

SEVENTH
BIENNIAL REPORT
OF
Florida State Marketing
Bureau

THE BUREAU STAFF

| | |
|-------------------------|--|
| L. M. Rhodes..... | Commissioner |
| Moses Folsom | Secretary |
| Neill Rhodes | Assistant Commissioner |
| J. M. Burgess | Specialist, Dairy Products |
| S. W. Hiatt | Specialist, Fruits and Vegetables |
| L. H. Lewis | Specialist, Live Stock and Field Crops |
| F. W. Risher | Specialist, Poultry and Eggs |
| F. H. Scruggs | Specialist, Market News |
| Floyd M. Houser | Telegrapher |
| Effie L. Cureton | Stenographer |
| Edna Rosenkranz | Stenographer |
| Kathryn L. Vernon | Stenographer |
| Sara Wright | Stenographer |
| W. L. Jackson | Multigrapher |
| O. C. Edrington | Assistant Multigrapher |
| Robert Bennett | Assistant Multigrapher |

STATE OF FLORIDA
BUREAU OF MARKETS
204 St. James Bldg., Jacksonville, Florida

*To His Excellency Doyle E. Carlton,
Governor of Florida, and Chairman of the
Agricultural Marketing Board,
Tallahassee, Fla.*

Sir:

*We have the honor as Commissioner of Agriculture and
Marketing Commissioner to submit herewith the Seventh
Biennial Report of the Florida State Marketing Bureau, from
March 1st, 1929, to February 28th, 1931.*

Very respectfully yours

NATHAN MAYO
Commissioner of Agriculture

L. M. RHODES
*Marketing Commissioner
and
Sec'y of the Agricultural Marketing Board.*

*Jacksonville, Fla.
February 28, 1931.*

FOREWORD

MUCH has been done for better marketing of farm products in Florida during the past two years. Through the wise action of the last Legislature, the State Marketing Bureau was provided with funds which permitted large extension of its activities. The work done by this Bureau during the past biennium is set forth somewhat in detail in the accompanying report. We believe that the services rendered to the producers by the Florida State Marketing Bureau entitles this organization to take rank with the foremost of like agencies in the United States.

We give this report to the public with a modest sense of pride in the achievements which it records and with the hope that the work done during the past two years may be continued in an increasing measure in the future.

NATHAN MAYO

Commissioner of Agriculture.

SEVENTH BIENNIAL REPORT

OF

Florida State Marketing Bureau

The Seventh 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

THE Legislature of 1929 created the Agricultural Marketing Board, composed of the Governor, the Commissioner of Agriculture and the Marketing Commissioner, and added \$35,000 to the appropriation of the Florida State Marketing Bureau. This enabled us to employ five marketing specialists, increase our clerical help, and to generally supplement the activities of the department. Our work in all its phases has been constantly expanded, marketing problems have increased in volume and number, and likewise the work of the department has increased. These numerous and complex marketing problems have made the duties and activities of the Bureau so widespread, varied and numerous, that it is practically impossible to present them in detail in a brief report. We touch some of the most important activities for the past two years.

The Florida State Marketing Bureau has continued its work during the past two years, striving daily to meet all requirements and conditions faithfully and efficiently, as they have been presented.

Grades and Standardization

WHEN the Florida State Marketing Bureau was established there was not an official grade, either State or Federal, on any Florida product. Realizing that

excellence in quality is one of the keynotes to successful selling, and that the unchangeable, ironclad, inexorable rule is for produce to sell on its merits, and that both the quality and merit of products are set forth in the grade, the Marketing Bureau started the agitation for U. S. grades; assisted the Specialist from the U. S. Department of Agriculture in working out and establishing U. S. grades on practically all Florida products, and in legalizing these grades, and in 1921 prepared, in cooperation with the State Department of Agriculture, the Standardization Fruit and Vegetable Law, adopting the Federal grades on fruits and vegetables as official for Florida.

Grading is a process of separating products into groups or grades of uniform sizes, kinds and quality. Standardization makes these grades permanent and defines the nature and character of the commodity included in grades, or the defects which exclude them from these grades.

One of the basic factors in successful marketing is grading and standardization. During its entire existence the Bureau has encouraged in every way possible the improvements of grades and standards of Florida products, and special effort has been put forth during the past two years, and very material improvements have been made, but there is much more to be done along this line. New special grade booklets have been prepared.

Shipping Point Inspection

COOPERATIVE State and Federal shipping point inspection is a service conducted jointly between the State Marketing Bureau and the United States Department of Agriculture. An examination of the product is made, the grade and condition is determined, and a certificate given certifying the grade and condition. It enables the shipper to know what grade of products he is shipping; it gives the receiver a correct knowledge of what he is buying, and enables him to distinguish between the commercial value of different shipments. This service has been made very essential by recent Federal legislation and is coming into more general use every year.

During last year, 1930, nearly 25% of all the car-load shipments of fresh fruit and vegetables in the United States were inspected at shipping point, a total of 243,699 cars, with only 293 re-inspections and only 238 reversals.

During the past seven years the Florida State Mar-

keting Bureau has cooperated with the United States Bureau of Agricultural Economics in the inspection of 55,476 cars at shipping point and 1,716 cars at receiving point, with only 48 re-inspections, on 18 of which the original inspection was sustained, leaving only 30 reversals.

The Florida State Marketing Bureau started this service in Florida in 1922. There are forty of the leading agricultural states cooperating in this modern, essential, important service. The New England States are planning to have a joint agreement on it. It is self-sustaining and is maintained without special state appropriation.

Market News Service

SINCE carload shipment of fruits and vegetables is increasing much more rapidly than the population who consumes them, and Florida, shipping 10% of the perishable tonnage of the Nation, is confronted with increasing competition, both in competitive areas and competitive commodities, Market News, which is the voice of marketing, has become a very vital factor in marketing Florida produce.

We are now operating seven stations in cooperation with the Bureau of Agricultural Economics, United States Department of Agriculture; they paying 50% of the expense of operation, except live stock reporting. In other words, whatever amount Florida appropriates to Market News service the United States Department of Agriculture appropriates the same with the exception of live stock reports. So Florida gets twice as much market news as it pays for, and already has the most serviceable and efficient Market News service of any state in the Union. We hope to improve this by adding another special station, securing a livestock market news service equal to that for fruits and vegetables, through the cooperation of the United States Department of Agriculture, and a more complete and extensive radio service.

During the past two years we have sent out 20,601,728 words in Market News messages (which would be more than 206,000 ten-word messages) covering Florida fruits, vegetables, live stock and poultry, in the most comprehensive way that it is distributed by any state marketing bureau in the United States. It has been available during the past two seasons to all producers and shippers on the movement of more than \$200,000,000 worth of

fruits, vegetables, live stock, poultry and eggs. It serves Florida growers and shippers in five general ways:

1st: Daily shipment and market bulletins by mail which go out to nearly 2600 persons. Also the semi-weekly live stock report which goes out to about 500 persons.

2nd: Shipments and markets by radio have been broadcast daily from WJAX in Jacksonville, three times a day over WQAM in Miami, and recently twice a day over WRUF, Gainesville, connected by remote control with the State Marketing Bureau at Jacksonville: first report from Jacksonville starting 11 A. M.; last one from Miami at 6:55 P. M. This serves in the earliest way possible 98% of the productive territory of the State.

3rd: Daily newspapers and the Associated Press are supplied by the Bureau with shipment, passing and market prices on Florida produce.

4th: Special daily shipment and market telegrams are supplied to more than twenty large fruit and vegetable shippers.

5th: Telephone market news on fruits and vegetables, poultry and eggs is supplied to many producers.

Our Market News field offices are at Winter Haven, Miami, Leesburg, Sanford, Hastings, Jacksonville, one divided between Bradenton and Plant City; and nearly 500 reports from Jacksonville on live stock going to North and West Florida.

Marketing Charts, Handbooks, Etc.

THE Bureau has published and distributed market charts, covering average movement and prices of commodities during the different months in the year; growers and shippers handbooks; annual records of carlot movements; grade booklets, giving revised and up-to-date official grades; and mimeograph reports, giving various kinds of marketing information. These have been in general demand, and have been widely circulated and furnished to all who desired them. Information about the State, its soils, crops, resources, etc., has been sent out by the Bureau to every state in the Union and many foreign countries.

The For Sale, Want And Exchange Bulletin

THE For Sale, Want and Exchange Bulletin is distributed regularly to approximately 20,000 homes, advertising and listing, without cost to farmers, for sale or

exchange all kinds of agricultural produce; plants, seeds, shrubs, live stock and live stock products, poultry and poultry products; and all kinds of farm implements. It also carries want ads for all these products and implements, and for farm owners seeking help, farm managers, laborers, dairymen, herdsman, poultrymen, etc. and for such men seeking farm employment. This bulletin has been publishing during the past eleven years and has listed approximately \$46,500,000 worth of the various farm products and implements. A close check on our files and records indicate that no less than \$35,000,000 worth of these commodities and implements have been bought, sold or exchanged through this bulletin. Our files contain letters from practically every community in the State praising this service. If one per cent commission had been charged on the sales and exchanges through this bulletin, it would pay every dollar appropriated to the Bureau since it was established fourteen years ago.

Adjustments

WHILE the Florida State Marketing Bureau is not a collection agency, and is powerless to force settlement of accounts or claims, it has given every aid and assistance possible in collecting accounts, adjusting claims and arbitrating differences, and settling controversies between shippers and receivers. This service rendered by the Bureau has benefited practically every agricultural community in the State. Our files are full of expressions of appreciation for the assistance they have received through this service. The claims collected and adjustments made during the past fourteen years amount to more than one-half the entire appropriation for the Bureau.

Financial Standing And Commercial Rating of Dealers

A CAREFULLY revised list of dealers, produce merchants, commission men and other buyers in all parts of the United States is kept by the Bureau, and is ready at all times for distribution to growers and shippers. Information as to their financial standing and commercial rating is readily supplied to growers and shippers upon request; such information has been extensively requested, promptly given and used in every section of the State. It is an important factor in the marketing activities of Florida.

Locating Markets

THE Assistant Commissioner, who is a trained marketing specialist, and thoroughly familiar with markets and market conditions, spends all his time in the office. He, as well as the Field Marketing Specialists and Commissioner, all act in an advisory capacity for producers and shippers when requested, and assist them in every possible and practical way to locate markets, make connections with buyers, give them information as to prospective sales, and the demand for products in the various markets. No time or effort is spared in trying to arrange ready sales for any kind of Florida agricultural products at any time, and everything possible is done to improve marketing conditions.

The Bureau has tried to increase the consumption of Florida products by Florida people; to seek new markets; ascertain consumption capacity of the various markets for Florida produce; to find out the possible expansion of undeveloped markets; to bring about a closer cooperation of growers, shippers and distributors and marketing agencies; to broaden, extend and improve in every practical way the distribution and sale of Florida products; and to encourage cooperation and business relations between producers, distributors and the general public.

Cooperative Marketing

THAT cooperative marketing is both just and sensible, and is a part of our agricultural marketing program, is generally conceded.

The fact that more than 12,000 cooperative associations transact \$2,600,000,000 of business annually, and that the number of cooperative associations in the United States has increased 120 per cent in number and 331 per cent in volume of business in fifteen years, shows beyond contradiction that a large percentage of agricultural producers believe in it and want to practice it. The United States Government has put its approval on it, as is proven by the Acts of Congress and the operations of the Federal Farm Board and the U. S. Department of Agriculture. That it is the duty of the Florida State Marketing Bureau to help promote, direct and foster cooperation is clearly set forth in the Cooperative Marketing Act, the law creating and prescribing the duties of the Marketing Bureau, and the Act creating the Agricultural Marketing

Board. These duties being prescribed and required by law, and the fact that approximately 40 per cent of the agricultural products of Florida are sold by and through cooperative associations, require that we give cooperative associations their share of service, so we have, when requested, done what we could in an advisory way to aid and develop cooperative effort in the State. During the past two years, through the efforts of the Federal Farm Board, the Agricultural Extension Division, the State Marketing Bureau, and the producers of the State, real progress has been made.

Many letters and telegrams from cooperative associations, expressing their appreciation for the assistance the Bureau has given them, are in our files. On January 28th, 1931, Roscoe Ryan, Manager of the Central and North Florida Poultry Cooperatives, in an address in Jacksonville to the poultrymen of North Florida, said,—

“You people do not realize the value of the Florida State Marketing Bureau to you. They leave nothing undone that will help you. We have sold this year 730,365 dozen eggs, and I say without reservation or fear of contradiction that the Florida State Marketing Bureau has, by their splendid assistance to us, added 10c per dozen to our income on eggs, or \$73,036.50. I have made a close check on the different markets of the country and the records justify me in saying this.”

This is a saving of \$73,036.50 according to Mr. Ryan, which is more than the annual appropriation to the Bureau, and these two poultry associations do less than one per cent of the total cooperative business of the State.

The Bureau is no respecter of individual or organizations. It puts forth just as much effort to assist independent marketing agencies, independent shippers and individuals with their marketing problems as it does to assist cooperatives.

General Information

THE Bureau keeps very complete records in regard to the State, and is called on almost daily by Chambers of Commerce, banks, real estate boards, loan companies, prospective purchasers of Florida land, and people expecting to locate in Florida, for various kinds of information in regard to everything pertaining to the agricultural, horticultural, industrial, economic, financial and climatic conditions in the State.

Other Marketing Advice

IN addition to furnishing this Market News information we have sent out, during the past two years, 1,904,574 pieces of mail, covering every phase of marketing. Special advice and service has been given by personal conferences, telephone, telegraph bulletins and newspaper quotations covering: plantings, competitive areas, domestic and foreign competition, cold storage holdings, assembling, grading, packing, inspection, processing, standardization, transportation, containers, routing, refrigeration, precooling, diversions, classification, unloads, passings, seasonal offerings, deterioration, shipments, foreign demand and supply, market preferences, quarantines, embargoes, drying, canning, advertising, where to ship, how to ship and reputable dealers to whom to ship; in fact all kinds of preparation, distribution and marketing information has been given including special marketing and sales advice on 17,069 carloads of produce with an approximate value of \$11,711,748. Special marketing advice given on produce in less than carlots valued at \$3,546,684. A total volume of business on which special sales advice was given amounting to approximately \$15,258,432. There are many who claim that this service is worth more than the cost of the department.

Field Work

THE Marketing Specialists and Assistants added to the Bureau by the Agricultural Marketing Board have only been in the service nineteen months, as the additional activities were not completely organized until August 1st, 1929.

During these nineteen months and the other five, from March 1st, 1929, to August 1st, 1929, the Marketing Specialists, Commissioner and other Assistants have traveled 230,925 miles; addressed 694 farmers' and shippers' meetings, attended by 60,568 people. Taken part in 1,626 marketing conferences, attended by 14,634 growers and shippers; delivered 567 radio addresses; conducted or assisted in 630 cooperative sales, attended by 36,540 people, participated in by 15,750 producers; assisted in selling at these sales 937 cars of live stock and poultry which brought producers \$1,218,728. Assisted in selling from office 1,765 cars of live stock, poultry, wool, corn, syrup, sweet potatoes, grapes, pears, hay, and pure bred animals for breeding purposes, which brought producers \$1,486,130.

They have assisted in the sale of poultry and dairy products from the office amounting in value to \$995,846; making a grand total of live stock, poultry and dairy products, and general field crops amounting to \$3,700,704. Much service has been rendered in grading, standardizing, organizing, etc.

The Marketing Specialist in live stock and field crops gives the live stock producers and shippers of Florida every service possible in the grading and marketing of cattle, hogs, sheep, etc. In addition to advising as to timely selling and timely marketing, this Specialist is on the ground at sales to aid in securing the highest bids on live stock offerings and to advise the shippers as to loading methods, working highest bids or conducting various cash sales at shipping point whereby the shipper is given the highest market prices f.o.b. shipping point, and has not, as was formerly the case, been compelled to consign his live stock.

The Marketing Specialist in poultry and eggs provides a similar service for Florida poultrymen, aiding them in every way possible in the grading and standardization of their products; in the formation of cooperative marketing poultry and egg associations; in carlot, truck, express, or other sale of their offerings at the highest possible price. In these loading station schedules, which were inaugurated by this department for Florida, the producer sees his poultry weighed at car door, receives his cash; and the entire transaction is closed in his presence.

The Marketing Specialist in dairy products aids the dairymen in the sale and distribution of their various products; in various organization work, and has spent most of his time in the field in this line of endeavor; and in addition has aided both the poultry and live stock Specialists in conducting their work.

The demand for the services of the Specialist in fruits and vegetables has required that he spend most of his time in the field, in attending various farmers' meetings; advising as to grade, pack, cooperative marketing and marketing matters in general.

While the effects and results of the activities of the Specialist in Market News have extended to all trucking sections of the State, he has been required to remain close in the office in covering the Jacksonville market; in publishing the special State-Federal fruit, vegetable,

poultry and egg reports from the Jacksonville office; and in giving several radio broadcasts daily over WRUF and WJAX.

Other New And Special Work

THE expansion of the Florida State Marketing Bureau has been so rapid in the past two years that it has been almost financially impossible to properly provide an adequate service under established projects, yet by the application of the strictest economy and the most efficient business methods possible, we have not only expanded in every direction in the usual line of activities, but several additional projects have been initiated. For instance, the first and only general live stock market report available for Florida live stock producers was begun by this department, giving a special semi-weekly live stock report covering all the principal southeastern markets. A special year-round daily market report in addition to all the regular Market News reports issued by the Florida State Marketing Bureau, in cooperation with the U. S. Department of Agriculture, covering the principal Florida markets of Jacksonville, Miami and Tampa, has been provided for the benefit largely of shippers of less than carlots.

A new Market News station for the lower West Coast section was provided solely through the efforts of the Bureau in the last biennium. A special arrangement was made giving Plant City a seasonal Market News station. Special daily egg and live poultry quotations for not only the principal Florida markets but New York, Chicago, and the principal northern and eastern markets, have also been carried regularly for the first time in the history of the State. A special arrangement was made with the U. S. Department of Agriculture by the Florida State Marketing Bureau for Federal-State inspection of eggs, and a considerable volume of Florida eggs are now being graded and sold under regular Federal standards.

The first state-wide cooperative vegetable marketing association was formed through the Florida State Marketing Bureau, the Agricultural Extension Division and the Federal Farm Loan Board.

Conclusion

IN conclusion let me say that every person connected in any way with the Florida State Marketing Bureau has had farm experience and is interested in the development and success of Agriculture.

Our motto is "Render the Maximum Service at the Minimum Cost."

Realizing that there are in the realm of the Bureau's operations unlimited possibilities and unmeasured opportunities for service, we will, in the future, as we have in the past, labor unceasingly to meet the requirements of the task before us.

A detailed financial statement of the expenditures of the Florida State Marketing Bureau will be found on the following pages.

Respectfully submitted by

L. M. Rhodes, Commissioner,
Florida State Marketing Bureau.

FINANCIAL STATEMENT

of the

**Expenditures of the Florida State Marketing Bureau
July 1, 1929, to Jan. 1, 1931****FOR PERIOD July 1, 1929, to July 1, 1930.**

APPROPRIATED PER ANNUM

General Appropriation \$37,560.00

Supplemented by Special Appropriation \$35,000.00

| | General | Special |
|--|-------------|-------------|
| SALARIES | \$19,460.00 | \$18,430.69 |
| MULTIGRAPH | 5,500.00 | 1,402.60 |
| Maintenance of equipment and supplies such as paper, envelopes, ink, etc., for issuing daily market reports, bulletins, etc. | | |
| ADDRESSOGRAPH | 90.00 | 109.28 |
| Upkeep and supplies. | | |
| POSTAGE | 850.00 | 582.40 |
| General office, semi-monthly bulletin, special reports, etc. | | |
| TELEGRAPH | 2,400.00 | 1,876.21 |
| General office, leased wire maintenance, special reports. | | |
| STATIONERY & OFFICE SUPPLIES | 1,100.00 | 2,431.06 |
| Office equipment, rating agency books, trade directories, typewriters, stationery, ink, stencils, water, miscellaneous. | | |
| TELEPHONE | 300.00 | 506.82 |
| TRAVELING EXPENSES | 2,000.00 | 5,250.81 |
| Commissioner, marketing specialists traveling expenses, auto upkeep, etc. | | |
| RENTAL | 1,860.00 | 1,140.00 |
| MARKET NEWS | 4,000.00 | 3,270.13 |
| | \$37,560.00 | \$35,000.00 |

Special daily market reports, Jacksonville, Winter Haven, Plant City, Bradenton, Sanford, Hastings, Leesburg.

FOR PERIOD July 1, 1930, to Jan. 1, 1931.

APPROPRIATED PER ANNUM

General \$37,560.00

Special \$35,000.00

| | General | Special |
|---|----------------|----------------|
| SALARIES | \$ 9,520.02 | \$10,430.00 |
| MULTIGRAPH | 4,192.93 | 527.25 |
| ADDRESSOGRAPH | 72.16 | 351.53 |
| POSTAGE | 559.68 | 430.00 |
| TELEGRAPH | 1,130.63 | 644.89 |
| STATIONERY & OFFICE SUP- PLIES | 850.93 | 1,072.99 |
| TELEPHONE | 165.20 | 403.05 |
| TRAVELING EXPENSES | 611.77 | 3,959.17 |
| RENTAL | 930.00 | 570.00 |
| MARKET NEWS | 1,308.14 | 423.61 |
| | <hr/> | <hr/> |
| TOTALS | \$19,341.46 | \$18,812.49 |

BALANCE for remaining six months—
(January through June inclusive)

General \$18,218.54

Special \$16,187.51