

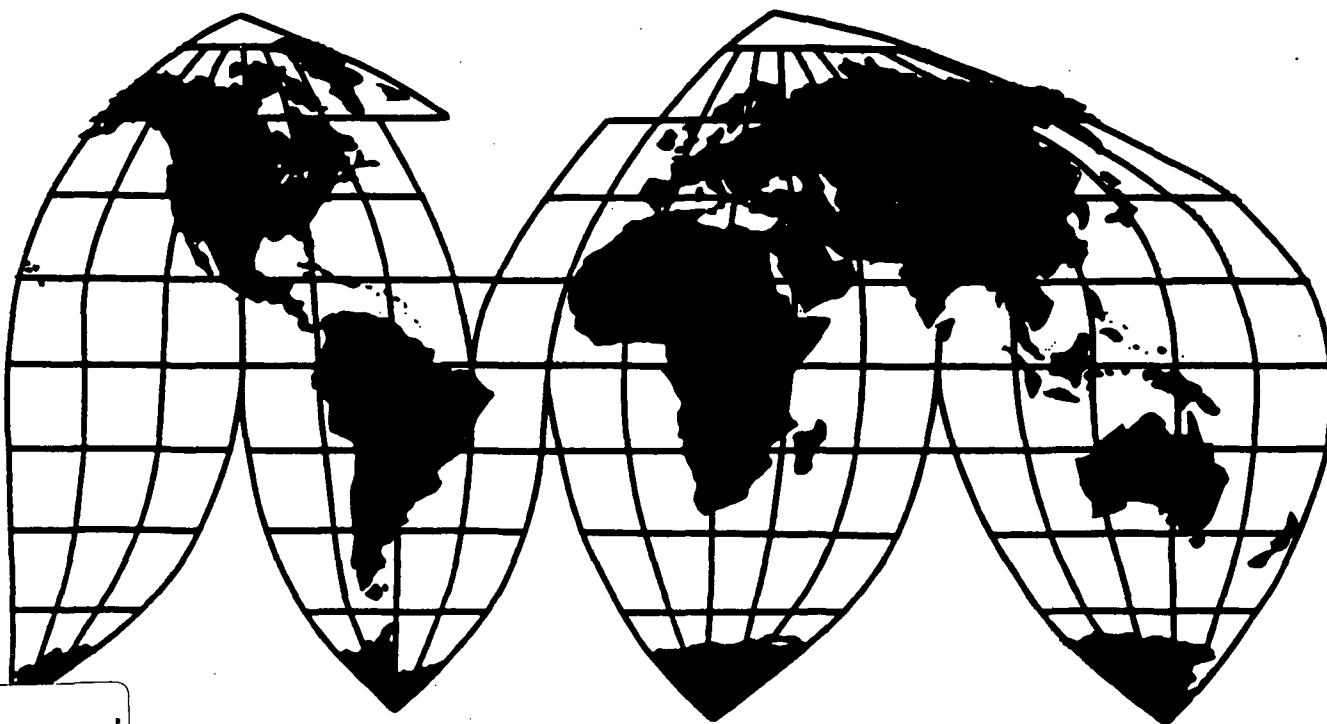
# Monitoring of U.S. Imports of Peppers

Investigation No. 332-351

Publication 2782

June 1994

**U.S. International Trade Commission**



Washington, DC 20436

# U.S. International Trade Commission

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**Washington, DC 20436**

CHAIRMAN



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UNITED STATES INTERNATIONAL TRADE COMMISSION

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WASHINGTON, D.C. 20436

June 8, 1994

Honorable Sam Gibbons  
Acting Chairman, Committee on Ways  
and Means  
U.S. House of Representatives  
Washington, DC 20515

Dear Mr. Chairman:

Section 316 of the North American Free-Trade Agreement Implementation Act (NAFTA Implementation Act) requires the Commission to monitor U.S. imports of "fresh or chilled tomatoes" and "fresh or chilled peppers, other than chili peppers" until January 1, 2009. In response to this provision, on December 30, 1993, the Commission instituted Investigations Nos. 332-350 (for tomatoes) and 332-351 (for peppers).

Although the Commission is not required by law to publish any reports on this monitoring, we thought it would be useful to inform the Congress and the public of the progress we are making in implementing section 316. Consequently, we have compiled the information we have gathered thus far in our monitoring efforts in two reports. Copies are enclosed for your information.

We also would like to take this opportunity to inform you of developments since we began implementing section 316, which are likely to affect the effectiveness of the provision.

These developments include (1) opposition to Commission efforts to gather industry data through questionnaires, including opposition by certain segments of the domestic industries to the broad product coverage of section 316;

(2) a low industry response rate to the Commission questionnaires; and (3) difficulties in obtaining relevant information from other government agencies.

As you know, section 316 requires that the Commission monitor imports of fresh or chilled tomatoes and fresh or chilled peppers, as if requests for such monitoring had been made under section 202 of the Trade Act of 1974. Although the statutory language of section 316 only requires the Commission to monitor "imports," the purpose of section 316 is to enable the domestic producers of these products to obtain provisional relief on an expedited basis in a safeguard investigation. Therefore, timely information about the condition of the domestic industry, as well as the imports, is important.

Under the expedited procedures of section 202, the Commission must make both an injury determination and a provisional remedy recommendation within 21 days of the petition. Congress recognized that 21 days is an unusually short period for data collection and analysis, and thus required a minimum of 90 days of import monitoring as a precondition to considering requests for provisional relief. Although some information relevant to the Commission's analysis of the condition of the domestic industry is available through USDA and other public sources, certain information -- particularly financial information -- must be obtained from questionnaires sent to the domestic industry. Accordingly, the Commission has attempted, during the course of implementing section 316, to gather information on the condition of the domestic industry through a questionnaire process. Unfortunately, we have encountered significant resistance to our efforts from certain segments of the domestic industries.

Product coverage of section 316.--As noted above, section 316 requires that the Commission monitor "fresh or chilled tomatoes" and "fresh or chilled peppers, other than chili peppers." Section 316 does not distinguish between produce grown for fresh-market use and that grown for processing. Nor does section 316 limit the Commission's monitoring to tomatoes and peppers entered during a particular season of the year (e.g., the winter season). Accordingly, the Commission views its legal obligation to require monitoring imports of all fresh or chilled tomatoes and of all peppers other than chili peppers, without regard to how such tomatoes and peppers are used or when during the year they enter the United States.

Domestic growers of tomatoes and peppers located outside of Florida have asserted that section 316 was not intended to

apply to them and have objected to filling out the Commission's questionnaire. The strongest objections have come from tomato growers in California who serve the processing market. They argue that the tomatoes they grow are very different from those grown for the fresh market. For example, they state that tomatoes for processing are of a different variety and are picked mechanically rather than by hand, thus making them unsuitable for table use. [See, for example, the submission of John C. Welty, Executive Vice President, California Tomato Growers Association, Inc., a copy of which is enclosed.]

It appears that domestic growers of tomatoes and peppers for fresh-market use, marketed between October and May, are the domestic producers most concerned about the effects of increased imports as a result of NAFTA. As currently drafted, however, section 316 applies to a much broader scope of competing imports. If Congress intends for the relevant monitoring to be limited to produce for fresh-market use, or to produce marketed during a certain season (such as October 15 through May 31), an amendment to section 316 is required.

In considering whether to amend the scope of section 316, we urge you to consider the following factors. First, limiting the scope of section 316 to a narrower product range would reduce the corresponding reporting burden on domestic growers, since the relevant universe of domestic growers would decrease substantially. Second, limiting the scope to the winter marketing season would focus on the time period when imports are of greatest concern to competing domestic growers. Third, limiting the scope of relevant imports and of relevant domestic growers would reduce the monitoring expense that the provision imposes on the Commission as well as on the domestic industry. Expenditures by the Commission in connection with these two monitoring efforts have thus far come to approximately \$45,000 for tomatoes, \$23,000 for peppers, and an additional \$11,000 for reimbursement to USDA.

Low industry response to Commission survey efforts.--As indicated in the attached reports, questionnaire response rates were low for both tomato and pepper growers, particularly in the critical area of income-and-loss experience. Many growers indicated that the questionnaires were received during their peak production or harvesting period. In response to this concern, the Commission will make adjustments in the content and timing of any questionnaires we might send in the future. The low industry

response rate also reflects a lack of incentive for many growers; many growers apparently have little interest in taking the time to furnish information for use in an investigation that may never take place. Moreover, the Commission commonly experiences difficulties in obtaining data from growers because most grower operations are small businesses that lack sophisticated accounting systems and in-house accounting resources.

We wish to emphasize that the low response rate to our recent questionnaires may pose difficulties for the Commission to conduct a thorough and complete analysis under expedited procedures for provisional relief. As mentioned above, provisional relief recommendations must be made within 21 days of the petition. Without domestic industry cooperation in providing relevant information through questionnaire responses, our database on the condition of the domestic industry may be incomplete when the time comes to make a provisional relief determination. Of course, the Commission can, and will, make the necessary determinations based on the "best information available." The more complete our database, however, the more sound the basis for our decision.

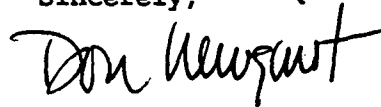
Difficulties in obtaining information from other government sources.--Section 316 also states that "the Secretary of Agriculture and the Commissioner of Customs shall provide to the International Trade Commission information relevant to the monitoring carried out under this section." In this regard, certain offices within USDA have been particularly cooperative in assisting the Commission. We note, however, that in order to obtain certain assistance, the Commission was required to pay USDA \$11,000 for its services. We question whether Congress intended, in enacting section 316, for the Commission to have to pay USDA or Customs for their assistance in implementing this provision.

Part of the difficulty we have in collecting information on the domestic industry stems from the need to identify a statistically valid sample of domestic growers. We note that certain parts of the federal government, such as the National Agricultural Statistics Service (NASS) of USDA, have mailing lists of domestic growers of tomatoes and peppers, but take the position that they are prohibited by law from sharing those mailing lists with the Commission. (For example, NASS asserts that 7 U.S.C. 2276 precludes it from providing the Commission with the lists of growers that it maintains for its own questionnaire surveys.) Removal of such legal constraints so that those agencies could share their mailing lists with the Commission would avoid an extremely time-consuming and costly effort on the part of the Commission to

develop a largely duplicative mailing list. It should also greatly improve the quality of the grower data collected by the Commission.

Any guidance that you can provide in addressing these three areas of concern would be appreciated. As you know, section 316 in its current form requires the Commission to continue monitoring for the next 14 years. Please continue to call on us if we can be of further assistance to you.

Sincerely,

A handwritten signature in cursive script that reads "Don Newquist".

Don E. Newquist  
Chairman

Enclosures

[Identical letters were sent to Chairman Daniel Patrick Moynihan, Senate Committee on Finance; Chairman Patrick J. Leahy, Senate Committee on Agriculture, Nutrition and Forestry; Chairman E. Kika de la Garza, House Committee on Agriculture; and Ambassador Mickey Kantor, U.S. Trade Representative]





# **U.S. International Trade Commission**

Washington, DC 20436

## **Monitoring of U.S. Imports of Peppers**



**Publication 2782**

**June 1994**



## PREFACE

Section 316 of the North American Free-Trade Agreement Implementation Act (NAFTA Implementation Act), Public Law 103-182, requires the Commission to monitor U.S. imports of "fresh or chilled tomatoes" and "fresh or chilled peppers, other than chili peppers," until January 1, 2009, for the purpose of expediting a request for provisional relief made in a petition for bilateral relief regarding imports from Canada or Mexico under section 302 of the NAFTA Implementation Act or in a petition for relief regarding all countries filed under section 202 of the Trade Act of 1974. As a result, the Commission instituted investigation No. 332-350 (Monitoring of U.S. Imports of Tomatoes) and investigation No. 332-351 (Monitoring of U.S. Imports of Peppers), under section 332(g) of the Tariff Act of 1930 (19 U.S.C. § 1332(g)). This report on the Commission's monitoring investigation on peppers covers peppers for fresh-market use and for processing.

This report contains statistical information gathered by the Commission on the U.S. pepper industry in the course of its monitoring. This information includes (1) U.S. production, (2) U.S. exports, (3) U.S. imports, (4) industry published data (including U.S. weekly arrivals and shipping point quantities, average U.S. retail prices, and U.S. cost-of-production estimates), and (5) industry questionnaire data (including data on the general operations and competitive factors of firms, land use allocations, and financial experience of U.S. growers). In general, this report covers 1989-93 data and partial data for 1994. Data on U.S. production of all peppers were not reported prior to 1992; data on production for 1992-93 are not reported separately for fresh-market use or for processing.

The information presented in this report on the U.S. pepper industry was obtained from a number of sources, including the U.S. Department of

Agriculture, the U.S. Department of Commerce, and the University of Florida Cooperative Extension Service. Additionally, the Commission sent out 570 questionnaires to pepper growers throughout the United States. Approximately 45 usable questionnaires, or 8 percent, were returned to the Commission. As a result of this low response rate, the reported data presented in the Industry Questionnaire Data section may not be representative of the experience of all growers in the industry. It should also be noted that not all 45 respondents provided usable data for every question, and hence the tables based on questionnaire data in this report are based on varying numbers of responses as footnoted on each table. In particular, the income-and-loss data were reported by only 19 respondents.

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## HIGHLIGHTS

The following are highlights of the statistical data collected on all peppers, as well as on peppers for fresh-market use and processing.

### *All peppers*

- U.S. production of all peppers fell by 2.7 percent on a quantity basis from 644,819 metric tons in 1992 to 627,318 metric tons in 1993. However, the value of production increased by 6.0 percent, from \$379.5 million in 1992 to \$402.4 million in 1993. The unit value grower price for all peppers rose from \$.59 per kilogram in 1992 to \$.64 per kilogram in 1993.

### *Fresh-market peppers*

- U.S. imports of fresh-market peppers increased 10.4 percent by quantity from 110,487 metric tons in 1989 to 121,948 metric tons in 1993, and the value increased by 57 percent, from \$85.3 million in 1989 to \$133.9 million in 1993. Mexico accounted for 83 percent by quantity and 67 percent by value of total imports of fresh-market peppers in 1993. The Netherlands accounted for 13 percent by quantity and 27 percent by value of total imports of fresh-market peppers in 1993. Most of the imports enter during December through the following March each season.
- During 1989-93, approximately four-fifths of U.S. imports of fresh-market peppers from Mexico entered through Nogales, Arizona. The bulk of the remainder entered through the San Diego, California customs district. Most of the imports entered during December through the following March each season.
- The quantity of U.S. exports of fresh-market peppers rose from 68,599 metric tons in 1990 to 85,926 metric tons in 1992 before falling to 55,591 metric tons in 1993. The value of U.S. exports of fresh-market peppers rose steadily from \$37.6 million in 1990 to \$48.6 million in 1993. Canada was the leading foreign market for U.S. fresh-market peppers, accounting for 94 percent of exports by volume in 1993.
- Retail prices for fresh-market peppers vary seasonally, with the highest prices occurring in the first two quarters of the year. Since 1989, average annual U.S. retail prices for fresh-market peppers have trended upward.

*Processed peppers*

- U.S. imports of processed peppers declined 23 percent by quantity from 7,296 metric tons in 1989 to 5,627 metric tons in 1993, and the value decreased by 25 percent, from \$8.9 million in 1989 to \$6.6 million in 1993. Spain and Costa Rica were the leading sources of processed peppers, accounting for 80 and 5 percent of imports by volume, respectively, in 1993.



Table 1

All peppers: U.S. production, exports of domestic merchandise, and imports for consumption, 1989-93

Year	Production <sup>1</sup>	Exports <sup>2</sup>	Imports <sup>3</sup>
	<u>Quantity (1,000 kilograms)</u>		
1989 . . . . .	( <sup>4</sup> )	24,936	117,783
1990 . . . . .	( <sup>4</sup> )	68,599	108,147
1991 . . . . .	( <sup>4</sup> )	76,037	103,658
1992 . . . . .	644,819	85,926	94,299
1993 . . . . .	627,318	55,591	127,575
	<u>Value (1,000 dollars)</u>		
1989 . . . . .	( <sup>4</sup> )	9,146	94,119
1990 . . . . .	( <sup>4</sup> )	37,611	138,910
1991 . . . . .	( <sup>4</sup> )	44,224	108,710
1992 . . . . .	379,512	47,726	106,809
1993 . . . . .	402,373	48,639	140,560
	<u>Unit value (per kilogram)</u>		
1989 . . . . .	( <sup>4</sup> )	\$0.37	\$0.80
1990 . . . . .	( <sup>4</sup> )	.55	1.28
1991 . . . . .	( <sup>4</sup> )	.58	1.05
1992 . . . . .	\$0.59	.56	1.13
1993 . . . . .	.64	.87	1.10

<sup>1</sup> Includes raw product intended for fresh-market use and raw product intended for processing. Data are not reported separately for each end use.

<sup>2</sup> Includes fresh or chilled peppers (Schedule B No. 0709.60.0000) on a fresh-weight basis. Prepared or preserved peppers are not separately reported.

<sup>3</sup> Includes fresh or chilled peppers, other than chili peppers (HTS No. 0709.60.0040) on a fresh-weight basis and prepared or preserved peppers (HTS No. 2005.90.5020, 2005.90.5040, and 2005.90.5510) on a processed-weight basis.

<sup>4</sup> Not available.

Note.--Before 1992, pepper production had not been reported for a number of years. Exports for 1989 are not directly comparable to exports for 1990-93 because of a change in reporting methods for exports to Canada.

Source: Production data compiled from official statistics of the U.S. Department of Agriculture; exports and imports compiled from official statistics of the U.S. Department of Commerce.

Table 2

Fresh-market peppers: U.S. exports of domestic merchandise,<sup>1</sup> by principal markets, 1989-93

Market	1989	1990	1991	1992	1993
<u>Quantity (1,000 kilograms)</u>					
Canada . . . . .	24,037	66,581	73,271	80,032	52,392
Mexico . . . . .	451	980	2,020	4,983	1,608
El Salvador . . . . .	0	0	0	0	807
United Kingdom . . . . .	63	133	148	171	144
Netherlands . . . . .	18	121	43	148	185
Australia . . . . .	0	23	96	83	175
Hong Kong . . . . .	263	357	202	133	131
Finland . . . . .	0	2	24	55	33
All other . . . . .	103	403	233	322	117
Total . . . . .	24,936	68,599	76,037	85,926	55,591
<u>Value (1,000 dollars)</u>					
Canada . . . . .	8,675	36,547	43,042	45,330	45,805
Mexico . . . . .	183	438	772	1,872	1,429
El Salvador . . . . .	0	0	0	0	655
United Kingdom . . . . .	54	105	89	72	192
Netherlands . . . . .	22	68	21	79	144
Australia . . . . .	0	22	72	84	117
Hong Kong . . . . .	138	191	103	65	82
Finland . . . . .	0	3	8	25	60
All other . . . . .	74	237	116	199	156
Total . . . . .	9,146	37,611	44,224	47,726	48,639
<u>Unit value (per kilogram)</u>					
Canada . . . . .	\$0.36	\$0.55	\$0.59	\$0.57	\$0.87
Mexico . . . . .	.41	.45	.38	.38	.89
El Salvador . . . . .	( <sup>2</sup> )	( <sup>2</sup> )	( <sup>2</sup> )	( <sup>2</sup> )	.81
United Kingdom . . . . .	.85	.79	.60	.42	1.33
Netherlands . . . . .	1.24	.56	.50	.54	.78
Australia . . . . .	( <sup>2</sup> )	.96	.74	1.01	.67
Hong Kong . . . . .	.52	.53	.51	.49	.62
Finland . . . . .	( <sup>2</sup> )	1.26	.35	.45	1.83
All other . . . . .	.72	.59	.50	.62	1.33
Average . . . . .	.37	.55	.58	.56	.87

<sup>1</sup> Includes fresh or chilled peppers (Schedule B No. 0709.60.0000) on a fresh-weight basis.

<sup>2</sup> Not applicable.

Note.--Because of rounding, figures may not add to the totals shown. Exports for 1989 are not directly comparable to exports for 1990-93 because of a change in reporting methods for exports to Canada.

Source: Compiled from official statistics of the U.S. Department of Commerce.

Table 3  
 Fresh-market peppers: U.S. imports for consumption,<sup>1</sup> by principal sources,  
 1989-93

Source	1989	1990	1991	1992	1993
<u>Quantity (1,000 kilograms)</u>					
Mexico . . . . .	101,416	91,022	87,334	76,277	101,234
Netherlands . . . . .	6,935	6,808	8,143	9,836	16,191
Canada . . . . .	1,343	1,397	2,345	1,841	3,511
Belgium . . . . .	106	150	220	233	496
Dominican Republic . . . . .	480	236	170	184	384
Jamaica . . . . .	54	28	33	60	49
Trinidad and Tobago . . . . .	( <sup>2</sup> )	1	( <sup>2</sup> )	4	16
Israel . . . . .	55	0	9	0	12
All other . . . . .	97	148	46	150	66
Total . . . . .	110,487	99,791	98,301	88,585	121,948
<u>Value (1,000 dollars)</u>					
Mexico . . . . .	62,239	104,652	71,995	64,055	89,869
Netherlands . . . . .	19,966	18,267	21,806	26,782	35,794
Canada . . . . .	2,246	2,826	4,723	4,429	6,560
Belgium . . . . .	297	427	701	809	1,278
Dominican Republic . . . . .	181	133	108	80	159
Jamaica . . . . .	137	56	85	155	105
Trinidad and Tobago . . . . .	2	5	1	15	42
Israel . . . . .	37	0	13	0	29
All other . . . . .	163	326	84	267	89
Total . . . . .	85,269	126,691	99,516	96,591	133,924
<u>Unit value (per kilogram)</u>					
Mexico . . . . .	\$0.61	\$1.15	\$0.82	\$0.84	\$0.89
Netherlands . . . . .	2.88	2.68	2.68	2.72	2.21
Canada . . . . .	1.67	2.02	2.01	2.41	1.87
Belgium . . . . .	2.80	2.85	3.19	3.46	2.57
Dominican Republic . . . . .	.38	.56	.63	.44	.41
Jamaica . . . . .	2.53	1.99	2.55	2.58	2.17
Trinidad and Tobago . . . . .	22.00	3.52	2.65	3.81	2.63
Israel . . . . .	.66	( <sup>3</sup> )	1.40	( <sup>3</sup> )	2.50
All other . . . . .	1.68	2.20	1.82	1.78	1.35
Average . . . . .	.77	1.27	1.01	1.09	1.10

<sup>1</sup> Includes fresh or chilled peppers (HTS No. 0709.60.0040) on a fresh-weight basis.

<sup>2</sup> Less than 500 kilograms.

<sup>3</sup> Not applicable.

Note.--Because of rounding, figures may not add to the totals shown.

Source: Compiled from official statistics of the U.S. Department of Commerce.

Processed peppers. U.S. imports for consumption, by principal sources, 1989-93

Source	1989	1990	1991	1992	1993
<u>Quantity (1,000 kilograms)</u>					
Spain . . . . .	6,170	7,389	4,743	5,134	4,507
Costa Rica . . . . .	0	0	6	0	261
Argentina . . . . .	0	0	50	27	128
Greece . . . . .	93	205	141	50	172
Israel . . . . .	83	83	30	170	150
Mexico . . . . .	813	610	274	202	132
Chile . . . . .	4	0	37	55	115
Hungary . . . . .	22	53	31	0	54
Peru . . . . .	0	0	0	13	24
India . . . . .	3	4	0	0	33
All other . . . . .	109	13	44	63	52
Total . . . . .	<u>7,296</u>	<u>8,356</u>	<u>5,356</u>	<u>5,714</u>	<u>5,627</u>
<u>Value (1,000 dollars)</u>					
Spain . . . . .	8,232	11,461	8,552	9,661	5,669
Costa Rica . . . . .	0	0	7	0	198
Argentina . . . . .	0	0	79	42	157
Greece . . . . .	72	215	203	31	141
Israel . . . . .	65	70	28	158	123
Mexico . . . . .	346	401	167	142	98
Chile . . . . .	6	0	78	57	95
Hungary . . . . .	11	33	15	0	43
Peru . . . . .	0	0	0	19	28
India . . . . .	4	5	0	0	28
All other . . . . .	114	35	65	107	56
Total . . . . .	<u>8,850</u>	<u>12,219</u>	<u>9,194</u>	<u>10,218</u>	<u>6,636</u>
<u>Unit value (per kilogram)</u>					
Spain . . . . .	\$1.33	\$1.55	\$1.80	\$1.88	\$1.26
Costa Rica . . . . .	( <sup>2</sup> )	( <sup>2</sup> )	1.12	( <sup>2</sup> )	.76
Argentina . . . . .	( <sup>2</sup> )	( <sup>2</sup> )	1.56	1.57	1.23
Greece . . . . .	.78	1.05	1.44	.62	.82
Israel . . . . .	.78	.84	.95	.93	.82
Mexico . . . . .	.43	.66	.61	.70	.74
Chile . . . . .	1.39	( <sup>2</sup> )	2.12	1.04	.83
Hungary . . . . .	.53	.63	.48	( <sup>2</sup> )	.80
Peru . . . . .	( <sup>2</sup> )	( <sup>2</sup> )	( <sup>2</sup> )	1.47	1.19
India . . . . .	1.70	1.16	( <sup>2</sup> )	( <sup>2</sup> )	.85
All other . . . . .	1.05	2.75	1.48	1.69	1.08
Average . . . . .	1.21	1.46	1.72	1.79	1.18

<sup>1</sup> Includes prepared or preserved peppers (HTS No. 2005.90.5020, 2005.90.5040, and 2005.90.5510) on a processed-weight basis. Dried peppers (HTS No. 0904.11.00 and 0904.20.6010) are not included here.

<sup>2</sup> Not applicable.

Note.--Because of rounding, figures may not add to the totals shown.

Source: Compiled from official statistics of the U.S. Department of Commerce.

(1,000 kilograms)

Year/Month	Nogales	San Diego	Laredo	All other	Total
<b>1989:</b>					
Jan	25,833	122	116	0	26,070
Feb	17,815	629	214	0	18,658
Mar	17,331	617	239	0	18,187
Apr	8,796	809	175	0	9,780
May	2,461	1,580	125	0	4,165
June	198	1,469	108	0	1,775
July	0	1,954	221	0	2,176
Aug	0	2,602	378	0	2,980
Sept	0	1,456	172	6	1,634
Oct	0	2,210	313	0	2,522
Nov	320	1,203	164	0	1,688
Dec	10,905	810	67	0	11,782
Total	83,659	15,460	2,292	6	101,416
<b>1990:</b>					
Jan	25,375	647	181	9	26,212
Feb	21,738	716	207	3	22,665
Mar	14,764	694	72	0	15,531
Apr	4,505	1,429	128	0	6,063
May	402	1,712	133	0	2,247
June	3	738	91	0	832
July	62	905	166	3	1,137
Aug	0	693	69	0	762
Sept	0	432	83	0	515
Oct	0	572	123	0	694
Nov	1,632	1,945	82	0	3,659
Dec	9,286	1,347	72	0	10,705
Total	77,769	11,831	1,408	15	91,022
<b>1991:</b>					
Jan	20,013	873	91	0	20,976
Feb	19,426	769	160	1	20,357
Mar	13,729	759	223	0	14,711
Apr	3,858	1,379	211	0	5,448
May	125	1,729	148	0	2,002
June	50	2,118	143	0	2,311
July	0	1,269	140	0	1,409
Aug	1	1,412	124	159	1,695
Sept	1	1,159	108	96	1,364
Oct	0	1,838	66	31	1,934
Nov	1,038	3,322	103	0	4,464
Dec	9,047	1,507	109	0	10,663
Total	67,289	18,132	1,626	288	87,334
<b>1992:</b>					
Jan	16,740	864	67	0	17,671
Feb	14,431	806	75	(2)	15,312
Mar	8,640	1,226	90	(2)	9,957
Apr	4,317	1,814	94	0	6,225
May	105	1,787	40	0	1,932
June	15	1,277	22	0	1,314
July	0	855	54	0	909
Aug	2	856	131	0	989
Sept	1	1,144	164	17	1,326
Oct	1	1,547	121	0	1,670
Nov	992	1,019	100	0	2,112
Dec	15,577	1,179	106	0	16,861
Total	60,821	14,374	1,064	18	76,277
<b>1993:</b>					
Jan	22,031	1,239	128	0	23,398
Feb	19,697	1,281	309	0	21,286
Mar	18,048	1,552	753	9	20,361
Apr	6,215	2,111	303	3	8,632
May	915	2,171	176	0	3,263
June	21	1,388	236	0	1,645
July	0	1,278	217	0	1,494
Aug	0	1,059	291	0	1,350
Sept	0	1,065	112	4	1,181
Oct	6	2,334	99	0	2,439
Nov	658	3,503	95	0	4,256
Dec	9,610	2,201	118	0	11,929
Total	77,200	21,181	2,836	17	101,234
<b>1994:</b>					
Jan	19,903	1,050	63	0	21,017
Feb	20,372	937	9	48	21,366
Mar	22,669	198	9	44	22,950

1 Includes fresh or chilled peppers (HTS No. 0709.60.0040) on a fresh-weight basis.  
2 Less than 500 kilograms.

Note.--Because of rounding, figures may not add to the totals shown.

Source: Compiled from official statistics of the U.S. Department of Commerce.

Table 6  
Fresh-market peppers: Weekly quantities available at major shipping points, by source, Jan. 8-May 28, 1994

(1,000 pounds)

Week ending	U.S. product			Truck			U.S. total	Imports			Grand total
	Piggyback Florida	Other	Total	Florida	Other	Total		Mexico	Other	Total	
Jan. 8	0	0	0	7,610	70	7,680	7,680	13,620	0	13,620	21,300
15	0	0	0	5,680	0	5,680	5,680	11,580	0	11,580	17,260
22	120	0	120	6,200	0	6,200	6,320	12,000	0	12,000	18,320
29	40	0	40	6,660	0	6,660	6,700	14,120	0	14,120	20,820
Feb. 5	80	0	80	6,670	0	6,670	6,750	15,330	0	15,330	22,080
12	40	0	40	9,180	0	9,180	9,220	16,050	0	16,050	25,270
19	80	0	80	8,090	0	8,090	8,170	10,360	50	10,410	18,580
26	160	0	160	9,900	0	9,900	10,060	14,080	30	14,110	24,170
Mar. 5	80	0	80	7,990	0	7,990	8,070	13,920	0	13,920	21,990
12	40	0	40	10,200	0	10,200	10,240	15,830	10	15,840	26,080
19	30	0	30	8,100	0	8,100	8,130	13,800	0	13,800	21,930
26	80	0	80	9,250	0	9,250	9,330	11,910	0	11,910	21,240
Apr. 2	250	0	250	8,950	0	8,950	9,200	6,780	0	6,780	15,980
9	80	0	80	8,040	0	8,040	8,120	7,080	50	7,130	15,250
16	120	0	120	14,060	0	14,060	14,180	7,260	20	7,280	21,460
23	80	0	80	13,220	60	13,280	13,360	5,380	180	5,560	18,920
30	40	0	40	14,170	220	14,390	14,430	4,160	40	4,200	18,630
May 7	40	0	40	12,360	680	13,040	13,080	3,840	240	4,080	17,160
14	120	40	160	10,920	680	11,600	11,760	3,160	40	3,200	14,960
21	160	160	320	8,750	1,970	10,720	11,040	2,370	60	2,430	13,470
28	0	330	330	4,410	7,560	11,970	12,300	1,480	90	1,570	13,870

Note.--Data for domestic shipments are obtained by the U.S. Department of Agriculture from various sources, including Federal marketing order administrative committees, Federal-State inspection service, shippers, and transportation agencies. Mexico data are border crossings secured from records of the Animal and Plant Health Inspection Service of the U.S. Department of Agriculture.

Source: Compiled from official statistics of the Agricultural Marketing Service, U.S. Department of Agriculture.

Table 7

Fresh-market peppers: Weekly arrivals at selected wholesale terminal markets, by market and by source, Jan. 7-May 27, 1994

(1,000 pounds)

Week ending	Boston				Chicago				Los Angeles				Philadelphia			
	Florida	Mexico	Other	Total	Florida	Mexico	Other	Total	Florida	Mexico	Other	Total	Florida	Mexico	Other	Total
Jan. 7	1,080	140	0	1,220	1,370	540	0	1,910	30	800	20	850	340	50	0	390
14	770	320	0	1,090	780	50	0	830	60	650	10	720	310	150	0	460
21	800	300	0	1,100	540	190	0	730	0	260	10	270	400	40	10	450
28	740	250	0	990	1,070	300	20	1,390	30	800	10	840	580	160	10	750
Feb. 4	930	400	0	1,330	850	140	20	1,010	0	720	0	720	420	70	0	490
11	920	340	0	1,260	800	210	40	1,050	50	800	10	860	580	190	0	770
18	870	410	10	1,290	670	280	0	950	130	650	0	780	560	260	0	820
25	840	130	0	970	590	270	10	870	0	720	10	730	470	120	0	590
Mar. 4	2,000	40	60	2,100	1,350	340	10	1,700	230	860	320	1,410	800	120	0	920
11	1,380	540	0	1,920	910	390	0	1,300	0	1,180	0	1,180	680	150	0	830
18	970	230	0	1,200	690	320	0	1,010	70	870	0	940	640	230	0	870
25	830	190	0	1,020	850	370	0	1,220	0	1,570	0	1,570	730	60	0	790
Apr. 1	1,380	160	0	1,540	830	380	0	1,210	0	2,050	0	2,050	1,010	90	0	1,100
8	1,300	90	70	1,460	680	370	0	1,050	0	1,050	20	1,070	550	10	0	560
15	1,280	80	10	1,370	780	300	10	1,090	100	1,250	20	1,370	710	30	0	740
22	1,420	40	10	1,470	890	420	10	1,320	240	820	20	1,080	850	30	10	890
29	1,020	20	50	1,090	1,050	420	0	1,470	110	490	50	650	610	90	0	700
May 6	1,570	20	20	1,610	880	90	20	990	170	560	460	1,190	500	50	0	550
13	1,100	50	190	1,340	950	200	70	1,220	100	800	680	1,580	1,120	80	0	1,200
20	1,140	60	190	1,390	870	270	50	1,190	0	600	690	1,290	630	10	20	660
27	720	10	480	1,210	870	280	80	1,230	0	620	560	1,180	490	80	80	650

Note.--This table shows weekly arrivals at the wholesale terminal markets in selected cities. It should be noted that a significant share of shipments are sold directly from the shipping point and are not traded at the wholesale market. Nonetheless, the relative shares of product from the different sources sold at the wholesale market are believed to be indicative of the overall trade for the region.

Source: Compiled from official statistics of the Agricultural Marketing Service, U.S. Department of Agriculture.

Table 8  
 Fresh-market peppers: Sales F.O.B. shipping point basis, by source and by size, Jan. 08-Apr. 30, 1994

(In dollars per 1-1/9 bushel cartons/crates)

Date (week ending)	Orlando, Florida				Nogales, Arizona			
	Extra Large	Large	Medium	Small	Extra Large	Large	Medium	Small
Jan. 8	10.00-22.00	8.00-20.00	(1)	(1)	(1)	(1)	(1)	(1)
15	12.00-26.00	10.00-26.00	(1)	(1)	(1)	(1)	(1)	(1)
22	10.00-30.00	8.00-25.00	(1)	(1)	(1)	(1)	(1)	(1)
29	8.00-30.00	6.00-25.00	(1)	(1)	(1)	(1)	(1)	(1)
Feb. 5	8.00-25.00	6.00-22.00	(1)	(1)	(1)	(1)	(1)	(1)
12	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)
19			(1)	(1)	(1)	(1)	(1)	(1)
26	8.65-12.00	6.65-10.00	5.65-6.65	5.65	8.15-9.15	8.15-9.15	6.15-8.15	6.15
Mar. 5	8.00-12.00	6.00-10.00	6.65-8.65	5.65-6.65	8.15-11.15	8.15-10.15	6.15-9.15	6.15-8.15
12	8.00-12.65	6.00-10.65	8.65	6.65	9.15-11.15	8.15-10.15	5.15-9.15	4.15-8.15
19	7.00-20.00	5.00-18.65	6.65	3.50-5.65	8.15-9.15	7.15-8.15	5.15-7.15	4.15-6.15
26	8.00-20.00	6.00-18.65	8.65	4.00	8.15	7.15-8.15	5.15-7.15	4.15-6.15
Apr. 2	8.65-22.65	7.65-20.65	6.65-7.65	3.50-4.00	6.15-8.15	5.15-7.15	4.15-6.15	4.15-5.15
9	8.65-20.65	7.65-18.65	6.65-10.65	3.50-7.65	6.15-14.15	6.15-12.15	5.15-10.15	4.15-9.15
16	8.00-20.65	6.00-18.65	5.00-9.65	4.00-6.65	8.15-14.15	8.15-12.15	7.15-10.15	5.15-9.15
23	7.00-8.65	6.00-7.35	5.00-6.35	4.65	7.15-8.15	7.15-8.15	6.15	4.15-5.15
30	7.00-12.65	6.65-10.65	6.00-8.65	4.65-7.65	(2)	(2)	(2)	(2)

1 Not yet available.  
 2 No sales reported.

Source: Compiled from official statistics of the Agricultural Marketing Service, U.S. Department of Agriculture.



fresh-market peppers: Average retail prices, by overall U.S. average and 3 regions' averages<sup>1</sup>, Jan. 1989-Mar. 1994

(Per pound)

Year/Month	U.S.	Northeast	North Central	South
<b>1989:</b>				
Jan	\$0.732	\$0.673	\$0.936	\$0.767
Feb	.839	.725	1.012	.937
Mar	.906	.772	1.028	1.042
Apr	.941	.767	1.146	1.008
May	1.234	1.150	1.431	1.217
June	1.059	.943	1.160	1.008
July	.999	.956	1.170	.914
Aug	.977	.909	1.133	1.076
Sept	.810	.759	.873	.882
Oct	.959	.962	1.018	.957
Nov	1.166	.961	1.346	1.477
Dec	.923	.836	1.010	(2)
<b>1990:</b>				
Jan	1.551	1.447	1.625	(2)
Feb	1.776	1.734	1.872	(2)
Mar	1.595	(2)	1.779	(2)
Apr	.893	(2)	.979	(2)
May	.782	(2)	.852	(2)
June	.864	(2)	.910	(2)
July	1.021	(2)	1.034	(2)
Aug	.990	(2)	1.042	(2)
Sept	.704	(2)	.739	(2)
Feb	1.776	(2)	1.872	(2)
Mar	1.595	(2)	1.779	(2)
Apr	.893	(2)	.979	(2)
Oct	(2)	(2)	.950	(2)
Nov	(2)	(2)	1.394	(2)
Dec	.858	(2)	1.372	(2)
<b>1991:</b>				
Jan	1.101	(2)	1.104	(2)
Feb	1.071	(2)	.077	(2)
Mar	1.113	(2)	1.219	(2)
Apr	1.390	(2)	1.641	(2)
May	1.415	(2)	1.520	(2)
June	1.410	(2)	1.549	(2)
July	1.153	(2)	1.261	(2)
Aug	1.088	(2)	1.059	(2)
Sept	.929	(2)	.965	(2)
Oct	.908	(2)	.915	(2)
Nov	.926	(2)	.965	(2)
Oct	.908	(2)	1.104	(2)
Dec	.824	(2)	.794	.968
<b>1992:</b>				
Jan	.954	(2)	1.059	.941
Feb	1.383	(2)	1.373	1.593
Mar	1.541	(2)	(2)	1.801
Apr	1.312	(2)	(2)	1.858
May	.948	(2)	(2)	1.096
June	.899	(2)	(2)	1.024
July	.850	(2)	(2)	1.020
Aug	.790	(2)	(2)	1.077
Sept	.855	(2)	(2)	1.018
Oct	.948	(2)	(2)	1.086
Nov	1.120	(2)	(2)	1.374
Dec	1.148	(2)	(2)	1.238
<b>1993:</b>				
Jan	1.068	(2)	(2)	1.133
Feb	1.010	(2)	(2)	.994
Mar	1.117	(2)	(2)	1.137
Apr	1.342	(2)	(2)	1.272
May	1.754	(2)	(2)	2.101
June	1.207	(2)	(2)	1.302
July	.970	(2)	(2)	1.030
Aug	.922	(2)	(2)	1.092
Sept	.930	(2)	(2)	1.033
Oct	1.048	(2)	(2)	1.069
Nov	1.226	(2)	(2)	1.222
Dec	1.257	(2)	(2)	1.390
<b>1994:</b>				
Jan	1.281	(2)	(2)	1.421
Feb	1.091	(2)	(2)	1.064
Mar	1.035	(2)	(2)	1.076

<sup>1</sup> Data for the West region have not been reported since 1988.

<sup>2</sup> Data are not available.

Source: Compiled from official statistics of the U.S. Bureau of Labor Statistics.

Table 10

Estimated production costs<sup>1</sup> for fresh-market peppers grown in the Palm Beach County, Florida area, 1991/92 and 1992/93 seasons

(Per hectare)

Items	1991/92	1992/93
<b>Operating costs:</b>		
Transplanting . . . . .	\$1,729.74	\$1,729.74
Fertilizer and lime . . . . .	812.98	605.41
Fumigant . . . . .	459.62	780.85
Fungicide . . . . .	292.00	336.11
Herbicide . . . . .	156.69	101.86
Surfactant . . . . .	365.91	239.74
Insecticide . . . . .	1,051.01	312.64
Labor . . . . .	1,186.95	750.93
Machinery . . . . .	647.66	529.67
Interest . . . . .	324.03	309.67
Miscellaneous . . . . .	<u>2,454.00</u>	<u>2,454.00</u>
Total operating costs . . . . .	9,480.59	8,610.54
<b>Fixed costs:</b>		
Land rent . . . . .	741.32	741.32
Machinery . . . . .	297.02	297.02
Overhead . . . . .	975.89	933.91
Management . . . . .	( <sup>2</sup> )	653.74
Total fixed costs . . . . .	<u>2,041.23</u>	<u>2,625.99</u>
Total preharvest costs . . . . .	11,494.82	11,236.52
<b>Harvesting and marketing costs:</b>		
Harvesting, hauling, and packing . . . . .	3,953.69	3,558.32
Containers . . . . .	2,223.95	2,001.55
Selling . . . . .	<u>1,235.53</u>	<u>1,111.98</u>
Total harvesting and marketing costs . . . . .	<u>7,413.16</u>	<u>6,671.85</u>
Total estimated production costs . . . . .	18,907.98	17,908.37

<sup>1</sup> These budgets are constructed costs based on input prices obtained from various industry sources and are believed to reflect typical costs of production for growers in a given production area, but do not necessarily reflect the actual industry average cost of production.

<sup>2</sup> Not reported.

Source: Compiled from Production Cost for Selected Vegetables in Florida, 1991-1992 and 1992-1993, Scott A. Smith and Timothy G. Taylor, Food and Resource Economics Department, Institute of Food and Agricultural Sciences, University of Florida, Gainesville, Florida, circular 1064: 1992, p. 15, circular 1121: 1993, p. 15.

Table 11  
 Estimated production costs<sup>1</sup> for fresh-market peppers grown in the Southwest Florida area, 1991/92 and 1992/93 seasons

(Per hectare)

Items	1991/92	1992/93
<b>Operating costs:</b>		
Transplanting . . . . .	\$ 1,729.74	\$1,729.74
Fertilizer and lime . . . . .	862.15	819.65
Fumigant . . . . .	459.62	696.84
Fungicide . . . . .	295.69	323.98
Herbicide . . . . .	66.27	60.07
Surfactant . . . . .	591.27	626.09
Insecticide . . . . .	34.55	( <sup>2</sup> )
Labor . . . . .	1,874.91	783.05
Machinery . . . . .	1,246.47	911.00
Interest . . . . .	599.85	490.28
Miscellaneous . . . . .	<u>1,594.50</u>	<u>1,446.23</u>
Total operating costs . . . . .	9,355.02	7,886.93
<b>Fixed costs:</b>		
Land rent . . . . .	822.86	926.65
Machinery . . . . .	612.72	588.85
Overhead . . . . .	( <sup>2</sup> )	1,069.45
Management . . . . .	<u>1,364.84</u>	<u>1,336.82</u>
Total fixed costs . . . . .	<u>2,800.42</u>	<u>3,921.77</u>
Total preharvest costs . . . . .	12,155.43	11,808.70
<b>Harvesting and marketing costs:</b>		
Harvesting, hauling, and packing . . . . .	6,894.24	6,943.66
Containers . . . . .	1,878.00	1,878.00
Selling . . . . .	<u>1,062.55</u>	<u>1,062.55</u>
Total harvesting and marketing costs . . . . .	<u>9,834.79</u>	<u>9,884.21</u>
Total estimated production costs . . . . .	21,990.23	21,692.91

<sup>1</sup> These budgets are constructed costs based on input prices obtained from various industry sources and are believed to reflect typical costs of production for growers in a given production area, but do not necessarily reflect the actual industry average cost of production.

<sup>2</sup> Not reported.

Source: Compiled from Production Cost for Selected Vegetables in Florida, 1991-1992 and 1992-1993, Scott A. Smith and Timothy G. Taylor, Food and Resource Economics Department, Institute of Food and Agricultural Sciences, University of Florida, Gainesville, Florida, circular 1064: 1992, p. 15, circular 1121: 1993, p. 15.

Table 12

Industry responses<sup>1</sup> to Commission questions regarding the general operations of individual firms

Questions	No	Yes
Is your firm owned, in whole or in part, by any other firm? . . . . .	43	2
Does your firm have, or anticipate having, any foreign operations in which you or any affiliated firm produce tomatoes? . . . . .	45	0
Does your firm import or have any affiliated firms (either domestic or foreign) which are engaged in importing tomatoes into the United States or which are engaged in exporting tomatoes to the United States? . . . . .	45	0

<sup>1</sup> Based on 45 questionnaire responses out of 570 questionnaires sent by the Commission.

Source: Compiled from data submitted in response to questionnaires of the U.S. International Trade Commission.

Table 13  
 Industry responses<sup>1</sup> to Commission questions regarding the production  
 operations of individual firms

Questions	No	Yes	No response
Has your firm experienced any exceptional circumstances (e.g., weather, labor supply, availability of farm chemicals, availability of credit, or other change in the character of your operations or organization) relating to the production of peppers since January 1, 1989? . . . . .	23	21	1
Does your firm expect to change the number of acres devoted to the cultivation of peppers during the next 2 years?: . . .	35	10	0
Increase acreage planted . . . . .		2	
Decrease acreage planted . . . . .		8	
Do you believe that your firm has been able to generate adequate capital through the production and sales of peppers in order to finance modernization of its domestic establishment and of its equipment and to maintain existing levels of expenditures for research and development for peppers since January 1, 1989? . . . . .	23	17	5

<sup>1</sup> Based on 45 questionnaire responses out of 570 questionnaires sent by the Commission.

Source: Compiled from data submitted in response to questionnaires of the U.S. International Trade Commission.

Table 14

Industry responses<sup>1</sup> to Commission questions regarding unusual or nonrecurring expenses or income incurred by individual firms

Questions	No	Yes	No response
Has your firm incurred any of the following unusual or nonrecurring expenses or income during its normal operations since 1989?:			
Start-up or shut-down expenses . . . . .	39	2	4
Changes in accounting principles . . . . .	41	0	4
Material write-off of items . . . . .	41	0	4
Material effects of a strike or other operational difficulty . . . . .	39	1	5
Problems with plant diseases . . . . .	29	12	4
Problems associated with weather damage . .	26	14	5
Other . . . . .	7	2	36

<sup>1</sup> Based on 45 questionnaire responses out of 570 questionnaires sent by the Commission.

Source: Compiled from data submitted in response to questionnaires of the U.S. International Trade Commission.

Table 15  
 Industry responses<sup>1</sup> to Commission questions regarding competitive factors  
 affecting your firm's efforts to compete

Questions	No	Yes	No response
Are there any significant differences in the varieties of peppers produced in different regions of the United States? . . . . .	17	10	18
Have there been any significant changes in the varieties of peppers grown in the United States since Jan. 1989? . . . . .	19	13	13
Have there been any significant changes in growing methods in the United States since Jan. 1989? . . . . .	13	21	11
Have differences in quality between your firm's U.S.-grown peppers and the imported products had an actual effect on your firm's sales of peppers? . . . . .	25	5	15
Are there any other products that may be a substitute for peppers? . . . . .	32	0	13
Has there been any increase in consumer demand for peppers since Jan. 1989? . . . . .	9	15	8 <sup>2</sup>

<sup>1</sup> Based on 45 questionnaire responses out of 570 questionnaires sent by the Commission.

<sup>2</sup> An additional 13 respondents reported that consumer demand remained the same during the period.

Source: Compiled from data submitted in response to questionnaires of the U.S. International Trade Commission.

Table 16  
 Industry responses<sup>1</sup> to Commission questions regarding the degree to which certain factors have affected an individual firm's ability to compete

Question	Significant	Moderate	Negligible	No Response
To what degree have the following factors affected your firm's performance?:				
Increased imports . . . . .	12	11	8	14
Government regulations and record keeping requirements . . . . .	30	7	2	6
Competition from substitute products . . . . .	3	6	25	11
Weather . . . . .	23	12	3	7
Environmental costs . . . . .	19	11	5	10
Ability to obtain adequate financing . . . . .	4	14	17	10
Increased input costs for--				
Water . . . . .	16	15	9	5
Seeds . . . . .	18	17	5	5
Fertilizers . . . . .	16	16	8	5
Pesticides . . . . .	21	15	3	6
Other raw materials . . . . .	8	16	7	14
Increased labor costs . . . . .	28	10	2	5
Production problems . . . . .	13	16	9	7
Other . . . . .	3	1	1	40

<sup>1</sup> Based on 45 questionnaire responses out of 570 questionnaires sent by the Commission.

Source: Compiled from data submitted in response to questionnaires of the U.S. International Trade Commission.



Operations producing peppers, fiscal years 1989-93

Item	1989	1990	1991	1992	1993
<u>Quantity (1,000 pounds)</u>					
Net sales . . . . .	49,588	74,495	81,418	95,402	86,770
<u>Value (1,000 dollars)</u>					
Net sales . . . . .	22,223	30,611	38,720	40,701	36,496
Expenses:					
Materials and supplies:					
Plants and seeds . . . . .	943	1,645	1,943	2,407	2,322
Fertilizer . . . . .	1,118	1,188	1,528	1,674	1,482
Pesticides . . . . .	1,731	1,769	2,431	2,918	3,047
All other materials and supplies . . . . .	3,557	4,513	5,253	4,752	4,522
Labor . . . . .	7,053	8,327	9,520	11,379	11,372
Partners' or officers' salaries . . . . .	287	307	504	275	299
Depreciation . . . . .	306	432	689	761	697
Utilities . . . . .	339	531	488	476	467
Fuel . . . . .	364	468	567	564	562
Repairs and maintenance . .	960	1,229	1,298	1,605	1,344
Land rent . . . . .	340	642	991	1,074	1,520
Interest expense . . . . .	139	700	579	713	595
Taxes and insurance:					
Land taxes . . . . .	101	128	206	187	180
All other taxes (except income) and insurance . .	1,556	1,622	2,160	2,716	2,125
Other expenses . . . . .	2,502	5,131	6,188	8,173	7,196
Total expenses . . . . .	21,295	28,632	34,345	39,673	37,730
Net income or (loss) before income taxes . . . . .	928	1,979	4,375	1,028	(1,234)
<u>Ratio to net sales (percent)</u>					
Expenses . . . . .	95.8	93.5	88.7	97.5	103.4
Net income or (loss) before income taxes . . . . .	4.2	6.5	11.3	2.5	(3.4)
<u>Number of producers reporting</u>					
Net losses . . . . .	2	7	4	8	6
Data . . . . .	13	16	19	19	16

<sup>1</sup> Based on 19 questionnaire responses out of 570 questionnaires sent by the Commission. Responses accounted for an estimated 6.3 percent of total U.S. pepper production (on a fresh-weight basis) in 1993. Because the number of respondents varies across years, the reported income-and-loss data are not strictly comparable from year to year.

Note.--Because of rounding, value figures may not add to the totals shown. Ratios were calculated from the unrounded figures.

Source: Compiled from data submitted in response to questionnaires of the U.S. International Trade Commission.

Table 18

Income-and-loss experience of the reporting Florida producers<sup>1</sup> on their operations producing peppers, fiscal years 1989-93

Item	1989	1990	1991	1992	1993
<u>Quantity (1,000 pounds)</u>					
Net sales . . . . .	36,660	53,746	60,769	72,115	64,594
<u>Value (1,000 dollars)</u>					
Net sales . . . . .	19,309	25,584	30,366	34,839	29,406
Total expenses . . . . .	18,875	25,156	29,262	33,628	31,316
Net income or (loss) before income taxes . . . . .	434	428	1,104	1,211	(1,911)
<u>Ratio to net sales (percent)</u>					
Expenses . . . . .	97.8	98.3	96.4	96.5	106.5
Net income or (loss) before income taxes . . . . .	2.2	1.7	3.6	3.5	(6.5)
<u>Unit value (1,000 pounds)</u>					
Net sales . . . . .	\$490.88	\$452.75	\$479.88	\$464.30	\$433.98
Expenses . . . . .	480.60	444.32	462.99	448.07	461.60
Net income or (loss) before income taxes . . . . .	10.28	8.42	16.89	16.23	(27.62)
<u>Number of producers reporting</u>					
Net losses . . . . .	1	4	1	3	2
Data . . . . .	4	5	6	6	5

<sup>1</sup> Based on 6 questionnaire responses out of 570 questionnaires sent by the Commission. Because the number of respondents varies across years, the reported income-and-loss data are not strictly comparable from year to year.

Note.--Because of rounding, value figures may not add to the totals shown. Ratios were calculated from the unrounded figures.

Source: Compiled from data submitted in response to questionnaires of the U.S. International Trade Commission.

Table 19

Income-and-loss experience of the reporting U.S. (excluding Florida) producers<sup>1</sup> on their operations producing peppers, fiscal years 1989-93

Item	1989	1990	1991	1992	1993
	<u>Quantity (1,000 pounds)</u>				
Net sales . . . . .	12,927	20,748	20,649	23,287	22,175
	<u>Value (1,000 dollars)</u>				
Net sales . . . . .	2,914	5,027	8,354	5,862	7,090
Total expenses . . . . .	2,420	3,477	5,082	6,045	6,414
Net income or (loss) before income taxes . . . . .	493	1,551	3,271	(183)	676
	<u>Ratio to net sales (percent)</u>				
Expenses . . . . .	83.1	69.1	60.8	103.1	90.5
Net income or (loss) before income taxes . . . . .	16.9	30.9	39.2	( 3.1)	( 9.5)
	<u>Unit value (1,000 pounds)</u>				
Net sales . . . . .	\$225.42	\$242.29	\$404.57	\$251.73	\$319.73
Expenses . . . . .	187.21	167.58	246.11	259.59	289.24
Net income or (loss) before income taxes . . . . .	38.21	74.71	158.46	( 7.86)	30.49
	<u>Number of producers reporting</u>				
Net losses . . . . .	1	3	3	5	4
Data . . . . .	9	11	13	13	11

<sup>1</sup> Based on 13 questionnaire responses out of 570 questionnaires sent by the Commission. Because the number of respondents varies across years, the reported income-and-loss data are not strictly comparable from year to year.

Note.--Because of rounding, value figures may not add to the totals shown. Ratios were calculated from the unrounded figures.

Source: Compiled from data submitted in response to questionnaires of the U.S. International Trade Commission.

Table 20  
 Industry responses<sup>1</sup> to Commission questions regarding land use allocation,  
 1989-93

(In hectares)					
Item	1989	1990	1991	1992	1993
California:					
Peppers . . . . .	548	648	701	883	823
All other crops . . . . .	3,965	5,660	5,582	5,755	5,622
Unplanted . . . . .	24	308	308	304	304
Total . . . . .	4,537	6,615	6,590	6,942	6,753
Florida:					
Peppers . . . . .	1,717	1,977	1,933	1,999	2,165
All other crops . . . . .	1,616	1,807	2,170	2,293	2,499
Unplanted . . . . .	181	181	181	202	202
Total . . . . .	3,514	3,965	4,284	4,493	4,865
Other U.S. States:					
Peppers . . . . .	649	695	756	769	535
All other crops . . . . .	8,132	7,925	7,834	8,260	6,945
Unplanted . . . . .	235	231	234	237	236
Total . . . . .	9,061	8,851	8,827	9,265	7,715
Total:					
Peppers . . . . .	2,913	3,320	3,390	3,650	3,527
All other crops . . . . .	13,714	15,391	15,589	16,308	15,066
Unplanted . . . . .	441	720	723	742	741
Total . . . . .	17,067	19,431	19,701	20,700	19,334

<sup>1</sup> Based on 45 questionnaire responses out of 570 questionnaires sent by the Commission.

Note.--Because of rounding, figures may not add to the totals shown.

Source: Compiled from data submitted in response to questionnaires of the U.S. International Trade Commission.

Table 21  
 Industry responses<sup>1</sup> to Commission questions regarding shipments by crop end-  
 use, 1989-93

(In metric tons)

Item	1989	1990	1991	1992	1993
<b>California:</b>					
Fresh market . . . . .	11,145	12,062	12,366	15,744	15,964
Processing . . . . .	865	5,379	6,420	7,106	5,911
Total . . . . .	12,011	17,441	18,786	22,851	21,875
<b>Florida:</b>					
Fresh market . . . . .	31,804	34,976	42,346	46,480	45,383
Processing . . . . .	2,752	2,823	2,064	3,017	1,501
Total . . . . .	34,556	37,799	44,410	49,497	46,884
<b>Other U.S. States:</b>					
Fresh market . . . . .	8,742	10,339	8,872	8,888	5,499
Processing . . . . .	483	585	875	856	1,028
Total . . . . .	9,224	10,925	9,747	9,744	6,527
<b>Total:</b>					
Fresh market . . . . .	51,690	57,377	63,585	71,112	66,846
Processing . . . . .	4,100	8,788	9,358	10,980	8,440
Total . . . . .	55,791	66,165	72,943	82,092	75,285

<sup>1</sup> Based on 45 questionnaire responses out of 570 questionnaires sent by the Commission.

Note.--Because of rounding, figures may not add to the totals shown.

Source: Compiled from data submitted in response to questionnaires of the U.S. International Trade Commission.

Table 22

Industry responses<sup>1</sup> to Commission questions regarding production, shipments, and spoilage, by selected states, 1989-93

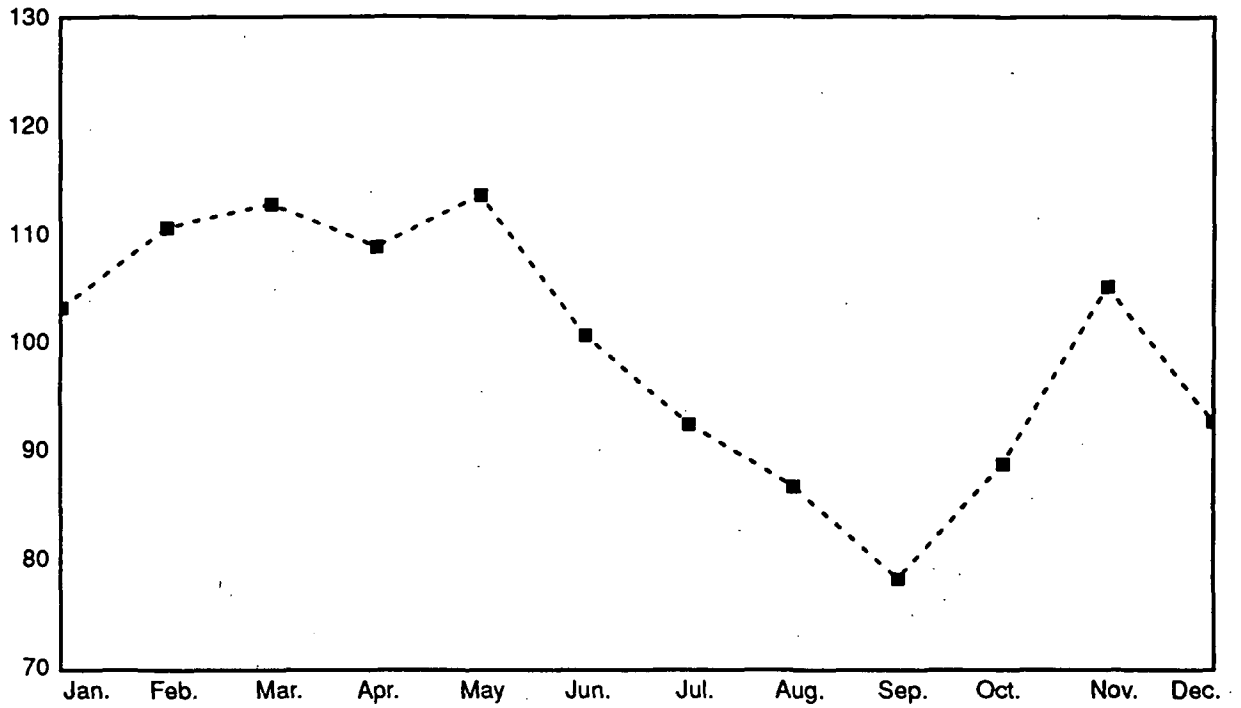
(In metric tons)					
Item	1989	1990	1991	1992	1993
<b>California:</b>					
Production . . . . .	12,157	18,081	19,396	23,672	22,626
Shipments . . . . .	12,011	17,441	18,786	22,851	21,875
Spoilage . . . . .	146	640	610	821	751
<b>Florida:</b>					
Production . . . . .	35,376	38,839	45,422	50,497	48,117
Shipments . . . . .	34,556	37,799	44,410	49,497	46,884
Spoilage . . . . .	749	1,041	1,012	1,000	1,233
<b>Other U.S. States:</b>					
Production . . . . .	9,331	11,178	10,000	10,013	6,599
Shipments . . . . .	9,224	10,925	9,747	9,744	6,527
Spoilage . . . . .	107	253	253	269	73
<b>Total:</b>					
Production . . . . .	56,864	68,098	74,818	84,182	77,342
Shipments . . . . .	55,791	66,165	72,943	82,092	75,285
Spoilage . . . . .	1,002	1,933	1,875	2,090	2,057

<sup>1</sup> Based on 45 questionnaire responses out of 570 questionnaires mailed.

Source: Compiled from data submitted in response to questionnaires of the U.S. International Trade Commission.

**Figure 1**  
**Fresh peppers: Seasonal Index<sup>1</sup> of U.S. average retail prices, Jan. 1989-Mar. 1994**

Percent

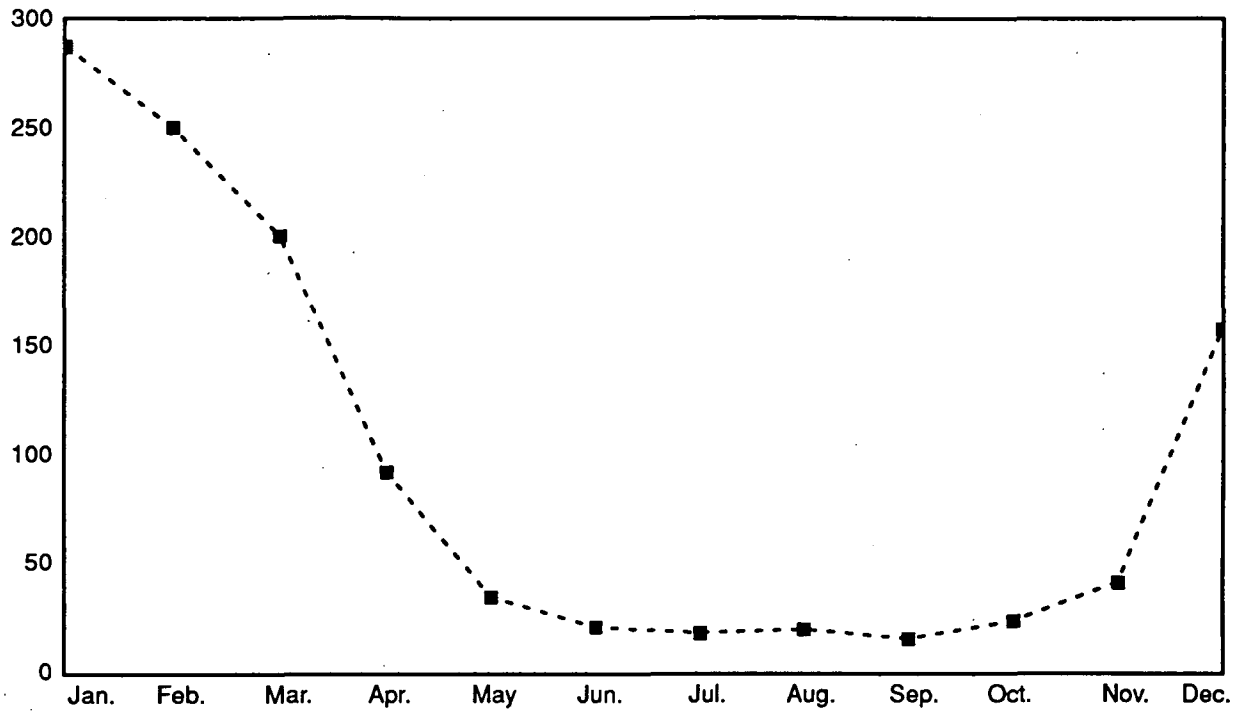


<sup>1</sup> The seasonal index is calculated as the average price for the month divided by the average price for the Jan. 1989 through Mar. 1994 period. For instance, the average January price is 3 percent higher than the average price for the overall period.

Source: Prepared by the staff of the U.S. International Trade Commission based on data reported by the Bureau of Labor Statistics, U.S. Department of Labor.

**Figure 2**  
**Fresh peppers: Seasonal Index<sup>1</sup> of U.S. imports from Mexico, Jan. 1989-Jan. 1994**

Percent



<sup>1</sup> The seasonal index is calculated as the average import volume for a particular month divided by the average monthly import volume for the Jan. 1989 through Jan. 1994 period. For instance, the average January import volume is 288 percent higher than the average monthly import volume for the overall period.

Source: Prepared by the staff of the U.S. International Trade Commission based on data reported by the U.S. Department of Commerce.