

MARKETING

The subject of marketing is a complex one and an adequate discussion of it is not within the scope of this publication.²⁷ Because of the probable heavy production continued difficult marketing conditions may be expected for several years, unless the crop is abnormally reduced by frost or other unfavorable conditions.

During the next few years when the profit from peach growing in many districts is likely to be uncertain, growers should make every effort to economically produce and market high quality fruit. Peaches that are small in size, or of poor quality and condition, cannot be profitably marketed and tend to depress the price of high quality fruit. Proper cultural, handling, and marketing practices are especially important at this time (fig. 16).

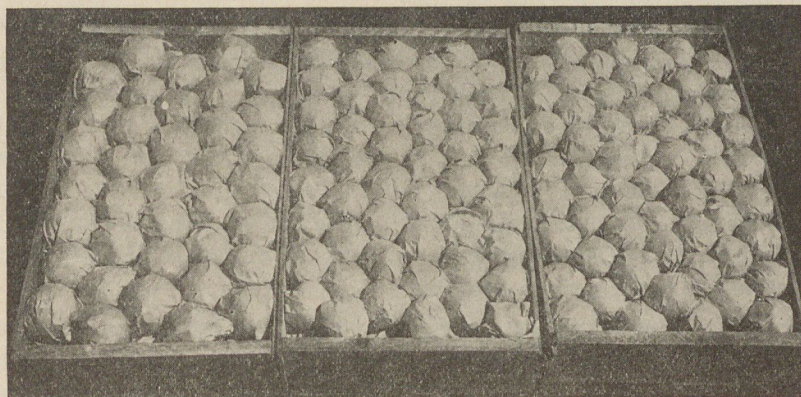


Fig. 16.—Properly packed boxes of peaches present an attractive appearance.
(From California Agr. Exp. Sta. Cir. 241.)

Fresh Peaches.—Peaches are sold fresh in four ways: (1) at local sales; (2) to independent buyers; (3) to independent associations or distributors; and (4) to bona fide growers' organizations.

The larger proportion of California fresh peaches are marketed in the area west of Chicago and north of Omaha. In this area during August, 1925, Portland was the most important market, followed by Chicago, Minneapolis, St. Paul, Omaha, Milwaukee, Seattle, Spokane, and Denver. Other peach producing sections ship to these markets whenever the prices make it justifiable. The development of refrigeration and fast freight makes it possible for each of the main producing

²⁷ Wellman, H. R. Peaches. California Agr. Ext. Cir. 1:1-64. 1926.