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**AVAILABILITY OF FRUITS AND VEGETABLES IN
SELECTED RETAIL GROCERY STORES IN
ADA, BANNOCK, AND KOOTENAI COUNTIES**

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AVAILABILITY OF FRUITS AND VEGETABLES IN SELECTED RETAIL GROCERY STORES IN ADA, BANNOCK, AND KOOTENAI COUNTIES¹

M. V. ZAEHRINGER AND C. A. RICKARD²

INTRODUCTION

To date, most of the studies on the marketing of fruits and vegetables have been in the interest of growers, producers, and marketing agencies. The present study was an investigation of several factors important to consumers in the purchase and use of these products. This report summarizes the results of the first factor chosen for study—the availability of fruits and vegetables in retail outlets.

Recent nutritional studies have shown that the diets of adolescent children in Idaho and other western states were low in ascorbic acid, vitamin A, and iron (2, 3). These nutrients could have been supplied in whole or in part by increased intakes of fruits and vegetables. Yet in some states including Idaho the consumption of certain fruits and vegetables was below recommended levels. Possible factors contributing to the sub-optimal consumption could be lack of availability of specific fruits and vegetables, or lack of the desired form, price, and/or quality.

As far as can be determined, there has been little published information concerning the extent to which specific fresh, frozen, and otherwise processed fruits and vegetables are available to Idaho consumers throughout the year. Such data are a matter of concern to many people. For the consumer the variety of produce available most of the time has much to do with the level of nutrition of the family and with the pleasure and satisfaction they derive from their food. For the grower it has an important economic aspect in that it reflects the extent to which the products of his labor are being used or overlooked. To those engaged in the distribution of produce it should have real significance in pointing up any weak-

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ness in the distribution system, and to the retailer it is a measure of the extent to which he is satisfying the wants of his customers.

The availability of selected fresh, frozen, canned, and dried fruits and vegetables in retail grocery stores in Ada, Bannock, and Kootenai counties was surveyed over the period of one year—April, 1957 to March, 1958—as part of a Western Regional Marketing study. These three counties were part of a group selected to be representative of the Western Region and were not necessarily representative of the state of Idaho.

PROCEDURE

The Idaho counties in this study were selected on the basis of population and number and sales volume of retail food stores. The 3 counties together contained 23 percent of the state's population and 25 percent of the retail food stores, and accounted for 27 percent of the retail grocery sales in the state (1). Within each county a representative sample of stores was drawn based on store characteristics obtained in a preliminary retail grocery store survey (4). The composition of the stores in the sample is given in Table 1.

The availability¹ of fresh produce was surveyed every month from April to September, 1957, inclusive, during November, 1957, and during January and March, 1958. The availability of canned fruits and vegetables was checked during April, July, and November, frozen products during May, August, and January, and dried products during June, September, and March. The stores were visited by a local field worker on Thursday, Friday, or Saturday of the two weeks falling as close as possible to the middle of the month.

A total of 116 fresh and processed products were included in the survey. Availability was expressed as the percent of stores surveyed which had a given product in the store at the time the field workers visited the store. No attempt was made to weight the

¹If a given product was present in the store at the time of the field worker's visit, it was considered available.

sample for the various store classifications. The availability of fresh fruits and vegetables was listed by month to show the seasonal variations. The availability of the processed products was determined by combining the results from the three months in which the particular processed product was surveyed. This combination was possible because the variation in availability of these products from one month to another was small.

RESULTS

Fresh Fruits and Vegetables

Fruits. In all 3 counties, apples, bananas, grapefruit, lemons, and oranges were readily available throughout the year (Tables 2, 3, and 4). On the other hand, blueberries, cherries, and melons other than cantaloupe and watermelon were seldom available. Limes were always available in at least a small percentage of the stores in all counties with the exception of May and August in Kootenai county. Pears were usually available in Ada and Kootenai counties in the fall, winter, and spring, but were less often available in Bannock county. The offerings of apricots, cantaloupes, watermelons, peaches, pears, plums, boysenberries, raspberries, and strawberries increased during their harvest seasons.

Vegetables. As with fruits, certain vegetables were readily available throughout the year, e.g. cabbage, carrots, cauliflower, celery, lettuce, dry onions, potatoes, and tomatoes (Tables 5, 6, and 7). Spinach, squash, and sweet potatoes were also readily available in all counties except during the warmer months. Few stores carried chard, kale, or turnip greens, although consumers could usually find endive, romaine, or other salad greens.

Corn on the cob was generally reported present in a fair proportion of stores from April to November. More than half of the stores carried it during July, August, and September. Less than one-third of the stores offered broccoli and beets and, except in Ada county, broccoli was generally unavailable during the summer months. Fresh peas were offered by only a few stores and only during the spring.

Canned Fruits, Vegetables, and Juices

There was little variation from one county to another in the availability of 21 types of canned fruits, 7 canned juices, and 13 types of canned vegetables (Tables 8 and 9).

Fruits. More than 9 out of 10 stores had canned applesauce, apricots, red tart cherries, fruit cocktail, grapefruit, peaches, pears, and pineapple. Except for boysenberries and strawberries in Kootenai county, more than half of all stores offered canned boysenberries, blueberries, dark sweet and Royal Ann cherries, white figs, purple plums, raspberries, and strawberries.

Juices. Canned juices were usually available in all three counties with four-fifths or more of the stores offering 7 fruit and vegetable juices.

Vegetables. Canned vegetables were even more generally available than canned fruits. Three-fourths or more of the stores carried lima and wax beans, and 9 or more out of 10 offered asparagus, some form of green beans, beets, corn, peas, sweet potatoes, spinach, and tomatoes.

Frozen Fruits, Vegetables, and Juices

The 8 frozen fruits, 15 types of frozen vegetables, and 5 frozen juices were generally much less available than the canned products with some slight variation due to county (Tables 10 and 11).

Fruits. More than half of the stores carried raspberries and about 90 percent had strawberries. Frozen grapefruit, peaches, and pineapple were generally less available depending upon the county.

Juices. Grape juice, orange juice, and lemonade were available in most stores, but grapefruit juice and pineapple juice were considerably less available.

Vegetables. Frozen vegetables were more available than frozen fruits. Some form of every frozen vegetable surveyed was present in more than half of the stores, with corn and peas present in more than 4 out of 5.

Dried Fruits and Vegetables

The availability of 9 dried fruits and 8 dried vegetables varied to some extent from county to county (Table 12).

Fruits. Prunes and seedless raisins were offered by more than 90 percent of all stores, while apricots, figs, peaches, and seeded raisins were offered by more than half. The offerings of dried apples, applesauce, and pears were generally more limited with some variation among counties.

Vegetables. Dried vegetables were more generally available than dried fruits. More than two-thirds of all stores carried lima beans, pinto beans, red kidney beans, white beans, split peas, and instant potato, but pink garbanzo beans were found less frequently especially in Kootenai county.

DISCUSSION

In general consumers in Ada, Bannock, and Kootenai counties had a wide choice of fresh and processed fruits and vegetables although there was some variation among counties. Of the 116 items checked during the survey, 86 were carried throughout the year by at least half of the stores including 5 fresh fruits, 8 fresh vegetables, 21 canned fruits, 7 canned fruit juices, 13 canned vegetables, 7 dried fruits, and 6 dried vegetables. Three-fourths or more of the stores carried 49 of these items including at least 3 fresh fruits, 4 fresh vegetables, 12 canned fruits, 11 canned vegetables, 7 canned juices, 1 frozen fruit, 3 frozen vegetables, 3 frozen juices, 2 dried fruits, and 5 dried vegetables. Whether this selection provided the specific fruits and vegetables and the form, price, and/or quality desired awaits future work on consumer preferences.

A number of items, particularly certain of the fresh products raised within the state, were not available as often as might be expected. A comparison of the data on availability of fresh fruits and vegetables with their respective Idaho harvest periods discloses two aspects with important implications (Tables 2 to 7). First, the appearance of these fruits and vegetables outside of the Idaho

harvest season focuses attention on the differences in harvest seasons among the various states, the vast interstate shipment of these products, and the potential possibility of further extension of the period of availability of fresh products should consumers desire it. Second, even at the height of the Idaho harvest season, some of the fruits and several of the vegetables raised in the state were found in a relatively small proportion of the stores. No explanation for the latter finding is at hand. It is possible that some families raise their own fruits and vegetables or buy them directly from the grower. Although a large proportion of these crops are doubtless diverted to processing plants, it seems that enough produce might be raised to saturate the market channels for fresh products. The failure of fresh apricots, cherries, peaches, watermelons, asparagus, green beans, cabbage, peas, potatoes, and squash—fruits and vegetables grown in the state—to appear in all markets at the height of the season raises questions concerning the efficiency of distribution as well as consumer satisfaction with price and quality. That certain fresh products were not always of good quality was disclosed from voluntary comments of the field workers.

Certain of the processed products were also low in availability. The relative lack of some frozen products, particularly the frozen fruits, cannot have been due to lack of frozen storage facilities since 9 out of 10 stores offered frozen strawberries. Among the dried products, dried applesauce and sliced pears were not as available as might be expected.

In view of these findings the need for research on consumers' preferences for and satisfaction with the availability, price, and quality of the various forms of fruits and vegetables is unquestioned. Furthermore, investigations of the quality of fruits and vegetables in the store and of the efficiency of distribution would be advantageous to growers, processors, distributors, and merchandizers as well as to consumers.

SUMMARY

The availability of 116 fruits and vegetables in 4 forms — fresh, frozen, canned, and dried—was surveyed in retail grocery

stores in Ada, Bannock, and Kootenai counties over the period of one year—April, 1957 to March, 1958.

Fresh apples, bananas, grapefruit, lemons, oranges, cabbage, carrots, cauliflower, celery, lettuce, dry onions, potatoes, and tomatoes were widely available throughout the year. Limes, endive, romaine, and salad greens—other than chard, kale, or turnip greens—were usually available in at least a small proportion of the stores. The availability of pears, apricots, cantaloupes, watermelons, peaches, plums, boysenberries, raspberries, strawberries, spinach, squash, sweet potatoes, and corn on the cob was more seasonal in nature. Blueberries, cherries, melons other than cantaloupe and watermelon, broccoli, beets, and peas were available in only a small proportion of the stores even at the height of the harvest season.

Canned products as a group were widely available, more so than any of the other groups, with dried products next. Frozen vegetables and some frozen fruits and juices were available in more than half of the stores.

The differences in harvest seasons among the various states might be utilized in further extending the period of availability of fresh products should consumers desire it.

The wide variations found in the availability of certain fresh products raised within the state, the voluntary comments of the checkers on quality, and the low availability of certain processed products, raise questions concerning the efficiency of distribution as well as consumer satisfaction with availability, price, and quality of fruits and vegetables.

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Table 1. Total number of stores and number surveyed in three Idaho counties classified by size, organization, and location (December, 1956).

Classification	Number of Stores by Counties					
	Ada		Bannock		Kootenai	
	Survey	Total	Survey	Total	Survey	Total
Total	20	116	14	71	11	81
Size (number of equivalent full-time employees)						
1-2	6	65	4	40	4	64
3-6	6	32	4	19	4	13
7 or more	8	19	6	12	3	4
Type of organization						
Single unit, unaffiliated	7	77	4	49	5	69
Single unit, affiliated	8	25	4	11	5	10
Multi-unit	5	14	6	11	1	2
Location						
Rural	4	16	2	3	3	17
Urban	16	100	12	68	8	64

Table 2. Percentage of sample stores in Ada County having fresh fruits. List of fruits. Months (1957-1958)

Product	April	May	June	July	Aug.	Sept.	Nov.	Jan.	March
	Percent of Stores								
Apples, all	85.0	75.0	50.0	60.0	65.0	70.0	95.0	90.0	90.0
Apples, bulk	60.0	75.0	—	60.0	50.0	70.0	95.0	90.0	90.0
Apples, pkg.	10.0	5.0	—	—	—	—	30.0	50.0	50.0
Apricots	—	—	5.0	40.0	5.0	—	—	—	—
Bananas	95.0	95.0	95.0	90.0	95.0	95.0	85.0	90.0	85.0
Blueberries	—	—	—	—	5.0	—	—	—	—
Boysenberries	—	—	—	25.0	—	—	—	—	—
Cantaloupe	20.0	20.0	60.0	90.0	75.0	75.0	—	—	—
Cherries, red tart	—	—	—	5.0	—	—	—	—	—
Cherries, sweet	—	—	—	40.0	—	—	—	—	—
Grapefruit, all	90.0	90.0	80.0	65.0	70.0	65.0	80.0	80.0	85.0
Grapefruit, pink bulk	80.0	45.0	25.0	15.0	10.0	20.0	55.0	55.0	60.0
Grapefruit, pink pkg.	10.0	5.0	—	—	5.0	—	25.0	10.0	5.0
Grapefruit, white bulk	30.0	90.0	75.0	65.0	60.0	65.0	80.0	80.0	85.0
Grapefruit, white pkg.	55.0	40.0	15.0	5.0	—	—	20.0	60.0	65.0
Lemons	95.0	85.0	95.0	95.0	95.0	95.0	95.0	90.0	95.0
Limes	10.0	5.0	10.0	20.0	5.0	15.0	5.0	25.0	5.0
Melons, other than cantaloupe and watermelon	—	—	10.0	5.0	10.0	20.0	5.0	—	—
Oranges, all	95.0	100.0	100.0	95.0	95.0	95.0	95.0	100.0	95.0
Oranges, navel bulk	85.0	55.0	15.0	—	—	—	5.0	55.0	65.0
Oranges, navel pkg.	15.0	20.0	5.0	—	—	—	—	—	40.0
Oranges, valencia bulk	40.0	60.0	95.0	95.0	95.0	95.0	95.0	50.0	45.0
Oranges, valencia pkg.	25.0	20.0	25.0	20.0	20.0	5.0	10.0	25.0	—
Peaches	—	—	35.0	60.0	80.0	60.0	—	—	—
Pears	10.0	5.0	—	—	20.0	50.0	20.0	15.0	5.0
Plums	—	—	35.0	50.0	35.0	30.0	5.0	—	—
Raspberries	—	—	—	65.0	—	—	—	—	—
Strawberries	5.0	50.0	80.0	5.0	—	—	—	—	—
Watermelons	—	5.0	55.0	60.0	75.0	50.0	—	—	—

The months underlined indicate the Idaho harvest season for this product.

Table 3. Percentage of sample stores in Bannock County having fresh fruits. List of fruits. Months (1957-1958)

Product	April	May	June	July	Aug.	Sept.	Nov.	Jan.	March
	Percent of Stores								
Apples, all	92.8	92.8	85.7	78.6	<u>78.6</u>	<u>92.8</u>	<u>92.8</u>	100.0	100.0
Apples, bulk	92.8	92.8	—	78.6	57.1	85.7	92.8	100.0	100.0
Apples, pkg.	21.4	7.1	7.1	—	—	14.3	42.8	50.0	35.7
Apricots	—	—	21.4	<u>21.4</u>	<u>14.3</u>	—	—	—	—
Bananas	92.8	100.0	100.0	92.8	100.0	100.0	100.0	100.0	100.0
Blueberries	—	—	—	—	—	—	—	—	—
Boysenberries	—	—	—	35.7	—	—	—	—	—
Cantaloupe	14.3	28.6	78.6	92.8	<u>92.8</u>	<u>92.8</u>	—	—	—
Cherries, red tart	—	—	—	—	—	—	—	—	—
Cherries, sweet	—	—	<u>7.1</u>	<u>78.6</u>	7.1	—	—	—	—
Grapefruit, all	100.0	92.8	92.8	92.8	71.4	85.7	92.8	92.8	92.8
Grapefruit, pink bulk	100.0	92.8	85.7	35.7	28.6	21.4	85.7	78.6	64.3
Grapefruit, pink pkg.	14.3	14.3	—	—	—	—	—	7.1	7.1
Grapefruit, white bulk	21.4	92.8	57.1	92.8	64.3	85.7	92.8	92.8	92.8
Grapefruit, white pkg.	50.0	78.6	57.1	14.3	—	—	42.8	71.4	78.6
Lemons	92.8	92.8	92.8	92.8	92.8	92.8	92.8	92.8	92.8
Limes	7.1	21.4	42.8	42.8	28.6	35.7	14.3	7.1	7.1
Melons, other than cantaloupe and watermelon	—	—	—	—	7.1	28.6	—	—	—
Oranges, all	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Oranges, navel bulk	92.8	85.7	42.8	—	—	—	28.6	57.1	92.6
Oranges, navel pkg.	21.4	21.4	7.1	—	7.1	—	7.1	21.4	57.1
Oranges, valencia bulk	21.4	42.8	92.9	100.0	100.0	100.0	71.4	42.8	7.1
Oranges, valencia pkg.	28.6	64.3	71.4	64.3	42.8	42.8	42.8	28.6	—
Peaches	—	—	57.1	92.8	<u>85.7</u>	<u>85.7</u>	—	—	—
Pears	14.3	—	—	—	57.1	<u>78.6</u>	57.1	—	—
Plums	—	—	64.3	57.1	57.1	<u>57.1</u>	—	—	—
Raspberries	—	—	—	7.1	7.1	—	—	—	—
Strawberries	42.8	92.8	71.4	14.3	—	7.1	—	—	—
Watermelons	7.1	7.1	64.3	9.5	71.4	<u>85.7</u>	—	—	7.1

The months underlined indicate the Idaho harvest season for this product.

Table 4. Percentages of sample stores in Kootenai County having fresh fruits. List of fruits.

Product	Months (1957-1958)									
	April	May	June	July	Aug.	Sept.	Nov.	Jan.	March	
	Percent of Stores									
Apples, all	90.9	90.9	72.7	81.8	<u>81.8</u>	<u>81.8</u>	100.0	100.0	81.8	
Apples, bulk	90.9	90.9	63.6	81.8	63.6	81.8	100.0	100.0	100.0	
Apples, pkg.	9.1	9.1	9.1	—	—	—	27.3	27.3	36.4	
Apricots	—	—	18.2	<u>63.6</u>	<u>9.1</u>	—	—	—	—	
Bananas	90.9	90.9	100.0	90.9	100.0	100.0	90.9	100.0	90.9	
Blueberries	—	—	—	18.2	18.2	—	—	—	—	
Boysenberries	—	—	—	9.1	—	—	—	—	—	
Cantaloupe	18.2	36.4	81.8	81.8	<u>90.9</u>	<u>81.8</u>	—	—	—	
Cherries, red tart	—	—	—	—	—	—	—	—	—	
Cherries, sweet	—	—	<u>9.1</u>	<u>45.4</u>	—	—	—	—	—	
Grapefruit, all	90.9	81.8	81.8	72.7	72.7	81.8	81.8	81.8	81.8	
Grapefruit, pink bulk	72.7	63.6	72.7	45.4	63.6	36.4	45.4	36.4	54.5	
Grapefruit, pink pkg.	27.3	9.1	18.2	—	—	—	27.3	9.1	9.1	
Grapefruit, white bulk	36.4	81.8	63.6	72.7	54.5	81.8	81.8	81.8	81.8	
Grapefruit, white pkg.	36.4	36.4	9.1	—	—	—	18.2	63.6	63.6	
Lemons	90.9	90.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Limes	18.2	—	18.2	9.1	—	9.1	18.2	18.2	9.1	
Melons, other than cantaloupe and watermelon	—	—	—	—	36.4	18.2	—	—	—	
Oranges, all	90.9	90.9	90.9	100.0	100.0	100.0	90.9	100.0	100.0	
Oranges, navel bulk	81.8	81.8	45.5	18.2	36.4	27.3	36.4	90.9	90.9	
Oranges, navel pkg.	18.2	9.1	—	—	—	—	—	9.1	27.3	
Oranges, valencia bulk	27.3	36.4	63.6	100.0	90.9	90.9	72.7	45.4	18.2	
Oranges, valencia pkg.	—	9.1	27.3	36.4	27.3	27.3	—	36.4	18.2	
Peaches	—	—	36.4	72.7	<u>81.8</u>	<u>63.6</u>	—	—	—	
Pears	9.1	—	—	—	36.4	<u>63.6</u>	36.4	9.1	27.3	
Plums	—	—	18.2	54.5	45.5	<u>27.3</u>	—	—	—	
Raspberries	—	—	—	63.6	—	—	—	—	—	
Strawberries	9.1	9.1	72.7	27.3	9.1	18.2	—	—	—	
Watermelons	9.1	9.1	72.7	72.7	63.6	<u>36.4</u>	—	—	—	

The months underlined indicate the Idaho harvest season for this product.

Table 5. Percentage of sample stores in Ada County having fresh vegetables. List of vegetables.

Product	Months (1957-1958)									
	April	May	June	July	Aug.	Sept.	Nov.	Jan.	March	
	Percent of Stores									
Asparagus, green and/or white	60.0	<u>55.0</u>	—	—	—	—	—	—	—	70.00
Beans, green	—	—	30.0	<u>55.0</u>	<u>15.0</u>	30.0	5.0	—	—	—
Beets, bunched and/or topped	20.0	—	15.0	30.0	—	—	10.0	5.0	5.0	—
Broccoli	20.0	35.0	5.0	—	5.0	5.0	30.0	35.0	30.0	—
Cabbage	40.0	50.0	10.0	45.0	<u>35.0</u>	<u>35.0</u>	35.0	55.0	40.0	—
Carrots, bunched and/or topped	30.0	90.0	25.0	95.0	<u>30.0</u>	<u>95.0</u>	90.0	100.0	95.0	—
Cauliflower	60.0	45.0	50.0	45.0	50.0	55.0	60.0	65.0	65.0	—
Celery, bunch	65.0	90.0	60.0	95.0	55.0	95.0	95.0	95.0	95.0	—
Celery, hearts, pkg.	90.0	90.0	100.0	95.0	95.0	85.0	90.0	95.0	95.0	—
Chard	—	—	—	—	—	—	—	—	—	—
Corn on cob	—	40.0	45.0	<u>60.0</u>	<u>80.0</u>	<u>55.0</u>	5.0	—	—	—
Endive	30.0	25.0	30.0	25.0	15.0	20.0	15.0	30.0	25.0	—
Kale	15.0	—	30.0	—	20.0	—	—	—	—	—
Lettuce, head	85.0	90.0	<u>95.0</u>	95.0	90.0	95.0	<u>85.0</u>	95.0	90.0	—
Lettuce, other	50.0	25.0	30.0	35.0	35.0	40.0	50.0	60.0	50.0	—
Mustard greens	10.0	—	—	—	—	—	5.0	—	—	—
Onions, dry	95.0	95.0	90.0	90.0	<u>95.0</u>	<u>90.0</u>	90.0	90.0	90.0	—
Peas	5.0	20.0	<u>25.0</u>	5.0	—	—	—	—	10.0	—
Potatoes, white, mature bulk and/or pkg.	100.0	100.0	15.0	<u>5.0</u>	<u>5.0</u>	<u>85.0</u>	90.0	100.0	95.0	—
Potatoes, white, mature bulk	75.0	80.0	5.0	—	5.0	75.0	70.0	70.0	65.0	—
Potatoes, white, mature pkg.	85.0	80.0	15.0	5.0	5.0	65.0	70.0	85.0	90.0	—
Romaine	15.0	35.0	30.0	40.0	20.0	25.0	35.0	30.0	30.0	—
Salad greens, other	65.0	10.0	55.0	5.0	70.0	35.0	15.0	25.0	25.0	—
Spinach, bulk and/or pkg.	75.0	65.0	25.0	—	—	—	60.0	55.0	70.0	—
Spinach, bulk	10.0	10.0	5.0	—	—	—	5.0	—	—	—
Spinach, pkg.	75.0	60.0	20.0	—	—	—	60.0	55.0	70.0	—
Squash	25.0	20.0	20.0	45.0	<u>50.0</u>	<u>55.0</u>	<u>70.0</u>	30.0	20.0	—
Sweet potatoes, yams and/or light yellow	60.0	20.0	15.0	5.0	25.0	45.0	75.0	65.0	30.0	—
Sweet potatoes, light yellow	30.0	15.0	10.0	—	—	15.0	70.0	40.0	25.0	—
Sweet potatoes, yams	50.0	10.0	15.0	5.0	25.0	40.0	65.0	60.0	10.0	—
Tomatoes, bulk and/or package	75.0	75.0	90.0	85.0	<u>85.0</u>	<u>85.0</u>	75.0	70.0	60.0	—
Tomatoes, bulk	55.0	65.0	85.0	85.0	85.0	85.0	70.0	35.0	45.0	—
Tomatoes, pkg.	60.0	25.0	10.0	—	5.0	—	10.0	50.0	40.0	—
Turnip greens	5.0	—	—	5.0	—	—	—	—	—	—

The months underlined indicate the Idaho harvest season for this product.

Table 6. Percentage of sample stores in Bannock County having fresh vegetables. List of vegetables.

Product	Months (1957-1958)									
	April	May	June	July	Aug.	Sept.	Nov.	Jan.	March	
	Percent of Stores									
Asparagus, green and/or white	85.7	<u>71.4</u>	<u>21.4</u>	—	—	—	—	—	—	64.3
Beans, green	—	7.1	—	—	<u>14.3</u>	—	—	—	—	—
Beets, bunched and/or topped	14.3	7.1	14.3	7.1	7.1	7.1	—	—	—	—
Broccoli	28.6	14.3	—	—	—	7.1	7.1	21.4	21.4	—
Cabbage	92.8	85.7	85.7	92.8	<u>85.7</u>	<u>92.8</u>	92.8	92.8	100.0	—
Carrots, bunched and/or topped	64.3	100.0	64.3	100.0	<u>21.4</u>	<u>85.7</u>	100.0	100.0	100.0	—
Cauliflower	92.8	57.1	78.6	57.1	50.0	85.7	85.7	85.7	92.8	—
Celery, bunch	64.3	100.0	50.0	100.0	57.1	92.8	100.0	100.0	100.0	—
Celery hearts, pkg.	100.0	100.0	85.7	92.8	85.7	85.7	92.8	85.7	92.8	—
Chard	—	—	—	—	—	—	—	—	—	—
Corn on cob	7.1	71.4	78.6	<u>78.6</u>	<u>78.6</u>	<u>78.6</u>	28.6	—	—	—
Endive	21.4	28.6	28.6	28.6	14.3	14.3	21.4	21.4	28.6	—
Kale	—	—	28.6	—	28.6	—	—	—	—	—
Lettuce, head	100.0	100.0	<u>100.0</u>	92.8	100.0	92.8	<u>100.0</u>	92.8	100.0	—
Lettuce, other	28.6	35.7	21.4	21.4	—	14.3	7.1	7.1	7.1	—
Mustard greens	7.1	7.1	7.1	7.1	—	—	7.1	—	—	—
Onions, dry	100.0	100.0	100.0	100.0	<u>100.0</u>	<u>92.8</u>	100.0	100.0	100.0	—
Peas	—	14.3	—	7.1	—	—	—	—	—	—
Potatoes, white, mature bulk and/or pkg.	100.0	92.8	71.4	7.1	—	<u>42.8</u>	100.0	92.8	100.0	—
Potatoes, white, mature bulk	92.8	92.8	50.0	—	—	42.8	92.8	100.0	92.8	—
Potatoes, white, mature pkg.	92.8	78.6	64.3	7.1	—	42.8	85.7	85.7	85.7	—
Romaine	—	35.7	28.6	28.6	28.6	28.6	21.4	21.4	21.4	—
Salad greens, other	28.6	7.1	35.7	—	28.6	—	—	7.1	—	—
Spinach, bulk and/or pkg.	78.6	57.1	28.6	—	—	—	85.7	57.1	64.3	—
Spinach, bulk	—	—	—	—	—	—	—	—	—	—
Spinach, pkg.	78.6	57.1	28.6	—	—	—	85.7	57.1	64.3	—
Squash	42.8	7.1	—	14.3	<u>42.8</u>	<u>50.0</u>	<u>57.1</u>	50.0	42.8	—
Sweet potatoes, yams and/or light yellow	42.8	64.3	28.6	7.1	21.4	50.0	100.0	71.4	21.4	—
Sweet potatoes, light yellow	14.3	14.3	—	—	—	—	64.3	50.0	—	—
Sweet potatoes, yams	42.8	64.3	28.6	7.1	21.4	50.0	100.0	71.4	21.4	—
Tomatoes, bulk and/or pkg.	92.8	100.0	100.0	100.0	<u>100.0</u>	<u>92.8</u>	92.8	92.8	92.8	—
Tomatoes, bulk	64.3	85.7	100.0	100.0	92.8	92.8	92.8	28.6	78.6	—
Tomatoes, pkg.	71.4	57.1	7.1	—	7.1	—	—	64.3	35.7	—
Turnip greens	—	—	—	—	—	—	—	—	—	—

The months underlined indicate the Idaho harvest season for this product.

Table 7. Percentage of sample stores in Kootenai County having fresh vegetables. List of vegetables.

Product	Months (1957-1958)									
	April	May	June	July	Aug.	Sept.	Nov.	Jan.	March	
	Percent of Stores									
Asparagus, green and/or white	54.5	<u>63.6</u>	<u>36.4</u>	—	—	—	—	—	—	45.4
Beans, green	9.1	—	—	<u>27.3</u>	<u>45.5</u>	18.2	—	—	—	—
Beets, bunched and/or topped	18.2	9.1	18.2	27.3	18.2	18.2	—	—	—	18.2
Broccoli	18.2	18.2	18.2	—	—	—	27.3	27.3	18.2	18.2
Cabbage	54.5	81.8	90.9	63.6	<u>81.8</u>	<u>90.0</u>	72.7	72.7	81.8	81.8
Carrots, bunched and/or topped	63.6	100.0	54.5	100.0	<u>54.5</u>	<u>100.0</u>	100.0	100.0	100.0	100.0
Cauliflower	81.8	72.7	63.6	54.5	45.5	72.7	63.6	63.6	36.4	36.4
Celery, bunch	81.8	100.0	81.8	90.9	81.8	100.0	100.0	90.9	90.9	90.9
Celery hearts, pkg.	45.5	54.5	54.5	63.6	63.6	63.6	81.8	72.7	72.7	72.7
Chard	—	—	—	—	—	—	—	—	—	—
Corn on Cob	27.3	36.4	45.5	<u>54.5</u>	63.6	63.6	18.2	—	—	—
Endive	18.2	18.2	18.2	9.1	9.1	18.2	9.1	18.2	27.3	27.3
Kale	—	—	36.4	—	27.3	—	—	—	—	—
Lettuce, head	90.9	100.0	<u>100.0</u>	100.0	100.0	100.0	<u>100.0</u>	100.0	100.0	100.0
Lettuce, other	54.5	27.3	27.3	36.4	18.2	27.3	9.1	9.1	9.1	9.1
Mustard greens	9.1	—	—	—	—	—	—	—	—	—
Onions, dry	90.9	100.0	100.0	100.0	<u>100.0</u>	<u>100.0</u>	81.8	90.9	100.0	100.0
Peas	9.1	—	<u>9.1</u>	9.1	—	—	—	—	—	18.2
Potatoes, white, mature bulk and/or pkg.	90.9	81.8	100.0	<u>90.9</u>	<u>100.0</u>	<u>100.0</u>	90.9	100.0	72.7	72.7
Potatoes, white, mature bulk	81.8	81.8	63.6	90.9	54.5	81.8	90.9	100.0	72.7	72.7
Potatoes, white, mature pkg.	63.6	36.4	54.5	27.3	72.7	54.5	54.5	72.7	63.6	63.6
Romaine	—	18.2	36.4	27.3	27.3	18.2	27.3	18.2	27.3	27.3
Salad greens, other	54.5	27.3	45.5	9.1	27.3	—	18.2	—	9.1	9.1
Spinach, bulk and/or pkg.	54.5	63.6	—	—	—	27.3	27.3	27.3	36.4	36.4
Spinach, bulk	—	36.4	—	—	—	27.3	—	—	—	—
Spinach, pkg.	54.5	36.4	—	—	—	—	27.3	27.3	36.4	36.4
Squash	45.5	27.3	18.2	36.4	<u>36.4</u>	<u>54.5</u>	<u>63.6</u>	54.5	36.4	36.4
Sweet potatoes, yams and/or light yellow	54.5	72.7	36.4	—	9.1	54.5	81.8	81.8	63.6	63.6
Sweet potatoes, light yellow	54.5	72.7	36.4	—	—	45.4	72.7	81.8	63.6	63.6
Sweet Potatoes, yams	18.2	18.2	9.1	—	9.1	18.2	63.6	27.3	18.2	18.2
Tomatoes, bulk and/or pkg.	90.9	72.7	90.9	90.9	<u>100.0</u>	<u>100.0</u>	90.9	81.8	81.8	81.8
Tomatoes, bulk	27.3	54.5	81.8	90.9	100.0	100.0	27.3	18.2	27.3	27.3
Tomatoes, pkg.	81.8	45.4	9.1	—	—	—	81.8	72.7	72.7	72.7
Turnip greens	—	—	9.1	—	—	—	—	—	—	—

The months underlined indicate the Idaho harvest season for this product.

Table 8. Percentage of sample stores in Ada, Bannock, and Kootenai Counties having canned fruits. List of fruits.

Product	Months (1957-1958)		
	Ada	Bannock	Kootenai
Fruit:	Percent of Stores		
Applesauce	96.7	90.5	93.9
Apricots, halves*	95.0	92.8	97.0
Blueberries	71.7	69.0	81.8
Boysenberries	71.7	88.1	45.4
Cherries, dark sweet	73.3	78.6	60.6
Cherries, red tart	100.0	92.8	90.9
Cherries, Royal Ann	60.0	78.6	60.6
Figs, white	85.0	85.7	66.7
Fruit cocktail	100.0	100.0	97.0
Grapefruit, sections	96.7	90.5	97.0
Grapefruit, broken pieces	71.7	16.7	42.4
Peaches, Cling, halves*	90.0	92.9	72.7
Peaches, Cling, sliced	78.3	81.0	90.9
Peaches, Freestone, halves*	88.3	90.5	84.8
Pears, Bartlett, halves*	98.3	97.6	97.0
Pineapple, sliced*	100.0	97.6	100.0
Pineapple, chunks or tidbits	88.3	85.7	69.7
Pineapple, grated or crushed	100.0	100.0	100.0
Plums, purple	91.7	78.6	78.8
Raspberries	75.0	69.0	60.6
Strawberries	53.3	52.4	45.4

*Substitutes in form, size, and/or color permitted.

Table 9. Percentage of sample stores in Ada, Bannock, and Kootenai Counties having canned juices and vegetables. List of juices and vegetables.

Product	Months (1957-1958)		
	Ada	Bannock	Kootenai
Juices:	Percent of Stores		
Apple juice	88.3	83.3	90.9
Grape juice	88.3	90.5	97.0
Grapefruit juice	96.7	92.9	87.9
Mixed vegetable juice	93.3	95.2	84.8
Orange juice	98.3	100.0	97.0
Orange and grapefruit juice	83.3	85.7	78.8
Tomato juice	98.3	97.6	100.0
Vegetables:			
Asparagus, green spears*	93.3	92.8	97.0
Beans, green, cut*	100.0	100.0	100.0
Beans, green, french cut	66.7	59.5	69.7
Beans, green, whole	85.0	73.8	60.6
Beans, wax	80.0	81.0	75.8
Beans, lima	90.0	76.2	78.8
Beets, diced*	96.7	100.0	97.0
Beets, diced	86.7	83.3	93.9
Corn, yellow, whole kernel*	100.0	100.0	97.0
Peas, sweet or early June*	100.0	100.0	100.0
Potatoes, sweet, whole*	93.3	92.8	93.9
Spinach	98.3	90.5	100.0
Tomatoes, solid pack*	100.0	97.6	100.0

*Substitutes in form, size, and/or color permitted.

Table 10. Percentage of sample stores in Ada, Bannock, and Kootenai Counties having frozen fruits and juices. List of fruits and juices.

Product	Ada	Bannock	Kootenai
Fruits:			
	Percent of Stores		
Applesauce	—	—	—
Boysenberries	—	—	—
Cherries, red tart	—	—	—
Grapefruit, sections	31.7	28.6	9.1
Peaches, sliced	26.7	33.3	63.6
Pineapple, chunks*	38.3	57.1	42.4
Raspberries, red	56.7	78.6	51.5
Strawberries, sliced	91.7	88.1	93.9
Juices:			
Grape juice	80.0	83.3	78.8
Grapefruit juice	55.0	47.6	30.3
Lemonade	85.0	85.7	90.9
Orange juice	93.3	92.8	97.0
Pineapple juice	45.0	69.0	30.3

*Substitutes in form, size, and/or color permitted.

Table 11. Percentage of sample stores in Ada, Bannock, and Kootenai Counties having frozen vegetables. List of frozen vegetables.

Product	Ada	Bannock	Kootenai
Vegetables:			
	Percent of Stores		
Asparagus, green, spears*	73.3	69.0	84.8
Beans, green, cut*	78.3	78.6	97.0
Beans, green, french cut	55.0	54.8	48.5
Beans, lima, large*	75.0	38.1	78.8
Beans, lima, baby	55.0	61.9	63.6
Broccoli, spears*	76.7	69.0	90.9
Broccoli, chopped	56.7	42.8	30.3
Corn, yellow, whole kernel*	81.7	85.7	84.8
Mixed vegetables	71.7	73.8	90.9
Peas, green	90.0	85.7	97.0
Potatoes, french fried	73.3	71.4	87.9
Potato patties	66.7	64.3	42.4
Spinach, chopped*	73.3	45.2	84.8
Spinach, leaf	65.0	66.7	63.6
Squash	60.0	54.8	69.7

*Substitutes in form, size, and/or color permitted.

Table 12: Percentage of sample stores in Ada, Bannock, and Kootenai Counties having dried fruits and vegetables. List of dried fruits and vegetables.

Product	Ada	Bannock	Kootenai
Fruits:	Percent of Stores		
Apples, sliced	50.0	69.0	42.4
Applesauce	48.3	28.6	9.1
Apricots, halves	66.7	64.3	69.7
Figs, dark	70.0	59.5	54.5
Peaches, halves	65.0	64.3	51.5
Pears, sliced	13.3	31.0	3.0
Prunes	91.7	90.5	100.0
Raisins, seeded	61.7	59.5	63.6
Raisins, seedless	98.3	100.0	100.0
Vegetables:			
Beans, garbanzo	60.0	28.6	9.1
Beans, lima	95.0	92.8	97.0
Beans, pink	35.0	45.2	12.1
Beans, pinto	88.3	100.0	90.9
Beans, red kidney	95.0	88.1	100.0
Beans, white	90.0	90.5	100.0
Peas, split	83.3	90.5	97.0
Potatoes, instant	70.0	81.0	93.9

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