

Thirteenth Biennial Report

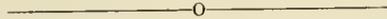
OF THE

Florida

State Marketing Bureau

204 ST. JAMES BUILDING

JACKSONVILLE, FLORIDA



FOR PERIOD

JULY 1, 1941 TO JANUARY 1, 1943



Reading Time: 40 Minutes

THIRTEENTH BIENNIAL REPORT FLORIDA STATE MARKETING BUREAU

The first Biennial Report of the Florida State Marketing Bureau in 1919 carried the following comment from Commissioner of Agriculture McRae:

"Our State Marketing Bureau began its career in the midst of the world's greatest war. There was disorder, confusion, rumor and dismay. Labor was withdrawn from the farms and industries. The railroad congestion was unprecedented. The government appealed for increased production. There were food restrictions and price regulations. The people hardly knew whether they were going somewhere or coming back."

And the following comment by Commissioner Rhodes:

"When the office of the Bureau opened in Jacksonville, July 1, 1917, we were in the throes of the world's greatest war. The octopus of militarism had fastened its tentacles around the industrial and commercial life of our country. The energies of one half of the population of the earth were turned from production to destruction and men in every walk of life were drawn from normal channels of trade to abnormal ones. Some industries were stimulated, others paralyzed. We were passing through the red midst of the world's greatest tragedy, and our first duty was to win the war, - other business was secondary."

The Thirteenth Biennial Report of the Bureau is prepared in time of another world war, with Germany now as then the chief instigator of the conflict. Today as then peoples must be fed. Notwithstanding the many improvements in the preparation, transportation and marketing of food products, and despite the fact many problems have since been solved, changing methods and modern demands continually present marketing and transportation difficulties, which are made greater by war conditions.

Turning to the Sixth Biennial Report (1929) after mentioning many improvements and the part the Bureau played in securing them, the following remarks were made:

"Yet, with this immeasurable stride in marketing, the goal is still far in the distance. In Florida we have hardly more than two-thirds the market news stations we need, and the present means of disseminating the information needs expansion; only two years ago did we adopt any kind of official grades for Florida; only a few years have we taken advantage of inspection work; only a comparatively short time have grades been utilized; only two years have we had any kind of legislation on poultry and eggs and as yet no grades or standards whatever on these; the live-stock and dairy interests are just beginning organizational work and need assistance; the export trade is one that is just forming for Florida citrus fruits; cooperative organizations are just beginning to function advantageously; only one season has the Florida Citrus Growers Clearing House operated, and to aid it the Florida State and Federal Bureaus have given daily market news almost indispensable to its efficient manipulation of distribution; and not until these services and many others are available

did the small shipper have any protection or information as to markets or reputable buyers or disinterested, authentic information as how to ship, to whom to ship, or how to deal with these factors; and neither did the larger independent interests have any agency that could also serve them and the grower equitably, fairly and without jeopardizing either the interest of grower or dealer."

This department has refrained from engaging in competitive marketing and proof of this policy, as far back as 1933, is given in the following comment appearing in the Eighth Biennial Report of the Bureau:

"One conclusion that will arise following a scanning of the above comparison is that the Florida State Marketing Bureau, touching as it does in some way practically every product of importance that is shipped from Florida in commercial volume, and giving as it does such a complete general marketing service, does not actually handle in its own name the direct marketing of these products. As before cited, when the Florida State Marketing Bureau was established, there were comparatively few like departments in existence. Not having precedents, the Florida Department had to pioneer its way and in the beginning products were handled directly. The demand for Bureau help increased so rapidly and so extensively that we had our office practically filled with express shipments of various kinds and received many cars of watermelons, potatoes, citrus fruit and other commodities.

"After actually selling and handling various products by the State Marketing Bureau, it was decided that a more efficient and generally more extensive service could be provided by the Bureau through encouragement of grades, packs and shipping practices in general; through acting in an advisory capacity to the grower and shipper, providing him with all the marketing information that he might need, and in fact supplying him with all the necessary data sufficient that he could close his own transaction, knowing fully how much competition he had in the products he was offering, what the markets to which he intended to consign or sell were receiving, what the prevailing prices were at shipping point and at destination, what the prevailing market conditions were in the various markets, whether the dealer with whom transaction was to be consummated was reliable, - than to become a state-wide marketing organization. The wisdom of that decision has been well demonstrated."

In reviewing the activities, and the application of our services along fundamental, conservative, legally defined policies, set forth in the previous twelve biennial reports, it is timely to submit some of the facilities and achievements Florida growers and shippers now have in contrast to the system in effect in 1917 when the State Marketing Bureau was established.

The agricultural industry of Florida did not have prior to July 1917 the following facilities, but has since obtained them either by virtue of Bureau effort exclusively or cooperatively with other agencies:

Did not then have the State Marketing Bureau, or any State Marketing Division.

Did not then have any official general efficient organization to help the Florida agricultural industry, particularly the small farmers, without directly competing with large growers and shippers or their representative, cooperative or independent, marketing agencies.

Did not then have any official agency providing the shippers with free and full service as to the commercial and financial responsibility of produce dealers to whom shipments were consigned or sold, or merchandise dealers from whom supplies were purchased.

Did not then have any agency providing producers and shippers with regular reports of where, by whom and at what price seeds and plants, farm implements and machinery, and other necessities might be acquired or disposed of, - the popular For Sale, Want and Exchange Bulletin was devised to provide such outlet for articles not readily marketable through any existing medium of exchange or sale. Exclusive Bureau service.

Florida then had no official agency with an experienced, competent staff to provide general packing and shipping information and other marketing data on the many products of this State. Initial development, exclusive Bureau.

There was then no official agency with field marketing specialists to aid shippers in marketing their products. Provided by Bureau in cooperation with Commissioner of Agriculture Mayo.

There were then no official grades and standards for fruits, vegetables, poultry, eggs, etc. Exclusive - Bureau prepared the first Florida Fruit and Vegetable Standardization Law.

There was then no State law requiring dealers to be bonded by the State. In cooperation with the State Poultry Association, Bureau officials prepared such a suggested law which was adopted and passed by the 1941 Legislature.

Florida then had no agency providing the shipper optional shipping point inspection service for fruits and vegetables whereby he would be given at only self-sustaining inspection cost a Federal certificate as to grade, condition and other factors of his product. Exclusive - Bureau cooperating with the Federal Bureau initiated this service and still maintains it, for both fruits and vegetables and dressed poultry and eggs. This service has provided Florida shipping point inspection for 586,580 cars of fruits and vegetables thru the 1941-42 season.

There was then no agency providing terminal market fruit and vegetable inspection for the three larger Florida cities. Exclusive Bureau-Federal project.

There was then no agency providing continuous cannery plant inspection. Exclusive Bureau-Federal service.

There was no agency providing complete market news service for fruits and vegetables. Initial and continual, exclusive Bureau-Federal service.

There was no poultry and egg market reporting service for Jacksonville, Miami and Tampa. Exclusive, Bureau.

There was no livestock reporting service for cattle, hogs, etc. Exclusively started by Bureau, presently exclusive Bureau-Federal.

Then there was no Federal-State frost warning service. Federal funds secured and preliminary skirmishing performed in Washington through the activity of the Commissioner of the Bureau, assisted by Florida Congressional representatives. State matching funds requested by the Commissioner of our Bureau and secured by Senators Holland, Parrish and others in the Florida Legislature.

There was no agency supplying impartial, accurate, official segregated reports annually of Florida fruit and vegetable shipments, valuations, consumption and cannery volume and value in complete form. Exclusive, Bureau.

There was then no official agency handling claims without cost to growers for the many products of this State.

The State of Florida did not until July 1917 have any agency within the State compiling and supplying producers and shippers with marketing papers, bulletins, handbooks, grade booklets, covering every important marketing procedure from the field to the market. Incidentally some of the Bureau books are among the very few from Florida mentioned in national and international bibliographies of agricultural publications.

The Bureau is undeniably the pioneer official marketing agency in the State. In addition to the above mentioned services, the Bureau was the first, either exclusively, or cooperatively with other agencies, to start the following in Florida:

Made arrangements for and held the first carlot shipping point turkey sale in Florida.

The first carlot broiler sale for producers, also the first carlot live poultry sale.

The first Government surplus egg buying (1937).

The first Feature Florida Foods Week (1934).

The first independent livestock auction.

The first egg auction (Tampa 1934-35).

The first producer cooperative carlot egg sale.

Cooperating agency, first vegetable state-wide cooperative marketing organization.

Cooperating agency, first Marketing Codes and Agreements.

Cooperating agency, first state-wide grape growers marketing association.

Cooperating agency, first agricultural exhibit train.

Cooperating agency, first State livestock show.

Cooperating agency, first State dressed poultry and egg show.

Cooperating agency, first market news on fishery products.

Cooperating agency, first Government Federal-State dressed turkey inspection on Federal grades.

Cooperating agency, first State controlled creamery.

Cooperating agency, first Federal-State Government egg inspection in Florida.

Cooperating agency, the first official inspection for determining buying grades in connection with the Federal Surplus Commodities and Relief Purchase Programs.

The first hog and cattle cash auction field sales.

The first to broadcast agricultural market news data by radio in Florida.

The first to arrange for State-wide radio release of general agricultural market news information in Florida, and early forenoon New York vegetable flash for press and radio.

The first State agency to provide compulsory shipping point citrus grade inspection in Florida (two first seasons of Citrus Marketing Agreement.)

The first to assemble, classify, and currently release daily vegetable shipments by truck, and to prepare seasonal summaries thereof.

The first official agency to compile and release f.o.b. Florida shipping point citrus prices.

The first official agency to arrange for special advance release from Federal Truck Crop Estimators of the U. S. Department of Agriculture forecasts of the probable movement of all the leading vegetables from all the main Florida shipping sections for following two to four weeks, along with revision of previous estimates.

The first to suggest that Florida growers improve their strain of Porto Rico sweet potatoes.

The first official agency in Florida to publicly emphasize, in press and otherwise, the commercial importance of dehydration, particularly in war time.

The first official agency to point out to Florida farmers the use and importance of converting farm wastage into profit in the plastics industry.

The first to make a survey of Florida vegetable packing houses, their value, number of employees, etc.

The first State agency to tabulate detailed tobacco auction sales, poundage, prices, etc.

The first and only State agency to tabulate average jobbing sales prices for all important Florida vegetables on northern terminal markets; for forty vegetables on Florida home markets; for hog and cattle quotations eleven years, three markets, by grades; hay and grain averages for six years; poultry and eggs for twenty years, for peanuts, honey and other Florida products.

Florida today does have in the agency of the Florida State Marketing Bureau an official organization performing these various services, and so many other activities are effected that mentioning them all in detail would require more space than is warranted. Continuing the major projects initiated years ago, we have all along supplemented established lines of duty and given every possible additional help to the growers and shippers of Florida.

The Bureau has initiated many of the movements to better Florida agricultural marketing, has cooperated in starting others, and holds a long period of faithful and effective cooperation with governmental agencies in providing important and much needed services. We have done all possible in our field without attempting to absorb well defined functions of other divisions, take any credit belonging to them, or to gain publicity for self advancement. We have been conservative, never over promotional. We have the experience, training and ability in the Bureau organization to handle any public demands made upon us.

When egg producers in February 1942 reported surplus production from various sections of the State, the Bureau gave helpful assistance. In fact, during the peak week we secured orders for 750 cases more eggs than could be filled. The Poultry Marketing Specialist of the Bureau supervised and handled the grade and inspection features of the Federal egg purchase program.

Likewise we gave every assistance to producers of cabbage during the low market period in March 1942. Basic information was supplied the

Surplus Marketing Administration as to cost of production and other data. Federal-State inspection was required by the Government, not only in their purchases of cabbage, but also citrus fruit, and this was provided by the U. S. Department of Agriculture and the Florida State Marketing Bureau cooperating.

Special weekly reports were given the Jacksonville Quartermaster Center through request of Army officials and Food Distribution Administration. The Bureau made arrangements for accurate, unbiased, official information to be supplied the Army Quartermaster Center in Orlando and other cities as to the volume of fruits and vegetables in Florida, and the points at which supplies would be available during the season of each product. Special reports are mailed Army and Navy purchasing agents in Florida and other States.

In the last two-year period, or since submitting our Twelfth Biennial Report, the Bureau through its Specialists and general personnel has been especially active in market news, inspection, and field work provided by our Marketing Specialists. Special field stations have been operated at concentrated points of production in cooperation with the U. S. Department of Agriculture, providing the growers and shippers with daily price, market and other essential data, with auxiliary services to other sections. Livestock daily reports are distributed to Florida under the same cooperative arrangement from Thomasville, Ga. From the Jacksonville office throughout the main shipping season, Nov. 1 through June 30, an all-inclusive daily shipment, passing, arrival and unload northern market and f.o.b. price bulletin is released, covering all the principal Florida vegetables, which is distributed to some 2500 shippers regularly. Wire and telephone service is given individual shippers, some 80 wires are sent out on dates of egg price changes. Also a special poultry and egg report including Jacksonville, Miami and Tampa prices is sent out by the Bureau the entire year. Possibly 95% of the eggs sold in Florida are merchandized on the basis of the Bureau quote.

In the last two years we have cooperated in providing inspection on 192,578 cars of fruits and vegetables for grade, or condition, for commercial purposes or Government purchases.

SERVICES OF POULTRY PRODUCTS SPECIALIST

Our Poultry and Egg Marketing Specialist has in the current biennial period graded and inspected 1,500,060 dozen eggs valued at \$468,640.50; helped market from office 282,000 dozen eggs valued at \$103,511.00; sold cream for farmers, valued at \$18,850.00; sold 412,606 pounds of poultry valued at \$119,685.00; given advice on sale of hogs and other products valued at \$77,250.00; purchased or advised on purchase of 60,000 chicks, 40 dairy cows and 12 heifer calves, valued at \$13,800.00; collected two bad accounts valued at \$212.00; total value \$801,948.50. Attended 80 meetings,

attended by 5,262; prepared 35 articles for papers, total circulation 344,000; revised and wrote 5 bulletins for Florida Department of Agriculture; wrote in line of duty 1,467 letters; held 142 conferences with farmers and shippers, number taking part 803.

Assisted County Agents, Vocational Agricultural Teachers and others in holding 21 egg and poultry shows where consumer educational programs on grades and market practices were stressed. There were 4 state-wide shows, - one in Jacksonville, one in Gainesville, and two in Tampa. The F. A. A. Club boys exhibited 1,300 dozen eggs at the two Tampa shows where more than 200,000 people saw how eggs should be graded and packed to attract consumers.

Supervised several dairy calf shows where 4-H boys and girls and F. A. A. boys competed for premiums. Half of the money for these contests was furnished by the Commissioner of Agriculture. Assisted in establishing several cream stations, the first to be tried in Florida where farmers could bring in cream and receive cash for it.

Assisted the Poultry Association of Florida secure the passage of a law requiring poultry and egg dealers to take out a performance bond and be licensed by the Commissioner of Agriculture to do business in Florida. This law will save Florida farmers many thousands of dollars as it protects them against bad checks.

Supervised the grading and handling of eggs for the A. M. A. during the purchase period to take the surplus eggs off the Florida market and peg the price of eggs at a price profitable for production during the spring and summer of 1942.

Gave every assistance possible to the several State Farmers Markets that were handling eggs or wished to arrange to do so.

Secured authority from the U. S. D. A. to provide a shipping point and an arrival point inspection service on dressed poultry and turkeys.

SERVICES OF MARKET NEWS SPECIALIST

The primary duty of the Specialist in Market News is to supervise the distribution of all Federal-State Market News information in Florida. Under a cooperative agreement with the U. S. Agricultural Market Administration during the past 20 years, we have been provided with all the market news facilities of the United States Government via leased wire into our Bureau. We jointly operate the field market news offices in Lakeland, Plant City, Belle Glade, Pompano, Sanford, Hastings, Leesburg and Gainesville, with auxiliary services to other sections and distribute the leased wire information to them from Jacksonville. The Jacksonville office releases a master market news bulletin which gives the most important shipment, passing and market information affecting the Florida fruit and vegetable industry.

Our Market News Specialist also covers the wholesale markets of Jacksonville each morning and establishes official quotations which are released to the Associated Press, the Jacksonville papers, to radio stations, and published in our daily market bulletin. These reports cover fruits, vegetables, eggs, poultry and miscellaneous produce. This Bureau is credited with exerting a highly stabilizing influence in the egg and poultry markets. The producers and dealers of the State think so highly of our established quotations that a vast majority contract to sell and buy on the basis of our quote for a year in advance.

Our Market News Specialist prepared detailed statistical data on shipments by rail, truck and water and also acreage and miscellaneous county figures. Our official truck shipment figures have in the past enabled the Florida rail lines to convince northern connecting lines to reduce rates on Florida fruits and vegetables and should be equally potent in the future.

Our Market News Specialist with his comprehensive information on Florida fruits and vegetables is regularly called upon to represent the State as an official witness in Federal, State and local hearings on rate and transportation matters. The Florida Growers and Shippers League and any number of growers and shippers will affirm this statement.

Our Market News Specialist contacts the Office of Defense Transportation and the Office of Price Information in the interest of the Florida fruit and vegetable industry. He is aggressive in trying to protect the Florida producer, shipper and trucker from unreasonable restrictions of every type.

In addition to other duties our Market News Specialist answers daily wire and mail inquiries covering Florida fruits and vegetables.

SERVICES OF LIVESTOCK AND FIELD CROPS SPECIALIST

During the past two years 16 beef cattle (fat and breeder), 22 hog shows (fat, breeder, Victory sales), 4 horse and mule shows, 7 pasture exhibits, 2 meat exhibits have been held. These shows have included fat cattle and hogs, breeder cattle and hogs, as well as Victory Hog Shows (to sell War Bonds). The attendance of interested people at these shows was 19,300 besides the Tampa Fair Livestock Show. During the past two years possibly 25,500 interested people have availed themselves of the educational features demonstrated at these livestock shows.

This department has helped get buyers to support all cooperative sales in the state as well as all hog show sales. There have been 238 hog sales, handling \$1,352,300.00 worth of hogs. Farmer attendance and support 5,390 farmers. The Bureau has been instrumental in helping establish most of these sales, in obtaining buyers, advising methods of improvement, securing better rates, etc.

The Bureau has had a long time safe program since its days of inception, has never worked on a hit or miss or guess-at program. Programs

of marketing are planned and thought out carefully, analyzed and made practical and operative from producer and buyer standpoint, therefore all planned systems of marketing have worked. This goes for train exhibits, shows, and all kinds of sales including wool, pecans, hogs, cattle, livestock auctions, cooperative syrup sales, bull and boar sales, or sales of whatever nature.

The Bureau helped sponsor the first livestock auctions in the State and has been an integral part of everyone that has been established that today is worth anything. We have helped make possible sheds for livestock shows, livestock sales, more and better buyers, special feeder cattle sales, and have cooperated with all sales agencies of livestock who were deeply interested in producers welfare. We have helped these auctions:

By seeking out other possible buyers like garbage hog feeders - buyers of feeder cattle. By contacting personally, and in meetings of producers, giving the advantages of each system of marketing by circulars to producers, pointing out merits of market managers and their market advantages. We are ever in contact with every kind of better livestock buyer.

By helping put on special sales dates for sires, feeder livestock, Victory sales for Bonds, etc.

Livestock transportation - careful handling of livestock, better rates. Each livestock auction has shown big increases in numbers as well as sales for year 1942 over 1940 or 1941. These auctions have handled a value of from \$3,500,000 in 1940 to \$5,356,000 livestock in 1942. More and more people are using these competitive markets rather than private selling, yet we have worked with producers and buyers in many private sales for 35,000 cattle valued at over \$1,000,000.

We have cooperated with other agencies in bull sales. There have been about 3,500 good bulls bought by Florida producers during the past two years. It's doubtful if any State has made more progress in cattle improvement during the past six years than Florida. Our Livestock Marketing Specialist has been active in sales, meetings, conferences, etc., attended by some 116,449 persons.

We have ever been mindful that home raised feed is an integral part of any livestock development, therefore the State Department of Agriculture was induced to build (1) a trailer car for better pasture demonstrations, (2) sweet potato shredder which will shred sweet potatoes, pumpkins, pears, cabbage, carrots, and most root and fruit crops, for feed, (3) meetings were held to stimulate more interest in growing root crops, corn, oats, rye, and cover and / or hay crops.

We have (1) recognized the value of agriculture to Florida and its needs in Florida, and have therefore done everything we could to benefit same. (2) We have known what to do. (3) we have planned it and done

everything within our power to give service and information on marketing in its many phases on most every crop in the State. Many circulars and semi-editorials on different phases of Florida agriculture have been released.

During 1942 livestock auctions handled \$5,156,000.00 of livestock (two years \$9,166,000.00 through all auctions) including cattle, calves, hogs, boars, bulls, stocker and feeder cattle and feeder pigs. The State livestock auctions handled in 1942 \$1,084,729.09; in 1941 \$865,000.00, total \$1,949,729.09. Cooperative sales past two years have handled \$1,125,000.00, hogs principally. This includes Chipley and Bonifay which are in the State set-up but this department got Mr. Mayo to put the money up for the pens at these two points. Hog sales were held at Williston, Trenton, Bell, Altha, Chipley, Bonifay, Crestview. The cooperative sales and shows held at Jay were responsible for building the Jay Livestock Auction. We know the history of how and why most every Livestock Auction and Cooperative exists in this State because we were an integral part of their beginning and have carried on educational work that has helped build up tonnage and services.

ACTIVITIES OF ASSISTANT COMMISSIONER

Holding conferences with growers, shippers and others having business with the Bureau; handling most of the Bureau correspondence on almost every conceivable marketing subject; having charge of the Bureau's responsibility in providing grade and condition inspection at Florida shipping points; being responsible for the general supervision of the extensive market news project in Florida; preparing most of the editorial copy for the For Sale, Want and Exchange Bulletin; purchasing principal supplies used by the Bureau; handling claim work and the preparation of various reports; and also much of the detail routine for Marketing Specialists and the Commissioner while in the field, - these many duties account for the fact that the Assistant Commissioner has not since starting with the Bureau in 1917 taken one straight regular vacation. In the last 2-year period he has written 11,088 letters; held 1,787 conferences; prepared 30 special articles for State publications that have been widely used and quoted; advised as to sources of supplies, reliability of dealers, reputable buyers, and handled claims for 845 persons. Has also helped in selling 742,000 lbs. of sweet potatoes, 22,590 lbs. of turkeys and poultry, 150 cases of eggs, and hundreds of small lots of pecans, fruits and vegetables. He is perhaps the best authority in the State on a combination of general agricultural marketing, market news, inspection and allied subjects.

ECONOMICAL OPERATION

The economical operation of the Bureau, based upon conservative and conscientious expenditure of State funds, has consistently been a major objective of the department. The attitude of the Bureau is illustrated by the following article released in the Bulletin July 15, 1942 by the Assistant Commissioner:

"Since about 1922 one of the duties of the writer has been the purchasing of supplies for the State Marketing Bureau. I have been criticized for not finding means to absorb all the appropriation provided the depart-

ment by the Legislature, -- the grounds for which argument being that if the appropriation were not entirely used, future allotments would be reduced. It did not work out that way, however, for it has been said on the floor of the Florida Senate, 'give that department what it requests, if they do not need it, they have proved it will be turned back.' The Bureau turned back to the State in 1932 \$5,531.58; in 1933 \$501.50; in 1935 \$1,651.44; and so on down the line. Appropriation limits have not been exceeded, nor legal technicalities exercised to take advantage of situations that might have provided more funds. Not only close competitive purchasing of supplies and equipment, but the time of purchase has made possible tremendous savings, in some instances enough to reimburse the State for much of my salary. It may sound rather strange to some, but in twenty-five years with the Bureau, I have never been offered a bribe, consideration or concession of any sort by any salesman or firm, soliciting or receiving orders. It seems to be rather well known around that any firm even remotely hinting at such irregularity would be placed on the blacklist with this office indefinitely.

In view of prospects for decreased revenue to the State and in line with the sentiment of Members of the Governor's Cabinet, the Bureau promptly and willingly agreed to reduce by 10% the total appropriation for the year ending June 30, 1943. The department foresaw shortages and higher prices, and purchased replacement equipment and supplies in advance of the restrictions later imposed incident to the war effort, much to the saving of State funds, and the unimpairment of our service. We exercised other economy procedure, such as issuing poultry and egg reports each Tuesday and Friday with previous intervening daily prices included, instead of daily, reducing the expense of paper, ink, postage and incidentals 66 $\frac{2}{3}$ %. We changed the classification of listings in the Bulletin, carrying single offerings under appropriate heading with line limitation, and multiple offerings under the miscellaneous heading, which saved the duplicate listing of name and address if all items classified separately. This reduced the Bulletin average from six to four pages, and meant considerable saving to the State. The Bureau office hours start at 8:30, only one hour allowed for lunch during which a stagger system is used so the office remains open during the noon hour, and the office is usually open from 8:00 to 5:30, and often later. Our field force has filled as many schedules as possible, traveling together, and this item of expense has been reduced all possible. Other savings and economies could be mentioned, but at the risk maybe of dull reading. We think it worthy of mention that alternates were trained within our force to handle at least temporarily mechanical and other specialized assignments in event of employees being called for military duty or resigning for more lucrative positions.

The following is a detailed statement of expenditures made from appropriation for the Bureau for as much of the Biennial period July 1, 1941 - July 1, 1943 as is possible in view of the preparation of this Report prior to the session of the 1943 Florida Legislature: (The Governor and Cabinet have a more detailed report of expenditures made in the last biennium and estimated for the 1943-45 biennium available in our report to the Budget Commission submitted on schedule Nov. 15, 1942.)

SUMMARY AND CONCLUSION

There have been 26 marketing and shipping seasons since the Marketing Bureau was established. All Florida soil products produced and harvested during this 26-year period have an approximate total value of \$3,500,000,000. Agricultural sales and purchases during that time have amounted to no less than \$2,500,000,000. We believe that the Marketing Bureau has rendered some kind of beneficial service on more than \$2,000,000,000 of these sales and purchases, or an average - for the entire 26 seasons - of approximately \$80,000,000 a year. At present we are touching, with market news, inspection, services of the Marketing Specialists, "For Sale, Want & Exchange Bulletin," marketing advice and assistance, and helping in the sale and purchase of commodities valued at no less than \$175,000,000 a year, and we are proud of the record.

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 many more meetings and to make far more speeches than was possible. Since I have been Marketing Commissioner, I have traveled more than 1,000,000 miles and made no less than 2,600 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 helped plan 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.

During the twenty-five 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 product to make them happier and their lives richer. Impressed with the need of getting the most food in the least space to our soldiers overseas and our allies, I have given every assistance and cooperation to production and marketing food supplies produced in Florida. I secured the immediate reconsideration of a North Florida application for dehydration unit, which the Press announced January 5th would be established.

The foregoing Thirteenth Biennial Report of the Florida State Marketing Bureau is respectfully submitted, with the understanding that any supplementary data will be cheerfully supplied on request.

Very respectfully yours,

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

FINANCIAL STATEMENT
of the
FLORIDA STATE MARKETING BUREAU
Expenditures from July 1, 1941 to Jan. 1, 1943

For Period July 1, 1941 to July 1, 1942

APPROPRIATION for year ending July 1, 1942	\$75,834.00
CREDIT on sale of old equipment	101.00
TOTAL AVAILABLE	\$75,935.00

EXPENDITURES (12 months)

SALARIES	\$35,820.00
NECESSARY & REGULAR EXPENSES:	
PRINTING	\$4,883.09
Maintenance of equipment and supplies, such as paper, envelopes, ink, etc., for issuing daily market reports, bulletins, etc.	
ADDRESSOGRAPH	183.41
Upkeep and supplies.	
POSTAGE	2,896.34
General office mail, semi-monthly bulletins, market reports, daily mail reports from Miami, Tampa and 8 road guard stations, miscellaneous.	
TELEGRAPH	1,629.44
General office, leased wire maintenance, special field station relays, etc.	
STATIONERY & OFFICE SUPPLIES	1,155.53
Office equipment, rating agency subscriptions, trade directories, typewriters, stationery, ink, stencils, water, miscellaneous.	
TELEPHONE	616.11
Monthly regular, and long distance.	
TRAVELING EXPENSES	8,671.84
Commissioner and 4 Marketing Specialists, field duties.	
RENTAL	2,400.00
Jacksonville offices.	
MARKET NEWS	12,510.75
Daily reports, 8 field stations, general overhead expenses.	
	34,946.51
CREDIT CARRIED FORWARD to year July 1, 1942-July 1, 1943	70,766.51
	\$ 5,168.49

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