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TEXAS FRESH CITRUS MARKET SHARES BY MARKETS
1972-73

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A Report to the Texas Valley Citrus Committee
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FOREWORD

This is an industry report written with a minimum of technical terms or "economic jargon". It is addressed to citrus growers, grove care firms, handlers, and managers of citrus marketing firms to assist in analyzing Texas' competitive situation in U. S. markets.

The format for this report was first developed for the 1972-73 marketing season. With an annual publication of this data, a historical marketing data bank will evolve which may be used by decision makers of the Texas citrus industry. This data will also provide basic information for future marketing research inquiries.

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SUMMARY

Texas' shares of both the fresh oranges and fresh grapefruit markets were estimated for each of 281 market areas in the United States. Market share estimates were based on market area population, regional per capita citrus consumption, and Texas' fresh orange and grapefruit shipments during the 1972-73 season.

For oranges, the most favorable market shares were found in home markets, with an overall (Texas) share of approximately 70 percent, followed by Mississippi, Arkansas, Oklahoma, and Louisiana with about 55, 45, 39, and 38 percent respectively.

Texas' share of the fresh grapefruit markets is highest at home and in the midwestern and western states. In most states west of the Mississippi River Texas has a substantial market share, estimated to be 78 percent in both Minnesota and Iowa, 51 percent in Oregon, 20 percent in California, and 17 percent in Washington.

Careful examination of market share data on a market-by-market basis can assist in market development activities by locating weak markets. Over time, market share information can help to evaluate advertising and promotion efforts.

INTRODUCTION AND OBJECTIVES

This report is a companion to an earlier publication of the Texas Market Research and Development Center entitled "Texas Fresh Citrus Shipments by Market Areas, 1972-73" [3]. That report examined the absolute quantities shipped (cartons) to various U. S. market areas. This report goes one step beyond; it estimates Texas' share of fresh orange and grapefruit markets taking into consideration the population of various market areas and regional differences in citrus consumption. This information enables the citrus industry to readily identify markets where market development potential is the greatest, thereby increasing the effectiveness of advertising, promotion and merchandising efforts.

BACKGROUND

In 1972-73 Texas' commercial citrus acreage totaled approximately 82,300 acres, all located in the Rio Grande Valley. About one-third of this acreage was early and mid-season oranges, one-fifth was Valencias, and slightly less than half was grapefruit.

Texas produces a relatively small share of the total U. S. supply of fresh citrus. The proportion of the U. S. supply of fresh oranges constituted only 8 percent of the total in the 1972-73 season (Table 1). The proportion of the U. S. supply of fresh grapefruit which Texas produced during the 1972-73 season amounted to 22.9 percent of the U. S. total fresh supply. While the proportion of fresh grapefruit supplied by Texas is appreciably larger than the proportion of fresh oranges, it is still dwarfed by Florida's supply, which constitutes over 65

Table 1. Total U. S. supply of oranges for fresh consumption and processing, by state, 1972-73, in tons and percent of total U. S. orange production

State	Fresh	Processed	Total
Arizona			
Tons	107,588	82,162	189,750
Percent	6.3	1.0	1.9
California			
Tons	903,750	675,000	1,578,750
Percent	53.2	8.4	16.2
Florida			
Tons	550,035	7,086,465	7,636,500
Percent	32.4	88.2	78.4
Texas			
Tons	136,212	195,288	331,500
Percent	8.0	2.4	3.4
U. S. Totals			
Tons	1,697,585	8,038,915	9,736,500
Percent[a]	100.0	100.0	100.0

Source: Citrus Fruits by States, 1971-72, 1972-73, and 1973-74. FrNt 3-1 (74) October 1974, Crop Reporting Board, SRS, USDA, Washington, D.C.

[a]Percent totals may not sum to 100 due to rounding.

percent of the U. S. total (Table 2).

The United States Department of Agriculture (USDA) estimated Texas' 1972-73 orange production at 331,500 tons and grapefruit production at 472,000 tons (Tables 3 and 4). Of this, approximately 58.9 percent of the oranges and 46.3 percent of the grapefruit was processed. The remaining 41.1 percent and 53.7 percent of the oranges and grapefruit production respectively was utilized as fresh. Fresh utilization includes commercial shiments, both domestic and export, gift fruit, and local consumption. Approximately 78 percent of the fresh grapefruit and fresh oranges entered commercial channels; the remainder was shipped as gift fruit or consumed locally. The focus of this report is on the fresh citrus that is shipped to domestic markets.

PROCEDURES

The major source of data for this report was obtained from the Texas Valley Citrus Committee. The Committee receives inspection certificates which are issued by the Texas Department of Agriculture and the Agricultural Marketing Service of the USDA. The inspection certificates were used to determine the quantity of fresh citrus shipped to various U. S. markets. The market areas were defined as the ADI's (Areas of Dominant Influence) for television markets. The ADI's are determined and published by Sales Management. Population of each market area was obtained for Sales Management's 10th Annual Survey of Television, Newspaper, and Radio Markets, 1972, [5]. Thus, the population figures correspond with the shipment destinations as given by the inspection certificates. It is recognized, however, that there is considerable divergence between some shipment destinations and the geographic area where the fruit

Table 2. Total U. S. supply of grapefruit for fresh consumption and processing, by state, 1972-73, in tons and percent of total U. S. grapefruit production

State	Fresh	Processed	Total
Arizona			
Tons	36,960	47,520	84,480
Percent	3.3	3.0	3.2
California (desert valleys)			
Tons	37,760	58,240	96,000
Percent	3.4	3.7	3.6
California (other)			
Tons	56,950	36,850	93,800
Percent	5.1	2.4	3.5
Florida			
Tons	724,455	1,205,045	1,929,500
Percent	65.3	76.9	72.1
Texas			
Tons	253,600	218,400	472,000
Percent	22.9	13.9	17.6
U. S. Totals			
Tons	1,109,725	1,566,055	2,675,780
Percent[a]	100.0	100.0	100.0

Source: Citrus Fruits by States, 1971-72, 1972-73, and 1973-74. FrNt 3-1 (74) October 1974, Crop Reporting Board, SRS, USDA, Washington, D.C.

[a]Percent totals may not sum to 100 due to rounding.

Table 3. Proportion of total orange production going to fresh and processed markets, by state, 1972-73

State	Total production	Fresh	Processed	Totals
	(Tons)	(-----------Percent----------)		
Arizona	189,750	56.7	43.3	100.0
California	1,578,750	57.2	42.8	100.0
Florida	7,636,500	7.2	92.8	100.0
Texas	331,500	41.1	58.9	100.0
U. S. Totals	9,736,500	17.4	82.6	100.0

Source: Citrus Fruits by States, 1971-72, 1972-73, and 1973-74. FrNt 3-1 (74) October 1974, Crop Reporting Board, SRS, USDA, Washington, D. C.

Table 4. Proportion of total grapefruit production going to fresh and processed markets, by state and/or major production areas, 1972-73

State or production area	Total production	Fresh	Processed	Totals
	(Tons)	(-----------Percent	--------------	)
Arizona	84,480	43.8	56.2	100.0
California (desert valley)	96,000	39.3	60.7	100.0
California (other)	93,800	60.7	39.3	100.0
Florida	1,929,500	37.5	62.4	100.0[a]
Texas	472,000	53.7	46.3	100.0
U. S. Totals	2,675,780	41.5	58.5	100.0

Source: Citrus Fruits by States, 1971-72, 1972-73, and 1973-74. FrNt 3-1 (74) October 1974, Crop Reporting Board, SRS, USDA, Washington, D. C.

[a]Does not sum to 100 percent due to rounding.

is consumed. This divergence is primarily due to large distribution points to which fruit is initially shipped and then re-shipped to other wholesale or retail outlets.

Per capita consumption of oranges and grapefruit was estimated for four regions of the U. S.: the South, West, North Central and Northeast (Figure 1). An index of per capita oranges and grapefruit consumption for the four regions was constructed on the basis of the most recent regional consumption figures available, the USDA's household food consumption survey which was conducted in 1965-66 [7]. This index was then used to adjust the USDA's 1972 estimates of U. S. per capita consumption to reflect regional consumption differences (Tables 5 and 6). The updated regional per capital figures were then used in conjuction with Sales Management's population figures to estimate total orange and grapefruit consumption for ADI markets within the respective regions. The market share was then estimated for each area by comparing known Texas shipments into the area with the estimates of total orange or grapefruit consumption by households in the area. This is expressed as a percentage, or market share.

Figure 1. Regions for which annual per capita orange and grapefruit consumption estimates are reported.

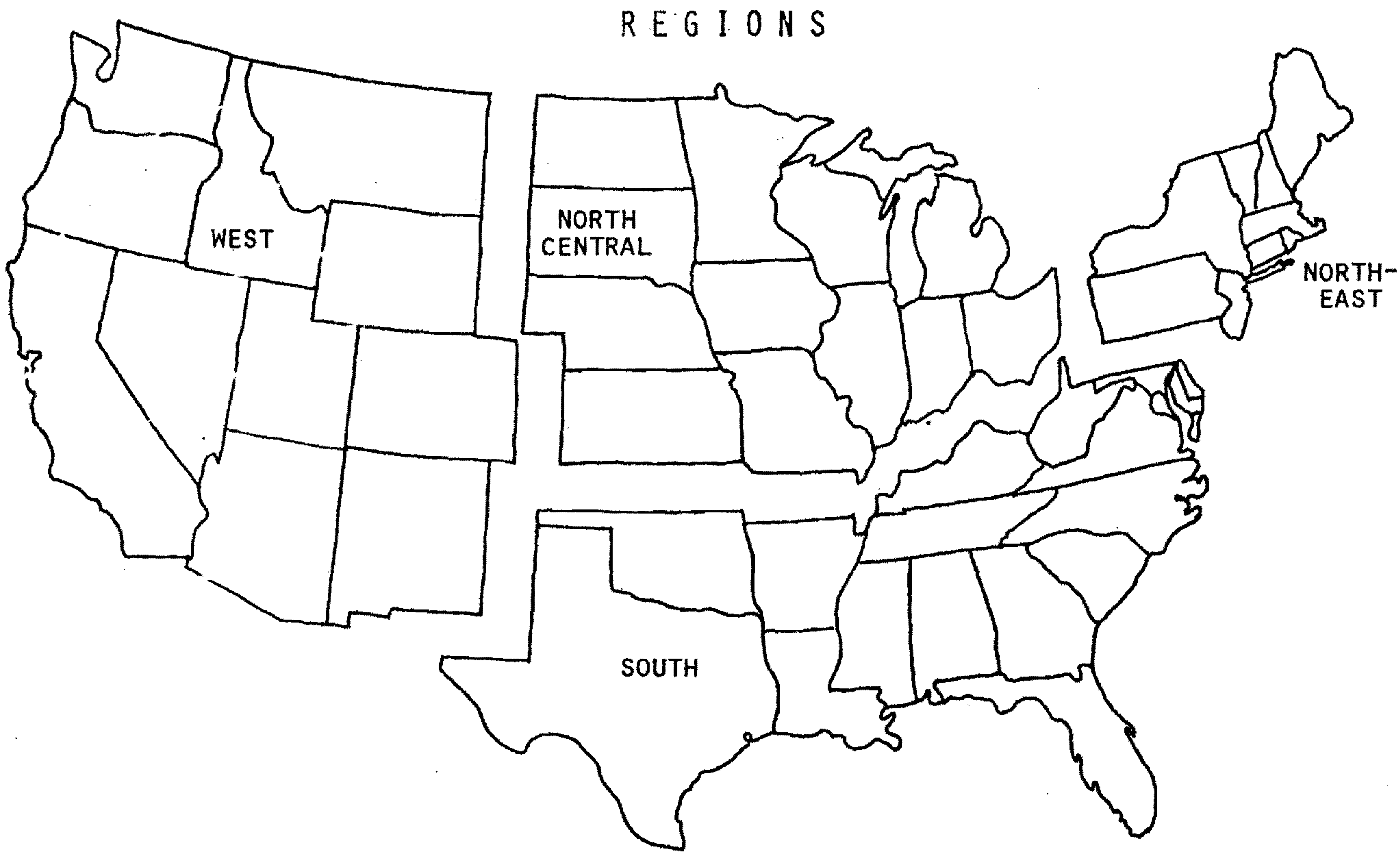


Table 5 . Regional consumption indices for fresh oranges and grapefruit[a]

Region	Oranges	Grapefruit
	(index, 1 = U. S. average)	
South	0.7127	0.8189
West	1.2689	1.2684
North central	1.1312	0.9062
North east	1.2138	1.1993

[a]The regional consumption indices are based on the regional food consumption data reported by the USDA [7]. The original household consumption figures were adjusted for regional differences in household sizes. Thus the above index numbers reflect per capita regional consumption differences.

Table 6 . Estimated annual per capita fresh orange and grapefruit consumption for the U. S. and by regions[a], 1972

Region	Oranges	Grapefruit
	(Pounds)[b]	
U. S.	14.2	8.3
South	10.1	6.8
West	18.0	10.5
North central	16.1	7.5
North east	17.2	10.0

[a]See Figure 1 for the states included in each region. The per capita consumption figures for the individual regions were estimated by using 1972 orange and grapefruit consumption estimates adjusted for regional consumption indices from Table 5.

[b]1972 per capita figures for the U. S. were obtained by telephone from the Economic Research Service, USDA [8].

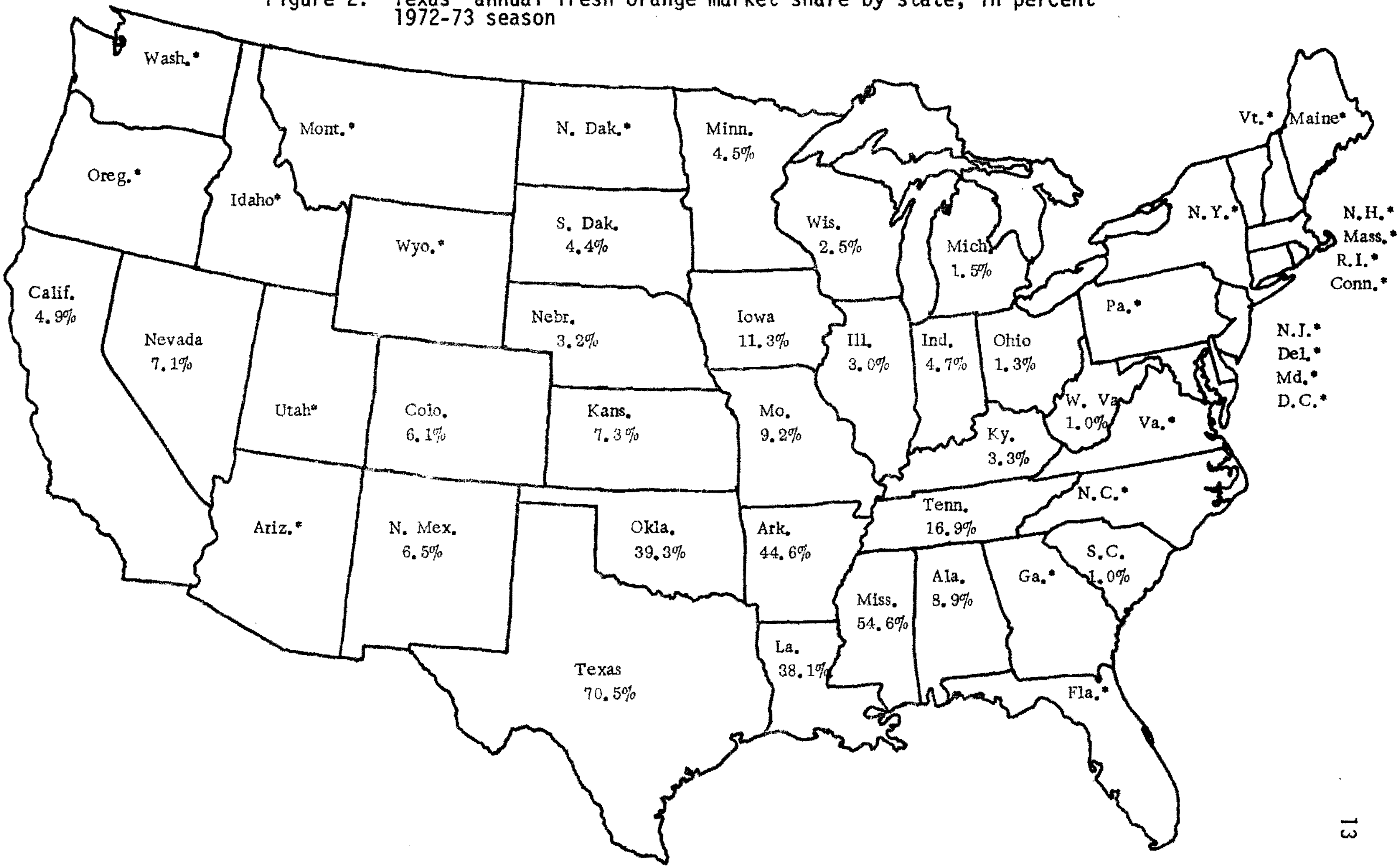
SUMMARY

An overview of the domestic markets for fresh oranges and grapefruit was obtained be examining ADI market data on a state-by-state basis. The state aggregations of ADI's were determined by <u>Sales Management</u> [5].

For oranges, the largest market shares are Texas' home markets with 70.5 percent; followed by Mississippi, Arkansas, Oklahoma, and Louisana with about 55, 45, 39, and 38 percent respectively. Outside these markets, Texas' market share for oranges drops rapidly (Figure 2).

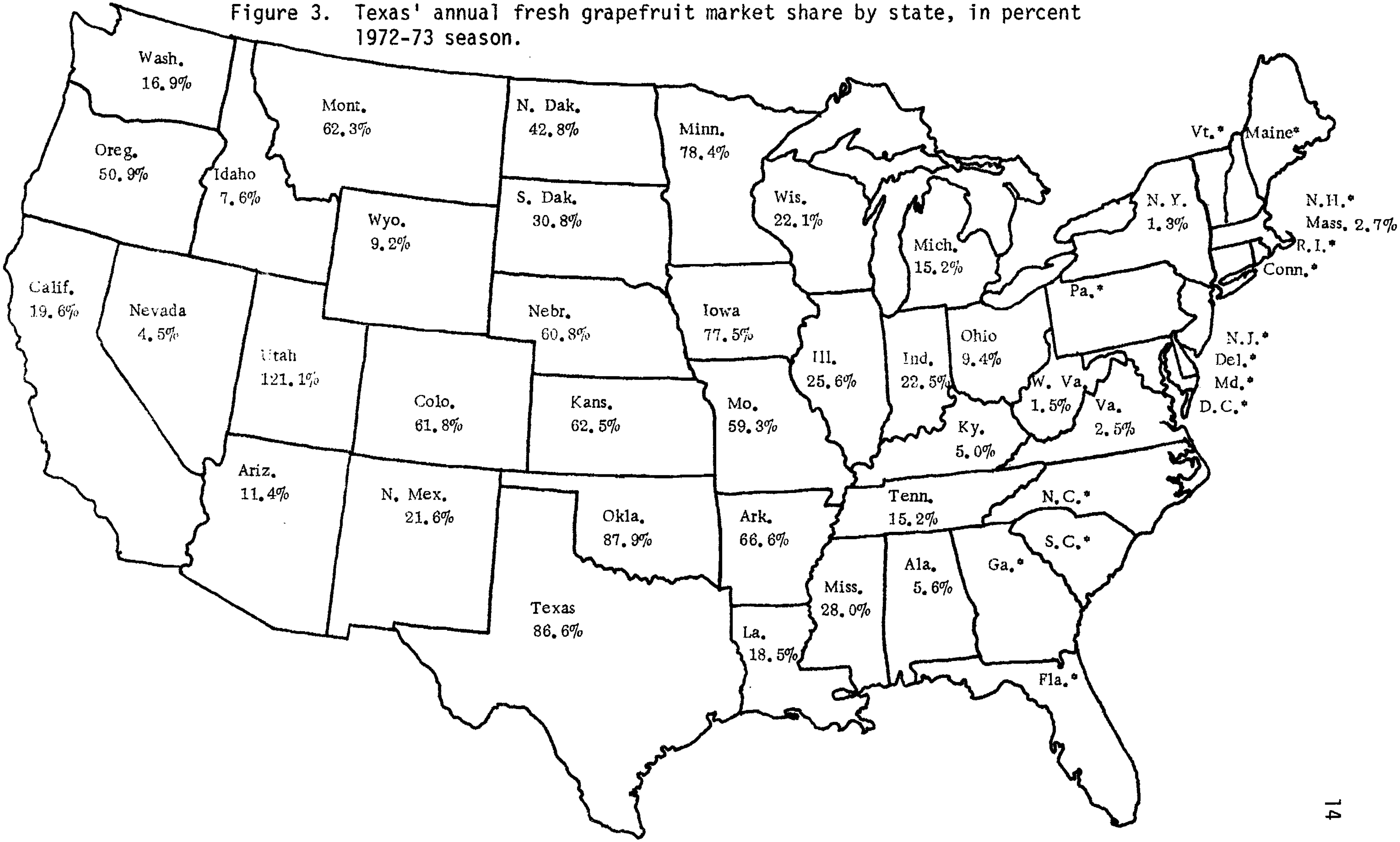
Texas' share of the fresh grapefruit markets is highest at home and in the midwestern and western states (Figure 3). Texas has a respectable grapefruit market share in most states west of the Mississippi River. For example, Texas' market share was about 78 percent in both Minnesota and Iowa. On the west coast, Texas' market share was nearly 51 percent in Oregon, followed by nearly 20 percent in California and 17 percent in Washington. The shipping certificate data resulted in a few unusual market share figures which require explanation. For example, the market share for Utah is 121.1 percent, an obvious absurdity. This reflects a disproportionate amount of fruit sent to distribution points in Utah. The same type of situation occurred for individual ADI markets; some show Texas' market share as being in excess of 100 percent. Again, this usually indicates that the ADI is the distribution center for a food

Figure 2. Texas' annual fresh orange market share by state, in percent
1972-73 season



Note: An asterisk indicates a market share of less than 1 percent.

Figure 3. Texas' annual fresh grapefruit market share by state, in percent 1972-73 season.



Note: An asterisk indicates a market share of less than 1 percent.

chain or a wholesale operation. However, in some instances the discrepancy could be due to underestimating the per capita consumption of oranges and grapefruit.

The estimated market shares for both fresh oranges and grapefruit for 281 ADI market areas appear in Appendix Tables 1 and 2. These results merit careful study because of their market development potential.

Table 1 of the Appendix contains market share results for oranges and Table 2 the results for grapefruit. The first column of each table gives the estimated annual consumption of all fresh oranges or grapefruit. This gives an indication of the relative importance of the various markets.

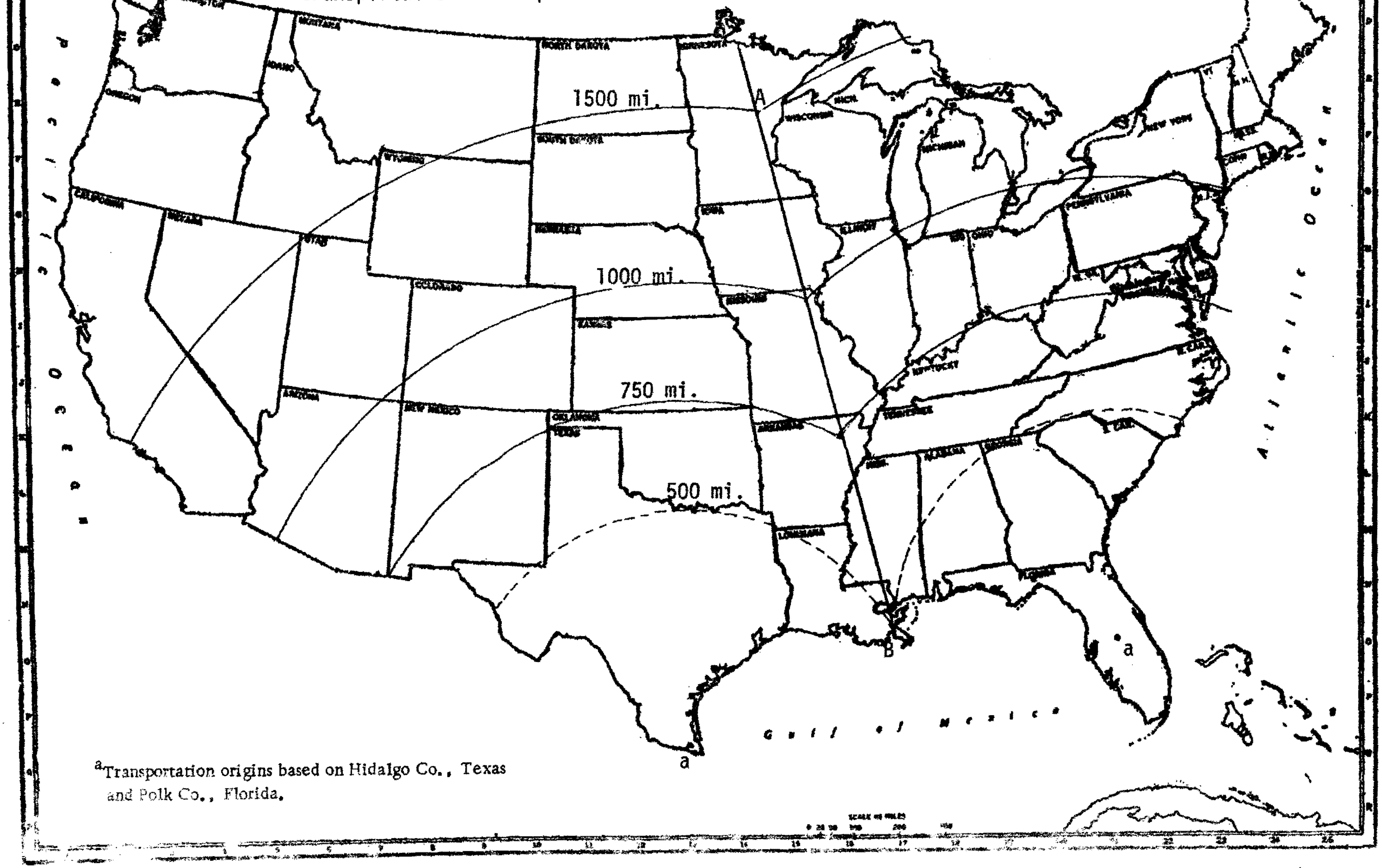
The second column indicates the proportion of the estimated consumption of fresh oranges or grapefruit that Texas supplied during the 1972-73 season. If a reader wants to know how many cartons Texas shipped to a given market, he can multiply the value in the first column by the value in the second column. As an example, the estimated annual consumption of fresh oranges in Birmingham, Alabama is 300,879 and Texas' market share there was 19.3. By multiplying 300,879 by 19.3 percent we obtain approximately 58,000 cartons, Texas' reported shipments to Birmingham. Shipments to the ADI markets are reported by cartons in an earlier publication [3].

The third column is an estimate of the number of potential market contacts in each ADI. Only those firms which had the potential to take delivery were included. These estimates are based on information obtained from the Fruit and Vegetable Credit and Marketing Service' Blue Book [4]. Due to the changing nature of the produce business, the number of possible contacts is intended only as an indication of market potential. A low market share along with a large number of produce handlers in a geographic area where Texas has a transportation advantage indicates a target for market expansion.

Florida is Texas' primary competition in the fresh citrus market since both marketing seasons coincide and transportation costs are an important consideration in assessing market potential. An obvious difficulty is defining areas of comparative advantage with respect to transportation costs. Geographic distance was used as a rough measure of comparative advantage, although other factors such as availability of back-hauls, regulated rail rates, and unofficial but suggested truck rates influence actual transportation costs. Using geographic distance as the sole criterion of the competitive transportation situation between Texas and Florida, distance from the major citrus producing areas of Florida and Texas to various areas of the United States were compared (Figure 4). Hidalgo County, Texas, and Polk County, Florida were used as beginning transportation points.

Texas has a competitive advantage to market areas west of line AB (Figure 4). Conversely, Florida has the advantage to points east of the line. This line corresponds roughly to the Mississippi River. Transportation is only one facet of the complex competitive environment, however. The relative market shares among markets and the market development potential in absolute terms must be considered.

Figure 4. Areas of transportation advantages for Texas and Florida based on equal transportation costs per mile.



[a]Transportation origins based on Hidalgo Co., Texas and Polk Co., Florida.

Texas, Oklahoma, Arkansas, Lousiana, and Mississippi constitute the states where Texas oranges enjoy the largest market shares. Texas' share of the fresh orange market ranges from 70 percent in Texas to 38 percent in Lousiana. Outside these states, Texas' market share drops drastically despite an apparent transportation advantage. For example, Texas supplies New Mexico, Colorado, and Kansas with only 6.5, 6.1, and 7.3 percent of their fresh orange needs. Practically all market areas within these states exhibit possible market development potential.

From the standpoint of market share and volume, Missouri markets also appear to be good target markets. For instance, Kansas City and St. Louis have a combined estimated annual orange consumption of nearly 2 million cartons, but our market share in each market is only about 6 percent.

Other market areas which appear to have potential for increased orange sales are in the upper-midwest and northwestern states. These markets buy substantial quantities of Texas grapefruit but few Texas oranges. For example, Texas' grapefruit market share is approximately 50 percent in Oregon, but the orange market share is less than one percent. A number of other states reflect similar situations. The state of Washington has an estimated orange market potential of over 1.5 million boxes, yet Texas supplies only one-half of one percent of their requirements. In contrast Texas supplies nearly 17 percent of their grapefruit. Utah, Montana, and North Dakota market share data reflect similar situations. In Minnesota, Texas grapefruit market share is about 78 percent, but the orange market share is less than 5 percent.

Illinois markets also appear to be worthy of market development for oranges. The Chicago market alone utilizes about 3.5 million cartons, yet Texas supplies only 3 percent compared with nearly 29 percent of their grapefruit needs.

Perhaps failure to capture larger market shares outside a few southern and southwestern states is due not to lack of aggressive promotion but rather to lack of consistent product supply or quality.

Target Markets for Grapefruit

In most states west of the Mississippi River Texas' grapefruit market share is substantial, however there are some markets which appear weak when compared to adjacent market areas. For example, Texas supplied over 300,000 cartons of grapefruit to Oregon markets. This represented slightly over half of the state's estimated consumption. In contrast, Texas shipped neighboring Washington markets a total of 155,000 cartons, only 17 percent of their estimated consumption. The Seattle-Tacoma and Spokane markets may provide outlets for additional Texas grapefruit.

Texas' grapefruit market share in Minnesota, Iowa, and Missouri were approximately 78, 78, and 59 percent respectively during the 1972-73 season. By comparison, market shares were only 22 and 26 percent respectively in the adjoining states of Wisconsin and Illinois. Even though Texas has approximately 30 percent of the Chicago market, the magnitude of this market could provide additional opportunities. Granted, direct transportation cost disadvantages to markets in these latter two states are an important factor, however these costs may be partially offset by better back-haul opportunities.

The more populous north-central and north-eastern markets should be examined carefully for market development potential. Despite transportation cost disadvantages, precedents exist for developing these markets. For example, inroads have been made in markets as far away as New York and Massachusetts, where Texas' market share was estimated to be 1.3 and 2.7 percent respectively for the 72-73 season. In these densely populated areas there are undoubtedly sizeable numbers of consumers, a substantial "market segment" willing to pay the price for the finest fruit available. The consensus is that Texas has the physical environment to produce the finest. The "upper-end" markets could probably be profitably developed by adhering to strict quality control measures in co-ordination with various promotional measures which would create a favorable trade and consumer image of Texas grapefruit.

One state market which seems particularly worthy of attention is Pennsylvania with an estimated grapefruit consumption of nearly 3.5 million cartons. Texas' overall market share amounted to only three-tenths of one percent. In addition, there were two ADI's, Erie and Wilks Barre-Scranton, which received no Texas shipments at all during the 1972-73 season.

CONCLUSIONS

The above discussion of target markets is not intended to be a comprehensive analysis but rather a general overview. It is anticipated that those in the citrus industry with an everyday working knowledge of the U. S. markets can use the detailed information to identify markets that can be improved for Texas citrus. Each market area must be examined individually with respect to dominant wholesale, retail, and brokerage firms that operate in the area, recognizing that ultimate buyers may be located elsewhere. Valuable information about buyers is found in sources such as the Blue Book, Progressive Grocer's Marketing Guidebook, and Business Guide's Chain Store Guide and The Packer's Red Book [4, 2, 1, 6].

Market share data from subsequent seasons can also provide the Texas Citrus industry with insight of emerging trends. Further, such market share information can give indications of the effectiveness of advertising and promotion efforts.

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Appendix Table 1. Texas' fresh orange market share, 1972-73

State, market, state totals	Estimated annual consumption of all fresh oranges	Texas' market share	Potential market contacts/ receivers
	(Carton equivalents)	(Percent)	(Number)
Alabama			
Anniston	25,831	0.0	2
Birmingham	300,879	19.3	17
Dothan	69,236	0.4	2
Huntsville-Decatur-Florence	135,113	0.5	7
Mobile-Pensacola	243,662	8.4	13
Montgomery	112,994	1.4	5
Tuscaloosa	29,997	0.0	1
Alabama totals	917,711	8.9	47
Arizona			
Flagstaff	22,860	1.7	0
Phoenix	605,610	0.9	40
Tucson	228,420	0.8	7
Arizona totals	856,890	0.9	47
Arkansas			
Ft. Smith	44,414	70.3	4
Jonesboro	25,275	15.6	3
Little Rock	255,227	43.0	6
Arkansas totals	324,917	44.6	13
California			
Bakersfield	127,755	0.0	5
Chico-Redding	112,140	2.5	4
Eureka	58,140	0.0	1
Fresno	374,310	0.0	14
Los Angeles	4,566,825	7.9	102
Palm Springs	43,650	0.0	1
Sacremento-Stockton	796,230	0.0	26
Salinas-Monterey	231,975	0.4	5
San Diego	630,855	0.3	14
San Francisco	2,056,005	3.7	13
Santa Barbara-Santa Maria	120,960	0.6	6
California totals	9,118,845	4.9	191

Continued

Appendix Table 1. Continued

State, market, state totals	Estimated annual consumption of all fresh oranges	Texas' market share	Potential market contacts/ receivers
	(Carton equivalents)	(Percent)	(Number)
Colorado			
Colorado Spr.-Pueblo	219,915	3.8	8
Denver	733,635	7.2	14
Grand Junction	42,840	0.2	3
Colorado totals	996,390	6.1	25
Connecticut (Hartford)	847,788	0.0[a]	5
District of Columbia	1,602,137	0.0	7
Florida[b]	---	---	--
Georgia			
Albany	74,235	0.0	2
Atlanta	603,879	0.5	15
Augusta	135,820	0.0	3
Columbus	135,694	0.0	2
Macon	103,929	0.0	5
Savannah	93,753	0.0	5
Georgia totals	1,147,310	0.3	32
Idaho			
Boise	131,490	0.7	8
Idaho Falls-Pocatello	90,945	0.0	4
Twin Falls	49,455	0.5	2
Idaho totals	271,890	0.4	14
Illinois			
Chicago	3,429,501	3.0	[illegible]0
Davenport-Rock Is.-Moline	331,539	4.1	2
Peoria	233,692	1.7	1

Appendix Table 1. Continued

State, market, state totals	Estimated annual consumption of all fresh oranges	Texas' market share	Potential market contacts/ receivers
	(Carton equivalents)	(Percent)	(Number)
Quincy-Hannibal	151,944	3.8	1
Rockford	200,807	3.8	3
Springfield-Decatur Champaign	319,665	1.6	9
Illinois totals	4,667,148	3.0	56
Indiana			
Evansville	236,590	1.8	2
Ft. Wayne	221,214	4.3	5
Indianapolis	937,302	6.0	10
South Bend-Elkhart	256,513	5.2	5
Terre Haute	172,753	1.2	5
Indiana totals	1,824,372	4.7	27
Iowa			
Cedar Rapids-Waterloo	349,450	8.3	4
Des Moines	362,733	16.8	6
Ottumwa-Kirksville	35,219	11.5	0
Sioux City	176,617	5.9	5
Iowa totals	924,019	11.3	15
Kansas			
Topeka	150,696	9.8	5
Wichita-Hutchinson	425,201	6.4	6
Kansas totals	575,897	7.3	11
Kentucky			
Lexington	134,204	2.5	2
Louisville	356,808	3.6	13
Kentucky totals	491,012	3.3	15
Louisiana			
Alexandria	62,494	29.0	1
Baton Rouge	147,359	17.4	9

Appendix Table 1. Continued

State, market, state totals	Estimated annual consumption of all fresh oranges	Texas' market share	Potential market contacts/ receivers
	(Carton equivalents)	(Percent)	(Numbers)
Louisiana continued			
Lafayette	117,918	28.6	7
Lake Charles	39,365	31.8	3
Monroe-El Dorado	126,957	61.0	1
New Orleans	370,291	52.5	17
Shreveport-Texarkana	252,550	25.0	4
Louisiana totals	1,116,934	38.1	42
Maine	496,650	0.0	8
Maryland	982,421	0.0 [a]	20
Massachusetts	254,035	0.0	35
Michigan			
Detroit	2,002,357	1.6	17
Flint-Saginaw-Bay City	479,820	1.2	8
Grand Rapids-Kalamazoo	559,676	2.4	13
Lansing	232,645	1.0	4
Marquette	62,267	0.0	0
Traverse City-Cadillac	153,715	0.8	2
Michigan totals	3,490,480	1.5	44
Minnesota			
Alexandria	107,186	6.6	1
Duluth-Superior	185,874	0.6	2
Mankato	54,860	4.4	1
Minneapolis-St. Paul	1,084,576	5.2	5
Rochester-Mason City - Austin	154,117	3.4	2
Minnesota totals	1,586,615	4.5	11
Mississippi			
Biloxi-Gulfport-Pascagoula	36,208	6.5	6
Columbus	53,151	12.3	2

Appendix Table 1. Continued

State, market, state totals	Estimated annual consumption of all fresh oranges	Texas' market share	Potential market contacts/ receivers
	(Carton equivalents)	(Percent)	(Number)
Mississippi continued			
Greenwood-Greenville	39,112	99.2	2
Jackson	190,663	75.8	12
Laurel-Hattiesburg	49,616	42.6	5
Meridian	53,025	7.5	3
Tupelo	15,731	138.0	3
Mississippi totals	437,507	54.6	33
Missouri			
Columbia-Jefferson	147,556	7.6	2
Joplin-Pittsburg	165,830	26.2	6
Kansas City	716,329	6.0	20
Paducah-Cape Girardeau-Harrisburg	299,661	16.7	1
St. Joseph	57,155	7.5	2
St. Louis	1,174,253	6.7	25
Springfield	221,456	11.2	8
Missouri totals	2,782,241	9.2	64
Montana			
Billings	72,128	0.8	4
Glendive	5,796	0.0	1
Great Falls	63,112	0.1	3
Helena	13,484	0.0	2
Missoula-Butte	105,737	0.3	5
Montana totals	260,256	0.4	15
Nebraska			
Lincoln-Hastings-Kearney	265,892	2.8	10
North Platte	18,394	0.7	3
Omaha	358,829	3.6	10
Nebraska totals	643,114	3.2	23
Nevada			
Las Vegas	131,670	12.1	8
Reno	98,775	0.3	3

Appendix Table 1. Continued

State, market, state totals	Estimated annual consumption of all fresh oranges	Texas' market share	Potential market contacts/ receivers
	(Carton equivalents)	(Percent)	(Number)
Nevada continued			
Nevada totals	230,445	7.1	11
New Mexico			
Albuquerque	333,225	6.7	11
Roswell	44,460	4.6	2
New Mexico totals	377,685	6.5	13
New York			
Albany-Schenectady-Troy	535,866	0.0	9
Binghamton	175,741	0.0	3
Buffalo	823,923	0.0	18
Elmira	60,501	0.0	2
New York	8,092,643	0.0	46
Rochester	432,537	0.0	12
New York totals	10,121,211	0.0	91
North Carolina			
Charlotte	389,229	0.2	9
Greensboro-Winston Salem-High Point	281,487	0.2	13
Greenville-New Bern Washington	198,288	0.0	4
Raleigh-Durham	250,101	0.7	19
Wilmington	99,763	0.5	1
North Carolina totals	1,218,868	0.3	24
North Dakota			
Dickinson	14,732	0.0	0
Fargo	213,647	6.5	7
Minot-Bismarck	140,996	4.2	5
Pembina	9,217	0.0	0
North Dakota totals	378,592	5.2	12

Appendix Table 1. Continued

State, market, state totals	Estimated annual consumption of all fresh oranges	Texas' market share	Potential market contacts/ receivers
	(Carton equivalents)	(Percent)	(Numbers)
Ohio			
Cincinnati	770,466	2.6	15
Cleveland	1,660,031	0.6	26
Columbus	598,034	0.9	18
Dayton	537,418	1.0	6
Lima	44,557	1.2	4
Toledo	403,064	3.5	7
Youngstown	269,031	0.6	5
Zanesville	31,516	1.2	3
Ohio totals	4,314,116	1.3	84
Oklahoma			
Ardmore-Ada	39,718	10.1	3
Oklahoma City	305,323	35.5	12
Tulsa	260,302	48.3	14
Oklahoma totals	605,344	39.3	29
Oregon			
Eugene	160,740	0.0	3
Klamath Falls	25,875	0.0	1
Medford	76,050	0.0	2
Portland	775,530	0.0	21
Oregon totals	1,038,195	0.0	27
Pennsylvania			
Erie	151,145	0.0	7
Harrisburg-York-Lancaster-Lebanon	516,473	0.3	17
Johnstown-Altoona	375,304	0.2	9
Philadelphia	3,024,061	0.0	42
Pittsburgh	1,447,251	0.0	26
Wilkes Barre-Scranton	493,210	0.0	15
Pennsylvania totals	6,007,444	0.0	116

Appendix Table 1. Continued

State, market, state totals	Estimated annual consumption of all fresh oranges	Texas' market share	Potential market contacts/ receivers
	(Carton equivalents)	(Percent)	(Number)
Rhode Island	722,228	0.0	7
South Carolina			
Charleston	125,164	0.0	10
Columbia	151,348	2.0	12
Florence	64,994	0.0	1
Greenville-Spartanburg-Asheville	344,991	1.0	2
South Carolina totals	686,497	1.0	25
South Dakota			
Rapid City	73,939	2.8	2
Sioux Falls-Mitchell	245,364	4.8	4
South Dakota totals	319,303	4.4	6
Tennessee			
Chattanooga	190,663	0.0	9
Jackson	26,260	13.0	4
Knoxville	244,142	0.5	13
Memphis	426,447	38.5	14
Nashville	418,721	12.3	10
Tennessee totals	1,306,233	16.9	50
Texas			
Abilene-Sweetwater	70,246	13.4	2
Amarillo	111,605	18.6	4
Austin	107,388	13.2	4
Beaumont-Pt. Arthur	102,464	14.0	7
Corpus Christi	122,362	59.7	4
Dallas-Ft. Worth	762,272	77.3	21
El Paso	133,497	65.5	8
Houston	632,639	98.6	23
Laredo	20,150	55.0	2
Lubbock	90,395	68.7	3
McAllen-Brownsville	89,966	[c]	
Odessa-Midland	84,739	11.5	2
San Angelo	18,811	41.6	3

Appendix Table 1. Continued

State, market, state totals	Estimated annual consumption of all fresh oranges	Texas' market share	Potential market contacts/ receivers
	(Carton equivalents)	(Percent)	(Number)
Texas continued			
San Antonio	316,660	151.8	19
Tyler	62,266	70.0	4
Waco-Temple	120,644	13.0	4
Wichita Falls Lawton, Okla.	110,822	11.4	3
Texas totals	2,956,926	70.5	113
Utah	496,926	0.0	15
Vermont	233,232	0.0	2
Virginia			
Bristol-Kingsport-Johnson City	175,538	2.6	1
Harrisonburg	28,760	0.0	1
Norfolk-Portsmouth-Newport News-Hampton	328,073	0.0	12
Richmond	277,725	0.0	8
Roanoke-Lynchburg	233,436	1.2	4
Virginia totals	1,043,532	0.7	26
Washington			
Bellingham	39,060	0.0	0
Seattle-Tacoma	1,041,525	0.5	11
Spokane	324,630	0.9	8
Yakima	175,005	0.1	2
Washington totals	1,580,220	0.5	21
West Virginia			
Bluefield-Beckley-Oak Hill	90,976	0.0	1
Charleston-Huntington	324,892	1.8	6
Clarksburg-Weston	49,540	0.0	2
Parkersburg	22,498	0.0	3
Wheeling-Steubenville	124,154	0.0	3
West Virginia totals	612,060	1.0	15

Appendix Table 1. Continued

State, market, state totals	Estimated annual consumption of all fresh oranges	Texas' market share	Potential market contacts/ receivers
	(Carton equivalents)	(Percent)	(Number)
Wisconsin			
Green Bay	367,644	4.0	7
La Crosse-Eau Claire	173,236	2.1	4
Madison	196,420	3.2	2
Milwaukee	759,880	1.2	14
Wausau-Rhinelander	153,393	5.2	2
Wisconsin totals	1,650,572	2.6	27
Wyoming			
Casper-Riverton	59,445	0.0	2
Cheyenne	76,860	1.4	1
Wyoming totals	136,305	0.8	3

[a]Market share is less than one-tenth of one percent.

[b]Florida markets were not listed due to adverse competitive situation.

[c]Market share for Texas Valley ADI is highly distorted because of local production and consumption.

Appendix Table 2. Texas' fresh grapefruit market share, 1972-73

State, market, state totals	Estimated annual consumption of all fresh grapefruit	Texas' market share	Potential market contacts/ receivers
	(Carton equivalents)	(Percent)	(Numbers)
Alabama			
Anniston	17,391	0.0	2
Birmingham	202,572	13.5	17
Dothan	46,614	0.0	2
Huntsville-Decatur-Florence	90,967	0.1	7
Mobile-Pensacola	164,050	4.2	13
Montgomery	76,075	0.4	5
Tuscaloosa	20,196	0.0	1
Alabama totals	617,865	5.6	47
Arizona			
Flagstaff	13,335	0.7	0
Phoenix	353,272	14.1	40
Tucson	133,245	5.3	7
Arizona totals	499,852	11.4	47
Arkansas			
Ft. Smith	29,903	109.7	4
Jonesboro	17,017	19.3	3
Little Rock	171,836	63.7	6
Arkansas totals	218,756	66.6	13
California			
Bakersfield	74,524	1.4	5
Chico-Redding	65,415	8.5	4
Eureka	33,915	0.0	1
Fresno	218,348	0.0	14
Los Angeles	2,663,981	22.9	102
Palm Springs	25,462	0.0	1
Sacremento-Stockton	464,468	2.7	26
Salinas-Monterey	135,319	0.0	5
San Diego	367,999	11.7	14
San Francisco	1,199,336	30.5	13
Santa Barbara-Santa Maria	70,560	2.6	6
California totals	5,319,326	19.6	191

Continued

Appendix Table 2. Continued

State, market, state totals	Estimated annual consumption of all fresh grapefruit	Texas' market share	Potential market contacts/ receivers
	(Carton equivalents)	(Percent)	(Number)
Colorado			
Colorado Spr.-Pueblo	128,284	34.5	8
Denver	427,954	68.8	14
Grand Junction	24,990	82.0	3
Colorado totals	581,228	61.8	25
Connecticut (Hartford)	492,900	0.3	5
District of Columbia	931,475	0.2	7
Florida[b]			
Georgia			
Albany	49,980	0.0	2
Atlanta	406,572	1.4	15
Augusta	91,443	0.0	3
Columbus	91,358	0.0	2
Macon	69,972	0.0	5
Savannah	63,121	0.0	5
Georgia totals	772,446	0.7	32
Idaho			
Boise	76,702	14.0	8
Idaho Falls-Pocatello	53,051	1.9	4
Twin Falls	28,849	1.1	2
Idaho totals	158,602	7.6	14
Illinois			
Chicago	1,597,594	28.8	40
Davenport-Rock Is.-Moline	154,444	18.2	2
Peoria	108,862	14.9	1
Quincy-Hannibal	70,781	9.0	1

Appendix Table 2. Continued

State, market, state totals	Estimated annual consumption of all fresh grapefruit	Texas' market share	Potential market contacts/ receivers
	(Carton equivalents)	(Percent)	(Number)
Illinois continued			
Rockford	93,544	11.3	3
Springfield-Decatur-Champaign	148,912	23.9	9
Illinois totals	2,174,138	25.6	56
Indiana			
Evansville	110,212	4.9	2
Ft. Wayne	103,050	26.5	5
Indianapolis	436,631	31.6	10
South Bend-Elkhart	119,494	15.0	5
Terre Haute	80,475	3.8	5
Indiana totals	849,862	22.5	27
Iowa			
Cedar Rapids-Waterloo	162,788	29.4	4
Des Moines	168,975	110.0	6
Ottumwa-Kirksville	16,406	23.8	0
Sioux City	82,275	116.6	5
Iowa totals	430,444	77.5	15
Kansas			
Topeka	70,200	57.9	5
Wichita-Hutchinson	198,075	64.1	6
Kansas totals	268,275	62.5	11
Kentucky			
Lexington	90,355	2.3	2
Louisville	240,227	6.0	13
Kentucky totals	330,582	5.0	15
Louisiana			
Alexandria	42,075	6.2	1
Baton Rouge	99,212	7.2	9
Lafayette	79,390	5.4	7

Appendix Table 2. Continued

State, market, state totals	Estimated annual consumption of all fresh grapefruit	Texas' market share	Potential market contacts/ receivers
	(Carton equivalents)	(Percent)	(Number)
Louisiana continued			
Lake Charles	26,503	20.0	3
Monroe-El Dorado	85,476	28.2	1
New Orleans	249,305	24.7	17
Shreveport-Texarkana	170,034	20.1	4
Louisiana totals	751,995	18.5	42
Maine	288,750	0.4	8
Maryland	571,175	0.4	20
Massachusetts	1,476,950	2.7	35
Michigan			
Detroit	932,775	15.9	17
Flint-Saginaw-Bay City	223,518	6.0	8
Grand Rapids-Kalamazoo	260,718	31.5	13
Lansing	108,375	1.7	4
Marquette	29,006	0.0[b]	0
Traverse City-Cadillac	71,606	1.7	2
Michigan totals	1,626,000	15.2	44
Minnesota			
Alexandria	49,931	22.0	1
Duluth-Superior	86,588	22.2	2
Mankato	25,556	29.6	1
Minneapolis-St. Paul	505,238	105.3	5
Rochester-Mason City-Austin	71,794	12.9	2
Minnesota totals	739,106	78.4	11
Mississippi			
Biloxi-Gulfport-Pasagoula	24,378	0.9	6
Columbus	35,785	1.6	2
Greenwood-Greenville	26,333	56.8	2
Jackson	128,367	44.0	12
Laurel-Hattiesburg	33,405	8.3	5

Appendix Table 2. Continued

State, market, state totals	Estimated annual consumption of all fresh grapefruit	Texas' market share	Potential market contacts/ receivers
	(Carton equivalents)	(Percent)	(Number)
Mississippi continued			
Meridian	35,700	0.4	3
Tupelo	10,591	70.5	3
Mississippi totals	294,559	28.0	33
Missouri			
Columbia-Jefferson	68,738	40.0	2
Joplin-Pittsburg	77,250	74.5	6
Kansas City	333,694	82.5	20
Paducah-Cape Girardeau-Harrisburg	139,594	24.2	1
St. Joseph	26,625	76.1	2
St. Louis	547,012	56.9	25
Springfield	103,162	41.6	8
Missouri totals	1,296,075	59.3	64
Montana			
Billings	33,600	48.4	4
Glendive	2,700	0.0	1
Great Falls	29,400	115.6	3
Helena	6,281	0.0	2
Missoula-Butte	49,256	50.5	5
Montana totals	121,237	62.3	15
Nebraska			
Lincoln-Hastings-Kearney	123,862	40.0	10
North Platte	8,569	12.5	3
Omaha	167,156	78.6	10
Nebraska totals	299,587	60.8	23
Nevada			
Las Vegas	76,807	7.0	8
Reno	57,619	1.1	3
Nevada totals	134,426	4.5	11

Appendix Table 2. Continued

State, market, state totals	Estimated annual consumption of all fresh grapefruit	Texas' market share	Potential market contacts/ receivers
	(Carton equivalents)	(Percent)	(Number)
New Mexico			
Albuquerque	194,381	23.3	11
Roswell	25,935	8.7	2
New Mexico totals	220,316	21.6	13
New York			
Albany-Schenectady-Troy	311,550	6.8	9
Binghamton	102,175	0.0	3
Buffalo	479,025	0.0[b]	18
Elmira	35,175	0.0	2
New York	4,705,025	1.2	46
Rochester	251,475	0.0[b]	12
New York totals	6,281,175	1.3	91
North Carolina			
Charlotte	262,055	0.0[b]	9
Greensboro-Winston Salem-High Point	189,516	0.7	13
Greenville-New Bern-Washington	133,501	0.0	4
Raleigh-Durham	168,385	1.3	19
Wilmington	67,167	0.0	1
North Carolina totals	820,624	0.5	24
North Dakota			
Dickinson	6,862	0.0	0
Fargo	99,525	61.5	7
Minot-Bismarck	65,681	21.7	5
Pembina	4,294	0.0	0
North Dakota totals	176,362	42.8	12
Ohio			
Cincinnati	358,912	11.7	15
Cleveland	773,306	10.8	26
Columbus	278,587	9.9	18
Dayton	250,350	4.1	6

Appendix Table 2. Continued

State, market, state totals	Estimated annual consumption of all fresh grapefruit	Texas' market share	Potential market contacts/ receivers
	(Carton equivalents)	(Percent)	(Number)
Ohio continued			
Lima	20,756	2.1	4
Toledo	187,762	8.3	7
Youngstown	125,325	4.2	5
Zanesville	14,681	26.2	3
Ohio totals	2,009,681	9.4	84
Oklahoma			
Ardmore-Ada	26,741	9.4	3
Oklahoma City	205,564	91.9	12
Tulsa	175,253	95.1	14
Oklahoma totals	407,558	87.9	29
Oregon			
Eugene	93,765	0.0	3
Klamath Falls	15,093	0.0	1
Medford	44,362	18.6	2
Portland	452,392	66.3	21
Oregon totals	605,613	50.9	27
Pennsylvania			
Erie	87,875	0.0	7
Harrisburg-York-Lancaster-Lebanon	300,275	0.6	17
Johnstown-Altoona	218,200	1.1	9
Philadelphia	1,758,175	0.2	42
Pittsburgh	841,425	0.3	26
Wilkes Barre-Scranton	286,750	0.0	15
Pennsylvania totals	3,492,700	0.3	116
Rhode Island	419,900	0.6	7
South Carolina			
Charleston	84,269	0.0	10
Columbia	101,898	0.3	12

Appendix Table 2. Continued

State, market, state totals	Estimated annual consumption of all fresh grapefruit	Texas' market share	Potential market contacts/ receivers
	(Carton equivalents)	(Percent)	(Number)
South Carolina continued			
Florence	43,758	0.0	1
Greenville-Spartanburg-Ashville	232,271	0.0[b]	2
South Carolina totals	462,196	0.1	25
South Dakota			
Rapid City	34,443	9.3	2
Sioux Falls-Mitchell	114,300	37.2	4
South Dakota totals	148,743	30.8	6
Tennessee			
Chattanooga	128,367	0.0	9
Jackson	17,680	12.2	4
Knoxville	164,373	7.3	13
Memphis	287,113	31.5	14
Nashville	281,911	10.3	10
Tennessee totals	879,444	15.2	50
Texas			
Abilene-Sweetwater	47,294	18.0	2
Amarillo	75,140	30.1	4
Austin	72,301	11.8	4
Beaumont-Pt. Arthur	68,986	12.1	7
Corpus Christi	82,382	54.6	4
Dallas-Ft. Worth	513,213	124.2	21
El Paso	89,879	88.8	8
Houston	425,935	101.0	23
Laredo	13,566	32.4	2
Lubbock	60,860	133.8	3
McAllen-Brownsville	60,571	—[c]	-
Odessa-Midland	57,052	15.8	2
San Angelo	12,665	58.2	3
San Antonio	213,197	155.6	19
Tyler	41,922	73.4	4

Appendix Table 2. Continued

State, market, state totals	Estimated annual consumption of all fresh grapefruit	Texas market share	Potential market contacts/ receivers
	(Carton equivalents)	(Percent)	(Number)
Texas continued			
Waco-Temple	81,226	11.2	4
Wichita Falls-Lawton, Okla.	74,613	5.0	3
Texas totals	1,990,802	86.6	113
Utah	231,487	121.1	15
Vermont	135,000	0.0	2
Virginia			
Bristol-Kingsport-Johnson City	118,184	1.2	1
Harrisonburg	19,363	0.0	1
Norfolk-Portsmouth-Newport News-Hampton	220,881	2.9	12
Richmond	186,983	0.3	8
Roanoke-Lynchburg	157,165	5.7	4
Virginia totals	702,576	2.5	26
Washington			
Bellingham	22,785	0.0	0
Seattle-Tacoma	607,556	18.0	11
Spokane	189,368	20.4	8
Yakima	102,086	7.4	2
Washington totals	921,795	16.9	21
West Virginia			
Bluefield-Beckley-Oak Hill	61,251	0.0	1
Charleston-Huntington	218,739	2.8	6
Clarksburg-Weston	33,354	0.0	2
Parkersburg	15,147	0.7	3
Wheeling-Steubenville	83,589	0.0	3
West Virginia totals	412,080	1.5	15

Appendix Table 2. Continued

State, market, state total	Estimated annual consumption of all fresh grapefruit	Texas' market share	Potential market contacts/ receivers
	(Carton equivalents)	(Percent)	(Number)
Wisconsin			
Green Bay	171,262	30.1	7
La Crosse-Eau Claire	80,700	11.9	4
Madison	91,500	18.9	2
Milwaukee	353,981	18.2	14
Wausau-Rhinelander	71,456	38.2	2
Wisconsin totals	768,900	22.1	27
Wyoming			
Casper-Riverton	34,676	0.0	2
Cheynne	44,835	16.3	1
Wyoming totals	79,511	9.2	3

[a] Florida markets were not listed due to adverse competitive situation.

[b] Market share is less than one-tenth of one percent.

[c] Market share for Texas Valley ADI is highly distorted because of local production and consumption.