

A Guide to the

Charles Julian Fussell Collection

CIT 2030

Scope & Contents

The materials in this collection reflect the subject's invention and marketing of the Orange Scream snack product. Additional materials are related to his work as a citrus industry sales and marketing executive.

Dates

1950s-2000s

Creator

Charles Julian Fussell (person)

Biographical Note

Charles Julian Fussell was a native of Polk County, Florida. For many years he was a sales executive for Lykes Brothers. However, he was best known as the inventor of Orange Scream, a citrus-based milk product developed for school children. Fussell had racked up a series of merchandising successes at Lykes. These included the distribution in schools of such orange juice products as Icy Bird, "the frozen treat that's neat to eat." He figured a blend of orange juice and milk would be even more successful. As a liquid, it would provide a nutritious alternative to soft drinks and chocolate milk. Frozen, it would be healthier than artificially flavored treats. And it could also be vended as a whipped treat. Unfortunately, citrus juice curdles milk, which prompted him to work with his chemists to find a solution. A test marketing program in the late 1990s went well, prompting Dairy Foods magazine to boast that Orange Scream was "changing the way consumers take their OJ and milk." In 1999 the U.S. Department of Agriculture cleared the product for use in schools. However, it never made it to mass production. Fussell blames the disappearance of small dairies, which were gobbled up by national chains. "We were depending on the small, independent dairy farmer," he said. Another reason: "We ran out of money."

In addition to his efforts to develop Orange Scream, Mr. Fussell worked as a real estate and citrus industry consultant. He was once married to an Irish singer. He graduated from the University of Florida and developed the Juice Bar at Cypress Gardens. He passed away on March 20, 2019, at the age of 92.

Conditions Governing Access

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Extent

7 inches of printed material; 1 oversize box with 4 blueprints

Language of Materials

English

Immediate Source of Acquisition

The materials were donated to the Thomas Mack Florida Citrus Archives by the subject

Subject Headings (Library of Congress)

Orange juice industry

Orange juice

Citrus fruits--research

Citrus products

Citrus fruit industry—By-products

Arrangement

The materials in this collection are arranged alphabetically and by ascending date order.

Classifications

CIT 2030 Charles Julian Fussell Collection

Administrative

Title: Charles Julian Fussell Collection

Status: Completed

Author: Jeffrey Zines

Date: 2024

Description Rules: Describing Archives: A Content Standard

Language of Description: English

Script of Description: Latin

Repository Details

Part of the Florida Southern College McKay Archives

Contact:

The Sarah D. and L. Kirk McKay, Jr. Archives Center

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Lakeland, FL 33801

863-616-6487

| Box | Folder | Title | Date |
|------------|---------------|---|-------------|
| 1 | 1 | Brazil OJ—Crop Size | 1980s-1990s |
| 1 | 2 | Clippings | n.d. |
| 1 | 3 | Correspondence | 2001-2003 |
| 1 | 4 | Printed Matter—FDOC Misc. | 1960s-1970s |
| 1 | 5 | Printed Matter—FDOC Outlooks, Production Trends | 1970s-2000s |
| 1 | 6 | Printed Matter—FDOC Packets [Orange Bird & Icy Bird] | 1970s-1980s |
| 1 | 7 | Printed Matter—FDOC School Info | 1970s |
| 1 | 8 | Printed Matter—FDOC Working Paper Series | 1980s-1990s |
| 1 | 9 | Printed Matter—FMC Extractors, Chilled Juice Plans | 1950s |
| 1 | 10 | Printed Matter—Fussell-Cooney Juice Bar [Cypress Gardens] | 1950s |
| 1 | 11 | Printed Matter—Orange Scream | 1990s |
| 2 | 1 | Printed Matter—Misc. Organizations | n.d. |
| 2 | 2 | Printed Matter—Taylor Freezer “Mr. O” Service & Operator Manual | n.d. |
| 2 | 3 | Printed Matter—Florida Refreshment Centers Inc. | n.d. |
| 2 | 4 | Printed Matter—Doing Business with Mexico: Winning Strategies | 1991 |
| 2 | 5 | Printed Matter—Publications & Patents, USDA, Vol. III | 1975-- |
| 2 | 6 | Printed Matter—Dairy Foods: Orange Scream | 1998 |
| 2 | 7 | Printed Matter—Silver Springs Dispenser | 1966 |
| 2 | 8 | Printed Matter—Pasco Dispenser Program | n.d. |
| 3 | 1 | Foord Machinery & Chemical Corp. Chilled Juice Plans (4 pieces) | 1954 |