

TENTH BIENNIAL REPORT OF FLORIDA STATE MARKETING BUREAU

THE BUREAU STAFF

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| L. M. Rhodes | Commissioner |
| Neill Rhodes | Assistant Commissioner |
| S. W. Hiatt | Specialist Fruits and Vegetables |
| L. H. Lewis | Specialist, Live Stock and Field Crops |
| F. W. Risher | Specialist, Poultry and Dairy Products |
| F. H. Scruggs | Specialist, Market News |
| O. W. Cordero | Telegrapher |
| Effie L. Cureton | Stenographer |
| Edna Rosenkranz | Stenographer |
| Kathryn L. Vernon | Stenographer |
| Sara Wright | Stenographer |
| W. L. Jackson | Multigrapher |
| M. S. Knight | Clerk |
| Wm. James McKelvey | Assistant Multigrapher |
| Fred O. Witt | Assistant Multigrapher |

THE STATE OF FLORIDA
DEPARTMENT OF AGRICULTURE
Tallahassee
Nathan Mayo, Commissioner

February 5, 1937

His Excellency,
Honorable Fred P. Cone,
Governor of Florida

Dear Sir:

I am handing to you herewith a typewritten report of the State Marketing Bureau.

Perhaps more people come in contact with the personnel of the Marketing Bureau of Florida than with any other Marketing Bureau in the other forty-seven states. Three men are in the field constantly aiding farmers direct in marketing their products—the Fruit and Truck Crop Specialist, the Livestock Specialist and the Poultry Specialist. These men have aided personally in marketing during the last two years a great part of 700,000 hogs, valued at \$9,400,000.

During the last two years approximately 1,350 improved bulls have been brought to the state, and 7,000 head of improved gilts and boars have been brought to the state.

The Poultry Specialist has assisted in selling over 613,000 pounds of poultry for \$120,185.

Hundreds of meetings have been attended and thousands of letters written.

Seventeen exhibits have been built at county fairs, attended by thousands of people.

During the last two years Market News has been supplied to the fruit, vegetable, livestock and poultry industries with a gross income exceeding \$210,000,000.

During the last two years more than 157,000 car-loads of citrus with a gross value of \$96,000,000 were shipped out of the state, canned or locally consumed.

The Marketing Bureau maintains, in cooperation with the Federal Department of Agriculture, a citrus Market News Office in Lakeland from September through May each year, and eight vegetable Market News Stations in the principal sections of the State.

Vegetables, melons, and small fruits in Florida represent \$100,000,000 investment.

During the last two years 110,000 car-loads were shipped, canned, or locally consumed, with a gross value of \$68,000,000.

Grade and condition inspection has been applied by the Bureau, in cooperation with the Federal Bureau, in the last two years on about 53,000 cars of Florida fruits and vegetables, and on more than 200,000 cars since the service was instituted in 1922.

The Marketing Commissioner wrote the first law for the Standardization of Fruits and Vegetables in Florida. He brought about a change in employing 85 percent Florida residents in the Federal-State Inspection force, which formerly employed 90 percent out of state.

Hoping you will find time to peruse the full report herewith presented and assuring you of the fullest cooperation in every respect, I am

Very sincerely yours,

NATHAN MAYO,
Commissioner of Agriculture.

STATE OF FLORIDA

FLORIDA STATE MARKETING BUREAU

204 St. James Building, Jacksonville, Florida

Division of

FLORIDA STATE DEPARTMENT OF AGRICULTURE

Nathan Mayo, Commissioner

To His Excellency Fred P. Cone,
Governor of Florida, and Chairman of the
Agricultural Marketing Board,
Tallahassee, Florida

Sir:—

Realizing the limited time you have available for reading reports of the many State Departments, and the necessity of brevity in the modern day of business rush, we shall condense the Tenth Biennial Report of the Florida State Marketing Bureau.

The Florida State Marketing Bureau was created as a division of the State Department of Agriculture by the Legislature of 1917, and began operations only four years after the Federal Bureau of Markets was established. Our Bureau was a real pioneer. Nine biennial reports have been made since the establishment of this department, giving full accounting of our work. The department served the fruit and vegetable and the general agricultural industry of Florida during the World War period, through the boom, in the subsequent depression, and more recently has provided the necessary supplementary services under President Roosevelt's Agricultural New Deal policies, and governmental reorganization.

It would require many pages to relate the history of the development of the Bureau, and in detail the different lines of activity in which it is now engaged,—as for instance, the development of Federal-State Shipping Point Inspection from 162 cars in 1923 to 60,000 cars in 1934, or from the modest beginning of the Market News Service in 1919 with only Jacksonville quoted in one daily paper to the present nine reporting stations in respective shipping seasons, covering complete market information free of charge

to Florida growers and shippers for fruits, vegetables, poultry, eggs, livestock, etc., about three thousand served from Jacksonville alone; or the For Sale, Want and Exchange Bulletin, started in 1919, now eagerly read and used by some 25,000 Florida farmers; or the addition to the Bureau staff of Marketing Specialists in Fruits, Vegetables, Poultry, Eggs, Livestock, Field Crops, Market News; or the development of grades for Florida products; or the cooperative marketing laws; or securing the establishment of meat packing plants and livestock auction markets in territory available for Florida shippers; or starting and making the necessary plans for the present greatly improved Weather Reporting Service in Florida; or official reports of the State's shipments, claim work, special books and bulletins, and many other special features of work. These duties have in previous reports been outlined and reported in more or less detail, and we shall omit repeating a full account for years prior to 1935. The active, current line of endeavor is, we are sure, of more interest and value, and better serves as a gauge of the present usefulness of the department. Therefore, we briefly cover in the following remarks, the period of operation from July 1, 1935, to Jan. 1, 1937.

LIVESTOCK AND FIELD CROPS

During the past several years the livestock department of the State Marketing Bureau has been working on several marketing problems:

1. The establishment of cooperative hog sales, cash shipping point basis.
2. The establishment of a Florida cattleman's association with county units for the mutual benefit of all cattlemen.
3. The establishment of livestock auction markets, to improve market conditions, and central livestock yards to assemble livestock in large quantities for sale.
4. The bringing into this area of more and larger packing companies, and a closer cooperation with service to those already here.
5. Reasonable freight rates on live stock.
6. Cattle shows to prove to the consumer an improved quality of Florida cattle, and to demonstrate to the

producer the increased value of quality products from livestock, as a means of bettering livestock markets.

7. The establishment of assembly points for pecans and syrup for large truck shipments or for carlot shipments.
8. The establishment of farmers markets, to assemble products into carlots.
9. A plan to let buyers know where such farm products are produced, who owns these products, and when they are ready for sale.
10. Cooperative marketing, grading and selling of farmer produced products as is demonstrated by hog shipments, wool shipments, and in some cases pecan shipments.
11. A plan of improvement of livestock, practical for the producer to follow.
12. The establishment of market quotations on livestock and livestock products for helpful market use to the producer, so the producer would know what such products were worth by grade, and to popularize such markets as are quoted.

Accomplishments

In reference to cooperative hog sales, there are 15 hog sales being held regularly in this State, with two other points in prospect. During the past 2 years approximately 700,000 hogs have been sold directly and indirectly as a result of our efforts. We have cooperated with other educational forces, as well as dealers, in making these shipments. Approximately \$9,400,000 worth of hogs have been handled in Florida during the past 2 years.

In reference to the establishment of cattleman's associations for the benefit of Florida cattlemen, a Florida cattleman's association as well as 22 county units have been established for the mutual benefit of all cattlemen.

In reference to livestock auction markets, 2 such livestock auction markets have been established, one at Gainesville and one at Live Oak. One is in prospect at Tallahassee.

During the past 2 years, two of the larger packing companies, Armour & Company, Cudahy Packing Company, have located plants readily accessible to Florida producers.

Three of the four largest packing companies of the United States are now located in the southeast, and are easily reached by Florida producers. There are several meat packing plants in Florida—7 in number—today killing, curing and handling livestock and converting such livestock into edible products. In the southeast there are 28 such plants. This department has not only cooperated with the larger packers, but has cooperated equally with the already existing plants in this State and elsewhere in the southeast, as a means of helping them in locating livestock for sale. The meat packers have demonstrated their faith in the southeast by establishing plants here.

During the past 2 years the cattle shipments in marketing from this State have amounted to \$3,314,500. These cattle include range cattle for stock purposes, feeder cattle, fed cattle, bean fed cattle, as well as bulls, and cattle shipped for slaughter purposes.

Cattle shows have been held to prove to the consumer that Florida is producing an improved quality of cattle, and to demonstrate to the producer that this increased quality of product will better livestock markets and give him a greater profit. The livestock show at Tampa, at the Tampa Fair last year, was responsible for the placement of 400 bulls. The cattle show at Tampa was one of the best educational shows ever held, this statement was made by one of the leading cattle judges of the United States. There is a material increase in quality of cattle in the feed lots due to the Fat Cattle Show held in Jacksonville. This department helped to initiate the Fat Cattle Show in Jacksonville as well as the breeder show in Tampa.

During the past 2 years there has been a decrease in the freight rates on hogs from 20% to 35%. The transportation companies have given us a 10,000 lb. overflow rate on hogs which has materially benefited shipments. We have worked with the railroads in establishing livestock trains and through connections to central markets. To illustrate: whereas it formerly took 2 to 3 feeds between Florida and Jersey City on calves, today cattle and hogs can be put from Kissimmee, Fla., to Baltimore, Md., with one feed and water which formerly took 2 or 3 feeds and water to accomplish this job. Such handling means a reduction in shrinkage and more profit to the producer as well as to the buyer.

We have kept in touch with wool marketings in this

State, averaging in selling about 10 cars annually the past 2 years. This crop has brought \$139,200. These sales were purely cooperative and held by local managers in different districts.

During the past 2 years, approximately 1350 improved bulls have been put in this State, and more than 7000 head of improved gilts and boars have been placed in this State.

Very few calves were shipped from Florida prior to the summer of 1935 when 125 cars were shipped. The combined shipments for the season 1935 and 1936 will amount to 255 cars.

This department has always been interested in securing greater competition for the sale of livestock and field crops products. The small packer will continue as he has in the past to better market conditions along with the larger meat packing companies. It takes the cooperation of the producer, the railways, the packer, and the consumer, to do the job efficiently. This division has endeavored to cooperate with all of these agencies in accomplishing the job. This division of the Bureau touches annually approximately \$6,300,000 worth of these products. This is besides the savings in rates and the help in getting new meat packing companies into the southeast. The producers of Florida will get for their livestock and field crops products in 1936 more than a million dollars more than they did in 1935.

Besides the many contacts and helpful methods of marketing of such crops, as sweet potatoes, pecans, corn, hay, velvet beans, peas, peanuts and syrup, this division has been actively alert on the needs of better market outlets for livestock.

POULTRY AND DAIRY PRODUCTS

Cooperative Projects

1. This section of the Florida State Marketing Bureau cooperates with the U. S. Bureau of Agricultural Economics to provide Federal-State Grading Service for eggs and poultry, thus enabling the Florida producer to have the National standards used as Florida standards.
2. This Division has worked in close cooperation with the Inspection Division of the Florida Department of Agri-

- culture, in making rules and regulations governing the sale of eggs and live and dressed poultry in Florida.
3. Cooperated with the State Poultry Association and other agencies in getting the Florida Egg and Poultry Meat Law passed by the Legislature.
 4. Cooperated with the State Poultry Association and Tampa Fair Association in conducting the first Poultry Meat and Egg Exhibit.
 5. Cooperated with the Extension Service in conducting a survey of the Tampa egg market, and in holding meetings in the interest of securing a cheese plant and a butter-making plant in West Florida.
 6. Cooperated with the Inspection Division of the Florida Department of Agriculture in laying plans for a Turkey Dressing Plant at Branford, Florida, and with the County Agent and local poultrymen in securing funds for building a poultry market for Dade City.
 7. When the new Egg Law went into effect, assisted in training the inspectors, the egg dealers and poultrymen in the use of the Federal standards which were adopted as State standards. These training schools were held in all the important producing and market centers in Florida.

Accomplishments

Secured an egg buying station for Marianna, which has done much to improve the egg market situation in West Florida by raising the market price of eggs in that section. This was accomplished by buying eggs on a graded basis and paying a premium for good quality eggs, and by the fact that eggs are being collected twice a week in the summer, to insure good quality.

Secured the service of an all-time man to report the Tampa egg and poultry market, thus making possible the securing of accurate, unbiased price quotations in this market.

Secured egg grading service for egg dealers in Tampa, St. Petersburg, Jacksonville and Miami. These graders are furnished by the Florida State Marketing Bureau cooperating with the U. S. Bureau of Agricultural Economics.

Secured funds to advertise Florida turkeys in newspapers in the principal Florida markets, urging consumers to use home raised turkeys.

Held cooperative poultry sales and assisted individuals in selling 613,743 pounds of poultry and turkeys that brought the producers at shipping point \$120,185.63. Sold or furnished grading service for 11,650 cases of eggs valued at \$94,650. Helped locate a market for 35,210 pounds of pecans valued at \$3,168.90; also helped farmers sell 17 cars of hogs at cooperative sales for \$19,646.00. The value of these products sold mostly at cooperative sales was \$237,649.63. To further assist producers, wrote three bulletins for the Florida Department of Agriculture, and one circular.

Wrote in line of duty 904 letters; attended 75 meetings in which 2750 people took part. Held 1080 conferences on subjects related to marketing of some kind, and traveled 73,680 miles.

Was instrumental in getting the Government to purchase in February, 1937, hundreds of cases of surplus Florida eggs which, by being removed from regular commercial market channels, immediately improved the egg market.

Assisted in building 17 exhibits at various Florida Fairs where resources of the State were shown to at least 250,000 people, many of them tourists. More than 50,000 pieces of literature on Florida were distributed at these Fairs.

FRUITS AND VEGETABLES MARKET NEWS

During the last two years market news has been supplied to a \$750,000,000 fruit, vegetable, poultry and livestock industry with gross income exceeding \$210,000,000.

Approximately \$400,000,000 is invested in the citrus industry with more than \$31,000,000 invested annually in producing and marketing the crop. More than 100,000 people have full or part time work in this industry during the shipping season, and 25,000 have employment, mostly full time, during the off season months. More than 157,000 carloads with a gross valuation of \$96,000,000 were shipped out of the State, canned or locally consumed.

It is the duty and obligation of the State Marketing Bureau, in cooperation with the far flung Federal market news system, to give a complete service to the Florida citrus industry. We maintain, in cooperation with the Federal Department of Agriculture, a market news office in Lakeland, Florida, from September through May each year. This office was formerly in Orlando, but was moved to Lakeland

to better cooperate with the Florida Citrus Commission. We supply several thousand growers and shippers throughout the State with: (1) The daily movement of citrus by rail, boat, truck and express; (2) The rail passings through gateways and diversion points with destinations to various markets; (3) The boat destinations to respective markets; (4) Packing house report showing daily volume of fruit packed and unprocessed and that packed ready for shipment; (5) Carlot arrivals, cars on tracks, cars offered and auction prices at the respective markets. Many other special services are rendered by telegraph, radio, telephone and daily press.

Vegetables, Melons, and Small Fruits

There is an average permanent investment of \$100,000,000 in the vegetable, melon, strawberry, and small fruit industry in Florida with an additional \$20,000,000 invested annually in the production, packing and marketing of these commodities. During the past two years more than 110,000 carloads of such commodities were shipped, canned or locally consumed, with a gross value exceeding \$68,000,000. We fully cooperate in maintaining local market news stations in all the most important producing areas in Florida, for example:

(1) Belle Glade, Fla. (Palm Beach County). This station supplies complete information on string beans, green peas, new potatoes, cabbage, and tomatoes during the fall and spring months.

(2) Pompano, Fla. (Broward County). This station during the winter months furnishes complete information on beans, limas, peas, peppers, potatoes, tomatoes, and miscellaneous vegetables.

(3) Sanford, Fla. (Seminole County). This station supplies complete information on celery, escarole, and miscellaneous vegetables from January to May.

(4) Plant City, Fla. (Hillsborough County). This station supplies full information to strawberry growers throughout the State from December through April.

(5) Bradenton, Fla. (Manatee County). This station supplies full information for the benefit of the celery, to-

mato and vegetable growers on the West Coast in the Spring.

(6) Leesburg, Fla. (Lake County). This station furnishes complete market information on watermelons throughout the State during May and June.

(7) Hastings, Fla. (St. Johns County). This station supplies all of north and west Florida potato growers with full market information.

The market news division of the State Marketing Bureau is the center of all the market news services in the State. Our leased wire connects with the central headquarters of the Federal market news service in Washington where all the market news service of the nation is centered. We receive an immense volume of market code messages in the Jacksonville office and we distribute the necessary information to our citrus station in Lakeland and other stations in Belle Glade, Pompano, Sanford, Plant City, Bradenton, Hastings and Leesburg. Each of these eight field stations publishes a daily market bulletin available to all free of charge.

The Jacksonville office of the Bureau publishes a daily bulletin covering full shipment, passing, arrival, unload, track holding, and price information for all fruits and vegetables throughout the State. More than 2200 growers and shippers request this service each year and through our cooperative arrangement with the Federal government this market news mail goes out in "franked" envelopes, which affords a saving of thousands of dollars in postage to the State of Florida. An average of 30 daily market telegrams are sent to shippers collect. Some 41 telegrams are sent regularly to the producers and trade on dates of changes in the Jacksonville egg quotations. All of our market service is made available to the daily newspapers through the Associated Press and our information is thus spread over the entire State without cost to us.

The Jacksonville market for fruits, vegetables, poultry, eggs, and livestock has been reported daily by the Market News Specialist in addition to other duties such as supervising the distribution of market news to Florida field offices, decoding and preparing the state-wide daily market news bulletin, and assisting market reporters in Tampa, Miami, Sanford and other points in Florida.

Special New Services

During the past two years we have added to our extensive market news service the following special services:

1. A complete daily market price report covering the sale of fruits, vegetables, poultry and eggs, on both the Tampa market proper and on the Tampa Farmers and Truckers Market. An immense quantity of West Coast produce is sold on the Tampa market to truckers from many States, and this market service was especially needed and requested not only by the Florida growers and shippers, but by buyers from other States. This market news is distributed gratis via the Associated Press to the many newspapers interested. The Tampa market quotations are also included in the daily market report released from the State Marketing Bureau in Jacksonville, which goes to more than 2200 growers and shippers in Florida and elsewhere.

2. A full market service was established for the State Farmers Wholesale Market in Sanford which shows the most complete f. o. b. cash market in Florida. This information is distributed through our usual press connections and more particularly by the State Federal Cooperative News Service. Telegraph and telephone companies have agreeably provided special service for this State Market and all growers and shippers of Florida may be informed of daily prices, changes and market developments. This information is especially valuable to the small farmer and the grower of the miscellaneous or **diversified** agricultural products, but the large grower or shipper also gets complete information on such commodities as beans, cabbage, celery, cucumbers, eggplant, lettuce, peas, potatoes, peppers and tomatoes, as well as oranges, grapefruit and tangerines. Quotations are provided on apples, pears, onions, sweet potatoes, syrup, hay, grain, etc., which truckers from Eastern States bring into Florida when coming for loads of vegetables and citrus. Although northern trucks only bring in about 10-20 per cent as much as they take out of Florida, it is important that they know the market prices prevailing in Florida to encourage mutual trade needed and discourage a flood of commodities not needed.

3. For the benefit of Florida livestock producers we have organized a market news service on livestock on the

principal markets, quotations on Florida dressed native cattle and hogs together with Jacksonville quotations on cured pork products.

4. We have materially assisted the Florida Citrus Commission in supplying their crop estimator with essential county shipments, volume estimates and other pertinent information.

5. We have supplied Florida port authorities with production and value estimates together with considerable other information as to commodities in their back country.

6. Considerable cooperation has been extended to the W.P.A. and F.E.R.A. and other Federal agencies supplying them with certain volume and value data requested in connection with state, county and city projects.

7. The market news division during the past two years has materially assisted the Florida Railroad Commission, the Florida Citrus Commission, the Florida Tariff League, the Federal Crop Estimator, the State-Federal Extension Service, the Federal Land Bank, the Interstate Commerce Commission, the Secretary of Agriculture and others by furnishing growing, shipment, volume, value, and general market information, to be used in obtaining lower rail, boat and express rates, higher duties on imports, lower duties on exports, crop estimates, citrus control, removal of color-added restrictions, better appraisals for Florida farm and grove loans, and other beneficial concessions to the Florida agricultural industry.

FRUIT AND VEGETABLE SPECIALIST

A great deal of service has been rendered in the last two years along educational lines in an effort to improve grade and pack, and for the betterment of general marketing practices. Considerable assistance was rendered in the selection of sites and construction of the State Wholesale Produce Markets, also with some of the cooperative and independent farmers' markets. Assistance was also given several cooperative marketing organizations in securing financial aid.

The Marketing Specialist in Fruits and Vegetables advised with and assisted growers in the marketing of a large number of carloads of fruits and vegetables, and many small

express and truck shipments. Cooperated with officials of the Agricultural Adjustment Administration and other government agencies active in the endeavor to improve marketing conditions.

Assisted growers and shippers in securing Federal-State inspection when desired. Made seasonal surveys of crops and market conditions over the State in connection with our Market News stations, particularly as to location, and opening and closing dates.

In order to render more efficient service, a personal visit was made to inspect a number of the outstanding farmers' wholesale produce markets in other states. With the rapid change in methods of transportation and distribution of perishable products, it is essential that the Bureau keep well informed along these lines.

Considerable time was spent in the supervision of the State Department of Agriculture and Marketing Bureau educational display shown at most of the principal fairs in the State during the last two years. Owing to the apparent value of such displays at fairs within the State to the agricultural industry in disseminating information relative to the agricultural development, progress and marketing facilities, the Commissioner of Agriculture and the Marketing Commissioner authorized the writer to assemble and construct a comprehensive, portable display for this purpose. Conflicting dates of our many fairs have made it impossible to meet the request of all county fairs with the one display.

During the lapse of time between the close of the north and west Florida fairs and the opening of the central and south Florida fairs, this display was for about seven weeks placed in the Terminal Railway Station in Jacksonville where it was visited by many prominent people coming into the State. Representatives of the Department of Agriculture or Marketing Bureau were in attendance at all times to give visitors at the booth reliable information regarding the agriculture of the State, and to confer with growers and shippers of Florida products on all problems they might wish to discuss.

The Fruit and Vegetable Specialist was also placed in charge of the Florida State display at the Alabama State Fair during the past two seasons.

The Fruit and Vegetable Marketing Specialist has trav-

eled 45,505 miles in the course of duty; held 1,158 conferences with an attendance of 3,943; attended 34 agricultural meetings having an attendance of 6,195.

The Marketing Specialist of this Division has responded to many calls for marketing assistance from County Agents and Agricultural Teachers and is appreciative of the fine cooperation rendered by them at all times.

FEDERAL-STATE INSPECTION

Grade or condition inspection based on Federal and State grades has been applied in the last two years on 52,556 cars of fruits and vegetables by the Bureau in cooperation with the U. S. Department of Agriculture.

Years ago this department realized that perhaps the outstanding need of the Florida fruit and vegetable industry was an improvement in the standards and grades of Florida citrus fruit and vegetable shipments. To encourage grade work, the Federal-State Shipping Point Inspection Service was inaugurated by the Bureau in cooperation with the U. S. Department of Agriculture in 1922, since which time 205,773 cars have been inspected by us in Florida. Beginning with a volume of only 162 cars in the 1922-23 season, the service was gradually increased until a 60,000 per season car volume was realized. Arrangements for the first Federal-State inspection were made by the present Commissioner of the Bureau and the work was handled under trying conditions. Shipping point inspection was initiated, carried to a high state of development, and the inspection force trained by the Federal-State Shipping Point Inspection Service. Blanket compulsory citrus inspection was handled two seasons in accordance with the Citrus Marketing Agreement for Florida. Not one dollar of Federal or State appropriation has been provided to maintain this service, and it has been conducted efficiently on a self-sustaining basis, without a deficit accruing from any individual season's operations.

We shall omit detailed report of this important service initiated and brought to the present stage of efficiency by the Florida State Marketing Bureau and the U. S. Department of Agriculture, but we shall outline briefly the purpose of inspection, which is applicable in the last two year period as well as to the future.

In the final sense, Federal-State grade or condition inspection at shipping point is fundamentally grade work. Inspection substantiates merits proclaimed for products in arranging sales, advertising, or otherwise. Inspection provides an impartial, disinterested means of adjusting disputes between shippers and receivers and a fair basis for settling transportation claims. It aids the shipper in intelligently bargaining with the buyer and protects him in instances of unwarranted complaints or rejections.

The purpose of inspection is to secure statements of quality and grade; to establish value; to standardize and increase the revenue from vegetable products by improvement in grading and packing operations; to furnish a certificate showing the facts obtained by inspection which is written in a terminology and phraseology so as to provide an actual descriptive account of the commodity; to prevent losses; to establish responsibility for damage; to provide a basis for FOB, roller (in transit), or delivered sales; to furnish prima facie evidence in the courts of the United States, the courts of many States, and to administrators of the Perishable Agricultural Commodities Act, and the Produce Agency Act which were passed by Congress to prevent unfair or fraudulent practices in the fruit and vegetable produce trade for shipments handled in interstate commerce.

The Federal-State Inspection Service which conducts this work cooperates in every way to interpret grades and demonstrate better methods of sorting, packing, handling and loading that may facilitate more orderly marketing.

The duties of the Assistant Commissioner are mainly the detailed supervision of the Bureau activities. The purchasing of supplies, handling of office correspondence, supporting the marketing specialists in their field schedules and attending to their office duties while they are absent, supervising the extensive market news work in Florida, and for the Bureau the Federal-State Inspection Service—incidentally handling supplies, records, payroll and expense accounts in the last two years on 52,556 cars—and many other activities too numerous to mention, are performed by this office of the Bureau.

A number of the present most popular features of service of the Bureau were initiated by the Assistant Commis-

sioner years ago, such for instance as the Bureau poultry and egg quotations; the Jacksonville market complete service, the extension of the market news service to Miami and Tampa; the For Sale, Want and Exchange Bulletin; the semi-weekly livestock reports; securing the approval by the Government of extending the market news service in Florida to provide Belle Glade and Pompano, Plant City and the Bradenton-Sarasota districts with special field reporting stations. Secured the change in the market news set-up in Florida by having the Federal Bureau absorb one half the expense, and provide the service free to the farmers instead of their paying one-third the operating costs. Has written a number of books, bulletins and editorials for use by the farmers of Florida. Wrote the first grade book ever prepared for the State. One of the authors of the first standardization law for fruits and vegetables in Florida. Led and won the fight for the Florida man to have fair and impartial representation on the Federal-State Shipping Point inspection force, breaking up the policy of placing on the force 90% or more of the personnel from northern states, with the result the inspection force has in recent years consisted of about 85-90% of so-called Florida Crackers.

In passing it might be said that the Assistant Commissioner started in a clerical position with the Bureau 20 years ago, and having worked through the various departments and helped in advancing the Bureau to its present high standard, has at his finger tips every detail of the work. As he has not taken a straight vacation in this entire period, his traveling expenses averaging only \$64.62 per year since 1929, it is evident that this important office has not been neglected. Exclusive of administrative duties he has in the last two years, for instance, sold or aided in the sale of products in small lots, aggregating,—poultry, 39,345 lbs.; fruits and vegetables, 44 cars; honey, 120,000 gallons; syrup, 10,490 gallons; eggs, 525 cases; corn, 5 cars; pecans, 61,200 lbs.; wool, 500 lbs.; hogs, 92. Supplied various lists of dealers and buyers to 772 shippers. Supplied source of seeds, plants, fertilizer, machinery, containers, livestock, etc., to 242 growers and shippers. Gave crop and market data, and special marketing information to 857 growers and producers. Advised as to the reliability of different dealers to 134 growers and shippers. Collected or aided in

the collection of claims for 527 shippers of fruits, vegetables, ferns, plants, seeds, poultry, etc. Gave information in regard to filing claims under the Perishable Agricultural Commodities Act to 89 shippers. Gave market information by commercial and long distance telephone to 6,475 inquirers. Held in offices conferences with 3,350 visitors asking for various kinds of market information. Wrote approximately 12,480 letters in line of duty.

Under the organization plan of the Bureau, the Assistant Commissioner has remained almost constantly at his desk, this work not being delegated to someone else. This explains in a measure why a wire is replied to instantly, the mail answered the day it is received, and the business of the entire department handled with efficiency and dispatch. This position has many times been compared to the works of a watch—performance without being seen or heard of much by the public. Not only in accomplishing many types of needed service, but in steering away from activities that might have involved the department as has been the case in many other States, has the work of this official been valuable. Space will not permit a more complete listing of the past performance record of this office which by its nature is tied into the other divisions of the Bureau.

SERVICE TO THE LARGE AND THE SMALL FARMER, AND ALL EQUALLY AND IMPARTIALLY

The small farmer has not been overlooked by this department in the marketing of his crops. Particularly during the hard times we provided every encouragement and assistance possible in diversifying the means of income to especially the small farmer. These minor activities have really never been covered in the official biennial reports to the Governor, Commissioner of Agriculture or the Legislature. To mention a few instances of rendering help in selling products comparatively unknown on the larger markets, one individual Massachusetts produce dealer advised us that he was handling dasheens for the account of some ten different growers and it was through the Bureau's suggestion that they started handling dasheens some ten years ago, and advised that this one house had sold dasheens of approximately 50,000 pounds yearly.

When interest was revived in the production of Sea

Island cotton, some five years ago, this department was requested by growers in the Trenton district to locate a supply of Sea Island cotton seed. We contacted domestic sources and made arrangements for growers to buy seed at very reasonable prices. Considerable correspondence developed among State and Federal officials and also with a number of foreign officials in order to secure the best seed possible. We were informed by one of the pioneer growers in Trenton that due to encouragement and help given by this department, a large shipment of Sea Island cotton moved from that section in 1936.

Likewise help was rendered in marketing scattering shipments of chayotes, which product was practically unknown except in a few southern markets. We circularized the trade in a number of the large cities with the result that chayotes in solid carlots have moved from Florida.

In the early part of 1935 this department received inquiries about the collection and sale of sweet gum, and as these inquiries opened up the possibility of increasing the income of a number of farm families, we supplied all the information possible as to the firms interested, method of tapping trees, collecting and shipping sweet gum, etc.

Hundreds of inquiries have been answered about Florida moss and information given as to where it could be sold. The names of dealers handling the product in carlot volume or less in both the raw and finished state have been supplied, and all information possible given in the marketing of this product.

Helping in the sale of tung oil nuts, broccoli, and a number of other commodities might also be mentioned on which the department has given assistance without any thought of credit.

DEPARTMENT VERIFICATION OF RESULTS

This department checks up from time to time on the various services we are rendering. We feel that the best judges after all are the people who have been served by the Bureau. In the early part of 1935 we conducted a survey of the egg quotation service as supplied by this Bureau. As every one surely knows, practically all of the eggs sold in Florida are merchandised on the basis of our quotations published in the daily press, and distributed by

mail reports and by special telegraphic service by the Bureau. A questionnaire was sent out to about 20,000 farmers and producers in Florida. Dozens of reports were made verbally to our office or to representatives in the field. A volume of about 1575 cases of eggs per week was represented in the reports mailed to us. Ninety-two complete reports were made, and ninety-one stated they wanted the quotations continued. The one asking for the reports to be discontinued was a merchant who bought eggs in the country. Eighty-four out of ninety-two stated that they were satisfied with the system of quotations. Eighty-three stated that they used the Jacksonville quotations in some form as a basis in selling their eggs. To the question, "Are you satisfied with the present system of quotations?" the following are some of the replies received:

"Your prices have always seemed fair in past years. Have produced and handled many, many thousands of dozens of eggs."

"Very much. It gives me a certain basis for retail prices and also helps me maintain wholesale prices for surplus. Every man to his job. We think you know more about it than we do, and so we depend on you."

"I have found them a reliable average price to gauge my own sales. I sell eggs by your quotation. I am firmly convinced that if market quotations were to lapse to the hands of wholesalers, jobbers and the like as formerly, the producer would suffer thereby. I believe your service is of inestimable value to the egg producers of the State, a stabilizer. We have powerful outside interests that would be glad to see these market reports taken out of your hands and put back into their own. It used to be done and the general producer did not get a price. He took what somebody wanted to pay."

"Yes, the quotation tends to keep market organized and stops cutting of prices."

"Have used your quotations since you started. Always considered them a fair unbiased judgment of the market."

"No producer of eggs can be dissatisfied with your work. If it was not for your splendid cooperation, there would be no way to make a living with chickens in Florida."

"Yes, because it is the only system of quotations we have that we can be governed by."

"Neither the buyer nor the seller can set a fair price for quotation purposes. Your department being a third party is in a position to give a fairer quotation, I should be very sorry if you allow unjust criticism to discontinue the service."

"Satisfied. It stabilizes the market, prevents the merchant from setting price, which lowers price."

"By so doing we are not gouged and have got a fair deal. This system is of much benefit to us farmers. Please keep it up."

"Perfectly satisfied. We use Jacksonville quotations as a base and would be clear at sea without them. To me it would be a calamity if we could not get these quotations as a base."

"Yes, when Jacksonville markets are flooded your quotations always fair—stabilize the prices."

"It is the only way us poultrymen can base our prices on our eggs. Without it we would be at a loss to know what eggs are worth."

"I am. If it was not for the quotations these pick up trucks would give us just what they please."

"Yes. If it were not for these quotations as a basis for selling my eggs, I would be getting from three to four cents per dozen less than the Jacksonville market quotations."

"Yes, because it has enabled me to obtain full market price for my eggs."

"Any other system would break down, unless you had the wholesale men hog tied and that is impossible. Any system that would stand up would have to have the State of Florida behind it."

We have verified results of other features of our service, but space will not permit quotations of the many commendatory reports we have received.

AGRICULTURE—The original and basic industry of the world.

We are told in the story of creation that the Lord God planted a garden in Eden, and placed the first man and woman in it to dress and keep it.

That was the beginning, according to Biblical history, of agricultural operation on earth. It has progressed scientifically, advanced economically and increased in production until it is estimated that the world's annual consumption of agricultural food products is approximately 700,000,000 tons in volume with an estimated value of \$200,000,000,000, and if the purchasing power of the people were normal, this food bill could easily be increased to \$300,000,000,000 annually.

Agriculture is still the basic industry of the United States and Florida. More than 3,000 years after the Lord

started Adam as the first farmer, the Lord said unto the people, "In the morning sow thy seed, and in the evening withhold not thy hand". More than 2,700 planting seasons have passed since this verse was recorded. Agriculture is the foundation upon which rests the entire fabric of human society, and without which the dreams of opulence, the wizardry of invention, the wonders of metropolitan trade-craft are but naught.

As soon after the World War as the devastated fields of Europe got back into production, and decreased their imports of farm products from this country, or during the past 15 years, the agriculture of the United States began to have economic difficulties, complex problems, reduction in prices and severe losses.

From 1929 to 1932 inclusive the agriculture of the United States suffered by decrease in crop value a loss of \$15,000,000,000 and a loss by decrease in value of farm property of \$20,000,000,000; a total loss to the nation's basic industry of \$35,000,000,000, or \$24,000,000 a day.

While these conditions have confronted our agriculture in a national way, and of course have handicapped agricultural progress in Florida, this State has been especially fortunate, not only in the last 2, but during the last 15 years in having a faithful, efficient, progressive, energetic force of agricultural workers who have rendered valuable services during these trying years and untoward conditions.

And it is interesting to note that the number of Florida farms has increased from 1920 to 1935 from 54,005 to 72,357, or more than 100 new farms per month. That meat, dairy and poultry products increased in value from 1930 to 1935 from \$17,775,381 to \$35,000,000 or 100%. That our milk supply increased from 1920 to 1935, 242%; egg production, 206%; field crops, apiary, nursery, greenhouse, hothouse products, tropical and semi-tropical fruits other than citrus, and other miscellaneous products taken together, show an increase of 237% from 1920 to 1935.

Our citrus crop, during the same 15 years, increased in number of boxes 236% and in value from \$27,675,000 to \$42,800,000. Truck crops and Irish potatoes increased in acreage from 77,775 to 181,550 and in value from \$15,462,421 to \$37,844,424 or 133% from 1920 to 1935. The general average increase of all agricultural products, includ-

ing beef cattle for these 15 years, has been 170% or more than 10% per annum.

In 1929 Florida imported \$125,000,000 worth of food and feed products. In 1935 this has been reduced to \$55,000,000 or a reduction of 127%. While Florida imported food and feed products amounting in value to \$55,000,000 in 1935, we exported food products valued at \$99,676,000, or our exports of these products exceed our imports by \$55,676,000.

These records are gratifying and encouraging and speak well for the farmers of the State and the men and women who have worked in the various departments of agricultural service.

Florida was carved by the finger of destiny from one of the most favored farming regions of the American continent, and is pre-eminently an agricultural State. Successful marketing of its farm products is one of its biggest problems. The record of the Florida State Marketing Bureau in helping to solve these many problems is one of which we are proud and which we have outlined briefly for the last two-year period in the foregoing.

CONCLUSION

In making annual or biennial reports it is too often the policy of State and Federal departments to so burden them with detail and generality that but few read them. In this our Tenth Biennial report we have limited our review of activities almost entirely to the last two-year period. To better picture the major features of service, we have instead of covering all activities, broken down our report to show more completely the work of individual departments or Specialists. We have omitted a detailed account of all our work, but in the condensed form have, I hope, outlined what the Bureau has in the recent two-year period been doing to serve the agricultural industry of Florida.

It is with a degree of pride that I point to the Financial Statement of the Bureau on the following pages, and the record of economy practiced by this department. It is a well known fact that it is the custom of some departments to spend somehow all that is appropriated to them, and to ask every session of the Legislature for more funds than are actually needed. Our appropriation for the 1931-33

Biennium was reduced \$5,640 under that of 1929-1931, and again in 1933-1935 our appropriation was reduced \$25,480 under that of 1931-1933, yet we turned back to the State on July 1st, 1932, \$5,531.58, and on July 1st, 1933, \$501.50. Although the appropriation was reduced from \$69,740 to \$57,000 per annum for the biennium 1933-1935, we turned back to the State July 1st, 1935, for the biennial period \$1,651.44. We expect to turn back to the State on July 1, 1937, every dollar that is not actually needed for the purpose for which it was appropriated. The department has consistently shown that unless there is need for an expenditure, it will not be made. Naturally, though, we must curtail services when funds are reduced.

In presenting for your reading the report of the Bureau, I feel it appropriate to say that the great success and achievement record of the department has been brought about by the team-work of the Commissioner and the Assistant Commissioner, and the loyal cooperation with them of every Specialist and employee in the last two years. Some nineteen years ago when the Bureau came into existence, the Commissioner took over the field duties, cooperative organization, public attendance activities, and largely all outside work; the Assistant Commissioner has had charge of the inside work, the business administration of the department and all of the "chief clerk" type of Bureau services. There is perhaps in no other public office as close team-work as in this instance, and the results obtained are a matter of record.

I shall not prolong this report to give a detailed summary of my activities for I feel in my 20 years of service to the State that my efforts are well known and my record established. I have given the best administration at my command to the sane, conservative, constructive functioning of the Florida State Marketing Bureau. I have guided the field work of the Marketing Specialists, and served in an advisory and supervisory capacity in the many features of work done by the Bureau. It has been my pleasure to cooperate with the other State Departments and officials, and especially the Cabinet members. I have found time to attend 240 meetings, deliver more than 200 addresses and

take part in 370 conferences in the last two years. The foregoing Tenth Biennial Report of the Florida State Marketing Bureau is respectfully submitted to Your Excellency, with the understanding that any supplementary data you may require will be cheerfully supplied.

Very respectfully yours,

L. M. RHODES,
Commissioner,
Florida State Marketing Bureau,
and
Secretary, The Agricultural
Marketing Board.

FINANCIAL STATEMENT

of the

**Expenditures of the Florida State Marketing Bureau.
July 1, 1935, to January 1, 1937**

For Period July 1, 1935, to July 1, 1936

APPROPRIATION\$64,860.70

Expenditures

| | | |
|---|-------------|-------------|
| SALARIES | \$29,568.00 | |
| MULTIGRAPH | 3,160.86 | |
| Maintenance of equipment and supplies, such as paper, envelopes, ink, etc., for issuing daily market reports, bulletins, etc. | | |
| ADDRESSOGRAPH | 20.89 | |
| Upkeep and supplies. | | |
| POSTAGE | 1,458.28 | |
| General office, semi-monthly bulletin, special reports, etc. | | |
| TELEGRAPH | 1,778.67 | |
| General office, leased wire maintenance, special field station relays. etc. | | |
| STATIONERY AND OFFICE SUPPLIES | 860.53 | |
| Office equipment, rating agency books, trade directories, typewriters, stationery, ink, stencils, water, miscellaneous. | | |
| TELEPHONE | 885.68 | |
| TRAVELING EXPENSES | 7,583.49 | |
| Commissioner and Marketing Specialists traveling expenses. | | |
| RENTAL | 1,870.00 | |
| MARKET NEWS | 6,867.32 | |
| TARIFF COMMISSION | 3,004.33 | 57,058.05 |
| CARRIED FORWARD TO 1936-37 | | \$ 7,802.65 |

For Period July 1, 1936, to January 1, 1937

| | |
|--|-------------|
| Appropriated per Annum | \$64,860.70 |
| Unexpended balance brought forward from '35-36 | 7,802.65 |
| | \$72,663.35 |

Expenditures

| | | |
|--|-------------|-------------|
| SALARIES | \$14,551.04 | |
| MULTIGRAPH | 3,970.01 | |
| ADDRESSOGRAPH | 47.13 | |
| POSTAGE | 1,395.82 | |
| TELEGRAPH | 1,073.26 | |
| STATIONERY AND OFFICE SUP- PLIES | 1,242.10 | |
| TELEPHONE | 360.90 | |
| TRAVELING EXPENSE | 4,680.50 | |
| RENTAL | 1,400.00 | |
| MARKET NEWS | 3,366.66 | |
| TARIFF COMMISSION | 1,309.88 | 33,397.30 |
| Balance for remaining six months (January through June, 1937) | | \$39,266.05 |

