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1954/56

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

NEILL RHODES, COMMISSIONER

FOR PERIOD
JULY 1, 1954 TO JUNE 30, 1956



DIVISION OF
FLORIDA STATE DEPARTMENT OF AGRICULTURE
NATHAN MAYO, COMMISSIONER

505 WEST ADAMS STREET
JACKSONVILLE, FLORIDA



Letter of Transmittal

Florida State Marketing Bureau

State of Florida

To His Excellency
Honorable LeRoy Collins
Governor of Florida

Sir:

I have the honor and pride of submitting to you herewith the Twentieth Biennial Report of the Florida State Marketing Bureau for the Fiscal Period July 1, 1954, to June 30, 1956.

Respectfully,

Neill Rhodes

State Marketing Commissioner

Jacksonville, Florida
July 19, 1956

FOREWORD

In the buying and selling process of agricultural production, all financially interested parties should be promptly, accurately and equally well-informed. Florida farmers place their production into our diversified marketing system which consists of thousands of individual firms, and market information for those growers can be the most effectively collected and economically distributed by State and Federal agencies. They should not, however, replace private initiative in the marketing process.

Our economy is expanding, its growth involves consideration of an increasing population and a rising standard of living. Our system develops new products requiring new markets, and markets also for an additional volume of the regularly established products.

The last two-year period has seen notable changes in the marketing of farm products, not only in the development of new products and methods of processing them, but in distribution practices. At the same time marketing problems of farmers have been intensified by rising surpluses and falling prices of their production.

There is more need than ever for further development in market information, as substantiated by demands of the Florida cattle industry in the latter part of 1955 for direct cattle sales market reporting, and the poultry industry for full-time market news poultry and egg reporters for the Tampa and Miami markets, and poultry and dairy marketing specialist for statewide field service.

Market information is a cornerstone of modern agricultural enterprise. Everything in everyday use is bought and sold at prices displayed or advertised competitively except products at the farm. No segment of industry has greater need for factual data as to the current value of products than agriculture. The small farmer particularly has neither the finances nor facilities for obtaining such vital information.

Surplus agricultural production has become one of our major national problems; often the day-to-day surplus moved in food distribution channels becomes of grave concern to the grower and shipper. He cannot afford to move his products below cost; he cannot actually determine such factors as supply and demand, movement, distribution, nor evaluate market prices and other conditions without readily available, reliable market news information.

Official market information offers the grower the means whereby he can distribute his products so as to avoid market gluts and seek the most favorable market at any time. It also provides a ready check as to consignment returns.

Consequently, the Florida State Marketing Bureau has gone all out to provide our farmers such indispensable information as rather detailed comment will show in the text of this, our Twentieth Biennial Report.

In Review

For comparison with current volume, turn page

Shipment of Florida Fruits and Vegetables

By Rail, Boat and Truck

	<u>Carloads</u> <u>1911-12</u>	<u>Carloads</u> <u>1924-25</u>	<u>Carloads</u> <u>1933-34</u>
Oranges and Tangerines	13,248	31,107	45,648
Grapefruit	<u>3,913</u>	<u>22,147</u>	<u>21,097</u>
	*17,161	*53,254	*66,745
Strawberries	35	883	1,958
Watermelons	6,895	6,668	4,000
Other Fruits and Melons	<u>200</u>	<u>331</u>	<u>25</u>
	7,130	7,882	5,983
Beans	**	2,197	10,322
Cabbage	968	1,898	3,550
Celery	1,201	8,143	8,582
Corn	***	***	175
Cucumbers	908	2,087	916
Eggplant	**	**	284
Escarole	**	**	847
Greens	***	**	74
Lettuce	1,562	1,561	440
Peas, English	***	***	792
Peppers	629	1,209	1,797
Potatoes	1,964	5,054	5,875
Tomatoes	3,771	7,634	8,186
Mixed or Miscellaneous Vegetables	<u>4,531</u>	<u>3,206</u>	<u>4,479</u>
Total Vegetables	15,534	32,989	46,319
Grand Total	39,825	94,125	119,047
Total Value to Florida	\$43,189,804	\$80,862,348	\$75,975,310

* 360 boxes per carload

** Included in mixed or miscellaneous Vegetables

*** Slight commercial importance but included in mixed or miscellaneous vegetables

FLORIDA AGRICULTURAL VALUES OF PRODUCTION 1954-55

ACREAGE DISPOSITION 1954

Citrus 497,400 acres, Vegetables 308,450 acres, Other Fruits & Melons 106,650 acres
 Pecans 13,000 acres, Tung 30,500 acres
 General Crop Land 964,800 acres, Replanted for Pasture 1,133,500 acres
 Woodland Pasture 7,278,000 acres, Other Pasture 4,382,000 acres
 Crop Land not Pastured 659,000 acres, Woodland not Pastured 1,761,000
 Other Land Used (house lots, roads, waste land, etc.)

TOTAL LAND USED ACCORDING TO U. S. DEPARTMENT OF AGRICULTURE CENSUS

Woodland and Other Land not used in Agriculture

TOTAL LAND AREA OF FLORIDA

TOTAL AC
912,500
43,500
2,098,300
11,660,000
2,420,000
757,000
17,891,300
16,836,700
34,728,000

CITRUS ACREAGE, PRODUCTION AND VALUE 1954-55 SEASON

Oranges	Acres	356,400	Carloads	176,472	Units Used	87,900,000
Grapefruit	"	117,100	"	69,111	" "	34,640,000
Tangerines	"	23,900	"	9,982	" "	4,800,000
TOTAL	"	497,400	"	255,565	" "	127,340,000

FLA. FOB SAL
\$176,658,000
54,062,000
15,085,000
\$245,805,000

MISCELLANEOUS FRUIT ACREAGE, PRODUCTION AND VALUE 1954-55 SEASON

Watermelons	Acres	88,000	Carloads	28,425	Units Used	14,500,000 (pkg 2 melons)	\$ 14,500,000
Strawberries	"	3,600	"	503	" "	306,000	2,889,000
Other Fruits	"	15,050	"	1,847	" "	1,201,000	3,154,200
TOTAL	"	106,650	"	30,775	" "	16,007,000	\$ 20,543,200

VEGETABLE ACREAGE, PRODUCTION AND VALUE 1954-55 SEASON

Beans	Acres	67,500	Carloads	11,318	Units Used	7,999,000	\$ 20,114,000
Celery	"	9,100	"	15,668	" "	6,873,000	15,618,000
Potatoes	"	37,600	"	18,360	" "	10,070,000	24,070,000
Tomatoes	"	56,500	"	29,583	" "	14,442,000	57,848,000
Others	"	137,750	"	47,811	" "	21,822,000	54,151,000
TOTAL	"	308,450	"	122,740	" "	61,206,000	\$171,801,000

ALL FRUIT AND VEGETABLE ACREAGE, PRODUCTION AND VALUE 1954-55 SEASON

TOTAL Acres 912,500 Carloads 414,080 Units Used 204,553,000

\$438,149,000

LIVESTOCK IN FLORIDA (Jan. 1, 1955)

	Head	Unit Value	Farm Value	GROSS INCOME 1954
All Cattle	1,737,000	\$ 54.00	\$ 93,798,000	\$ 37,218,000
Beef Cattle and Calves	-	-	-	(Incl. in Beef Sal)
Dairy Cattle and Calves	-	-	-	18,067,000
Hogs and Pigs	436,000	22.20	9,679,000	1,700,000
Others (Including Sheep and Lambs, Goats and Kids, Meat for dog meat, circuses, etc.)	-	-	-	\$ 56,985,000
TOTAL				

POULTRY, EGGS AND DAIRY PRODUCTS (MILK) FOR 1954

Chickens Produced	49,046,000 lbs.	(fryers-hens-roosters) @ 25.6¢	11,745,000
Turkeys, Produced	3,397,000 lbs.	(hens-toms-fryers) @ 36.4¢	1,236,000
Eggs	42,083,000 doz.	(white and brown) @ 49.5¢	20,625,000
Dairy Products	638,000,000 lbs.	of milk @ 7.1¢	45,507,000
TOTAL POULTRY, EGGS AND DAIRY PRODUCTS			\$ 79,113,000

GENERAL FIELD CROPS - ACREAGE, PRODUCTION AND FARM VALUE 1954

	Acres	Volume	Unit Price	FARM VAL
	Harvested	Harvested		
Lupine Seed	5,000	2,250,000 lbs.	\$.049	\$ 110,000
Tobacco-Flue	21,500	27,735,000 lbs.	0.535	14,838,000
Tobacco-Shade	3,800	5,206,000 lbs.	1.95	10,152,000
Corn	575,000	9,200,000 bu.	1.51	13,892,000
Cotton	36,200	25,000 bales	171.00	4,293,000
Peanuts	55,000	44,550,000 lbs.	0.106	4,722,000
Sweet Potatoes	11,000	638,000 bu.	3.38	2,156,000
Sugar Cane and Seed	39,300	1,281,000 tons	7.85	10,056,000
Sugar Cane-Syrup	7,000	840,000 gals.	1.40	1,176,000
Blackstrap Molasses	-	7,200,000 gals.	-	-
Oats	36,000	1,080,000 bu.	0.94	1,015,000
Velvet Beans	47,000	12,000 tons	45.00	540,000
Soy Beans	29,000	348,000 bu.	2.63	915,000
Hay	96,000	84,000 tons	29.00	2,436,000
Cow peas for peas only	3,000	16,000 bu.	4.50	72,000
TOTAL	964,800			\$ 66,973,000

MISCELLANEOUS CROPS AND SPECIALTIES 1954

Pecans	13,000 acres	2,560,000 lbs. @ \$0.304	775,000
Tung Nuts	30,500 acres	21,600 tons @ 61.00	1,318,000
Honey & Wax (238,000 colonies)	17,894,000 lbs.	@ \$0.182	3,262,000
Gladiolus	10,680 acres		8,300,000
Other Nursery Products		(Unavailable)	15,502,000
TOTAL MISCELLANEOUS CROPS AND SPECIALTIES			\$ 29,157,000

AGRICULTURAL GROUP SALES

Citrus Fruits	497,400 acres	255,565 carloads	245,805,000
Miscellaneous Fruits and Melons	117,950 "	30,775 "	20,543,000
Vegetables	309,500 "	122,740 "	171,801,000
TOTAL FRUITS AND VEGETABLES	924,850 "	407,080 "	438,149,000
LIVESTOCK; POULTRY, EGG, MILK SALES; GEN. FIELD CROPS; MISCELLANEOUS CROPS & SPECIALTIES			232,228,000

GRAND TOTAL FLORIDA AGRICULTURAL GROSS VALUE ----- **\$670,377,000**

TWENTIETH BIENNIAL REPORT

FLORIDA STATE MARKETING BUREAU

If our Twentieth Biennial Report merely combined the last two Annual Fruit and Vegetable Reports of the Florida State Marketing Bureau, it would require 282 closely lined pages. Some additional 86 pages would be necessary to reproduce the two most recent Marketing Florida Citrus Summaries. The seasonal summaries covering all products included from all Federal-State field offices releasing them would swell the total another 162 pages. Thus a grand total of 530 pages. Obviously only the highlights of Bureau service during the last two years, with due regard to the reader, can appropriately be reviewed in this report.

In writing a resume of a two-year period of service, I prefer to minimize rather than exaggerate our scope of activities. The report will not be glamorized nor comment slanted to draw favorable attention upon the work and responsibilities of the Commissioner. Instead the pitch of the contents will be to credit the efficient staff and clerical force of the Bureau with its accomplishments. Having the utmost confidence in the Specialists assigned, I have delegated an exceptional degree of responsibility to them. The Commissioner has made no attempt to play all positions on the team, and will not herein claim to have "won the ball game."

Efficiency of the Bureau personnel, office and field, has been a major objective: Selection of younger employees, in both replacements and additions, who may be trained and obtain by practical experience the fundamentals for continuing the high standard of service established and maintained under the administration of my beloved father, L. M. Rhodes, and myself - long after the day of my retirement.

Another worthy objective has been expanding the Bureau facilities for service along conservative and strictly essential lines, in conformity with demands from the agricultural industry. For example, the Florida Agricultural Council urgently requested the employment of an Assistant Market News Specialist for devoting full time to quoting poultry and eggs on the Tampa market, and an Assistant Poultry Specialist in Bureau headquarters for statewide coverage. The request and recommendation were approved by the West Coast Poultry Producers Association (four counties) and concurred in by resolution of the Florida State Poultry Producers Association, Highlands County Farm Bureau and Florida State Farm Bureau. These assignments naturally required additional stenographic help.

The 1955 Legislature provided the necessary funds and the representative for the Tampa market was assigned Sept. 19, 1955. The representative added to the Bureau staff reported for duty Sept. 1, 1955. An extra stenographer was employed in the Bureau main offices August 15, 1955.

By supplementary provision in the Cooperative Agreement between the U.S. Department of Agriculture and the State Marketing Bureau, a full-time Federal market news representative was placed in the Bureau offices for quoting the Jacksonville poultry and egg and the Northeast Florida poultry market daily. The assignment was completed Oct. 17, 1955. The first official Northeast Florida farm sales prices on broilers and fryers were reported by the Bureau April 4, 1955.

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Evidence that the demand for Bureau service increases faster than funds are appropriated to provide it was shown by the request of the Florida Interim Poultry Committee to assign a full-time Poultry and Egg Market News Reporter for quoting the Miami market. Since Bureau funds were insufficient, the Committee requested Commissioner Mayo to transfer from the Poultry Division salary and expense allotments for starting the service in 1956. Commissioner Mayo cooperated wholeheartedly, arranged for the fund transfer, and the representative was selected, reported to Jacksonville offices for preliminary training May 28, and to Miami June 15.

Attaching significance to proper accounting of State funds, I mention here rather than at the conclusion of this report that the Bureau has kept within appropriation limits. Detailed-beyond-requirement budget requests have been submitted. An itemized inventory of all Bureau property has been kept currently revised. Fire insurance on equipment and plate glass insurance on windows and lettering has been continuously in force. The Bureau has promptly, legally and minutely accounted for all receipts and disbursements. Competitive bids were obtained on general purchases of supplies amounting to \$100 or more.

The departure from direct limited handling of products in the early pioneering days of the Bureau has been justified and confirmed as wise decision by agricultural demand for service which falls outside competitive, commercial endeavor. For example, at the mid-year meeting of the Florida Cattlemen's Association this resolution was adopted, pertaining to market reports:

WHEREAS the only official market news available in Florida comes from auction markets, and

WHEREAS thousands of cattle are sold directly to packers and do not go through an auction market,

THEREFORE BE IT RESOLVED that the State Marketing Bureau and the University of Florida are hereby asked to set up machinery for securing reports of direct sales from packers, ranchers, or both.

The Florida Fruit and Vegetable Association in Annual Convention, Miami, Fla., Sept. 29, 1954, passed this resolution: "We respectfully request the \$5000 item included in the appropriation of the Florida State Marketing Bureau in the general Appropriation Act as provided by the Legislature of 1953 for Association expenditure in connection with tariff and other similar duties."

An illustration of how one segment of Florida agriculture is served through the market news project of the Bureau is ably pointed up in the December 1955 issue of The Citrus Industry magazine by Mr. Herb Mosher. Quoting in part from the article on Federal-State Market News Service:

"What does Willson (Note: In Charge Lakeland Citrus Market News offices) do for the citrus industry today? Well, for one thing, there is that 'daily citrus report' which tells as much about the markets as it is possible to know.

"Almost everyone in the industry gets this report.

"Willson's 'daily report', issued 5 times weekly, includes such information as rail shipments to leading markets from Florida, Texas, California, Arizona, Louisiana - also truck movements from Florida, California, and Texas. There is a breakdown on 'rail' for 'east, west, south' also a breakdown on rail shipments, Indian River section of Florida. The number of boxes of fruit 'processed' each day, and to same date this year and last year.... will be found, easily, on the bulletin. There is much auction data. This is sub-divided into 'interior' and 'Indian River'. These 'weighted averages' on the ten (10) auctions are furnished to the industry through the cooperation of Florida Citrus Exchange, and this arrangement has continued right down through the years. The daily sheet is one of the most important items to arrive each day, in the citrus sales rooms of Florida.

"The 'weekly auction summary', with prices for 1's and 2's, covering the terminal markets completely, is Florida's 'citrus history' of great importance to sales managers. The 'daily sheet' also tells about car arrivals, by states of origin, for the terminal markets. Number of cars on track, cars unloaded... on 16 cities 'arrivals and number of cars on track', plus 'truck receipts on 12 leading markets' - all this, and much more data are included. There are 'jobbing prices' for Atlanta and New Orleans.

"There are two completely new ideas of information on Willson's daily citrus report sheet this year. First, Fred Motz and Don Rubel of the U.S. Department of Agriculture's 'foreign agricultural service' are furnishing Willson with weekly data on the European fruit auctions. Typical: - London, Antwerp, Hamburg, and Rotterdam report on fruit received from such places as South Africa, Surinam, Florida, Brazil, Honduras, Israel, California, and other exporting areas.

"Secondly, there is now the consolidated report of rail-truck receipts, car lots and car lot equivalents, in 29 markets. 'We hope to increase this from the present 29 to around 75 cities,' Mr. Willson told me, late in October, as this little article was being finished up for The Citrus Industry magazine.

"Willson's daily sheet also gives, once a month, a report on unloads (rail) for 100 cities in the United States, plus 5 Canadian cities.

"The 'CND Service' (Commercial News Dispatch) goes out from time to time, each day, by telegraph, to most of the citrus sales offices of Florida, and to many other interested parties. As fast as market news of importance is received... out it goes! There is a 'nominal rate' on this sort of telegraphic service. There is complete auction information by CND. Also, the Associated Press is a subscriber to this service and

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Willson's data are thereby circulated through the newspapers, via AP, to all points carrying such news about Florida citrus. The Federal-State office calls a number of citrus offices collect, each day, by pre-arrangement, as quickly as the important market news comes to Lakeland.

"Who pays for this Federal-State citrus service which has served the industry so long? Well, it is divided 50-50 between the U.S. Department of Agriculture and the Florida State Marketing Bureau. Neill Rhodes is Commissioner of the Florida Bureau, while Si Smith, Director of the Fruit and Vegetable Division (USDA) and C.D. Schoolcraft, head of the market news branch... figure prominently in the Federal setup."

The following summaries of activities of several Federal-State Market News Stations for the 1955-56 season were prepared by the Federal representatives in charge:

Plant City Section Federal-State Market News

The Plant City operation is divided into two parts. The first concerns STRAWBERRIES & MISCELLANEOUS VEGETABLES, and the second deals with Watermelons. Actually, there is some overlapping during the last half of April until the office closes around May 20. Nevertheless, even during that period two separate reports are issued daily and are sent out on separate mailing lists.

The first report - Strawberries & Miscellaneous Vegetables - is principally designed for the intensive use on Florida's Gulf Coast. The mailing list consists of 230 names, but many more use the report in other forms. The two large Tampa newspapers, The Tribune and the Daily Times, publish the shipping point information covering all West Coast commodities. That is furnished the Tribune by collect Western Union message each night. The Times, being an afternoon paper, obtains the information by mail. WFLA, the Tampa NBC radio outlet, uses the report on a noon broadcast, and their coverage is extensive. We send our f.o.b. out on the leased wire as well as by Western Union collect to the Translux Crispo Corporation for national dissemination.

To publish the Plant City report requires contacting about 10-20 shippers or others vital in the shipping point markets. The number varies according to the intensity of the activity along the West Coast. Our area extends from Webster to Immokalee including Wauchula, Plant City, Dover, Ruskin, Palmetto, Bradenton, Sarasota, Ft. Myers and surrounding areas.

The daily report contains the shipping point markets which are originated by this office as well as those received over the leased wire from offices covering commodities of interest to growers and others on the West Coast. Other information includes the carlot shipments and Florida outbound truck passings which we show for the past week by days for the items considered important to the area we cover. We also include the Tampa vegetable market. The report contains various markets received by leased wire from large northern and midwestern cities, and in addition to vegetables and strawberries, the New York City gladiolus market. A report showing track holdings and arrivals in 16 principal cities as well as truck receipts in 12 of those cities is shown in addition to a new report

called "Consolidated Report of Rail & Truck Receipts in 31 Markets." We have this year added to our report a summary of the pounds of strawberries packed by processors by week, and the seasonal total to date.

A strawberry seasonal summary is published each year covering a review of the marketing of that crop.

Leesburg Section Federal-State Market News

The WATERMELON report deals with that commodity only and reports begin in Plant City around April 20, and continue at Leesburg, Fla., from May 20-June 20.

Generally, it takes about 10-15 calls to obtain the market, but a heavy traffic of incoming calls too numerous to count causes a multitude of interruptions. Most telephone requests are for local prices and shipments, but there are some inquiries for 16 cities, and prices at terminals, principally the New York City auction. Several members of the trade call in person at our office daily to obtain latest information, but the biggest help in getting the information out fast is the B & O railroad freight solicitor, who picks up 50-75 copies of the report daily just as soon as the report is off the mimeograph and distributes them to hotels and to shippers' offices so that they do not have to call in for information in the afternoon.

The mailing list has about 1000 names generally with an extra 200 or 300 during the circularization period. The Tampa Tribune, Leesburg and Gainesville daily papers all publish the f.o.b. and shipments in their papers. In addition, the United Press picks up the f.o.b. from the Atlanta Office of Information Services, as it comes from the leased wire, and they in turn release it to numerous radio stations throughout the Southeast. We also call Crispo collect in New York each morning and supply them with the f.o.b. as well as put it on the leased wire. In addition to this, there has been an average of about 5 daily collect telegrams to individuals released each morning.

We publish in the report the daily shipments by rail and the Florida out-bound truck passings for a week back as well as the totals to date compared with last season. There is also a shipper's service temperature bulletin showing future temperature outlook at various terminals which is received over leased wire. Watermelon consumption fluctuates considerably according to temperatures so this report is considered quite important. There is also a report of destinations of rail cars as they pass important junctions which we receive by Western Union from railroads supplemented some by leased wire. This passings report has been very effective in enabling shippers to keep markets from being clogged with supplies during periods of slow demand. The second page of the report contains the various terminal markets, as well as 16 cities and 12 cities truck. No doubt this year we will add the Consolidated 31 city report.

A seasonal summary is published each year covering a review of the marketing season.

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Belle Glade Section Market News

The mailing list of the Belle Glade office will average about 350 for the season. 25-50 reports are picked up or delivered daily.

Daily telephone calls to obtain market conditions in the shipping point areas covered by this office include 25 in the Lake Okeechobee area, 5-8 in the Homestead area December through April, 3-5 in the Fort Pierce area during the fall and spring tomato season, 3-5 in the Fort Myers-Immokalee area in the fall before Plant City opens, 2 in Pompano during November and April, and 1 in Wauchula during the fall cucumber season. Approximately 15 personal calls, including 3-5 long distance calls, are answered daily to furnish shipping point and terminal market data. A copy of the daily f.o.b. market, originated in this office, is wired to Translux Crispo in New York. Practically all large shipping concerns use this Crispo service and the information is on their teletype early the next morning.

Weekly interviews with reporters for the Packer, and Miami, West Palm Beach, St. Petersburg, Tampa, Belle Glade, and Pahokee newspapers provide information for weekly articles in them.

A daily radio release, sponsored by the Kilgore Seed Company, is voiced over the Belle Glade station, WSWN. This release consists of shipping point conditions in the areas covered by this office, the Pompano f.o.b. market, and as much other Florida shipping point information received by teletype as the allotted time of 5-7 minutes permits.

During the last two years in the Lake area, each shipper's daily outbound package count by commodity has been collected in addition to the usual information. Since each shipper is called daily, when the calls have been completed, the package count is totalled and converted to carlot equivalents. This gives an accurate estimate of the movement from this particular area, and is of considerable interest to the local vegetable industry. Since it is only an estimate, it is not published on the daily report, but provides added interest to the radio release and newspaper articles.

The mimeograph report, as much as space permits, contains all information relevant to marketing the commodities grown in the areas covered by this office. Other than the information acquired by telephone, all is received on the teletype connected to our leased wire system. This information includes daily national rail and boat shipments; intrastate daily truck shipments from Florida, Texas, and California; consolidated report of rail and truck receipts in 31 markets; 16 cities rail track and arrivals; 12 cities truck receipts, shipping point information from various field stations throughout the country; individual terminal daily releases that include weather conditions, track holdings and arrivals, truck receipts and selling prices of the commodities in which there is the most interest. The aim of the entire report is to inform interested individuals and firms of the national marketing situation and broaden their supply and distribution perspective.

A summary of each season's marketing is compiled and published in book form at the end of the season. It includes information from the Belle Glade, Plant City and Pompano offices and covers most producing sections in South Florida.

Each commodity is indexed separately and each category includes growing and marketing highlights, packaging and grading techniques, varieties, acreage and production statistics, weekly shipment and arrival data and weekly selling price ranges in producing sections and terminal markets.

New services added during the past two years include the consolidated report of arrivals and receipts in 31 markets and California truck shipments. The format of the report has been changed to provide readability in accordance with the theory that the many details contained in it need to be easily distinguishable from each other. Other new services previously mentioned include the collection of local carlot equivalent movement and voicing the local radio broadcast.

Pompano Beach Section Market News

There are approximately 90 reports issued for the active season at the Pompano Beach State Farmers Market. The report contains the daily volume moved by truck and rail from the market, which is obtained from the market manager's office. Florida truck passings and total U.S. shipments obtained from the leased wire are also contained in the report. Shipping point prices for commodities at Belle Glade and Plant City are carried on the report in addition to the prevailing prices at Pompano Beach. The back of the report contains current prices at terminal markets of the same commodities shipped from the State Farmers' Market. The second side of the sheet also contains the arrivals by truck and rail at 12 and 16 of the major cities respectively. A recent new addition is the consolidated report of truck and rail receipts at 31 major markets which is also carried on the back side. This is broken down by commodities and States of origin.

There are 290 names on the mailing list at present which is continually growing. In addition to the above mailed reports, there are about 175-200 reports distributed daily to the trade on the shed. All of the contacts for market information are personal and not by phone. There are several calls nightly by a few growers and shippers who request early market information. A daily wire containing market information is sent to Crispio via Western Union. An average of about 30 trade contacts is made every night for the securing of market information. The U.S.D.A. Market Reporter at Belle Glade broadcasts the Pompano Beach State Farmers' Market prices during the noon farm program over WSWN. The Ft. Lauderdale Daily News publishes the daily prices at the State Farmers' Market. The newspaper reporter secures this information from this office every morning by phoning.

Sanford Section Market News

The report issued is primarily a CELERY report, but information is carried during the season on cabbage, cauliflower, corn and escarole in addition to the celery information. The report carries shipment information, both rail and truck, and a breakdown of celery shipments from Florida by districts. It also carries f.o.b. information of competing areas. Also prices, arrivals and track holdings in important markets, together with 16 cities track holdings and arrivals, also arrivals by truck. This is the only CELERY report issued by the Market News Service in the United States. This perhaps is due to the fact that Sanford is at the center of what used to be the most important celery district in the country and the largest grower and shipper in the State has headquarters in the San-O-Zell area.

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Number on mailing list 155-160. In addition 40 reports delivered personally.

Phone calls - 15 firms daily to give shipment and price information, 12-20 firms call in the afternoon for price information on celery and other commodities. Some of these calls are made in person. 4 calls daily to Hastings to get and give information on cabbage from January to April. 4 calls daily throughout season to Oviedo for information on celery and other commodities. One call daily to SAL Railway Agent at Oviedo to get shipment information from him and to give him the shipments on a number of commodities which he in turn gives to shippers in that area making this information available to them early in the day without additional LD calls. In addition a number of calls are received from persons interested in some market or shipment information throughout the season.

Buyers or other interested persons call at the office in person for various types of market information either on the local situation or some particular terminal market.

As a proof of the fact that the Sanford market reports are wanted regularly I cite the fact that at the close of last season we had 152 on the mailing list and practically all of these replied to the circularization notice sent out this year at the beginning of the season and some new names have been added during the season.

Hastings Section Market News

The outstanding feature of the Hastings Market News Office on potatoes is its geographical location in the heart of the producing area, and the type of work entailed thereby, which differs from many other market news operations.

Potatoes are produced in the Hastings district largely in the Counties of Flagler, Putnam and St. Johns. This includes an area roughly triangular in shape, bounded by St. Augustine and Tocol on the north, Palatka on the west, going into an apex at Bunnell on the south. Hastings is about in the geographical center of this area. Many of the larger shippers have their headquarters there, and most buyers and many brokers are either located there, or make it a base of their operations.

With the market news office located in Hastings, it thus is in the midst of shipping and marketing. Many of the shippers and brokers are within a comparatively few yards of the office, or a few minutes' walk. Thus the work of the market news office is largely on a personal basis, by visits, rather than by telephone as is common in many market news offices. As the information from other markets is received, it is available within minutes by anyone interested in making a visit to the office.

The outstanding service rendered to shippers and growers from the Hastings office is a delivery service of the current day's market report each afternoon about 3 P.M. About 50 reports are so delivered around the town. Thus fresh marketing information is available long before mail delivery the following day. At the same time, the f.o.b. prices are secured, and this method is more satisfactory in the form of personal visits by the local representative than by limited telephone conversations. While it is necessary to phone a few shippers in outlying districts, such calls are at a minimum, and most of the f.o.b.

information is secured by personal visits while delivering the reports. In most cases, receivers of these reports immediately scan them eagerly, and many times interested parties are waiting in the market news office for the printing.

The number of names on the mailing list as of April 26 was 191. Of these, 115 were for Florida delivery. One night telegram is sent daily to the Trans-Lux Crispo Corp. of New York City, where the f.o.b. material therein is wired over their telegraph circuit to subscribers the following morning. Incoming telephone calls average 8 to 12 daily. These are of varied nature, mostly requests by shippers outside of Hastings wishing current f.o.b. information, or by some of the trade in Hastings not wishing to make a personal call, and requesting information from city markets or from competing shipping sections. There has been an increase in long-distance incoming calls. One interested party calls from Chicago practically daily, and sometimes twice daily. Another factor has called from the competing shipping section of Bakersfield, California.

A rough daily average of personal visits to the office might be set at 15. Most of the personal calls are made by the local Representative to the trade, personal calls to the office are numerous.

A new service started this season is the broadcasting of f.o.b. prices and marketing conditions daily by radio station WWPF at Palatka. These are included daily each noon with other market reports, originating elsewhere. There is no radio station in Hastings.

The mimeographed report issued five times weekly consists of running tables of shipments of new potatoes for the past 15 days, with the totals to date this season and last, and the grand total last season. Carlot rail shipments for about the same period for each billing station within the entire Hastings area, with the same totals, are included. Estimated truck shipments from the Hastings area, with similar totals, are included for about a 15-day period. Other running tables include truck shipments and passings from the new potato states, such as California, Florida and Texas for about a 10-day period; truck receipts in 12 leading markets for about 12 days; arrivals and cars on track in 16 cities for about the past 9 days.

Other information on the report includes carlot rail shipments of potatoes for the preceding day; consolidated report of rail and truck receipts in 31 markets for the most recent day available, and f.o.b. information in competing shipping sections for the preceding day. The latter, during the entire Hastings season, usually includes Dade County and Lake Okeechobee sections of Florida, Foley, Ala., and Bakersfield, California.

City markets, covering early morning arrivals, cars on track and prices of new potatoes are included daily, also the market tone, cars on track and arrivals, but not prices, of old stock. These markets include Boston, New York, Philadelphia, Baltimore, Atlanta, New Orleans, Birmingham, Dallas, Pittsburgh, Cincinnati, Cleveland, Detroit, Chicago, St. Louis, Kansas City and Minneapolis.

Weekly notes from New York, Chicago and Philadelphia pertaining to potatoes are published. About once a month information, largely of a production nature, as issued by the Crop Reporting Board, is included.

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From the opening of the office, and continuing about three weeks, information on cabbage, very much like that outlined for potatoes, is included in the daily mimeographed report, and f.o.b. information is likewise secured. Shipment of cabbage is usually finished from the Hastings section by the end of April, or shortly before, then this information is dropped. There is not as much interest locally in the cabbage information as in potatoes, but enough to warrant the operation of the service.

Some brokers, shippers and buyers operating in the Hastings potato deal are likewise interested in watermelons. As considerable watermelon information comes in over the teletype, they are furnished with such as is available. No watermelon information is published or secured locally, however.

In connection with the mailing list and distribution of the potato reports, it should be added that one broker, buying largely for potato chip manufacturers, secures 33 copies of our report daily, for mailing out under postage to his customers. This adds to the distribution of the reports with very little added work or cost on our part.

Fruit and Vegetable Specialist - Bureau Offices

There are two phases of work of the Fruit and Vegetable Marketing Specialist in the Bureau's Jacksonville office: (1) collecting factual price information on agricultural commodities, (2) compiling market news reports and preparing the annual agricultural summary. In the process of price collecting, this reporter covers the fruit and vegetable market prices on the local wholesale market, cooperates by replacing the Jacksonville Federal Poultry & Egg Reporter while he is on field trips and collects direct livestock sales from the local packers each Thursday afternoon. Before mid-October 1955 the Fruit and Vegetable Marketing Specialist also was directly responsible for obtaining the poultry and egg market price data in Jacksonville. These duties have now been taken over and expanded by a full time Federal-State Poultry & Egg Marketing Specialist.

In a somewhat broad sense the Jacksonville fruit and vegetable market work goes like this. Each morning the reporter spends one to two hours collecting and editing market price information on the local fruit and vegetable items. During the more active trading days of the working week it is advisable to contact the trade personally as more exacting information may be secured through personal interview. On the local market we are primarily concerned with prices of Florida grown produce which is of value to the fruit and vegetable industry of the State. There is some Florida produce that is used principally within the State such as broccoli, greens of all types, green peanuts, green onions, cantaloupes and mangoes, also a large portion of the avocados, limes, Iceberg lettuce, okra, and cauliflower. These Florida items and many more are followed currently for the benefit of interested growers. Nine leading State newspapers offer excellent dissemination of these market quotations. Good market news data not only give the industry daily current information but also give a historical price series for future reference which is so vital when thinking of possible expansion or diversification of acreage.

The Jacksonville wholesale dealers, who have recently made heavy financial investments in a new produce terminal, have requested for a number of years market news coverage on 7-10 out-of-state commodities. It has not been possible to

honor this request until recently when a Federal-State Poultry and Egg Market News Reporter was added to the Bureau's staff, thereby freeing the Fruit and Vegetable Market News Reporter of the poultry and egg market news work.

During this past biennial period, as previously mentioned, some of the Fruit and Vegetable Reporter's time was devoted to the Jacksonville poultry and egg market news work. It was one of the most enjoyable tasks that I performed because of the immense amount of interest in price information by all segments of the poultry and egg industry - producer, dealer, wholesaler and buyer. At the time of market advances and declines there generally always exists controversy about the reported price. Actually this is a healthy market news situation as it keeps a reporter alert to all conditions of the market, helps him to be truly the "eyes and the ears" of the industry which he is serving. Frankly, stable market conditions are the most difficult to keep posted on as you can't cross-check information as easily due to lack of controversial trade talk. Likewise, if a stable market always prevailed you wouldn't need a market newsman to cover such limited details.

The routine for reporting the Jacksonville egg market was briefly as follows: (Poultry had a somewhat similar routine) My first obligation to the State of Florida and to the egg industry was to quote the market as it existed in Jacksonville. The value of any agricultural product is determined by those who buy and sell that product. As a special service to the trade, the Bureau issues a preliminary egg market on Monday at 9 A.M. in order that interested persons can familiarize themselves with the trend of the local situation. Each afternoon after 3 P.M. Monday through Friday, there were an average of twelve calls made to collect and cross-check market price information. On Wednesday to further cross-check out information, a certain number of retail store managers were contacted by phone for their demand and store price data. On Friday eighteen to twenty calls were made to collect the weekly quantity of Florida and shipped-in eggs arriving in Jacksonville as well as the prices. Once a month, the reporter made a trip to Nassau County to interview large producers and dealers who could not be contacted by phone. After thoroughly canvassing the trade each day the reporter could then assure himself that the market data he released represented the current day's trading. When a reporter is writing an unbiased opinion of the Jacksonville market or any market, it is necessary to show the prices as a reporter finds them whether the prices are higher or lower on any particular day.

The article published in the Florida For Sale, Want and Exchange Bulletin, "Objectives of the Federal Market News Service for Dairy and Poultry Products" May 15, 1954 by Mr. L. M. Davis, Chief, Market News Dairy and Poultry Branch, USDA, Washington, may have been dull reading for many poultrymen, but it should impress upon them that there are many technical angles and local situations which they must consider to make market news information workable for all segments of the poultry and egg industry operating in a democracy. The Florida For Sale, Want and Exchange Bulletin editorial "Jacksonville Egg Marketing" by this reporter gives many facts regarding the local trading situation.

At the request of the broiler industry members, a Northeast Florida broiler market was established in April of 1955. This market price to the growers covers over 95 percent of the broilers produced in Northeast Florida. Each day all commercial processors were phoned for their daily receipts and prices paid by the producers.

Federal-State Quoting Jacksonville Poultry and Eggs

To further aid the poultry and egg industry, market-newswise, Commissioner Rhodes and Assistant Commissioner Risher through their efforts of the past several years were able to set up a Federal-State Market News Agreement for Jacksonville poultry and egg market news. Mr. J. M. Doris of the U.S.D.A. Dairy and Poultry Market News Service was assigned to our office, and he comes to us with five years of experience as the Poultry and Egg Market News Reporter in the city of Baltimore.

Federal-State Poultry-Egg Quotes

The following report by Mr. Doris summarizes and explains the Federal-State reporting of the Jacksonville and Northeast Florida poultry and egg market since mid-October, 1955:

It is my belief that any Dairy and Poultry Market Reporter looks to his job as being one of pleasure, satisfaction, and indeed involving many interesting conversations and experiences. Undoubtedly, the most important duty is in editing the egg and poultry report which covers the Jacksonville and Northeast Florida area. First of all, as is the requirement for reporting a market on any type of product, information must be obtained. This is accomplished after completing 25-30 phone calls each day to various trade contacts including dealers, producers and retailers. After this information is compiled, it is arranged into readable form for publication. Currently, approximately 700 names are listed in our active files to receive the Semi-Weekly Report which is mailed Tuesday and Friday of each week. Monday through Friday copies of the market reports are distributed to all disseminating agencies. In turn, press associations relay this news to the other users in the State, such as newspapers and radio stations. An example of this kind of news coverage can be witnessed by viewing the morning and afternoon shows of a local telecasting company. These programs list prices on most all types of local farm commodities.

The most recent addition to our service is the ready-to-cook poultry market. Initiated February 15th, its popularity continues to increase throughout the trade. Up to now, Jacksonville is one of only nineteen cities in the country reporting this type of information.

Butter and cheese markets carried on the local reports is an example of some of the news available to local dairies and other dealers handling these products.

Since most of the market information is obtained by use of telephone, incoming and outgoing calls are numerous. Without the slightest doubt, it is conceded that at least half the hours in the average working day are consumed in conversation. Some nineteen to twenty of what may be termed as service calls are completed to producers and dealers whenever a price change occurs. Depending on the importance of a particular market day, eight to fifteen requests primarily for price information are received daily. An average of fifteen to twenty telegrams are relayed each week to receivers located in different parts of the State.

In concluding this intended brief report, a part time function of this office is well worth the mention. It has been a pleasure, but most of all a worthwhile experience to stand in as a substitute Fruit and Vegetable reporter. This flexibility in use of personnel clearly indicates the close cooperation attained between these two departments.

Tampa Poultry and Egg Quotations

Since mid-September 1955 one of our Tampa Market News Specialists has devoted full-time to quoting the Tampa poultry and egg market. Of all products included in our extensive Market News Service, none are subjected to as critical scrutiny as egg quotations, and in no section has the quote been under more "fire" than the Tampa area. The daily quote is the most widely used, yet the task of arriving at the daily quotation the most thankless of any public service discharged according to my analysis. For performing a difficult assignment so thoroughly and competently in a relatively short time, the Specialist is given credit due by the Bureau. Briefly the following report outlines his service in the last eight months:

Upon release from the United States Air Force on September 17, 1955, I went to Jacksonville on September 19, 1955, for special training to prepare me for the job as market news reporter (eggs and poultry products) in Tampa. In Jacksonville I trained under the very able guidance of Mr. E. F. Scarborough, a specialist in market news, fruits and vegetables, and at that time also in eggs and poultry products.

Much of my work the first few months at Tampa was done in getting orientated into the city and surrounding areas in regards to what dealers and producers were here, and who was there, and the part or significance each was to play in our market news work. Also much study was given to the specific problems confronting our Tampa market. Mr. F. L. Lothamer, the reporter prior to me, was most helpful especially in the orientation, and in introducing me around to the local trade.

While the problems of the local marketing situation are still many, and there is much work to be done in eliminating these problems, I do feel that some progress towards a more stable market has been made. A great deal of my time has been spent in getting acquainted with people (producers, dealers, retailers, feed dealers, Extension Service personnel, radio and T.V. announcers, and newspaper men) who are directly or indirectly connected with the poultry and egg industry. Seldom have I missed an opportunity to attend local producer and association meetings. Public relations work along these lines will be continued.

It is the aim and purpose of any good market news reporter to report the market, at any time on any given product, as the situation actually exists. In Tampa the actual situation has been rather difficult to determine at times due to the unwillingness of many dealers to take the initiative in establishing a price. Not only has this been a problem in Tampa, but also at one time or another many markets over the country have experienced the same difficulty. This is the greatest single problem confronting the Tampa market today.

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In collecting market news information for daily market releases there are twenty to twenty-five egg producers, retailers, jobbers and wholesalers contacted. Some of these are not contacted very often because their volume is small, and their outlets are through sources that are contacted regularly. Ten to twelve of the dealers are contacted daily, or at least every other day. Information concerning prices, supply and demand, and the general feeling of the market is received through these contacts. The information is then put into readable form and released for public dissemination. The reported prices serve as a basis for trading for many, and affect everyone from producer to ultimate consumer. Nine copies of the report are made up and sent to the following agencies: one copy to WFLA Radio, WFLA T.V., Radio Station WHBO, - newspapers - Tampa Daily Times, Tampa Tribune, St. Petersburg Times, and United Press, one copy is sent to the State Marketing Bureau Office in Jacksonville, and the other copy is retained in the Tampa office. Each time there is a price change fourteen telegrams are sent collect to those who want the information as soon as possible after a change is made.

As an added service for the egg industry of the local area, the Tampa office started in January of this year to issue a weekly inventory of total receipts for the week, and the number of eggs the dealers have on hand each Friday when the report is issued. Also carried is a summary of the market conditions and activities for the week. To some degree the report acts as a barometer in keeping current with the market trends and conditions.

To conserve space I will only say that the poultry market news and information is gathered in the same manner, and disseminated through the same channels as the above routine on eggs.

It is indeed a pleasure to work for the State Marketing Bureau and with the growing poultry industry of the Tampa Bay area.

General Service, Market News Specialist, Bureau Headquarters

Most of the activity of the Bureau's general market news specialist concerns the Fruit and Vegetable Market News Section. However, in this office it is necessary to overlap into other fields of agricultural marketing in order to be of greatest value to the Bureau and help to the industry. The phase of the Fruit and Vegetable Marketing Specialist work dealing with market price collection was previously mentioned. The other phases of market news is covered here.

One of the most important releases we issue in the Fruit and Vegetable Section is the daily four-page Fruit and Vegetable Report during the commercial truck crop season from about November 1 to June 30. This report carries rail and truck shipments in tabular form with seasonal comparison. The "16 cities rail and 12 cities truck" serves as a barometer of trading as does the new "Consolidated Rail and Truck Arrivals in 31 Cities". These show the flow of fruits and vegetables in major markets and indicate surpluses and shortages when they exist. Other pages of the report show prices in leading Florida terminal markets, prices at shipping points, and prices in leading Eastern, Midwestern and Southern cities. At the beginning and the closing of the season we are developing line graphs

to use in our report which will give the growers a supply and demand story at a glance for the various types of truck crops. Each month at the request of a large growers' association, we show weekly Florida fruit and vegetable rail and truck shipments and imports through Florida ports. This has been a popular addition.

The one-page Avocado-Lime-Mango Report is released daily from June 15 through October 31. Since avocados, limes and mangoes are principally consigned to terminals, the daily market prices in the various cities and shipments from Florida are especially valuable to this South Florida industry. During the coming season we will be able to add receipts in all the 20 out-of-State markets on which price information is shown.

The Florida Annual Fruit and Vegetable Report, which also carries Livestock, Field Crops, Poultry and Eggs, and other phases of the State's agriculture, has been an outgrowth of the numerous requests and anticipation of requests. The statistics for the annual report are obtained from 20 different State, Federal, and industry sources as well as some of our own original data. The annual report is an off and on job the whole year around with the summer and fall months filled in with a lot of days of tabulating and stencil cutting.

The tabulation of the Florida truck passings of vegetables and non-citrus fruits is a Federal-State cooperative undertaking. Each day the five Road Guard Stations handling the heaviest volume phone us the total packages passed for twenty-two commodities at their respective stations. Data from the other stations is received by mail. All information is edited and prepared for dissemination in the Bureau's office. Because shipment information is vital to the trading picture during the growing seasons, the Florida truck shipment data is one of the few priority items sent on the national agricultural leased wire system. Mr. L. P. Hickman, in charge, Florida Road Guard Stations, has been most helpful in this work. Mr. Hickman has extended the courtesy of permitting us to mail directly to the Road Guard Stations suggestions for keeping our container information current, which in turn aids in the accuracy of the Florida truck shipments.

The routine phone, wire requests, personal interviews were handled also. During the past year our Fruit and Vegetable Specialist spent several months introducing new staff members to our poultry and egg, and fruit and vegetable market news work. Several field trips were made to visit cooperative Florida fruit and vegetable market news field stations, Agricultural Economists, Crop Reporting Statisticians, Citrus and Vegetable Associations, and others. Advised the newly formed Florida Tomato Committee as to the data that were available from the Federal-State Market News Service and its possible value and use to them. Attended the Florida Agricultural Outlook Conference, trade association meetings such as the Florida Fruit and Vegetable Conventions and the Florida Gladiolus Convention, and the meeting of the newly formed "Florida Economy Committee" initiated by the Florida Budget Commission. Prepared several articles for the Florida For Sale, Want and Exchange Bulletin.

Tampa Market News - Fruits, Vegetables, Livestock

The Bureau's senior Market News Specialist on the Tampa market has a twenty-year period of loyal, efficient service. He has quoted regularly fruits, vegetables, several livestock markets, and poultry and eggs until September 1955

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when an additional market news reporter was assigned full-time basis for quoting poultry products. He has also handled Federal-State Dairy and Poultry Products inspection, given marketing service to growers using the Tampa market, and prepared numerous statistical tabulations. His hours have been long and weeks generally included Saturdays - without ever any complaint. His two-year resume of activities consequently omits more than it mentions:

Contacted fruit and vegetable markets for prices each day, as well as dealers and producers for egg and poultry prices. This latter activity stopped when taken over by P. E. Glasscock. Until December of last year, covered one Livestock Auction at Lakeland each Thursday, when I started reporting Arcadia Market each Wednesday. Also covered several sales at Lakeland (mostly FFA).

Last October, at the request of the Cattlemen's Association, started contacting packers in an area that now covers about 75 miles, for information on the better cattle slaughtered and U. S. graded, that were bought direct (not sold through the auctions) and this information is published weekly in the Press and distributed over radio and television.

Each week made at least one examination on some of the following items - butter, cheese, poultry, eggs (Nat'l Shell), frozen whole eggs, frozen egg whites, mostly in Tampa, but quite often in St. Petersburg. These were consigned to Veteran's Hospital at Bay Pines. Called to Bay Pines V.A. Hospital on several occasions to re-check eggs which were shipped from out of State and time limit had expired, or had been shipped without V.A. inspection.

Made several inspections on eggs shipped to various dealers in area for a USDA Egg Grading Certificate wherein a question of product not being of quality nor size invoice called for.

Made trip to Jacksonville last December for one-day conference on livestock, and again in April of 1956 went to Atlanta for a two-day conference of USDA Livestock Market News Reporters.

Miami Quotations Fruits, Vegetables, Poultry, Eggs

Through cooperative arrangements with the State Department of Agriculture and the Extension Service, several Florida markets are quoted for the Bureau at considerable saving to the State. The market news coverage of the Miami market, including the daily fruit and vegetable, and poultry and egg quotations, has been provided by the local Inspector of the Department of Agriculture. His summary of collecting the important information for those needing it in Miami, Dade County, Florida and other States relates to the current biennial period:

I quote prices for Florida fruit as well as fruit shipped in from out of state; and I also quote vegetable prices for vegetables from within Florida as well as those that are shipped into Florida.

We have a very large Farmers' Market here which is divided into large or small stalls, as desired, for the use of farmers as well as produce men of wholesale and retail trade. Every day I cover these markets

ascertaining the various quotations for all types fruits and vegetables. The information does not come from one, but any number of men who sell produce and in my opinion is almost a perfect quotation. Relative to eggs, we not only quote Dade County locally-produced eggs from the producer to the retailer, but we also quote from the distributor to the retailer. This is done because the producers of this County and the nearby Counties feel that eggs going from the producer to the retailer get to the consuming public at least two days quicker than those going to the consuming public from the distributor to the retailer. Therefore, their quotations are higher than those from the distributor to the retailer. Then, too, from the producer to the retailer is strictly Dade County-produced eggs, whereas those from the distributor to the retailer can be from adjoining counties as well as from Dade County.

We also quote a shipped-egg price, and this we get from the leading dealers of shipped eggs. This I secure in my rounds daily as an inspector for the Department of Agriculture, and verify the figures supplied me to be certain they are being correctly quoted to me.

Relative to the poultry, the quotation supplied on Florida poultry from your office is followed closely. As to the shipped poultry, which is by far the greater amount of poultry being used in this area, we try to secure the quote from several of the wholesalers, then I check on those quotations as I do on the egg quotations on my visits around on my inspection work.

We supply this information to the two leading newspapers in Miami, which is the Miami Daily News, an afternoon paper, and the Miami Herald, a morning paper. Each of these newspapers has a radio station of their own and broadcasts the information at specified times daily.

The reason for supplying the shipped quotations is that it gives the man in business an idea of what his competitors are doing and is of much benefit not only to the businessman, but also to the consuming public.

The Orlando, St. Petersburg-Clearwater, Tallahassee and Palatka areas are given market news coverage for poultry and eggs. Same procedure and policy followed as outlined in foregoing reviews of the Jacksonville, Miami and Tampa market news service. Requests for Pensacola-West Fla. service are being considered.

Marketing agreement and order programs are in effect in Florida which apply to avocados, citrus, limes and tomatoes. Indispensable in the hearings and formation of, and in the orderly functioning of such agreements is the information gathered from the Federal-State Market News Service. In Statistical Bulletin No. 1 of the Florida Tomato Committee - the most recent of the Marketing Agreements in Florida - all the data as to Florida fresh market shipments; competing sources, domestic and foreign; 16 city rail arrivals and track holdings, and 12 city truck arrivals; rail and truck arrivals in 30 cities; and all such data are accredited to the Federal-State Market News Service. At this writing a cucumber marketing agreement is under consideration. We received an emergency request from the Florida Fruit and Vegetable Association for four copies of each

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daily miscellaneous vegetable market bulletin for the 1955-56 season to date. The request was received at 4:20 P.M., May 25; the reports were mailed at 5:00 P.M., same day.

Five pages of a recent Growers Administrative Committee weekly citrus statistical bulletin carry essential data and accredit the Federal-State Market News Service as the source.

The Annual Fruit and Vegetable Report of the Bureau is primarily a summary of market reports, market news, market service. Some 2000 persons request the report each year.

Statewide Livestock Market News Service

The following summarizes the activities of the Livestock Market News Specialist of the Bureau which activity has expanded so rapidly and beneficially under his direction in the past two years. Worthy of repeating here is my comment in reporting upon the direct cattle sales market news to Commissioner Mayo, March 21, 1956: "I know of no service of such magnitude ever provided by any State department being accomplished with so little expense."

Chief Livestock Market News Specialist

The duties and activities of the Livestock Market News Service are varied. Application of Federal Livestock Standards and market reporting procedure to Florida conditions and strict adherence to those, in cooperative Federal-State Livestock Market News work, comes under this phase of Bureau work.

Livestock Market News Specialist's work necessitates considerable time both in the office and in the field. Reporting livestock sales and maintenance of market statistics and related livestock information, other than specifically market information, briefly describe this service.

A fairly thorough knowledge of U. S. livestock specifications, and considerable proficiency in grading live cattle by U. S. grades, is necessary. This requires several years of constant practice and experience, and is essential for meaningful, consistent and accurate market reports.

During the past two years, considerable live grading was done on selected lots of cattle on which U. S. carcass grades were obtained after slaughter, for grade correlation purposes. Occasional checks such as this are beneficial and important to insure reasonable consistency in live grading.

For published market information to be most useful to livestock producers, the producers must have a knowledge of livestock grades and of the Market News Service. The methods and functions of this phase were discussed by the Specialist in scheduled talks to three County Cattlemen's Associations, the newly formed Cattlemen's Institute at Lake Placid, and at the Herdmen's Short Course in Gainesville.

Grading demonstrations to help acquaint producers with grades, and grading on producers' ranches, are related but additional to actual reporting. Some of this was done but unfortunately this very beneficial phase is necessarily limited

due to time required by actual reporting.

The Livestock Market News Specialist served on several grading committees at fat stock shows, one purpose being to "sift" or eliminate those entries not measuring up to strict requirements as established by the Show officials. It can easily be understood that this is no popular task.

Advising officials prior to and the actual sorting of cattle at Feeder Sales was another committee activity by the Specialist. Suggestions on rules were submitted, and at the sale cattle were separated into uniform groups for selling, which helped return higher prices to the producers.

In addition to talks and actual grading sessions, three livestock articles for the State's leading livestock magazine, and five articles on livestock marketing were carried in the "For Sale, Want and Exchange Bulletin".

Suggestions to producers in personal contacts at auctions are weekly occurrences, and very often buyers and sellers are brought together through market reporters. Recently, as example, one cattle feeder sold a group of steers for about \$180 more than the highest offer made up to that time, by contacting a buyer suggested by the Specialist.

Considerable livestock statistical information, not only pertaining to Florida markets but general U.S.D.A. data as well, is maintained for reference and distribution, and for answering requests.

Most of the livestock information in the Annual Fruit and Vegetable Report is assembled, combined, and edited by the Livestock Market News Specialist.

Considerable correspondence is necessary in supplying statistical data, and in making suggestions, such as to prospective citizens from other states, etc.

Some examples of information furnished or supplied:

1. Livestock grade, market and statistical information to University Animal Husbandry classes, Herdsmen's Short Courses, grading schools, etc.
2. Florida livestock market price and weight data to USDA, BAE, Orlando, for official livestock estimates.
3. Various types of information to other USDA agencies for analysis and situation studies.
4. Official livestock price data to legal firms, Department of Justice, University of Florida Extension Economist, meat packers, etc.
5. Various livestock statistics to magazines, State Chamber of Commerce, banks, Director of State Farmers' Markets, livestock auctions, etc.
6. Mail requests for information published by other (particularly USDA) agencies, requiring considerable research and assembling. Along this line, worthwhile USDA livestock articles and situation and outlook reports are condensed and reprinted for distribution.

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Out-of-state travel is kept to a minimum for economic reasons. Only three such trips were made, two to Georgia, one to Louisiana, during the 1954-56 period; one for comprehensive cattle grade correlation work, live versus carcass grades; one to attend a Federal-State southeastern livestock marketing conference; one to attend a Federal-State southeastern livestock market reporters' conference.

These activities are in addition to regularly reporting 11 auction markets four days each week, and assembling and reporting direct(non-auction) cattle sales in 5 areas of the State.

Probably the most significant aspect of these past two years in Florida livestock market news is the newly formed direct cattle sales quotations begun in late 1955. Since auction markets handle only half of the State's total cattle sales; since most of the higher grade cattle are sold "direct" to packers rather than through auctions; and since the Federal-State Livestock Market News Service was based entirely on auction prices, direct sale information on higher grade cattle was needed for more complete reports. Through the cooperative efforts of the State Cattlemen's Association, the University and Extension Service of Florida, the packers and slaughterers, and the Federal-State Livestock Market News Service, direct cattle numbers and prices in five large producing and slaughtering areas of the State are now being reported; as a result of this, the volume of cattle now covered by official market reports in Florida has almost doubled. This has been accomplished with no increased appropriation; but rather by increased efforts of already existing personnel.

It has been said by officials of the USDA Livestock Branch that Florida had more complete livestock market news coverage than any other State, before the recent inclusion of direct sales to packers.

A calendar of our Livestock Market News services July 1954 - June 1956:

- June 17, 1954 Started Blountstown livestock quote, Tri-County Market (by County Agent).
- Sept. 16, 1954 Started separate Weekly West Florida Livestock Market reports. (USDA, AMS, Thomasville, Georgia).
- Nov. 1954 Revised form of Weekly Summary for listing cattle prices at various auctions in manner to be easily compared. (USDA, AMS).
- Sept. 23, 1955 Attended conference in Tampa with livestock trade re direct cattle sales with Prof. W. K. McPherson, June Gunn, F. L. Lothamer, Milton Plumb.
- Oct. 11-13, 1955 Accompanied Prof. W. K. McPherson in attending Southeastern Marketing Conference, New Orleans, La.
- Dec. 2, 1955 Supervised issuing the first direct sales Florida cattle report.
- Dec. 7, 1955 In conference with Mr. James Hartnell, Chief, Market News Branch, Livestock Division, U.S. Department of Agriculture, Washington; Mr. Harry Larson, Market News Representative, U.S. Department of Agriculture, Thomasville; Mr. W. K. McPherson, Professor of Agri-

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cultural Economics, University of Florida, Gainesville; Mr. V. D. Stark and Mr. F. L. Lothamer, Livestock Market Reporters of the State Marketing Bureau; Mr. Neill Rhodes, Commissioner, State Marketing Bureau, in Bureau offices re direct sales, etc.

- Jan. 1956 Direct Cattle Sales reports added for Quincy, Marianna, Jacksonville, Monticello, Madison.
- Feb. 24, 1956 With Mr. Harry Larson, Market News Representative, U.S. Department of Agriculture, Thomasville; Mr. W. K. McPherson, Professor of Agricultural Economics, University of Florida, Gainesville; Mr. June Gunn, Secretary, Florida Cattlemen's Association, Kissimmee, Dr. Harry Roberts, Assistant County Agent, Miami, visited Miami packers to make arrangements for direct sales data.
- March, 1956 Received first direct cattle sales reports, Miami area.
- Apr. 27-28, 1956 With Mr. F. L. Lothamer, Mr. Harold Howze, Mr. V. D. Stark, et al., attended Atlanta conference, Livestock Market News (Federal-State).

Livestock, Dairy and Poultry Service - West Florida

The Bureau's Livestock Market News and Dairy Specialist stationed at Tallahassee has a wide territory and a broad field of activities. During the current biennium he has, in addition to covering the Graceville and Marianna markets regularly and Live Oak periodically, helped with North Florida annual fair at Tallahassee.

Helped promote and assisted in judging the annual Leon County 4-H Dairy Show.

Helped coach Leon County's 4-H judging teams and accompanied them to both the State Fair at Tampa and the annual 4-H Dairy Show at Orlando, acting as one of the judges at the latter. Attended local 4-H meetings average once a month.

Helped to organize local D.H.I.A. in interest of dairy farmers.

Helped with grading of steers for cattlemen's feeder steer sale at Monticello.

Served on screening committee for annual fat stock show at Quincy.

Helped County Agent with annual agricultural fair at Marianna.

Assisted with State Jersey Breeders' sale-- worked as ringman.

Averaged attending six poultry meetings per year at Graceville.

Served on planning committee, screening committee, also as one of the judges at annual West Florida Dairy Show at Chipley.

Represented Marketing Bureau at the annual convention of the Florida Dairy Association.

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Helped with promotion and judging of annual fair at Panama City; appeared before seniors of Panama City high school on Career Day to discuss marketing as a career.

Arranged for weekly livestock market summary of West Florida to be published in Panama City Sunday paper.

Helped conduct survey on feasibility of establishing a market in Panama City.

Arranged for Marketing Bureau to receive quotation for weekly market at DeFuniak Springs.

Began first quotation of direct sale of cattle in West Florida, which is now published once a week.

He took over reporting and quoting of daily Tallahassee poultry and egg markets; has held meeting of local poultrymen at least once per month.

He has endeavored to meet every County Agent from Tallahassee to Pensacola and become familiar with their marketing problems that he might be able to render every marketing assistance possible in his territory.

Livestock Market News - South Florida

The Livestock Market News Specialist of the Bureau, located at Wauchula, reports on a regular weekly schedule the year round the Belle Glade, Okeechobee, Kissimmee, and Wauchula livestock markets. He spends as much time among cattlemen and ranchers as time permits. Special tabulations for the Jacksonville headquarters offices are prepared regularly. This four-market reporting and compiling of essential statistical data in connection therewith requires long hours of hard work. He has, however, graded cattle for various ranches.

Helped grade at the Ocala Fat Stock Show.

Graded for the Tampa State Fair and Tampa Livestock Market.

Grouped cattle for special sale at Lakeland.

Helped the Range Cattle Station on Field Days, and graded cattle for the Range Cattle Station.

For important duties performed without criticism from any source, this Specialist deserves the commendatory reports we have received about his service.

Market News Service State Farmers' Markets and Extending Southeastern Circuit

To further broaden our release of market information, the State Farmers' Markets at Wauchula and Fort Myers were added to the southeastern leased wire circuit of the U. S. Department of Agriculture and teletype service provided from mid-October through May 1955-56. To provide the important West Coast section with poultry and egg, livestock and other product information, and better serve our two market reporters for that area, leased wire facilities were extended and Tampa added to the circuit February 1956. The leased wire from U.S. Department

of Agriculture, Washington, to Bureau offices, Jacksonville, was operated full twelve months instead of Nov. 1-June 30 previously. This enabled the release of the daily Federal-State Miscellaneous Vegetable Market bulletin from Bureau offices on 18th of last October, and to continue the service as far into July as may be necessary. It also expedites and reduces the cost of receiving information required for the daily lime-avocado-mango report issued July through October each year.

Special daily watermelon report was furnished the Seaboard Railway in Jacksonville for relaying over their circuit and bulletin posting at Bell, Florida, in June each season, data credited to Federal-State Market News Service.

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Market news for Florida pecans has not been as complete as for fruits, vegetables, poultry and eggs, and livestock. We joined with other Southeastern States March, 1956, in requesting our Congressional representatives to obtain Federal matching funds of \$7000 for a Southeastern Pecan Market News Service. Senators Holland and Smathers gave us every cooperation. Commissioner Rhodes also on March 20 discussed the project in person with Mr. C. D. Schoolcraft, Chief, Market News Branch, U.S.D.A.

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Equaling requests for expanded market news service, the Assistant Commissioner and our other Marketing Specialists have received calls for assistance resulting in very crowded schedules, sometimes impossible to fill all demands except under postponement.

Services of the Assistant Commissioner

The Assistant Commissioner during the past several years has devoted more and more time to serving in the field of public relations, doing much of the leg work for the Bureau in general, and the Commissioner in particular cases.

The Assistant Commissioner has represented the State Marketing Bureau at two conventions of the National Association of State Marketing Officials, representing practically every State, and appeared on the program at each meeting. The 1954 convention was held at Purdue University. The 1955 convention was held in Madison, Wisconsin, at which he was distinctly honored in being elected Vice-President of the Association. At the Southern Commissioners of Agriculture meeting in Nashville, Tenn., in 1955, the main topic for discussion was improving markets. He was placed on the panel to discuss and consider this subject.

The District Marketing Officials Organization is composed of the Atlantic Seaboard States. The Assistant Commissioner has represented the Florida State Marketing Bureau in this organization, serving as Secretary one year and President one year.

The Bureau was represented by the Assistant Commissioner in discussions with the Dairy and Poultry Market News Division of the U. S. Department of Agriculture, Washington, which resulted in our switching from State poultry and egg market quotations in Jacksonville to cooperative Federal-State Market News Service with a full-time Federal reporter, half of the expense being provided by the

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USDA and half by the Bureau.

The Assistant Commissioner has also served as Federal-State Supervisor of the grading and inspection of dairy and poultry products in Florida and issuing joint Federal-State grade certificates. We also have contracts with poultry and egg dealers to supervise the grading and candling of eggs, and license their employees as Federal-State graders. During the biennium more than 12,000,000 dozen eggs and several hundred thousand pounds of poultry have been inspected and graded, also many thousand pounds of cheese and butter have been inspected, under the Assistant Commissioner's supervision.

He met with the State Poultry Association officials in 1954 and discussed improving the market reporting service at Tampa covering poultry and eggs. These discussions pointed up the need of a full-time reporter for Tampa. The Association requested such employment and secured the cooperation and aid of the members of the Legislature in providing sufficient increase in Bureau funds for that purpose. The Poultry Association, through its affiliation with the Agricultural Council and the State Farm Bureau, had their support in requesting necessary funds which were provided by the 1955 Legislature, and the reporter was assigned in the fall of 1955. Similar request was made by the State Poultry Association, along with the State Farm Bureau and the Florida Agricultural Council, for a full-time Marketing Specialist in Poultry and Dairy Products to be added to the Bureau staff in Jacksonville, and funds were provided by the Legislature for this position which was promptly filled.

The 1955 Legislative Session created an Interim Committee to be composed of members of the Legislature and poultrymen, to conduct hearings, study the needs of the poultry industry and report to the 1957 session of the Legislature. The Assistant Commissioner has punctually and creditably represented the Bureau at these hearings and given essential information about poultry and egg marketing conditions in Florida. So far hearings have been conducted at Callahan, Miami, Tampa and Pensacola. At the Miami meeting the Committee reached the conclusion that because of the increasing importance of this market and the large local production, there was an immediate need for a full-time market news reporter. The Committee requested Commissioner Mayo to provide funds by transfer for this emergency which he has done, and the reporter started on a full-time basis in June 1956.

Much of the Assistant Commissioner's time is spent in the field supervision of our market news poultry and egg and fruit and vegetable stations, located in Miami, Tampa, St. Petersburg, Orlando, Palatka, and Tallahassee. Since the poultry and egg price quotations are taken so literally and used as the sale or contract price by producers in the daily marketing of their eggs and poultry, such supervision must be continuous and thorough.

In organization work the Assistant Commissioner has assisted in promoting several County Poultry Associations; has judged at two State Baby Chick and Egg Shows, 40 local Fairs and two State Fairs. He has attended 52 meetings of poultrymen, 3 Farm Bureau meetings, and two Poultry Institutes at Camp McQuarrie. He has appeared on many radio and two TV broadcasts; spoken to two Kiwanis Clubs, all in relation to marketing, in the current biennial period. He prepared a half-dozen articles for the Florida Poultryman Magazine, and two editorials for our For Sale, Want and Exchange Bulletin.

More than 2,000 letters have been written by the Assistant Commissioner in response to inquiries for information about Florida agriculture and the marketing of our products. Not all pertain to dairy and poultry subjects. For example, he recently received a letter from the Director of the Division of Markets in Vermont proposing that Florida and Vermont do some joint market promotion on maple syrup and grapefruit in that part of the country. Maple syrup is said to be tops in good eating when used on grapefruit for breakfast. This matter was turned over to the Citrus Commission for further consideration.

The Assistant Commissioner in 1929 started service with the Bureau as Marketing Specialist in Dairy and Poultry Products. He has given more than a quarter-century of marketing assistance to Florida producers. Much credit is due him for the progress and rapid advancement of the State's dairy and poultry industries. Better than anyone else, I know of his undying interest and his untiring efforts in behalf of Florida producers, and laudatory in full measure is his remaining loyalty with the Bureau for so long a period of time. His counsel has been sought by individuals and cooperatives, by special Committees studying and proposing legislation, and his tact and good judgment have placed his services in strong demand by producers and officials representing them.

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Livestock and Field Crops

The Bureau's Marketing Specialist in Livestock and Field Crops has cooperated with and coordinated his work in many ways with other Florida agencies and services. Some of these: Florida State Agricultural Extension Service, State Department of Vocational Agriculture, State Forestry Service, all Purebred Livestock Associations, Florida Federation of Fairs, Florida State Seedsmen Association, Florida State Cattlemen's Association, Florida State Beekeepers Association, the National Agricultural Editors' Association, Florida State Fruit and Vegetable Growers' Association, Florida State Markets, the Farm Bureau, and others. This group served is evidence of the Livestock and Field Crops Specialist being in wide demand, and his admirable spirit of cooperation and willingness to serve in every marketing capacity requested, - some far beyond his line of specialty.

He planned and worked with others in organizing the West Florida Livestock Association, an organization comprising Calhoun, Gulf, Bay, Liberty, and Franklin Counties, and a unit of the Florida State Cattlemen's Association. These five Counties were in the position, cow-wise, of having too few cattle and cattlemen in each individual county to support an association. In organizing together it has given them numbers and strength and has made it possible for the five-county group to continue with a live-wire organization.

He originated the idea of a farmers' retail-wholesale curb market for Panama City. Many have cooperated and done much work toward creating this market since the suggestion was made and the plans laid. This farmers' market has become a reality with present facilities valued at some twenty to twenty-five thousand dollars, and opened in May 1956.

He has appeared many times before cattlemen's associations, vocational agriculture groups, and others, and made talks on marketing.

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He was the first to survey the cattle feeding industry in Florida, publishing a detailed report giving name, mailing address, size and type of feeding operation of the cattle feeders in Florida. This report proved to be very accurate in forecasting Florida's cattle feeding situation for 1955-56 and has gained much favorable attention. There is a demand for this forecast to be repeated from year to year.

The National Farm Editors Association held its annual tour this year beginning at Atlanta, Georgia, on April 23rd, and ending in Miami, Florida, on Friday, April 27th. Those Farm Editors from all parts of the United States and Canada were observing Georgia and Florida agriculture and he was invited along with the group to help entertain them and assist in answering questions pertaining to Florida farming and livestock raising. On this tour he passed out copies of the Marketing Bureau's annual report as well as copies of the Florida State Department of Agriculture's "Know Florida". These publications met with much favor and on request additional copies were later mailed to those on the tour.

He has assisted in giving market news coverage on thirteen livestock auction markets in Florida.

Agricultural fairs and expositions have attained widespread coverage in Florida. He has assisted in working with those and helped in the livestock judging on occasions.

He worked with the Future Farmers of America in Florida in giving beef cattle demonstrations at various schools. He judged their farm products at the Tampa Fair and acted as official judge at some of their contests during their State Convention in Daytona Beach as well as at district contests.

The Livestock Marketing Specialist: has supplied cattlemen in Florida with USDA data relative to cattle marketing outlook material and personally visited with many of them on their ranches, to discuss their marketing problems. He has visited Florida's purebred swine men in pushing the "meat type" hog, and will continue work with the hog producers along this line.

He has given time and thought in writing for the Marketing Bureau's For Sale, Want and Exchange Bulletin, with a circulation of more than 73,000, reaching all forty-eight states, as well as thirty-eight foreign countries,-- a media through which diversified SELLING has been accomplished. Some of the articles written were: "Sweet Potatoes - Now and Then", "Pecan Trees in Pastures", "Corn in Florida", "Big Pine - Little Pine", "A Beef Letter to Mrs. Florida Housewife", "A Look at Florida's Cattle Feeding Business", "Pass the Honey, Sonny", "Shall We Pay the Fiddler", "Acres for Defense - Farmers for Defense", "Down with the Fat - Up with the Lean". Where space did not permit further detailed information, the reader was given reference to Experiment Station, Agricultural Extension Service, State Department of Agriculture, and U.S.D.A. free publications which might be obtained for the asking.

The Livestock and Field Crops Marketing Specialist, partly no doubt as a result of some of the above mentioned Bulletin articles, has received many letters from people both in-state as well as out-of-state - some from foreign countries. Most of the inquiries were seeking information, one type or another, on Florida farming and livestock production. In answering such mail, a true picture of

Florida conditions was painted, and a welcome hand extended to potential residents who wished to come to Florida to enjoy sharing our Agriculture and our Climate.

Has assisted in cooperative marketing of pecans in Florida as well as helped on the pecan auction at Starke, and helped in the marketing of field and miscellaneous crops.

The Livestock and Field Crops Marketing Specialist has assumed leadership in trying to get Florida's tobacco market opening dates set at a time more appropriate to the growers' needs. He was invited by North Carolina's Agricultural Commissioner Ballentine to attend a meeting in Richmond, Va., June 28, 1956, for the purpose of working with the Bright Belt Warehouse Association in setting Florida's tobacco market opening dates at a more suitable time.

The above while not covering in detail all phases of the work, gives a general picture of the work of the Marketing Specialist of the Florida State Marketing Bureau, his goal being to try to make every thought, every spoken and written word SELL something for Florida.

Dairy and Poultry Products

Our Marketing Specialist in Dairy and Poultry Products, aiding Assistant Commissioner Risher, has in the comparatively short time since becoming a member of the Marketing Specialist staff of the Bureau, covered the principal producing sections of the products in his field. Reports from the areas in which he has served have been highly creditable and very satisfactory. His knowledge of agriculture in general, particularly in North and West Florida, has been useful and helpful to the Bureau in providing a balanced service to all phases of our agriculture. He has been modest in making the following report:

My work with the Florida State Marketing Bureau presents a challenge. I realize that the information assembled and the marketing assistance provided every day for farmers is effective and in fact indispensable. Yet, we are only a small part of a tremendous agricultural industry. My objective is that my work be so applicable and fruitful as to best serve those people who are trying to sell their farm produce.

During the year, my job has included a variation of many different tasks. Although my work has pursued various courses, the purpose has remained the same, - to gather market information, help farmers secure markets, and encourage and promote the sale of agricultural products. I am indebted to Mr. Rhodes, to Mr. Risher, and other members of the staff for their guidance and training. I sincerely appreciate their efforts and shall strive all the harder that their time spent in my orientation and counsel in field work will not have been in vain.

One of my first duties was to make a study of the Orlando market area, and the poultry industry in that particular locality. While working in Orange County and gathering the data desired, I worked with the County Agent, Mr. Ross Copeland, Mr. Lou Mazourek and the poultry producers in organizing the Orange County Poultry Producers Association. I became acquainted with many farmers in Orange County. Several marketing problems were presented to me. The solution of one resulted in our

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changing the Semi-Weekly Poultry and Egg Report to clarify the quotes on fryers on the Orlando market. The Orange County Poultry Producers Association is one of the most successful and active associations in the State.

Florida has many County and State Fairs. It was my privilege to assist Mr. Julian Moore and Mr. Lester Katch in judging the poultry exhibits and eggs at many of these fairs, - among them the fairs at Callahan, Jacksonville, Chipley, DeFuniak Springs, Ocala, Dade City and Tallahassee. In each area I became acquainted with the producers and the market conditions. Fairs offer an excellent opportunity for creating a demand for our poultry and dairy products.

Recently I completed a study of the poultry and egg markets in the Pensacola area for Mr. Risher. This study preceded the meeting of the Legislative Poultry Interim Committee meeting in Pensacola. The study included a survey of the local stores, warehouses, packing companies and wholesale egg and poultry distributors. The survey included grades, prices, and the volume of shipped and Florida eggs. Local producers were visited to secure information on local production. Ninety percent of the eggs sold on that market are unclassified eggs shipped in from the midwest. The consumers seem to lack a thorough understanding of the various grades and the difference in quality of eggs.

Many poultry meetings were attended during the year. Market information and statistics were presented to these groups, altogether some thirty meetings were attended.

Teachers of Vocational Agriculture have been very cooperative with our department. I have visited many schools in the State and spoken to the agricultural classes on marketing problems. I attended the National FFA Convention at Kansas City and helped with the poultry judging contest sponsored by the National Association.

The Bureau headquarters offices receive many inquiries from northern poultrymen concerning the Florida poultry industry. Mr. Rhodes has passed many of these letters to me for answering. In each case I have tried to describe our situation so that the reader would have a true mental picture of our industry. Both the advantages and disadvantages of operating poultry enterprises in our State have been emphasized. A few of our letters have come from as far away as Cuba, and Columbia, South America.

Many local poultrymen have been contacted in the State during the year. As a result of these visits, I believe the people have a better understanding of our reports. In many instances I have worked with poultrymen in securing a market or better outlet for their eggs and poultry. Individual attention to market problems has been given upon request throughout the year. Many recommendations have been made to Mr. Rhodes as a result of these personal contacts. Some of the recommendations are as follows:

1. That changes in procedures be made in reporting the Tallahassee market.
2. That the Orlando fryer market be quoted so as to carry the words "small lots" in order to clarify the prices.
3. That a "full-time" reporter be placed in Pensacola.
4. That the Semi-Weekly Report be speeded up by postal authorities.
5. That we quote a "frozen egg" price.
6. That a law be passed prohibiting the sale of unclassified eggs.
7. That a "full-time" reporter be placed in Miami (this was already in the making).

In many instances Mr. Rhodes, Marketing Commissioner, was already familiar with the problems, and in other cases prompt action was taken to improve our service.

My duties have also included the following assignments:

1. Handling Market News service in Orlando and Jacksonville during the absence of the regular reporter.
2. Writing marketing articles for the "For Sale, Want and Exchange Bulletin."
3. Working with radio stations in following standard terminology in reporting market prices by radio.
4. Attending Bureau conferences.
5. Giving information in response to telephone requests on crops common to North and West Florida.
6. Writing articles for "Florida Poultryman" and cooperating with Mr. Ross Copeland in the effort to have this magazine provide the poultry industry of Florida with the most helpful information possible.

I do not wish to prolong this summary, but may I add that though my accomplishments be short of my goal, I am proud to be one of the links in the chain of service so important to our agricultural industry.

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The above resumes of activities of the Marketing Specialists and staff of the State Marketing Bureau require the finishing touch of favorable mention and liberal credit to the clerical force of the department: Secretarial, stenographic, accounting, statistical, copy writing for Bulletin, telegraphic. The volume of typesetting, printing, folding, assembling and mailing accomplished by the four men in the mailing room could be accomplished only by highly experienced and

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conscientious employees. While the clerical force seldom come in contact with the public they serve, and their labors are unheralded, without their service all other work would make miserably poor showing. May credit which might be directed to the Commissioner be diverted instead to the "working force" of the Bureau.

Miscellaneous and Administrative

The foregoing has been devoted largely to mentioning some of the services rendered the citrus, vegetable, poultry, livestock and major lines of Florida's agricultural industry. General service has been provided all phases of agriculture, the little farmer particularly receiving prompt and careful consideration.

Producers of "field" crops - corn, hay, syrup, honey, tobacco, pecans, etc.,- have been given market quotations, been advised of market conditions, and given marketing service. Growers and shippers of bulbs, ferns, cut flowers, medicinal plants and miscellaneous products too numerous to mention here have been served at every opportunity.

Of particular help to the small producers has been the extensive claim work in their behalf. Information as to relief under the Florida Agriculture License and Bond Law for intrastate transactions, and handling procedure under the Federal Produce Agency and the Perishable Agricultural Commodities Acts involving interstate shipments, has been given to a large number, by correspondence and through personal interviews in our offices. The Commissioner's experience of nearly four decades in handling claims, his knowledge of law, his acquaintance with top level State and Federal enforcement and administrative officials has proved to be an asset to Florida agriculture. Such important work as in 1955 preparing amendments for repealing obsolete sections of the 1917 Statutes creating the Bureau Law could be handled by the Commissioner without outside assistance.

Rating guides and directories of dealers of agricultural products, of manufacturers of all products throughout the United States, all lines of trade, brand names, sources of supply and the like are carried to help and protect farmers who have occasion to patronize such sources.

Sales facilities for many products of the farm, some as used equipment for which the farmer has no further use, are provided by the useful, popular For Sale, Want and Exchange Bulletin issued twice monthly the year-round. The mailing list carries at this writing 73,193 names and the Bulletin is read or referred to by probably 150,000 or more persons each issue. Ornamental and farm and grove seeds and plants, livestock, poultry and eggs, farm equipment and machinery, farm and grove products, farm lands, miscellaneous and wanted listings are carried regularly for 450-500 persons each issue. The editorial page is devoted to timely agricultural subjects. Notices of purebred sales and shows of beef and dairy cattle, hogs, etc., are given space requested. Land sales notices appear in each issue for State and Government agencies. Special notices are made for the State Plant Board, the Board of Forestry and other public agencies. It is doubtful if Florida has a more generally patronized or appreciated public service than the For Sale Want and Exchange Bulletin.

Young men of today attending our agricultural colleges will be tomorrow's

farmers, County Agents, Vocational Agricultural Teachers or otherwise usefully and prominently identified with our vast agricultural industry. We have employed a number of graduates of the University of Florida for Marketing Specialist service. It has been our pleasure to have the Marketing and Economics Classes of the University of Florida with their Prof. W. K. McPherson visit the Bureau to become more familiar with the Bureau's activities and services, particularly market news. In the current biennial period classes visited with us July 1954; May, August, December 1955; and April 1956. The May 1955 group was introduced by Prof. McPherson as his "international" class, since a number of foreign countries were represented.

Representatives of other countries have visited the Bureau to obtain practical information on our marketing system, market news, inspection, and other features. The most recent was a two-day visit by Mr. Yong Tanpairojana from Thailand, arranged by the U. S. Department of Health, Education and Welfare.

It is only natural that most official interviews are held with the Commissioner,-- and they are many. However, the small farmer, regardless of his problem, has the same consideration and courtesy extended him as the large operator, or top officials of private or governmental agencies. The Commissioner's desk is placed among those of the Bureau's Specialists and clerical force. Anyone desiring to see the Commissioner may do so promptly, and any time every day of the working week, without appointment or waiting.

Going to the extreme in seeing that the smallest detail is promptly, efficiently and courteously performed, the Commissioner has handled much "chief clerk" work which normally would be delegated to others,-- sorting and opening of mail and answering the larger proportion of it immediately, taking telephone and telegraphic requests for information, proofing Bulletin copy, preparing budgets for the Bureau, lending sympathetic ear to co-workers in solving their problems, dispatching information and assistance requested by any method, seeing there is no slip-up in performance, small or large assignment,-- this spells out the secret of the Bureau's PROMPT SERVICE.

In addition to performing the administrative duties of office, the State Marketing Commissioner is also the third member of the State Agricultural Marketing Board, is Collaborator (without pay) of the U. S. Department of Agriculture, and has served as Member of the Committee acting under Senate Bill 302 upon all applications for State matching funds (limit \$20,000 for any city, county or fair association) for the construction of agricultural and livestock buildings.

The volume and value of Florida agriculture, and the numerous products - DIVERSITY - require administration of the marketing division on fundamentals of ability, integrity, judgment, tact, experience and diversity of knowledge and talent. I have humbly and gratefully endeavored to fill the shoes of such a Commissioner, and submit the Twentieth Biennial Report in testimony of the last two years of my stewardship in office.

Neill Rhodes, Commissioner
Florida State Marketing Bureau

FINANCIAL STATEMENT

of the

FLORIDA STATE MARKETING BUREAU

Expenditures from July 1, 1954 to June 30, 1955

Appropriation for Year ending June 30, 1955	\$171,140.00
Federal Allotment Special Livestock Market News	2,200.00
Credit, Cooperative Dairy Agreement	104.83
USDA Overcharge Market News billing	429.04
TOTAL AVAILABLE	<u>\$173,873.87</u>

<u>Code</u>	<u>Expenditures</u>	
1100	SALARIES	\$94,673.83
	NECESSARY AND REGULAR EXPENSES:	
2200	Communication and Transportation .	\$9,705.94
2400	Repairs and Maintenance	778.12
2600	Travel	18,861.82
2700	Utilities	576.37
2900	Other Contractual Services	14,460.66
3300	Heating Supplies	40.09
3600	Maintenance Materials and Supplies .	1,476.48
3700	Motor Fuels and Lubricants	8.85
3800	Office Materials and Supplies.	1,519.12
3900	Paper for Printing	13,416.74
4100	Insurance and Surety Bonds	111.43
4300	Rental of Buildings	5,776.00
4900	Dues, Commissions, etc.	30.00
5300	Agricultural Equipment.. . . .	34.35
5600	Office Furniture and Equipment	<u>2,540.52</u>
		<u>\$69,336.49</u>
	NET APPROPRIATION-BALANCE	<u>\$164,010.32</u>
		\$ 9,863.55

FINANCIAL STATEMENT

of the

FLORIDA STATE MARKETING BUREAU

Expenditures from July 1, 1955 to June 30, 1956

Appropriation for Year ending June 30, 1956.	\$198,446.00
Federal Allotment Special Livestock Market News.	2,200.00
Credit, Cooperative Dairy Agreement	68.51
Department of Agriculture transfer, for reporting Miami Poultry-Egg Market	1,900.00
Addressograph refund Coupon Book	121.80
TOTAL AVAILABLE	<u>\$202,736.31</u>

Expenditures

<u>Code</u>			
1100	SALARIES	\$105,553.41	
	NECESSARY AND REGULAR EXPENSES:		
2100	Advertising	\$9.66	
2200	Communication and Transportation.	9,706.17	
2300	Printing Services	52.14	
2400	Repairs and Maintenance	680.34	
2600	Travel	23,269.92	
2700	Utilities.	600.52	
2900	Other Contractual Services	16,912.10	
3300	Heating Supplies	55.48	
3600	Maintenance Materials and supplies	1,128.09	
3700	Motor Fuels and Lubricants	9.85	
3800	Office Materials and Supplies.	1,928.31	
3900	Paper for Printing	10,684.38	
4100	Insurance and Surety Bonds	101.30	
4300	Rental of Buildings	5,786.00	
4900	Dues, Commissions, etc.	20.00	
5100	Books	12.50	
5300	Office Furniture and Equipment.	<u>2,238.21</u>	<u>\$73,194.97</u>

\$178,748.38

BALANCE CARRIED FORWARD TO 1956-57

\$ 23,987.93

