

Contents

Preface xi

Acknowledgments xiii

Introduction xvii

Abbreviations xxviii

Part I—The Growth of Florida’s Orange Juice Industry

ONE The Seeds of Florida’s Sunshine Tree 3

TWO The Twentieth-Century Squeeze 11

THREE The Power of Promotion 25

Part II—Developing Orange Juice Standards of Identity

FOUR Introducing the FDA Standard of Identity 31

FIVE Capturing the Interest of the
Orange Juice Consumer 37

SIX Regulating Knowledge:
The Case of Pasteurized Orange Juice 50

SEVEN Regulating Misleading Orange Juice Labeling 62

EIGHT Regulating Content 73

NINE Regulating the Essence of Orange Juice 86

Part III—Florida’s Orange Juice Industry Post-1960

TEN Processed Orange Juice Hits Florida 107

ELEVEN NFC Orange Juice Pours into the Nation 126

TWELVE The Orange Juice Wars 135

THIRTEEN Fabricating Fresh 152

FOURTEEN Moving Beyond the
Standard of Identity 173

FIFTEEN Pleasing Mrs. Smith 183

Part IV—Orange Juice in the Twenty-First Century

SIXTEEN Where To? 189

SEVENTEEN Orange Juice Speaks Volumes 198

EIGHTEEN The Right Fight 204

Chronology 211

Notes 215

Index 233

Photographs follow page 104