

CHASE & CO.

CARLOT DISTRIBUTORS

CITRUS FRUITS AND VEGETABLES

JACKSONVILLE, FLORIDA

April 8th 1924.

Views to be presented by Chase & Company at the Orlando citrus growers' meeting of April 9th.

First:- The low market conditions this season have been brought about by a variety of causes. There has been excess citrus production in Florida and California, and there has also been excess production of apples and all kinds of canned and dried fruits. Consequently, the Florida crop has been called upon to compete not only with its own excess production but the excess and overproduction on all other fruits both green, dried and canned. The opening of the season was handicapped by a very heavy grape crop, mostly from California, which had a very material effect on lessening the demand for early grapefruit.

PRE-COLORING: Pre-coloring if properly handled is an advantage and not a disadvantage to the Florida citrus industry. If the color is accelerated by ethylene gas, which is the process in vogue in California, the color of the peel is changed from an objectionable green to the color of maturity, and if proper judgment has been used in the quality, and also if the standard of maturity established by the State and Government is observed, it helps prolong the marketing season for Florida grapefruit. If improperly handled, it is undoubtedly a detriment. This is a matter that should be controlled by a more rigid enforcement of the law and not only by the authorities but by public opinion in each locality.

CONTROL: In event 75% or more of the estimated crop is in the hands of one agency, it could be mishandled so that the results would be no better if as good as they have been this season. If the distribution is in the hands of people who are ignorant of National merchandising or fail to properly advertise the product in the markets and sell it to the consumer or attempt to place too high a value on the goods, it would interfere with the proper consumptive demand and the results would be poor.

The control of the crop should mean that those who have charge of the distribution would be in authority to accelerate, retard or completely stop the shipment of any variety where the prospect of results do not hold out the valid hope of at least a return to the grower which will equal the cost of production.

With the coming crop as large if not larger than the one that has just gone into market, it will be absolutely necessary to pay stricter attention to the grading and packing of every

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~~crop~~. It may be found that through improper cultural methods or some unforeseen disaster a crop is of poor quality or of undesirable sizes. It may be found that 75% of the crop is of good quality and sizes, with 25% of quality and sizes that should not go into the markets and should be left in the groves. Who is to determine this question?

The writer believes that the Florida growers should invite the cooperation of the U.S. Department of Agriculture and if all agree to abide by the grading rules, this matter can be determined in that way.

CITRUS SIGN-UP-DAY: There is talk of making Thursday, May 1st as Florida Citrus Sign-Up-Day, in an effort to combine 75% of the crop. Who is to determine when this volume of business has been signed up and who is to decide what is to be done with it when it is under contract or agreement? Who is going to be drafted into the service of the growers, to be responsible to them for a satisfactory outcome on the coming crop? How many of you today can agree on three, five or ten men qualified by experience in the business of marketing and distributing 75% or 40,000 carloads of citrus fruit?