

To illustrate the tremendous potential quantity of Dried Figs and Fig Paste which could enter this country, reference is made to Table 17. As an example, Italy, one of the largest producers of figs in the world, has not as yet entered the United States Fig Paste Market and it has only been in the last 6 years that Spanish Fig Paste has entered this country. In Table 17, it can also be seen that the other fig producing countries of the world are unable to utilize their production tonnage in their own countries and, therefore, must rely on the U.S. Market to absorb some of the surplus at very low prices.

TABLE 17.—PRODUCTION AND CONSUMPTION COMPARISON, 1961-65 AVERAGE, PRINCIPAL FIG PRODUCING COUNTRIES OF THE WORLD

[All figures in thousands of tons]

	Greece	Italy	Portugal	Turkey	United States	Total
Production.....	28.3	33.3	10.7	48.4	18.9	139.6
Consumption.....	13.4	29.5	1.8	12.6	27.3	84.6
Surplus production.....	14.9	3.8	8.9	35.8	(8.4)	55.0
Percent of production utilized in country of production.....	47.3	88.6	16.8	26.0	100.0	60.6

Source: Production, U.S. Department of Agriculture, Foreign Agricultural Service, "Dried Fruit World Production and Trade Statistics, Dried Fruit;" consumption, U.S. Department of Agriculture, Foreign Agricultural Service, "Foreign Fruit and Nut Report No. 321;" U.S. figures, combination of U.S. shipments as reported by the Dried Fig Advisory Board plus imports as reported by the U.S. Department of Commerce; Italy, 1958-62 average reported in U.S. Department of Agriculture, Foreign Agricultural Service, "Dried Fruit World Production and Trade Statistics." Due to lack of available information Spain is not included.

ORGANIZATION OF THE CALIFORNIA DRIED FIG INDUSTRY

While numerous producers, processors and marketing organizations are associated with the California Dried Fig Industry, this section is to briefly name and describe several leading organizations.

California Fig Institute

The California Fig Institute is a non-profit organization and, although its membership is voluntary, it has the enviable distinction of including 100% of the fig growers in California as its members. This association is dedicated to the improvement, by every possible means, of the entire California Fig Industry. This association does no processing, packing or distributing of the product but works closely with growers and processors in this connection.

Marketing Order for dried figs, as amended (California Dried Fig Advisory Board)

The Dried Fig Advisory Board, having been authorized by the California State Director of Agriculture, upon the written assent of the legality prescribed majority of producers and processors of Dried Figs, was established for the purpose of assisting the Director of Agriculture in the administration of the provisions of the program. Provisions of this Marketing Order, which may be utilized to achieve the objectives for which it was organized, include: Grade Standards, Mandatory Inspection (both receipts and shipments of all Dried Figs), Stabilization Pool, Substandard Pool into which off-grade figs are diverted to various by-product uses such as animal food and inedible syrup, Unfair Trade Practices, Advertising and Sales Promotion, Research and Marketing. Although most of the provisions of the Marketing Order are currently in operation, several of these provisions should receive special attention:

(1) The Industry has imposed upon itself rigid grade standards which require mandatory inspection by a third party on both incoming (deliveries from farmers to processors) and outgoing Figs and Fig Paste (from processor to wholesaler or cooky manufacturer) to enforce these grade standards. This rigid inspection assures the consumer that he will receive a product of extremely high quality.