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SEVENTEENTH
BIENNIAL REPORT
OF THE
FLORIDA STATE MARKETING BUREAU

FOR PERIOD
JULY 1, 1948 TO JUNE 30, 1950



505 WEST ADAMS STREET
JACKSONVILLE, FLORIDA

Letter of Transmittal

Florida State Marketing Bureau
State of Florida

To His Excellency
Honorable Fuller Warren
Governor of Florida

Sir :

I have the honor to herewith submit to you
the Seventeenth Biennial Report of the Florida State
Marketing Bureau for the Fiscal Period — July 1,
1948, to June 30, 1950.

Respectfully,
Neill Rhodes,
State Marketing Commissioner.

Jacksonville, Florida

August 21, 1950

THE BUREAU PERSONNEL

Neill Rhodes.....Commissioner
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
Martin E. Nissle.....Mechanical Operator

F. L. Lothamer.....Market News Representative, Tampa
John B. Phelps.....Market News Representative (cooperative) Miami
D. L. Smith.....Market News Representative (cooperative) Orlando
W. P. Arnold.....Market News Representative (cooperative) Tallahassee

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

SEVENTEENTH BIENNIAL REPORT
FLORIDA STATE MARKETING BUREAU

July 1, 1948 - June 30, 1950

Duties: According to law the duties of the State Marketing Commissioner shall be to receive and compile reports on all fruits, vegetables and other farm products as are grown in the State, to publish same, to collect information as to additional market centers and their capacity, and to keep and compile a statement of all shipments moving out of the State that through such information farmers and producers can be kept posted as to conditions existing in the State and in the markets of other States, to cooperate with and prevent loss to our people, etc. (603.09, Florida Statutes, 1949).

The statutory requirements have been complied with, and duties performed not prescribed or contemplated when the Bureau was created. In a pioneering experimental way, the Jacksonville poultry and egg, and fruit and vegetable market was quoted daily back in 1919. The Florida market news service with State and national market coverage has since been expanded until we are second in rank to no other State. That such development was warranted is amply sustained by the following statement made at the conclusion of the 1949 Annual Meeting of the National Association of Marketing Officials in Washington, D. C.:

"One of the most valuable services that can be rendered is assembly of facts and figures reflecting important trend and relationship in marketing farm products. Data must be put in a form that is understandable and usable, if producers and handlers are to use such information as a basis for improving marketing practices. The accuracy of facts, timeliness of recommendations, practical rather than theoretical are essential to the success of any state marketing program."

Brevity

Statistical tables and comment included in the annual reports and summaries released by the Bureau, and cooperatively with the U. S. Department of Agriculture by market news offices at Hastings, Sanford, Pompano, Belle Glade, Lakeland, Plant City, and Leesburg, previously released state-wide, will not be included in this report. Brevity is the essence of our biennial reports with the objective of saying much in few words which has greater chance of being read by more persons with greater interest. I note the Florida Citrus Exchange covers its annual reports in about 25 pages. The nation's largest corporations review their activities in annual reports to stockholders in brief, condensed form. For all practical purposes and good economic reasons, voluminous book-size reports are unnecessary,—and I venture saying that very few within departments committed to such practice ever read their reports in toto, not to mention the general public.

The Bureau has not established stop lights against or detoured around marketing assistance to Florida growers and shippers. The department has considerable latitude under the provision: ". . . to do all that

can be done in connection with the Commissioner of Agriculture to bring relief to and aid in the marketing and distribution of Florida's products." (603.09, Florida Statutes, 1949). We have exercised that privilege and taken advantage of every opportunity to provide economical, efficient, conservative service to the agricultural industry of Florida.

For Sale, Want and Exchange Bulletin

The For Sale, Want and Exchange Bulletin is an example of filling in the picture, of rounding out our service. There is a wider market outlet for farmers' miscellaneous products among farmers themselves than is generally realized. Ornamental plants and shrubbery for example: Most of the Garden Club membership of the State subscribe to the Bulletin. Especially is this true for the small farmer, the widow often, very few of whom have available means of knowing fair market value of miscellaneous offerings except through checking prices of similar articles listed for sale by others in the Bulletin. Many items offered in the Bulletin,—used farm equipment for instance,—have no readily available sale elsewhere,—and the less sale a product has the more help the farmer needs in disposing of it.

As the founder of the Bulletin, it has been my pleasure to note its growth over the years. The mailing list consists of about 56,000 names and the Bulletin is read regularly by two or three times that number. More than a million copies of the Bulletin are mailed to regular subscribers annually, mostly over Florida, but including circulation among other states and to some foreign countries. In the last two years some 3000 persons in other states have requested their names placed on the Bulletin mailing list to obtain information on the farm lands listed. In addition to wanted items, for sale listings of seeds and plants, poultry and eggs, livestock, farm implements and equipment, farm and grove products, farm lands and miscellaneous offerings are run in each issue by more than 500 Florida farmers. The editorial page is devoted to timely agricultural marketing subjects. For example, articles such as Needs of the Florida Cut Flower Industry;—Livestock Auctions, Good and Bad;—Florida Agricultural Bond and License Law;—Preventing Livestock Losses;—Commercial Broiler Development in Florida;—Developments Florida Citrus Marketing for Quarter Century;—Summary Weather Damage Florida Vegetables (24 years);—Marketing Florida Peppers - Cabbage - Escarole - Sweet Corn;—Florida F.O.B. Shipping Point Vegetable Prices;—Beekeeping;—these are titles of a few of the many editorials appearing in the Bulletin since July 1, 1948.

Know-how Requisite

To be able to come to grips with agricultural marketing problems, marketing specialists must possess a good practical background knowledge of its fundamentals, basically of what there is to do, and sufficient experience and ability to know how best to do it. Successful marketing is no less than aggressive marketing. It must be abreast of modern technique, its features in step with scientific advances of the time and be kept on a sound, economic basis. The physical marketing conditions and consumer demands, and the nature and quality of each particular crop marketed must undergo continual adjustment.

It has been authoritatively stated that in all markets consumers can generally be divided into three classes: 15% are quality buyers regard-

less of price; 15% are price buyers, regardless of quality; and 70% are quality and cost conscious. Products can be priced out of reach of the 15% price buying segment.

The consumer's average income level must be followed, and consumer preference and buying potential closely analyzed. The consumer must be appealed to with advertising or the product neglected may become a roving occupant of the grocer's shelves.

In super market merchandising, as the trend increases toward self-service, most of the direct contact with the consumer is lost. The checker at the cash register is the principal "good-will" personality serving the customer,—I have noticed the regular marked price is often charged instead of the advertised special, "loss-leader" low.

Prices of agricultural products in many instances have reached uneasy levels following the downward postwar trend. Yet there have been important economic supports which were not available in previous post-war periods. For example, farm programs, plans, the high income level and holdings of savings, securities, government bonds, etc. Although the manufacturing industry got its first comprehensive effective tariff act in 1842, acreage allotments, marketing quotas and safeguard programs for the agricultural industry could only be provided for in the Agricultural Adjustment Act of 1938.

Marketing is affected by transportation trends. Very significant has been the increasing diversion to truck of Florida fruits and vegetables once handled by rail, and increased rates in the face of decreased proportionate rail volume. In the 1948-49 Season, truck volume of citrus increased sensationally to more than double the previous year,—grapefruit movement by truck was nearly three times heavier. Federal studies reveal that in 1949, based on available statistics for a number of large wholesale markets, 50% of fruits and vegetables, 60% of eggs, 66% of cattle, 70% of hogs and 98% of live poultry were brought in by truck. Reasons for the shift among others were: The 50% overall increase in the rates during the previous 2½ years; shippers trying to avoid the extra handling at each end necessary with most rail connections; greater speed of truck transportation with delays enroute largely eliminated; the flexibility of truck transportation.

Market News, Origin and Setup

With the trend more and more toward outright sales, "keeping farmers and producers posted as to conditions existing in the State and in the markets of other states . . . to prevent loss to our people" is more important and essential now than back in 1917, some 33 years ago, when the law creating the Bureau was adopted, and most shipments moved under consignment. Working in Florida's interest over the years, the Bureau has gained the close cooperation of the U. S. Department of Agriculture in keeping Florida producers reliably informed of market prices and conditions. The Bureau originated the system of equal division of the cost of the shipping point, field market news service, the result of which is that the growers and shippers receive market information without fees or assessments, and the Federal government absorbs half the cost, without which arrangement the State would have to pay all the cost. The Commissioner

is Collaborator, U. S. Department of Agriculture, whereby market reports by mail move under frank, saving the State the heavy postage otherwise necessary. The total economy in market news thus effected over the years has resulted in a saving to Florida of at least a quarter million dollars.

The Bureau is on the leased wire circuit of the U.S.D.A., from Nov. 1 through June 30 following. This circuit is connected with most of the nation's large market centers and important shipping areas, over which system flows daily comprehensive market information covering fruits, vegetables, livestock, poultry and dairy products, etc.

Market News, Vegetables

The principal volume of fruits and vegetables is shipped from Florida in the season from November to July. Daily throughout the season a miscellaneous Market News Bulletin is mailed from the Bureau offices, Jacksonville. The report is available to every person requesting it and is free of any charge. The daily report gives shipment information, carlot volume from Florida and all States, imports, passings at diversion centers, f.o.b. sales and market conditions at Florida shipping or assembling points and competitive f.o.b.s in other states, track holdings on larger markets, arrivals, unloads, market tendency and the range of quotations of Florida vegetables sold on the nation's markets. At centers of heavy production and movement, cooperative market news offices also are operated in season, providing complete coverage for the important product or products common to each section and including other miscellaneous vegetables. Field reporting stations are maintained each season at Hastings for potatoes, Sanford for celery, Belle Glade for beans and miscellaneous vegetables, Pompano for beans and vegetables, Plant City for strawberries, Leesburg for watermelons. Hastings cabbage f.o.b.s were added for the spring crops of 1949 and 1950.

Market News, Citrus

Special citrus market news offices are located at Lakeland, providing the citrus grower and shipper with detailed market news data, similar to and as complete as the service supplied the vegetable grower.

Market News, Poultry and Eggs

To keep the poultry producers posted on market conditions, the Bureau issues every Tuesday and Friday a two-page mail report, covering current quotes and market conditions of poultry live and dressed, also eggs, sales to retailers and consumers, for the Florida markets of Jacksonville, Miami, Orlando and Tampa. Quotations for the intervening days,—Monday, Wednesday, Thursday, Saturday, on which reports are not issued—are included in order in the Tuesday and Friday releases so the producers will have a year round complete daily file available. For those desiring faster-than-mail service, telephone and telegraph facilities are used to serve them provided messages are accepted collect. About 85 telephone or telegraph service wires are sent out collect by the Bureau upon quotation changes. The long established service keeps pace with the times, revisions are made as conditions warrant. Amendments have recently been made to provide better merchandising differential and coverage for truck pick-up loads of poultry, the New York and Atlanta egg markets and the North Georgia

frayer market have been included to indicate the effect of competitive outside supplies and prices upon Florida offerings. Coverage for Tallahassee and West Florida sections was started June 1, 1950.

Market News, Livestock

Florida's livestock industry is an important one and is progressing. To keep the livestock farmer posted as to conditions, to provide him with reliable facts daily as to supply, demand and current value of his cattle and hogs, the Bureau has developed market news coverage of livestock in every way possible, particularly in the last two years. In early 1930 this special service was started. The Bureau led the demand for Federal market news service for the southeastern area, which was established at Thomasville, Ga., as the most centrally located base for the territory. Federal quotations on Federal grade basis were made available, the Bureau arranged for the Thomasville reports to include Florida markets and be sent free to Florida producers and shippers.

With the cooperation of Commissioner Mayo the Bureau was provided with special funds of \$10,000 for two years to expand the livestock market news service by the 1947 Florida Legislature. The Bureau's livestock marketing specialist secured the cooperation of Florida's Congressional delegation and \$7500 Federal funds were made available for further expansion and supplementing the Florida livestock market news service with coverage of additional Florida markets. Within the current biennial period the service has been greatly expanded, tailored to better fit the needs of the industry. More sources in position to supply information have been contacted and the composite data have been used to serve more people. The Florida livestock farmer now has available from the cooperative Federal-State offices: Daily hog quotations for the southeastern area including Florida and Montgomery, and Chicago; tabulation of animals,—cattle, calves, hogs, sheep, goats,—slaughtered in Alabama, Florida and Georgia, and other states by groups. A special weekly summary of hog and cattle markets for Florida at large and including in detail Monticello, Gainesville, Tampa, Marianna, Arcadia, Kissimmee markets. The daily press is provided with special report of cattle and hogs, Florida and southeastern markets, and a special typed copy of weekly summary is sent newspapers to serve their publishing schedule. We arranged to get daily passing reports of Florida livestock by truck, starting October 1948, first time available. Seven Florida radio stations use the data in regular broadcasts. Belle Glade service for livestock market news was initiated under cooperative arrangements June 1, 1950. If there is such thing as a Florida livestock producer not being fully posted on market conditions, it is his own indifference or negligence, for the Bureau has made available all the information he needs without expense to him.

Market News, Cut Flowers

Of larger annual volume and value than the public realizes is the aggregate of cut flower and horticultural specialty shipments from Florida. Producers have experienced difficulty in obtaining reliable current market quotations for those products. The only official quotation service in the United States for cut flowers is provided for New York City by the State Department of Farms and Markets of New York. The Bureau endeavored

Seventeenth Biennial Report

to establish a Federal-State market news service for flower growers, but the Federal department was without funds for such project and met with opposition from much of the trade in preliminary spade work, with the result that we worked out the next best arrangement possible. Through cooperation of the New York Department and the U. S. Department of Agriculture, we provided the Florida grower with a daily quote on gladiolus, etc., from the New York City market. Also for the New York Department to send Florida growers a daily report by mail, air mail or special wire report collect. Hundreds of Florida cut flower shippers have availed themselves of this opportunity to get official quotes for the largest outlet for their shipments.

Market News, Minor Crops

The Bureau has kept a watchful eye upon some minor crops of today that are important to sections in which grown. For example, limes, avocados, mangoes, and the like. All larger markets connected by our leased wire circuit at our request have supplied market news data when supplies offered were sufficient to establish a base for quotes.

Market News, Summary

So noting again "that through such information farmers and producers can be kept posted as to conditions existing in the State and in the markets of other States —" Florida products are well quoted. Florida products are well posted. As to conditions existing in the State: Jacksonville, Miami, Tampa markets are quoted regularly on fruits and vegetables, and poultry and eggs, and Orlando is quoted for poultry and eggs. Citrus fruits, vegetables and non-citrus fruits are quoted on the markets to which most of the Florida volume moves, and f.o.b. Florida point of origin quotes are carried on the major vegetables. For instance, Hastings and Dade county potatoes; Sanford and South Florida celery; Leesburg watermelons, Plant City strawberries; South Florida beans, cabbage, sweet corn, peppers, escarole, tomatoes from Belle Glade and Pompano field reporting stations. For state-wide blanket coverage the miscellaneous vegetable market bulletins issued from the Bureau offices in Jacksonville cover all vegetables of commercial importance. Florida cattle and hog markets and key markets outside the state are quoted the year round and the information is mailed or wired the producer according to his preference.

While Market News is the theme of the Seventeenth Biennial Report, it is only one of many projects of the Bureau which to those more specially served might be considered of equally as great importance and possibly more indispensable to their line of agricultural marketing endeavors.

The Little Fellow

The Bureau draws no lines of service between farm owner and tenant, lessor and lessee, the individual and the cooperative of which he may or may not be a member, the private organizational group and the cooperative,—the large operator and the little farmer. We bear in mind the little fellow is without retained counsel, tax experts, traffic managers and sales specialists. In general he needs help and accurate information as to how to best utilize services available, with which he is unfamiliar.

The Little Fellow, Claims

Assistance in claim work has long been a feature of our service, no less emphasized by appeals to us for help in the current biennial period. Numerous claims have arisen from fruit and vegetable consignments and outright sales transactions, but relatively a far greater total has been presented by fern and bulb and cut flower, and horticultural specialty growers. We have handled claims arising from shipments destined within the State, destined to other States, and handled one claim for a plant shipment made to Oranjestad, Aruba. The Bureau prepared and distributed 50,000 copies of a synopsis, the highlight of both the Federal Produce Agency Act and the Perishable Agricultural Commodities Act which laws relate to interstate shipments of perishable food products. The Commissioner later prepared a brief of the Florida Agricultural Bond and License Law relating to intrastate shipments of Florida farm products which was also distributed to some 50,000 persons. The Commissioner has the experience of half a life-time in claim work, from which many hundred of large and small growers and shippers have profited. The day of "skinning" the Florida grower and getting by with it has become a very short one.

The Little Fellow, Trade Directory Service

Another service the little fellow cannot afford is that of trade directories without which he may know nothing of the financial, commercial or moral standing of the person with whom he does business in both selling his products and purchasing the supplies and equipment upon which his production depends. Complete directory service is provided by the Bureau covering all lines of business.

Buyer Lists, General

Special lists are available to growers and shippers,—dealers handling and buying fruits, vegetables, livestock, poultry and eggs, honey, syrup, pecans, tung nuts, and farm products in general. Also florist and bulb dealers, moss buyers, buyers of roots, barks, herbs, berries, etc. The Bureau receives some unusual calls for such lists. Recently request was received for names of dealers handling mistletoe, how it was packed, etc., and the inquiry was served. Another call was made for sources in position to supply rice hulls for bulb and plant shipping, and the information was supplied. We were requested to supply information as to method and facilities available for shipping centipede grass to Arabia. Requests have been made and the data supplied for lists of dealers handling fish, turtles, frog legs, hides, etc.

Special Lists, All Products

In early 1949 the Bureau received hundreds of calls, personal and by mail, for sources buying and selling hibiscus. No other agency had the information, none undertook to do anything about working up the data. The Bureau over a period of several months prepared the information and supplied some 500 special lists requested. This was primarily a marketing service, it opened new outlets and expanded distribution of a specialty production of many growers. We have been more concerned in marketing service for any and all money crops the farmer grows rather than holding to the major routine lines of his production. It is the farmer income, not

the kind of crop he grows to make it, which deserves and gets our utmost attention.

Naturally our objective is serving Florida producers and shippers. The demand for information about farms for sale, agricultural marketing information in general in the last two-year period, has been unprecedented from prospective Florida farmers,—citizens of other states interested in coming to Florida to farm. The demand following the first World War was nothing to compare with that made to the Bureau for agricultural information after World War Two. All data requested were provided promptly, fully and factually.

The Relative Cost of the Bureau — and Who Use It

Florida farmers spend annually about \$40,000,000 for fertilizer, about \$12,000,000 for insecticides and fungicides, about \$8,750,000 for seeds, about \$20,000,000 for feed, or \$80,000,000 per year for these items. The value of Florida agricultural products is more than \$400,000,000 per annum. The cost of the Bureau absorbed by appropriation from the General Inspection Fund is about one thirty-three hundredths of that amount. Our finances do not permit as extensive coverage as conditions warrant in some directions, but every cooperation is given agencies providing specialized service in certain fields. For instance, \$5000.00 of our annual appropriation is earmarked for use by the Florida Fruit and Vegetable Association. Special statistical data and information have been supplied the Florida Growers and Shippers League. Instance upon instance of similar service could be cited.

Summarizing for one marketing-specialist project in May 1949 we found many different agencies were served in addition to farmers, ranches, cattle and hog breeders: Dairymen, poultry and hatchery operators, newspapers and radio stations, agricultural statisticians and economists, county agents and Extension representatives, veteran vocational agricultural workers and teachers, home demonstration agents, railroad agricultural and claim agents, livestock auction and cash daily markets, livestock dealers and buyers, feed stores, meat packers and slaughterers, attorneys, farm loan agencies and life insurance companies, Farm Credit Administration, and many others.

At the close of the 1948-49 season we took a cross-current check of 263 voluntarily reporting on their use of another phase of Bureau marketing-specialist service. The different sources mentioned is conclusive evidence of the confidence which numerous important factors place in information released by the Florida State Marketing Bureau. Appreciative expressions were received from: Truck farmers, large and small, plantations; shippers, growers, packers, brokers, distributors, marketing agencies, cooperative associations; county agricultural agents, and vocational agricultural instructors; experiment stations; railroad freight and general agents, and commercial agents; Fruit Growers Express, various traffic managers; bulb companies and gladiolus shippers; Growers and Shippers League; Florida Fruit and Vegetable Association; Production Credit Association, and Production and Marketing Administration; research laboratory; American Institute of Food Distributors; Columbia Bank of Cooperatives; container manufacturers, bag and can companies; cold storage plants; fertilizer companies;

chain stores; Florida Industrial Commission; Quartermaster Field Buying offices; Florida Power and Light Co., — to name a few.

Marketing Specialists

The qualifications of the Bureau's Marketing Specialists for service in the field and office as well, and their masterful performance of duties assigned, deserve a few spotlight remarks. Our Market News Specialist: College graduate; eighteen years experience in active Federal market news work, in terminal markets, and in charge of field offices. Served in sixteen different states, nine of the larger terminal markets, covered twenty major fruits and vegetables; with the Bureau twenty years. The Livestock and Field Crops Specialist: Farm born and reared, college graduate; agricultural instructor; Agricultural Agent two years for Southern Railway; County Agent marketing; Officer U. S. Army; livestock marketing South Carolina Extension Service for nine years; some thirty years experience in teaching and marketing livestock and field crops, in three States; served also as Director of Livestock Pavilions for Commissioner Mayo in current biennial period; has been with the Bureau since 1929. The Poultry and Dairy Products Specialist: Born and reared on cotton farm; college graduate. Graduate assistant one year. Taught agriculture for three years, two States. County Agent eight years. Built grain elevators and sweet potato storage houses, assisted in cooperative purchase of seed, fertilizer, etc. Handled cooperative shipments poultry and eggs several years. Field representative cotton growers association one year. Marketing Specialist poultry and eggs, and livestock with North Carolina Division of Markets three years. Also served with Commissioner Mayo as Director of Poultry and Egg Division past two years. Twenty years with the Florida State Marketing Bureau. The Livestock Market News Specialist: College graduate. Three years herd management. Officer Air Force U. S. Army World War Two. Assistant Livestock Marketing Specialist one year; Market News Specialist two years; with the Bureau since 1947.

Other Personnel

Foreman, Printing and Mailing: Twenty-seven years experience in mimeograph, multigraph, press, linotype, folding, sealing, tying machine and equipment, also in general mailing and routing first and second class and special permit and frank mail. His three assistants are qualified and experienced.

The clerical force was selected for qualified experience in general stenographic, secretarial, bookkeeping, filing and office work. Four of this number have been with the Bureau twenty years, the telegrapher since 1942.

The market news stations likewise are well staffed with highly experienced and well trained, Federally licensed representatives in charge. For instance, the Lakeland citrus field offices, representative in charge: College graduate, seven years supervising production various farm crops and livestock in five states, twenty-four years Federal market news and affiliated agricultural work in both field and terminal markets ranging from Aroostook County, Maine to Imperial Valley, California and the Canadian border to Florida, total twenty-two states field activities alone embracing nineteen major fruits and vegetables in nine states. Or the Plant City

station representative: Farm reared. College graduate. Taught agriculture two years in high school. Has thirty-four years Federal USDA market news experience including four terminal markets and most of the states from Minnesota to Florida.

Duty Compliance

The foregoing is evidence that the Bureau has kept farmers and producers posted as to conditions existing in Florida markets and those of other states to the extent humanly possible, whereby loss to our people has been prevented, the loss being further reduced by our claim work, cattle loss prevention by our livestock division, poultry and egg loss by our poultry division, and in other respects. That the Bureau has worked with the Commissioner of Agriculture "to bring relief to and aid in the marketing and distribution of Florida's products," is evidenced in many ways, strongly for instance in lending part time services of our Livestock Marketing Specialist to serve the Commissioner as Director of Livestock Pavilions, and of our Poultry Product Marketing Specialist to serve the Commissioner as Director of the Poultry and Egg Division of the Department.

Through our extensive statewide market news service, our field specialists, our semi-monthly Bulletin, our claim work, our telegraphic, radio and press releases, personal interviews and conferences, our tremendous mail volume covering almost every conceivable phase of marketing Florida's many products, there are few Florida farmers indeed who are not served in some beneficial way by the Bureau.

The complexity of marketing is increasing. Surplus in some areas is apparent, demand is less in others. A major problem is the drop in farm income and the producer's share of the consumer's dollar.

The farmer's high producing power is growing while his bargaining power has recently been declining. His increasing productive power seems to weaken his relative position in the overall economy. Dr. Bushrod Allin, Chairman of the Outlook and Situation Board of the Bureau of Agricultural Economics is authority for the observation that for 1950 realized net income of farm operators will be almost one-third below the post war peak of 1947, but still more than double the prewar level.

The Florida State Marketing Bureau has shouldered its responsibility for sharing the difficult marketing problems and taking front line participation in practical solution of them. Through our individual State and cooperative Federal-State marketing service programs we believe Florida producers are receiving more effective marketing assistance and the consumer better quality products.

FINANCIAL STATEMENT
of the
FLORIDA STATE MARKETING BUREAU
Expenditures from July 1, 1948 to June 30, 1949

APPROPRIATION FOR YEAR ENDING June 30, 1949	\$101,168.00
APPROPRIATION Special Livestock Market News	5,000.00
	\$106,168.00
Brought forward from June 30, 1948	5,918.66
Federal Fund	1,650.00
TOTAL AVAILABLE	\$113,736.66

EXPENDITURES

SALARIES	\$49,442.42
NECESSARY AND REGULAR EXPENSES:	
PRINTING	\$15,951.01
Maintenance of equipment and supplies, such as paper, envelopes, ink, etc., for issuing daily market reports, bulletins, etc.	
ADDRESSOGRAPH	702.99
Upkeep and supplies.	
POSTAGE	3,133.44
General office mail, semi-monthly bulletins, market reports, daily mail reports from Miami, Tampa, Orlando, 9 road guard stations, miscellaneous.	
TELEGRAPH	422.01
General office, leased wire maintenance.	
STATIONERY & OFFICE SUPPLIES	4,083.43
Office equipment, rating agency subscrip- tions, trade directories, typewriters, stationery, ink, stencils, water, etc.	
TELEPHONE	1,036.16
Monthly regular, and long distance.	
TRAVELING EXPENSES	8,025.62
Commissioner and Marketing Specialists field duties.	
RENTAL	3,770.00
Jacksonville offices.	
MARKET NEWS	16,016.17
Daily reports 8 field stations, general overhead expenses.	
FLORIDA FRUIT AND VEGETABLE GROWERS ASSOCIATION (formerly Tariff Commission)	4,997.98
	\$58,138.81
	\$107,581.23
TURNED BACK TO THE STATE, June 30, 1949	\$ 6,155.43

FINANCIAL STATEMENT
of the
FLORIDA STATE MARKETING BUREAU
Expenditures from July 1, 1949 to June 30, 1950

APPROPRIATION FOR YEAR ENDING June 30, 1950.....	\$121,170.00
Federal Allotment Special Livestock Market News.....	2,200.00
TOTAL AVAILABLE	\$123,370.00

EXPENDITURES

SALARIES\$58,934.92

NECESSARY AND REGULAR EXPENSES:

Heat, Lights, Water.....	\$ 573.06	
Postage	4,301.24	
Telephone-Telegraph	1,302.20	
Freight, Express, Cartage	304.33	
Travel	8,862.50	
Commissioner and Marketing Specialists field duties.		
Cleaning and Laundry Services and Supplies	510.05	
Information, Credit and other Contractual Services (including Market News and Tariff).....	11,624.99	
Office and Printing Supplies.....	2,640.66	
Rent	4,628.00	
Office and Printing Equipment and Repairs.....	4,433.22	
Paper for Printing.....	7,674.34	
Miscellaneous Items	136.53	
TOTAL EXPENSES	\$46,991.12	\$105,926.04
BALANCE carried forward to 1950-51 appropriation.....		\$ 17,443.96