

FLORIDA STATE
MARKETING BUREAU

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Eleventh

BIENNIAL REPORT

FOR PERIOD

JULY 1, 1937 TO JANUARY 1, 1939

Reading Time: 45 Minutes

OFFICE: 204 ST. JAMES BUILDING
JACKSONVILLE, FLORIDA

THE STATE OF FLORIDA

Department of Agriculture

TALLAHASSEE

—
NATHAN MAYO

Commissioner

February 3, 1939

His Excellency
Honorable Fred P. Cone
Governor of Florida

Dear Sir:

I am handing to you herewith the Eleventh Biennial 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.

We have in this two-year period provided market news to farmers with an investment of \$800,000,000—3,300 daily reports, for instance, from only the Jacksonville office.

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.

The Assistant Marketing Commissioner has directed the Bureau's part in providing Federal-State shipping point inspection on 54,804 cars in the last two-year period.

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.

The total appropriation for the State Marketing Bureau is less than 1/7 of 1% of the total expenditure of the state.

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

Very sincerely yours,

NATHAN MAYO
Commissioner of Agriculture

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His Excellency,
 Honorable Fred P. Cone
 Governor of Florida,
 Chairman, Agricultural Marketing Board
 Tallahassee, Florida

Dear Sir:

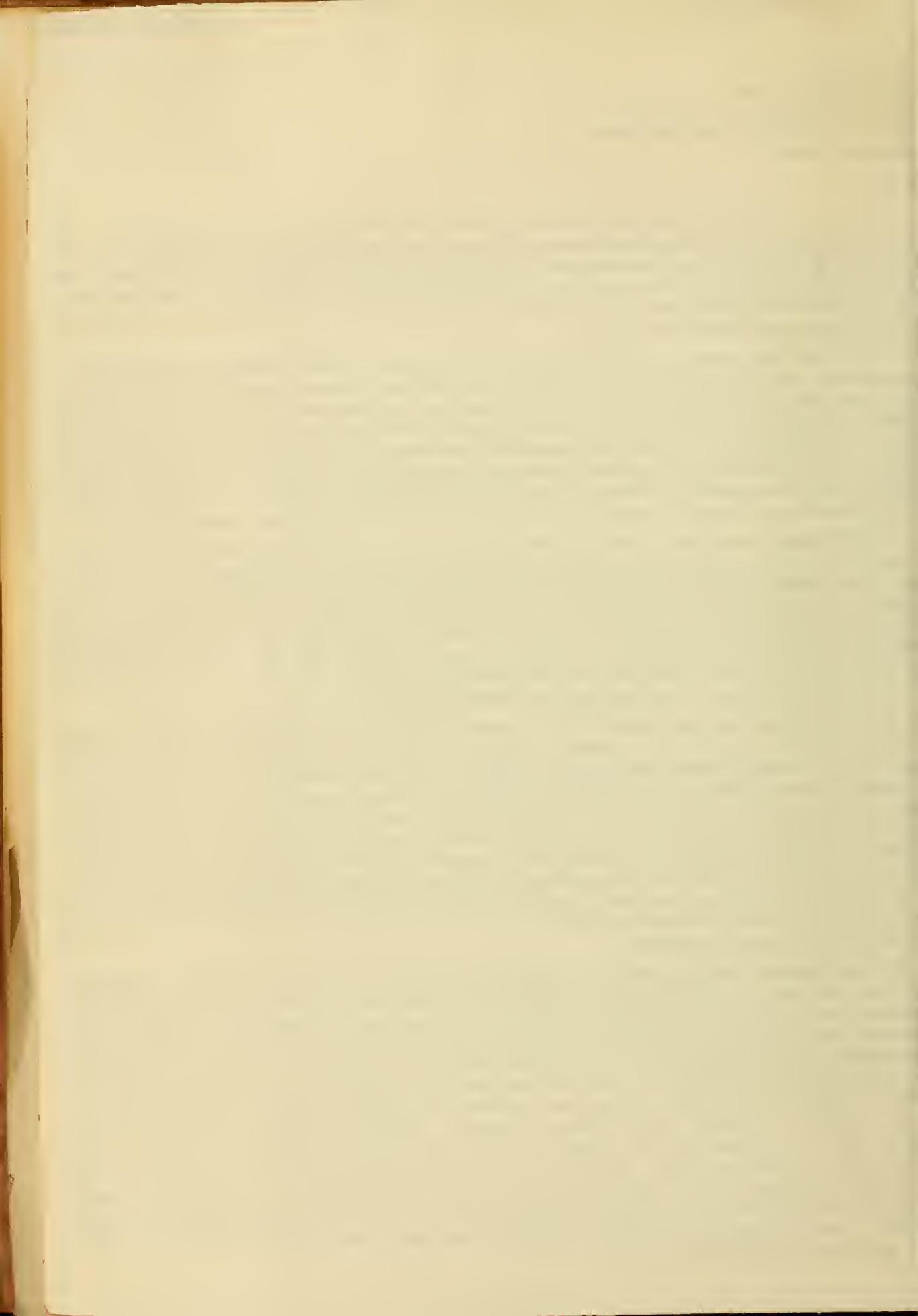
In the ten Biennial Reports submitted to the Chief Executives and to the Legislature of the State of Florida since the Florida State Marketing Bureau was established by the Legislature of 1917, this department has taken considerable pride in the complete reports made of the activities of the Bureau, and of the general services rendered the agricultural industry of our State. The department as perhaps rendered as many services not contemplated in the original drafting of the Law creating it, as the duties prescribed within the Law.

This is the twenty-second year in the life of the Bureau. It has thoroughly demonstrated its dispensability and usefulness. It has years ago passed the experimental stage. It is not the brain child of promoters, and it has never been, strictly speaking, a political office. The department has not had spasmodic, seasonal spurts of the mushroom type of growth and activity, followed by fluctuating activity or abandonment, but has developed along conservative, progressive but dependable lines of endeavor. It has maintained at all times a carefully selected, highly efficient personnel of marketing specialists. Consequently, it is only natural that the marketing services we perform are helpful, and the information we supply is taken at its true face value by the agricultural industry of Florida.

Having begun operations a comparatively short time after the Federal Bureau of Agricultural Economics was created, we have perhaps worked more closely with that Federal agency than any other similar State Bureau. Being one of the first State Marketing Bureaus to be established, marketing departments in other states have followed our course and have attempted to rival our success. We modestly point to the record established. We do not wish to impose upon your time by even generally reviewing the activities summarized in our previous Biennial Reports. We are, accordingly, presenting briefly the activities of this department for the last two-year period ending January 1st, 1939, in this the Eleventh Biennial Report of the Florida State Marketing Bureau.

We have in this two-year period provided general market news to an \$800,000,000 fruit, vegetable, field crop, poultry and livestock industry, having a gross income exceeding \$150,000,000. Daily market reports, showing Florida shipments by rail, boat and truck; passings, arrivals, unloads and other detailed market information; and prices on Florida fruits and vegetables, and essential detailed market condition and price information on livestock, poultry and eggs, have been issued in cooperation with the Federal Government at Jacksonville, Hastings, Sanford, Pompano, Belle Glade, Lakeland, Plant City, Bradenton, Gainesville, and a special cooperative livestock report for Florida at Thomasville, Georgia. Florida has today the most modern, and the best rounded out market news service of any State in the Union. It reaches more people daily, is beneficial to more shippers and aids them in marketing a volume of Florida products aggregating greater value, than the services of all other Florida official agricultural agencies combined.

We have recently supplemented this comprehensive market news set-up in Florida by beginning poultry and egg daily quotation bulletin covering the larger markets in Florida, and also a special daily livestock service for Florida in cooperation with the U. S. Department of Agriculture. Truck passings of vegetables are now being shown by the Bureau for the first time in the history of the State, with the cooperation and able assistance of the State Department of Agriculture. Omitting the activities of the other nine cooperative market news stations, and citing only the Jacksonville daily report, this office distributes on special request from growers and shippers more than 3,300 daily reports to shippers of fruits and vegetables, livestock, poultry and eggs. We send to shippers from this office alone on an average of thirty wires daily. Some fifty telegrams are sent regularly to producers and the trade on dates of changes of the Jacksonville egg quotations, in addition to our making and answering dozens of local telephone calls. These reports are made available to the daily newspapers through the Associated Press and to radio stations when requested. This information is, therefore, available to any and every Florida shipper free of charge, upon request to this department.



This market news division of the Bureau has materially assisted the State and Federal agencies in supplying them with county shipments, State shipments, production costs and valuation, and other pertinent information, — such agencies, for instance as the Florida Citrus Commission, Federal Surplus Commodities Corporation, Florida Railroad Commission, Florida Tariff League, Florida Growers and Shippers League, Federal Crop Estimators, State-Federal Extension Service, Federal Land Bank, Interstate Commerce Commission, the Secretary of Agriculture, Federal Writers' Project, Federal Port Authorities and Engineers, Agricultural Adjustment Administration, and many others.

Our Market News Specialist attended in 1938 a rate hearing in New Orleans as a witness for the State fruit and vegetable industry, offering extensive exhibits and statements to help prevent the proposed 15% increase in rates, and the final increase allowed was only around 5%. He also attended a rate conference in Buffalo, New York, in July, 1938, offering extensive testimony as to the resources of Florida.

With the cooperation of tobacco warehousemen, a very complete summary of the pounds of tobacco sold on each market in Florida, and the price per pound it brought, was prepared by our Market News Specialist.

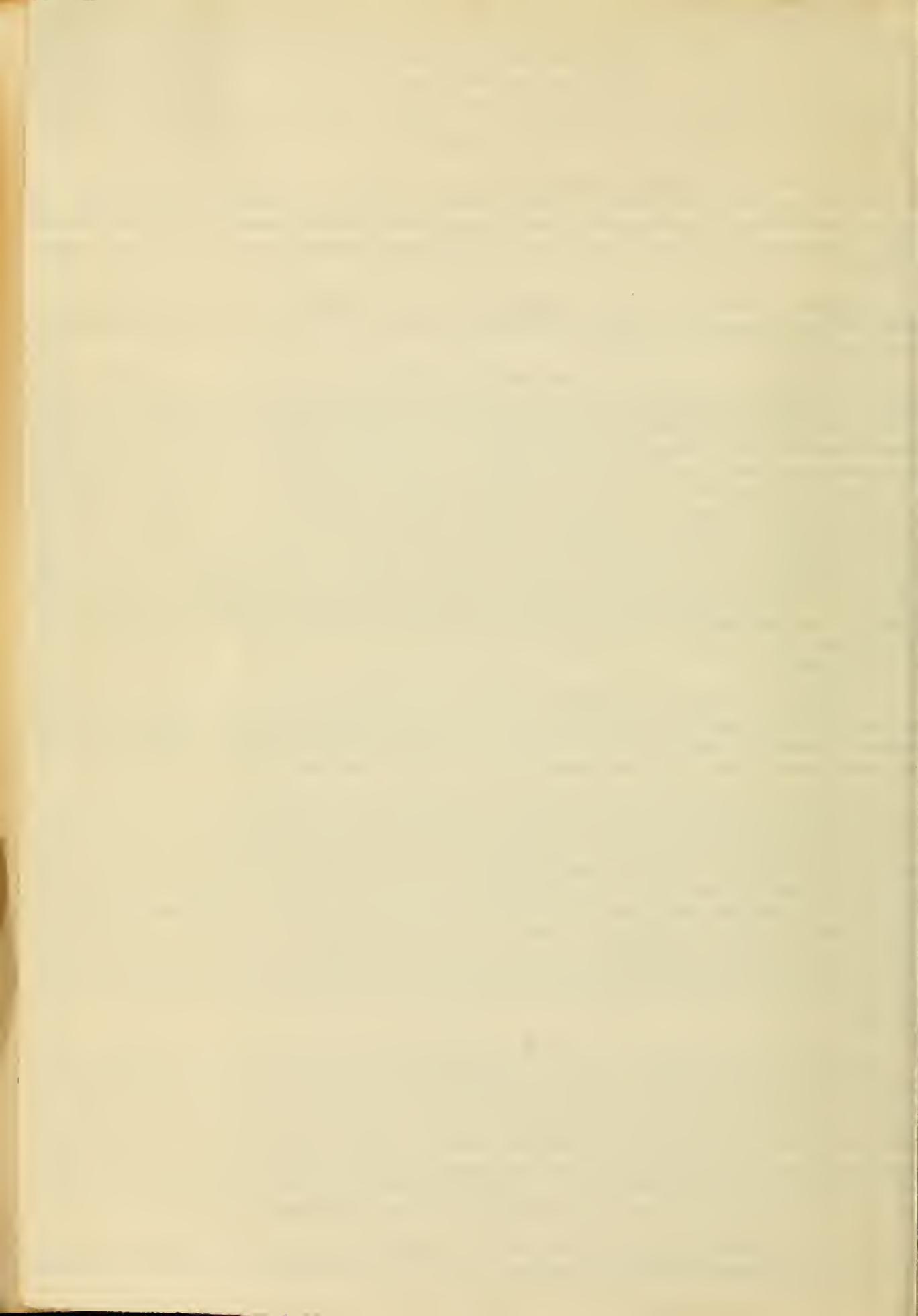
The department has rendered great service to the poultry and egg industry of Florida. Egg grading and candling demonstrations have been held by our Marketing Specialist in Poultry and Eggs at 18 fairs. He held a turkey grading school where producers and dealers were shown the latest and best methods used in killing, picking and dressing turkeys. He arranged with Food Chains to purchase eggs from poultry associations, and he directed the work of certifying eggs under an agreement with the U. S. Bureau of Agricultural Economics so that grade certificate could be used on the cartons to identify the product to the consumer. He assisted in holding the first turkey auction at the Branford Market. Our Poultry Marketing Specialist assisted in securing funds for a dairy cattle exhibit in connection with the Florida Fair at Tampa, which will be the first such exhibit to be held at the Fair in some time. Aided in selling and grading 1,902,810 dozen eggs valued at \$484,347; 195,851 pounds of poultry valued at \$41,691; 285,911 pounds of turkeys valued at \$50,403.51; 64 cars of hogs valued at \$60,087.21; collected claims aggregating \$3,100, and helped in selling miscellaneous items from the office amounting to \$15,000. In this partial enumeration, there is a total value of products sold of \$654,628.72, in the last two years.

In addition, the Marketing Specialist in Poultry and Eggs held 213 conferences; attended 89 meetings, with an attendance of 5,293; wrote and revised eight bulletins having a circulation of 73,000; prepared 27 articles for the press; acted as judge at 9 fairs; wrote 3,225 letters in connection with his work, and answered many calls for marketing help by poultry and egg producers, and the trade.

We have been able in the last two-year period to render more service to the livestock industry of Florida than in any previous two-year period. Florida producers now have access to seven meat packer markets in Florida as well as numerous butcher and quite a few abattoir markets. All of the major meat packers are located within the deep southeast near the State line of Georgia and Florida. The five major packers, for instance, — Swift & Company, Armour & Company, Cudahy Packing Company, Wilson & Company, and Kingan & Company,—have killing facilities in a large way accessible to Florida cattle shippers. In the past two years this department assisted in selling cattle, calves, yearlings and steers valued at \$4,225,000; assisted in the sale of \$1,658,000 worth of hogs. Has helped livestock producers procure 1,755 pure bred bulls and high grade bulls, 223 pure bred boars, and approximately 500 improved high grade and pure bred gilts; and assisted in the purchasing of 15 pure red rams.

Primarily, during the past two years, 8 livestock auction markets have been established and extended to the interest of Florida producers. There has been held regularly during the marketing season 12 cooperative hog sales; cattle sales have been held in more than two-thirds of the counties of the State; and 32 calf grading demonstrations were held. As a result, this department maintains the active support not only of packers but of butchers, dealers and other traders as a means of giving producers good prices for their livestock. It has been generally said that Florida sells like quality of livestock at higher prices than other states. An active program for improved livestock has been pushed. Two special livestock bulletins have been prepared by the Livestock Specialist of the Bureau.

We have cooperated with the producers and the railroads in trying to maintain reasonable freight rates and improved rapid schedules for handling livestock, and to coordinate the activities of coopera-



and others as a means of reducing losses of livestock in transit. We have cooperated with the railroads in helping to secure better livestock pens with cover and water, and have secured improved freight rates as well as helped in securing and maintaining 10,000 lb. overflow for livestock of Florida moving to any market.

Our Marketing Specialist in Livestock and Field Crops in the past year aided in every way possible in securing daily market news service for the southeast for the states of Florida, Alabama and Georgia. This department has given every cooperation possible and has been very active in the two principal cattle shows held in Florida each year, not only in the last two but the past five years. Hog shows have also been held, one as a Breeders' Show, and four Fat Hog Shows.

This department of the Bureau gave marketing assistance in the sale of 7,000 tons of peanut hay, which brought \$56,000; peavine hay in the amount of 4,200 tons valued at \$52,400. Pecan sales have amounted to \$29,000; corn sales \$83,000; syrup \$78,000; wool and other miscellaneous crops \$17,000. We have given ten sweet potato harvesting, grading and storage demonstrations. We have advocated central reconditioning plants at strategic points for the purpose of reconditioning farmer produced syrup so as to put it in a more uniformly marketable condition, so that the larger buyers might become interested in a standardized product, and much interest is being manifested in installing such plants in Florida.

Wool has been sold for individual farmers, and three cooperative sales were held in northwest Florida. Pecans have been assembled at five different points in the State and auctioned off to the highest bidder.

This department has cooperated with the Extension Service, Livestock Sanitary Board, Vocational Agricultural Teachers, Farm Credit Associations, Agricultural Agents of Railroads, Chambers of Commerce, and others in trying to better market conditions for producers. Our Livestock Marketing Specialist has aided in the formation of county and district livestock associations; has cooperated with all livestock associations in the State, and at the present time there is a State Cattlemen's Association, and 26 county and district cattle associations. He has written a number of timely articles for cattlemen's magazines. Some 3,332 letters have been written, 150 telegrams sent by our Livestock Marketing Specialist in giving general marketing information, and some 1,244 circulars have been distributed; 32 articles for magazines were prepared; 45 meetings attended, and 273 conferences were held. This department has been very active, and our Specialist in charge has responded to special calls for assistance in practically all parts of the State.

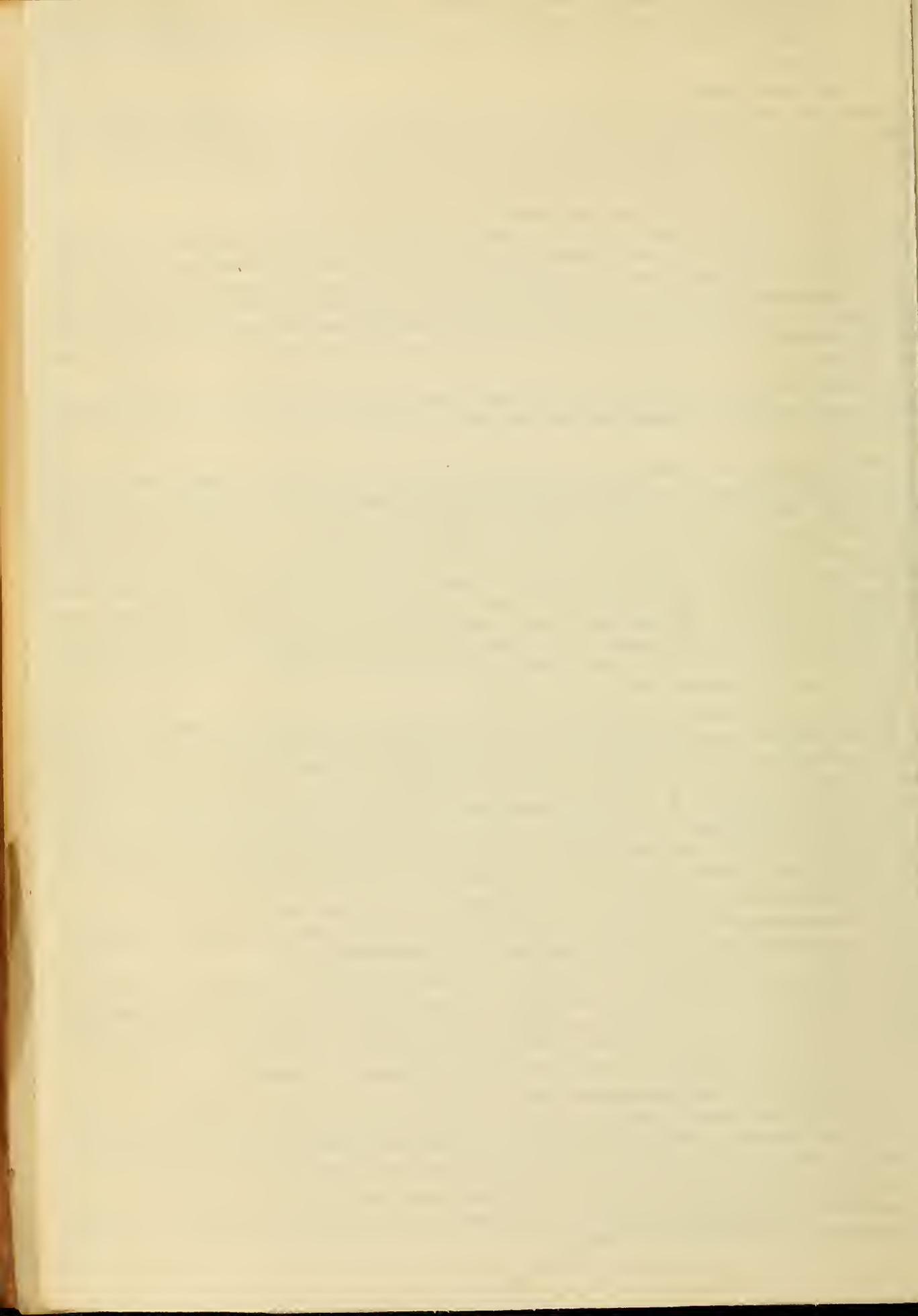
Florida is now producing between 42% and 46% of the beef it consumes and about 30% of the pork. In 1929 this State was producing only 27% of the beef and about 25% of the pork. In 1929 Florida's cattle industry of live animals was valued at \$9,000,000; the present value is more than \$20,000,000. In 1929 less than 2% of Florida's cattle showed beef improvement, while now more than 25% shows definite improvement. A very small percentage of Florida's cattle was under fence in 1929, while now 60% is behind fence. The quality of cattle which has gone into Florida feed lots shows at least 300% greater improvement than in 1929. Florida producers not only have 30 packer markets in Florida, Alabama and Georgia, but they have used markets of the north and east as well.

Our Marketing Specialist in Fruits and Vegetables has in the last two years attended 45 meetings with an attendance of 6,250; held 755 conferences with 1,927 growers and shippers; written 378 letters along marketing lines; and rendered assistance at 28 agricultural fairs.

Gave advice and assistance in the formation of 2 new cooperatives. Advised with officials of cooperative marketing organizations. Was called into conference regarding the establishment of 5 new State Farmers' Markets. Assisted cooperatives and individuals in securing money from Government sources for use in improving facilities for handling farm products. Advised with County Agents, growers and shippers regarding improvement in grading, packaging, and marketing.

Our Fruit and Vegetable Specialist has general supervision of the State Department of Agriculture and Marketing Bureau educational display shown at 26 fairs, also the display in the Union Terminal Railway Station in Jacksonville showing to approximately 1,000,000 people. Upon official request acted as chief judge of the Agricultural Department at the Alabama State Fair, 1937-38.

Devised the plan for and assisted in making arrangements whereby truck movement of fruits, other than citrus, and vegetables going out of the State is now collected and included in the daily market reports of the Federal-State Bureaus.



Attended three meetings of the National Association of State Marketing Officials. Was appointed by this Association on a special committee for research and study of conditions and laws relating to standardization and grades for fruits and vegetables.

He is working on a survey of the State vegetable industry which will include information not now available in a comprehensive form. Has cooperated with State and National agricultural agencies in efforts to improve marketing conditions.

The Assistant Commissioner of the Bureau, in addition to directing the work and activities of the department in general, has handled small lots of products in the following amounts: 35,530 lbs. poultry; 370 cases of eggs; 47 cars of fruits and vegetables; 2,100 gallons of syrup; 6,100 lbs. of pecans; 8 cars of lumber and cross ties. Supplied lists of buyers and dealers specializing in different Florida products to 660 Florida shippers. Advised 198 different Florida shippers the reliability of firms with whom they expected to do business. Aided in the collection of 606 claims for Florida shippers. Supplied market data along various lines by letter to 5,379 different shippers. Held 1,977 conferences in the office with Florida growers and shippers. Advised 327 different sources where they could get miscellaneous supplies, such as seeds, fertilizers, etc. Wrote and amended two books for Florida growers and shippers. Prepared an official grade booklet for the Florida fruit and vegetable industry. Initiated the special poultry and egg daily report, and worked out the final details for giving Florida livestock producers daily market news reports.

The Assistant Commissioner remains almost constantly in the office as he has been with the department 22 years, — since the first day the Bureau began operation, — and is conversant with every detail of the department's work.

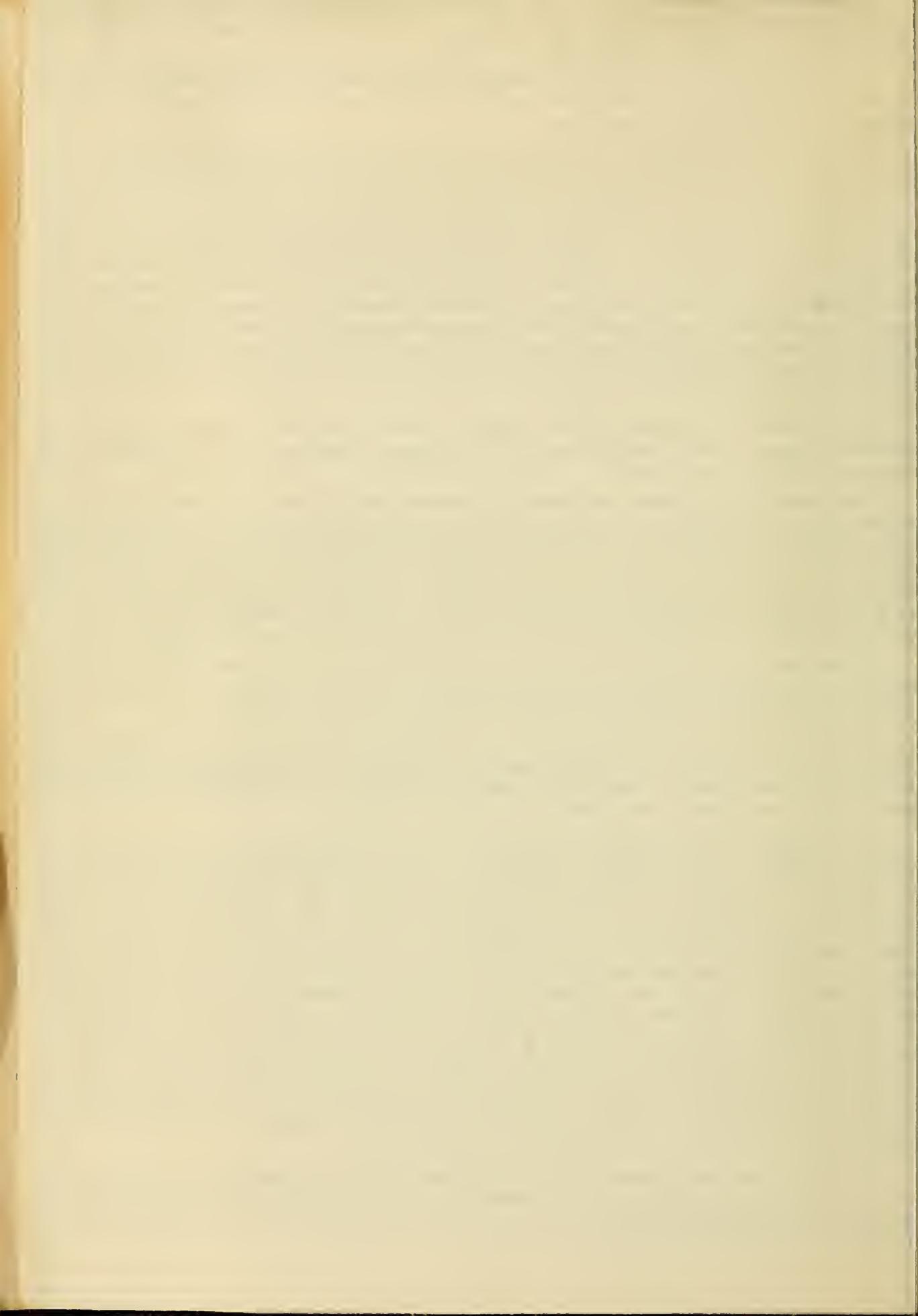
The Assistant Commissioner has directed the Bureau's part in providing Federal-State shipping point inspection on 54,804 cars in the last two-year period. More than 260,577 cars of fruits and vegetables have been Federal-State inspected through the cooperation of the Florida State Marketing Bureau since this service began in 1922. It has operated entirely without any State or Federal appropriation, and has operated continuously without deficits. The Bureau has played a most important part in general grade work and Federal-State inspection of fruits and vegetables in Florida, and we regard our activity in this direction as one of the most outstanding of our accomplishments.

A complete list of the activities and past performance record of the Assistant Commissioner could hardly be mentioned, because this office is so closely tied in with the activities of all the other departments of the Bureau, particularly the Market News Service over the State.

The For Sale, Want and Exchange Bulletin, consisting each issue of an average of 16 to 18 pages of listings of farm products, is distributed regularly semi-monthly to approximately 22,000 farmers. Sales resulting from listings in this Bulletin amount in value to from \$5,000,000 to \$8,000,000 annually. This service is greatly appreciated by the farmers of Florida.

In connection with the foregoing, may I point out that Florida has a total investment in its agricultural industry of approximately \$800,000,000. More than \$500,000,000 of this investment in land and equipment is used for the production, harvesting, packing and selling of citrus, non-citrus, and vegetables. The State of Florida appropriated for the year 1937, \$2,219,279.25. The Federal Government's appropriation to the Agricultural Extension Service, added, made a total for the promotion of agriculture of \$2,552,992. Only \$110,966 of this amount was appropriated directly to marketing. But during the last four years there has been a total of \$97,457 spent from the General Inspection Fund for the erection and equipment of State Farmers' Markets. Other State departments have spent \$16,038, a total during these four years of \$113,495, or an average annual expenditure on these State Farmers' Markets by the State of \$28,373. This amount added to the \$110,966 makes a total expenditure by the State for marketing of \$139,339. And when this annual average of \$28,373 is added to the \$2,552,992 appropriated for the promotion of agriculture, it makes a total of \$2,581,365. The total of \$139,339 made available for marketing is less than 6% of the total made available for the promotion of agriculture. And the \$69,566 appropriated for the State Marketing Bureau in 1937-8 is a little more than 2½% of the total spent on agriculture.

The ridiculously small proportion of the total amount spent on agricultural promotion, which goes to marketing, proves conclusively that marketing, in spite of its tremendous importance, is the stepchild of Florida agriculture and not a joint heir with production, as it undoubtedly should be. Marketing is the life blood of agriculture.



According to a report made editorially in the Florida Times-Union recently, the entire expenditure of the State Government in 1937 was \$49,393,619. The total of \$2,581,365 spent for the promotion of agriculture,—the State's basic industry,—was 5¼% of the total State expenditure, and the total appropriation for the State Marketing Bureau is less than 1/7 of 1% of the total expenditure of the State.

I have consistently believed during my term of office as Commissioner of the Florida State Marketing Bureau that my first duty was to select a competent, practical, loyal, industrious, efficient office force, with experience, honor and personality, and with genuine sympathy for the agricultural class, regardless of political pressure or influence.

It is a greater problem than the public sometimes realizes to stick steadfastly to duty and not allow the department to be swayed by political pressure. In my judgment another very important problem is to avoid being inveigled into sponsoring unsound and impractical procedures presented and urged often by people actuated largely for selfish purposes. Then, the various complexities, difficulties and adverse marketing conditions will constantly present problems for all time to come. I feel that the policy and practices of this Bureau must be carried on without fear or favor with absolute impartiality, with no preference shown to large, powerful growers, shippers or organizations over the small, less influential farmers. The practices, operations and methods must be honest, conscientious, open and above board, and the operations for this department have been so performed economically, and strict accounting kept of all expenditures. This department has operated without deficits and has been able many seasons to turn back a fair saving in appropriation. Based on a careful, conservative estimate, following numerous surveys and carefully kept records, the State Marketing Bureau has rendered beneficial service, in some form or another, on the marketing of \$1,500,000,000 worth of Florida farm products, — or an average of \$71,000,000 worth a year,—for the entire life of the Bureau.

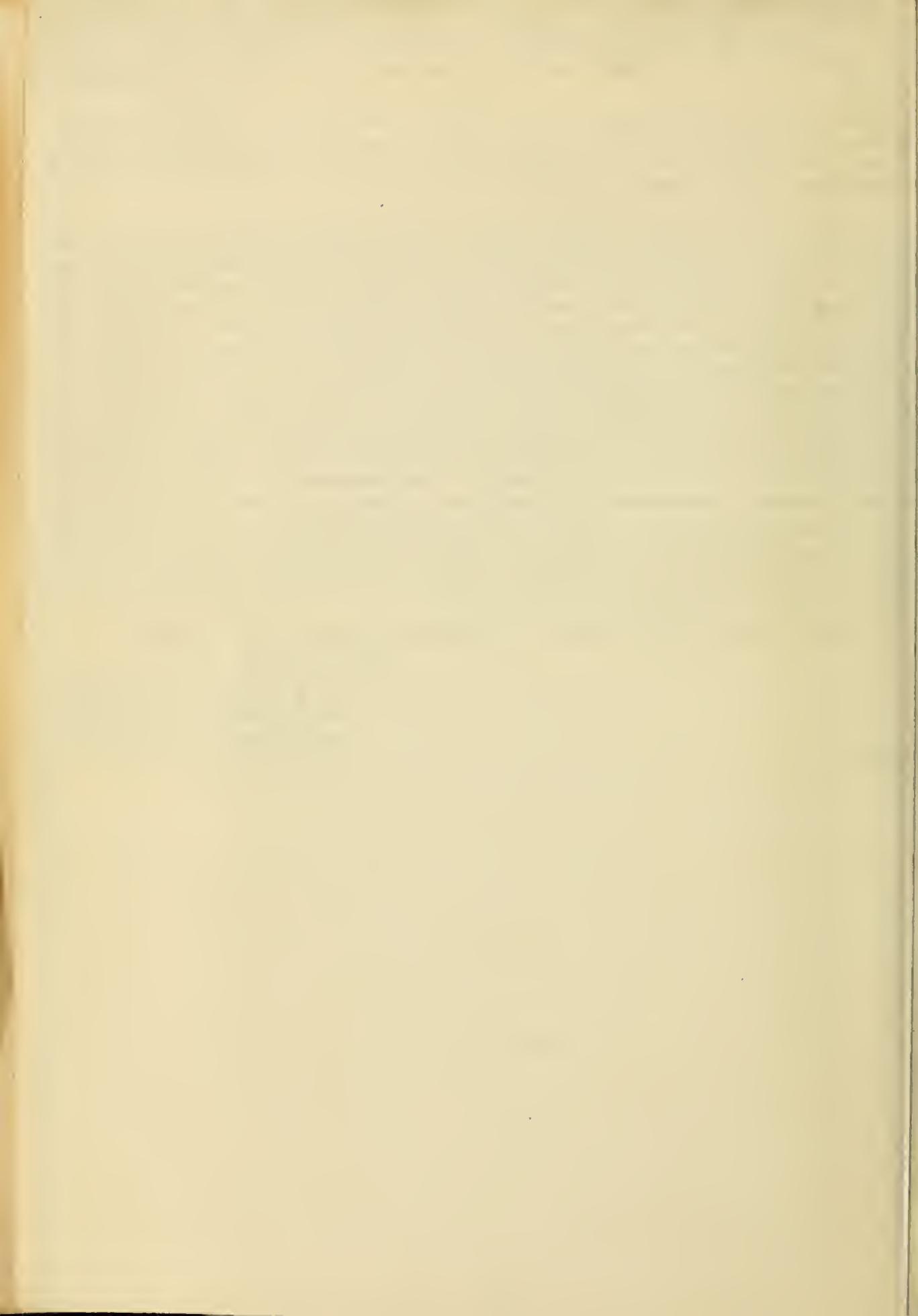
The foregoing Eleventh Biennial Report of the Florida State Marketing Bureau is respectfully submitted to Your Excellency with the hope that it has been so condensed that you will have time for reading it carefully, and with the understanding of course that any further information or supplementary data you may desire will be cheerfully supplied.

The financial statement for the current two-year period is shown immediately following.

Very respectfully yours,

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

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FINANCIAL STATEMENT

of the

Expenditures of the Florida State Marketing Bureau

July 1, 1937, to Jan. 1, 1939

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For Period July 1, 1937, to July 1, 1938

APPROPRIATION \$67,007.06

Expenditures

SALARIES	\$32,007.04	
MULTIGRAPH	5,705.44	
Maintenance of equipment and supplies, such as paper, envelopes, ink, etc., for issuing daily market reports, bulletins, etc.		
ADDRESSOGRAPH	134.68	
Upkeep and supplies.		
POSTAGE	1,655.59	
General office mail, semi-monthly bulletins, market reports, special reports, etc.		
TELEGRAPH	2,001.97	
General office, leased wire maintenance, special field station relays, etc.		
STATIONERY AND OFFICE SUPPLIES	1,240.15	
Office equipment, rating agency subscriptions, trade directories, typewriters, stationery, ink, stencils, water, miscellaneous.		
TELEPHONE	549.30	
TRAVELING EXPENSES	6,896.77	
Commissioner and Marketing Specialists, field duties.		
RENTAL	2,200.00	
MARKET NEWS	9,156.25	
Daily reports, field stations, general overhead expenses.		
SHARIFF COMMISSION	1,539.57	\$63,086.76
CARRIED FORWARD TO 1938-39		<u>\$ 3,920.30</u>

For Period July 1, 1938, to January 1, 1939

Appropriated per Annum \$67,007.07
 Unexpended balance brought forward from 1937-38 3,920.30

\$70,927.37

Expenditures

SALARIES	\$15,753.52	
MULTIGRAPH	3,878.44	
ADDRESSOGRAPH	36.38	
POSTAGE	1,081.15	
TELEGRAPH	917.52	
STATIONERY AND OFFICE SUPPLIES	666.73	
TELEPHONE	306.85	
TRAVELING EXPENSES	4,867.21	
RENTAL	1,400.00	
MARKET NEWS	4,387.11	
SHARIFF COMMISSION	1,577.75	\$34,872.66
Balance for remaining six months (January through June, 1939)		<u>\$36,054.71</u>

