

**FIFTH  
BIENNIAL REPORT  
OF  
FLORIDA STATE  
MARKETING  
BUREAU**

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Report of L. M. RHODES, Commissioner  
Florida State Marketing Bureau, to  
Honorable John W. Martin, Governor  
of the State of Florida.

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**THE BUREAU STAFF**

**L. M. RHODES, Commissioner**  
**Moses Folsom, Secretary**  
**Neill Rhodes, Assistant Commissioner**  
**R. H. von Glahn, Market Agent**  
**Floyd M. Houser, Telegraph Operator**  
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**W. L. Jackson, Multigrapher**  
**B. H. Hollaway, Assistant Multigrapher**



## F O R E W O R D

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It is generally conceded that marketing is a more difficult problem to solve than producing. Large manufacturing concerns hire the shrewdest brains that money can buy to place their output on the markets. The daily and weekly papers and the magazines are supported by advertisers who are trying to induce consumers to purchase the thousands of things needed and wanted by the millions that compose the buying public. Advertising is only one phase of marketing—it creates the desire and points to the source of supply.

But interwoven with marketing are the many agencies affecting price and profits, among them cost of production, preparation, transportation, routing, advertising, locating markets, selling expenses, competition, seasonal demand, and financing. These subjects need a constant study by someone who can keep the grower and shipper informed without each farmer having to do this for himself. Such is the function of the State Marketing Bureau. Conditions in the State certainly attest the need of the work being done by this office.

Comparing the results obtained by the Florida Marketing Bureau with those of the other states and of the federal government, we feel that the Commission is to be commended for the splendid service rendered. The future promises an even broader field of service, and I am sure it will be able to appropriate past experience to great advantage in extending its functions to broader fields.

NATHAN MAYO

Commissioner of Agriculture.



# FIFTH BIENNIAL REPORT

OF

## Florida State Marketing Bureau

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The Fifth Biennial Report of L. M. Rhodes, Commissioner  
Florida State Marketing Bureau, a Division of  
the Florida Department of Agriculture,  
respectfully submitted by

Nathan Mayo, Commissioner Florida Department  
of Agriculture

L. M. Rhodes, Commissioner Florida State  
Marketing Bureau

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To HON. JOHN W. MARTIN, Governor of Florida :

We are pleased to report that the Market Bureau is rounding out its tenth year of very active existence and that every year has been a period of growth, expansion, development, progress and service.

The war-ridden countries of Europe, as well as other farming sections of the world, are greatly increasing their agricultural production and exports. American fields, groves, orchards, herds and flocks are yielding in abundance. There are, therefore, ample supplies of practically all agricultural produce in every foreign and domestic market on earth. Farm products being one of the greatest factors in our commerce and trade, marketing of produce has become by far, the most important agricultural problem. I know of no word in the vocabulary of man which has a wider scope of meaning than marketing, and there is perhaps no avocation, bus-

iness calling, enterprise, profession, industry or vocation that is more varied in its operations, or affected by more different factors than the exchange of the necessities of life. And there is no field of endeavor in the business fiber of modern civilization that is broader and more complex or complicated, or one in which one comes in contact with more elements of society and human nature, than marketing.

No state has greater problems in the field of agricultural economics than Florida. Certainly no State Market Bureau has been confronted with more adverse market conditions and difficulties, or more intricate selling problems than ours. Therefore, the activities of the Marketing Bureau have been so varied and numerous that it would be impossible in a reasonable space to give them all in detail.

#### Grades and Standardization

Realizing that graded products always sell more readily and bring a better price than field or grove run or ungraded products; that they satisfy the customers, increase demand, widen the field of distribution and broaden markets; knowing that grading farm products or separating them into groups of uniform size, variety and quality at shipping point, eliminates damaged or diseased products and culls, saves labor, packing material, transportation and selling charges; and that standardization or making known the character and nature of commodities included in the grades or the defects excluded from the products graded, eliminates many of the problems of marketing, the State Marketing Bureau in cooperation with the Bureau of Agricultural Economics has helped to establish grades, and to standardize citrus fruits and leading vegetables. A great deal of these crops are shipped out under grade. This work should be continued until every commercial product sold from our soil would be graded, standard-

ized and honestly branded or stamped as to grade, quality and condition.

### Inspection

Another service made possible by the Bureau is co-operative shipping point inspection. This examination of products to see whether or not they meet grade requirements or fail to meet them reveals qualities or conditions which disqualify them for certain markets and qualify them for others, and also helps the shipper to intelligently bargain with the buyer and to certify the shipment as to grade and condition. It is a commercial service which is practiced in nearly all the states, and which is increasing rapidly in use every year. It is a very valuable factor in marketing perishables. Receiving point inspection is also furnished in Jacksonville, one of the leading market gateways of the State, by the Bureau in cooperation with the Bureau of Agricultural Economics. Inspection furnishes a disinterested and impartial way of settling disputes between the receiver and shipper in cases of unsatisfactory quality or conditions. It protects the shipper in case of unwarranted complaints, furnishes protection to the receiver when products arrive in poor condition or of poor quality. This modern and valuable service has not only been made possible but has been put into effect by the Bureau.

### Marketing Advice

Through hundreds of letters, telegraph messages, telephone conversations, personal conferences, radio and newspaper quotations, bulletins, market charts, etc., the Bureau has advised growers and shippers and given them information covering every phase of marketing, from the field to the consumer. This information has covered assembling, grading, packing, standardization, containers, inspection, transportation routing, refrigeration, packing houses, cold storage, warehousing, contracting, financing, precooling, storage economics, crop conditions, conditioning, shrinkage, deterioration, class-

ification, weather conditions, quality, variety, seasonal offerings, supply, demand, market reporting, crop reporting, diversions, forecasted yields, destination, passings, shipments, unloads, loading, market preferences, reliability of consignees, competitive areas, competitive products, shipping season cost of production, drying, canning, advertising, foreign demand, buyers and dealers, F. O. B. sales, contracting, embargoes, drayage, health regulations, quarantine regulations, how to ship, where to ship, and every other possible phase of production, preparation, transportation, distribution and marketing.

### Market News Service

Cooperating with the Bureau of Agricultural Economics, the Marketing Bureau makes market news service available to every farmer in the State and approximately two-thirds of them take advantage of it in some way, either by mail, telephone, telegraph, radio, or through the press. Information is given on quotations of seasonal fruit and vegetables from Florida as well as shipments, destinations, passings, unloads and full market conditions. F. O. B. prices are now given on citrus, complete information is given daily on terminal markets, reports which include all details as to weather, number of cars on track, or diverted therefrom, arrivals by boat from this and other countries, arrivals, by express, and freight, market demand, conditions, tendencies, etc. A score or more of special reports are made daily to associations and shippers besides special reports for radio stations, newspapers and special press reports. A report is issued daily at Orlando covering citrus, giving information complete. At Sanford one on Celery, giving all shipments, passings, prices both F. O. B. and destination. A similar report from Leesburg covering melons, tomatoes and sometimes cucumbers. At Hastings a special potato report giving all possible information daily. At Jacksonville during the nine months of shipping season we issue a daily mis-

cellaneous vegetable report covering seasonal offerings from the State. The daily price list of all poultry, eggs, fruits and vegetables published in the Jacksonville papers has been of great benefit to producers. In fact most of the cities of the State are guided, more or less, by these prices. The market news reports coming in from market centers over leased wire keeps the shippers informed as to markets with accurate information and farmers are posted by this special information as to production, movement, supply and demand and consumption, prevailing tone of the market, quantity in storage, conditions of shipments, export demand, weather variations, pest epidemics and other useful data. If knowledge is power and information has any value, this service alone is worth many times the entire cost of the Bureau.

### **The Bureau a Source of Information**

The average number of prices of mail sent out by the Bureau daily is around 1500, about ten per cent of which is type written letters giving special information with reference to various phases of marketing, and going to every state in the union and twenty-five or thirty foreign countries. In reply to requests for statistical information, market reports, crop reports, bulletins and various other information, the telegraphic messages of all kinds that go out from the Bureau flashing out information would amount to 600, ten-word messages daily or one every minute for ten office hours. Each day scores of telephone conversations and personal conferences are carried on. Information is also given out daily through the press.

### **The Financial Standing and Commercial Rating of Dealers**

The Bureau supplies information as to the commercial responsibility and financial rating of commission men and produce merchants, etc., in any part of the United States, Cuba, Canada and some points in foreign countries. This service has been extensively demanded,

cheerfully given and widely used and has been a great protection to shippers against "Fly-by-nights," crooked dealers and questionable buyers. The Bureau keeps revised lists of these dealers in the various lines and has a very complete line of rating information ready at all times.

### **For Sale, Want and Exchange Bulletin**

This bulletin is a medium of sale and exchange for an abundance of plants, seeds, shrubs, live stock and poultry for breeding purposes, eggs for setting and all kinds of implements, machinery, etc., and small lots of fruits, vegetables, meats, feeds, etc. It has a mailing list of 16,000. Any producer can advertise free of charge, anything he has for sale, or wishes to buy. An average of 7,000 people advertise approximately \$5,000,000 worth of produce through it and around \$4,000,000 worth is sold or exchanged. If the people who sell and buy (and as many buy as sell) through this bulletin were to pay one per cent commission, it would exceed the entire cost of the department. The front page of this bulletin is used by the commissioner for publishing useful marketing information. Many of these front page editorials have been given wide publicity by the press of the State.

### **Co-operative Marketing**

It is the duty of the Marketing Commissioner to foster cooperative marketing and assist in locating markets for cold storage holdings, and to give marketing advice through the press, bulletins and lectures. This has been done as far as possible and in addition to other arduous duties he has delivered over 1,000 lectures since the Bureau was established, given advice in hundreds of conferences, contributed many articles to the press about the various marketing problems and has assisted in forming a number of cooperative organizations, and assisted those already in existence. In fact the demand has been so constant for his services in the

lecture field and over the radio, and for his advice in articles, bulletins, charts and hand books, that every state in the union and many foreign nations have heard of Florida through the Marketing Bureau.

### **Marketing Charts and Growers and Shippers Handbooks**

Handbooks and charts containing condensed, accurate, complete general information on every important commercial perishable crop in Florida, giving at a glance a season's history of each commodity, covering price quotations, etc., has been issued and widely circulated. The hand books and charts have been of unlimited value to farmers and shippers.

### **Record of Carlot Movements**

A very thorough and complete record of carlot express and boat shipments from the state is compiled by the Bureau. Thousands of these reports are called for and sent all over the country every year. They are also given wide publicity by the press. The Bureau adjusts differences, arbitrates controversies, collects claims and settles disputes between shippers and receivers to the amount of many thousands of dollars annually. There is scarcely a community in the State which has not been benefited by this service.

### **Locating Markets**

The Marketing Bureau keeps an up-to-date list of produce buyers, commission houses, auction companies, etc., in this country, Cuba and Canada, and has ready information as to supply and demand in all domestic and foreign markets and we spare no time and effort in locating buyers for Florida produce and in putting Florida shippers in touch with ready markets.

In fact the Bureau acts as adviser for producers and distributors, when requested and assists them in every practical and possible way. We do all we can to improve the relations and services among producers,

distributors and consumers of Florida products and to protect and conserve the interests of producers, shippers and consignors of such products. We seek to foster and encourage cooperation and business relations between producers and distributors in the interest of the general public; to collect Florida data which has a bearing on transportation, distribution, production demand or supply; to seek new markets to help increase consumption of Florida products and to indicate trends of production; to ascertain the consumptive capacity of various markets of fresh fruits and vegetables and other Florida produce; to find out the possible expansion of undeveloped markets, especially in small towns and cities; to increase the consumption of Florida products locally; to speed up slow, stagnant markets; to bring about a closer cooperation of the growers, shippers, and marketing agencies in the regulation of shipments, standardization of grades and quality; to extend, broaden and improve in every practical way the distribution and sale of Florida products in the markets of the world, and to promote economical and efficient distribution and marketing of all agricultural and horticultural products grown in the state of Florida; and to function so as to be of the greatest possible service to all who are interested in the production, distribution, marketing and consumption of farm products.

The Bureau is maintained by a fund derived from a tax on the manufacture and sale of fertilizer, which is paid indirectly by the producers on the farms of the state. This tax was paid a long time before the Bureau existed. Every phase of the Bureau's activities and every effort of its employees are intended to contribute to the welfare of the people of Florida, especially the agricultural producers, and we have tried to do the things that are basic in the advancement and development of our great commonwealth.

We realize that there remain unlimited possibilities in economic fields and unmeasured opportunities for service in the realm of this Bureau's operations. In the future, as we have in the past, we will meet the requirements of the task unflinchingly and labor unceasingly.

## FINANCIAL STATEMENT

of the

**Expenditures of the Florida State Marketing Bureau  
July 1, 1925, to March 1, 1927**

**FOR PERIOD July 1, 1925, to July 1, 1926**

Appropriated per annum .....		\$31,375.00
SALARIES: .....	\$16,800.00	
MULTIGRAPH: .....	6,000.36	
Maintenance of equipment and supplies such as paper, envel- opes, ink, etc.		
ADDRESSOGRAPH: .....	119.80	
Upkeep and supplies.		
POSTAGE: .....	434.27	
General office, semi-monthly bulletin, special reports, etc.		
TELEGRAPH: .....	2,118.59	
General office, leased wire maintenance, special reports.		
STATIONERY AND OF- FICE SUPPLIES:.....	1,146.29	
Office equipment, typewriters, stationery, pencils, ink, sten- cils, water, miscellaneous.		
TELEPHONE: .....	316.95	
TRAVELING EXPENSES ..	2,519.10	
Commissioner and office per- sonnel traveling expenses, auto upkeep, etc.		
RENTAL: .....	1,900.00	31,355.36
		31,355.36
BALANCE turned back to State July 1, 1926.....		\$19.64

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**FOR PERIOD July 1, 1926, to March 1, 1927**

Appropriated per annum .....		\$31,375.00
SALARIES: .....	\$11,153.36	
MULTIGRAPH: .....	3,843.31	
ADDRESSOGRAPH: .....	3.71	
POSTAGE: .....	411.84	
TELEGRAPH: .....	911.68	
STATIONERY AND OFFICE SUPPLIES: .....	675.46	
TELEPHONE: .....	302.59	
TRAVELING EXPENSES: .....	1,544.82	
RENTAL: .....	1,240.00	20,086.77
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BALANCE for remaining four months .....		\$11,288.23
(March through June inclusive)		