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**SIXTEENTH**  
**BIENNIAL REPORT**  
**OF THE**  
**FLORIDA STATE MARKETING BUREAU**

FOR PERIOD  
JULY 1, 1946 TO JUNE 30, 1948



505 WEST ADAMS STREET  
JACKSONVILLE, FLORIDA



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Letter of Transmittal

Florida State Marketing Bureau  
State of Florida

To His Excellency  
Honorable Millard F. Caldwell  
Governor of Florida

Sir:

I have the honor to herewith submit to you  
the Sixteenth Biennial Report of the Florida State  
Marketing Bureau for the Fiscal Period — July 1,  
1946, to June 30, 1948.

Respectfully,  
Neill Rhodes  
State Marketing Commissioner.

Jacksonville, Florida

July 21, 1948

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THE BUREAU PERSONNEL

Neill Rhodes \_\_\_\_\_ Commissioner  
C. R. Hiatt (Pending release U.S.Army) \_\_\_\_\_ Specialist, Fruits & Vegetables  
L. H. Lewis \_\_\_\_\_ Specialist, Livestock and Field Crops  
F. W. Risher \_\_\_\_\_ Specialist, Poultry and Dairy Products  
F. H. Scruggs \_\_\_\_\_ Specialist, Market News  
G. N. Rhodes \_\_\_\_\_ Specialist, Livestock Market News  
W. L. Jackson \_\_\_\_\_ In Charge Printing and Mailing Room  
Edna G. Ferguson \_\_\_\_\_ Secretary  
Effie L. Cureton \_\_\_\_\_ Stenographer  
Kathryn L. Vernon \_\_\_\_\_ Stenographer  
Sara Wright \_\_\_\_\_ Stenographer  
Caryl C. Michael \_\_\_\_\_ Telegrapher  
Fred O. Witt \_\_\_\_\_ Mechanical Operator  
H. L. Mayberry \_\_\_\_\_ Mechanical Operator  
Kenneth Hunter \_\_\_\_\_ Mechanical Operator

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F. L. Lothamer \_\_\_\_\_ Market News Representative, Tampa  
John B. Phelps \_\_\_\_\_ Market News Representative (cooperative) Miami  
D. L. Smith \_\_\_\_\_ Market News Representative (cooperative) Orlando

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OFFICE HEADQUARTERS — 505 W. Adams Street, Jacksonville, Florida  
OFFICE HOURS — 8:30 A.M. — 5:00 P.M. Saturdays, Close at noon.

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**SIXTEENTH BIENNIAL REPORT  
FLORIDA STATE MARKETING BUREAU**

The Biennial Report of an important State institution which provides multiple services in many different projects could be prolonged into hundreds of pages. Or such resumes could be so abstracted and condensed that a summary of activities would be incomplete. Most official reports are quite voluminous. I dare say that if the number of pages of the average reports were proportioned to the relative number who ever read them, little more than the title and a few subsections would be necessary. It will, therefore, be the purpose of this report to strike mid-ground between the two extremes.

Much of the work of the Florida State Marketing Bureau consists of annual summaries and reports. For instance, the citrus summary Marketing Florida Citrus 1946-47 Season, issued by the representative in charge of the Lakeland station conducted jointly by the Florida State Marketing Bureau and the U. S. Department of Agriculture, covers 111 pages — one season for only citrus. The annual fruit and vegetable report of the Bureau for the 1946-47 season, 1700 copies of which were distributed, contained 86 pages — and it was devoted principally to fruits and vegetables. Similar but some shorter summaries are issued annually by representatives in charge of the Federal-State Market News Field Reporting Stations, such as Marketing Florida Watermelons; Summary of Strawberry Season; Review of South Florida Snap Beans, Lake Okeechobee Cabbage; South Florida Peppers; South Florida and Hastings Potatoes; South Florida Tomatoes; Florida Celery, etc. Those annual summaries have included detail which will not be repeated in this report.

**The Need for the State Marketing Bureau**

The need for a Marketing Division in the State Department of Agriculture is well emphasized by the size, diversity and value of Florida agricultural production. What is the picture? The approximate land area of Florida is 34,727,680 acres of which acreage 13,083,501, or 37.7%, consists of land in farms according to the 1945 Census Report of the Department of Commerce. Based on the 1946-47 season, or the year 1946, the Florida orange, grapefruit and tangerine grove acreage was 400,000 acres; vegetable acreage 225,000 acres. Including non-citrus fruits, berries, pecans, strawberries, watermelons, etc., the total fruit and vegetable acreage was 716,000 acres. There were 2,107,000 head of Florida livestock with a gross value of \$92,739,000. The gross sale of poultry, eggs and dairy products amounted to \$54,700,000. The general field crops had a farm value of \$51,917,000. The gross sales of the agricultural group, all products, amounted to \$409,745,000. When the republic was created, three-fourths of our people were directly engaged in the production of their own living. Then the marketing problem was simple. Today, roughly one-fifth of the Nation's population, some 26,000,000 people, live on farms.

In most Florida counties there is a county agent, home demonstration agent, vocational agriculture teacher, one or all devoting their activities principally to the growing of Florida's many products. They all are essential,

their maintenance by ample financial support very deserving and fully justified. It has been our duty and pleasure to continue the closest cooperation with them all. Yet, aside from the cooperative market news reporters, the Bureau has only three field specialists to cover the entire State, not one for every county to assist with the marketing of Florida production. No well informed person claims that marketing is less important than production. It has been difficult to retain even the relatively few Marketing Specialists we do have for other agencies have recognized their ability and solicited their employment at higher salaries than the Bureau is authorized to pay.

On the basis of average annual purchases of farm food products by a family of three average consumers, the 1913-15 average of the farmer's share of the consumer's food dollar was 46 percent; the 1935-39 average was only 40 percent. The farmer's share, however, increased until 1946 it was 53 percent. This department feels that in some small measure at least we have contributed to increasing the share of the consumer's food dollar which the Florida producer receives. Unless growers receive continued, conservative marketing assistance, the size of the individually held acreage will increase, but into the hands of fewer owners,—that is, farms while becoming much larger will be owned by fewer individuals operating them. According to the U. S. Department of Agriculture, the 1940 Census showed that 50 percent of the U. S. farms produced 90 percent of the Nation's total agricultural production.

The period under review has witnessed the transition from very prosperous war years back to seasons of highly competitive selling, approaching in instances prewar conditions,—for example, the 1946-47 and 1947-48 citrus crops. Citrus was among the first major fresh foods to undergo the switch. To cite only one of the several important vegetables, the 1947 Florida celery season was in the opinion of many producers the most unfavorable since carlot shipments of Florida celery first moved to market about 1899. Many unusual features combined to make the 1947 celery season extraordinary and unique. The 1948 season was one of continued low prices.

### **The Trend in Food Preparation for Consumers**

As an illustration of how rapidly the citrus production is increasing, the total U. S. citrus bearing acreage in 1919-20 amounted to 282.1 thousand acres; in 1946-47 it was 848 thousand acres. With increased production and lower citrus prices in particular, there is a decided tendency on the part of the average American housewife away from fresh products. A national authority recently predicted that in future years the housewife might buy  $\frac{1}{3}$  frozen food,  $\frac{1}{3}$  canned and the remaining  $\frac{1}{3}$  fresh. The trend is towards self-service units. There is increasing demand for consumer size packages which can be displayed without too much preparation and waste. The housewife is buying more and more of convenient size packages. Over the years the tendency to reduce the retail unit to consumer package of one-meal size has been pronounced. Many of the consumers who years ago bought flour by the barrel now limit their purchases to a loaf of bread or a dozen rolls. They have gone from a seasonal larder of meat hanging in the smokehouse to a single day's supply; from 100 lb bags and bushels to pints and pounds, and from products fresh to frozen solids. Food is available now prepackaged, precooked and sometimes all but predigested. Yet all this has occurred

within a comparatively few years time,—from delivery to the kitchen fresh in bulky containers to reaching the home now ready to heat-and-eat is revolutionary in trend.

The New York State Department of Agriculture and Markets made the following comment in a June 1948 release:

“The frozen food industry is being pushed commercially under the most modern methods. Because of the great convenience to the housewife and the retail stores, it seems obvious that unless the fresh fruit industry and the growers make a special effort to recapture this business, it will be lost to the primary markets. The handling of fresh strawberries by wholesalers is already practically discontinued because of frozen products. It is claimed that broccoli will soon be in this class. Spinach and tomatoes have been taken over by the consumer package operators who deal directly where possible with the retailers. However, considerable quantities of frozen produce and consumer-packed tomatoes, spinach and broccoli are still moving through the wholesale stores.

“According to the annual report of the Marketing Facilities Branch of the U.S.D.A. for 1947, the frozen food industry had a dollar volume of \$300,000,000, which is 1.7% of the \$18,000,000,000 of all food sales. There are 730 frozen food processors marketing products of more than 500 brands. There are about 1200 wholesale distributors and more than 35,000 retailers who handle frozen foods. This business is apparently only in its infancy and has many problems in expanding outlets, reducing distribution costs and developing proper methods of handling. The industry, however, is learning rapidly and if the quality of its products can be maintained, it seems probable that it will experience a large growth in the next ten years. Its effect is already being felt by the wholesale produce trade.”

### Marketing Services of the Bureau

The Florida State Marketing Bureau provides practically every marketing service excluding the direct handling of products. Bringing grower and buyer together so they can close their own transactions, marketing help and cooperative service to growers and shippers of all products that is non-competitive to the buyers and trade in the market for them, has been the consistent policy of the Bureau. We can walk with both producer and buyer to the advantage of each without incurring the distrust of either.

Bureau service is provided by personal interviews and conferences in our office and in the field, by extensive correspondence, by teletype, telephone, telegraph and through the press and radio. Much of the most valuable assistance of the Florida State Marketing Bureau is given through appointments and interviews, of which the public hears little. Enough could be written about those conferences alone to overflow an average size biennial report.

Our Marketing Specialist, Poultry and Eggs, during the time covered by this report has assisted poultrymen in Hernando County to organize a co-op for grading, candling and packing their eggs. This group has been doing fine and packing over 100 cases of eggs each week in cartons for one of the large chain stores. He also assisted the Pasco County poultrymen in arranging for a better market for a volume of over 200 cases per week.

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Assisted in establishing a Market News Service on poultry and eggs at Orlando, to keep the poultrymen of that section better posted and aid them in selling their products to better advantage.

The Federal-State certifying of eggs for grade continues to grow. In the year 1947 some 169,375 cases or 5,081,250 dozen eggs were thus graded. This is a cooperative project between the State Marketing Bureau and the U.S.D.A. Poultry and Dairy Inspection and Grading Division and the State Department of Agriculture Inspection Bureau. From July 1, 1946, to January 1, 1947, 78,675 cases or 2,360,250 dozen were certified and from January 1, 1948 to June 30, 1948, 102,508 cases or 3,075,240 dozen were certified. In the two year period 350,558 cases or 10,516,740 dozen were so certified, with a value of a little more than \$6,000,000.

Assisted in judging eggs and poultry at numbers of Shows, and helped judge the broilers entered in the Chick-of-Tomorrow contest.

Got out considerable publicity on the value of eggs and poultry as a food in news articles, radio broadcasts, and pamphlets. For instance, sent to retail stores 2,000 copies of the egg grading charts showing how eggs look when candled, when broken out of shell, when fried and hard boiled, grade for grade; also 6,000 copies of U. S. color grades for individual eggs and their appearance, grade by grade, when broken out ready to cook.

The regular activity, duties and services of the Livestock and Field Crops department are varied. We are put daily in contact with producers, dealers, many kinds of markets, buyers and processors. Some of our regular duties include (1) helping to develop old markets, (2) finding new markets either through additional cooperatives, cash daily, livestock auction, abattoirs and packers, or building new markets, teaching grades and standards, and furnishing much technical and statistical information relating to crops and livestock. In addition, much time has been spent in helping to develop the following projects during the past two years.

1. Livestock Loss Prevention. The annual loss USA through deaths, bruises and injuries amounts to approximately 14 million dollars. The annual losses from these items and from insects and diseases to livestock in Florida are conservatively estimated at \$750,000. Realizing the importance of those losses to producers, this department is cooperating with the Agricultural Experiment Station, Extension Service, livestock markets and meat packers in establishing a Florida committee for prevention of livestock losses in the State. This committee has met several times and much interest has been created, and substantial progress made.

2. Livestock and Crops Educational Buildings. Plans have been completed for building five such facilities in this State, and contracts have been let to practically build each through funds supplied by the State Department of Agriculture. The great need is to get sufficient funds to complete them as they will each be a channel through which all producers, organized associations, educational workers, buyers and/or others can help to establish an improved livestock and crop industry in Florida. These facilities are located at Quincy, Ocala, Orlando, Bartow and Belle Glade, and should aid tremendously all agriculture in Florida.

3. New Markets Established. The Molineaux Packing Company at Malabar was sold by the Vero Beach Company and will be expanded into a

larger outlet. Two new livestock auction markets were built (privately owned)—one at Sebring, the other at Wauchula. A third livestock auction market (Palatka) has been reopened after providing new facilities.

4. Shredding and Drying Machines. Most everyone in Florida recognizes the value of drying machines in helping to save hays, and of shredding and drying machines in helping to save certain concentrate feeds grown in Florida. During the past years some 25 shredding and drying demonstrations were given as a means of trying to help solve problems and to help save feed. As a result, two new machines for this purpose were installed, one at Bonifay, one at Penney Farms, and a third one is being established at Brooksville.

5. Grading Demonstrations. Fifteen live animal grading demonstrations and two live animal and carcass grading demonstrations have been held,—four of which were held in connection with the Agricultural Experiment Stations, two in connection with Fat Cattle Shows and Sales, two in connection with Fat Hog and Breeder Hog Shows and Sales, seven in connection with livestock auction and cash daily markets, and about one hundred private grading demonstrations have been held on farms.

6. Bulletins. The Beef Cattle and Hog bulletins, written by this department and published by the State Department of Agriculture, have been revised. They are considered among the best of their kind in the field and have been found to be practical handbooks for producers. 15,000 copies have been distributed.

7. Purebred Shows and Sales and Fat Cattle and Hog Shows and Sales. Through the State Department of Agriculture this department has helped to distribute money through purebred breeders associations for the promotion of the breed, premium money for Fat Livestock Shows and Sales, and provided numerous other services in trying to aid organized agriculture in Florida. There has been a big attendance at these educational shows. Such Shows have been a great stimulus to an improved livestock industry, not only in purebred herds but throughout the state in commercial herds.

8. Sales of Stocker and Feeder Livestock. This department for years has pushed (1) the sale of calves as one of the principal profitable incomes from cattle. We have encouraged (2) the culling of the herd and the sale of slaughter cattle and calves and (3) we have encouraged extensively the sale of stocker-feeder cattle. While stocker and feeder cattle have moved out of this state in small numbers each year for several years, through a concentration of effort large numbers of stocker and feeder cattle have moved to many other states in the Union through local buyers cooperating with producers, livestock auction managers and with buyers in other states distributing some 40,000 to 60,000 head annually during the past 2 years. This department has brought together buyer and producer and encouraged this project.

There are at present some 22 livestock auction markets, 28 meat packers and abattoirs selling and buying livestock and helping to aid all three of the above projects. The Specialists of this department have made many trips outside of the state in the interest of an improved livestock in Florida and for the purpose of helping solve marketing problems, among them the sale of stocker-feeder cattle.

9. Grooming and Fitting Demonstrations. The appearance of an animal can be tremendously changed by proper care, feed, management, grooming and fitting. Sixteen foot trimming, grooming and fitting demonstrations have been given in this State as a means of encouraging the proper exhibition of cattle at the different Shows. Such demonstrations have been of great service to those exhibiting cattle and have created interest in cattle wherever such demonstrations have been given.

10. Honey Sales. The first organized honey sale was held in Chipley in June of 1948. This sale was initiated by the honey producers (tupelo) and the State Extension Apiculturist. The State Marketing Bureau, through its Field Crops Specialist, aided in this sale by furnishing a list of reputable buyers and by contacting buyers for the sale.

11. Marketing assistance has been given the producers of peanuts, sweet potatoes, syrup, pecans, tung nuts and field crops in general.

12. In addition to the above services, the livestock department has helped directly in the sale of about 60,000 hogs and pigs, 90,000 to 100,000 cattle and calves, 4,500 sheep and lambs. We have helped place some 600 bulls, 75 boars, several purebred herds of beef cattle, and a few purebred herds of hogs. It is difficult to estimate the value of services rendered directly and even more difficult to evaluate the services rendered daily in the field of marketing in the last two years.

In accomplishing the above results we have cooperated with all agricultural educational agencies, all livestock and crop associations, agencies of railways, and with many producers.

### **Cooperative Federal-State Services Grades and Inspection**

The Bureau's extensive work in close cooperation with the U. S. Department of Agriculture has continued very harmoniously for a quarter of a century. Much pioneering, pilot work has been done, cooperatively and individually, and basically beamed at producers. Some of such activities have been none too popular to initiate. Our part in establishing grades and standards for most of the major and many of the minor Florida products in use today, is well known. Through the 1946-47 season the Bureau in cooperation with the U. S. Department of Agriculture had inspected for grade and/or condition at Florida shipping points a total of 1,093,544 cars of fruits and vegetables since the service was inaugurated in the 1922-23 season with only one inspector and without any available State or Federal funds. In the first season only 162 cars were inspected compared with an average of 101,392 cars per season the last five seasons 1942-43 through 1946-47. In the 25 years of operation the Florida Federal-State Shipping Point Inspection Service has established some records,—leading the Nation in volume several times for one. Starting from scratch without any funds, Federal or State, operating over the entire twenty-five year period from beginning to end on a self-sustaining basis through depression, freeze, war and other adversities without deficit, and then turning over to the State at the close of the 1946-47 season cash \$17,297.62 with total assets including equipment of \$35,656.71, is the factual, unmatched performance record which needs no alibis.

### Cooperative Market News

Another relationship with the U. S. Department of Agriculture is the joint market news service, provided without charge or fee to the Florida agricultural industry. One-half the total cost is paid by the Government, an arrangement proposed by the Bureau and adopted by the Federal Department. There is really no excuse for any Florida producer of an important crop not to be thoroughly informed as to crop, weather and market conditions in Florida, and market prices and trends on the terminal markets.

Special field reporting stations throughout the more heavily concentrated producing districts, such as at Hastings, Sanford, Belle Glade, Pompano, Lakeland, Plant City, Leesburg, are maintained to provide growers and shippers with complete, unbiased market news on their shipments. The miscellaneous all-vegetable state-wide daily bulletins issued eight months of the year from the Jacksonville offices stop-gap and overspread areas not served by field stations. More than 200,000 of these 4-page reports are mailed annually from Jacksonville. Early flash of the New York market for principal vegetables is released by all Florida stations. Our Market News Specialist covers the Jacksonville market daily for the quote on fruits and vegetables, poultry and eggs, etc. He has charge of the daily miscellaneous market news bulletin issued from the Jacksonville offices throughout the shipping season, the tabulation of truck passings of vegetables, and prepares the annual fruit and vegetable report for the Bureau. The Market News Specialist also acts in an advisory capacity as to the operation of the Florida market news project, all stations, all commodities.

The nature of the services of all the field reporting stations is about the same. Taking the South Florida field offices for instance, daily reports are issued which are devoted to vegetables in season. The information is released to the daily press, radio stations, by mail to interested parties, and is bulletined also on the farmers market where all concerned have free access to market data. In addition to carrying shipment, passing and diversion information, complete market quotations are included for all commodities in which the growers and trade are interested, covering the 12 principal markets east of the Mississippi river. Special weather information and forecasts are given. In addition to the local Pompano and Belle Glade f.o.b. price and market information, other shipping points are included, f.o.b.'s from Lake Okeechobee section, the Ft. Myers, Dade County and Sanford sections, the Ft. Pierce and Dania-Hallandale districts, and Ruskin-Palmetto area.

Since only one general citrus field reporting station is operated, its activities are reported in more detail. All of our other stations have similar resumes. The Federal-State Market News office on citrus, located at Lakeland, Florida, is the primary and original source of all basic information such as shipments, distribution and unloads for Florida's top ranking resource, the billion dollar citrus industry with an annual income of around \$200,000,000 yearly. These citrus data are disseminated by the Lakeland market news office by every available means namely, mail, telephone, telegraph and radio at earliest possible moment as the value of this information is largely determined by the timeliness of release. Principal users of this information include primarily the hundreds and thousands of growers

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throughout the state who secure detailed information on citrus from the time of shipment to the final auction sale (incidentally this is the only source whereby the grower can obtain all of this information free of charge); industry organizations such as the Florida Citrus Commission and the Marketing Agreement Committees; Trade organizations such as 'United Growers and Shippers' and the 'Producers Trade Association,' each of which has membership approaching 50% of the industry; commercial firms such as the more than 300 shippers in the State, carlot receivers, jobbers and buyers; all transportation agencies and their subsidiaries and educational groups such as agricultural colleges, experiment station, libraries and citrus research foundations. The daily mailing list alone is a good criterion of the scope of the market news service on citrus. Thirty-one States, District of Columbia, Canada and Puerto Rico are represented in the total mailing list of 1431 names as of this date. Some members on the mailing list at more distant points receive their daily bulletins by air-mail in order to expedite delivery. Others make use of Special Delivery in order to have the information at hand at the earliest possible time each day. States with the largest mailing list other than Florida represent both far distant points and adjacent territory or Georgia, New York and California, again emphasizing the value and popularity of this service.

In order to indicate the 'coverage' of the market news service more geographically, a brief description of the more important phases are herewith presented:

1. Daily Citrus Reports (two full-page 15" mimeograph paper, small type machine) during entire citrus season or approximately 9-10 months. Mailing list varies from 1300 to 2000 depending on time of season. Reports are mailed on request only to interested parties. It consists principally of following segregations:

a. Detailed daily Rail Shipment Table via States and sections, totals to date this year and last; final last year with similar tabulations for truck movement. Also includes daily comparison of Florida rail shipments last year.

b. Daily citrus auctions for Florida, California and Texas fruit with segregations for sections such as Interior and Indian River for Florida and also by containers such as 'Standard' and 'Standard Wirebounds' separately. Weighted averages for all 10 auctions. Terminal prices on principal jobbing markets.

c. Passings through the Florida gateways including diversions at Savannah and Atlanta for all classes of citrus, or oranges, grapefruit, tangerines and mixed citrus. Holdings are reported.

d. Passings at Potomac and 'Passings and Diversions' at Cincinnati by classes.

e. Weather, arrivals and cars on track for leading terminal markets.

f. Arrivals and track holdings 16 cities.

g. Weekly averages by grades and sections with representative price range by sizes together with averages for competing sections.

h. Weekly report of Florida citrus used by canners this season and last.

2. Daily CND Service is maintained throughout the entire citrus season. The CNDs (Commercial News Dispatch) regulated by Federal Communications Commission, were inaugurated by this station as its contribution to furnish the citrus industry a wire service at the lowest possible cost (more economical than even Press Rate). There are 4 CNDs daily which include the most vital and essential information, namely: Shipments both rail and truck; East, West and South segregation of Florida gateway passings; Potomac and Cincinnati passings; together with detailed auction sales of Florida, California and Texas citrus for 10 auction markets. These wires are dispatched at the earliest possible time and the telegraph company has a 'special setup' to expedite prompt delivery. A teletype machine has been installed in the market news office so all wires are sent direct by the market news personnel and thereby eliminates 'pick-up' time.

3. Daily Newspaper and Radio Coverage. Leading Florida newspapers throughout the citrus belt release information originating in the Lakeland office. For example: The Tampa Morning Tribune, the Orlando Morning Sentinel, the Miami Daily News and other smaller papers through the State receive each day by wire from the Lakeland office shipments, passings and auction data which are published in full. Personal daily contact is maintained with citrus reporters of the larger papers in the State in addition to AP representative. In radio, some stations in the citrus belt broadcast daily the same information as the above mentioned newspapers publish.

4. Telephone Calls. Numerous daily collect calls are made furnishing citrus data, principally shipments, passings and auction data to shippers and other interested parties. These calls are mostly to relatively nearby points such as Auburndale, Lake Alfred, Plant City, Winter Haven, Tampa and Lake Wales, but quite a few calls are made to Orlando, Winter Garden, Winter Park and other shipping districts. Many local calls are made throughout the day.

5. Bi-monthly Production and Utilization Table is mailed to the entire mailing list. This tabulation shows at a glance the production by classes for all states amount utilized (segregated according to disposal) and amount remaining on hand for both this season and last season.

6. Monthly Citrus Estimate Release. Each month the citrus estimate by States and classification is sent by leased wire direct to the Lakeland office. A detailed table of production the past three years as contrasted with the estimate for the current month and for the preceding month is assembled, mimeographed and mailed to the entire mailing list. In this table changes are apparent at a glance and there is sufficient comparison with preceding years.

7. Monthly Unload Report for all classes of citrus by States for 100 cities.

8. Eight Page Preliminary Review of Current Citrus Season released around the latter part of June each year and mailed to the entire mailing list. Included in this review is an approximate 2500-word write-up or 'Story' on the current season. This article is given wide publicity including national publications.

9. Annual Florida Citrus Summary ranging from 100-120 pages, compiled and assembled entirely at the Lakeland office. Individual requests

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are received each year for around 1500 copies. This is one of the most popular releases of the local office; it includes 4-page write-up or summary of the season; detailed shipment tabulation by types of carrier, mixed car analysis, production and disposition tables; cannery output by weeks; unloads in 100 cities for oranges, grapefruit, tangerines and mixed citrus from all states; truck receipts in 12 leading markets; complete rail and truck distribution; weighted auction averages for oranges, grapefruit and tangerines from Florida, California and Texas by markets, size, grade and container analysis and citrus planting. Other timely and pertinent information with particular reference to current season is included in the individual summaries.

Supplementary Citrus Service added within last two years:

a. By far the most valuable service recently rendered the citrus industry by the market news office is that instigated and pioneered by the late L. M. Rhodes, for securing unloads in 100 cities. He made the important contacts and provided the 'push' necessary to start the ball rolling in August 1944 by making a special trip to Washington. Actual realization in making the information available did not occur until July 1946, as 'wheels turn slowly.' This information is used extensively by the Florida Citrus Commission in determining their allocation of an annual two million dollar advertising fund. Shippers, receivers, and carriers all make vital use of these data. These unloads in conjunction with distribution also form the primary basis in determining freight rates by the Interstate Commerce Commission. Unloads are received monthly and made available by special monthly report.

b. Segregation of Florida citrus shipments into Interior and Indian River section. This information is of vital importance to all sections in determining their activities.

c. Making available bi-monthly production and utilization data for all citrus producing states.

d. Improving the CND service by installing 'printer' in the Lakeland office and also by setting up more efficient transmission centers.

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**Livestock Market News.** A special cooperative livestock report—hog and cattle information—for Florida is published daily from the Federal-State Southeastern Market News Office at Thomasville, Ga. This service has been established to keep livestock producers and all others interested in this subject informed with prices by species, class and grade of livestock. Market News is as necessary to the livestock man as to the vegetable and fruit man. For this service to be of maximum benefit one should know grades. Such service should help build an improved livestock industry. In addition to the normal expansion in regular market news routine schedule, the Florida State Marketing Bureau expanded the livestock market news project in the State and added a Livestock Market News Specialist to its force for better coverage of the Florida markets. This very essential and much requested service has been greatly improved and rounded out in the two-year period. The mailing list has been increased 100 percent and livestock producers for the first time,—since July 1947,—have had available a report

covering Florida sales exclusively. To further expand the service, Bureau representatives requested the aid of Florida Senators and Congressmen who secured Federal funds of \$7,500,—meaning in the net increased facilities without extra cost to the State.

**Market News Poultry and Eggs.** The semi-weekly poultry and egg reports are mailed out regularly to producers all over Florida. Quotations for Jacksonville, Miami and Tampa are given the year round. The Orlando market was added in the early part of 1948. More than 100,000 two-page detailed copies are distributed annually. Those requiring faster-than-mail service are provided the information by telephone and telegraph collect on dates of price changes, the number so served ranging around 75. Most of the Florida produced poultry and eggs are sold on the basis of these quotations.

Following requests of growers, particularly the Dade County Cooperative Growers Marketing Association, the Greater Miami Traffic Association, the trade and others, we have within the two-year period under review arranged to cover the Miami fruit and vegetable market. The Tampa and Jacksonville fruit and vegetable markets have been quoted by Bureau market news representatives for many years. We have included, through the cooperation of the New York Department of Farms and Markets, gladiolus cut flower quotations on the New York market, and have also added lime, avocado and other miscellaneous product quotes on the key market to meet the demand of Florida producers. We have been compelled to add two employees to the Bureau force in the last two-year period to keep pace with the expansion in this phase of our work.

#### **Other Cooperative Relationship**

The Bureau has worked very closely with Federal and State authorities, and in fact we have given desk space to the Florida representative of the Enforcement Division in charge of administering the Federal Perishable Agricultural Commodities and the Produce Agency Acts. The Federal Pure Food Products Inspector for the Jacksonville district has offices with the Bureau, as does the representative buyer of the Quartermaster Market Center. We have affiliated with such Federal organizations which are efficient and non-political,—they have elected to “move-in” with us. Conference room space is also provided for the convenience of the various local inspectors of the State Department of Agriculture. The Bureau has cooperated with the Florida Growers Association in its splendid work, the Legislature including \$5000 in the Bureau appropriation annually for the Association.

#### **Semi-Monthly Bulletin**

The For Sale, Want and Exchange Bulletin published on the 1st and 15th of each month, carrying listings of for sale and wanted offerings from Florida farmers as well as timely agricultural production and marketing information, has possibly the largest farmer-reader circulation of any publication in the State. Perhaps no other agricultural endeavor in the State so well serves the home of the average Florida farmer as the Bulletin. A Veterans Vocational Agriculture Teacher expressed it well in writing the Bureau: “A ‘MUST’ in every farm home is the Bible, your Exchange

Bulletin, the weekly county paper, and Sears." There are 45,000 names on the mailing list, some fifty names are added daily, and this constant increase occurs without any solicitation or effort on our part except to make the Bulletin the best in its field. Special resume of current Florida crop conditions is carried in the Bulletin, prepared by trained and experienced specialists, the official agricultural statisticians and crop reporters of the U. S. Department of Agriculture. Special notices of the State lands to be offered at public sale appear regularly in the Bulletin.

It is well to serve the large cooperative, the larger shipper, but this department has not overlooked serving also the small producers in every way possible. They perhaps need assistance the most of all, and the Bulletin is one of several effective means of our helping them. More than two million copies of this 4-page semi-monthly publication have been mailed out in the current biennial period to subscribers requesting it.

#### **Financial and Commercial Responsibility of Dealers — Claims**

Growers like to know the financial and commercial responsibility of dealers to whom they sell, or perhaps consign, or with whom they have business relations in selling their products or buying their supplies. The Bureau subscribes to practically every commercial rating agency directory and accessory service in order to keep its files up to date as to the commercial and financial responsibility of dealers in all lines. Likewise, farmers want to know where they can purchase different items which are not always available locally or nearby. We carry complete directory service showing all the leading manufacturers in the United States, to assist in locating supplies needed by the farmer, which information incidentally also provides a key to sources that often are in the market for miscellaneous, hard-to-sell Florida products. The Bureau receives some rather unusual requests in this connection. For instance, following high water damage in the fall of 1947 to citrus trees in some sections, this department was requested to supply the names of firms who handled saws for cutting down the damaged trees and the citrus wood into commercial lengths, and the names of concerns who might be interested in buying citrus wood. Such information was provided promptly.

We have handled hundreds of claims for fern and cut flower growers and shippers, and for growers of many other Florida products,—claims for money due that otherwise would have been a complete loss. Growers have come from many sections, telephoned at times, and submitted by mail appeals for help in filing claims under the Florida Agricultural Bond and License Law, the Federal Produce Agency Act, the Federal Perishable Agricultural Commodities Act or otherwise to best protect their interest,—fruit, vegetable, poultry and other growers. All of them requesting our help were served promptly and satisfactorily.

#### **Cooperative Marketing Act**

Considerable interest continues in cooperative marketing in Florida. The tendency among growers is to cooperate and as a matter of fact among distributors to market their products through good-neighbor, cooperative

relationship. The Marketing Act, Chapter 618.04, Florida Statutes 1941, outlines the important functions of the Commissioner in rendering whatever service is possible in the formation of cooperatives, and we have rendered help preparatory to the organization of tobacco, pineapple, and other cooperatives as well as to groups of veterans in laying ground-work for cooperative marketing.

### **Unusual Services — Unpredictable, Unrestricted, Unrehearsed**

We were requested by an out-of-State concern to advise names of persons who could supply Centipede lawn grass in large truck or carlot volume. The information was provided. We received a call for shingle sawdust in carlot volume. We were requested to aid in the sale of watermelon seed in the fall of 1947, and we secured lists of seed dealers, prospective purchasers of the seeds, from the Bureaus of Markets or State Departments of Agriculture in 16 different States. The Commissioner of the Bureau joined with the Commissioner of Agriculture in wiring the principal tobacco buyers in July 1947, urging them to recognize and have representative buyers on the Jasper tobacco market. Some of these firms cooperated and assured us they would have buyers on hand. Many inquiries have been received relating to aquatic plants, the propagation of hibiscus, azaleas, camellias, etc., and the Bureau staff was able to provide such data without cross reference, gum-shoeing it elsewhere or letter forwarding. These and other unusual requests aggregate a large number in the run of a year. The department has served as a clearing house for miscellaneous information, most of which was unavailable from any other source the inquirer knew to contact. The Bureau could "pass the buck" if so inclined,—and would have to if it did not have most of the answers.

The Commissioner and the field specialists have had many years of practical farm production and marketing experience. Perhaps that is why it is often said over the State: When the Bureau says it, you can depend on it.

### **"When You Build a Better Mouse-Trap"**

The Bureau has been honored by the selection from its staff of two of its Specialists to supervise special work for the Commissioner of Agriculture, namely as Director of Livestock Pavilions, and Director of Poultry and Egg Division, which additional supervisory work is performed while continuing regular Bureau assignments. The Bureau has previously "loaned" of it personnel. Such assistance demonstrates the cooperative and coordinated relationship which the Bureau enjoys with other State agencies, and no less the outstanding ability of its personnel.

### **Individual Projects Worth Cost of All Bureau Service**

Who could say the work of the Livestock and Field Crops Marketing Specialist in the present biennial period or throughout previous ones has been worth less to the welfare of the agricultural industry of the State of Florida than the entire annual Bureau appropriation? Who could say that the services of the Market News Specialist in connection with poultry and

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egg quotations, fruits and vegetables at Florida shipping points and northern terminal markets are not worth as much as the entire annual Bureau appropriation? In connection with poultry and egg work, including the helpful, efficient service of the Marketing Specialist in Dairy and Poultry Products, who could claim that the entire Bureau appropriation in that one project alone was not a good investment, not to mention the additional services of the Market News Specialist in Livestock. A pitched or fictitious quotation service on which so many Florida sales are based could in a very short time cost Florida growers and shippers far more than the annual Bureau appropriation. There are more than 100,000 readers of the agricultural For Sale, Want and Exchange Bulletin who would challenge strongly a claim that the Bulletin itself was not well worth the entire Bureau appropriation, and it should be remembered that these are only a few of the Bureau lines of service.

The Commissioner has firmly established a non-political, business administration policy for himself and the Bureau. Instead of traveling the State over and over, attending various luncheons, banquets, and public meetings, the Marketing Commissioner has stayed on the job full time and applied the saving to retiring the heavy expense of moving the Bureau offices. Field services, public meeting attendance, etc., were yielded to the ablest Marketing Specialists obtainable, qualified by experience and assigned by their preference to so function. Representative attendance has been made by Bureau Specialists at the National Association of State Marketing Officials, National Association of State Farmers Market Managers, National Association of Commissioners of Agriculture, International Livestock Show, and of course hundreds of meetings inside the State. The field Marketing Specialists have attended, helped with and publicized Fat Cattle, Hog, Dairy Cattle, and Pet Animal Shows throughout the State.

The foregoing presents a running resume of the principal activities of the Florida State Marketing Bureau for the last two year period. I prefer that the Marketing Specialists in the field, representatives in charge of the cooperative field stations, and the loyal, efficient personnel of the entire department receive the credit for our accomplishments. Consequently, I am omitting specific recount of personal activities; they are reflected in large measure in the useful services of employees whose activities are herein summarized. A department head after all is about as good as and not much better qualified than his associates.

### **Economical Operation**

After occupying quarters in the same building for thirty years, we were requested to vacate, a State department many of whose duties were Federal-State notwithstanding. Stranded with no contingency funds we were forced to secure quarters elsewhere when adequate space was next to impossible to obtain even at abnormally increased rental, and when operating costs were continually mounting. Furthermore we had to renovate the quarters finally located at Bureau expense. By economical operation we had accumulated a reserve. By using the salary saved for one Specialist still unreleased by the Army, by the Commissioner abolishing his previous position as Assistant Commissioner, transferring these savings

in Salaries to Expenses, and combining with similar savings made in Expense funds, the Budget Commission released the total reserve, which partly absorbed the very heavy, unavoidable expense. By the Commissioner's avoiding heavy travel expense (\$64.65 expended in the two-year period), a saving of several thousand dollars was made which helped materially. In addition to the expense of moving and cost of renovating the space acquired, we experienced increasing costs of paper, office supplies and general overhead incident to continually expanding service. Yet we have worked faithfully and planned diligently to absorb this expense. Never has the Bureau done so much with too little. So far we have managed well and paid our way without bleeding any contingency or other funds at Tallahassee. I am pleased that as of July 1, 1948 all of our bills have been cleared.

The Bureau carefully outlines estimates of every item of expense as to amount and price in submitting requests to the Budget Commission for consideration. The Legislature acts upon the department's request and the recommendation of the Budget Commission, and makes appropriation for the Bureau. The amounts are listed in toto in the appropriation bill, the public knows exactly how much is expended by the Bureau for both Salaries listed individually and Necessary and Regular Expenses itemized meticulously. Conservative and businesslike application of funds has been made, savings effected wherever possible and unexpended funds turned back to the State whenever possible. We have saved the State a dollar at every opportunity. The economical operation of the Bureau over the years attests its spirit and habitual practice in judicious expenditure of public funds.

The Lakeland market news clerical bill was cut \$200 per month and the representative in charge will continue the reduction as long as possible.

The present net rental of our offices is some less for almost double the former space. We have held down travel expenses to statutory compliance and essential allotment. The postage expense of mailing out the semi-weekly poultry and egg reports was further reduced from 1½¢ to 1¢ each by using precancelled stamps and making personal delivery to the postoffice. Bulletin space has been reduced to prevent extra cost of making it larger. We have taken advantage of every possible opportunity to make a saving.

Financial statement for the period July 1, 1946 to June 30, 1948 follows. (Note: The per-capita apportionment of the cost of the Bureau, i.e., the annual appropriation divided by the farm population is about 41¢; the per capita cost on the basis of population is about 4¢; it represents about one-fortieth of one percent of the annual gross value of Florida agricultural production.)

**FINANCIAL STATEMENT**  
of the  
**FLORIDA STATE MARKETING BUREAU**  
Expenditures from July 1, 1946, to June 30, 1947

APPROPRIATION FOR YEAR ENDING June 30, 1947.....	\$86,371.25
Brought forward from 1945-46 Appropriation.....	8,413.77
	\$94,985.02
Credit, Sale of old equipment replaced with new.....	384.59
<b>TOTAL AVAILABLE</b> .....	<b>\$95,369.61</b>

**EXPENDITURES (12 Months)**

SALARIES .....	\$35,578.85
<b>NECESSARY AND REGULAR EXPENSES:</b>	
PRINTING .....	\$7,830.48
Maintenance of equipment and supplies, such as paper, envelopes, ink, etc., for issuing daily market reports, bulletins, etc.	
ADDRESSOGRAPH .....	285.98
Upkeep and supplies.	
POSTAGE .....	3,144.83
General office mail, semi-monthly bulletins, market reports, daily mail reports from Miami, Tampa, Orlando, 9 road guard stations, miscellaneous.	
TELEGRAPH .....	492.15
General office, leased wire maintenance.	
STATIONERY & OFFICE SUPPLIES.....	6,678.57
Office equipment, rating agency subscrip- tions, trade directories, typewriters, stationery, ink, stencils, water, etc., including remodeling of office.	
TELEPHONE .....	590.23
Monthly regular, and long distance.	
TRAVELING EXPENSES .....	8,905.13
Commissioner and Marketing Specialists field duties.	
RENTAL .....	3,725.00
Jacksonville offices.	
MARKET NEWS.....	23,136.33
Daily reports 8 field stations, general overhead expenses.	
FLORIDA GROWERS ASSOCIATION.....	5,000.00
(formerly Tariff Commission)	
	<b>\$59,788.70</b>
	<b>\$95,367.55</b>
TURNED BACK TO THE STATE, June 30, 1947.....	<b>\$ 2.06</b>

**FINANCIAL STATEMENT**  
of the  
**FLORIDA STATE MARKETING BUREAU**  
Expenditures from July 1, 1947, to June 30, 1948

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APPROPRIATION FOR YEAR ENDING June 30, 1948 .....	\$101,168.00
APPROPRIATION Special Livestock Market News.....	5,000.00
	\$106,168.00
Credit, Sale of old equipment replaced with new.....	9.25
<b>TOTAL AVAILABLE</b> .....	<b>\$106,177.25</b>

**EXPENDITURES (12 Months)**

SALARIES .....	\$46,570.82
<b>NECESSARY AND REGULAR EXPENSES:</b>	
PRINTING .....	\$12,785.01
Maintenance of equipment and supplies, such as paper, envelopes, ink, etc., for issuing daily market reports, bulletins, etc.	
ADDRESSOGRAPH .....	1,017.03
Upkeep and supplies.	
POSTAGE .....	2,749.73
General office mail, semi-monthly bulletins, market reports, daily mail reports from Miami, Tampa, Orlando, 9 road guard stations, miscellaneous.	
TELEGRAPH .....	460.54
General office, leased wire maintenance.	
STATIONERY & OFFICE SUPPLIES.....	4,505.40
Office equipment, rating agency subscrip- tions, trade directories, typewriters, stationery, ink, stencils, water, office renovation, etc.	
TELEPHONE .....	851.05
Monthly regular, and long distance.	
TRAVELING EXPENSES .....	7,228.84
Commissioner and Marketing Specialists field duties.	
RENTAL .....	3,190.00
Jacksonville offices.	
MARKET NEWS.....	16,080.85
Daily reports 8 field stations, general overhead expenses.	
FLORIDA GROWERS ASSOCIATION	4,811.82
(formerly Tariff Commission)	\$53,680.27
	\$100,251.09
<b>BALANCE CARRIED FORWARD TO 1948-49 Appropriation</b> .....	<b>\$ 5,926.16</b>
(Salaries \$5,723.70; Expenses \$202.46)	