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Colloquium Papers and Authors Presiding: Melvin P. Garber

Marketing Horticultural Crops Globally: Introduction
and Perspective
M.P. Garber

Opportunities for Optimism: Marketing U.S. Horti-
cultural Crops Globally
H. Marc Cathey

Closing the Circle: Exporting Grapefruit to Japan
Gordon E. Hunt and Mohamed A. Ismail

1989–90 Vegetable Production in Mexico for Export
to the United States
J.F. Gomez

Export Marketing of Fresh Fruits in New Zealand
Donald H. Turner and Robin G. Brumfield

Global Horticulture and the Quest for Seed Varieties
Francois Korn

Intellectual Property Rights in a Global Market
Robert J. Jondle

Strategic Management in Floriculture
William H. Carlson

Horticulture and the Global Market
Ricardo E. Gomez and Dixon D. Hubbard