

Consumer PURCHASES OF FRUITS AND JUICES

in April
1954



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

May 1954

PREFACE

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, frozen concentrated juices and ades, and dried fruits. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 4,300 household consumers.

A committee of the Florida Industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in over-estimate of purchases of frozen concentrated and canned single-strength orange juice by about 10 percent, and those of canned single-strength grapefruit juice by about 15 percent. No over-estimate was evident in blended juice data. For each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN APRIL 1954

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Consumers bought slightly less frozen concentrated orange juice during April 1954 than in the preceding month, as prices at the retail level moved fractionally higher. Purchases, however, continued at a near-record level.

As a result of the near-record purchases of frozen orange juice, total household purchases of oranges and orange products in April were about 13 percent larger, on a fresh equivalent basis, than a year earlier. About 11 percent less canned single-strength orange juice was bought than a year ago, though the average retail price paid was practically unchanged. Purchases of fresh oranges, on the other hand, were about equal to those of a year ago. Smaller purchases of California-Arizona oranges, reflecting the smaller crop in that area, were offset by larger purchases of Florida fruit. Substantially higher prices were paid for California-Arizona oranges than a year earlier, while prices paid for Florida oranges were almost unchanged.

Consumers reported purchasing slightly less canned single-strength orangeade during April than in March, and also slightly less than a year ago. Prices reported paid were almost a cent per 46-ounce can higher than a year earlier.

Fresh grapefruit purchases by consumers declined seasonally from the March level, and canned grapefruit juice purchases also declined. Combined purchases of grapefruit and canned grapefruit juice, on a fresh equivalent basis, were more than a fourth larger in April than a year ago. Prices of both products were lower than last year.

Purchases of orange-grapefruit blended juice, although somewhat larger than in March, were about equal to the level in April last year. Blended juice cost householders almost 3 cents less than in a year earlier. For the third consecutive month, consumers reported buying less pineapple juice than last year. There was no decline, however, in purchases of tomato juice.

Unseasonably warm weather in several areas during April was associated with increased purchases of lemons as well as lemon products. About 50 percent more frozen concentrate for lemonade was purchased by consumers than in the same month last year, although prices paid were almost unchanged. The average price paid for fresh lemons was down slightly from March but equalled that of last year. Canned lemon juice was down somewhat in price but still higher than a year ago.

FROZEN JUICES AND ADES

During April 1954, householders' purchases of frozen concentrated orange juice were more than a fourth larger than a year ago, and those of frozen lemonade increased by about one-half. Purchases of frozen concentrated grape juice were up about two-fifths. At the same time, consumers reported a small decline in their purchases of canned single-strength orangeade and considerably smaller purchases of shelf-pack (non-frozen) concentrated orangeade.

Householders' purchases of about 5,200,000 gallons of frozen concentrated orange juice in April were slightly less than in March, the decline in sales accompanying a small increase in retail prices. Consumers paid 13.8 cents per 6-ounce can for frozen orange juice in April compared with 13.4 cents in March (fig. 4).

The proportion of all families that bought frozen orange juice--32 percent--was almost unchanged from that of the two preceding months. In the corresponding month last year, 27 percent of all families purchased (table 2). Purchases during April were equivalent to almost 8 of the 6-ounce cans per buying family compared with the average of about 7 cans in the corresponding month last year.

For the period November through April, household consumers' purchases of frozen concentrated orange juice totaled about a fifth larger than in these months of 1953. This substantial increase occurred even though prices paid by consumers averaging about 15.6 cents per 6-ounce can, were only slightly below the average of 15.9 cents for the same period a year ago (fig. 4).

Frozen concentrated grape juice purchases in April amounted to approximately 310,000 gallons (table 2). This was slightly more than consumers reported buying in March, and was two-fifths more than in April last year. Prices paid averaged 21.7 cents per 6-ounce can, practically unchanged from the price in the preceding months of this year or the same month a year ago.

On the basis of consumer reports, householders' purchases of frozen concentrate for lemonade are estimated to have totaled about 230,000 gallons during April, about half again as much as in that month last year. The substantial gain in purchases resulted from an increase in the number of families that bought the product. The average size of purchases, about 3 of the 6-ounce cans per buying family, was almost unchanged from April 1953. Prices that consumers paid averaged 17.3 cents per 6-ounce can, practically unchanged from a year earlier (table 2).

Canned single-strength orangeade was purchased by about 3 percent of the families in April, about a fourth as many as bought canned single-strength orange juice. Their purchases amounted to approximately

300,000 cases (equivalent 24 No. 2 cans) (table 1). This was slightly less than purchases in March or a year earlier. The same proportion of families bought canned orangeade as a year ago, but they purchased a smaller quantity per buying family--about 2-1/2 of the 46-ounce cans compared with 2-3/4 cans a year ago. An average of 28.8 cents a 46-ounce can was paid for canned orangeade, only about 1 cent less than was paid for canned single-strength orange juice.

About 120,000 gallons of shelf-pack (non-frozen) concentrate for orangeade were reported purchased by householders during the month--a considerable reduction from purchases a year ago. Both the number of families buying and the amount bought per buying family were less than in April 1953. An average of 16.5 cents per 6-ounce can was paid for shelf-pack concentrate for orangeade, about 1 cent more than a year earlier (table 2).

CANNED JUICES

Purchases of canned single-strength juices by householders in April 1954 totaled almost 7,300,000 cases of No. 2 cans. This volume was practically unchanged from April 1953. The most marked changes from a year ago were sharp increases in the purchases of grapefruit juice and lemon juice and a substantial drop in purchases of orange and pineapple juices. The prices paid by householders averaged lower for all canned juices in April except for lemon and pineapple juices which were up slightly from a year earlier (table 1).

Consumers bought about 1,240,000 cases of No. 2 cans of single-strength orange juice in April--down 11 percent from April 1953. This drop reflected a decrease in the number of families buying canned orange juice and somewhat smaller purchases per family. Larger purchases of frozen concentrated orange juice more than offset the decrease and, as a result, purchases of oranges in all forms by consumers were 13 percent larger on a fresh equivalent basis than in April 1953 (fig. 1). Prices averaged 30 cents a 46-ounce can for orange juice, down almost a cent from a year earlier (table 1).

Household purchases of canned single-strength grapefruit juice increased by more than two-fifths in April 1954 compared with the same month last year--totaling about 1,000,000 cases of No. 2 cans during the month. This was the second successive month that purchases were above the levels of a year ago. The substantial gain in purchases of grapefruit juice resulted from a combination of factors: an increase of more than a fourth in the number of families buying; 14 percent larger purchases per buying family; and a 5 cent lower retail price--23 cents a 46-ounce can (table 1).

Consumer purchases of orange-grapefruit blended juice in April, about 342,000 cases of No. 2 cans, continued for the fourth consecutive month to be below those of the same months a year ago. About the same number of families bought blended juice but their average number

of purchases were smaller, even though retail prices were almost 3 cents lower than last year (table 1).

Purchases of canned and bottled lemon juice by householders in April were equal to about 63,000 cases of No. 2 cans, a sharp increase from April 1953 (table 1). This gain was made at the same time that purchases of fresh lemons and concentrates for lemonade rose substantially (fig. 3). Householders paid almost 13 cents per 5-1/2-ounce can for lemon juice in April, compared with 11 cents last April.

Household purchases of canned pineapple juice in April declined more than an eighth from a year ago--totaling about 1,000,000 cases (equivalent No. 2 cans). The decline in the number of families buying was the important factor, with purchases remaining unchanged at 1-2/3 of the 46-ounce cans per buying family (table 1).

Consumers bought about 2,000,000 cases (equivalent No. 2 cans) of tomato juice in April, almost unchanged from April 1953. Their purchases averaged about 2 of the 46-ounce cans per buying family at an average price of 26 cents a can (table 1).

FRESH CITRUS FRUIT

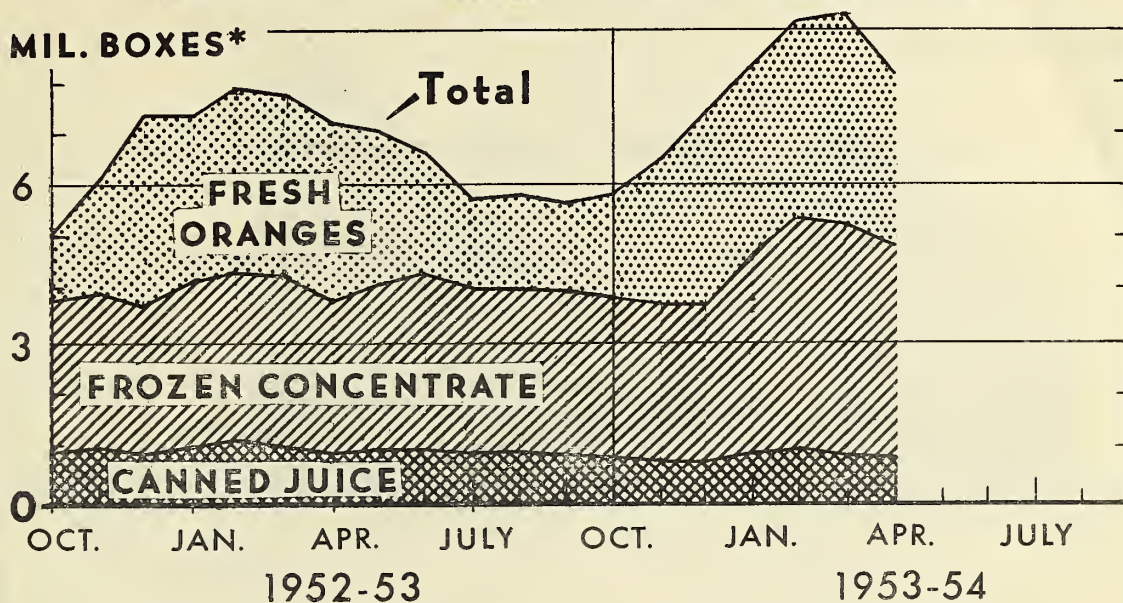
Householders bought almost 3,300,000 boxes of fresh oranges in April 1954. This was about the same as in April a year ago, but was down nearly a fifth from the preceding month (fig. 1). Purchases of Florida oranges were up almost a fourth compared with April 1953, while purchases of California-Arizona oranges were down a fourth. The gain in purchases of Florida oranges was the result of an increase in the number of families buying during the month--1 out of 4 families compared with 1 out of 5 a year earlier. About half of the Nation's families bought fresh oranges in April; their purchases averaged 2-1/2 dozen oranges per buying family (table 3).

Prices paid for Florida oranges were the same as a year earlier--averaging 36 cents a dozen. California-Arizona oranges cost householders an average of 49 cents a dozen, nearly 10 cents higher than in April last year and the highest prices reported since January 1952.

Consumers bought almost 2,400,000 boxes of fresh grapefruit in April, up sharply from the same month last year. Prices paid--averaging 78 cents a dozen--were down 11 cents from April 1953 but up almost 5 cents from last month, the record low. Fresh grapefruit were bought by about 9 families in 25 compared with 7 families a year ago (table 3).

Household consumers bought almost 325,000 boxes of fresh lemons in April. This was up about a sixth over the preceding month and a substantial increase over April 1953. Prices paid for fresh lemons averaged 44 cents a dozen, unchanged from a year ago, but down 2 cents from the preceding month (fig. 9). Purchases per buying family averaged about 10 lemons in April, a slight increase from the same month last year (table 3).

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4-54 (5) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1952 to date

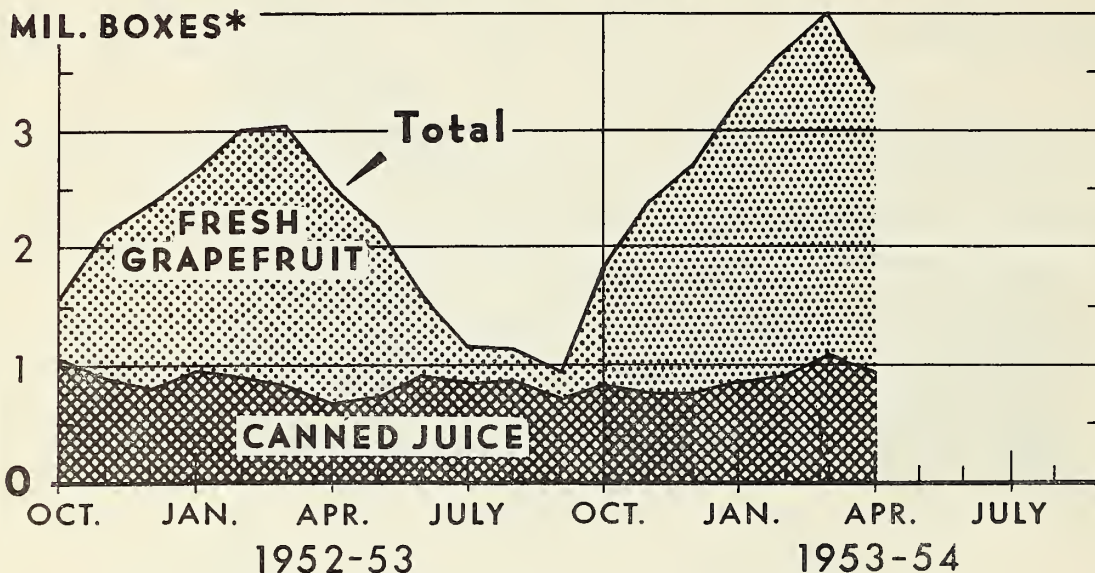
Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice ^{1/}		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
October	1,944	1,261	3,002	2,868	828	1,000	5,774	5,129
November	2,797	2,240	2,918	2,911	790	1,005	6,505	6,156
December	3,684	3,625	2,955	2,842	791	911	7,430	7,378
October-December ^{2/}	9,108	7,759	9,540	9,277	2,590	3,121	21,238	20,157
January	3,603	3,154	3,792	3,078	912	1,072	8,307	7,304
February	^{3/} 3,942	3,536	4,382	3,145	976	1,224	^{3/} 9,300	7,905
March	4,055	3,397	4,430	3,252	847	1,016	9,332	7,665
October-March ^{2/}	21,694	18,667	23,359	19,597	5,563	6,732	50,616	44,996
April	3,297	3,310	3,945	2,893	882	986	8,124	7,189
May		2,885		3,113		1,020		7,018
June		2,288		3,331		1,018		6,637
October-June ^{2/}		27,769		29,650		9,994		67,413
July		^{3/} 1,622		3,144		934		^{3/} 5,700
August		1,782		3,069		959		5,810
September		1,643		3,067		832		5,542
Season ^{2/}								

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

^{3/} Revised.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



* FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 5-54 (5) AGRICULTURAL MARKETING SERVICE

Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1952 to date

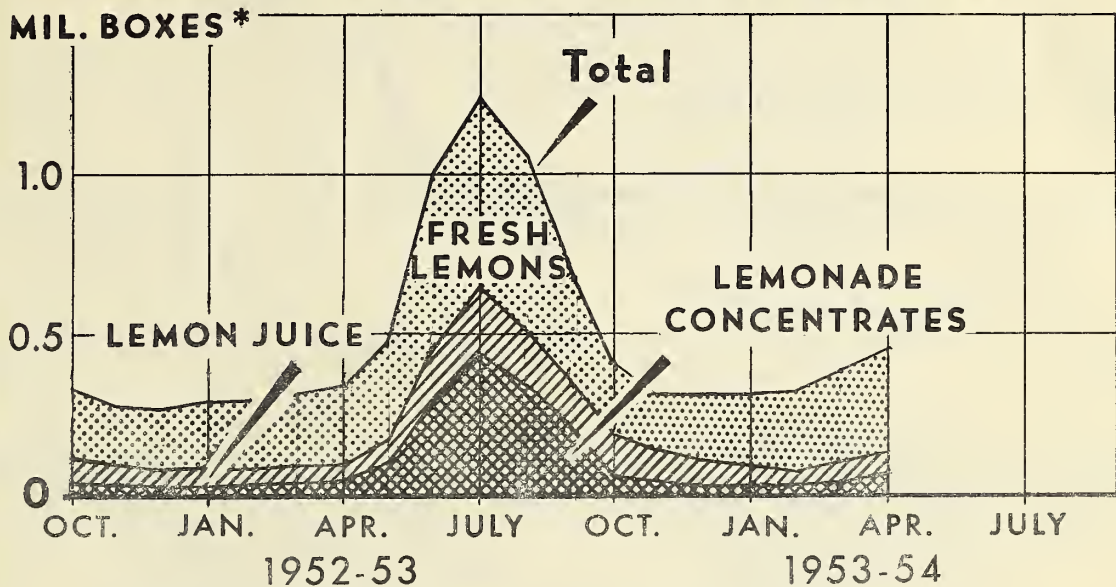
Period	Fresh grapefruit		Canned single-strength grapefruit juice ^{1/}		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes
October	959	545	831	1,030	1,790	1,575
November	1,618	1,240	765	900	2,383	2,140
December	1,936	1,588	776	808	2,712	2,396
October-December ^{2/}	4,967	3,738	2,536	2,952	7,503	6,690
January	2,399	1,703	856	975	3,255	2,678
February	2,732	2,093	922	913	3,654	3,006
March	2,957	2,216	1,054	835	4,011	3,051
October-March ^{2/}	13,793	10,284	5,638	5,884	19,431	16,168
April	2,433	1,848	933	687	3,366	2,535
May		1,446		748		2,194
June		686		924		1,610
October-June ^{2/}		11,494		8,427		22,921
July		3/305		851		3/1,156
August		267		874		1,141
September		221		721		942
Season ^{2/}						

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

^{3/} Revised.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 6-54 (5) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1952 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	277	209	66	69	64	39	67	41	410	319
November	215	184	58	60	39	27	41	29	314	273
December	235	190	54	50	25	19	26	21	315	261
October-December 3/	783	634	191	191	135	88	141	95	1,115	920
January	225	210	61	57	29	20	32	24	316	291
February	249	218	53	47	27	23	32	27	334	292
March	281	229	63	57	33	29	35	33	379	319
October-March 3/	1,609	1,346	385	368	231	165	248	186	2,242	1,900
April	325	242	74	52	55	39	61	45	460	339
May		307		73		87		95		475
June		548		169		271		289		1,006
October-June 3/		2,562		688		598		654		3,904
July		587		206		404		436		1,229
August		558		163		310		334		1,055
September		355		116		197		213		684
Season 3/										

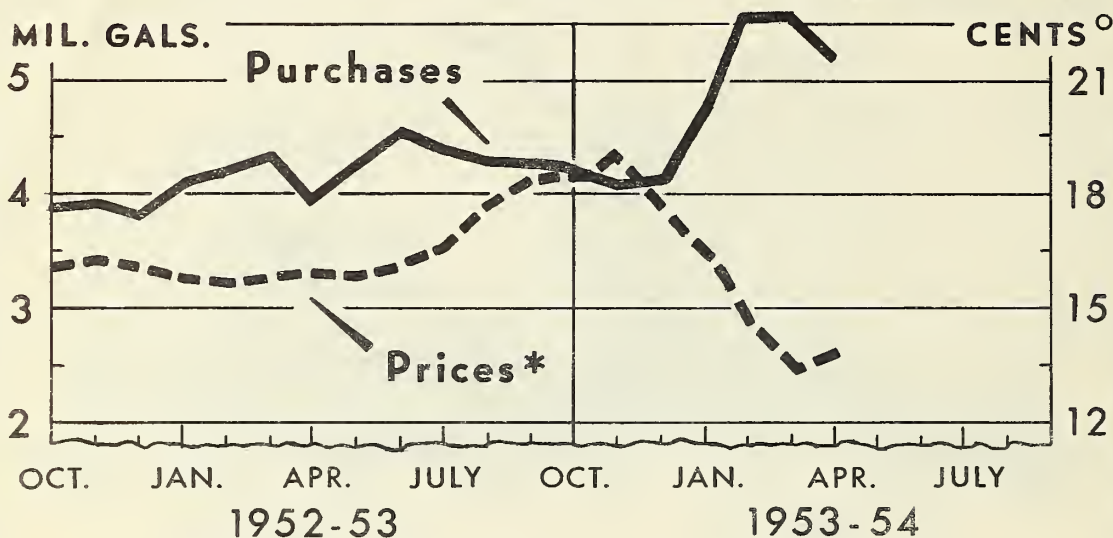
1/ Includes canned single strength lemon juice and small quantities of frozen single strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase total for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 7-54 (5)

AGRICULTURAL MARKETING SERVICE

Figure 4

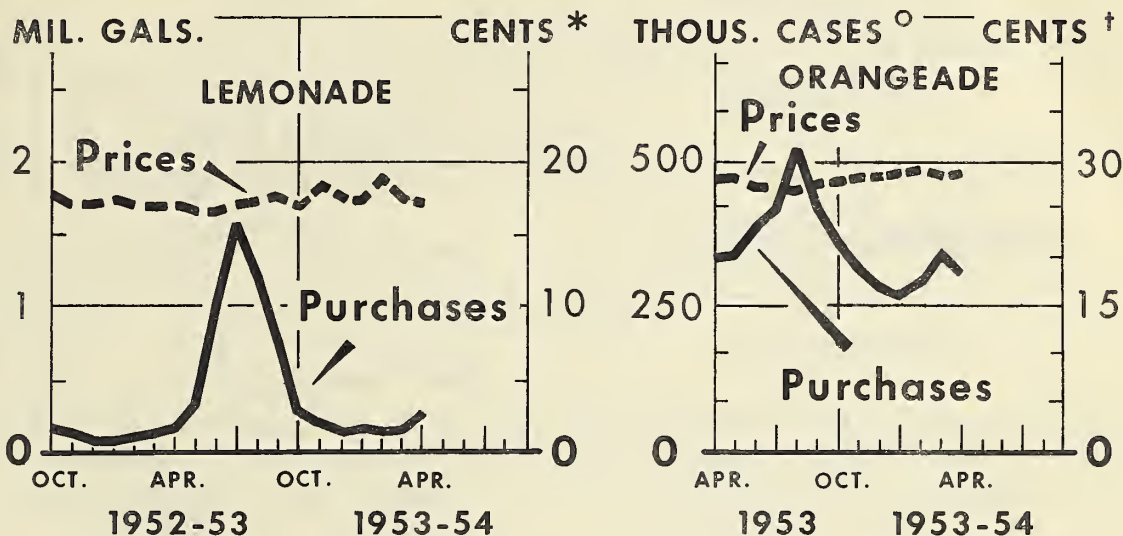
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1952 to date

Period	Purchases		Average price per 6 oz. can	
	1953-54	1952-53	1953-54	1952-53
	1,000 gallons	1,000 gallons	Cents	Cents
October	4,205	3,871	18.6	16.1
November	4,087	3,929	19.1	16.3
December	4,138	3,836	17.7	16.1
October-December 1/	13,361	12,519		
January	4,776	4,126	16.5	15.8
February	5,519	4,216	14.6	15.7
March	5,579	4,359	13.4	15.8
October-March 1/	30,765	26,353		
April	5,211	3,953	13.8	16.0
May		4,265		15.9
June		4,563		16.1
October-June 1/		40,124		
July		4,403		16.6
August		4,299		17.7
September		4,295		18.4
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA
* CENTS PER CAN OF 6 OUNCES ° EQUIVALENT CASES OF 24 #2'S † CENTS PER CAN OF 46 OUNCES

U. S. DEPARTMENT OF AGRICULTURE

NEG. 8-54 (5) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, specified months, 1952 to date

Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	267	160	17.2	17.6	356	2/	28.1	2/
November	162	110	18.4	17.0	312	2/	28.2	2/
December	102	77	17.5	17.0	290	2/	28.3	2/
October-December 3/	558	364	17.6		1,022	2/		
January	121	77	17.5	17.3	269	2/	28.8	2/
February	114	90	18.9	17.0	288	2/	29.0	2/
March	139	111	17.4	16.9	335	2/	28.7	2/
October-March 3/	955	662			2,034			
April	230	153	17.3	17.1	302	328	28.8	28.0
May		336		16.7		330		28.2
June		1,053		16.7		382		27.3
October-June 3/		2,340				2/		
July		1,566		17.0		417		27.3
August		1,203		17.3		509		26.9
September		762		17.6		413		27.8
Season 3/		6,184				2/		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ Not available.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

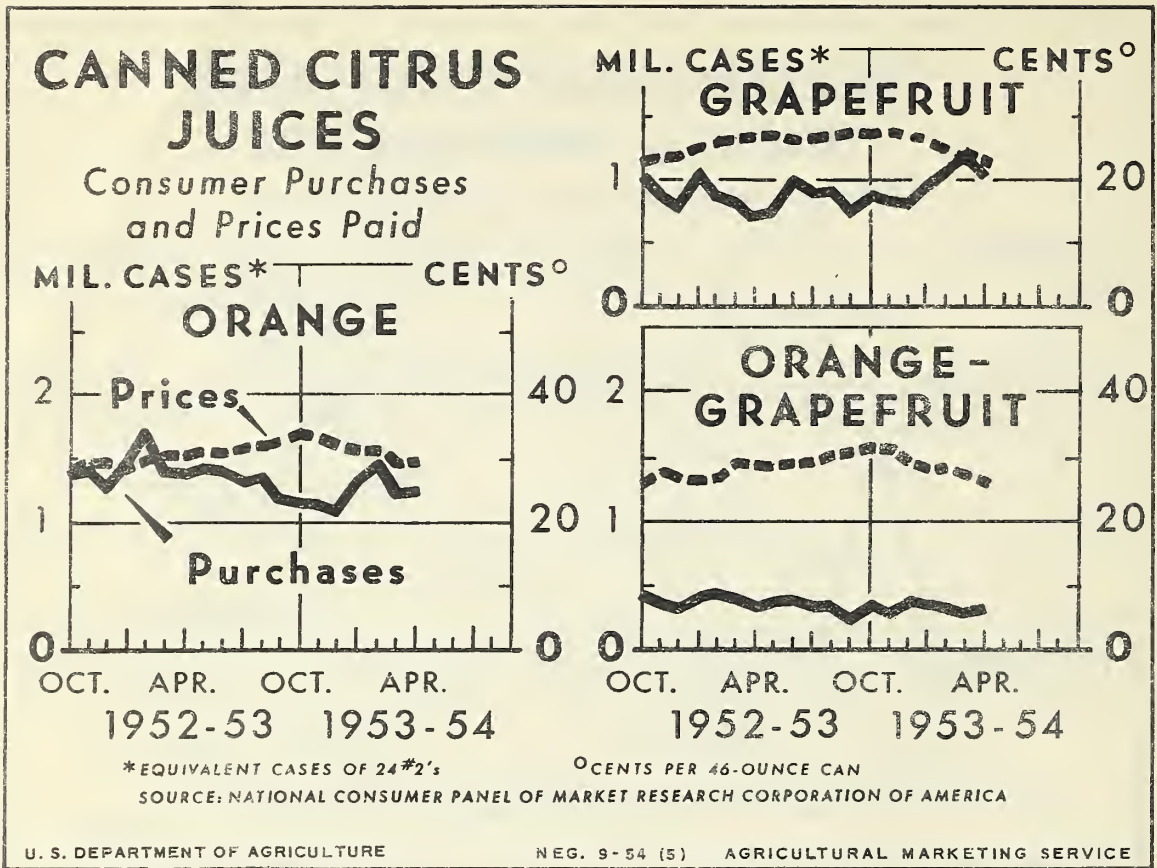


Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1952 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,170	1,375	33.4	28.8	884	1,001	27.1	23.0	326	450	31.8	26.4
November	1,143	1,412	33.3	29.6	834	875	27.6	23.6	258	393	31.6	27.6
December	1,101	1,292	32.2	29.6	804	797	26.9	24.2	347	330	29.4	26.9
October-December 2/	3,666	4,362	33.0		2,689	2,883	27.2		1,010	1,263		
January	1,302	1,497	31.7	28.6	930	1,012	26.1	25.3	332	413	28.1	26.6
February	1,409	1,720	31.3	29.7	1,018	915	25.2	26.0	325	452	28.5	27.4
March	1,219	1,411	30.1	30.5	1,205	840	23.3	27.0	290	408	26.8	29.2
October-March 2/	7,935	9,414			6,142	5,859			2,047	2,640		
April	1,241	1,402	29.8	30.6	1,023	704	22.5	27.2	342	352	26.3	29.2
May		1,440		30.9		766		27.2		383		29.2
June		1,436		31.1		991		26.4		384		29.3
October-June 2/		4,402				8,505				3,860		
July		1,329		31.5		906		26.8		351		29.4
August		1,362		32.3		929		27.2		363		30.5
September		1,208		32.9		784		27.4		265		31.3
Season 2/												

1/ Equivalent cases of 24 No. 2 cans—132 ounces per case.
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

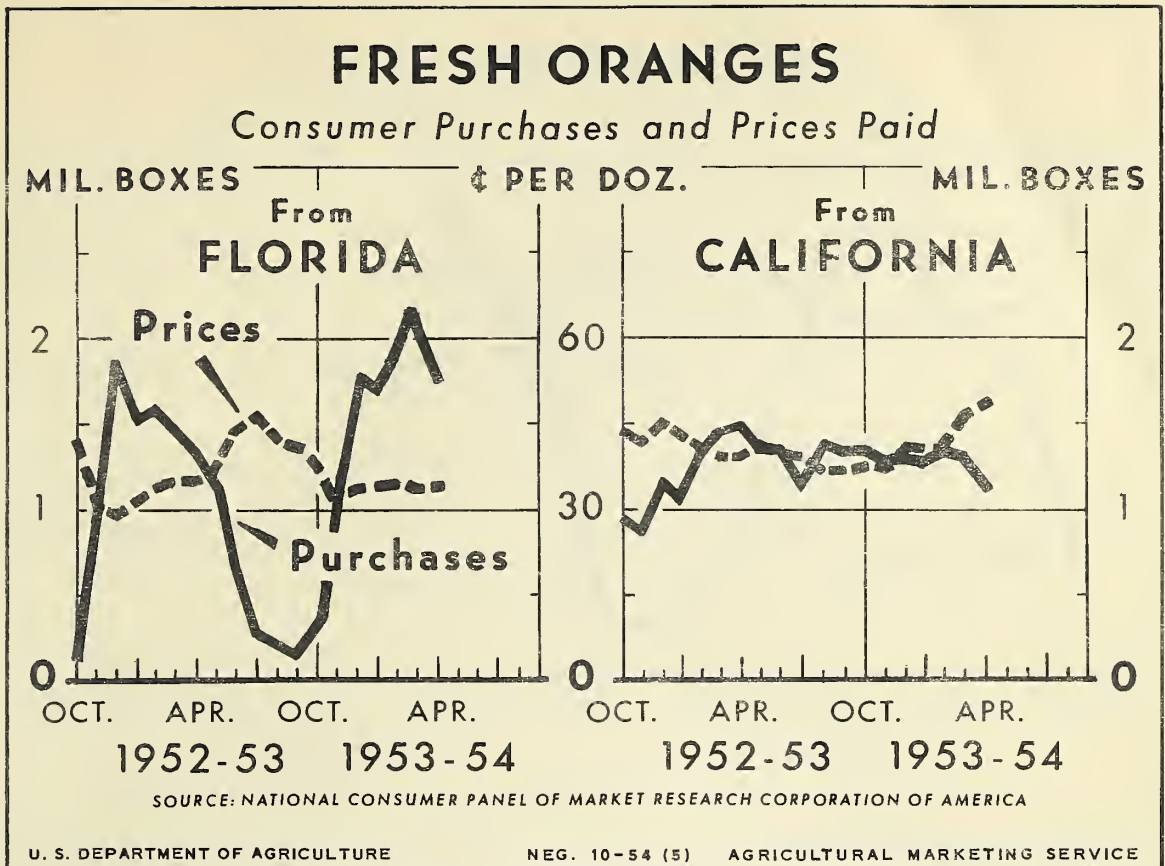


Figure 7

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid,
October 1952 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	302	138	37.4	42.4	1,379	933	37.4	43.3
November	1,134	947	34.9	30.3	1,284	866	36.9	41.7
December	1,787	1,870	33.2	29.3	1,235	1,447	41.0	45.8
October-December ^{1/}	3,557	3,307			4,187	3,087		
January	1,732	1,520	34.6	31.8	1,294	1,072	40.1	43.2
February	^{2/} 1,892	1,600	34.9	34.1	1,369	1,305	41.7	40.7
March	2,176	1,474	33.4	35.6	1,304	1,444	46.5	39.3
October-March ^{1/}	9,829	8,252			8,511	7,233		
April	1,741	1,347	35.6	35.6	1,111	1,494	48.6	38.9
May		1,137		37.0		1,352		41.1
June		617		44.3		1,350		40.1
October-June ^{1/}		11,586				11,733		
July		256		47.8		1,127		39.2
August		190		42.0		1,376		36.7
September		130		41.3		1,331		37.1
Season ^{1/}								

^{1/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

^{2/} Revised.

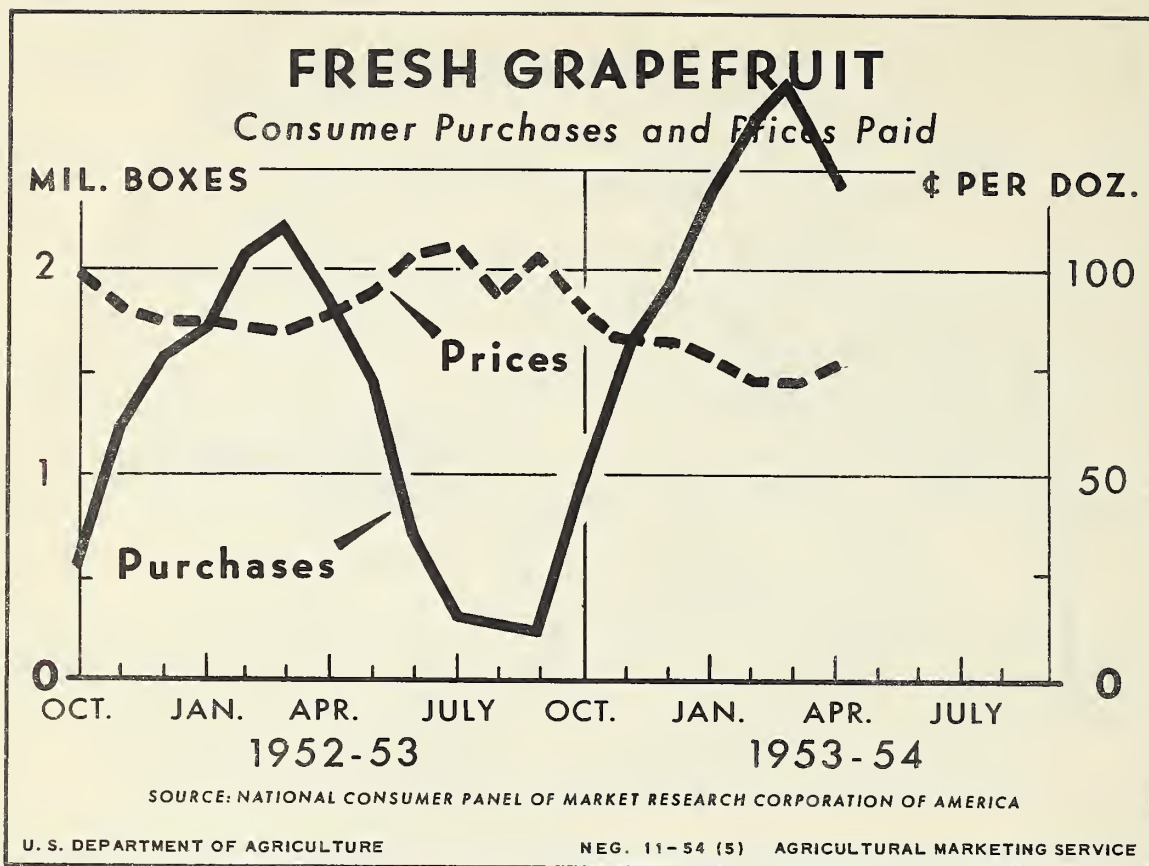


Figure 8

Fresh grapefruit: Consumer purchases and average price paid,
October 1952 to date

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	Cents	Cents
October	959	545	91.5	99.0
November	1,618	1,240	83.4	90.8
December	1,936	1,588	82.5	87.3
October-December ^{1/}	4,967	3,738		
January	2,399	1,703	78.2	87.5
February	2,732	2,093	73.9	85.3
March	2,957	2,216	73.4	84.4
October-March ^{1/}	13,793	10,284		
April	2,433	1,848	77.9	88.9
May		1,446		95.9
June		686		103.9
October-June ^{1/}		14,494		
July		2/305		105.9
August		267		94.0
September		221		103.6
Season ^{1/}				

^{1/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

^{2/} Revised.

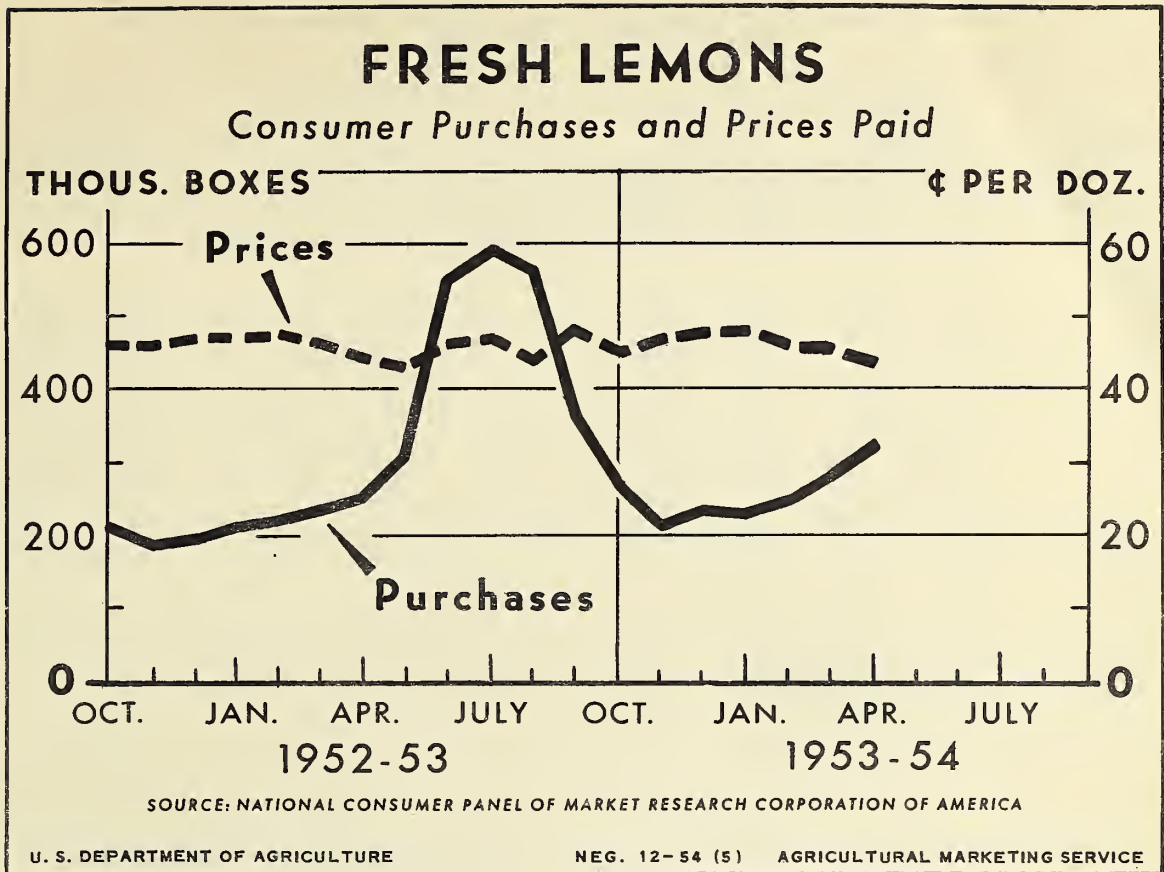


Figure 9

Fresh lemons: Consumer purchases and average price paid,
October 1952 to date

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	Cents	Cents
October	277	209	45.8	45.7
November	215	184	46.6	45.3
December	235	190	47.0	46.4
October-December 1/	783	634		
January	225	210	47.5	46.3
February	249	218	46.0	47.2
March	281	229	45.8	45.9
October-March 1/	1,609	1,346		
April	325	242	43.8	43.8
May		307		42.7
June		548		45.6
October-June 1/		2,562		
July		587		46.8
August		558		43.4
September		355		48.0
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.—Canned single-strength juices and ades: U. S. total consumer purchases and average price, April 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per unit		
					Purchases		Quantity per purchase		Unit		
	1954	1953	1954	1953	1954	1953	1954	1953		1954	1953
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	11.5	12.7	1,241	1,402	1.8	1.8	59.0	60.8	46	29.8	30.6
Grapefruit	9.5	7.4	1,023	704	1.6	1.6	66.0	57.8	46	22.5	27.2
Orange & gpft. blend	3.7	3.6	342	352	1.4	1.5	62.6	59.1	46	26.3	29.2
Lemon	3.3	2.3	63	43	1.3	1.3	14.1	13.5	5 $\frac{1}{2}$	12.7	11.4
Grape	4.4	5.4	195	240	1.4	1.4	31.1	32.0	24	35.2	34.3
Pineapple	12.7	14.6	1,020	1,177	1.5	1.5	51.9	51.3	46	31.6	30.5
Prune	7.4	6.9	484	491	1.7	1.8	36.3	36.6	32	33.0	33.2
Tomato	21.7	21.9	2,006	1,959	1.7	1.7	53.4	52.1	46	25.9	27.3
Total 2/	51.1	51.3	7,245	7,258	2.8	2.8	50.2	49.4			
Canned ades											
Orangeade	2.8	2.8	302	328	1.8	1.9	58.8	67.4	46	28.8	28.0

1/ Equivalent cases of No. 2 cans—432 ounces per case.

2/ Includes other canned single-strength juices.

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Table 2.—Frozen concentrated juices and ade bases: U. S. total consumer purchases and average price, April 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per unit		
					Purchases		Quantity per purchase		Unit		
	1954	1953	1954	1953	1954	1953	1954	1953		1954	1953
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	32.4	27.1	5,211	3,963	2.4	2.4	19.6	17.0	6	13.8	16.0
Grape	5.0	4.0	310	221	1.7	1.6	10.7	9.8	6	21.7	21.9
Other concentrates	1/	1/	207	176	1/	1/	12.5	10.5	6	16.2	18.2
Total 2/	34.1	28.8	5,728	4,360	2.6	2.7	18.4	16.0			
Ade bases											
Frozen											
Concentrate for											
Lemonade	3.8	2.2	230	153	1.4	1.4	12.5	13.3	6	17.3	17.1
Shelf pack											
Orangeade	1.7	2.0	119	191	1.6	1.8	12.6	15.5	6	16.5	15.8

1/ Information not available.

2/ Includes small purchases of grapefruit, orange-grapefruit blended, and other frozen concentrated juices.

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Table 3.—Fresh citrus fruit: U. S. total consumer purchases and average price, April 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1954	1953	1954	1953	1954	1953	1954	1953	1954	1953
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Number	Number	Cents	Cents
Oranges										
California-Arizona	23.4	25.1	1,111	1,494	2.0	2.1	12.0	13.0	48.6	38.9
Florida	24.7	20.0	1,741	1,347	2.2	2.2	13.4	13.9	35.6	35.6
Unidentified	9.9	10.3	409	444	1.6	1.7	11.6	12.3	39.9	37.4
Total <u>1/</u>	49.7	46.3	3,297	3,310	2.3	2.5	12.6	13.2	41.2	37.3
Grapefruit										
California-Arizona	4.6	3.9	315	232	1.7	1.6	6.6	6.6	63.8	66.0
Florida	22.7	16.4	1,478	1,090	2.2	2.2	5.0	4.5	80.8	91.8
Unidentified	11.7	10.3	540	451	1.6	1.6	4.8	4.1	78.7	93.5
Total <u>1/</u>	35.7	28.3	2,433	1,848	2.2	2.2	5.1	4.6	77.9	88.9
Lemons	27.0	20.8	325	242	1.6	1.6	6.1	5.8	43.8	43.8
Total <u>2/</u>	67.4	59.3	6,072	5,400	3.5	3.6	9.0	9.5	48.3	45.1

1/ Includes small purchases of Texas fruit.

2/ Except for total quantity purchased, totals include small purchases of other citrus fruit.

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