

FDOC-EMRD Chapters in Books

Date	Chapter & Title	Author	Book & Pages	Editor/Publisher
1986	Chapter 6: Production Trends Around the World Part 2: Brazil, Cuba and Mexico	G. Fairchild D. Gunter	<i>Fresh Citrus Fruits</i> , pp. 133-142	Eds: W. Wardowski, S. Nagy, and W. Grierson Pub: Avi Publishing Co., Westport, CT
8/1986	Orange and Grapefruit Juice Demand Forecasts	M. Brown J. Lee	<i>Food Demand Analysis: Implications for Future Consumption</i> , pp. 215-232	Eds: O. Capps, Jr. and B. Senauer Pub: Dept. of Ag. Econ., VPI & SU, Blacksburg, VA
1988	Chapter 17: Florida Citrus Industry Sets High Standards	R. Behr	<i>1988 Yearbook of Agriculture: Marketing U.S. Agriculture</i> , pp. 95-98	Pub: U.S. Government Printing Office, Washington, DC
8/1991	Chapter 15: Generic Promotion Programs for Florida Citrus	J. Lee R. Behr M. Brown G. Fairchild	<i>Economic Effects of Generic Promotion Programs for Agricultural Exports</i> , pp. 146-157	Eds: J. Nichols, H. Kinnucan, and K. Ackerman Pub: Ag & Food Policy Center, Dept. of Ag. Econ., Texas A&M Univ., College Station, TX
1992	Chapter 6: Theoretical Overview of Demand Systems Incorporating Advertising Effects	M. Brown J. Lee	<i>Commodity Advertising and Promotion</i> , pp. 79-100	Eds: H. Kinnucan, S. Thompson, and H. Chang Pub: Iowa State University Press, Ames, IA
1992	Chapter 13: Commodity versus Brand Advertising: A Case Study of the Florida Orange Juice Industry	J. Lee M. Brown	<i>Commodity Advertising and Promotion</i> , pp. 206-221	Eds: H. Kinnucan, S. Thompson, and H. Chang Pub: Iowa State University Press, Ames, IA
1993	Chapter 1: Overview and Trends in the Fruit Juice Processing Industry	M. Brown R. Kilmer K. Bedigian	<i>Fruit Juice Processing Technology</i>	Eds: S. Nagy, C. Chen, and P. Shaw Pub: Agscience, Inc., Auburndale, FL

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