

Amory Underhill to testify before the committee. If you will identify yourself for the record and proceed in your own way we will appreciate it.

STATEMENT OF ROBERT W. RUTLEDGE, EXECUTIVE VICE PRESIDENT, FLORIDA CITRUS MUTUAL; ACCOMPANIED BY WILLIAM AMORY UNDERHILL, COUNSEL

Mr. RUTLEDGE. Thank you, Mr. Chairman. My name is Robert W. Rutledge. I am executive vice president of Florida Citrus Mutual, Lakeland, Fla. We now represent approximately 15,000 Florida citrus growers who produce about 85 to 90 percent of all the citrus grown in the State of Florida.

Mr. HERLONG. Thank you.

Mr. RUTLEDGE. Mr. Chairman, I would prefer for the sake of time not to read this statement but merely go through it and summarize and get what I think are the important points here page by page and then read a very short summary, if that is all right with you.

Mr. HERLONG. Without objection, your entire statement will then appear in the record.

Mr. RUTLEDGE. That is what I would like; yes, sir.

Mr. HERLONG. Proceed in your own way.

Mr. RUTLEDGE. Gentlemen, on the first page here I think it is important to note that the Florida citrus industry over the past 20 years is increasing at a very rapid rate. Twenty years ago we had about 325,000 acres of citrus in the ground. At the present time we have about a million acres of citrus planted in the State of Florida. It is the largest citrus industry in the world and as well the American citrus consuming market is the largest in the world.

It just didn't get that way because something happened overnight. I think it got that way because of the great promotional efforts of California, Texas, and Florida, and over a period of these past 20 years I estimate myself that we as growers from these large citrus-producing areas in the United States have spent well over \$200 million in developing this market through advertising, promotion, and research.

We are now in a position to supply the American consumer with plenty of citrus and citrus products at prices that go back almost 20 years. Last year we sold frozen orange concentrate from Florida throughout the United States to the American consumer at prices that go back, as I said, about 20 years.

Now, with this developmental effort and with our rapidly increasing production of citrus not only in Florida but coming in California and Texas as well, we don't think it is right or fair by any stretch of the imagination to allow cheaply produced foreign fruit to take advantage of this huge market development effort.

And we underscore again that the productive capacity of these citrus industries, particularly in Florida, is so great that we will be able to more than take care of the American consumer at prices well below most soft drinks that are now being sold throughout the United States.

Our problem is so great that we believe that we can only stay in business by spending more of our money, all paid for by our growers