

132
FIRST BIENNIAL REPORT

OF THE

**Florida State Marketing
Bureau**

JULY 1, 1917, FEBRUARY 28, 1919

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First Biennial Report of Florida State Marketing Bureau

REPORT OF HON. W. A. McRAE,
Commissioner of Agriculture.

TO HON. SIDNEY J. CATTS,
Governor of Florida.

I beg to submit for your consideration the first report of the State Marketing Bureau. Your kind attention is respectfully called to the statements of the Directors and Commissioner. There is abundant evidence of the need of the work of the Bureau. Agriculture is the great business of Florida, and whatever can aid it is important. The improvement in marketing methods cannot be brought about by immediate and revolutionary change,—any more than the tiger can change its stripes—but by patient ferretting out of weakness wherever found and applying the remedy the betterments can be made.

This condition having become so manifest, State Marketing Bureaus have been created to help bring producers nearer to consumers by reducing some of the toll gates between them. There must always be middlemen, but so many of them exist today, until they have become an organized appetite to consume nearly one-half of the products of the large majority of producers. The remedy is better marketing methods.

MARKETING PROBLEMS.

As the Commissioner has said, the question of marketing, as you will note in his report, is one that touches human life at every point from the cradle to the grave. The one of a plentiful supply and a good quality of food is leading and vital. There are more producers of crops than can be found in any other occupation, but organized minorities have grown up to manipulate and profit from the work of the majority, one that is not organized.

The marketing of farm products becomes more complicated as civilization develops, as population increases and concentrates in cities. More than one-half of our population is now away from the land, and it is estimated that about one-third of our population is now directly engaged in agricultural pursuits. When the republic was created three-fourths of our people were directly employed in the production of their own living. Then the marketing problem was simple, but now with living expenses constantly climbing the situation is serious.

Realizing the condition the Federal and State Governments have sought to promote interest in and improve farming methods, and line it up with the highly intensified and systematized life of the cities and towns. Schools have been established and literature provided for the pupils. Farm agents and domestic economy teachers have been sent into the counties to suggest improvements. Adults are but children grown up. They, like the children in our public schools, need instruction in these days of intense and rapid development. Not only should there be one farm agent, and in time there will be more of them, specialists in every feature of farm life,—live stock, dairying, trucking, fruit raising, and in every other important and distinct feature of farm effort. The land is the source of all prosperity.

The cities have become great by utilizing the raw material of the land, meats, cereals, fruits, vegetables, woods and ores, until now producers have become dependents. They need help to get better returns for what they produce, without which the cities could not exist. Agriculture should be taught in the schools, and every school should have its garden to instill the fundamentals of the most necessary business on earth, the growing and preparation of foods for the health and perpetuation of the human race.

WHAT IS NEEDED.

We need to have our children study in God's great book of out of doors. They should be taught that from the land, our food is drawn, and all of the raw material for the wonderful industrial life of the world. We need teachers who should know the essential facts that have a vital bearing upon community life, of what is pertinent in the adjustment of the work of the school to the economic and spiritual needs of the community.

The teacher can become a leader with a large vision and think of the school as the whole district and the pupils as the whole people. Life is a practical proposition and not merely a theoretical one. The tendency of the schools is to direct the children into professional life and away from actualities of fundamental conditions. Whatever may be the business of a community it is the business of the teacher to understand the business of that community and all of the related factors that make for or against community happiness and prosperity. I have said that agriculture is the chief business of Florida. The children of today who are to be the men and women of tomorrow should know the foundation facts relating to their welfare.

In this connection there is need of an extension of club work among our young folks, as exemplified in

the corn, pig and other clubs now existing and doing such good work in the country. Boys and girls have an instinctive desire to gang or clique together, to belong to something and do something to attract attention. We see the get-together instinct in gangs in town and city boys and among men in their lodges. These instincts are most beneficial if properly guided.

RURAL LIFE.

The Country Life Commission, appointed during the administration of President Roosevelt, and whose report is perhaps the best thing that we have on our rural life problem, says: "We must picture to ourselves a new rural social structure, developed from the resident forces of the open country; bring this about. The entire people need to be aroused to this avenue to usefulness. Most of the new leaders must be the farmers. . . . A new race of teachers must also appear in the country. A new rural clergy is to be trained. These leaders will see the great underlying problems of country life and together they will work, each in his own field, for the one goal of a new and permanent rural civilization."

The Marketing Bureau is one of the modern agencies, with county agricultural agents, to not only help to provide more food but to enable producers to get a better share for their work. With more than 100,000,000 people now and inability to properly feed them, what will it be in a quarter of a century when our population will have doubled? That prompt steps should be taken to meet coming conditions there is no doubt. The State Marketing Bureau is one of the necessary forward steps.

HOW THE BUREAU IS SUPPORTED.

The maintenance of the Bureau comes from a fund secured by a tax of 25 cents a ton on fertilizers. This tax is a negligible one in these days of from \$40 to \$70 a ton fertilizer, and plays no tangible part in the cost to farmers. The total amount appropriated the Bureau is \$15,000 a year, and in 1918 the fertilizer stamp tax realized \$51,128.00, of which the Bureau, received less than one-third, the expenses of the Bureau for the year being \$14,523.48.

There are 70,000 farms in the State and the Bureau created to assist in marketing crops gets a per capita allowance of 21 cents. Apportioned per capita to population the amount would be 1½ cents.

WORK OF THE BUREAU.

The work of the Florida State Marketing Bureau, among other things, is to promote organized efforts among farmers, to encourage better business practices in production, the standardization of products, to secure more economical distribution of food and feed stuffs, to eliminate speculation and restore to practical operation the law of supply and demand, and to develop direct cooperation between reliable dealers and organized producers. There are too many toll gates between producers and consumers, and some can be cut out by proper organization with resultant profit to all concerned. When farmers combine in producing crops of the same variety and quality, and in quantities to ship by the carload, they can save money, and secure and maintain reputation for dependable products. It is a plain business matter.

COOPERATION.

The farmers of America comprise by far the largest number of people engaged in any occupation, but they are practically the only calling that is not organized. They have examples of the value of organization and cooperation on every side. They see manufacturers, bankers, lawyers, doctors, and operatives in every calling, carefully organized and insisting upon a just compensation for their work, and they see them getting it. The 6,000,000 farmers of the United States saw an organization of 200,000 make terms with the government. Disorganized, the farmers will remain victims of organized effort. They are the only people in the world who do not place a price on their labor and products, and yet without their products there would be no industry or city. Food is an absolute necessity; the farmer is the sole producer, but from lack of cooperation he allows others to set the price.

FLORIDA AN AGRICULTURAL STATE.

The more than \$100,000,000 worth of farm products of Florida are produced on less than 2,000,000 acres of the more than 35,000,000 acres in the State. The waste from the land to the garbage can back of the kitchen of the consumer can be safely and conservatively approximated at 50 per cent of this vast sum, and some experts place the percentage much higher. Our State is not self supporting in the matter of raising our foodstuffs. We buy from less favored States approximately a hundred million dollars worth of products, much of which can be produced here, and of what we raise there is a large waste from the land to the market.

LEADERSHIP AND PROGRESS.

Our Bureau seeks to impress the value of profitable methods in marketing. The Directors have watched the methods of the Commissioner and his assistants and heartily approve of them. Continued they will redound in great good to our State. In a government of the people a leader must be a teacher, the bearer of the torch of truth. Too many people are in a rut, "what was good for father and grandfather is good enough for me," is still a prevailing sentiment. All such are slaves of habit,—followers of custom,—relying too much on the obsolete things of the past. Custom is a prison, locked and bound by those who were long ago dust, the keys of which are in the keeping of the dead. The past had no steam, electricity, gasoline, and power as now applied in countless forms, for human comfort and prosperity. When Andrew Jackson was elected President it took him nearly a month to travel from Nashville to Washington. When Abraham Lincoln was President it took four days for a letter to go from Illinois to the Atlantic Coast. Not long ago a young woman guided a flying machine from Chicago to New York in a little less than nine hours. It will not be long before men will fly from America to Europe in two days.

The world is being drawn together; the people of all countries are near to each other. We ring a bell in Jacksonville, apply a little instrument to the ear and talk with men in Chicago or New York. The lightning beats the movement of the sun and we read of events in Europe before they happen, according to our clocks. What seems to be miracles are of daily occurrence. In the days before us man's efforts must not be for himself alone but for his fellows as well.

To be a better farmer than his father, a boy who is soon to be a man, must become a close student of natural advantages in production as determined by location, climate and market, and in connection with

his own liking and preparation. The farm to be successful, must be one where some one thing must be done on time and well done. If the farmer does not make his own farm a profitable one, no one else will do it for him. Nature is kind to Florida, but nature cannot always help the indifferent and careless farmer. If he does not strive for increased production and understand the disposal of his crop he will miss the profit. There is a market, and new things must be tried, without which there can be no progress.

Our parents had none of the modern facilities. Their sons and daughters are struggling with titanic problems, in face of an inclination to cling to old precedents and methods. Education, science and invention have left no chance for us but to adjust ourselves to new ways. The new era of cooperation is here, and the "I do as I like" man, the individualist, can no longer exist. Kaiserism went down in 1917.

The real man of today, the leader and reformer, breaks chains, levels the hills, tunnels under rivers, drains the swamps, shows the need of soil fertility, point out mistakes, avoids rash impulse—of which we had too many acts in recent years,—attacks prejudice, laughs at folly, denounces cruelty, promotes amenity, enlightens and enlarges the mind of men and children. and educates the conscience—not because he loves himself, but because he loves and serves the truth, and walking the highway of right, seeks to make his country great and his people free.

OUR MARKETING COMMISSIONER.

The Commissioner of our State Marketing Bureau came to his position with experience. For many years he had been lecturer and organizer for the National Farmers' Union, and had been in all parts of the country. As a member of the Legislative Committee of the National Union he incidentally suggested, after

a visit to the U. S. Department of Agriculture, and in noting with other members that there were a good many different Bureaus, that it be a good idea to have one on markets. He aided the committee in drawing up the first tentative bill on the subject. It was presented by Senator Hoke Smith of Georgia, and carried an appropriation of \$50,000. The need of such a Bureau was so apparent that the last Congress gave the Bureau \$2,500,000. Its work however differs from that of the State Bureaus, in that it does not find buyers and give their reliability, and enter into direct selling and buying, bringing producers and consumers together, nor does it give advice in collecting over due accounts. The Federal Bureau at a large expense sends out a report of market prices in the large cities, but it does not differ from those appearing in the daily papers. The State Bureaus come more directly into contact with producers and shippers in their work, being nearer to them and more intimately associated with them.

Our State Marketing Bureau began its career in the midst of the world's greatest war. There was disorder, confusion, rumor and dismay. Labor was withdrawn from the farms and industries. The railroad congestion was unprecedented. The government appealed for increased production. There were food restrictions and price regulations. The people hardly knew whether they were going somewhere or coming back.

Assistance was asked from our Commissioner, who is a ready and instructive speaker, to aid in the innumerable agencies created to stand back of our armed forces engaged in destroying a despotism which threatened the welfare of the world. This prevented in a measure the carrying forward of many initial plans in marketing work. In face of events without precedent in our history however the Bureau made remarkable progress and the future before it for useful work is most promising.

THE FUTURE.

Armed strife has practically ceased but the problems of reconstruction and readjustment have not been solved. The solution of restoration must be by organization, as autocracy was destroyed by an organized army and navy, and the organized industries and agencies back of them.

A mighty wave of unrest, however, almost as uncertain as war itself, is sweeping over every country. Posters everywhere in America, not long ago, bore the slogan, "Food will win the war." This is equally true in the trying period before us. The "man behind the plow" is just as necessary now as then. The world must eat to live. If the farmers continue to remain isolated and individualist, act on the principle of "every man for himself and the devil take the hindmost," perpetuate the disorganization which in the past gave them nothing, but neglect and weakness, the horrible lesson of the war will not have taught them anything, organized minorities will continue to rule them, and the fruitage of their efforts will still remain bitter to the taste. This is no class issue, but a mere suggestion that the men and women who feed and clothe the world should have representation in public affairs and get what is due them in proportion to their numbers, usefulness and power. The business of the people should be done by the people.

The readjustment before us must not be merely one of industrial conditions, but of the American mind and sentiment. Mind and matter must co-ordinate, be placed in full reciprocal relations. The trail of the dead years cannot be altogether forgotten. Their marks are on the faces and foreheads of millions, with a pang in the heart, but the new years are before us and we must look to the rising sun.

THE FARMER'S SHARE.

The share received by farmers for their products varies with the different conditions, but it will average about one-half. This is not enough. The farmer takes all of the risk of production, and they are many. There is too much exploitation instead of judicious and practical marketing. Anent the subject, Assistant Secretary Ousley, of the United States Department of Agriculture, in an address before the American Bankers Association, said:

“Marketing is the business side of agriculture and it is the side that has been the most neglected, because, to a large extent heretofore, commerce has made little attempt to serve agriculture in the true sense but has taken advantage of the farmer’s lack of information and aloofness from the currents of trade to exploit his products. The necessary middleman is entitled to fair profit, but many of the transactions between the farmer and the consumer are unnecessary and wasteful, and some of them are mere sharp practices which should not be countenanced in honorable commerce.”

Mr. Ousley further said, that bankers “by their influence over credits and commercial obligations generally” can do much to discourage this condition. “That in nearly all agricultural regions there are the beginnings of cooperative marketing by farmers. Many of these undertakings have been wrecked by lack of skill or lack of perseverance, or lack of cohesion; many others have been wrecked by the steady and sometimes by the unfair opposition of men of commerce.”

It is the opinion of Mr. Ousley and other students of the marketing problem, that farmers can only get their share by cooperation in their methods. Three things are necessary:

1. Selling in larger quantities than individual farmers can offer.

2. Better classification, grading, or packing than is practicable when only small quantities are offered.

3. More expert knowledge of market conditions and prices on the part of the agent of the cooperative group than it is possible for each farmer acting independently to get or take time to get.

This means some hard work and some mistakes, but mistakes need not be repeated, and profit will result. The farmers of Florida should get together and establish their cooperative marketing associations and cooperate in all things of public benefit. Production and marketing can be made continuous performance as in no other state. There is no magic about cooperation. It is only a business proposition. It means business methods in production, the improvement of the product, the standardization of the product, and the creation of trade marks to produce confidence among consumers. Besides cooperation creates credits.

It is only a question of time when all of the states will have their marketing bureaus. Each state has its own peculiar problems, and they can only be solved by authorities right at home.

I wish to extend my thanks for the consideration given to our bureau by those who have taken pains to acquaint themselves with its purposes. The bureau has already made a much needed place for itself in the multiplied activities of our state.

W. A. McRAE,
Commissioner of Agriculture.

REPORT OF DIRECTORS.

TO HON. W. A. McRAE,

Commissioner of Agriculture.

We transmit herewith the first report of the Florida State Marketing Bureau. The wisdom of the Legislature of 1917 in creating it has been well justified.

THE BEGINNING.

The Bureau began operations under most trying conditions. The country was distracted by the great war, and to win it was the uppermost and absorbing thought and work. A myriad of agencies were busy, some of them conflicting, but all tending to the same end; labor conditions were demoralized; a feeling of uncertainty prevailed and the cost of living mounted to figures heretofore unknown.

Commissioner Rhodes, a fluent, instructive and convincing speaker, was called upon during the beginning of the Bureau, and ever since, to take part in campaigns for more food, and of the work of numerous agencies engaged in concentrating public sentiment so as to hasten and consummate victory to the forces of democracy.

The mission of the Bureau in the midst of the confusion and dismay was not fully understood, and the difficulty to make itself known and fit itself into the activities of the state was apparent in face of the hundred and one "win the war" agencies, engaging public attention.

That the Bureau has succeeded in making a useful and necessary place for itself in face of war preparations and of difficulties incident to reconstruction and readjustment, in which we are still, and will long be involved, is fully outlined in the accompanying report of the Commissioner.

A GREAT WASTE IN MARKETING.

United States government experts in a study extending over many years report that more than fifty per cent of all foodstuffs produced in this country is wasted in one form or other on the way from the farm to the market. This in total represents billions of dollars, a loss due to poor or no methods in gathering, storing, grading, packing, selling and cooking. The crying need of the day is better care and distribution of our farm crops.

This fact is now so manifest that many of the states have established marketing bureaus. Pennsylvania, one of the great manufacturing states, in January last by Legislative action, created the office of Marketing Commissioner with a salary of \$4,000 a year. Georgia and Oklahoma in the same month doubled appropriations for the support of their marketing bureaus. Nearly half of the states now have bureaus to promote distribution, marketing and cooperation.

The marketing bureau is the only agency under State auspices engaged in the work of cooperating with farmers in helping them to profitably dispose of their crops. Many of our farmers are good producers, but their frequent unfamiliarity with market requirements in the matter of handling, grading and packing products, as well as a lack of knowledge of the principles of salesmanship, and with it the art of knowing how to buy things at an advantage, all tend to their disadvantage.

AN IMPORTANT WORK.

The owners of railroads and of the leading industries of the country are organized and hire trained men to operate their enterprises. The enterprising and successful growers of apples, prunes, oranges, raisins, nuts, cereals, potatoes and other products of the northwest and Pacific Coast are organ-

ized and hire managers to assemble, grade and sell what is grown. There are more than a dozen State organizations and scores of county organizations in California, each handling specialties. California has a State Marketing Bureau with an appropriation of \$50,000 per annum, to assist all these organizations as well as individual farmers and small shippers in the grading, packing, shipping and selling of their products. This shows that there is no organization so large, or no shipment too small, that a State Marketing Bureau cannot be of assistance.

The marketing and distribution of food stuffs have become so important and necessary that most of the large railroad lines have established market agencies to aid individuals, and the Federal and various State Bureaus, in their work of distribution and in prevention of waste.

AGRICULTURE FALLING BEHIND.

That there is need of giving attention to better farming methods and increased marketing facilities is most apparent. By comparison it will be found that the quantity of the present crops produced in the United States increased about 10 per cent between 1900 and 1910. This increase is substantially the same rate as the increase in the number of farms, which is 10.9 per cent, and the increase in acreage, which was 9.9 per cent, the aggregate average production of these crops per farm and per acre remaining substantially unchanged during the decade, while the population of the country increased at a rate more than twice as great as the crop production, and the increase in the population of our cities being three and one-half times as great. These figures speak a condition which, if permitted to continue even for an inconsiderable length of time, as we reckon time, with the rapid increase in population, will bring want and hunger to the country.

Under the pressure to increase meat supplies there has been an increase in the number of hogs, due to a guaranty of price, but there has been no reduction in the retail cost of pork products. Sheep have steadily decreased in number during the past three or four decades. Nor has the poultry industry kept pace with the demands.

There is no question as to the importance of the farming industry. It is the foundation of all business. Without the farm all other business would stagnate and die, the railroads would cease to run, the banks and mercantile establishments could no longer operate, and grass would grow in the streets of our cities. No other business can succeed without the farmer.

The time is right now when America must take steps to check the drain on our agricultural resources. Statesmen who have charge of making laws regulating our affairs, must consider the future. Our forests are disappearing. The lesson of older civilizations show that the wasted forests made the desert and the people perished. Not only are the forests going, but we are drawing on the natural fertility of the soil. We know what it means to rob the soil as taught by the movement of wheat growing from the Atlantic Coast to the interior, and now it is being crowded over the line into Canada. There must be conservation, restoration and maintenance of our soils, and better distribution and marketing of our farm products, or else there will in time be widespread hunger and want. The great war has been a burden upon this country, We must feed ourselves, and supplies of many kinds must for years go across the seas to our destitute allies and even to recent enemies now hungry and helpless. It has been well said that a man who is pitiless to helpless enemies is most likely to be pitiless to the helpless in his own land.

THE NEED OF RIGHT MARKETING.

“Better ship a dozen cars of good oranges and hold the market steady than to ship fifteen cars, three of them bad, and break prices and demoralize the demand for weeks ahead.”

The above pungent paragraph in a recent issue of the *New York Packer* applies to shipments of any size. One poor package in a dozen will help to condemn the eleven good ones.

Another pertinent fact is from a statement by C. E. Bassett, formerly with the U. S. Bureau of Markets, but now director of field organization of the North American Fruit Exchange of New York, as follows:

“My observations lead me to believe that marketing fruits and vegetables is a game—the game of getting products that are wanted; in the style, condition and quantity they are wanted; when and where they are wanted and with the least waste and expense. The weakness and present marketing methods lies in the failure to meet one or more of these essentials in the marketing ‘game’.”

Mr. Bassett, while with the U.S. Bureau of Markets, had occasion to visit from time to time practically all the fruit producing districts of the country, which offered him unusual opportunities to study the strong and weak points of every feature of marketing, and his opinion is summed up in this sentence:

“A group of growers, working together in an organization, can do their work better and cheaper than when working as individuals.”

The individual who has a small shipment can by combination make it a part of a carload and get the benefit of a cheaper rate.

Mr. Bassett has visited all parts of our state and says that “Florida with its vast output of perishables needs to give close attention to the business side of farming—the standardization of products, with proper grading, packing, loading, shipping, distributing and

selling, and these essentials are possible only by co-operative methods of individuals or else through established agencies."

He further says, "individuals too often ship products to unknown concerns and then complain at not getting returns. There are reliable houses in every consuming center, and where growers are organized with managers blunders of any kind are rare. Marketing is the business end of production, and while a farmer may be a good producer he may not be a good seller. He must depend upon somebody, there is no getting out of that fact, and it is the right thing to have the dependable man right at home, in the form of a practical and experienced manager."

DOING THINGS RIGHT MAKES REPUTATION.

Florida is a large producer of perishable products, and it is necessary in securing markets that promptness be observed, but it is essential to getting right prices that products be of standard varieties, uniformly graded and safely packed. When this course is followed it makes reputation for producers and shippers. This fact has been constantly impressed by our Bureau. As a rule there is always sale for good products. There are established and reliable buyers in every city, and the aim of our Bureau has been to encourage producers to establish relations with individual concerns, ship dependable products, and avoid attempts to follow the markets from one city to another in a chase after high prices due to temporary shortage. There are instances where the Bureau found sale for car lots and shipments failed to go forward without explanation, in which case dealers were put to inconvenience to accommodate their customers. This has been true in many small shipments, a practice certainly very hurtful to farm marketing.

New York city alone handles thousands of farm products a week. The total of all cities and consuming centers runs into very large figures. So there is a market. It is in the main question of dependability and right methods in the disposal of products for any producer to realize all that is coming to him.

The faults and losses in marketing cannot all be charged to dealers and carriers. The trouble in a full share of cases has origin with producer or shipper. The products are mixed, not properly graded, the containers too often flimsy, and unsafely loaded in cars.

WHAT OUR BUREAU IS DOING.

Our Bureau has printed a dozen or more valuable bulletins on marketing and Florida topics, for which requests have been made by libraries, producers, shippers and home seekers, in nearly all of the states, and it has also supplied the newspapers of Florida with a large volume of facts and suggestions about marketing and related subjects. It is pleasing to say that this educational work has been most kindly received by the editors of the State.

Our Bureau also prints twice a month a bulletin containing a classified list of products offered for sale, as well as a "wanted to buy" list of things by farmers who are in the market for special products, or who wish to make exchanges of live stock or machinery. This has become very popular.

Other helpful features, having in view the betterment of farm marketing, will appear from time to time. It is also planned to print, as the work progresses, lists of farm and live stock organizations, farm and domestic science agents, nurseries, mills and factories engaged in the manufacture of food and feedstuffs, dealers in fertilizers, live stock and farm products, etc., to enable producers to get in touch with reliable persons and dealers at most convenient points.

Our Bureau has lists of all produce dealers in the United States and is prepared to give Florida shippers the names of reliable dealers in any city or town, as may be desired.

The bill creating our Bureau provided an annual appropriation of \$15,000 for its support, taken from a fund secured by a tax on fertilizers and paid by the farmers and not the general public, although every person in the state is benefited when foodstuffs are plentiful.

Our relations with the Commissioner and his office force have been most cordial, and we feel they have left no stone unturned to promote the welfare of the people of Florida in the matter of investigating and promoting methods and practices in connection with the cultivating, producing, standardizing, grading, inspecting, packing, storing, transporting and selling the farm products of our state. In connection too with this exacting work the Commissioner did his full share as an executive worker and speaker in all phases of war work.

We wish also to thank officers and members of other State commissions and boards as well as individuals in all parts of the state for their cooperation with our Bureau in the work it has in hand. When the public understand the objects of the Bureau and fully cooperate, its usefulness to our State will be beyond any moderate measurement.

J. L. SHEPARD,

L. S. LIGHT,

W. J. SINGLETARY,

Directors.

**REPORT OF L. M. RHODES,
Commissioner.**

TO THE DIRECTORS OF THE FLORIDA
STATE MARKETING BUREAU:

Gentlemen:—

The Legislature of 1917, knowing Florida shipped an average of 150 cars of farm and grove products daily; knowing three-fourths of these products are perishables which must be sold when ready, or the seller will suffer loss; knowing an average of a car-load of valuable perishable products are sold in Florida every ten minutes, all of which should be properly graded, packed, shipped and marketed; knowing successful agriculture must include a knowledge of buying and selling; believing Florida's annual loss from improper marketing runs into millions; knowing that if the farmer quits his job the machinery of human endeavor will automatically cease,—even life itself; that in war or peace the army of the plow must ever be busy, as human beings must have food—its production is one absolute fact; being fully aware that 2,000 American High Schools, Universities and State Agricultural Schools, together with the State and National Departments of Agriculture and many other agencies, are teaching scientific methods of production, and thereby increasing the yields of our farms, which naturally increase the marketing problem; knowing more than 20 states had created State Marketing Bureaus and that marketing must be a vital question as long as human beings exist, wisely passed the bill creating the State Marketing Bureau.

The bill provided that the office of the Bureau should be opened in Jacksonville, July 1st, 1917. At that time we were in the throes of the world's greatest war. The octopus of militarism had fastened its fangs in the heart of the industrial and commercial life of our country. The energies of one half of the popula-

tion of the earth were turned from production to destruction and men in every walk of life were drawn from normal channels of trade to abnormal ones. Some industries were stimulated, others paralyzed. We were passing through the red mist of the world's greatest tragedy, and our first duty was to win the war,—other business was secondary.

Regardless of conditions and in spite of difficulties, the work of the Bureau has been vigorously prosecuted during the past twenty-one months and we believe that the results obtained fully justify the conclusion that the Bureau has rendered service to both the producers and consumers of Florida worth many times the amount of money expended.

SOME OF THE WORK OF THE MARKETING BUREAU.

The first duty of the State Marketing Bureau is to find markets, and assist in the buying and selling of products grown in the State. Our files and records for the period of twenty-one months show a business of several million dollars. We have sold in carlots: sweet potatoes, syrup, green beans, tomatoes, watermelons, cucumbers, celery, lettuce, cabbage, peanuts, velvet beans, pears, hay, chickens, honey, hogs, cattle, goats, scrap iron, wool, corn-shucks, citrus fruit, grapefruit juice, syrup, waste paper, corn, lime, moss, wood, seed corn, and seed potatoes. In less than carlots we have sold all the above named products and in addition: eggs, persimmons, dasheens, canned fruits, pecans, dried beans and peas, cowpeas, egg-plants, jellies, figs, peppers, strawberries, preserves, dried fruits, peaches, grapes, broom-corn, pop-corn, seed-corn, cured meats, beets, rutabagas, bees-wax, cauliflower, furs, onions, feathers, cantaloupes, squash, hog-bristles, rice, cotton seed, turnips, green peas, radishes, pumpkins, nursery stock, bees, chufas, chufa seed, seed wheat, cabbage plants, sweet potato plants,

sorghum seed, tomato plants, pepper plants, celery plants, strawberry plants, sun-flower seed, seed peanuts, watermelon seed, turnip seed, soy-beans, corn meal, Belgian hares, guinea pigs, squabs, milk goats, milk cows, horses, mules, brood sows, boars, bulls, geese, ducks, etc.

We have secured best quotations on and bought for Florida producers: Wire, fertilizers, seeds, cotton seed meal, corn, dairy feed, poultry feed, thoroughbred poultry and live stock, farm implements, trucks, etc., to the amount of many thousands of dollars.

OTHER THINGS THE BUREAU HAS DONE.

It has issued an Exchange Bulletin that goes to thousands of farmers twice a month, which greatly assists in the advertising, selling and exchanging or purchasing their products.

As instance of what the "For Sale, Want and Exchange Bulletin is doing, I quote a few letters selected at random out of the many received, written by those who have been benefitted, not only by the Bulletin, but by other features of our work.

Waldo, Fla., March 29, 1919.

"Please discontinue all of my ads except for the 1,000 pounds of cotton seed. Everything else sold out. Your method of advertising is good, better than any other I have ever tried. I hope your bulletin will be continued. I have heard several persons speak of it in the highest terms."

T. S. McMANUS.

Green Cove Springs, Fla., March 14, 1919.

"I hear lots of favorable comments on your Exchange and For Sale Bulletin. It is doing a good piece of work."

W. T. NETTLES,
Agricultural Agent, Clay County.

Monticello, Fla., Dec. 20, 1918.

"Through your assistance we have sold all the velvet beans we had for sale, netting us a good profit. Also sold two carloads corn shucks to-----whom you referred to us."

JOHN PASCO,
President Jefferson County Products Company.

Callahan, Fla., March 3, 1919.

"We are glad to report the sale of at least 200 chicks as a direct result of a notice which you ran a month ago. We value your bulletins very highly and we assure you that the effort to get it out is well spent and much appreciated."

IRVIN & SONS,
Pinebreeze Farm.

Live Oak, Fla., Feb. 3, 1919.

"I bought two cars of beans from Mr. Browning. I thank you for giving me the information. I see the results of the good work you are doing."

L. S. HARVARD,
Suwannee Model Dairy Farm.

Florahome, Fla., March 14, 1919.

"Please cut out my ads as I have sold all the stuff advertised. I wish to thank you for the service you have rendered me on several occasions in getting buyers for my products."

G. C. HARDY,
Manager Magnolia Farm.

Florahome, Fla., Feb. 4, 1919.

"Enclosed please find claim for \$67.00 against----- due me over a year for shipments of green beans. I would appreciate it very much if you will try to collect this debt for me as I have failed."

G. W. TYRE.

Florahome, Fla., March 8, 1919.

"Cashier's check for \$66.50 received. Payment in full for claim against----- Many thanks for your kindness."

G. W. TYRE.

Hilliard, Fla., March 17, 1919.

"Its a great work you are starting for the poultry people, and I for one appreciate it."

E. B. SMITH,
Pine Lodge.

Vero, Fla., March 3, 1919.

"Shipped car cabbage to----- I wish to thank you for assistance in disposing of same."

S. E. RICE.

Ocala, Fla., March 28, 1919.

"Enclosed find bill of lading for syrup which you sold to----- for me. I am very much obliged to you for your kindness and promptness in this matter."

T. M. PHILLIPS,
Route B, Box 75.

Palatka, Fla., June 6, 1918.

"I hardly know how much we are to expect you to do for us farmers in the way of helping us sell our produce. But I appreciate very much what you did before and wish to tell you of my latest experience. It is this. I sent you sixteen crates of tomatoes, and about the time you got them I expressed two crates to Jacksonville, to another house, a very reliable one, considered by many to be none better. I received the check for both shipments the same day. Yours sold per box for twice what his did. I am satisfied that had I shipped them all to the other house, as I would have done had I not taken the matter up with you I would have only gotten half the amount from the tomatoes."

W. G. TILGHMAN.

A letter on file from Hon Ernest Amos, State Comptroller, Tallahassee, acknowledges the receipt from Chicago of a check for \$418.46, and one from Louisville for \$425.64, for sweet potatoes, from the farm of the Girls' Reform School at Ocala, the sale of which was directed by this Bureau. Mr. Amos said among other things: "I thank you for the interest manifested in this matter, and the price obtained."

As an instance of what one farmer, R. P. McAdams, of Larkin, Fla., has for sale, he sent a list, including crates, hampers, trucks, mules, etc., a total of fifteen separate things, having a value of \$14,720.

Has, in the collection and adjustment of bad accounts, saved our people thousands of dollars.

Has sent out thousands of letters explaining in detail: Grading, packing, preparation for market and shipping.

Has given personal instructions in many instances as to preparation and shipping of farm products.

Has constantly kept before the producer and consumer statistical and general information in regard to production, amount available, supply and demand.

Has sent a large number of articles to the newspapers of the State, on marketing and its many related subjects, and they proved universally acceptable to our editors, burdened as papers were with calls for space during the activities of the war. Requests have been made by a number of editors for regular weekly articles.

Has issued market papers and bulletins which have been read by farmers in all parts of the country. Some of our general bulletins have been reproduced in full by the newspapers of the State.

Has kept the producers posted as to quantity of products grown in the state and shipped out of the state to other markets.

Has given information as to the supply and kind of products in other states, the same as are grown in Florida, so that our producers would know better what crops to plant, or not to plant, and which markets were overstocked.

Has furnished information to Florida shippers as to the financial rating and reliability of commission merchants, brokers and jobbers.

Has, by answering letters of inquiry, publishing facts about the state and through the wide acquaintance of the Bureau officials in other agricultural states, located a number of enterprising citizens in our State.

Has saved many individual farmers hundreds of dollars.

Has been instrumental in inducing several of the largest firms in Northern market centers to send representatives to Florida to buy f. o. b.

Has sold many products that were hard to sell, that in many cases the farmer could not sell himself. Many hard bargains have been turned over to the Bureau, I believe that the Bureau has saved many thousands of dollars on sweet potatoes alone, by finding profitable Northern markets and moving them before they rotted.

Has sold about 100 different products for Florida farmers and bought all kinds of supplies for Florida producers.

Has sold thousands of cans of canned goods for club girls and others, which greatly encouraged this worthy work in the State.

Has sold eggs for the Girls' Egg Circles and individuals, which otherwise would have been a loss, amounting in total to a considerable sum.

Has had requests for Florida products from other State Marketing Bureaus and individual buyers in other states.

A LARGE PROPOSITION.

Marketing is one of the most vital parts of our economic system. Practically all leading authorities on marketing claim that it is a part of production. Approximately \$50,000,000 is spent annually in the United States to stimulate and increase production. We certainly should spend some to assist in marketing.

It is estimated by government experts that Florida expends more than \$80,000,000 per annum for food and feed grown outside of the State and sells more than \$70,000,000 worth of products grown in the State,—an annual business transaction that amounts to more than \$150,000,000. With all this buying and selling the State Marketing Bureau can certainly be of great service.

By far the greatest activities of mankind are exerted in the production, distribution and consumption of the material things of life. It is a part of the task of civilization to so conduct these activities as to insure the greatest degree of efficiency. One of the first duties of society is to eliminate waste in production and distribution. This cannot be done unless we market profitably. Few of us realize what part marketing plays in human life. We come in contact with it every day of our lives. When we are born we are wrapped in swaddling clothes bought in the market; during our babyhood we are rocked in a cradle bought in the market; all along life's journey we must eat and wear products bought in the market; when we embark for eternity we are buried in a casket bought in the market, and the marble slab that marks our last resting place is bought in the market.

No place on earth has a greater marketing problem than Florida. We produce a greater variety of products perhaps than any other state and they are sold in almost every market in this country and in foreign lands. This gives the State Marketing Bureau an opportunity to render valuable service at a very small cost. The appropriation is \$15,000 per annum, which is 21 cents per farm, for the 70,000 farms in the State or less than five cents per capita for our farm population. The cost is paid from a fund derived from the sale of fertilizer stamps, which the farmers pay. They should have some of the benefits from this taxation.

FINANCIAL STATEMENT.

Expenditures State Marketing Bureau.

July 1, 1917 to June 30, 1918.

Salaries -----	\$7,020.67
Traveling expenses:	
Commissioner ----	\$843.81
Board of Directors	118.75
Market Agents ---	728.59
Office expense-----	624.50
Equipment and Supplies-----	2,382.10
Stamps and Stationery-----	350.25
Printing -----	814.50
Telephone and Telegraph----	203.33
Multigraph -----	590.00
Office rent-----	528.00
Miscellaneous -----	48.56
	\$14,253.06

July 1, 1918 to February 28, 1919.

Salaries -----	\$6,607.42
Traveling expenses:	
Commissioner ----	\$415.59
Board of Directors	10.72
Office expense-----	426.31
Equipment and Supplies-----	564.48
Stamps and Stationery-----	432.87
Printing -----	472.49
Telephone and Telegraph----	244.00
Multigraph equipment -----	184.19
Office rent-----	111.45
	384.00
	\$9,427.21

This is a summary of expenditures. Approved itemized bills and salary requisitions filed with Comptroller.

There are fifteen Commissions and State Institutions that cost more than the Marketing Bureau,—some of them more than ten times as much. Doubtless every one of them are worth more than they cost, but it is possible for the State Marketing Bureau, properly supported and developed, to save enough money to pay the entire running expenses of the State.

The growth of the Bureau has been very gratifying. Comparing the first month with the last, the business of the Bureau has increased more than 1,000 per cent. Comparing February, 1918, with February, 1919, there has been an increase of nearly 500 per cent.

The Bureau has shirked no duty. Not a single task has been neglected and no request made that has not been met if possible. We have done everything we could with the means available to aid in marketing Florida's products and to help the citizens of the State have two dollars to ring where only one rung before.

I am very grateful to the Board of Directors, for their wise counsel, keen interest, unselfish service and hearty cooperation. I appreciate deeply and keenly the splendid support of the newspapers of the State in helping to get the public acquainted with our work. I also want to express my gratitude to farmers, farm organizations, the Agricultural Department of the State, the Agricultural College and Experiment Station and business men of the State, who have aided us materially in making the Bureau a success.

Respectfully submitted,

L. M. RHODES,

Commissioner.