



An Econometric Analysis of U.S. Orange Juice Consumption

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Orange juice is the most recognized juice in the world. It has been reported that per capita consumption of orange juice has been declining in the U.S. in recent years. The decrease may be due to the number of beverages competing in the same market. Coffee, tea, energy drinks, water, and other fruit juices could potentially replace orange juice at the breakfast table. This study analyzes economic and other factors that may be contributing to these changes in orange juice consumption in the U.S. Key variables considered in the analysis are annual per capita consumption of orange juice, price of orange juice, price of other beverages, household income, and changes in taste and preferences for the period of 1985 to present. The estimated regression coefficient and respective elasticities provide a more quantitative measure of these changes in orange juice consumption by U.S. consumers. Statistically, changes in orange juice consumption are more responsive to orange juice price (own-price elasticity of -0.55) than to changes in income or prices of beverages such as coffee or milk.

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Brittnei Echols, from Lucedale, Mississippi, is a recent graduate of Alcorn State University. She is an incoming Masters student at Purdue University where she will be continuing her studies in Agricultural Economics. Brittnei is a deep and global thinker. She has a real passion for social and economic issues. Her concerns for people and societies that are challenged by limited resources, food insecurities, and other needs are wide and varied. She has successfully completed two summer research internships at Purdue University and one summer internship with the USDA Rural Development in Hattiesburg, Mississippi. Outside of her academic coursework, Brittnei enjoys being active in various clubs and also in church. She loves spending time with friends and family and being adventurous.