

**The Impact of Technological Change on Marketing Costs and Grower s Returns:
Case Studies for Potatoes, Snap Beans, Oranges, Lemons (Classic Reprint)
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(Damian Poulos)



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Forgotten Books, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from The Impact of Technological Change on Marketing Costs and Grower s Returns: Case Studies for Potatoes, Snap Beans, Oranges, Lemons Case studies were conducted on four food products retailed in Washington, D. C. In 1959-60 to determine the impact of added processing on prices and marketing costs. The farm products selected for study were potatoes, snap beans, oranges, and lemons. Data were collected regarding the fresh product and at least two processed forms of the product. These data consisted of retail prices; retail, wholesale, packer, and processor gross margins; transportation charges; and returns to growers. Fresh potatoes from Maine and New York retail in Washington, D C., for lower prices than the processed products, frozen french fries and dehydrated mashed potatoes (fresh equivalent basis). Fresh potatoes from Idaho, however, cost consumers a little more than the dehydrated product. Total marketing margins were larger for the two processed products than for the fresh potatoes. The processor margin accounted for more than half of the total margin of the processed products. Grower s returns from the processed products marketed in Washington during the period of the case studies were lower than those for fresh potatoes. The average retail price was lower for fresh snap beans than for equivalent quantities of frozen or canned snap beans. Chain store and packer s margins also were lower for fresh beans, than they were for processed beans. Transportation charges, however, were lower for the processed products. Compared with total marketing charges for fresh snap beans, those for canned snap beans were 76 percent higher and those for frozen beans were 97 percent higher. Grower s gross returns were considerably lower for beans to be processed than those for...

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