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Citrus Notes-Orange Marketing Troubles

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CITRUS NOTES

"ORANGE MARKETING TROUBLES"

San Fernando Chamber of Commerce

April 29, 1915

Trouble about Market.

not first time

Too much Tariff meddling - Lowering

Not war - That helps

Reputation on acct of frozen fruit

Big Florida crop - Help organize
since statistics

Low buying power of people
all products low

Population in Canada but production
5 to 10 Times faster

^{4x} Fresh, under Valencia 20000

Lemons 2000

Oranges 4 2000 - only 7000 So. of Mexico

Jaffa - Spain & Italy

Selling direct
through

Alcay,

San Fernando
Chamber of Commerce
Apr 29 1915

*not full time - more red will
must not expect wide waves of prosperity - all the time*

With apology. In a general way, too much Democracy and too much war. In many ways war helps business.

Other conditions. Reputation of Cal. On account of frosted fruit shipped. We persisted in shipping much stock knowing that we must suffer in the end

Big Florida crop of good fruit. Help to organize. Give statistics.

Demoralized condition on account of Legislation action - low buying power of people.

Large difference between what producer gets & consumer pays

All products low - - potatoes -- Read -- Decay - -

Not posted locally, but in many sections not only bad reputation, but poor fruit and small crop. Black Scale.

Population increased 20% in last decade, while our products increased from 100 to 200%. Further increase in production.

Trees under four years, 21,000 Valencias,

20,000 Lemons, 42,000 Navels, 36,000 of these north of the Tehachapi.

Not the only ones suffering - Java 20,000 boxes, shipped 7,500. Spain lost two or three million cases.

What is the remedy?

Cheaper freight - Lemons 100,

Advertising oranges. Orange largely sold by seeing its attractiveness. Get retailers to display and advertise. Orange Day advertising. Five and ten cent stores.

*Let retailers understand that more money made
quite sales - better on each box.*

Much said about selling direct to consumer or to retailers. Cannot go into discussion in detail, but do not believe the growers could organize a great distributing system to replace the present one. Would require millions of dollars and thousands of able men, all of which are not at hand.

No jobbing or even retail business could be built up of one single product.

Auction business.

against decay ^{by shipping under refrigeration}
~~beginning~~ ~~early~~ ~~as~~ early in the season. This may
 be regarded as a useless expense
 but it is not

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