1963/64	46	51	51	51	47	42	48
1964/65	56	47	50	49	51	43	49
1965/66	45	50	50	43	43	45	46
1966/67	56	55	51	57	53	56	55
Shipping point-wholesale as percentage of retail value:							
1963/64	18	12	12	13	16	20	15
1964/65	6	11	14	14	15	23	14
1965/66	14	12	12	19	21	20	17
1966/67	10	10	13	9	14	11	11

^{1/} U.S. No. 1, size 80, 85 pounds net weight per box.

CALIFORNIA THOMPSON SEEDLESS GRAPES

Production and Consumption

The Thompson Seedless grape, though commonly used as a table grape, is considered a raisin variety. Virtually all of California's raisin variety grapes that are not dried are Thompson Seedless. California's raisin grapes not dried represented from 27 to 30 percent of all grapes produced in the United States during 1963-67. Yearly changes in the quantity of California's raisin grapes not dried were similar to changes in U.S. grape production (fig. 10 and 11). After a record large crop in 1965, grape production dropped sharply in 1966 and 1967. The U.S. grape crop in 1967 was the smallest since 1958.

Consumption of fresh grapes remained relatively stable around 3.8 pounds per person in 1963-66 (fig. 12). However, consumption dropped sharply in 1967 to 3.1 pounds per person.

Prices and Value

California Thompson Seedless grapes were priced in Chicago, Detroit, New York City, and Pittsburgh for the 1963-1967 seasons. U.S. seasonal average retail prices are also shown for the same seasons (fig. 13; table 19). Prices and value are for U.S. No. 1 grapes. The marketing season used for Thompson Seedless grapes extends from July through October.

Changes in the U.S. seasonal average retail price of Thompson Seedless grapes moved in the opposite direction of changes in annual grape production. Seasonal average retail price increased in 1964, decreased

in 1965, and increased in both 1966 and 1967. The seasonal average retail price reached 35.2 cents per pound in 1967. Seasonal average prices in Chicago, Detroit, and New York City were usually greater than the U.S. average price. Seasonal average price in Pittsburgh was below the U.S. average price in each season.

Shipping point price, wholesale price, and the retail value of a 27-pound lug of Thompson Seedless grapes were usually highest in July, the first month of the marketing seasons (tables 20, 21, 22, and 23). Monthly average prices and value usually declined through September and increased slightly in October.

Spreads and Grower and Packer Return

The seasonal average wholesale-retail spread for Thompson Seedless grapes sold in Chicago, Detroit, New York City, and Pittsburgh increased each year during 1963-67 (fig. 14). The four-city average shipping point-wholesale spread declined slightly during the period. The average grower and packer return was greatest in 1967 when average U.S. retail price was highest. Average grower-packer return was smallest in 1965 when the U.S. retail price was at its lowest. The average grower-packer return represented between 43 and 50 percent of the retail value of Thompson Seedless grapes.

Seasonal average percentage return to grower and packer was highest for grapes sold in Pittsburgh and lowest for grapes sold in New York City. For grapes sold in Pittsburgh seasonal average grower and packer return ranged from 45 to 57 percent of the retail value. Monthly grower and packer return rose even higher, exceeding 60 percent of retail value in several months.

Table 19.—Grapes, California, Thompson Seedless: Seasonal average retail prices in selected cities, and U.S. average, 1963-1967 1/

City	1963	1964	1965	1966	1967
Cents per pound					
Chicago 2/	29.5	31.5	29.2	30.3	36.7
Detroit 2/	32.4	33.9	29.8	33.5	39.3
New York City 2/	33.1	34.4	31.0	33.7	38.2
Pittsburgh 2/	27.2	28.9	27.9	29.4	34.0
U.S. average 3/	29.2	30.8	28.7	30.7	35.2

1/ 4-month weighted average (July-October).

2/ BLS average city monthly prices weighted by respective city monthly unloads.

3/ BLS average U.S. monthly prices weighted by 41 cities' monthly unloads.

U. S. GRAPE PRODUCTION

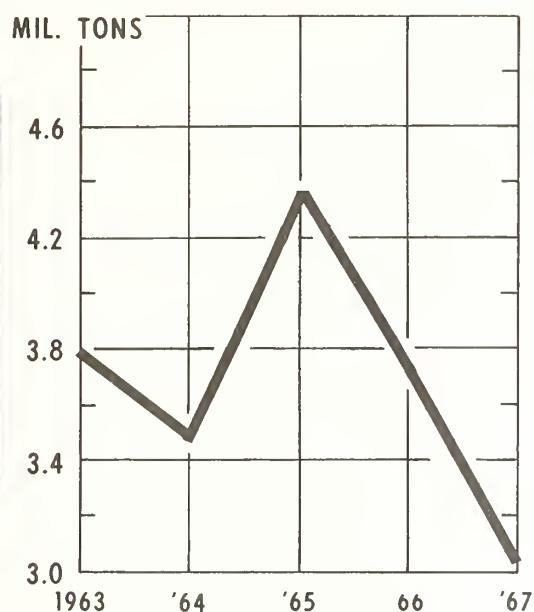


Figure 10

CALIFORNIA RAISIN GRAPE PRODUCTION NOT DRIED

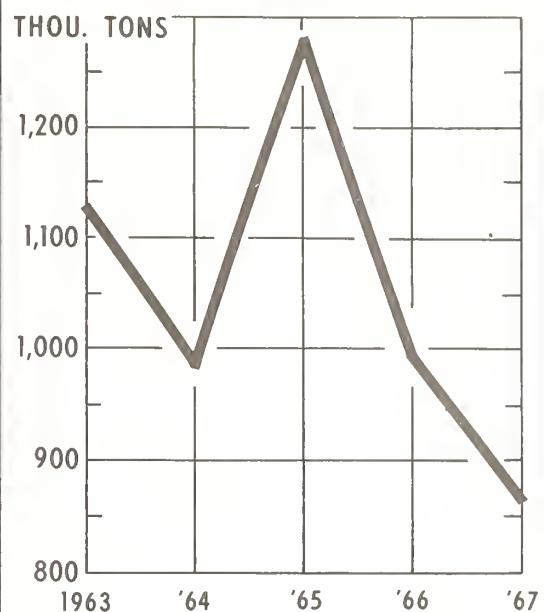


Figure 11

U. S. FRESH GRAPE CONSUMPTION PER PERSON

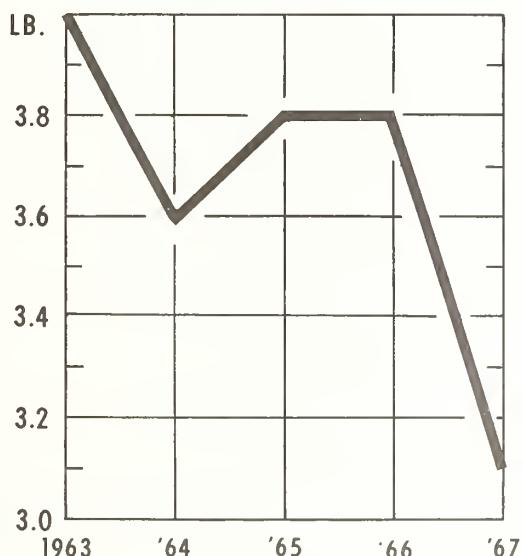
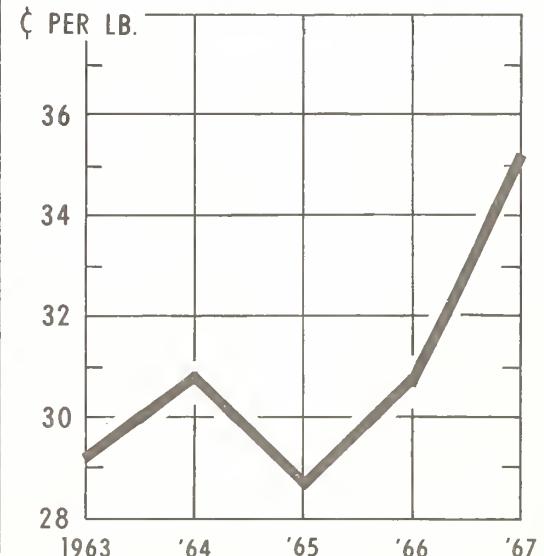


Figure 12

RETAIL PRICE OF THOMPSON SEEDLESS GRAPES *



* U.S. SEASONAL AVERAGE RETAIL PRICE.

Figure 13

Table 20.—Grapes, California, Thompson Seedless: Prices, value, and spreads per lug, and grower and packer returns as a percentage of retail value, Chicago, by months and seasons, 1963-67 ^{1/}

Item	July	Aug.	Sept.	Oct.	Season average	Item	July	Aug.	Sept.	Oct.	Season average
<u>Prices and value</u>	Dollars					<u>Spreads</u>	Dollars				
<u>Retail value ^{2/}:</u>						<u>Wholesale-retail:</u>					
1963	9.34	8.21	5.80	6.68	7.24	1963	2.87	3.21	1.55	1.18	2.08
1964	10.54	8.55	5.78	7.20	7.74	1964	2.84	3.30	2.28	2.70	2.75
1965	9.78	7.57	6.34	6.10	7.16	1965	2.72	2.95	2.22	2.22	2.52
1966	9.06	6.59	6.85	8.15	7.43	1966	2.92	2.59	2.60	3.65	2.88
1967	12.24	11.26	6.22	7.34	9.02	1967	1.44	4.06	1.60	3.22	2.93
<u>Wholesale price:</u>						<u>Shipping point-wholesale:</u>					
1963	6.47	5.00	4.25	5.50	5.16	1963	1.31	.35	1.60	1.78	1.29
1964	7.70	5.25	3.50	4.50	4.99	1964	1.37	.55	.62	1.21	.80
1965	7.06	4.62	4.12	3.88	4.64	1965	2.26	1.28	1.42	1.25	1.45
1966	6.14	4.00	4.25	4.50	4.55	1966	1.82	.94	1.06	.88	1.11
1967	10.80	7.20	4.62	4.12	6.09	1967	3.00	1.80	1.53	.97	1.64
<u>Shipping point price (f.o.b.):</u>						<u>Wholesale-retail as percentage of retail value:</u>	Percent				
1963	5.16	4.65	2.65	3.72	3.87	1963	31	39	27	18	29
1964	6.33	4.70	2.88	3.29	4.19	1964	27	39	39	37	36
1965	4.80	3.34	2.70	2.63	3.19	1965	28	39	35	36	35
1966	4.32	3.06	3.19	3.62	3.44	1966	32	39	38	45	39
1967	7.80	5.40	3.09	3.15	4.45	1967	12	36	26	44	33
<u>Grower and packer share of retail value:</u>	Percent					<u>Shipping point-wholesale as percentage of retail value:</u>					
1963	55	57	46	56	53	1963	14	4	27	26	18
1964	60	55	50	46	54	1964	13	6	11	17	10
1965	49	44	43	43	45	1965	23	17	22	21	20
1966	48	47	47	44	46	1966	20	14	15	11	15
1967	64	48	50	43	49	1967	24	16	24	13	18

^{1/} U.S. No. 1, 27 pounds net weight per lug.

^{2/} Returns to retailer for salable grapes (9-percent allowance for loss incurred during marketing process).

Table 21.—Grapes, California, Thompson Seedless: Prices, value, and spreads per lug, and spreads and grower and packer returns as a percentage of retail value, Detroit, by months and seasons, 1963-67 1/

Item	July	Aug.	Sept.	Oct.	Season average	Item	July	Aug.	Sept.	Oct.	Season average
<u>Prices and value</u>	Dollars					<u>Spreads</u>	Dollars				
<u>Retail value 2/:</u>						<u>Wholesale-retail:</u>					
1963	9.48	9.06	6.52	7.72	7.95	1963	2.06	3.06	2.52	1.72	2.32
1964	12.68	8.82	6.42	7.52	8.32	1964	3.33	3.32	2.17	2.52	2.73
1965	10.17	7.84	6.49	6.36	7.32	1965	2.37	3.46	2.49	2.74	2.80
1966	10.15	7.59	7.59	8.40	8.23	1966	3.25	3.84	3.34	2.90	3.37
1967	12.90	11.52	8.18	7.91	9.66	1967	3.30	3.72	4.30	3.66	3.84
<u>Wholesale price:</u>						<u>Shipping point-wholesale:</u>					
1963	7.42	6.00	4.00	6.00	5.63	1963	2.26	1.35	1.35	2.28	1.78
1964	9.35	5.50	4.25	5.00	5.59	1964	3.02	.80	1.37	1.71	1.58
1965	7.80	4.38	4.00	3.62	4.52	1965	3.00	1.04	1.30	.99	1.38
1966	6.90	3.75	4.25	5.50	4.86	1966	2.58	.69	1.06	1.88	1.41
1967	9.60	7.80	3.88	4.25	5.82	1967	1.80	2.40	.79	1.10	1.49
<u>Shipping point price (f.o.b.):</u>						<u>Wholesale-retail as percentage of retail value:</u>	Percent				
1963	5.16	4.65	2.65	3.72	3.85	1963	22	34	39	22	29
1964	6.33	4.70	2.88	3.29	4.01	1964	26	38	34	33	33
1965	4.80	3.34	2.70	2.63	3.14	1965	23	44	38	43	38
1966	4.32	3.06	3.19	3.62	3.45	1966	32	51	44	35	41
1967	7.80	5.40	3.09	3.15	4.33	1967	26	32	52	46	40
<u>Grower and packer share of retail value:</u>	Percent					<u>Shipping point-wholesale as percentage of retail value:</u>					
1963	54	51	40	48	49	1963	24	15	21	30	22
1964	50	53	45	44	48	1964	24	9	21	23	19
1965	47	43	42	41	43	1965	30	13	20	16	19
1966	43	40	42	43	42	1966	25	9	14	22	17
1967	60	47	38	40	45	1967	14	21	10	14	15

1/ U.S. No. 1, 27 pounds net weight per lug.

2/ Returns to retailer for salable grapes (9-percent allowance for loss incurred during marketing process).

Table 22.—Grapes, California, Thompson Seedless: Prices, value, and spreads per lug, and spreads and grower and packer returns as a percentage of retail value, New York City, by months and seasons, 1963/67 ^{1/}

Item	July	Aug.	Sept.	Oct.	Season average	Item	July	Aug.	Sept.	Oct.	Season average
<u>Prices and value</u>	Dollars					<u>Spreads</u>	Dollars				
Retail value 2/:										Wholesale-retail:	
1963	10.81	9.34	6.24	7.47	8.12	1963	3.39	2.59	1.99	2.47	2.50
1964	11.62	9.44	6.85	7.30	8.44	1964	1.85	2.19	2.85	2.42	2.41
1965	10.49	7.54	6.83	6.98	7.61	1965	2.39	2.79	3.08	4.10	3.18
1966	10.94	7.27	7.69	8.28	8.28	1966	4.04	4.02	3.19	4.28	3.87
1967	12.24	11.43	7.10	8.08	9.40	1967	—	4.83	2.35	4.20	4.14
Wholesale price:										Shipping point-wholesale:	
1963	7.42	6.75	4.25	5.00	5.62	1963	2.26	2.10	1.60	1.28	1.77
1964	9.77	7.25	4.00	4.88	6.03	1964	3.44	2.55	1.12	1.59	2.00
1965	8.10	4.75	3.75	2.88	4.43	1965	3.30	1.41	1.05	.25	1.26
1966	6.90	3.25	4.50	4.00	4.41	1966	2.58	.19	1.31	.38	.95
1967	—	6.60	4.75	3.88	5.26	1967	—	1.20	1.66	.73	.84
Shipping point price (f.o.b.):										Wholesale-retail as percentage of retail value:	
1963	5.16	4.65	2.65	3.72	3.85	1963	31	28	32	33	31
1964	6.33	4.70	2.88	3.29	4.03	1964	16	23	42	33	28
1965	4.80	3.34	2.70	2.63	3.17	1965	23	37	45	59	42
1966	4.32	3.06	3.19	3.62	3.46	1966	37	55	41	52	47
1967	7.80	5.40	3.09	3.15	4.42	1967	—	42	33	52	44
<u>Grower and packer share of retail value:</u>	Percent					Shipping point-wholesale as percentage of retail value:					
1963	48	50	42	50	47	1963	21	22	26	17	22
1964	54	50	42	45	48	1964	30	27	16	22	24
1965	46	44	40	38	42	1965	31	19	15	3	16
1966	39	42	41	44	42	1966	24	3	18	4	11
1967	64	47	44	39	47	1967	—	11	23	9	9

1/ U.S. No. 1, 27 pounds net weight per lug.

2/ Returns to retailer for salable grapes (9-percent allowance for loss incurred during marketing process).

Table 23.—Grapes, California, Thompson Seedless: Prices, value, and spreads per lug, and spreads and grower and packer returns as a percentage of retail value, Pittsburgh, by months and seasons, 1963-67 1/

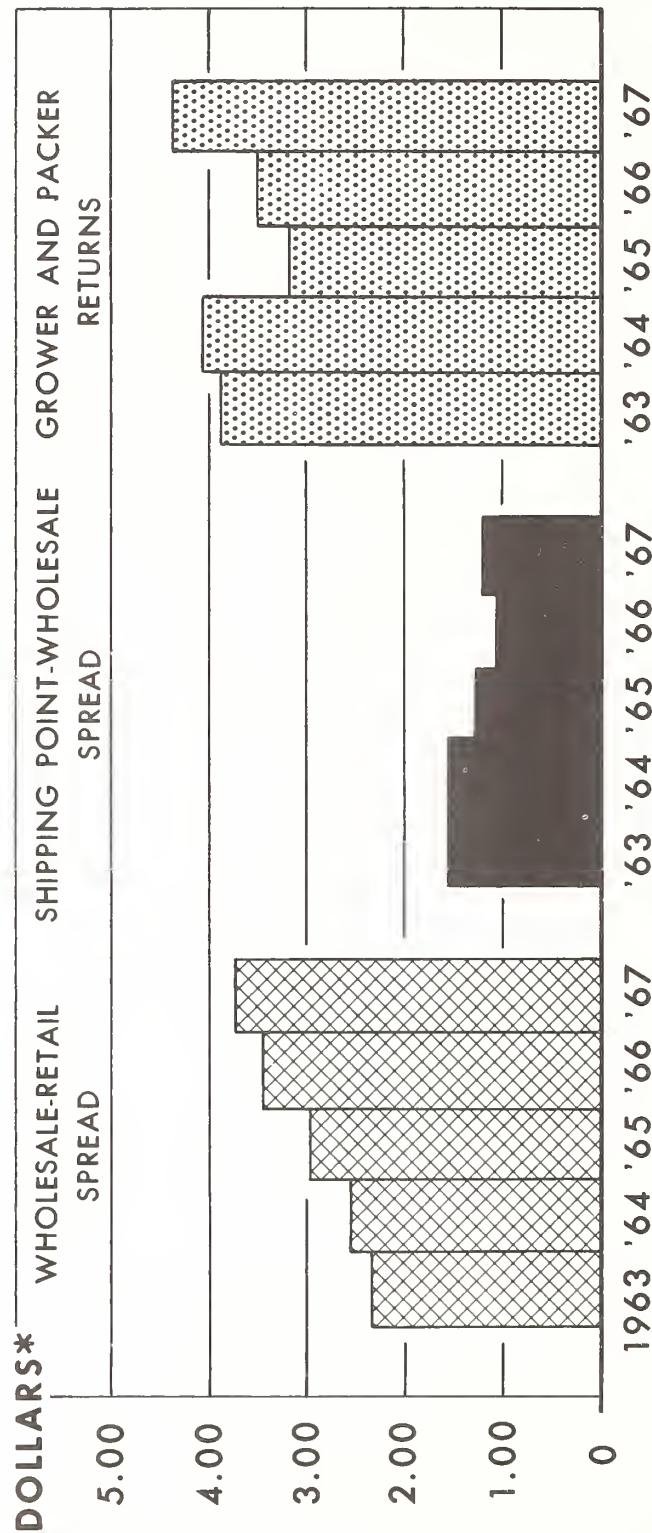
Item	July	Aug.	Sept.	Oct.	Season average	Item	July	Aug.	Sept.	Oct.	Season average
<u>Prices and value</u>		Dollars						<u>Spreads</u>		Dollars	
<u>Retail value</u> 2/:						Wholesale-retail:					
1963	8.01	7.54	5.58	6.59	6.69	1963	1.41	2.79	1.58	1.84	1.90
1964	10.12	7.42	5.92	6.66	7.10	1964	2.87	2.17	2.17	2.41	2.35
1965	9.68	7.15	6.29	6.04	6.86	1965	3.38	2.77	2.79	2.29	2.71
1966	9.38	6.73	6.36	7.42	7.22	1966	3.08	2.48	2.11	3.17	2.64
1967	11.48	10.61	7.15	6.68	8.35	1967	1.88	4.01	2.65	1.93	2.63
<u>Wholesale price</u> :						Shipping point-wholesale:					
1963	6.60	4.75	4.00	4.75	4.79	1963	1.44	.10	1.35	1.03	.99
1964	7.25	5.25	3.75	4.25	4.75	1964	.92	.55	.87	.96	.84
1965	6.30	4.38	3.50	3.75	4.15	1965	1.50	1.04	.80	1.12	1.04
1966	6.30	4.25	4.25	4.25	4.58	1966	1.98	1.19	1.06	.63	1.14
1967	9.60	6.60	4.50	4.75	3.72	1967	1.80	1.20	1.41	1.60	1.48
<u>Shipping point price</u> (f.o.b.):						Wholesale-retail as percentage of retail value:					
1963	5.16	4.65	2.65	3.72	3.80	1963	18	37	28	28	28
1964	6.33	4.70	2.88	3.29	3.91	1964	28	29	37	36	33
1965	4.80	3.34	2.70	2.63	3.11	1965	35	39	44	38	40
1966	4.32	3.06	3.19	3.62	3.44	1966	33	37	33	43	36
1967	7.80	5.40	3.09	3.15	4.24	1967	16	38	37	29	31
<u>Grower and packer share</u> <u>of retail value</u> :						Shipping point-wholesale as percentage of retail value:					
1963	64	62	48	56	57	1963	18	1	24	16	15
1964	63	63	48	49	55	1964	9	8	15	15	12
1965	50	47	43	43	45	1965	15	14	13	19	15
1966	46	45	50	49	48	1966	21	18	17	8	16
1967	68	51	43	47	51	1967	16	11	20	24	18

1/ U.S. No. 1, 27 pounds net weight per lug.

2/ Returns to retailer for salable grapes (9-percent allowance for loss incurred during marketing process).

SPREADS FOR THOMPSON SEEDLESS GRAPES

Seasonal Averages for Chicago,
Detroit, New York City, and Pittsburgh



* DOLLARS PER 27-POUND LUG, U.S. NO. 1. SEASON: JULY-OCTOBER.

CALIFORNIA LEMONS

Production and Consumption

California lemon production was 658,000 tons in 1963/64, an increase of 38 percent over the previous season's crop (fig. 15). Production declined sharply in 1964/65 and increased in both 1965/66 and 1966/67. During the 5-year period, California accounted for 84 to 96 percent of all lemons produced in the United States.

Per capita consumption of fresh lemons declined somewhat during 1962-67 (fig. 16). Consumption dropped to a record low of 2.2 pounds per person in 1967.

Prices and Value

California lemons were priced in Atlanta, Chicago, Los Angeles, and New York City for the 1962/63 through 1966/67 marketing seasons. Prices and value are for U.S. choice lemons, size 140-160. The marketing season for lemons extends from November through October.

The seasonal average retail price of fresh lemons in Atlanta, Chicago, Los Angeles, and New York City dropped from 23.5 cents per pound in the 1962/63 season to 20.2 cents per pound in 1963/64 (fig. 17 and table 24). Seasonal average retail price increased in each of the following years; again reaching 23.5 cents per pound in 1966/67. In each season, average retail prices in Chicago and New York City were higher than the four-city average price, and in Atlanta and Los Angeles were lower than the four-city price.

Except for the 1963/64 season, there was only a small variation in the seasonal average retail value and the seasonal average wholesale or auction price of a carton of lemons during the five seasons in each of the four markets (tables 25, 26, 27, and 28). As an example, in New York the average retail value of a carton of

lemons varied by \$1.52 over the 5-year period. Excluding the 1963/64 season, the variation in average retail value in New York was only 28 cents.

Variation in prices and values among the four markets was larger. The seasonal average wholesale price of a 38-pound carton of lemons was consistently higher in Atlanta than the wholesale or auction prices in the other cities. However, each year the retail value of a carton of lemons was smaller in Atlanta than in Chicago or New York. Los Angeles consistently had the lowest wholesale price and retail value.

Spreads and Grower and Packer Returns

For the 5-year period, there was only a small variation in seasonal average spreads for lemons sold in Atlanta, Chicago, Los Angeles, and New York (fig. 18). For a 38-pound carton of lemons, the four-city average return to grower and packer varied 77 cents over the 5-year period. The wholesale-retail spread varied by only 23 cents. For the 5 years, the wholesale-retail spread represented about half of the retail value; the shipping point-wholesale spread, 13 percent; and the grower and packer return, 37 percent.

The low retail value and the high wholesale price of a carton of lemons in Atlanta resulted in a smaller wholesale-retail spread in Atlanta than in the other markets (tables 29, 30, 31, and 32). The wholesale-retail spread in Atlanta represented about one-third of the retail value. The shipping point-wholesale spread was greatest in Atlanta and smallest in Los Angeles.

Although the dollar returns to growers and packers were about the same for lemons sold in each market, there were differences in the percentage returns. Growers and packers consistently received the greatest percentage of the retail value for lemons sold in Los Angeles. The lowest percentage returns to growers and packers were for lemons sold in New York City.

Table 24.—Lemons, California: Seasonal average retail price in selected cities, 1962/63 to 1966/67 1/

City	1962/63	1963/64	1964/65	1965/66	1966/67
Cents per pound					
Atlanta <u>2/</u>	21.2	18.6	20.8	20.5	21.4
Chicago <u>2/</u>	24.9	20.8	24.7	24.2	23.8
Los Angeles <u>2/</u>	21.1	18.5	19.1	19.4	19.7
New York City <u>2/</u>	24.4	21.0	24.1	24.3	25.3
4-city average <u>3/</u>	23.5	20.2	22.8	22.9	23.5

1/ 12-month weighted average (Nov.-Oct.).

2/ BLS average city monthly prices weighted by respective city monthly unloads.

3/ Average city seasonal prices weighted by respective city seasonal unloads.

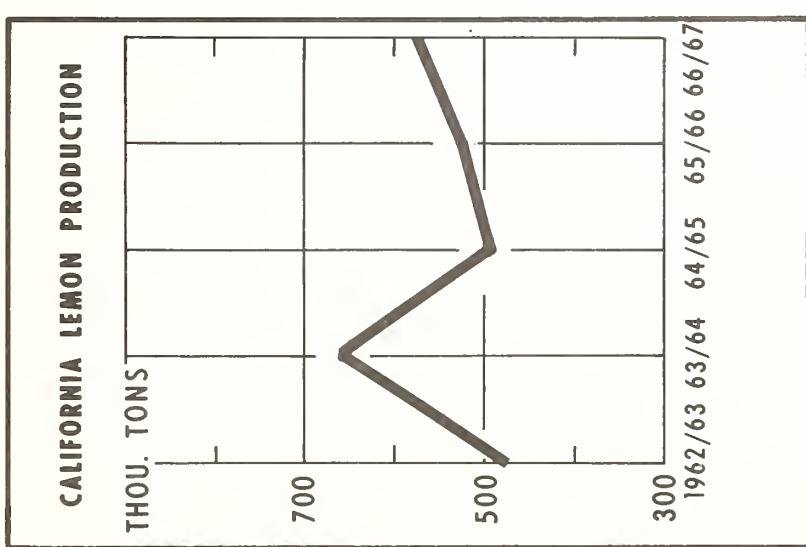


Figure 15

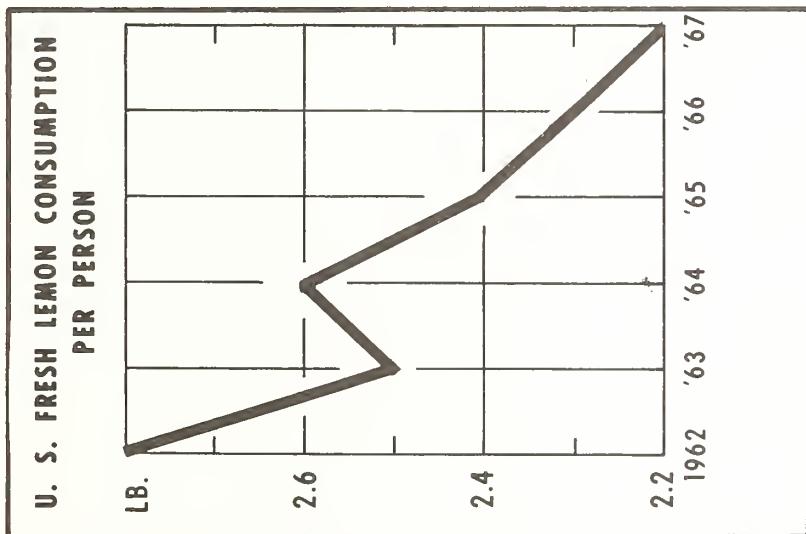


Figure 16

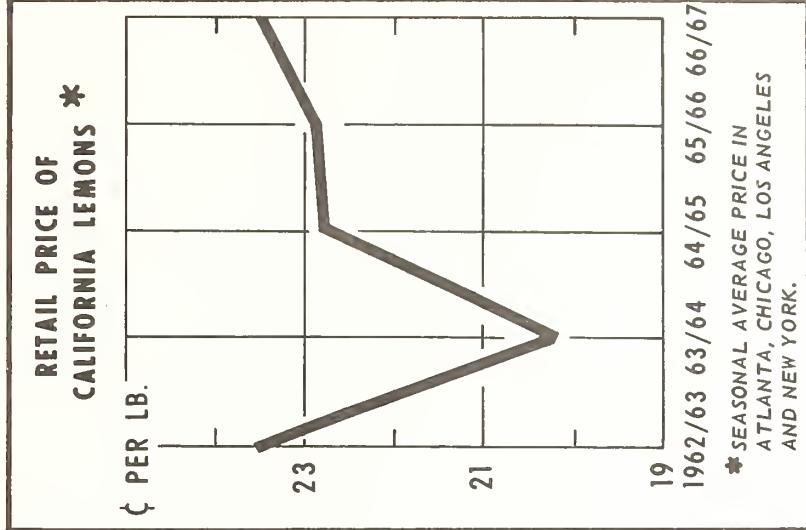


Figure 17

Table 25.—Lemons, California: Prices and value per carton, and grower and packer returns as a percentage of retail value, Atlanta, by months and seasons, 1962/63 to 1966/67 ^{1/}

Item	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Season average
Prices and value													
Dollars													
<u>Retail value</u> ^{2/} :													
1962/63	7.70	9.45	9.56	9.59	8.31	7.30	6.83	7.26	7.30	7.26	7.26	6.83	7.74
1963/64	6.97	7.18	7.08	7.08	6.35	5.91	6.35	6.35	6.38	7.52	7.40	8.53	6.77
1964/65	8.79	8.03	8.03	7.62	7.04	8.13	7.62	7.26	8.50	6.42	7.40	7.26	7.59
1965/66	7.40	7.40	8.17	7.62	7.77	7.37	6.93	6.79	7.37	7.62	8.31	7.62	7.48
1966/67	8.17	8.47	8.47	8.47	8.17	7.92	7.37	7.08	7.48	6.89	7.70	8.94	7.77
<u>Wholesale price</u> :													
1962/63	7.40	7.00	7.00	6.00	5.12	5.25	5.45	5.08	5.12	4.50	4.62	4.25	5.37
1963/64	4.25	4.38	4.25	3.75	4.00	3.95	3.95	4.12	4.25	4.62	4.28	4.85	4.19
1964/65	5.50	5.75	5.50	5.00	5.00	5.12	5.25	5.38	5.00	4.82	4.62	4.00	5.08
1965/66	4.00	5.00	5.38	4.75	4.50	4.50	4.50	5.12	5.10	5.50	5.00	5.12	4.87
1966/67	4.70	5.05	5.68	5.38	5.00	4.35	5.00	5.12	5.50	5.50	6.00	6.25	5.23
<u>Shipping point price</u> (f.o.b.):													
1962/63	3.70	3.82	3.42	3.50	3.18	3.12	3.47	2.92	2.98	2.80	2.71	2.70	3.14
1963/64	2.42	2.37	2.25	2.22	2.35	2.60	2.44	2.70	2.75	2.61	2.35	3.50	2.54
1964/65	3.00	2.80	2.86	2.60	2.79	3.10	3.38	3.38	3.25	3.10	3.00	2.65	3.08
1965/66	3.00	2.75	2.72	2.50	2.88	2.88	3.12	3.25	3.25	3.25	3.12	3.38	3.04
1966/67	3.12	3.00	3.22	3.25	3.25	3.12	3.25	3.25	3.62	3.62	3.70	3.75	3.35
<u>Grower and packer share</u> <u>of retail value</u> :													
Percent													
1962/63	48	40	36	37	38	43	51	40	41	39	37	39	40
1963/64	35	33	32	31	37	44	38	43	43	35	32	41	38
1964/65	34	35	36	34	40	38	44	47	38	48	40	36	41
1965/66	40	37	33	33	37	39	45	48	44	43	37	44	41
1966/67	38	36	38	39	40	39	44	46	48	53	48	42	43

^{1/} U.S. Choice, size 140-160, 38 pounds net weight per carton.

^{2/} Returns to retailer for salable lemons (4-percent allowance for loss incurred during marketing process).

Table 26.—Lemons, California: Prices and value per carton, and grower and packer returns as a percentage of retail value, Chicago, by months and seasons, 1962/63 to 1966/67 1/

Item	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Season average
<u>Prices and value</u>													
Dollars													
<u>Retail value <u>2/</u>:</u>													
1962/63	9.34	10.21	10.58	9.77	9.08	9.01	8.94	8.65	8.72	8.68	8.35	8.10	9.02
1963/64	7.88	7.95	7.22	7.80	7.52	7.77	7.62	7.33	7.11	7.56	7.62	8.03	7.57
1964/65	8.83	9.04	8.90	9.45	8.61	9.30	9.63	9.23	8.83	8.83	8.76	8.35	9.03
1965/66	8.25	8.68	9.01	8.79	8.65	8.65	8.35	8.61	9.23	9.48	8.83	8.94	8.74
1966/67	8.79	8.68	8.83	8.10	8.61	8.50	8.50	8.68	8.13	9.04	9.08	9.38	8.68
<u>Wholesale price:</u>													
1962/63	6.12	5.50	5.13	4.10	4.89	4.37	4.04	4.31	4.18	3.91	3.00	3.33	4.31
1963/64	3.25	3.20	3.99	3.71	4.21	3.82	3.36	3.14	4.09	3.73	3.74	5.43	3.77
1964/65	5.22	4.72	5.43	4.54	5.90	4.10	4.99	4.22	4.06	4.06	4.07	3.81	4.57
1965/66	4.19	4.37	4.59	3.97	4.88	4.62	4.37	4.94	5.11	4.81	4.79	4.36	4.63
1966/67	4.27	4.38	4.82	4.00	4.05	3.98	4.06	4.48	3.02	3.41	6.31	4.96	4.27
<u>Shipping point price (f.o.b.):</u>													
1962/63	3.70	3.82	3.42	3.50	3.18	3.12	3.47	2.92	2.98	2.80	2.71	2.70	3.14
1963/64	2.42	2.37	2.25	2.22	2.35	2.60	2.44	2.70	2.75	2.61	2.35	3.50	2.57
1964/65	3.00	2.80	2.86	2.60	2.79	3.10	3.38	3.38	3.25	3.10	3.00	2.65	3.07
1965/66	3.00	2.75	2.72	2.50	2.88	2.88	3.12	3.25	3.25	3.25	3.12	3.38	3.04
1966/67	3.12	3.00	3.22	3.25	3.25	3.12	3.25	3.25	3.62	3.62	3.70	3.75	3.36
<u>Grower and packer share of retail value:</u>													
Percent													
1962/63	40	37	32	36	35	35	39	34	34	32	32	33	35
1963/64	31	30	31	29	31	33	32	37	39	34	31	44	34
1964/65	34	31	32	27	32	33	35	37	37	35	34	32	34
1965/66	36	32	30	28	33	33	37	38	35	34	35	38	35
1966/67	36	35	37	40	38	37	38	38	44	40	41	40	39

1/ U.S. Choice, size 140-160, 38 pounds net weight per carton.

2/ Returns to retailer for salable lemons (4-percent allowance for loss incurred during marketing process).

Table 27.—Lemons, California: Prices and value per carton, and grower and packer returns as a percentage of retail value, Los Angeles, by months and seasons, 1962/63 to 1966/67 ^{1/}

Item	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Season average
<u>Prices and value</u>													
Dollars													
<u>Retail value</u> ^{2/} :													
1962/63	8.35	8.68	8.65	8.43	7.84	7.95	7.37	7.26	7.11	7.26	7.19	6.97	7.68
1963/64	7.08	7.11	6.89	7.04	7.22	7.22	6.89	6.75	5.80	5.94	6.35	7.26	6.69
1964/65	7.08	6.85	7.33	7.19	6.71	7.11	7.11	7.11	6.97	6.97	6.38	6.79	6.95
1965/66	6.97	7.11	6.97	6.79	6.97	7.15	7.04	6.89	7.22	7.55	6.64	7.62	7.09
1966/67	7.70	7.56	7.15	6.71	7.04	6.97	6.83	6.89	6.49	6.75	7.80	8.47	7.11
<u>Wholesale price</u> :													
1962/63	4.25	4.25	3.88	3.82	3.75	3.38	4.70	3.50	3.92	3.38	3.35	3.12	3.76
1963/64	2.75	2.75	2.62	2.60	2.60	2.75	2.75	3.12	3.25	3.05	3.05	3.88	2.98
1964/65	3.20	3.12	3.25	3.12	3.30	3.18	3.88	3.88	3.75	3.62	3.50	3.32	3.47
1965/66	3.25	3.38	3.12	3.00	3.00	3.00	3.25	3.75	3.75	3.38	3.38	3.62	3.37
1966/67	3.38	3.25	3.50	4.12	3.62	3.50	3.50	3.62	4.25	4.25	5.63	5.75	4.14
<u>Shipping point price</u> (f.o.b.):													
1962/63	3.70	3.82	3.42	3.50	3.18	3.12	3.47	2.92	2.98	2.80	2.71	2.70	3.15
1963/64	2.42	2.37	2.25	2.22	2.35	2.60	2.44	2.70	2.75	2.61	2.35	3.50	2.58
1964/65	3.00	2.80	2.86	2.60	2.79	3.10	3.38	3.38	3.25	3.10	3.00	2.65	3.02
1965/66	3.00	2.75	2.72	2.50	2.88	2.88	3.12	3.25	3.25	3.25	3.12	3.38	3.07
1966/67	3.12	3.00	3.22	3.25	3.25	3.12	3.25	3.25	3.62	3.62	3.70	3.75	3.41
<u>Grower and packer share</u> of retail value:													
Percent													
1962/63	44	44	40	41	41	39	47	40	42	39	38	39	41
1963/64	34	33	33	32	33	36	35	40	47	44	37	48	39
1964/65	42	41	39	36	41	44	48	48	47	45	47	39	43
1965/66	43	39	39	37	41	40	44	47	45	43	47	44	43
1966/67	41	40	45	48	46	45	47	47	56	54	47	44	48

^{1/} U.S. Choice, size 140-160, 38 pounds net weight per carton.

^{2/} Returns to retailer for salable lemons (4-percent allowance for loss incurred during marketing process).

Table 28.—Lemons, California: Prices and value per carton, and grower and packer returns as a percentage of retail value, New York City, by months and seasons, 1962/63 to 1966/67 1/

Item	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Season average
<u>Prices and value</u>													
Dollars													
<u>Retail value 2/:</u>													
1962/63	9.34	9.96	10.72	9.89	8.79	8.43	8.31	8.25	8.76	8.50	8.13	8.06	8.87
1963/64	7.74	7.92	7.84	7.77	7.37	7.52	7.22	7.37	7.66	7.66	7.70	8.43	7.64
1964/65	8.61	8.98	8.83	9.34	9.12	8.53	9.20	8.86	8.72	8.68	7.95	8.28	8.78
1965/66	8.47	8.57	9.08	8.83	8.65	8.72	8.65	8.83	8.86	9.38	8.94	9.56	8.88
1966/67	9.48	9.81	9.99	9.26	9.23	9.01	9.38	8.86	9.01	8.53	8.90	9.52	9.16
<u>Wholesale price:</u>													
1962/63	6.17	5.00	5.24	4.56	4.67	4.38	4.47	3.50	4.24	3.47	3.15	3.00	4.25
1963/64	2.86	3.09	4.51	3.67	3.87	3.50	3.38	3.44	4.16	3.52	3.94	4.70	3.74
1964/65	5.97	4.50	4.59	4.38	5.06	4.14	4.66	3.69	3.97	3.49	3.60	3.99	4.26
1965/66	4.46	3.95	4.47	3.46	3.74	4.81	4.08	5.09	4.73	4.57	3.84	4.41	4.37
1966/67	4.60	4.25	4.53	3.90	3.69	4.27	4.25	4.72	3.69	3.81	5.07	4.31	4.23
<u>Shipping point price (f.o.b.):</u>													
1962/63	3.70	3.82	3.42	3.50	3.18	3.12	3.47	2.92	2.98	2.80	2.71	2.70	3.16
1963/64	2.42	2.37	2.25	2.22	2.35	2.60	2.44	2.70	2.75	2.61	2.35	3.50	2.57
1964/65	3.00	2.80	2.86	2.60	2.79	3.10	3.38	3.38	3.25	3.10	3.00	2.65	3.04
1965/66	3.00	2.75	2.72	2.50	2.88	2.88	3.12	3.25	3.25	3.25	3.12	3.38	3.04
1966/67	3.12	3.00	3.22	3.25	3.25	3.12	3.25	3.25	3.62	3.62	3.70	3.75	3.37
<u>Grower and packer share of retail value:</u>													
Percent													
1962/63	40	38	32	35	36	37	42	35	34	33	33	33	36
1963/64	31	30	29	28	32	35	34	37	36	34	30	42	34
1964/65	35	31	32	28	31	36	37	38	37	36	38	32	35
1965/66	36	32	30	28	33	33	36	37	37	35	35	35	34
1966/67	33	30	32	35	35	35	34	37	40	43	42	39	37

1/ U.S. Choice, size 140-160, 38 pounds net weight per carton.

2/ Returns to retailer for salable lemons (4-percent allowance for loss incurred during marketing process).

Table 29.—Lemons, California: Spreads per carton and as a percentage of the retail value,
Atlanta, by months and seasons, 1962/63 to 1966/67 ^{1/}

Spreads	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Season average
Dollars													
Wholesale-retail:													
1962/63	0.30	2.45	2.56	3.59	3.19	2.05	1.38	2.18	2.18	2.76	2.64	2.58	2.37
1963/64	2.72	2.80	2.83	3.33	2.35	1.96	2.40	2.23	2.13	2.90	3.12	3.68	2.58
1964/65	3.29	2.28	2.53	2.62	2.04	3.01	2.37	1.88	3.50	1.60	2.78	3.26	2.51
1965/66	3.40	2.40	2.79	2.87	3.27	2.87	2.43	1.67	2.27	2.12	3.31	2.50	2.61
1966/67	3.47	3.42	2.79	3.09	3.17	3.57	2.37	1.96	1.98	1.39	1.70	2.69	2.54
Shipping point-wholesale:													
1962/63	3.70	3.18	3.58	2.50	1.94	2.13	1.98	2.16	2.14	1.70	1.91	1.55	2.23
1963/64	1.83	2.01	2.00	1.53	1.65	1.35	1.51	1.42	1.50	2.01	1.93	1.35	1.65
1964/65	2.50	2.95	2.64	2.40	2.21	2.02	1.87	2.00	1.75	1.72	1.62	1.35	2.00
1965/66	1.00	2.25	2.66	2.25	1.62	1.62	1.38	1.87	1.85	2.25	1.88	1.74	1.83
1966/67	1.58	2.05	2.46	2.13	1.75	1.23	1.75	1.87	1.88	1.88	2.30	2.50	1.88
Wholesale-retail as percentage of retail value:													
1962/63	4	26	27	37	39	28	20	30	30	38	37	38	31
1963/64	39	39	40	47	37	33	38	35	33	38	42	43	38
1964/65	37	28	31	34	29	37	31	26	41	25	38	45	33
1965/66	46	33	34	38	42	39	35	25	31	28	40	33	35
1966/67	43	40	33	36	39	45	32	28	27	20	22	30	33
Shipping point-wholesale as percentage of retail value:													
1962/63	48	34	37	26	23	29	29	30	29	23	26	23	29
1963/64	26	28	28	22	26	23	24	22	24	27	26	16	24
1964/65	29	37	33	32	31	25	25	27	21	27	22	19	26
1965/66	14	30	33	29	21	22	20	27	25	29	23	23	24
1966/67	19	24	29	25	21	16	24	26	25	27	30	28	24

^{1/} U.S. Choice, size 140-160, 38 pounds net weight per carton.

Table 30.—Lemons, California: Spreads per carton and as a percentage of retail value, Chicago, by months and seasons, 1962/63 to 1966/67 ^{1/}

Spreads	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Season average
Dollars													
Wholesale-retail:													
1962/63	3.22	4.71	5.45	5.67	4.19	4.64	4.90	4.34	4.54	4.77	5.35	4.77	4.71
1963/64	4.63	4.75	3.23	4.09	3.31	3.95	4.26	4.19	3.02	3.83	3.88	2.60	3.80
1964/65	3.61	4.32	3.47	4.91	2.71	5.20	4.64	5.01	4.77	4.77	4.69	4.54	4.46
1965/66	4.06	4.31	4.42	4.82	3.77	4.03	3.98	3.67	4.12	4.67	4.04	4.58	4.11
1966/67	4.52	4.30	4.01	4.10	4.56	4.52	4.44	4.20	5.11	5.63	2.77	4.42	4.41
Shipping point-wholesale:													
1962/63	2.42	1.68	1.71	.60	1.71	1.25	.57	1.39	1.20	1.11	.29	.63	1.17
1963/64	.83	.83	1.74	1.49	1.86	1.22	.92	.44	1.34	1.12	1.39	1.93	1.20
1964/65	2.22	1.92	2.57	1.94	3.11	1.00	1.61	.84	.81	.96	1.07	1.16	1.50
1965/66	1.19	1.62	1.87	1.47	2.00	1.74	1.25	1.69	1.86	1.56	1.67	.98	1.59
1966/67	1.15	1.38	1.60	.75	.80	.86	.81	1.23	-.60	-.21	2.61	1.21	.91
Wholesale-retail as percentage of retail value:													
1962/63	34	46	52	58	46	51	55	50	52	55	64	59	52
1963/64	59	60	45	52	44	51	56	57	42	51	51	32	50
1964/65	41	48	39	52	32	56	48	54	54	54	54	54	49
1965/66	49	50	49	55	44	47	48	42	45	49	46	51	47
1966/67	51	49	45	51	53	53	52	48	63	62	30	47	51
Shipping point-wholesale as percentage of retail value:													
1962/63	26	17	16	6	19	14	6	16	14	13	4	8	13
1963/64	10	10	24	19	25	16	12	6	19	15	18	24	16
1964/65	25	21	29	21	36	11	17	9	9	11	12	14	17
1965/66	15	18	21	17	23	20	15	20	20	17	19	11	18
1966/67	13	16	18	9	9	10	10	14	7	2	29	13	10

^{1/} U.S. Choice, size 140-160, 38 pounds net weight per carton.

Table 31.—Lemons, California: Spreads per carton and as a percentage of the retail value,
Los Angeles, by months and seasons, 1962/63 to 1966/67 ^{1/}

Spreads	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Season average
Dollars													
Wholesale-retail:													
1962/63	4.10	4.43	4.77	4.61	4.09	4.57	2.67	3.76	3.19	3.88	3.84	3.85	3.92
1963/64	4.33	4.36	4.27	4.44	4.62	4.47	4.14	3.63	2.55	2.89	3.30	3.38	3.71
1964/65	3.88	3.73	4.08	4.07	3.41	3.93	3.23	3.23	3.22	3.35	2.88	3.47	3.48
1965/66	3.72	3.73	3.85	3.79	3.97	4.15	3.79	3.14	3.47	4.17	3.26	4.00	3.72
1966/67	4.32	4.31	3.65	2.59	3.42	3.47	3.33	3.27	2.24	2.50	2.17	2.72	2.97
Shipping point-wholesale:													
1962/63	.55	.43	.46	.32	.57	.26	1.23	.58	.94	.58	.64	.42	.61
1963/64	.33	.38	.37	.38	.25	.15	.31	.42	.50	.44	.70	.38	.40
1964/65	.20	.32	.39	.52	.51	.08	.50	.50	.50	.52	.50	.67	.45
1965/66	.25	.63	.40	.50	.12	.12	.13	.50	.50	.13	.26	.24	.30
1966/67	.26	.25	.28	.87	.37	.38	.25	.37	.63	.63	1.93	2.00	.73
Wholesale-retail as percentage of retail value:													
1962/63	49	51	55	55	52	58	36	52	45	53	53	55	51
1963/64	61	61	62	63	64	62	60	54	44	49	52	47	55
1964/65	55	54	56	57	51	55	45	45	46	48	45	51	50
1965/66	53	52	55	56	57	58	54	46	48	55	49	53	53
1966/67	56	57	51	39	49	50	49	48	34	37	28	32	42
Shipping point-wholesale as percentage of retail value:													
1962/63	7	5	5	4	7	3	17	8	13	8	9	6	8
1963/64	5	6	5	5	3	2	5	6	9	7	11	5	6
1964/65	3	5	5	7	8	1	7	7	7	7	8	10	7
1965/66	4	9	6	7	2	2	2	7	7	2	4	3	4
1966/67	3	3	4	13	5	5	4	5	10	9	25	24	10

^{1/} U.S. Choice, size 140-160, 38 pounds net weight per carton.

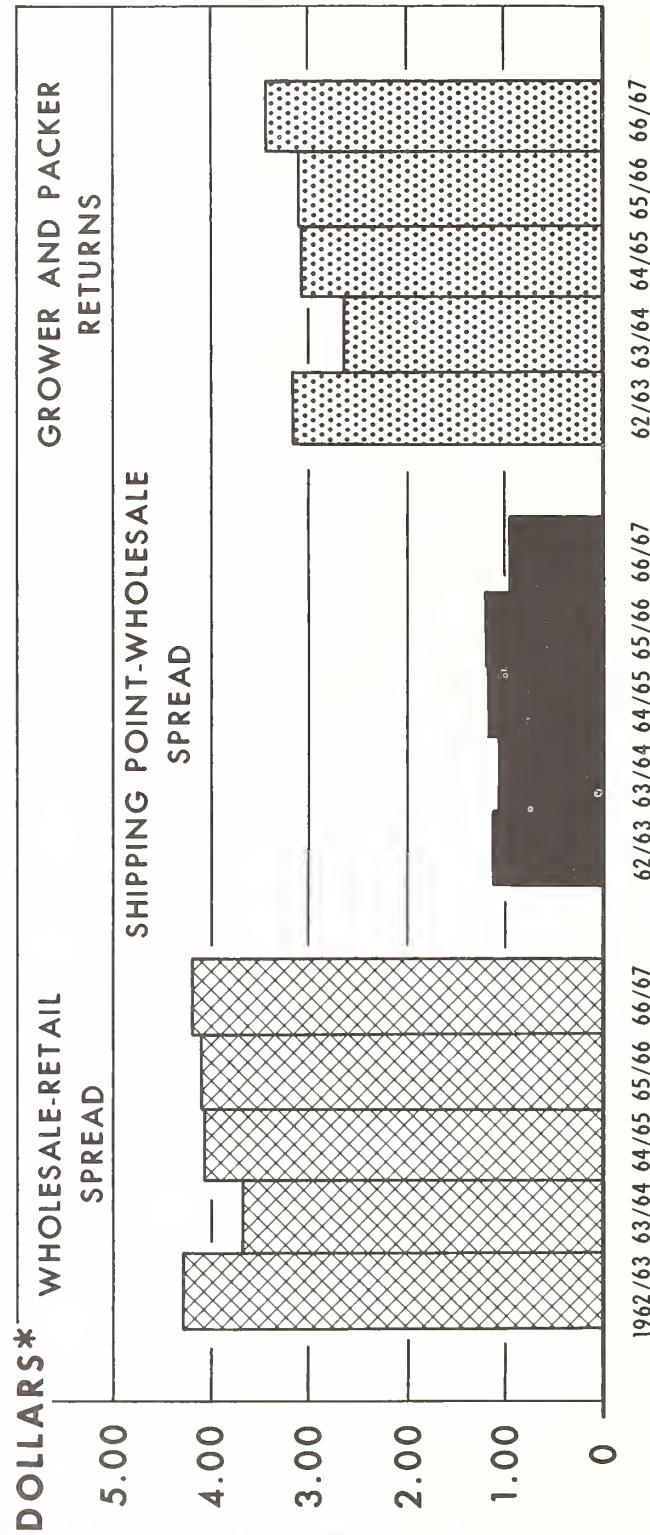
Table 32.—Lemons, California: Spreads per carton and as a percentage of the retail value, New York City, by months and seasons, 1962/63 to 1966/67 1/

Spreads	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Season average
Dollars													
Wholesale-retail:													
1962/63	3.17	4.96	5.48	5.33	4.12	4.05	3.84	4.75	4.52	5.03	4.98	5.06	4.62
1963/64	4.88	4.83	3.33	4.10	3.50	4.02	3.84	3.93	3.50	4.14	3.76	3.73	3.90
1964/65	2.64	4.48	4.24	4.96	4.06	4.39	4.54	5.17	4.75	5.19	4.35	4.29	4.52
1965/66	4.01	4.62	4.61	5.37	4.91	3.91	4.57	3.74	4.13	4.81	5.10	5.15	4.51
1966/67	4.88	5.56	5.46	5.36	5.54	4.74	5.13	4.14	5.32	4.72	3.83	5.21	4.93
Shipping point-wholesale:													
1962/63	2.47	1.18	1.82	1.06	1.49	1.26	1.00	.58	1.26	.67	.44	.30	1.09
1963/64	.44	.72	2.26	1.45	1.52	.90	.94	.74	1.41	.91	1.59	1.20	1.17
1964/65	2.97	1.70	1.73	1.78	2.27	1.04	1.28	.31	.72	.39	.60	1.34	1.22
1965/66	1.46	1.20	1.75	.96	.86	1.93	.96	1.84	1.48	1.32	.72	1.03	1.33
1966/67	1.48	1.25	1.31	.65	.44	1.15	1.00	1.47	.07	.19	1.37	.56	.86
Wholesale-retail as percentage of retail value:													
1962/63	34	50	51	54	47	48	46	58	52	59	61	63	52
1963/64	63	61	42	53	47	53	53	53	46	54	49	44	51
1964/65	31	50	48	53	44	52	49	58	55	60	55	52	51
1965/66	47	54	51	61	57	45	53	42	46	51	57	54	51
1966/67	51	57	55	58	60	52	55	47	59	55	43	55	54
Shipping point-wholesale as percentage of retail value:													
1962/63	26	12	17	11	17	15	12	7	14	8	6	4	12
1963/64	6	9	29	19	21	12	13	10	18	12	21	14	15
1964/65	34	19	20	19	25	12	14	4	8	4	7	16	14
1965/66	17	14	19	11	10	22	11	21	17	14	8	11	15
1966/67	16	13	13	7	5	13	11	16	1	2	15	6	9

1/ U.S. Choice, size 140-160, 38 pounds net weight per carton.

SPREADS FOR CALIFORNIA LEMONS

*Seasonal Averages for Atlanta, Chicago,
Los Angeles, and New York City*



*DOLLARS PER 38-POUND CARTON, U.S. CHOICE.

SEASON: NOVEMBER-OCTOBER.

Figure 18

ORANGES

Production and Consumption

During 1962/63 through 1966/67, total U.S. orange production fell to 3.9 million tons in the 1963/64 season and rose to a record high of 8.0 billion tons in the 1966/67 season (fig. 19). Consumption of fresh oranges dropped to 11.9 pounds per person in 1963—its lowest point in more than 40 years (fig. 20). Thereafter, consumption increased steadily and reached 18.0 pounds per person in 1967.

Florida Oranges

Production

For the 5-year period, Florida orange production was quite similar in trend to total U.S. orange production (fig. 21). After a low of 2.6 million tons in 1963/64, orange production in Florida increased to a record crop of 6.3 million tons in 1966/67.

Prices and Value

Florida oranges were priced in Atlanta, Chicago, New York, and Pittsburgh for the 1962/63 through 1966/67 seasons. Prices and values are averages of all sizes and varieties of round oranges. The marketing season usually extends from November through May.

The seasonal average retail price of fresh Florida oranges in the four cities reached 15.3 cents per pound for the small 1963/64 orange crop (fig. 22 and table 33). As orange production increased in succeeding years, the seasonal average price decreased to a low of 10.3 cents per pound in 1966/67.

Table 33.—Oranges, Florida: Seasonal average retail prices in selected cities, 1962/63 to 1966/67 ^{1/}

City	1962/63	1963/64	1964/65	1965/66	1966/67
Cents per pound					
Atlanta ^{2/}	12.8	13.2	12.9	10.3	9.2
Chicago ^{2/}	12.2	13.4	11.7	11.0	8.8
New York City ^{2/}	14.6	16.4	13.5	12.4	11.1
Pittsburgh ^{2/}	11.2	14.2	11.3	10.9	10.0
4-city average ^{3/}	13.4	15.3	12.8	11.8	10.3

The retail value and wholesale or auction price of 90-pound box of Florida oranges varied among the four cities (tables 34, 35, 36, and 37). Prices and values were consistently higher in New York than in any other city. Within each city, the monthly average retail value and wholesale price or auction price of a box fluctuated during the marketing season. There did not appear to be any consistent pattern in the price changes.

Spreads and Grower and Packer Return

In the 5-years, the seasonal average grower and packer return was greatest for the small 1963/64 crop (fig. 23). Florida growers and packers received an average of \$6.23 for a 90-pound box of oranges that season. In each of the following seasons, the grower and packer return declined. For the large 1966/67 crop, Florida growers and packers received an average of \$2.97 a box.

The seasonal average shipping point-wholesale spread remained relatively stable except for the 1965/66 season when it reached \$2.15. The seasonal average wholesale-retail spread was at a high \$5.96 a box for the 1963/64 season. For the following season, although the wholesale-retail spread was somewhat lower than in 1963/64, it was greater than the dollar returns to Florida growers and packers.

As a percentage of the retail value, the grower and packer return declined from 48 percent in 1962/63 to 33 percent in 1966/67. Meanwhile, both price spreads increased—the shipping point-wholesale spread from 10 percent to 16 percent and the wholesale-retail spread from 42 percent to 51 percent.

^{1/} 7-month weighted average (Nov.-May).

^{2/} BLS average city monthly prices weighted by respective city monthly unloads.

^{3/} Average city seasonal prices weighted by respective city seasonal unloads.

Table 34.—Oranges, Florida: Prices and value per box, and grower and packer returns as a percentage of retail value, Atlanta, by months and seasons, 1962/63 to 1966/677 1/

Item	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
<u>Prices and value</u>	Dollars							
<u>Retail value</u> 2/:								
1962/63	9.60	7.77	12.83	13.27	12.75	13.18	12.22	11.20
1963/64	10.82	11.52	11.87	11.79	11.35	11.70	11.61	11.50
1964/65	12.13	11.44	11.44	11.00	11.97	9.17	9.34	11.26
1965/66	10.91	8.12	9.08	9.34	8.73	8.64	9.08	9.02
1966/67	9.25	8.38	7.94	7.86	6.81	6.98	6.98	8.01
<u>Wholesale price:</u>								
1962/63	5.00	3.70	6.80	8.30	9.00	8.00	9.00	6.21
1963/64	7.40	7.16	7.40	7.60	7.00	6.70	6.80	7.20
1964/65	6.10	5.40	5.50	5.60	5.10	4.60	4.60	5.39
1965/66	4.36	4.10	4.00	5.20	5.20	4.90	5.40	4.52
1966/67	4.70	3.90	3.80	3.70	4.10	3.70	3.70	3.99
<u>Shipping point price</u> (f.o.b.):								
1962/63	4.15	2.85	5.95	6.85	6.85	7.00	8.00	5.20
1963/64	6.45	6.50	6.55	6.60	5.90	5.65	6.00	6.36
1964/65	5.25	4.65	4.25	4.85	4.15	3.70	3.80	4.58
1965/66	3.35	3.25	3.25	3.70	4.05	3.65	4.10	3.48
1966/67	3.85	3.10	3.00	2.75	3.05	2.60	2.55	3.09
<u>Grower and packer share</u> <u>of retail value:</u>	Percent							
1962/63	43	37	46	52	54	53	65	47
1963/64	60	56	55	56	52	48	52	55
1964/65	43	40	41	44	35	40	41	41
1965/66	31	40	36	40	47	42	45	39
1966/67	42	37	38	35	45	37	37	39

1/ All sizes and varieties of oranges, 90 pounds net weight per box.

2/ Returns to retailer for salable oranges (3-percent allowance for loss incurred during marketing process).

Table 35.—Oranges, Florida: Prices and value per box and grower and packer returns as a percentage of retail value, Chicago, by months and seasons, 1962/63 to 1966/67 1/

Item	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
<u>Prices and value</u>	Dollars							
<u>Retail value 2/</u> :								
1962/63	8.90	6.72	10.21	12.22	13.18	12.83	13.62	10.11
1963/64	11.96	11.44	11.87	11.87	11.79	11.79	11.35	11.75
1964/65	10.56	10.13	9.60	10.74	10.48	9.34	10.74	10.22
1965/66	10.39	9.25	9.34	8.82	9.25	10.21	10.39	9.55
1966/67	9.43	7.77	8.12	7.60	7.25	7.16	7.33	7.79
<u>Auction price:</u>								
1962/63	5.08	3.64	7.10	9.04	9.54	7.96	10.00	6.58
1963/64	6.80	7.30	7.40	7.16	7.48	8.46	10.32	7.83
1964/65	5.30	5.66	7.18	7.18	5.58	5.10	5.30	5.89
1965/66	4.22	4.88	5.82	5.80	4.80	5.60	6.06	5.35
1966/67	5.20	4.50	4.50	2.72	3.18	4.26	4.24	3.97
<u>Shipping point price (f.o.b.):</u>								
1962/63	4.15	2.85	5.95	6.85	6.85	7.00	8.00	5.17
1963/64	6.45	6.50	6.55	6.60	5.90	5.65	6.00	6.23
1964/65	5.25	4.65	4.75	4.85	4.15	3.70	3.80	4.45
1965/66	3.35	3.25	3.25	3.70	4.05	3.65	4.10	3.57
1966/67	3.85	3.10	3.00	2.75	3.05	2.60	2.55	2.97
<u>Grower and packer share of retail value:</u>	Percent							
1962/63	47	42	58	56	52	55	59	51
1963/64	54	57	55	56	50	48	53	53
1964/65	50	46	50	45	40	40	35	44
1965/66	32	35	34	42	44	36	39	37
1966/67	41	40	37	36	42	36	35	38

1/ All sizes and varieties of oranges, 90 pounds net weight per box.

2/ Returns to retailer for salable oranges (3-percent allowance for loss incurred during marketing process).

Table 36.—Oranges, Florida: Prices and value per box, and grower and packer returns as a percentage of retail value, New York City, by months and seasons, 1962/63 to 1966/67 ^{1/}

Item	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
Dollars								
<u>Prices and value</u>								
Retail value ^{2/} :								
1962/63	10.74	9.78	13.10	13.88	13.79	13.79	14.49	12.94
1963/64	12.83	12.83	16.32	14.58	14.06	15.28	13.18	14.36
1964/65	12.31	12.13	12.66	12.66	11.52	10.74	11.00	11.77
1965/66	9.78	10.48	10.74	11.96	11.26	10.39	10.48	10.82
1966/67	13.01	11.00	10.04	9.17	8.99	8.21	9.25	9.66
Auction price:								
1962/63	5.40	3.88	6.80	7.00	8.36	8.18	10.52	7.29
1963/64	6.92	7.44	7.58	7.10	7.30	7.18	7.32	7.28
1964/65	7.88	7.40	6.40	6.30	5.84	5.44	5.52	6.32
1965/66	5.04	4.84	5.24	7.98	7.84	6.12	5.68	6.21
1966/67	5.56	4.20	5.12	4.62	4.56	3.60	5.04	4.66
Shipping point price (f.o.b.):								
1962/63	4.15	2.85	5.95	6.85	6.85	7.00	8.00	6.08
1963/64	6.45	6.50	6.55	6.60	5.90	5.65	6.00	6.19
1964/65	5.25	4.65	4.75	4.85	4.15	3.70	3.80	4.47
1965/66	3.35	3.25	3.25	3.70	4.05	3.65	4.10	3.62
1966/67	3.85	3.10	3.00	2.75	3.05	2.60	2.55	2.92
<u>Grower and packer share of retail value:</u>								
								Percent
1962/63	38	29	45	49	50	51	55	47
1963/64	50	51	40	46	42	37	46	43
1964/65	43	38	38	38	36	35	34	38
1965/66	34	31	30	31	36	35	39	33
1966/67	30	28	30	30	34	32	27	30

1/ All sizes and varieties of oranges, 90 pounds net weight per box.

2/ Returns to retailer for salable oranges (3-percent allowance for loss incurred during marketing process).

Table 37.—Oranges, Florida: Prices and value per box and grower and packer returns as a percentage of retail value, Pittsburgh, by months and seasons, 1962/63 to 1966/67 1/

Item	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
<u>Prices and value</u>	Dollars							
<u>Retail value</u> <u>2/</u> :								
1962/63	8.99	7.68	10.30	13.36	11.79	11.87	11.26	10.43
1963/64	11.00	11.79	13.01	13.01	11.00	11.78	13.53	12.00
1964/65	10.56	10.21	10.21	10.13	9.95	9.25	9.17	9.99
1965/66	9.25	8.38	8.90	10.13	9.69	9.52	10.48	9.23
1966/67	10.83	9.52	7.94	8.38	8.73	8.29	8.47	8.72
<u>Wholesale price:</u>								
1962/63	5.48	3.96	7.60	8.60	7.98	8.50	10.00	6.79
1963/64	9.00	9.50	8.50	8.00	6.24	8.00	7.30	8.42
1964/65	7.00	6.50	6.24	6.24	6.00	5.50	5.50	6.18
1965/66	4.50	4.50	5.00	7.50	5.70	5.50	6.00	5.76
1966/67	5.76	3.76	4.24	4.24	4.20	4.00	4.24	4.35
<u>Shipping point price</u> (f.o.b.):								
1962/63	4.15	2.85	5.95	6.85	6.85	7.00	8.00	5.40
1963/64	6.45	6.50	6.55	6.60	5.90	5.65	6.00	6.30
1964/65	5.25	4.65	4.75	4.85	4.15	3.70	3.80	4.52
1965/66	3.35	3.25	3.25	3.70	4.05	3.65	4.10	3.56
1966/67	3.85	3.10	3.00	2.75	3.05	2.60	2.55	2.98
<u>Grower and packer share</u> <u>of retail value:</u>	Percent							
1962/63	46	37	58	51	58	59	71	52
1963/64	59	55	50	51	54	48	44	52
1964/65	50	46	47	48	42	40	41	45
1965/66	36	39	36	36	42	38	39	39
1966/67	35	33	38	33	35	31	30	34

1/ All sizes and varieties of oranges, 90 pounds net weight per box.

2/ Returns to retailer for salable oranges (3-percent allowance for loss incurred during marketing process).

U. S. ORANGE PRODUCTION

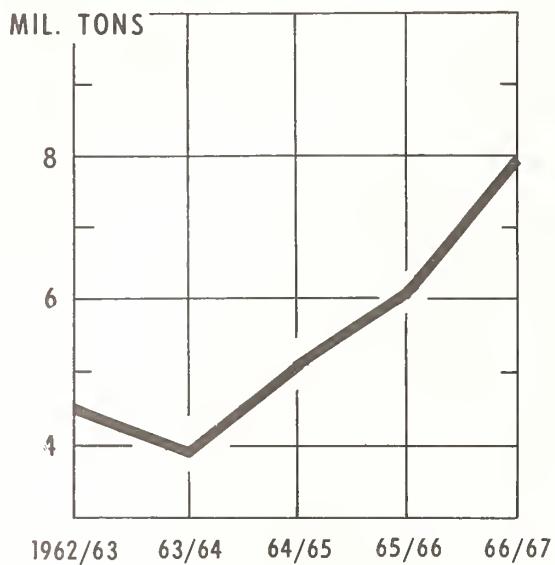


Figure 19

U. S. FRESH ORANGE CONSUMPTION PER PERSON

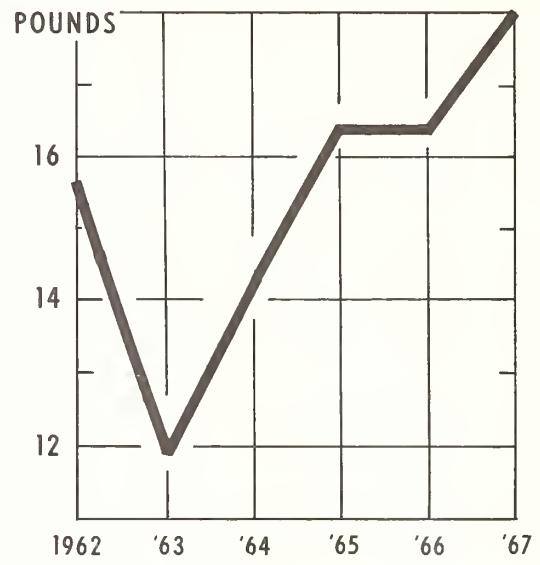


Figure 20

FLORIDA ORANGE PRODUCTION

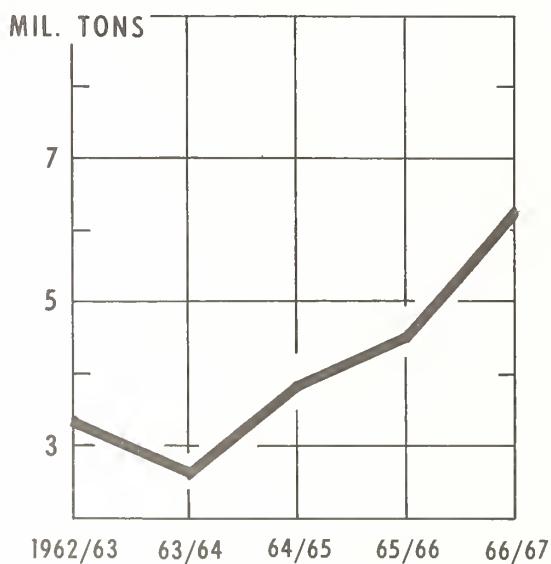
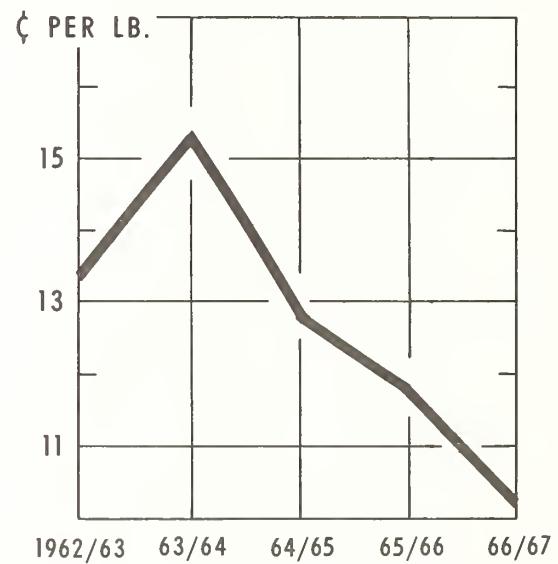


Figure 21

RETAIL PRICE OF FLORIDA ORANGES

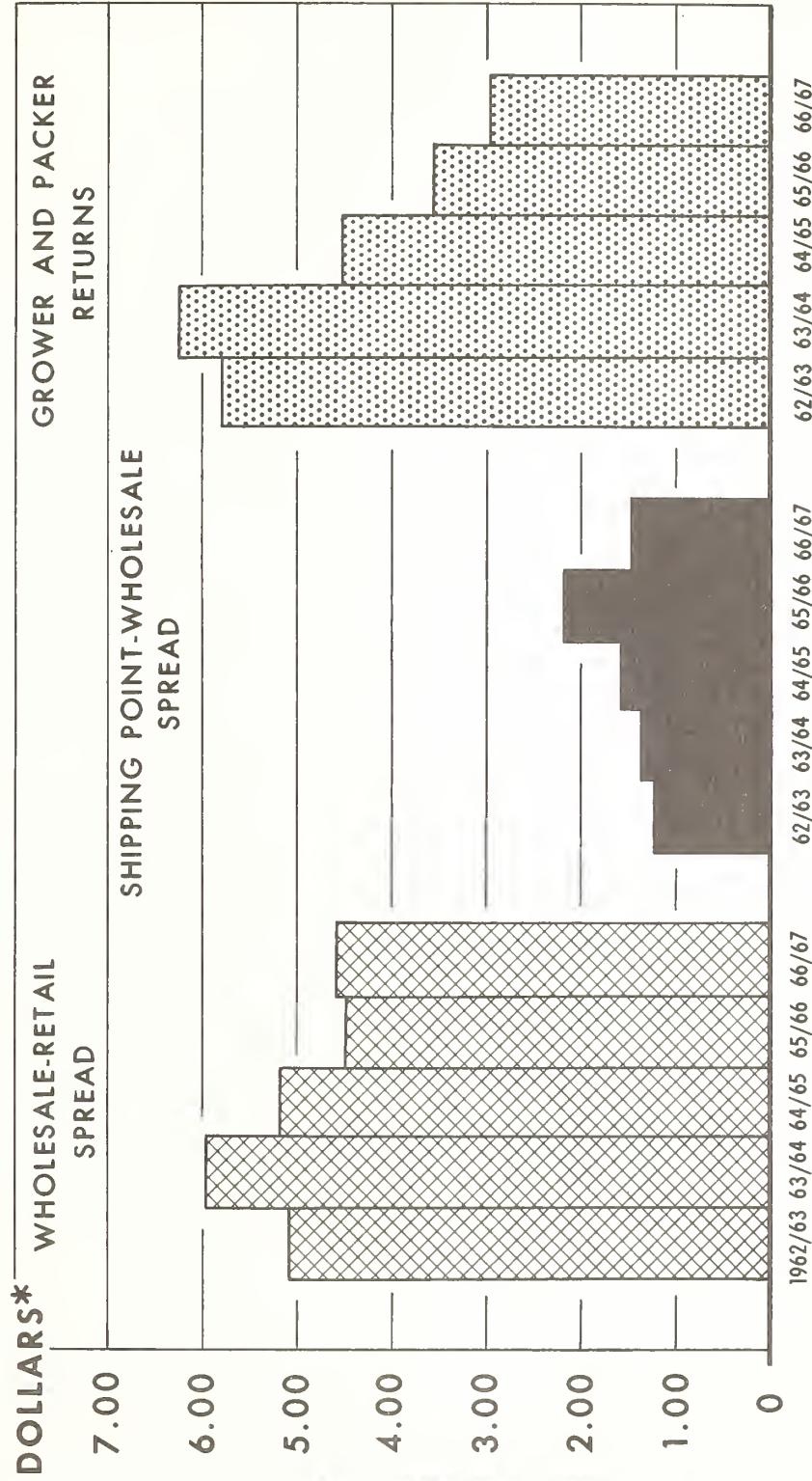


*SEASONAL AVERAGE PRICE IN ATLANTA,
CHICAGO, NEW YORK, AND PITTSBURGH.

Figure 22

SPREADS FOR FLORIDA ORANGES

Seasonal Averages for Atlanta, Chicago, New York City, and Pittsburgh



SEASON: NOVEMBER-MAY.
◆ DOLLARS PER 90-POUND BOX, ALL SIZES AND VARIETIES.

Figure 23

Table 38.—Oranges, Florida: Spreads per box, and as a percentage of the retail value, Atlanta, by months and seasons, 1962/63 to 1966/67 1/

Spreads	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
Dollars								
Wholesale-retail:								
1962/63	4.60	4.07	6.03	4.97	3.75	5.18	3.22	4.99
1963/64	3.42	4.36	4.47	4.19	4.35	5.00	4.81	4.30
1964/65	6.03	6.04	5.94	5.40	6.87	4.57	4.74	5.87
1965/66	6.55	4.02	5.08	4.14	3.53	3.74	3.68	4.50
1966/67	4.55	4.48	4.14	4.16	2.71	3.28	3.28	4.02
Shipping point-wholesale:								
1962/63	.85	.85	.85	1.45	2.15	1.00	1.00	1.01
1963/64	.95	.66	.85	1.00	1.10	1.05	.80	.84
1964/65	.85	.75	.75	.75	.95	.90	.80	.81
1965/66	1.01	.85	.75	1.50	1.15	1.25	1.30	1.04
1966/67	.85	.80	.80	.95	1.05	1.10	1.15	.90
Wholesale-retail as percentage of retail value:								
1962/63	48	52	47	37	29	39	27	44
1963/64	32	38	38	36	38	43	42	38
1964/65	50	53	52	49	57	50	50	52
1965/66	60	50	56	44	40	43	41	50
1966/67	49	53	52	53	40	47	47	50
Shipping point-wholesale as percentage of retail value:								
1962/63	9	11	7	11	17	8	8	9
1963/64	8	6	7	8	10	9	6	7
1964/65	7	7	7	7	8	10	9	7
1965/66	9	10	8	16	13	15	14	11
1966/67	9	10	10	12	15	16	16	11

1/ All sizes and varieties of oranges, 90 pounds net weight per box.

Table 39.—Oranges, Florida: Spreads per box, and as a percentage of the retail value, Chicago, by months and seasons, 1962/63 to 1966/67 1/

Spreads	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
Dollars								
Wholesale-retail:								
1962/63	3.82	3.08	3.11	3.18	3.64	4.87	3.62	3.53
1963/64	5.16	4.14	4.47	4.71	4.31	3.33	1.03	3.92
1964/65	5.26	4.47	2.42	3.56	4.90	4.24	5.44	4.33
1965/66	6.17	4.37	3.52	3.02	4.45	4.61	4.33	4.20
1966/67	4.23	3.27	3.62	4.88	4.07	2.90	3.09	3.82
Shipping point-wholesale:								
1962/63	.93	.79	1.15	2.19	2.69	.96	2.00	1.41
1963/64	.35	.80	.85	.56	1.58	2.81	4.32	1.60
1964/65	.05	1.01	2.43	2.33	1.43	1.40	1.50	1.44
1965/66	.87	1.63	2.57	2.10	.75	1.95	1.96	1.78
1966/67	1.35	1.40	1.50	-.03	.13	1.66	1.69	1.00
Wholesale-retail as percentage of retail value:								
1962/63	43	46	31	26	28	38	27	35
1963/64	43	36	38	40	37	28	9	33
1964/65	50	44	25	33	46	45	51	42
1965/66	59	47	38	34	48	45	42	44
1966/67	45	42	45	64	56	41	42	49
Shipping point-wholesale as percentage of retail value:								
1962/63	10	12	11	18	20	7	14	14
1963/64	3	7	7	4	13	24	38	14
1964/65	2/	10	25	22	14	15	14	14
1965/66	9	18	28	24	8	19	19	19
1966/67	14	18	18	3/	2	23	23	13

1/ All sizes and varieties of oranges, 90 pounds net weight per box.

2/ Less than 0.5 percent.

3/ Less than -0.5 percent.

Table 40.—Oranges, Florida: Spreads per box, and as a percentage of the retail value, New York City, by months and seasons, 1962/63 to 1966/67 1/

Spreads	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
Dollars								
Wholesale-retail:								
1962/63	5.34	5.90	6.30	6.88	5.43	5.61	3.97	5.65
1963/64	5.91	5.39	8.74	7.48	6.76	8.10	5.86	7.08
1964/65	4.43	4.73	6.26	6.36	5.68	5.30	5.48	5.45
1965/66	4.74	5.64	5.50	3.98	3.42	4.27	4.80	4.61
1966/67	7.45	6.80	4.92	4.55	4.43	4.61	4.21	5.00
Shipping point-wholesale:								
1962/63	1.25	1.03	.85	.15	1.51	1.18	2.52	1.21
1963/64	.47	.94	1.03	.50	1.40	1.53	1.32	1.09
1964/65	2.63	2.75	1.65	1.45	1.69	1.74	1.72	1.85
1965/66	1.69	1.59	1.99	4.28	3.79	2.47	1.58	2.59
1966/67	1.71	1.10	2.12	1.87	1.51	1.00	2.49	1.74
Wholesale-retail as percentage of retail value:								
1962/63	50	60	48	50	39	41	28	44
1963/64	46	42	54	51	48	53	44	49
1964/65	36	39	49	50	49	49	50	46
1965/66	49	54	51	33	30	41	46	43
1966/67	57	62	49	50	49	56	46	52
Shipping point-wholesale as percentage of retail value:								
1962/63	12	11	7	1	11	8	17	9
1963/64	4	7	6	3	10	10	10	8
1964/65	21	23	13	12	15	16	16	16
1965/66	17	15	19	36	34	24	15	24
1966/67	13	10	21	20	17	12	27	18

1/ All sizes and varieties of oranges, 90 pounds net weight per box.

Table 41.—Oranges, Florida: Spreads per box and as a percentage of the retail value, Pittsburgh, by months and seasons, 1962/63 to 1966/67 1/

Spreads	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
Dollars								
Wholesale-retail:								
1962/63	3.51	3.72	2.70	4.76	3.81	3.37	1.26	3.64
1963/64	2.00	2.29	4.51	5.01	4.76	3.78	6.23	3.58
1964/65	3.56	3.71	3.97	3.89	3.95	3.75	3.67	3.81
1965/66	4.75	3.88	3.90	2.63	3.99	4.02	4.48	3.47
1966/67	5.07	5.76	3.70	4.14	4.53	4.29	4.23	4.37
Shipping point-wholesale:								
1962/63	1.33	1.11	1.65	1.75	1.13	1.50	2.00	1.39
1963/64	2.55	3.00	1.95	1.40	.34	2.35	1.30	2.12
1964/65	1.75	1.85	1.49	1.39	1.85	1.80	1.70	1.66
1965/66	1.15	1.25	1.75	3.80	1.65	1.85	1.90	2.20
1966/67	1.91	.66	1.24	1.49	1.15	1.40	1.69	1.37
Wholesale-retail as percentage of retail value:								
1962/63	39	49	26	36	32	28	11	35
1963/64	18	20	35	38	43	32	46	30
1964/65	34	36	39	38	40	41	40	38
1965/66	51	46	44	26	41	42	43	37
1966/67	47	60	46	49	52	52	50	50
Shipping point-wholesale as percentage of retail value:								
1962/63	15	14	16	13	10	13	18	13
1963/64	23	25	15	11	3	20	10	18
1964/65	16	18	14	14	18	19	19	17
1965/66	13	15	20	38	17	20	18	24
1966/67	18	7	16	18	13	17	20	16

1/ All sizes and varieties of oranges, 90 pounds net weight per box.

California Navel Oranges

Production

California navel orange production increased from 473,000 tons in 1962/63 to 701,000 tons in 1965/66 (fig. 24). Although total U.S. orange production increased in 1966/67, the California navel orange crop dropped to 652,000 tons.

Prices and Value

California navel oranges were priced in Chicago, Los Angeles, New York, and Seattle for the 1962/63 through 1966/67 seasons. Prices and values are averages of all sizes of oranges. The marketing season used extends from December through May. The seasonal average retail price decreased from 21.8 cents per pound in 1962/63 to 18.6 cents per pound for the 1966/67 marketing season (fig. 25 and table 42).

During the 5-year period, the seasonal average retail value of a 37.5 pound carton of California navel oranges was consistently higher in New York than in any of the other cities (tables 43, 44, 45, and 46). In the last four seasons of the period, the seasonal average retail

value fluctuated by only 9 cents in New York and 28 cents in Chicago.

Spreads and Grower and Packer Returns

For the 1962/63 season, California growers and packers received an average of \$3.84 for a carton of oranges sold in Chicago, Los Angeles, New York and Seattle—half of the retail value (fig. 26). In the following four seasons, grower and packer returns averaged about \$1 per carton less—or slightly over 40 percent of the retail value. For the 5-year period, the seasonal average wholesale-retail spread was fairly steady—around \$3 per carton. When expressed as a percentage of the retail value, the wholesale-retail spread increased from 40 percent in 1962/63 to 47 percent in 1966/67.

Except for the 1963/64 season, the seasonal average wholesale-retail spread, both dollars per carton and percentage of retail value, was higher in New York than in any of the other cities (tables 47, 48, 49, and 50). California growers and packers received approximately the same dollar return for navel oranges regardless of city. However, the return expressed as a percentage of the retail value was lowest for oranges sold in New York, due to the high retail value in that city.

Table 42.—Oranges, California Navel: Seasonal average retail prices in selected cities, 1962/63 to 1966/67 1/

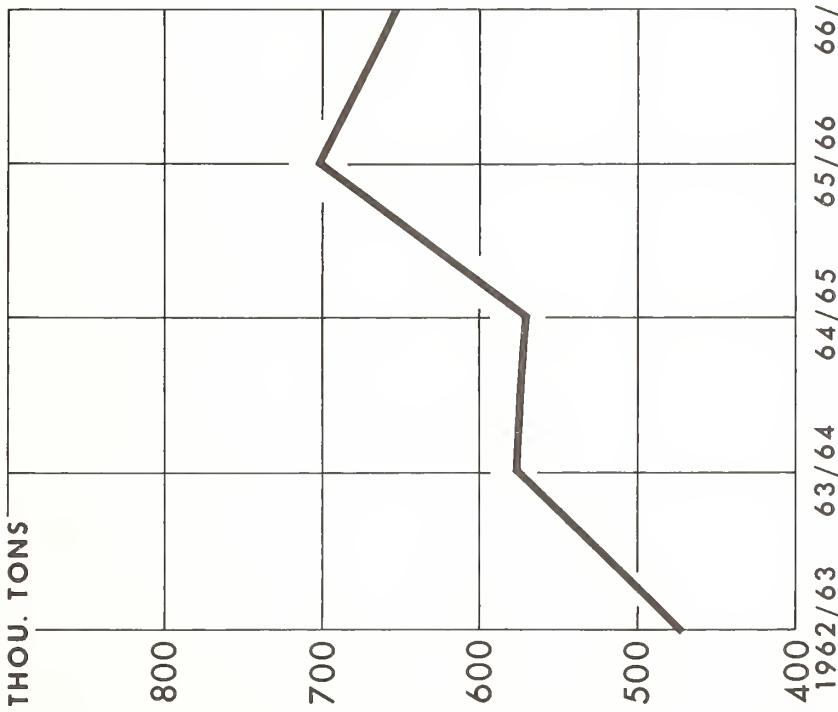
City	1962/63	1963/64	1964/65	1965/66	1966/67
Cents per pound					
Chicago <u>2/</u>	20.5	18.0	17.5	17.2	17.4
Los Angeles <u>2/</u>	20.2	19.5	17.2	17.9	16.9
New York City <u>2/</u>	22.5	20.2	20.4	20.3	20.2
Seattle <u>2/</u>	—	20.2	17.3	17.3	15.9
4-city average <u>3/</u>	4/21.4	19.6	18.9	19.0	18.6

1/ 7-month weighted average (Nov.-May).

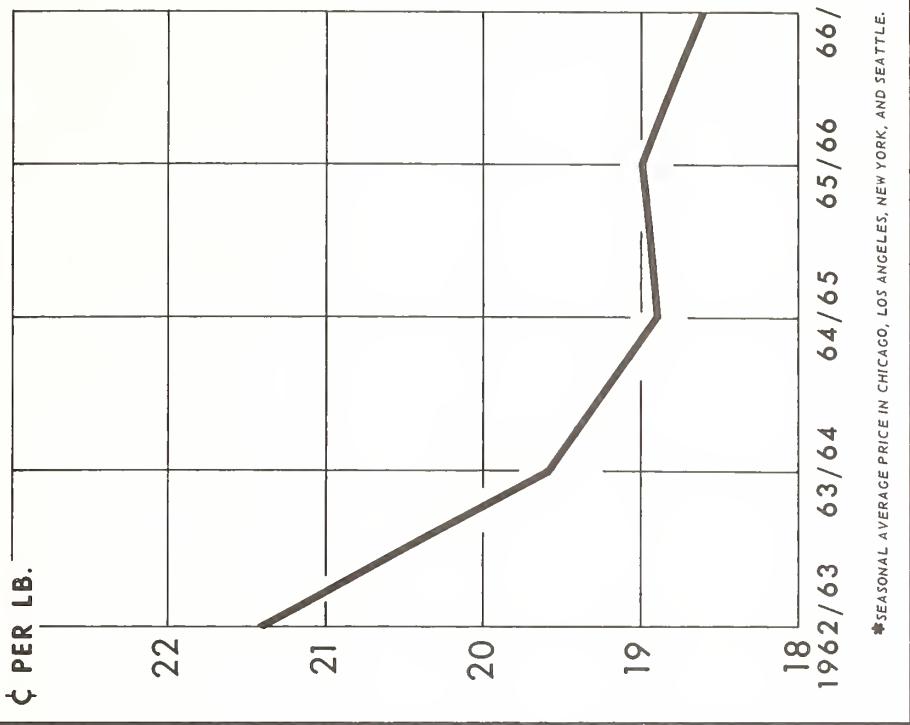
2/ BLS average city monthly prices weighted by respective city monthly unloads.

3/ Average city seasonal prices weighted by respective city seasonal unloads.

CALIFORNIA NAVEL ORANGE PRODUCTION



RETAIL PRICE OF CALIFORNIA NAVEL ORANGES*



*SEASONAL AVERAGE PRICE IN CHICAGO, LOS ANGELES, NEW YORK, AND SEATTLE.

Figure 24

Figure 25

Table 43.—Oranges, California, Navel: Prices and value per carton, and grower and packer returns as a percentage of retail value, Chicago, by months and seasons, 1962/63 to 1966/67 1/

Item	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
<u>Prices and value</u>		Dollars					
Retail value 2/:							
1962/63	7.25	6.61	7.35	7.95	8.48	8.36	7.45
1963/64	7.24	6.94	6.12	5.94	6.98	6.05	6.54
1964/65	7.73	6.42	5.79	5.75	6.16	6.42	6.36
1965/66	7.59	5.98	6.01	5.71	5.49	7.32	6.28
1966/67	6.68	6.58	6.61	5.90	5.90	6.31	6.32
Auction price:							
1962/63	3.60	3.34	3.98	6.03	5.85	6.81	4.52
1963/64	3.87	3.23	3.36	3.83	4.00	4.50	3.53
1964/65	4.47	3.28	3.53	3.49	3.95	4.00	3.79
1965/66	5.58	3.75	3.20	2.99	3.04	3.36	3.24
1966/67	3.81	3.61	3.34	3.05	2.29	3.78	3.30
Shipping point price (f.o.b.):							
1962/63	3.26	3.12	3.67	4.40	4.59	4.84	3.76
1963/64	3.20	2.80	2.67	2.69	3.19	2.83	2.87
1964/65	3.64	3.02	2.86	2.73	2.73	2.84	2.98
1965/66	3.32	2.73	2.47	2.39	2.47	2.62	2.64
1966/67	3.17	2.79	2.60	2.41	2.54	2.73	2.68
<u>Grower and packer share of retail value:</u>							
1962/63	45	47	50	55	54	58	51
1963/64	44	40	44	45	46	46	44
1964/65	47	47	49	48	44	44	47
1965/66	44	46	41	42	45	36	42
1966/67	47	42	39	41	43	43	42

1/ All sizes of oranges, 37.5 pounds net weight per carton.

2/ Returns to retailer for salable oranges (3-percent allowance for loss incurred during marketing process).

Table 44.—Oranges, California, Navel: Prices and value per carton, and grower and packer returns as a percentage of retail value, Los Angeles, by months and seasons, 1962/63 to 1966/67 1/

Item	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
<u>Prices and value</u>		Dollars					
Retail value 2/:							
1962/63	6.26	6.11	7.35	8.33	8.48	9.10	7.36
1963/64	7.31	7.28	6.62	6.51	8.52	6.11	7.08
1964/65	6.80	6.69	5.90	5.86	6.07	6.51	6.24
1965/66	6.73	6.80	6.11	6.07	6.51	7.17	6.50
1966/67	6.69	6.19	5.74	5.97	6.07	6.48	6.15
Wholesale price:							
1962/63	3.50	3.65	4.33	5.65	5.40	5.85	4.53
1963/64	4.40	3.90	3.95	4.00	4.75	4.25	4.21
1964/65	4.50	3.50	3.38	3.38	3.50	3.50	3.59
1965/66	4.38	3.50	3.38	3.38	3.83	3.83	3.67
1966/67	3.50	3.35	3.45	3.13	3.65	3.50	3.41
Shipping point price (f.o.b.):							
1962/63	3.26	3.12	3.67	4.40	4.59	4.84	3.85
1963/64	3.20	2.80	2.67	2.69	3.19	2.83	2.90
1964/65	3.64	3.02	2.86	2.73	2.73	2.84	2.94
1965/66	3.32	2.73	2.47	2.39	2.47	2.62	2.62
1966/67	3.17	2.79	2.60	2.41	2.54	2.73	2.67
<u>Grower and packer share of retail value:</u>							
1962/63	52	51	50	53	54	53	52
1963/64	44	39	40	41	38	46	41
1964/65	53	45	48	47	45	44	47
1965/66	49	40	40	40	38	36	40
1966/67	47	45	45	40	42	42	43

1/ All sizes of oranges, 37.5 pounds net weight per carton.

2/ Returns to retailer for salable oranges (3-percent allowance for loss incurred during marketing process).

Table 45.—Oranges, California, Navel: Prices and value per carton and grower and packer returns as a percentage of retail value, New York City,
by months and seasons, 1962/63 to 1966/67 1/

Item	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
<u>Prices and value</u>		Dollars					
Retail value 2/:							
1962/63	6.87	7.39	7.92	9.22	9.19	9.56	8.17
1963/64	7.61	7.28	6.58	7.32	8.70	6.87	7.39
1964/65	9.00	7.28	6.84	6.80	7.06	7.99	7.44
1965/66	8.62	6.95	6.95	7.10	7.25	7.73	7.38
1966/67	8.33	7.61	7.32	7.06	7.13	7.10	7.35
Auction price:							
1962/63	3.47	3.69	3.97	5.82	5.78	6.85	4.72
1963/64	4.70	3.74	3.83	4.43	5.26	5.00	4.49
1964/65	4.40	3.30	3.44	3.57	3.55	3.60	3.65
1965/66	4.86	3.09	3.71	3.20	3.53	4.06	3.71
1966/67	3.54	3.30	3.49	3.31	3.13	4.41	3.58
Shipping point price (f.o.b.):							
1962/63	3.26	3.12	3.67	4.40	4.59	4.84	3.86
1963/64	3.20	2.80	2.67	2.69	3.19	2.83	2.88
1964/65	3.64	3.02	2.86	2.73	2.73	2.84	2.96
1965/66	3.32	2.73	2.47	2.39	2.47	2.62	2.62
1966/67	3.17	2.79	2.60	2.41	2.54	2.73	2.68
Grower and packer share of retail value:							
1962/63	47	42	46	48	50	51	47
1963/64	42	39	40	36	36	41	39
1964/65	41	41	42	40	38	36	40
1965/66	38	39	36	34	34	34	36
1966/67	38	37	36	34	36	38	37

1/ All sizes of oranges, 37.5 pounds net weight per carton.

2/ Returns to retailer for salable oranges (3-percent allowance for loss incurred during marketing process).

Table 46.—Oranges, California, Navel: Price and value per carton, and grower and packer returns as a percentage of retail value, Seattle, by months and seasons, 1962/63 to 1966/67 1/

Item	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
<u>Prices and value</u>		Dollars					
<u>Retail value 2/:</u>							
1962/63	—	—	—	—	—	—	—
1963/64	7.02	6.46	7.39	7.39	8.10	8.14	7.35
1964/65	7.85	6.54	5.94	5.71	5.67	6.31	6.19
1965/66	7.13	6.50	6.35	5.61	6.24	6.16	6.33
1966/67	6.38	5.79	5.75	5.37	5.61	5.98	5.79
<u>Wholesale price:</u>							
1962/63	—	—	—	—	—	—	—
1963/64	4.75	4.25	4.00	4.25	4.75	5.25	4.44
1964/65	5.35	4.60	4.25	4.15	4.25	4.25	4.46
1965/66	4.80	4.00	3.80	3.75	3.80	4.40	4.10
1966/67	4.15	3.95	3.65	3.60	3.75	3.80	3.81
<u>Shipping point price (f.o.b.):</u>							
1962/63	—	—	—	—	—	—	—
1963/64	3.20	2.80	2.67	2.69	3.19	2.83	2.82
1964/65	3.64	3.02	2.86	2.73	2.73	2.84	2.96
1965/66	3.32	2.73	2.47	2.39	2.47	2.62	2.68
1966/67	3.17	2.79	2.60	2.41	2.54	2.73	2.69
<u>Grower and packer share of retail value:</u>							
1962/63	—	—	—	—	—	—	—
1963/64	46	44	36	36	40	34	38
1964/65	46	46	48	48	48	45	48
1965/66	47	42	39	43	40	42	42
1966/67	50	48	45	45	45	46	47

1/ All sizes or oranges, 37.5 pounds net weight per carton.

2/ Returns to retailer for salable oranges (3-percent allowance for loss incurred during marketing process).

Table 47.—Oranges, California, Navel: Spreads per carton, and as a percentage of the retail value, Chicago, by months and seasons, 1962/63 to 1966/67 1/

Spreads	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
Dollars							
Wholesale-retail:							
1962/63	3.65	3.27	3.37	1.92	2.63	1.55	2.93
1963/64	3.37	3.71	2.76	2.11	2.98	1.55	3.01
1964/65	3.26	3.14	2.26	2.26	2.21	2.42	2.57
1965/66	2.01	2.23	2.81	2.72	2.45	3.96	3.04
1966/67	2.87	2.97	3.27	2.85	3.61	2.53	3.02
Shipping point-wholesale:							
1962/63	.34	.22	.31	1.63	1.26	1.97	.76
1963/64	.67	.43	.69	1.14	.81	1.67	.66
1964/65	.83	.26	.67	.76	1.22	1.16	.81
1965/66	2.26	1.02	.73	.60	.57	.74	.60
1966/67	.64	.82	.74	.64	-.25	1.05	.62
Wholesale-retail as percentage of retail value:							
1962/63	50	50	46	24	31	18	39
1963/64	47	54	45	36	42	26	46
1964/65	42	49	39	39	36	38	40
1965/66	26	37	47	48	45	54	48
1966/67	43	45	50	48	61	40	48
Shipping point-wholesale as percentage of retail value:							
1962/63	5	3	4	21	15	24	10
1963/64	9	6	11	19	12	28	10
1964/65	11	4	12	13	20	18	13
1965/66	30	17	12	10	10	10	10
1966/67	10	13	11	11	-4	17	10

1/ All sizes of oranges, 37.5 pounds net weight per carton.

Table 48.—Oranges, California, Navel: Spreads per carton, and as a percentage of the retail value, Los Angeles, by months and seasons, 1962/63 to 1966/67 1

Spreads	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
Dollars							
Wholesale-retail							
1962/63	2.76	2.46	3.02	2.68	3.08	3.25	2.83
1963/64	2.91	3.38	2.67	2.51	3.77	1.86	2.87
1964/65	2.30	3.19	2.52	2.48	2.57	3.01	2.65
1965/66	2.35	3.30	2.73	2.69	2.68	3.34	2.83
1966/67	3.19	2.84	2.29	2.84	2.42	2.98	2.74
Shipping point-wholesale							
1962/63	.24	.53	.66	1.25	.81	1.01	.68
1963/64	1.20	1.10	1.28	1.31	1.56	1.42	1.31
1964/65	.86	.48	.52	.65	.77	.66	.65
1965/66	1.06	.77	.91	.99	1.36	1.21	1.05
1966/67	.33	.56	.85	.72	1.11	.77	.74
Wholesale-retail as percentage of retail value:							
1962/63	44	40	41	32	36	36	39
1963/64	40	46	40	39	44	31	41
1964/65	34	48	43	42	42	46	43
1965/66	35	49	45	44	41	47	44
1966/67	48	46	40	48	40	46	45
Shipping point-wholesale as percentage of retail value:							
1962/63	4	9	9	15	10	11	9
1963/64	16	15	20	20	18	23	18
1964/65	13	7	9	11	13	10	10
1965/66	16	11	15	16	21	17	16
1966/67	5	9	15	12	18	12	12

1/ All sizes of oranges, 37.5 pounds net weight per carton.

Table 49.—Oranges, California, Navel: Spreads per carton and as a percentage of the retail value, New York City, by months and seasons, 1962/63 to 1966/67 1/

Spreads	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
Dollars							
Wholesale-retail:							
1962/63	3.40	3.70	3.95	3.40	3.41	2.71	3.45
1963/64	2.91	3.54	2.75	2.89	3.44	1.87	2.90
1964/65	4.60	3.98	3.40	3.23	3.51	4.39	3.79
1965/66	3.76	3.86	3.24	3.90	3.72	3.67	3.67
1966/67	4.79	4.31	3.83	3.75	4.00	2.69	3.77
Shipping point-wholesale:							
1962/63	.21	.57	.30	1.42	1.19	2.01	.86
1963/64	1.50	.94	1.16	1.74	2.07	2.17	1.61
1964/65	.76	.28	.58	.84	.82	.76	.69
1965/66	1.54	.36	1.24	.81	1.06	1.44	1.09
1966/67	.37	.51	.89	.90	.59	1.68	.90
Percent							
Wholesale-retail as percentage of retail value:							
1962/63	50	50	50	37	37	28	42
1963/64	38	49	42	40	40	27	39
1964/65	51	55	50	48	50	54	51
1965/66	44	56	46	55	51	48	50
1966/67	58	56	52	53	56	38	51
Shipping point-wholesale as percentage of retail value:							
1962/63	3	8	4	15	13	21	11
1963/64	20	12	18	24	24	32	22
1964/65	8	4	8	12	12	10	9
1965/66	18	5	18	11	15	18	14
1966/67	4	7	12	13	8	24	12

1/ All sizes of oranges, 37.5 pounds net weight per carton.

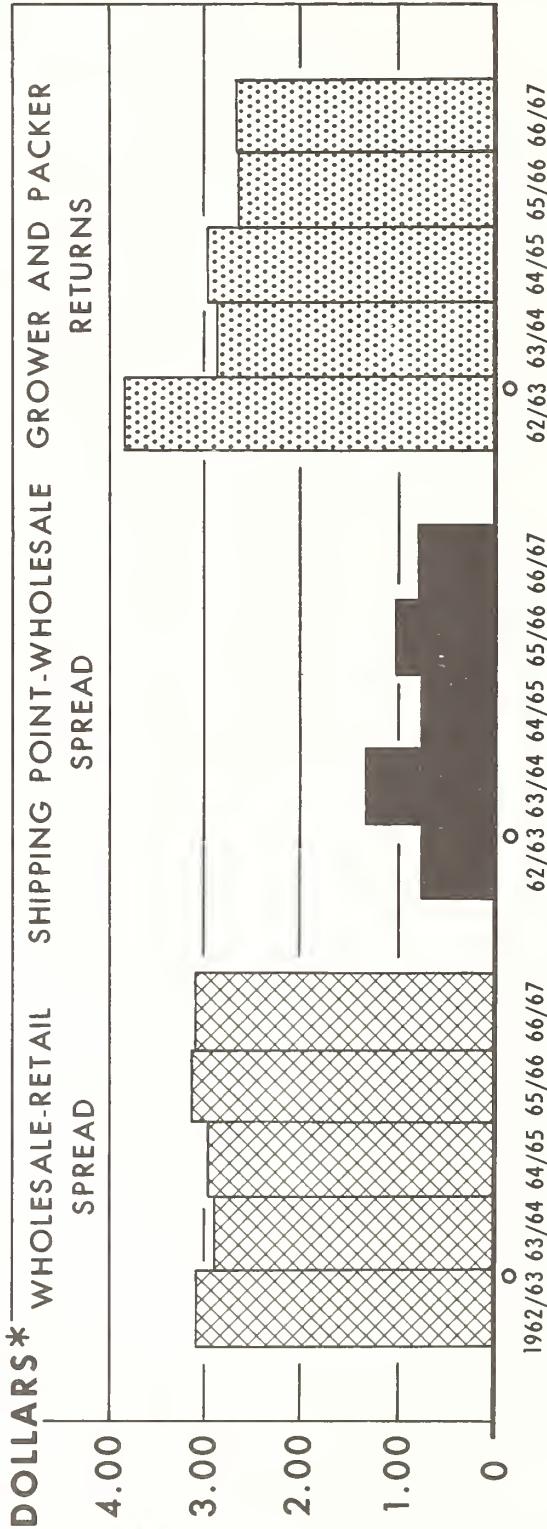
Table 50.—Oranges, California, Navel: Spreads per carton and as a percentage of the retail value, Seattle, by months and seasons, 1962/63 to 1966/67 1/

Spreads	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
Dollars							
Wholesale-retail:							
1962/63	—	—	—	—	—	—	—
1963/64	2.27	2.21	3.39	3.14	3.35	2.89	2.91
1964/65	2.50	1.94	1.69	1.56	1.42	2.06	1.73
1965/66	2.33	2.50	2.55	1.86	2.44	1.76	2.23
1966/67	2.23	1.84	2.10	1.77	1.86	2.18	1.98
Shipping point-wholesale:							
1962/63	—	—	—	—	—	—	—
1963/64	1.55	1.45	1.33	1.56	1.56	2.42	1.62
1964/65	1.71	1.58	1.39	1.42	1.52	1.41	1.50
1965/66	1.48	1.27	1.33	1.36	1.33	1.78	1.42
1966/67	.98	1.16	1.05	1.19	1.21	1.07	1.12
Wholesale-retail as percentage of retail value:							
1962/63	—	—	—	—	—	—	—
1963/64	32	34	46	43	41	36	40
1964/65	32	30	29	27	25	33	28
1965/66	32	38	41	33	39	29	35
1966/67	35	32	37	33	33	36	34
Shipping point-wholesale as percentage of retail value:							
1962/63	—	—	—	—	—	—	—
1963/64	22	22	18	21	19	30	22
1964/65	22	24	23	25	27	22	24
1965/66	21	20	20	24	21	29	23
1966/67	15	20	18	22	22	18	19

1/ All sizes of oranges, 37.5 pounds net weight per carton.

SPREADS FOR CALIFORNIA NAVEL ORANGES

Seasonal Averages for Chicago,
Los Angeles, New York City, and Seattle



* DOLLARS PER 37.5-POUND CARTON, ALL SIZES OF ORANGES.

○ DOES NOT INCLUDE SEATTLE.

SEASON: DECEMBER-MAY.

California Valencia Oranges

Production

For the 1963-1967 seasons, production of California Valencia oranges increased 23 percent (fig. 27). After a small crop in 1965, production increased sharply in 1966 and 1967. The 1967 crop was the largest California Valencia crop since 1959.

Prices and Value

California Valencia oranges were priced in four terminal markets—Chicago, Los Angeles, New York, and Seattle—for 1963-67. Prices and values are averages of all sizes of oranges. The marketing season extends from May through November.

The seasonal average retail price of California Valencia oranges in the four cities trended downward during the 5 years (fig. 28 and table 51). Although retail prices dropped in all cities, the smallest decline was in New York.

The seasonal average retail value of a 37.5-pound

carton of California Valencia oranges was usually greatest in New York City and the seasonal average wholesale or auction price was greatest in Seattle (tables 52, 53, 54, and 55).

Spreads and Grower and Packer Return

The four-city seasonal average return to California growers and packers for a carton of Valencia oranges was slightly less than the wholesale-retail spread in four of the five seasons (fig. 29). Both the return to growers and packers and the wholesale-retail spread trended downward during the period. Expressed as a percentage of the retail value, the wholesale-retail spread fluctuated between 37 and 47 percent and the return to growers and packers was between 39 and 43 percent.

The wholesale-retail spread was largest in New York, followed by Chicago, Seattle, and Los Angeles (tables 56, 57, 58, and 59). The shipping point-wholesale spread was largest in Seattle, followed by New York, Los Angeles and Chicago. The grower and packer return expressed as a percentage of the retail value was greater for oranges sold in Los Angeles and Chicago than for those sold in New York or Seattle.

Table 51.—Oranges, California Valencia: Seasonal average retail prices in selected cities, 1963-1967 ^{1/}

City	1963	1964	1965	1966	1967
Cents per pound					
Chicago ^{2/}	20.3	20.0	17.5	18.1	17.3
Los Angeles ^{2/}	19.3	20.3	17.0	17.1	15.5
New York City ^{2/}	22.1	22.6	19.9	21.5	19.9
Seattle ^{2/}	23.0	23.8	17.9	20.0	18.0
4-city average ^{3/}	21.0	21.6	18.6	19.4	17.9

^{1/} 7-month weighted average (May-Nov.).

^{2/} BLS average city monthly prices weighted by respective city monthly unloads.

^{3/} Average city seasonal price weighted by respective city seasonal unloads.

Table 52.—Oranges, California, Valencia: Prices and value per carton and grower and packer returns as a percentage of retail value, Chicago, by months and seasons, 1963 to 1967 1/

Item	May	June	July	Aug.	Sept.	Oct.	Nov.	Season average	
<u>Prices and value</u>		Dollars							
Retail value 2/:									
1963	7.21	7.77	7.59	7.32	7.13	7.13	7.59	7.38	
1964	6.05	6.38	6.94	8.33	7.51	8.52	8.56	7.28	
1965	—	6.80	6.20	6.12	6.38	6.72	6.80	6.53	
1966	—	5.57	5.64	6.38	6.84	7.25	7.69	6.59	
1967	—	5.75	5.94	5.90	6.58	7.06	6.58	6.29	
Auction price:									
1963	4.75	3.61	4.96	3.12	4.00	4.45	3.46	4.08	
1964	3.88	4.54	4.47	5.10	4.84	5.99	6.52	4.87	
1965	3.14	3.46	2.96	3.53	3.40	3.53	3.49	3.40	
1966	2.73	2.93	3.05	3.50	4.05	4.03	3.66	3.53	
1967	2.33	2.99	2.38	2.98	3.10	3.53	3.76	3.11	
Shipping point (f.o.b.) price:									
1963	3.71	3.52	2.92	2.93	2.77	3.26	2.96	3.16	
1964	2.93	2.66	3.02	3.37	3.69	4.04	4.38	3.32	
1965	2.48	2.52	2.27	2.40	2.95	2.97	2.92	2.69	
1966	2.33	2.60	2.29	2.89	2.98	3.65	3.25	2.97	
1967	2.13	2.18	2.32	2.45	2.65	3.20	2.56	2.58	
Grower and packer share of retail value:									
					Percent				
1963	52	45	38	40	39	46	39	43	
1964	48	42	44	40	49	47	51	46	
1965	—	37	37	39	46	44	43	41	
1966	—	47	41	45	43	50	42	45	
1967	—	38	39	42	40	45	39	41	

1/ All sizes of oranges, 37.5 pounds net weight per carton.

2/ Returns to retailer for salable oranges (3-percent allowance for loss incurred during marketing process).

Table 53.—Oranges, California, Valencia: Prices and value per carton and grower and packer returns as a percentage of retail value, Los Angeles, by months and seasons, 1963 to 1967 1/

Item	May	June	July	Aug.	Sept.	Oct.	Nov.	Season average
Dollars								
<u>Prices and value</u>								
Retail value <u>2/</u> :								
1963	6.73	7.17	7.24	6.88	6.91	7.17	7.17	7.02
1964	6.11	6.44	7.20	7.28	7.93	8.91	8.44	7.38
1965	5.53	5.97	5.74	6.03	6.62	6.80	6.65	6.17
1966	5.13	5.90	6.44	6.22	6.07	7.46	6.77	6.21
1967	4.76	4.99	5.49	5.78	6.30	6.59	6.44	5.63
Wholesale price:								
1963	4.75	5.00	4.75	4.70	4.75	4.95	4.40	4.74
1964	4.15	4.40	4.40	5.20	5.70	5.87	5.50	4.97
1965	2.88	3.00	2.88	3.50	3.88	3.58	4.00	3.37
1966	3.25	3.68	3.50	3.85	3.36	4.50	4.38	3.81
1967	2.75	2.68	3.33	3.45	3.83	4.75	4.50	3.48
Shipping point (f.o.b.) price:								
1963	3.71	3.52	2.92	2.93	2.77	3.26	2.96	3.19
1964	2.93	2.66	3.02	3.37	3.69	4.04	4.38	3.39
1965	2.48	2.52	2.27	2.40	2.95	2.97	2.92	2.65
1966	2.33	2.60	2.29	2.89	2.98	3.65	3.25	2.84
1967	2.13	2.18	2.32	2.45	2.65	3.20	2.56	2.45
<u>Grower and packer share of retail value:</u>								
Percent								
1963	55	49	40	42	40	45	41	45
1964	48	41	42	46	47	45	52	46
1965	45	42	39	40	45	44	44	43
1966	45	44	35	47	49	49	48	46
1967	45	44	42	43	42	48	40	44

1/ All sizes of oranges, 37.5 pounds net weight per carton.

2/ Returns to retailer for salable oranges (3-percent allowance for loss incurred during marketing process).

Table 54.—Oranges, California, Valencia: Prices and value per carton and grower and packer returns as a percentage of retail value, New York City,
by months and seasons, 1963 to 1967 1/

Item	May	June	July	Aug.	Sept.	Oct.	Nov.	Season average	
<u>Prices and value</u>		Dollars							
<u>Retail value 2/:</u>									
1963	—	9.19	7.77	7.99	7.81	7.65	7.73	8.04	
1964	6.87	7.55	8.22	8.66	8.92	9.63	9.30	8.24	
1965	—	7.13	6.95	6.95	7.28	7.59	7.73	7.25	
1966	—	7.47	7.06	7.61	7.61	8.33	8.52	7.81	
1967	—	6.42	7.21	7.06	7.17	8.14	7.88	7.26	
<u>Auction price:</u>									
1963	4.78	3.95	3.69	4.16	3.66	4.48	3.58	3.96	
1964	4.53	3.87	4.67	5.49	5.24	5.33	5.86	4.83	
1965	2.85	3.42	2.90	3.32	3.82	4.02	4.09	3.58	
1966	4.05	3.35	3.43	4.36	4.59	4.52	5.32	4.28	
1967	2.97	4.07	2.74	3.51	3.84	4.31	3.89	3.77	
<u>Shipping point price (f.o.b.):</u>									
1963	3.71	3.52	2.92	2.93	2.77	3.26	2.96	3.07	
1964	2.93	2.66	3.02	3.37	3.69	4.04	4.38	3.28	
1965	2.48	2.52	2.27	2.40	2.95	2.97	2.92	2.67	
1966	2.33	2.60	2.29	2.89	2.98	3.65	3.25	2.99	
1967	2.13	2.18	2.32	2.45	2.65	3.20	2.56	2.58	
<u>Grower and packer share of retail value:</u>									
					Percent				
1963	—	38	37	37	36	43	38	38	
1964	43	35	37	39	42	42	47	40	
1965	—	35	33	35	40	39	38	37	
1966	—	35	33	38	39	44	38	38	
1967	—	34	32	35	37	39	32	36	

1/ All sizes of oranges, 37.5 pounds net weight per carton.

2/ Returns to retailer for salable oranges (3-percent allowance for loss incurred during marketing process).

Table 55.—Oranges, California, Valencia: Prices and value per carton and grower and packer returns as a percentage of retail value, Seattle, by months and seasons, 1963 to 1967 1/

Item	May	June	July	Aug.	Sept.	Oct.	Nov.	Season average
<u>Prices and value</u>	Dollars							
Retail value 2/:								
1963	—	—	8.33	8.59	8.36	8.18	8.40	8.36
1964	8.14	8.18	8.74	8.33	8.92	9.93	9.97	8.67
1965	—	5.64	6.05	6.24	7.25	6.64	7.28	6.51
1966	—	6.46	6.61	6.80	7.28	8.03	8.44	7.30
1967	—	5.79	5.86	6.24	6.76	7.35	7.47	6.55
Wholesale price:								
1963	—	—	6.12	6.25	5.25	5.50	6.00	5.81
1964	5.00	4.75	5.22	5.95	5.10	6.26	6.32	5.34
1965	3.70	3.95	3.90	4.20	5.10	5.10	6.00	4.76
1966	3.55	3.85	3.50	4.25	4.40	4.90	6.35	4.70
1967	3.00	3.60	3.70	3.90	4.40	4.80	4.35	4.10
Shipping point price (f.o.b.):								
1963	—	—	2.92	2.93	2.77	3.76	2.96	3.09
1964	2.93	2.66	3.02	3.37	3.69	4.04	4.38	3.28
1965	2.48	2.52	2.27	2.40	2.95	2.97	2.92	2.69
1966	2.33	2.60	2.29	2.89	2.98	3.65	3.25	2.92
1967	2.13	2.18	2.32	2.45	2.65	3.20	2.56	2.54
Grower and packer share of retail value:	Percent							
1963	—	—	35	34	33	46	35	37
1964	36	32	35	40	41	41	44	38
1965	—	45	38	38	40	45	40	41
1966	—	40	35	42	41	45	38	40
1967	—	38	40	39	39	43	34	39

1/ All sizes of oranges, 37.5 pounds net weight per carton.

2/ Returns to retailer for salable oranges (3-percent allowance for loss incurred during marketing process).

CALIFORNIA VALENCIA ORANGE PRODUCTION

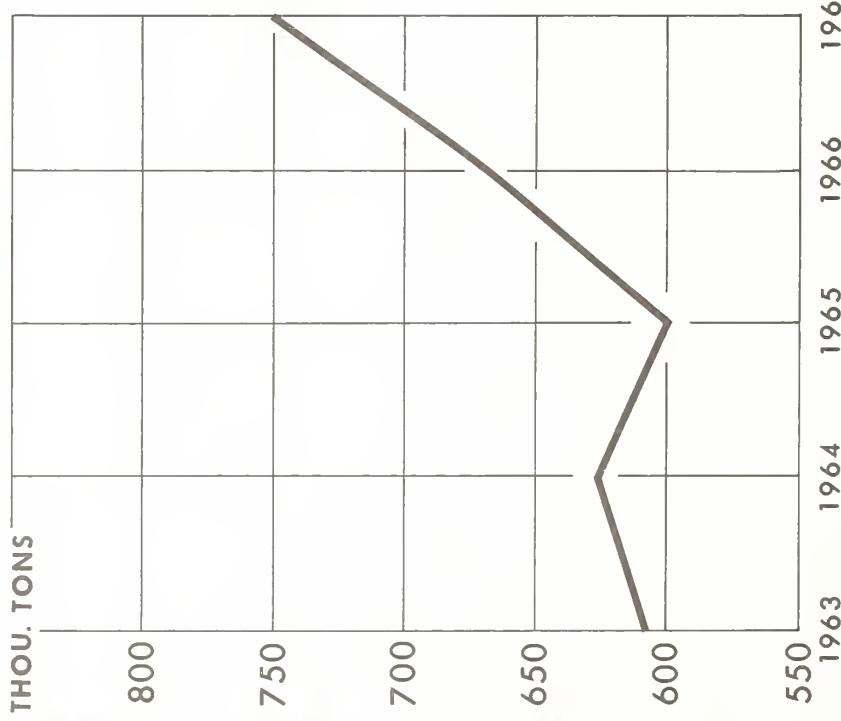
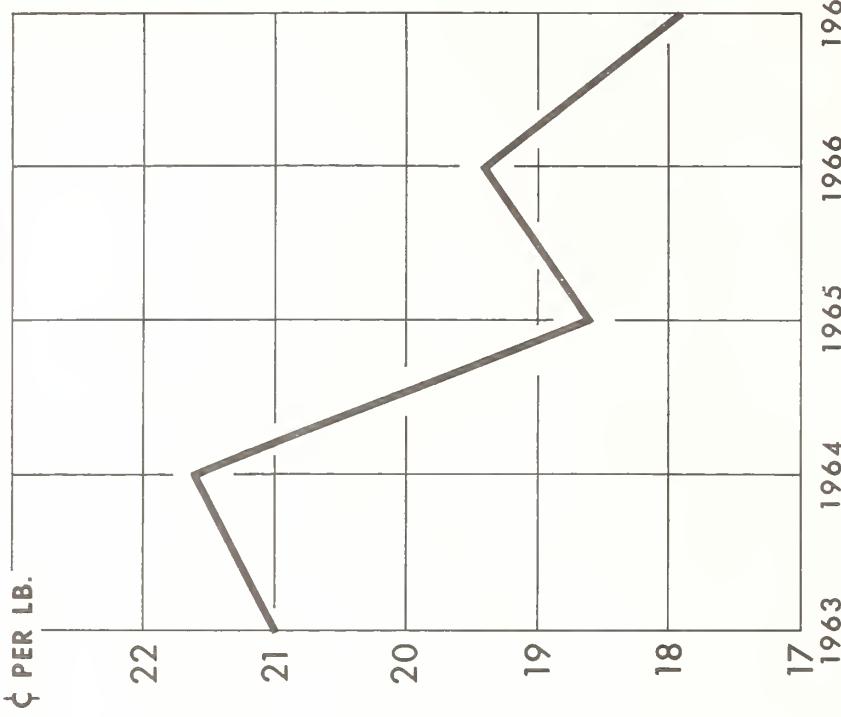


Figure 27

RETAIL PRICE OF CALIFORNIA VALENCIA ORANGES *

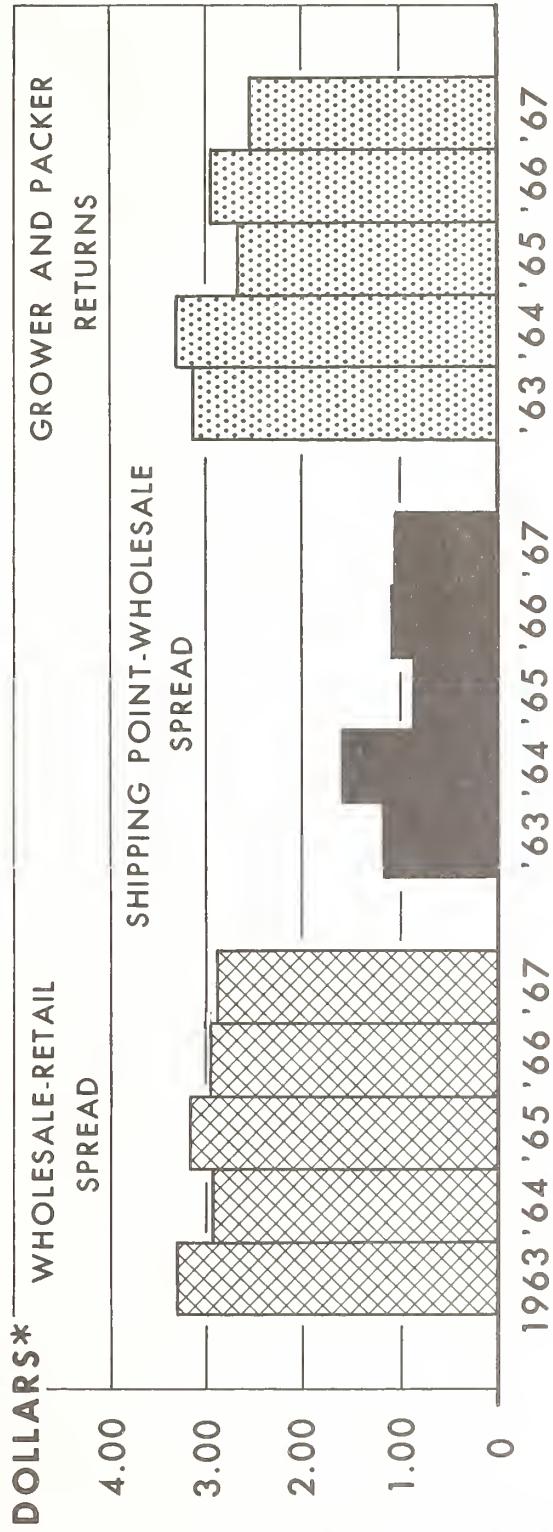


*SEASONAL AVERAGE PRICE IN CHICAGO, LOS ANGELES, NEW YORK, AND SEATTLE.

Figure 28

SPREADS FOR CALIFORNIA VALENCIA ORANGES

Seasonal Averages for Chicago,
Los Angeles, New York City, and Seattle



* DOLLARS PER 37.5-POUND CARTON, ALL SIZES.
SEASON: MAY-NOVEMBER.

Figure 29

Table 56.—Oranges, California, Valencia: Spreads per carton and as a percentage of the retail value, Chicago, by months and seasons, 1963 to 1967 ^{1/}

Spreads	May	June	July	Aug.	Sept.	Oct.	Nov.	Season average
Dollars								
Wholesale-retail:								
1963	2.46	4.16	2.63	4.20	3.13	2.68	4.13	3.30
1964	2.17	1.84	2.47	3.23	2.67	2.53	2.04	2.41
1965	—	3.34	3.24	2.59	2.98	3.19	3.31	3.13
1966	—	2.64	2.59	2.88	2.79	3.22	4.03	3.06
1967	—	2.76	3.56	2.92	3.48	3.53	2.82	3.18
Shipping point-wholesale:								
1963	1.04	.09	2.04	.19	1.23	1.19	.50	.92
1964	.95	1.88	1.45	1.73	1.15	1.95	2.14	1.55
1965	.66	.94	.69	1.13	.45	.56	.57	.71
1966	.40	.33	.76	.61	1.07	.38	.41	.56
1967	.20	.81	.06	.53	.45	.33	1.20	.53
Wholesale-retail as percentage of retail value:								
1963	34	54	35	57	44	37	54	45
1964	36	29	36	39	36	30	24	33
1965	—	49	52	42	47	48	49	48
1966	—	47	46	45	41	45	53	46
1967	—	48	60	49	53	50	43	51
Shipping point-wholesale as percentage of retail value:								
1963	14	1	27	3	17	17	7	12
1964	16	29	20	21	15	23	25	21
1965	—	14	11	19	7	8	8	11
1966	—	6	13	10	16	5	5	9
1967	—	14	1	9	7	5	18	8

^{1/} All sizes of oranges, 37.5 pounds net weight per carton.

Table 57.—Oranges, California, Valencia: Spreads per carton and as a percentage of the retail value, Los Angeles, by months and seasons, 1963 to 1967 1/

Spreads	May	June	July	Aug.	Sept.	Oct.	Nov.	Season average
Dollars								
Wholesale-retail:								
1963	1.98	2.17	2.49	2.18	2.16	2.22	2.77	2.28
1964	1.96	2.04	2.80	2.08	2.23	3.04	2.94	2.41
1965	2.65	2.97	2.86	2.53	2.74	3.22	2.65	2.80
1966	1.88	2.22	2.94	2.37	2.44	2.96	2.39	2.40
1967	-2.01	2.31	2.16	2.33	2.47	1.84	1.94	2.15
Shipping point-wholesale:								
1963	1.04	1.48	1.83	1.77	1.98	1.69	1.44	1.55
1964	1.22	1.74	1.38	1.83	2.01	1.83	1.12	1.58
1965	.40	.48	.61	1.10	.93	.61	1.08	.72
1966	.92	1.08	1.21	.96	.65	.85	1.13	.97
1967	.62	.50	1.01	1.00	1.18	1.55	1.94	1.03
Wholesale-retail as percentage of retail value:								
1963	29	30	35	32	31	31	39	33
1964	32	32	39	29	28	34	35	33
1965	48	50	50	42	41	47	40	45
1966	37	38	46	38	40	40	35	39
1967	42	46	39	40	39	28	30	38
Shipping point-wholesale as percentage of retail value:								
1963	16	21	25	26	29	24	20	22
1964	20	27	19	25	25	21	13	21
1965	7	8	11	18	14	9	16	12
1966	18	18	19	15	11	11	17	15
1967	13	10	19	17	19	24	30	18

1/ All sizes of oranges, 37.5 pounds net weight per carton.

Table 58.—Oranges, California, Valencia: Spreads per carton and as a percentage of the retail value, New York City, by months and seasons, 1963 to 1967 1/

Spreads	May	June	July	Aug.	Sept.	Oct.	Nov.	Season average
Dollars								
Wholesale-retail:								
1963	—	5.24	4.08	3.83	4.15	3.17	4.15	4.08
1964	2.34	3.68	3.55	3.17	3.68	4.30	3.44	3.41
1965	—	3.71	4.05	3.63	3.46	3.57	3.64	3.67
1966	—	4.12	3.63	3.25	3.02	3.81	3.20	3.53
1967	—	2.35	4.47	3.55	3.33	3.83	3.99	3.49
Shipping point-wholesale:								
1963	1.07	.43	.77	1.23	.89	1.22	.62	.89
1964	1.60	1.21	1.65	2.12	1.55	1.29	1.48	1.55
1965	.37	.90	.63	.92	.87	1.05	1.17	.91
1966	1.72	.75	1.14	1.47	1.61	.87	2.07	1.29
1967	.84	1.89	.42	1.06	1.19	1.11	1.33	1.19
Wholesale-retail as percentage of retail value:								
1963	—	57	53	48	53	41	54	51
1964	34	49	43	37	41	45	37	41
1965	—	52	58	52	48	47	47	50
1966	—	55	51	43	40	46	38	45
1967	—	37	62	50	46	47	51	48
Shipping point-wholesale as percentage of retail value:								
1963	—	5	10	15	11	16	8	11
1964	23	16	20	24	17	13	16	19
1965	—	13	9	13	12	14	15	13
1966	—	10	16	19	21	10	24	17
1967	—	29	6	15	17	14	17	16

1/ All sizes of oranges, 37.5 pounds net weight per carton.

Table 59.—Oranges, California, Valencia: Spreads per carton and as a percentage of the retail value, Seattle, by months and seasons, 1963 to 1967 ^{1/}

Spreads	May	June	July	Aug.	Sept.	Oct.	Nov.	Season average
Dollars								
Wholesale-retail:								
1963	—	—	2.21	2.34	3.11	2.68	2.40	2.55
1964	3.14	3.43	3.52	2.38	3.82	3.67	3.65	3.33
1965	—	1.69	2.15	2.04	2.15	1.54	1.28	1.75
1966	—	2.61	3.11	2.55	2.88	3.13	2.09	2.60
1967	—	2.19	2.16	2.34	2.36	2.55	3.12	2.45
Shipping point-wholesale:								
1963	—	—	3.20	3.32	2.48	1.74	3.04	2.72
1964	2.07	2.09	2.20	2.58	1.41	2.22	1.94	2.06
1965	1.22	1.43	1.63	1.80	2.15	2.13	3.08	2.07
1966	1.22	1.25	1.21	1.36	1.42	1.25	3.10	1.78
1967	.87	1.42	1.38	1.45	1.75	1.60	1.79	1.56
Wholesale-retail as percentage of retail value:								
1963	—	—	27	27	37	33	29	30
1964	39	42	40	29	43	37	36	38
1965	—	30	36	33	30	23	18	27
1966	—	41	47	38	40	39	25	36
1967	—	38	37	38	35	35	42	37
Shipping point-wholesale as percentage of retail value:								
1963	—	—	38	39	30	21	36	33
1964	25	26	25	31	16	22	20	24
1965	—	25	26	29	30	32	42	32
1966	—	19	18	20	19	16	37	24
1967	—	24	23	23	26	22	24	24

^{1/} All sizes of oranges, 37.5 pounds net weight per carton.

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