

*TWELFTH*  
BIENNIAL REPORT  
OF THE  
FLORIDA STATE MARKETING BUREAU

204 ST. JAMES BUILDING  
JACKSONVILLE, FLORIDA

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FOR PERIOD  
JULY 1, 1939 TO JANUARY 1, 1941

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**Reading Time: 30 Minutes**



**THE STATE OF FLORIDA**  
**Department of Agriculture**  
**TALLAHASSEE**

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NATHAN MAYO  
Commissioner

January 15, 1941.

His Excellency  
Honorable Spessard L. Holland  
Governor of Florida.

Dear Sir:

I am submitting herewith the Twelfth Biennial Report of the Florida State Marketing Bureau.

Doubtless there are more people who come in contact with the personnel of the Florida State Marketing Bureau and their activities than with any other State marketing department in this country.

The Commissioner and three Marketing Specialists are in the field assisting farmers in marketing their products and solving their selling problems - Live Stock and Field Crop Marketing Specialist, Poultry and Dairy Products Marketing Specialist, and Fruit and Vegetable Marketing Specialist.

The Bureau headquarters is in Jacksonville, the gateway city of the State. The Assistant Commissioner and the Market News Specialist, with their alert and efficient assistants, have during this two-year period provided market news to producers who have an investment in land and equipment of approximately \$850,000,000. Some 3000 daily reports are mailed from the Jacksonville office alone.

The Market Bureau, in cooperation with the U. S. Agricultural Marketing Service, maintains a citrus market news station and eight or nine vegetable market news stations in the heavy producing sections of the State. The market news reports sent out through all these special stations on fruits, vegetables, live stock, poultry, eggs and Sea Island cotton, aid very materially in the sale of Florida products valued at no less than \$125,000,000 annually.

The Assistant Commissioner, who stays in the office constantly, has directed the Bureau's part in providing Federal-State shipping point inspection on 139,675 cars during the last two-year period.

The Marketing Commissioner has been constantly alert and actively effective in bringing about marketing reforms. He and his assistants have rendered valuable service in establishing and conducting the State Farmers' Markets.

Their Biennial Report is brief, and concisely written. Details are omitted so that it may be read entirely in a comparatively short time. Hoping that it will be convenient for you to read the full report, I am

Very sincerely yours,

NATHAN MAYO  
Commissioner of Agriculture.



January 11, 1941.

His Excellency  
Honorable Spessard L. Holland  
Governor of Florida  
Chairman, Agricultural Marketing Board  
Tallahassee, Florida

Dear Sir:

Realizing that your time for reading the reports of all the various State departments will be limited, that the rush of modern business and the demands made upon public officials prevent the careful and entire reading of voluminous reports, - and that a busy official really has little time to write them, - we shall condense the Twelfth Biennial Report of the Florida State Marketing Bureau into a brief, direct, concrete statement of its policies, major activities and services.

The Bureau is a well established department, one of the pioneer Marketing Bureaus in the United States, this being its twenty-fourth year of service. It has thoroughly demonstrated its indispensability to the agricultural industry of Florida, and its usefulness and efficiency are attested by the thousands regularly benefited by its help. Some of the major projects of the department will be reported, organizational policy will be reviewed briefly and a few remarks about the Bureau personnel will be included.

#### MARKET NEWS SERVICE

The Market News Service rendered by the Florida State Marketing Bureau is a part of, and provided through cooperation with, the U. S. Agricultural Market News Service, a nation-wide crop and live stock reporting system, which gives market condition and price information on more than one hundred agricultural commodities, over 7500 miles of leased wires. The problem of selecting and broadening market outlets requires varied information, - providing accurate official data as to supply, demand, competition; shipments by rail, boat and truck; passings, arrivals, unloads, acreage, storage holdings, prevailing quotations, and other detailed market information which individual farmers and even the larger marketing agencies are not in position to collect for themselves.

The Florida State Marketing Bureau, under cooperative agreement with the U. S. Agricultural Marketing Service, maintains a market news service which is designed to adequately meet the grower and shipper requirements by giving very complete and reliable market information from Jacksonville, and from special field reporting stations located at Hastings, Sanford, Pompano, Belle Glade, Lakeland, Plant City, Bradenton, Gainesville, Trenton, and Thomasville, Georgia, covering citrus and non-citrus fruits, nuts, vegetables, live stock, poultry, eggs, and Sea Island cotton, these commodities having a representative investment in land and equipment of \$850,000,000. These regular daily seasonal reports cover products valued at \$125,000,000 annually, and we supply, when requested, special

supplementary single-shot information on hay, grain, syrup, tobacco, fish, other seafoods, and miscellaneous farm products amounting in annual value to approximately \$25,000,000 - a total volume of products valued at \$150,000,000 annually. We are supplementing the comprehensive fruit and vegetable market news setup in Florida with daily quotations covering poultry and eggs in Florida's larger markets, and a special daily live stock report. Truck passings are now being included in daily reports through the cooperation of the State and Federal Departments of Agriculture. Telephone, telegraph, radio, press and mail facilities are used in the distribution of these market reports.

Florida has today the most modern and generally the best rounded out market news service given to any State in the Union. Both the larger home city and shipping point markets, and the principal northern markets are included. It reaches more people daily, is beneficial to more shippers, and aids them in marketing a volume of Florida products aggregating greater value than do perhaps the services of all other official agricultural agencies combined. This service places farmers on an equal bargaining basis with their customers and competitors. We constantly strive to broaden the scope of this service and increase its efficiency, usefulness and economic value to farmers. We are working now on some improvements and have requested additional funds for enlarging the Market News Service, which will make it even more comprehensive, prompt and essential.

#### FEDERAL - STATE INSPECTION

Grade and condition inspection, based on Federal and State adopted grades, has been applied during the last two years on 139,675 cars of Florida fruits and vegetables. During the 1939-40 season 85,556 carlot equivalents were inspected for grade or condition at Florida shipping points, which is an all-time record of all States, - the greatest number of cars ever inspected in any State in any year, an annual increase since the service started in 1922 with 166 cars, of more than 5,000%. There has been in effect a continuous cooperative agreement between the Florida Market Bureau and the U. S. Department of Agriculture for eighteen years. The Bureau's part in providing Federal-State shipping point inspection during the past two seasons has been directed by the Assistant Commissioner. There has never been an appropriation, State or Federal, for this service; it has been so managed, and at low cost to the applicant, as to be self-supporting.

The continuous plant inspection of canned fruits and vegetables has for the first time been initiated in Florida in December 1940, and studies are in progress toward citrus juice grades. This service is already in great demand and will doubtless expand in the near future.

#### FOR SALE, WANT AND EXCHANGE BULLETIN

The For Sale, Want and Exchange Bulletin, - "the poor man's library", - published semi-monthly by the State Marketing Bureau, now has an average circulation of 25,000, without any solicitation having ever been

made for subscribers. It is posted in public offices, markets, warehouses, etc; is read by no less than 100,000 people. Careful surveys have indicated that the for sale, want and exchange listings in the Bulletin represent the sale, purchase or exchange of Florida agricultural and horticultural products, farm implements, etc., aggregating a total value of from \$8,000,000 to \$10,000,000 annually. This Bulletin carries interesting and instructive editorials, and helpful information on various marketing subjects, and is widely quoted editorially by the press of the State. It is one of the most popular agricultural services in the State, specializing in the sale of items that otherwise have limited market outlets, largely disposed of by means otherwise unavailable, listed mainly by parties unable to absorb the cost of extensive commercial publication advertising. It is mailed free of charge to the agricultural people of the State, as a public service.

### ACTIVITIES OF MARKETING SPECIALISTS

The Bureau employs several marketing specialists. The Market News Specialist is in charge of the Jacksonville office market news work. In connection with this assignment, he issues the most serviceable, beneficial, and comprehensive annual reports on the shipments of Florida citrus, non-citrus fruits, vegetables, etc., by rail, truck and boat, published by any State in the union. It shows volume, value, cost of production, packing, transportation and marketing; gross value and net returns, both by the State as a whole and by individual counties, of all the important fruits and vegetables in carlot equivalents. To give you an idea as to the magnitude of this task, let me mention that Florida shipped out or utilized within the State the equivalent of about 406,000 cars of fruits and vegetables valued at \$195,324,000 during the two seasons of 1938-39 and 1939-40, - enough to make a solid trainload from New York City to San Francisco. The Market News Specialist also prepares exhibits and testifies at rate hearings, secures local price quotations, and performs other duties.

The Livestock and Field Crop, Poultry and Dairy, and Fruit and Vegetable Specialists, whose work is devoted principally to field activities, have assisted directly in the marketing of live stock, wool, poultry, eggs, dairy products, field crops, fruits, vegetables and nuts during the last two years valued at \$10,022,032, and they have also assisted indirectly in marketing these products with an estimated value of \$36,177,300. These Specialists have attended and assisted in 828 hog, cattle and poultry auction and cooperative sales; have attended and taken an active leading part in 2,282 meetings, conferences and fairs; have assisted with 68 cattle, hog, poultry and egg shows; and have rendered valuable aid to independent, cooperative and State Farmers' Markets.

It would require many pages to tell you of the detailed activities of these Specialists, even those new enterprises conducted by each within the last two-year period, - Egg Shows for the first time; Cattle Shows, exhibits and grading demonstrations in various sections for the first time; Dairy Shows; agricultural train assistance; special agricultural displays with

added attractions at fairs and public places not previously included; creation of new market facilities; reporting by new systems and arrangements commodities and markets not before covered; service and information on new proposed ports, methods of transportation, locker storage movement, and many more. They are supplying a modern, streamlined State marketing service designed to aid in the progress of Florida agriculture, without competition to legitimate channels of trade, and with free, impartial help to all equally and alike.

#### ACTIVITIES OF COMMISSIONER AND ASSISTANT COMMISSIONER

The Assistant Commissioner has remained in the office almost constantly for more than 23 years; has directed the Bureau's part in providing Federal-State shipping point inspection and market news service inside the State; kept the books and records; bought all supplies and materials; supervised the printing of all bulletins, including the "For Sale, Want and Exchange"; directed most of the office work; collected and adjusted claims and accounts; written several marketing books, grade booklets, market bulletins, charts and reports which have been widely used, - the latest book, "Production, Distribution and Competition of Florida Vegetables" for the Florida vegetable industry released in December 1940. He directs the handling of most marketing service and advice from the main office; assumes the office duties of the Commissioner and the Specialists when they are in the field, and holds conferences with all people having business in the office, and by personal contact and by letters, telephone and wire, assists in the distribution and marketing of millions of dollars worth of Florida farm products.

My duties as Commissioner, and Secretary of the Agricultural Marketing Board, are both office and field work, advisory and supervisory. Since the Bureau opened office July 2, 1917, I have unceasingly done, to the best of my ability, all it has been humanly possible for me to do. I have been invited to attend far more meetings and to make perhaps ten times as many speeches as was possible. Since I have been Marketing Commissioner, I have traveled approximately 1,000,000 miles and made no less than 2,500 speeches. I shall not prolong this report to give a detailed summary of my activities for after a long period of honest and faithful service to the State, I feel that my efforts are well known and my record established. I have given the best administration at my command to the sane, conservative, constructive and reputable functioning of the Florida State Marketing Bureau. I have guided the field work of the Marketing Specialists, and have generally supervised the many features of work done by the Bureau. I have handled largely the public relations, important conferences and official interviews in both the office and over the State at large, and these have been numerous and exacting in the time allotted.

#### ORGANIZATION POLICY

The Florida State Marketing Bureau was among the first such State agencies to be created. General methods of policy were established

upon fundamental, conservative, impartial and comprehensive lines. The original Board of Directors was eliminated by recommendation of the Board itself, so well satisfied were they with the administrative policy and ability of the Bureau management and personnel. In view of the Commissioner's many years of experience in both practical farming and marketing, cooperative farm organization and general public service activity in many States, and the practical commercial experience of the Assistant Commissioner in accounting, cooperative and private mercantile firms and farmers' marketing and purchasing organizations, as well as actual farming, the original Bureau system of organization was predicated upon the team work of these two men: The Commissioner to handle principally the field and public-demand duties, - outside work; the Assistant to handle the office detail and management, - inside work. The Bureau has progressed and expanded under this basic principle of organization. The Commissioner and Assistant, father and son, were appointed to so operate the Bureau by the Commissioner of Agriculture in 1917. Marketing Specialists have been added to the force to supplement and substitute for a part of the Commissioner's activities which became too extensive for any one individual to properly handle, and the clerical force has necessarily been increased to help the Assistant Commissioner handle routine detail office work. With the extension of market news, inspection, and other projects, the Assistant Commissioner has for the Bureau actively supervised these major projects, and continued also in charge of the general office work. The service continues now under this same idea of organization, after almost 24 years of practical application. The Bureau of Florida modestly, but proudly, takes its top rank among all similar state marketing departments, and is conceded by impartial Federal observers to not only be one of the very first such Bureaus organized, but one also of the most generally efficient agricultural departments functioning in the nation today.

As self-conclusive proof that initial plans of service of the department were sound and that most needed by the Florida agricultural industry, scarcely none of the original projects have had to be abandoned. Instead, these various activities have continually been improved and enlarged. For instance, - The Bulletin, Market News, Inspection, Field Service. The department, however, has not been satisfied with mere dormant, cut-and-dried in-the-rut type of existence or aggressive inactivity in any direction, but has either started or set in motion the means of attaining many new State or Federal services available to the Florida grower and shipper today. Some of our achievements are capitalized upon today by other agencies, - we have the records and know the facts, - but the point is: Not whether credit should be given to the Bureau, but the accomplishments and advantages that inure to the benefit of the Florida farmer.

#### BUREAU PERSONNEL

It is perhaps timely to mention that the Bureau force, from top to bottom, was carefully selected on the basis of experience and qualification. Not one member of the force today was selected through or for political or

commercial considerations. We have, therefore, not been handicapped by political pressure, and have steered the Bureau course away from such entangling alliances. The service a department renders is directly proportional to the ability of the personnel to provide it. Results are dependent upon, and limited to, not only the qualification but the initiative and energy of the departmental employees. While on first thought it may appear somewhat unusual to emphasize the personal element, along with the resume of their activities I think it most appropriate to appraise the personnel competency in officially reporting their accomplishments. A word then about the Bureau personnel:

Commissioner, - farm born, spent youth farming, teaching, in timber business. Educated in public schools, Southern Normal University in Tennessee. Active 10 years Farmers Educational and Cooperative Union, serving as State president, and member National Board of Directors. Travelled 45 States, organized scores of farmers' cooperative organizations and locals. One of Committee drafting bill establishing the original Federal Bureau of Markets. Organized National Association of Marketing Officials, filled every office therein, is life honorary president. Secured national and local agricultural legislation too numerous to mention here. Has served as Commissioner of the Florida State Marketing Bureau since 1917, the longest tenure of office of any Market Commissioner in the United States.

Assistant Commissioner, - farm born and reared, 8 years general, fruit and truck farming; while finishing school served as assistant manager and accountant 3 years general cooperative farmers mercantile business. In all 27 years practical experience in marketing, 2 states, both active sales and administrative. In addition to school and commercial training has taken special courses in law, commercial law, traffic and others. Has written some eight books on Florida fruit and vegetable marketing.

Market News Specialist, - 18 years experience in active Federal market news work, field and terminal markets, in 16 different States, and 9 larger terminal markets, on 20 major fruits and vegetables. College degrees galore.

Marketing Specialist Livestock and Field Crops, - farm born and reared, college graduate, agricultural instructor, Agricultural Agent 2 years Southern Railway, County Agent handling marketing, officer U. S. Army, livestock marketing South Carolina Extension Service 9 years, in all 22 years experience in teaching, and marketing livestock and field crops in 3 States.

Marketing Specialist Poultry and Eggs, - born and raised on cotton farm, graduate Clemson College and North Carolina University, graduate assistant 1 year; taught agriculture 2 States 3 years, County Agent 8 years; organized farmers credit union, built grain elevators and sweet potato storage houses, and assisted cooperative purchase seed, fertilizer, etc. Handled cooperative shipments poultry and eggs several years; field representative

cotton growers association 1 year; Marketing Specialist poultry and eggs, and livestock North Carolina Division of Markets 3 years.

Marketing Specialist Fruits and Vegetables, - farm born and reared practical farmer 22 years, truck farming and mercantile business 16 years; Florida County Agent 3 counties 7 years, district agent north, east and west Florida 6 years; Assistant State Boys' Club Agent; publicity and field agent peanut crushers association; wide experience cooperative organization, judging and establishing agricultural exhibits, and in grade and standardization projects; 11 years experience Florida marketing fruits and vegetables.

Printing and Mailing: Foreman, 18 years experience consisting of multigraphing, mimeographing, folding, press and linotype work.

Assistant, - 15 years experience, service department Elliott Fisher 2½ years, service manager Addressograph-Multigraph 3½ years.

Assistant - 5 years experience printing, mailing, general mechanical duties.

Clerical - Taught school 4 years, 5 years president Florida State Farmers Union, 4 years Land Clerk Department of Agriculture, 2 years farm superintendent Florida State Hospital, 5 years superintendent Boys' Industrial School at Marianna, 3 years commercial organization.

Telegrapher, - 35 years with Western Union, Postal, Associated Press, large brokerage firms, ambassadorial cable code wires, experience also leased wire circuits USDA, with alternate clerk handling Bureau assignment. Mentioned in memory, since death recently his alternate, experienced and trained under our telegrapher, succeeded him.

Stenographic, - four - one with 28 years general stenographic experience; one with 21 years shorthand, dictation, bookkeeping; one with 12 years general stenographic, filing, statistical and bookkeeping; one 16 years typing, billing, general clerical, market news and inspection clerical work.

Applying with equal force and consistency is the work of the special market news and inspection field forces. The representatives in charge are joint Federal-State employees, holding Federal Civil Service appointments, and have many years of special federally approved training and experience.

Brief qualification outline of a few of these field representatives in charge of inspection and market news offices is included: (Note: Several market news stations will not open until spring, employees in the interest of economy carried only when service is actually provided).

Federal Supervising Inspector, in charge Federal-State Inspection, - general farm and rural training; graduate Gordan College, and University of Hard Knocks; varied experience fruits and vegetables 4 States; Assistant to Chief Inspector, in charge State citrus maturity 2 years; in charge citrus

and vegetable Federal-State inspection, Florida West Coast 6 years; Supervising Inspector Florida and Georgia 2 years; Civil Service appointment Marketing Specialist, U. S. D. A.

Supervisor Vegetable Inspection, - general agricultural background, attended North Carolina College Agriculture and Engineering; 8 years shipping point inspection various points Florida to Pennsylvania; 7 years supervisory experience Florida vegetable and citrus inspection; Agent Agricultural Marketing Service, U. S. D. A.

Federal-State Representative, in charge Lakeland Citrus Market News, - Born and lived on farm until entering College. Graduate 4 year Agricultural College Course, 7 years following supervised production various farm crops and livestock in 5 States, 16 years experience in Federal Market News and affiliated agricultural work including both field and terminal markets ranging from Aroostook County Maine to Imperial Valley California, and from Florida to the Canadian border, a total of 22 States. Field Station activities include 19 major fruits and vegetables in 9 States.

Federal-State Representative, in charge Plant City, Bradenton and Leesburg field offices, - Raised on farm. B. S. degree in Agriculture. Taught agriculture for two years in High School. Has 26 years experience with Federal Market News, U. S. D. A., including 4 terminal markets and most of the States from Minnesota to Florida.

Federal-State Representative, in charge Belle-Glade and Pompano Vegetable Market News, - Graduate Clemson College B. S. degree in Horticulture; 2 years as instructor in agriculture; ½ year with private produce concern; 2 years shipping point inspection work in 6 States; 11½ years experience in active Federal or Federal-State Market News work, field and terminal markets, in 18 States and 10 large terminal markets.

Close cooperative relationship with the Federal Government for a score of years is proof enough that service in preference to political perpetuity has been our goal.

#### ECONOMICAL EXPENDITURE OF STATE FUNDS

Financial statement for the current two-year period is attached as a part of this report. Funds appropriated by the Legislature have been carefully and economically expended by the Bureau, and we have operated within the appropriation limits without incurring deficits, in both the current biennial period and all previous ones. A detailed report of every expenditure made in the current biennial period, and of our financial requirements for the ensuing biennium, - specific to almost the sheet of paper and pound of ink, - was submitted to the Budget Commission. To offset increasing cost of supplies, conservative and careful purchasing has been practiced consistently. We have all along paid our way, bought only such supplies as were essential and that could be immediately paid for. The payroll of the Bureau, in aggregate number of employees or individual salaries, has not exceeded the degree of propriety and legality.

## SUMMARY AND CONCLUSION

There have been 24 marketing and shipping seasons since the Marketing Bureau was established. All Florida soil products produced and harvested during this 24-year period have an approximate total value of \$3,100,000,000. Agricultural sales and purchases during that time have amounted to no less than \$2,200,000,000. We believe that the Marketing Bureau has rendered some kind of beneficial service on as much as \$1,800,000,000 of these sales and purchases, or an average - for the entire 24 seasons - of \$75,000,000. At present we are touching, with market news, inspection, services of the Marketing Specialists, "For Sale, Want and Exchange Bulletin," marketing advice and assistance, and helping in the sale and purchase of commodities valued at no less than \$150,000,000 a year, and we are proud of the record.

During the twenty-three and one-half years that I have been Commissioner of the Florida State Marketing Bureau, I have tried to guide it by conservative principles of business and not arbitrary action, and to assist in securing for Florida growers and shippers the opportunity to earn a sufficient profit on the sale of their products to make them happier and their lives richer.

The foregoing Twelfth 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  
**FLORIDA STATE MARKETING BUREAU**  
Expenditures from July 1, 1939, to Jan. 1, 1941.

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**For Period July 1, 1939, to July 1, 1940**

APPROPRIATION for year ending July 1, 1940 .....	\$74,709.04
CREDIT 9-26-39 on sale of old type .....	43.05
<b>TOTAL AVAILABLE</b> .....	<b>\$74,752.09</b>

**EXPENDITURES (12 months)**

SALARIES .....			\$34,840.24
NECESSARY AND REGULAR EXPENSES:			
PRINTING .....			\$10,267.64
Maintenance of equipment and supplies, such as paper, envelopes, ink, etc. for issuing daily market reports, bulletins, etc.			
ADDRESSOGRAPH .....			1,085.31
Upkeep and supplies.			
POSTAGE .....			2,160.26
General office mail, semi-monthly bulletins, market reports, daily mail reports from Miami, Tampa and 8 road guard stations, miscellaneous.			
TELEGRAPH .....			2,234.44
General office, leased wire maintenance, special field station relays, etc.			
STATIONERY AND OFFICE SUPPLIES .....			1,341.48
Office equipment, rating agency subscriptions, trade directories, typewriters, stationery, ink, stencils, water, miscellaneous.			
TELEPHONE .....			559.20
Monthly regular, and long distance.			
TRAVELING EXPENSES .....			7,471.87
Commissioner and 4 Marketing Specialists, field duties.			
RENTAL .....			2,400.00
Jacksonville offices.			
MARKET NEWS .....			10,995.14
Daily reports, 8 field stations, general overhead expenses.		\$38,515.34	\$73,355.58
TARIFF COMMISSION .....			\$ 1,396.51
CREDIT CARRIED FORWARD to year July 1, 1940-July 1, 1941 .....			1,229.10
			\$ 167.41

**For Period July 1, 1940 to Jan. 1, 1941**

APPROPRIATION for year ending July 1, 1941 .....		\$74,709.04
Unexpended balance brought forward from 1939-40 .....		167.41
<b>TOTAL AVAILABLE</b> .....		<b>\$74,876.45</b>

**EXPENDITURES (6 months)**

SALARIES .....		\$17,586.72
<b>NECESSARY AND REGULAR EXPENSES:</b>		
PRINTING .....	\$1,717.37	
ADDRESSOGRAPH .....	11.87	
POSTAGE .....	1,035.35	
TELEGRAPH .....	567.89	
STATIONERY AND OFFICE SUPPLIES ..	1,230.34	
TELEPHONE .....	235.25	
TRAVELING EXPENSES .....	4,315.19	
RENTAL .....	1,400.00	
MARKET NEWS ..	3,721.36	\$14,234.62
		\$31,821.34
		\$43,055.11
TARIFF COMMISSION .....		609.16
		\$42,445.95
CREDIT BALANCE AVAILABLE for remaining six months period January-June 1941		
		\$42,445.95