

U.S. PURCHASERS' QUESTIONNAIRE

LEMON JUICE FROM ARGENTINA AND MEXICO

This questionnaire must be received by the Commission by no later than March 15, 2013

See page 4 of the Instruction Booklet for filing instructions.

The information called for in this questionnaire is for use by the United States International Trade Commission in connection with its review of the suspended investigations concerning lemon juice from Argentina and Mexico (Inv. Nos. 731-TA-1105-1106 (Review)). The information requested in the questionnaire is requested under the authority of the Tariff Act of 1930, title VII. This report is mandatory and failure to reply as directed can result in a subpoena or other order to compel the submission of records or information in your possession (19 U.S.C. § 1333(a)). Further information on this questionnaire can be obtained from Amelia Preece (202-205-3250, amelia.preece@usitc.gov).

Name of firm _____
Address _____
City _____ State _____ Zip Code _____
World Wide Web address _____
Has your firm purchased lemon juice (as defined in the instruction booklet) <u>from any source</u> (domestic or foreign) at any time since January 1, 2007?
<input type="checkbox"/> NO (Sign the certification below and promptly return only this page of the questionnaire to the Commission)
<input type="checkbox"/> YES (Read the instruction booklet carefully, complete all parts of the questionnaire, and return the entire questionnaire to the Commission so as to be received by the date indicated above)

CERTIFICATION

I certify that the information herein supplied in response to this questionnaire is complete and correct to the best of my knowledge and belief and understand that the information submitted is subject to audit and verification by the Commission.

By means of this certification I also grant consent for the Commission, and its employees and contract personnel, to use the information provided in this questionnaire and throughout this proceeding in any other import-injury proceedings or reviews conducted by the Commission on the same or similar merchandise.

I acknowledge that information submitted in this questionnaire response and throughout this proceeding may be used by the Commission, its employees, and contract personnel who are acting in the capacity of Commission employees, for developing or maintaining the records of this proceeding or related proceedings for which this information is submitted, or in internal audits and proceedings relating to the programs and operations of the Commission pursuant to 5 U.S.C. Appendix 3. I understand that all contract personnel will sign non-disclosure agreements.

_____ <i>Name of Authorized Official</i>	_____ <i>Title of Authorized Official</i>	_____ <i>Date</i>
_____ <i>Signature</i>	_____ <i>Phone:</i>	_____ <i>Email address</i>
	_____ <i>Fax</i>	

PART I.—GENERAL INFORMATION

The questions in this questionnaire have been reviewed with market participants to ensure that issues of concern are adequately addressed and that data requests are sufficient, meaningful, and as limited as possible. Public reporting burden for this questionnaire is estimated to average 40 hours per response, including the time for reviewing instructions, searching existing data sources, gathering the data needed, and completing and reviewing the questionnaire. Send comments regarding the accuracy of this burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, to the Office of Investigations, U.S. International Trade Commission, 500 E Street, SW, Washington, DC 20436.

I-1a. **OMB statistics.**--Please report the actual number of hours required and the cost to your firm of preparing the reply to this questionnaire and completing the form.

_____hours _____dollars

I-1b. **OMB feedback.**--We are interested in any comments you may have for improving this questionnaire in general or the clarity of specific questions. Please attach such comments to your response or send them to the above address.

I-2. **Establishments covered.**--Provide the name and address of establishment(s) covered by this questionnaire (see page 3 of the instruction booklet for reporting guidelines). If your firm is publicly traded, please specify the stock exchange and trading symbol.

I-3. **Ownership.**--Is your firm owned, in whole or in part, by any other firm?

No Yes--List the following information.

<u>Firm name</u>	<u>Address</u>	<u>Extent of ownership</u>
_____	_____	_____
_____	_____	_____

I-4. **Related SUBJECT importers/exporters.**--Does your firm have any related firms, either domestic or foreign, that are engaged in importing lemon juice from Argentina and Mexico into the United States or that are engaged in exporting lemon juice from Argentina and Mexico to the United States?

No Yes--List the following information.

<u>Firm name</u>	<u>Address</u>	<u>Affiliation</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

PART I.--GENERAL INFORMATION--Continued

I-5. **Related NONSUBJECT importers/exporters.**--Does your firm have any related firms, either domestic or foreign, that are engaged in importing lemon juice from countries other than Argentina and Mexico into the United States or that are engaged in exporting lemon juice from countries other than Argentina and Mexico to the United States?

No Yes--List the following information.

<u>Firm name and country</u>	<u>Address</u>	<u>Affiliation</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

I-6. **Related producers.**--Does your firm have any related firms, either domestic or foreign, that are engaged in the production of lemon juice?

No Yes--List the following information.

<u>Firm name</u>	<u>Address</u>	<u>Affiliation</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

I-7. **Business plan.**--Does your company or any related firm have a business plan or any internal documents that describe, discuss, or analyze expected market conditions for lemon juice?

No Yes--Please provide these documents. If you are not providing the requested documents, please explain why not.

PART II.--PURCHASES

Contact information.-- Please identify the responsible individual and the manner by which Commission staff may contact that individual regarding the confidential information submitted in this questionnaire.

Name	
Title	
Email	
Telephone	
Fax	

II-1. **Purchases.**--Report, as indicated below, your firm's purchases (either directly or through a sales agent or broker) of lemon juice. Report based on delivery date, not order date.

Quantity (in 1,000 Gallons @ 400 GPL) and value (in \$1,000)						
Item	2007	2008	2009	2010	2011	2012
Purchases of lemon juice produced in--						
The United States:						
<i>Quantity</i>						
<i>Value</i>						
Argentina:						
<i>Quantity</i>						
<i>Value</i>						
Mexico:						
<i>Quantity</i>						
<i>Value</i>						
All other countries:¹						
<i>Quantity</i>						
<i>Value</i>						
¹ Please identify these countries: _____						

PART II.--PURCHASES--Continued

II-2. Purchases before and after order. --

- (a) Did your firm purchase lemon juice from Argentina and Mexico before 2007?
- No--skip to (c) Yes
- (b) If yes, has your pattern of purchasing lemon juice from Argentina and Mexico changed since 2007?
- No, our pattern of purchasing is essentially unchanged.
 Yes, we discontinued purchases from Argentina and Mexico because of the order.
 Yes, we reduced purchases from Argentina and Mexico because of the order.
 Yes, but we changed the pattern of purchases from Argentina and Mexico for reasons other than the order (please explain below).
- (c) Has your pattern of purchasing lemon juice from nonsubject foreign sources (i.e., countries other than Argentina and Mexico) changed since 2007?
- We did not purchase from nonsubject foreign sources before or after the order.
 No, our pattern of purchasing is essentially unchanged.
 Yes, we increased purchases from nonsubject countries because of the order.
 Yes, but we changed our pattern of purchases from nonsubject countries for reasons other than the order (please explain below).

II-3. Changes in purchasing patterns.-- Please indicate how the relative levels of your firm's purchases of lemon juice from different sources (both domestic and foreign) have changed since 2007.

Source of purchases	Did not purchase	Decreased	Increased	Constant	Fluctuated	Explanation for trend
United States	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Argentina	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Mexico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
All other countries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

PART II.--PURCHASES--Continued

II-4. **Purchases from one country only**--If your firm has purchased lemon juice from only one country, please explain the reasons for doing so.

II-5. **Share of juice types**-- Please report the share of your firm's purchases of concentrated lemon juice and NFCLJ (organic and non-organic) lemon juice in 2012.

Type of juice	Share of quantity of 2012 purchases
Concentrate, non-organic	%
NFCLJ, non-organic	%
Concentrate, organic	%
NFCLJ, organic	%
Total	100 %

II-5. **Supplier identification**-- Please list your firm's **FIVE** largest suppliers for lemon juice since 2007. Also, provide the share of the quantity of your firm's total purchases of lemon juice that each of these suppliers accounted for in 2012.

No.	Supplier's name	City and state	Share of quantity of 2012 purchases
1			%
2			%
3			%
4			%
5			%

PART III.-- MARKET CHARACTERISTICS AND PURCHASING PRACTICES

III-1. **Firm type.**--Which of the following best describes your firm as a purchaser of lemon juice (check all that apply)?

- End user (Lemonade producer)
- End user (other beverage producer)
- End user (other food producer)
- Distributor
- Other (Describe: _____)

III-2. **Competition for sales.**--If you are a distributor or reseller of lemon juice, do you compete for sales to your customers with the manufacturers or importers from which you purchase lemon juice?

- No Yes--Please describe

III-3. **Types of customers.**--If your firm is a distributor or reseller of lemon juice, what are the major types of consumers to which you sell lemon juice?

III-4. **End uses.**--If your firm is an end user of lemon juice, list in order of quantity of lemon juice consumed, the top 3 products for which your firm purchases lemon juice as a component part or input. Please indicate what percentage of the total cost is accounted for by lemon juice and other inputs.

Product(s) you produce	Share of total cost in each of the product(s) you produce accounted for by		Total
	Lemon Juice (percent)	Other inputs (percent)	
	%	%	100%
	%	%	100%
	%	%	100%

PART III.-- MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-5. Demand for end use products.--

(a) If your firm is an end user of lemon juice, has the demand for your firm's final products incorporating lemon juice changed since 2007?

Increased	No change	Decreased	Fluctuated
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(b) Has this had any effect on your firm's demand for lemon juice?

No	Yes	Explain
<input type="checkbox"/>	<input type="checkbox"/>	

III-6. **Changes in end uses.**-- Have there been any changes in the end uses of lemon juice since 2007? Do you anticipate any future changes?

Changes in end uses	No	Yes	Explain
Changes since 2007	<input type="checkbox"/>	<input type="checkbox"/>	
Anticipated changes	<input type="checkbox"/>	<input type="checkbox"/>	

III-7. **Substitutes.**--Can other products be substituted for lemon juice?

No Yes--Please fill out the table.

	Substitute	End use in which this substitute is used	Have changes in the prices of this substitute affected the price for lemon juice?		
			No	Yes	Explanation
1.	Fresh lemons		<input type="checkbox"/>	<input type="checkbox"/>	
2.	Lemon oil		<input type="checkbox"/>	<input type="checkbox"/>	
3.	Citric acid		<input type="checkbox"/>	<input type="checkbox"/>	
4.	Other juices		<input type="checkbox"/>	<input type="checkbox"/>	
5.			<input type="checkbox"/>	<input type="checkbox"/>	
6.			<input type="checkbox"/>	<input type="checkbox"/>	

PART III.-- MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-8. **Changes in substitutes.**-- Have there been any changes in the number or types of products that can be substituted for lemon juice since 2007? Do you anticipate any future changes?

Changes in substitutes	No	Yes	Explain
Changes since 2007	<input type="checkbox"/>	<input type="checkbox"/>	
Anticipated changes	<input type="checkbox"/>	<input type="checkbox"/>	

III-9. **Organic vs non-organic.**—Does organic lemon juice differ from non-organic lemon juice?

No	Yes	Explain
<input type="checkbox"/>	<input type="checkbox"/>	

III-10. **Demand trends.**-- Indicate how demand within the United States and outside of the United States (if known) for lemon juice has changed since January 1, 2007, and how you anticipate demand will change in the future. Describe the principal factors that have affected, and that you anticipate will affect, these changes in demand.

Market	Increase	No change	Decrease	Fluctuate	Factors
Demand since 2007					
Within the United States	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Outside the United States	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Anticipated future demand					
Within the United States	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Outside the United States	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

PART III.-- MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-11. **Demand for fresh lemons.**—How does demand for fresh lemons influence the supply of lemon juice, if known?

III-12. **Demand for lemon oil trends.**-- Indicate how demand for lemon oil within the United States and outside of the United States changed since January 1, 2007

Market	Increase	No change	Decrease	Fluctuate	Do not know	Factors
Demand since 2007						
Within the United States	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Outside the United States	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

III-13. **Demand for lemon oil impact.**—How does demand for lemon oil influence the supply of lemon juice, if known?

III-14. **Cost of lemon disposal.**—How does the costs of disposal of lemons influence the supply of lemon juice, if known?

PART III.-- MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-15. **Supply factors.**—In addition to changes in demand, what supply factors have affected apparent consumption (total U.S. markets shipments from all sources) of lemon juice within the United States since January 2007 (check all that apply)?

	Very important	Somewhat important	Not important
Argentine lemon crop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mexican lemon crop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
U.S. lemon crop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disease	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nonsubject imports of lemon juice ..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Subject imports of lemon juice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
U.S. inventories of lemon juice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weather.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loss of lemon grove acreage in Argentina.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loss of lemon grove acreage in Mexico.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loss of lemon grove acreage in the United States.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased imports of lemon juice rather than fresh lemons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify): _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

III-16. **Supply factors degree.**—Please discuss the degree to which demand and each of these supply factors had an effect on apparent consumption in the U.S. market and price and shipment of U.S. produced lemon juice.

IV-17. **Raw materials.**—Do you anticipate changes in your raw material costs in the foreseeable future?

- No Yes—Please explain.

PART III.-- MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-18. **Co-mingle/ blend.**-- Do you co-mingle/blend lemon juice?

Changes in substitutes	No	Yes	Explain why
Organic with non-organic	<input type="checkbox"/>	<input type="checkbox"/>	
Imported with U.S. grown	<input type="checkbox"/>	<input type="checkbox"/>	
Juice that has been in storage for close to 2 years with fresher juice	<input type="checkbox"/>	<input type="checkbox"/>	
Is there any end use for which U.S. lemon juice must be blended with juice from Argentina or Mexico?	<input type="checkbox"/>	<input type="checkbox"/>	

III-19. **Market studies.**--Please provide as a separate attachment to this request any studies, surveys, etc. that you are aware of that quantify and/or otherwise discuss lemon juice supply (including production capacity and capacity utilization) and demand in (1) the United States, (2) each of the other major producing/consuming countries, including Argentina and Mexico, and (3) the world as a whole. Of particular interest is such data from 2007 to the present and forecasts for the future.

III-20. **Importance of purchasing domestic product.**--Is buying a product that is produced in the United States an important factor in your firm's purchases of lemon juice (check ALL that apply)?

- No
- Yes-- Purchases of domestic product are required by law or regulation (for example, government purchases under "Buy American" provisions). This involves _____ percent of all our purchases of lemon juice.
- Yes--Purchases of domestic product are not required by law or regulation, but are by our customers. This involves _____ percent of all our purchases of lemon juice.
- Yes--Purchases of domestic product are required for other reasons (please specify these reasons below). This involves _____ percent of all our purchases of lemon juice.

PART III.-- MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-21. Conditions of competition.--

a) Is the lemon juice market subject to business cycles or conditions of competition (including seasonal business) distinctive to lemon juice?

No (skip to question III-22.) Yes-- Please describe and then answer part (b).

(b) If yes, have there been any changes in the business cycles or conditions of competition for lemon juice since January 1, 2007?

No Yes-- Please describe.

III-22. Decisions based on producer.--Does your firm, and to the extent that you know, do your customers make purchasing decisions involving lemon juice based on the producer of the lemon juice you purchase?

	Always	Usually	Sometimes	Never	If at least sometimes, discuss how your firm/customers determine the producer and why this information is important
Your firm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Your customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

III-23. Decisions based on country-of-origin.--Does your firm, and to the extent that you know, do your customers make purchasing decisions involving lemon juice based on the country of origin of the lemon juice you purchase?

	Always	Usually	Sometimes	Never	If at least sometimes, discuss how your firm/customers determine the source and why this information is important
Your firm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Your customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

PART III.-- MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-24. Purchasing frequency.--

(a) How frequently do you make purchases (check one)?

Daily	Weekly	Monthly	Quarterly	Annually	Other	If other, specify
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

(b) Do you expect this purchasing pattern to change in the next two years?

No Yes-- How and why do you expect these changes to occur?

III-25. Number of suppliers contacted.--How many suppliers do you generally contact before making a purchase? _____ firms

III-26. Supplier negotiations.--

(a) Do purchases of lemon juice usually involve negotiations between supplier and purchaser?

No Yes--Please describe these negotiations, noting whether purchasers generally quote competing prices as part of the negotiation process.

(b) Does your firm tend to vary its purchases from a given supplier within a specified time period based on the price offered for that period?

No Yes--Specify the time period.

III-27. Change in suppliers.--Have you changed suppliers since 2007?

No Yes-- Please list the supplier(s), whether the firm was added or dropped, the reasons for the change, and how frequently you change suppliers.

PART III.-- MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-28. **Refused supply.**—Has any producer or importer refused to sell or been unable to sell you lemon juice at any time since January 2007?

- No Yes-- Please list the supplier(s), when this occurred and the reason for the refusal or inability to sell.

III-29. **New suppliers.--**

(a) Are you aware of any new suppliers, either foreign or domestic, that have entered the market since 2007?

- No Yes--Please identify the firms and indicate how you became aware of them.

(b) Do you expect new lemon juice suppliers to enter the U.S. market?

- No Yes--Please provide details.

III-30. **Ventura Coastal/Sunkist Growers joint venture**

(a) Has the creation of the joint venture between Ventura Coastal and Sunkist Growers affected your purchasing process?

- No Yes--Please describe the changes (e.g. has your purchasing frequency changed or have the supplier negotiations changed).

PART III.-- MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

(b) Has your business been impacted by the creation of the joint venture between Ventura Coastal and Sunkist Growers?

No Yes--Please describe the impact.

III-31. Supplier qualification

(a) Do you require your suppliers to be or to become certified or qualified to sell lemon juice to your firm?

No Yes-- _____ percent of value of purchases in 2012 Yes--all purchases

(b) Please provide a general description of the certification or qualification process. Briefly describe the factors that you consider when qualifying a new supplier (e.g., quality of product, reliability of supplier, etc.)

(c) How long does it take to qualify a new supplier? _____ days

III-32. Failure to certify.--Since 2007, have any domestic or foreign producers failed in their attempts to certify or qualify their lemon juice with your firm or have any producers lost their approved status?

No Yes--Please identify these firms, the countries where they are located, and the reasons why they failed the certification/qualification.

PART III.-- MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-33. **Purchasing factors.**--For the factors listed below, please rate each in terms of its importance in your purchase decision for lemon juice.

	Very important	Somewhat important	Not important
Availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery terms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discounts offered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extension of credit.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Minimum qty requirements.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product consistency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality meets industry standards....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality exceeds industry standards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product range.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability of supply	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technical support/service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of organic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Color.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of GPL 400.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability in not from concentrate .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of GPL greater than 400	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability in clear juice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability in cloudy juice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High acidity.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Low viscosity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Freshness of juice.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
U.S. transportation costs.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify):			
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PART III.-- MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-34. **Major purchasing factors.**--Please list, in order of their importance, the three major factors generally considered by your firm in deciding from whom to purchase lemon juice for any one order (examples include availability, extension of credit, contracts, price, quality, range of supplier's product line, traditional supplier, etc.).

1.	
2.	
3.	
Other factors or comments:	

III-35. **Quality characteristics.**--What characteristics does your firm consider when determining the quality of lemon juice?

III-36. **Frequency of decisions based on price.**--How often does your firm purchase the lemon juice that is offered at the lowest price?

Always	Usually	Sometimes	Never
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

III-37. **Price leaders.**— A price leader is defined as (1) one or more firms that initiate a price change, either upward or downward, that is followed by other firms, or (2) one or more firms that have a significant impact on prices. *A price leader is not necessarily the lowest priced supplier.*

Please list the names of any firms you considered price leaders in the lemon juice market since 2007. Describe how the firm(s) exhibited price leadership.

PART III.-- MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-38. Changes in U.S. industry.--

- (a) Please identify and discuss any improvements/changes in the U.S. lemon juice industry since 2007 and explain the factors, including the order(s) under review, that were responsible for each improvement/change.

- (b) Please discuss any improvements/changes that you anticipate in the future in the U.S. lemon juice industry. Identify the time period and causes for these improvements/changes.

III-39. Effect of revocation.--What do you think will be the likely effects of any revocation of the suspended investigations for imports of lemon juice from Argentina and Mexico? As appropriate, please discuss any potential effects of revocation of the suspended investigations on (1) the future activities of your firm and (2) the U.S. market as a whole. Please note the future time period to which you are referring.

(1) Activities of your firm: _____

(2) Entire U.S. market: _____

PART IV.-- PRODUCT COMPARISONS

IV-1. **Country knowledge.**--Please indicate the countries of origin for lemon juice for which your firm has actual marketing/pricing knowledge.

- United States
- Argentina and Mexico
- Other countries (specify _____)

IV-2. **Interchangeability by country-pair.**--Is lemon juice produced in the United States and in other countries interchangeable (*i.e.*, can they physically be used in the same applications)?

Please indicate A, F, S, N, or 0 in the table below:

A = the products from a specified country-pair are *always* interchangeable

F = the products are *frequently* interchangeable

S = the products are *sometimes* interchangeable

N = the products are *never* interchangeable

0 = *no familiarity* with products from a specified country-pair

Country-pair	Argentina	Mexico	Other countries
United States			
Argentina	X		
Mexico	X	X	
For any country-pair producing lemon juice that is <i>sometimes</i> or <i>never</i> interchangeable, please explain the factors that limit or preclude interchangeable use: <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>			

PART IV.-- PRODUCT COMPARISONS--Continued

IV-3. **Factors other than price.**--Are differences other than price (*i.e.*, quality, availability, transportation network, product range, technical support, *etc.*) between lemon juice produced in the United States and in other countries a significant factor in your firm's purchases of the products?

Please indicate A, F, S, N, or 0 in the table below:

A = such differences are *always* significant

F = such differences are *frequently* significant

S = such differences are *sometimes* significant

N = such differences are *never* significant

0 = *no familiarity* with products from a specified country-pair

Country-pair	Argentina	Mexico	Other countries
United States			
Argentina	X		
Mexico	X	X	
<p>For any country-pair for which factors other than price <i>always</i> or <i>frequently</i> are a significant factor in your firm's purchases of lemon juice, identify the country-pair and report the advantages or disadvantages imparted by such factors:</p> <hr/> <hr/> <hr/> <hr/> <hr/>			

PART IV.-- PRODUCT COMPARISONS--Continued

IV-4. **Availability of merchandise.**--Are certain grades/types/sizes of lemon juice available from only a single source (domestic or foreign, including both subject and nonsubject countries)?

No Yes--Please identify the source and the grade/type/size.

IV-5. **Choice of product not based on price.**--If you purchased lemon juice from one source although a comparable product was available from another source at a lower price, please explain your reasons for doing so (please specify by country, including the United States and both subject and nonsubject foreign countries). Possibilities might include transaction characteristics such as length of time to fill orders, minimum order size, reliability of supply, etc.

PART IV.-- PRODUCT COMPARISONS--Continued

IV-6. **Factor country comparisons.**--For the factors listed below, please rate how lemon juice produced in each country you identified in your response to the first question in Part IV compares with lemon juice produced in each of the other countries you identified (including the United States and both subject and nonsubject foreign countries).

	<u>product from United States compared to product from Argentina</u>			<u>product from United States compared to product from Mexico</u>			<u>product from Argentina compared to product from Mexico</u>		
	Superior	Comparable	Inferior	Superior	Comparable	Inferior	Superior	Comparable	Inferior
Availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery terms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discounts offered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extension of credit.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price ¹	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Minimum quantity requirements.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product consistency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality meets industry standards.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality exceeds industry standards.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product range.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability of supply	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technical support/service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of organic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Color.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of GPL 400.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability in not from concentrate .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of GPL greater than 400	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability in clear juice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability in cloudy juice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High acidity.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Low viscosity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Freshness of juice.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
U.S. transportation costs ¹	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify):									
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

¹ A rating of superior on price and U.S. transportation costs indicates that the first country generally has lower prices/U.S. transportation costs than the second country.

PART IV.-- PRODUCT COMPARISONS--Continued

IV-6. Continued.

	product from			product from			product from		
	compared to product from			compared to product from			compared to product from		
	Superior	Comparable	Inferior	Superior	Comparable	Inferior	Superior	Comparable	Inferior
Availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery terms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discounts offered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extension of credit.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price ¹	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Minimum quantity requirements.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product consistency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality meets industry standards.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality exceeds industry standards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product range.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability of supply	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technical support/service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of organic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Color.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of GPL 400	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability in not from concentrate .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of GPL greater than 400	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability in clear juice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability in cloudy juice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High acidity.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Low viscosity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Freshness of juice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
U.S. transportation costs ¹	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify):									
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

¹ A rating of superior on price and U.S. transportation costs indicates that the first country generally has lower prices/U.S. transportation costs than the second country.

PART IV.-- PRODUCT COMPARISONS--Continued

IV-7. **Minimum quality**--How often does lemon juice from the following countries meet minimum quality specifications for your uses or your customers' uses?

Source	Always	Usually	Sometimes	Rarely or never	Don't know
United States	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Argentina	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mexico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

IV-8. **Change in price**--

(a) Since 2007, has there been a change in the price of lemon juice? If so, has the price of U.S.-produced lemon juice changed more or less than the price of imported lemon juice from Argentina and Mexico?

- No change in price
- Prices have changed by the same amount
- Price of U.S.-produced lemon juice has changed relative to the price of lemon juice from Argentina.
- Price of U.S.-produced lemon juice has changed relative to the price of lemon juice from Mexico

(b) If the price of U.S.-produced lemon juice has changed relative to the price of lemon juice from Argentina and Mexico, the price of U.S.-produced lemon juice is now relatively

- Higher Lower – than those from Argentina.
- Higher Lower – than those from Mexico.