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1956/58

**TWENTY - FIRST  
BIENNIAL REPORT  
OF THE  
FLORIDA STATE MARKETING BUREAU**

NEILL RHODES, COMMISSIONER

FOR PERIOD  
JULY 1, 1956 TO JUNE 30, 1958



DIVISION OF  
FLORIDA STATE DEPARTMENT OF AGRICULTURE  
NATHAN MAYO, COMMISSIONER

503 WEST ADAMS STREET  
JACKSONVILLE, FLORIDA







## FOREWORD

Agriculture is the down-under base of Florida prosperity. It is doubtful that the average business man realizes how much the success of his enterprise depends upon the welfare of the Florida farmer; how endangered the position of many commercial concerns would become without the support stemming directly and indirectly from agricultural production.

Agriculture has attained such proportions that big words and new terms have cropped up in discussing its phases: Agribusiness, vertical integration, contract farming, translating dynamics to automation,- even franchising occasionally. The more agriculture is viewed as a segment of big business, so have the average farms increased in size; unfortunately the number of small farms has decreased.

Florida land in farms in 1935 for instance was 6,048,406 acres, compared to 16,537,586 acres in 1950 and 18,161,675 acres in 1954. The average farm size was 83 acres in 1935, in 1950 290.9 acres, and 315.6 acres in 1954. Farms of average size 220 acres up increased in 1954 over 1950, and in 1950 over 1935. The number of farms 500-999 acres was 588 in 1935, in 1950 1,512, and 1,840 in 1954. Farms of 1,000 acres and over numbered only 424 in 1935, increased to 1,730 in 1950, and to 2,072 in 1954. Although the land in Florida farms increased from 6 million acres in 1935 to 18 million acres in 1954, the number of farms under 10 acres decreased from 14,752 in 1935 to 10,453 in 1954.

The large farm operators are well informed. As this report shows, the Florida State Marketing Bureau has in the last biennial period greatly expanded its facilities to collect and distribute market news information. Market news, marketing information and service have included more commodities in regular and additional areas, particularly those sections regarded in the greatest need for such help. We have placed great emphasis on assisting little producers anywhere and everywhere in the State in continuing service to the entire agricultural industry of Florida.



FLORIDA VALUE OF AGRICULTURAL PRODUCTION

	<u>PRELIMINARY</u> <u>1956-57</u>	<u>FINAL</u> <u>1955-56</u>
CITRUS	\$221,469,000	\$245,526,000
TRUCK CROPS	176,118,000	187,530,000
	<u>1957</u>	<u>1956</u>
OTHER FRUITS AND EDIBLE NUTS	3,250,000	2,408,700
FIELD CROPS	68,000,000	65,276,000
LIVESTOCK	62,000,000	52,642,000
DAIRY PRODUCTS	73,800,000	67,472,000
POULTRY AND EGG PRODUCTS	32,300,000	34,937,000
HORTICULTURAL SPECIALTIES	32,000,000	31,818,000
FOREST AND MISCELLANEOUS PRODUCTS	9,500,000	9,580,000
ALL COMMODITIES (TOTAL)	\$678,437,000	\$697,189,700
GOVERNMENT PAYMENTS	4,700,000	3,725,000
TOTAL VALUE OF AGRI. PRODUCTION	\$683,137,000	\$700,914,700

Fruit and vegetable values are for the production season August through July, while other commodity values are for the calendar year.

# FLORIDA STATE DEPARTMENT OF AGRICULTURE COMMISSIONER OF AGRICULTURE

## FLORIDA STATE MARKETING BUREAU

STATE MARKETING COMMISSIONER  
ADMINISTRATIVE

MEMBER STATE AGRICULTURAL  
MARKETING BOARD  
CLERK U.S.D.A.  
COLLABORATOR U.S.D.A.  
CLAIM WORK  
PURCHASING  
LEASES, LICENSES  
LEAVES, PERMITS  
COOPERATIVE AGREEMENTS  
PERSONNEL DIRECTION  
REGISTRATION BUDGET  
FEDERATION COORDINATOR  
POLICY PROCEDURE  
LEGAL-MISCELLANEOUS

ASSISTANT COMMISSIONER

POULTRY & EGGS

\* JACKSONVILLE NE FLORIDA  
(FEDERAL SUPERVISION)  
MIAMI  
ORLANDO  
ST. PETERSBURG - CLEARWATER  
FT. MYERS - LOWER WEST COAST  
PENSACOLA  
TALLAHASSEE

LIVESTOCK

JACKSONVILLE (SUP. SPECIALIST)  
DIRECT SALES (CATTLE)  
MIAMI, Ocala AREAS  
MIAMI, JACKSONVILLE  
GAINESVILLE  
AUCTION

FRUITS & VEGETABLES

JACKSONVILLE (SUPERVISORY)  
MIAMI  
TAMPA  
FIELD OFFICES (SEASONAL)  
● LAKELAND (CITRUS)  
● HASTINGS (POTATOES)  
● PENSACOLA (CELERY)  
● PENSACOLA (CELERY)  
● BELLE GLADE (VEGETABLES)  
● PLANT CITY (STRAWBERRY)  
● LEE'SBURG (WATERMELONS)  
COVERAGE - SUPPL  
DADE CITY SECTION  
FT. MYERS - FLORIDA CITY  
OVIEDO-ZELLWOOD W. GARDEN  
LAKE ONECHOBER SECTION  
SARASOTA  
DOVER  
WEBSTER-SUMNER SECTION

TELEGRAPH DIVISION  
JACKSONVILLE  
LAKELAND  
LAKELAND, HASTINGS, SANFORD  
POMPANO, BELLE GLADE, PLANT CITY, LEE'SBURG  
TAMPA, TALLAHASSEE, WAUCHULA, QUINCY

U.S. DEPT. OF AGRIC. COOPERATING  
FEDERAL-STATE MKT. NEWS SERVICE

	JULY 1, 1957	JULY 1, 1958
ANNUAL APPROPRIATION: (GENERAL INSPECTION FUND)		
① NECESSARY AND REGULAR EXPENSES	\$ 92,350.00	\$ 48,200.00
SALARIES	142,482.00	153,945.00
CAPITAL OUTLAY	5,050.00	2,000.00
TOTAL	\$ 246,882.00	\$ 254,145.00

② INCLUDING \$6,000 FIA, FRUIT & VEGETABLE ASSN. TARIFF & SIMILAR DUTIES

STATUTORY REFERENCE  
FLORIDA STATUTES, 1957 CHAPTER 603

\* FED. REPRESENTATIVES, IN CHARGE, SALARIES, PAID  
BY U.S. DEPT. OF AGRIC. ONE-HALF CHARGED STATE

PREPARED FOR AGRICULTURAL SERVICES COMMITTEE  
F.S.M.B. - N.R. FEB. 12, 1958

## GENERAL MARKETING SERVICES

MARKETING SPECIALIST  
LIVESTOCK & FIELD CROPS

FOR SALE, WANT AND EXCHANGE BULLETIN  
SEMI-MONTHLY 76,750 SUBSCRIBERS  
MARKETING EDITORIALS, ARTICLES  
AGRICULTURAL ANNOUNCEMENTS  
NOTICE SALES STATE AND LISTING MARKET  
OFFERS (FOR SALE, LEASE OR RENT)

PRINTING AND MAILING DIVISION

MAILING FOR WANT AND EXCHANGE BULLETIN  
PAID 50% WEEKLY MKT. REPORT  
STATISTICAL SUMMARIES  
SPECIAL REPORTS, FORM LETTERS,  
RELEASES, ANNUAL, BIENNIAL REPORTS

MEMBER FLORIDA EGG COMMISSION  
SUPERVISOR USDA, FLA. DAIRY  
POULTRY PRODUCTS INSPECTION,  
PUBLIC RELATIONS

FIELD SPECIALISTS

MARKETING SPECIALIST  
POULTRY & EGGS

BUYER - SELLER CONTACTING

SPECIAL COMPILATIONS  
BUYERS - DEALERS: VEGETABLES, CITRUS, NON-  
CITRUS FRUITS, EGGS, POULTRY, DAIRY, AGRICULTURAL  
PRODUCTS, HONEY, SYRUP, HAY & GRAIN, MEDICAL  
PLANTS, PULPWOOD, MOSS, WOOL, HIDEY & SKINS  
FURS, OTHERS & SOURCES  
ALL MANUFACTURED EQUIPMENT, FARM SUPPLIES,  
SEEDS & PLANTS, CONTAINERS, VARIOUS  
SPECIALTY LISTS, DIRECTORIES  
TRUCK-MERCHANT BUYERS FOR STATE FARMERS  
MARKETS, DIRECTORY LISTINGS: CATTLE FEEDERS,  
MILKED LIVESTOCK ALLIANCE, LIVESTOCK  
AUCTIONS, PUREBRED DAIRY CATTLE BREEDERS.

PERSONNEL  
BUREAU HEADQUARTERS JACKSONVILLE 20  
MIAMI 1, BELLE GLADE 1, WAUCHULA 1,  
TAMPA 2, ORLANDO 1, PEN SACOLA 1, MALONE 1,  
LAKE ONECHOBER 1, PLANT CITY 1, LEE'SBURG 1  
\*\* FEDERAL - STATE SEASONAL FIELD OFFICES,  
FRUITS, VEGETABLES, CLERICAL 8

\*\* STATE PAYS CLERICAL SALARIES, FED. CREDITS ONE-HALF  
AGAINST FED. SUPERVISORS SALARIES, U.S.D.A. OVERHEAD, MISC.

TWENTY-FIRST BIENNIAL REPORT  
FLORIDA STATE MARKETING BUREAU

The Twenty-First Biennial Report of the Florida State Marketing Bureau relates to activities of the department within the two-year period ending June 30, 1958. That date measures off forty-one years of marketing service extended by the Bureau since it was created July 1, 1917. The close of the current fiscal year June 30, 1958, also marks up my forty-first year as an employee of the Bureau, and the twelfth-year of Bureau accomplishments since I became State Marketing Commissioner in June 1946. Naturally I review the last two-year period in the light of the composite twelve-year tenure of office. So the Twenty-First Biennial Report should answer this question: What is the record? The score?

In 1946 the Bureau personnel totaled 13; in 1958 the total is 29 exclusive of Federal-State clerical and State-cooperative employees. In all 41. In 1946, 3 Florida markets were quoted for poultry and eggs; in 1958 13 Florida markets are quoted. In 1946, vegetable market news covered 7 Florida shipping areas; in 1958, 22 points are included. In 1946, no Florida livestock auctions were quoted; in 1958 17 auctions are quoted regularly, 5 more have been checked intermittently, and direct sales touching half the total Florida cattle sold, are now also reported. More are planned. In the aggregate, the number of points covered from 1946 to 1958 has increased from 10 to 52. It is difficult to excel an unsurpassed record, however we have labored for that accomplishment.

The foregoing illustration points up only one of the Bureau's major lines of endeavor. In the same latter twelve-year period in this market news project, New York cut-flower quotes have been added. The daily lime-avocado-mango reports were initiated and have been continued and enlarged. Bulletin 57/58-4 dated July 1, 1957, Avocado Administrative Committee, carried this notice:

As a reminder to those who have formerly received the FEDERAL-STATE MARKET NEWS SERVICE DAILY MARKET REPORT FOR AVOCADOS, LIMES AND MANGOES but have let their "subscription" lapse, and as information to those not familiar with this publication, we wish to call your attention to the availability of this service. This report, issued daily from the Jacksonville office of the Federal-State Market News Service, gives the terminal market quotations for each of these commodities in each of twenty-three market areas. It includes a report of daily truck shipments leaving the State, comments on the general condition of individual markets and includes individual weather reports. This report may be obtained free by writing to the Federal-State Market News Service, 505 W. Adams Street, Box 719, Jacksonville 1, Florida, and asking to have your name and address included on the mailing list for the avocados, limes and mangoes daily report.

A similar Bulletin 57/58-5 released by the Lime Administrative Committee was sent to all growers and handlers of limes produced in the State of Florida.

Market News Service for pecans has been developed.

The Federal-State leased wire has been extended to 6 State Farmers' Markets, and also to Tampa. The U.S.D. A. LW circuit, Washington to Bureau headquarters,

## TWENTY-FIRST BIENNIAL REPORT

has been extended from seasonal to full twelve-months operation. Daily truck inbound and outbound livestock passings have been recorded. Exemplifying with market news only, the rate of progress evidenced during my terms of office aggregating slightly more than one-fourth the span of years the Bureau has existed, may be appraised.

One other example is I trust pardonable: In 1946 the For Sale Want and Exchange Bulletin was sent to some 35,000; in 1958, the mailing list carries about 76,000 names. The Bulletin goes to every State in the Union, to Alaska, Canal Zone, Cuba, Hawaii, Philippines, Puerto Rico, and 24 foreign countries.

Our Annual Agricultural Statistical Summary condenses much of the data carried in daily reports during the previous two shipping seasons. The Annual Report in 1945-46 consisted of 85 pages. The Report for the 1956-57 season requires 182 pages in smaller type, or the equivalent of 250 pages type-for-type basis.

The necessary annual appropriation in 1957-58 being nearly three times that in 1946-47 further substantiates the expansion and development of the Bureau in that period. The Bureau headquarters offices, double in area that of 1946, are cramped. Seasonal or full-time field offices are maintained at Miami, Tampa, Pensacola, Pompano, Belle Glade, Plant City, Lakeland, Sanford, and Hastings.

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Summarizing the Bureau's activities for the current biennial period, mindful of the worthy efforts and creditable accomplishments of the Assistant Commissioner and the Bureau Marketing Specialists, and the splendid working force, such endeavors and results have been purposely contained within marketing boundary lines in due recognition of statutory authority and ethical procedure. The Bureau does not have on its staff a single crop estimator, county agent, home demonstration agent, entomologist, pathologist, veterinarian, apiculturist, vocational agricultural instructor, soil conservationist or forester working in those capacities. The department has not neglected its basic function of marketing service by straying off into the production field.

The center of agricultural production has migrated to southerly areas of the State: Large scale, commercial vegetable production for example. In dairy, poultry and livestock farming on the contrary, any shifting from South and Central to North and West Florida would be the exception rather than the rule. Agricultural production seems to have gained the most where also the population has increased the fastest.

The Florida State Marketing Bureau has supplemented its service all possible in the current biennial period in recognition of North and West Florida sections which have been somewhat neglected in receiving from all agencies an equal service with all state areas. Market news service for poultry and eggs has been extended to Panama City and Pensacola. Tallahassee and adjoining area service has been expanded. Livestock market news coverage extends from Jacksonville westward, including direct sales on Jacksonville market, and auction markets at Live Oak, Lake City, Madison, Monticello, Graceville, and Marianna.

FLORIDA STATE MARKETING BUREAU

The service is recognized in other States as the letter of Jan. 20, 1958, from the Michigan Department of Agriculture indicates:

"Your letter describing Florida's livestock auction reporting program and the material from Mr. Gaither was much appreciated.

"Florida is an old timer in the field. I haven't found a State that has been operating such a program for as many years as yours. This experience can be of real value to Michigan or any other state which is contemplating an auction reporting program.

"Cost is an important factor too. Your figures on this matter would be appreciated if you have them at hand."

The Quincy StateMarket has been added to the Federal-State leased wire circuit.

Federal Marketing Agreements are in effect in Florida for Citrus, Limes, Avocados, Cucumbers and Tomatoes. One of the fundamentals, indispensables, for their operation is the regular statistical, transportation, quotation information provided by the Federal-State Market News Service.

As farms and farmers become larger and fewer, increasing volume to decrease unit cost, areas of heaviest concentrated agricultural production have shifted from North to South Florida. Currently counties of heavy agricultural production produce more and more of the total, whereas the counties prominent a few years ago grow less. Like farmers - fewer and larger.

Accentuating the successful operation of the Bureau's market news project, the states of Wisconsin, Missouri, West Virginia and Michigan have in the last two-year period requested detailed information from Florida as a guide to initiating similar service in those States. Pennsylvania requested similar information for re-evaluating the Bureau in that State. Representatives from foreign countries have visited Bureau headquarters to study the Florida market news program. The most recent from France and Brazil.

Market news is not without great interest in Florida. Professor W. K. McPherson has brought the Senior Marketing and Economic Classes from the University of Florida to the Bureau offices on regular schedule for obtaining first-hand information as to coverage, markets and commodities, of the Federal-State system. Students have been assigned to attend livestock auctions and observe the methods of our reporters in collecting information.

Demands for additional coverage exceed our appropriation capacity to fully provide it. For example, the Florida Flower Growers industry has requested a Floral Market News Service, covering primarily gladiolus and chrysanthemums. The service for a \$30 million industry is very essential. We have provided limited service already, and conducted a sample pilot collection of transportation data for one season for administrative study of the proposed project.

The farmer who would be successful in modern agricultural marketing technique must be successfully informed. Official agencies charged with the responsibility

## TWENTY-FIRST BIENNIAL REPORT

of serving him should above all be qualified by practical, specialized experience to keep producers posted as to the marketing situation. Perhaps under the present operation of marketing facilities and principles, the private and State Farmers Markets, conducting and closing actual transactions would be the least required of all assistance. If the Marketing Specialists of the Bureau engaged in the direct handling of every agricultural product in the State, such service would not be as helpful to producers as keeping them continuously, adequately, punctually and accurately informed as to marketing conditions, distribution procedures and market values in both local and outside centers. The better part of official marketing assistance today is providing the grower-shipper with complete marketing information. Consistent with such policy, the theme of Bureau service, "telling 'em, showing 'em, informing'em is repetitiously evident in the performance reports of our Specialists.

In the current biennial period 1956-58, as outlined in the individual summaries of the Marketing Specialists, the Bureau has added the livestock auctions at Lake City, Orlando, Sarasota and Tampa to our market coverage. Miami direct sales slaughter and feeder stocker-range or ranch sales have been arranged in the current period. We have also placed full-time poultry-egg reporters in Miami and Pensacola. The egg-market reporting has been extended to include the Ft. Myers-West Coast area, the Panama City section, and the West Palm Beach market. Quotes from cities covered are wired to Bureau offices Tuesdays and Fridays to include current-day's information in the semi-weekly Poultry and Egg Report released from Bureau headquarters. More detail will be given in the reviews by Marketing Specialists which follow.

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## FLORIDA STATE MARKETING BUREAU

### MARKETING ACTIVITIES OF THE ASSISTANT COMMISSIONER

1. Assisted in extending Market News for Poultry and Eggs to Fort Myers, Panama City, Pensacola, and West Palm Beach. The State and County Poultry Associations as well as the Farm Bureau and the State Agricultural Council supported our efforts. The Interim Committee of the Legislature, studying poultry problems, recommended that additional funds be provided the Market Bureau for employing a full-time Poultry Products Market News reporter for quoting the Pensacola market. The Legislature of 1957 provided the necessary funds.
2. Attended meetings of the Poultry Interim Legislative Committee held in Gainesville and Tallahassee and furnished information on market problems under consideration. At the Tallahassee meeting it was decided to ask the Legislature of 1957 to create an Egg Commission, to promote the consumption of Florida eggs by advertising Florida eggs to Florida consumers, and to assist poultrymen and dealers in improving their market practices and providing superior product. The Interim Committee at its Tallahassee meeting conferred with Commissioner of Agriculture Mayo and secured funds for the Bureau to employ a full-time Market News reporter for Miami.
3. Was appointed one of the eight Commissioners on the Florida Egg Commission by the Governor, to put into operation the newly created Egg Commission. Acted as Manager, at the request of the other seven Commissioners, for a period of 60 days, and assisted in developing a plan of operation for the Commission. As soon as a Manager could be selected and employed, gave up the position of Manager.
4. Attended 4 meetings of the State Poultry Association, 20 meetings of County Associations and 6 meetings of Board of Directors of the State Poultry Association.
5. Spoke at two annual meetings of the Hernando Egg Producers Association, attended by five or six hundred patrons and their families.
6. Worked with other marketing associations located in Pinellas, Orange, Gadsden, Okaloosa and Alachua Counties.
7. Attended two State Farm Bureau Conventions and several County Bureau meetings.
8. Advised with State and local dairy Associations; results of this work was a request by the organized dairymen of Florida to the Commissioner of Agriculture and the Commissioner of the Marketing Bureau to employ a full-time Dairy Marketing Specialist. This request was recognized by the 1957 session of the Legislature and a Dairy Marketing Specialist has been added to the Bureau force.
9. Attended and took part in two State Poultry Institutes at Camp McQuarrie. Spoke at 10 County Poultry Associations and was honored by the State Association with a life membership in the State Poultry Producers Association.
10. Received a Merit Award by the Florida Department of Agriculture for 28 years of distinguished leadership in marketing in Florida.
11. Was invited to take part in two State Conventions of the FFA, and worked with the State officials at Fairs and Shows in various sections of the State.

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12. Served on a committee with two other members of the staff of the Florida Department of Agriculture who administer funds provided by the Commissioner of Agriculture to promote 4H club work and FFA club work and aid Fairs, Shows and Expositions to promote Florida agriculture.
13. Have served as Judge at the Florida Baby Chick and Poultry Show the last two years and also judged at a number of district and county Egg Shows. Attended two State Conventions of the State Dairy Association.
14. Assisted in promoting "Egg Months" for the past two years in connection with the Poultry and Egg National Board. In March 1958 assisted this Board award the Degree of "Good Egg" to the Governor of Florida and the Director of Extension. Appeared on several Radio Programs and on two TV Shows. Prepared several editorials for the For Sale Want and Exchange Bulletin, several for the "Florida Poultryman", one for the "Southeastern Poultryman" published in Richmond, Virginia, and one for the "National Egg Weekly" published in Vineland, New Jersey.
15. Represented Florida at two meetings of the Atlantic Division of Marketing Officials and also represented Florida at two National meetings of Marketing Officials; at the 1957 meeting held in Lexington, Ky., was elected President for 1958. The Nominating Committee was composed of officials from Indiana, Ohio, Maine, New Jersey and New Mexico. My impression is that all people of other sections of the USA would love to move to Florida.
16. Attended the National Marketing Work Shop held in Memphis, Tenn., in the fall of 1957, conducted by the Agricultural Marketing Service of U.S.D.A. and Divisions of Markets of the various States. Guyton Williams and I consulted with Mr. Layton G. Foster, who is Liaison Officer of R.M.A. and State Departments of Agriculture, and arranged for Matching Funds for the Egg Commission. Object - to promote better marketing of poultry products and inform the consumers of the good qualities of eggs in the diet, to try to increase consumption.
17. Served as Federal-State Supervisor for Government grading work in Florida covering poultry and dairy products. Many dealers are able to sell eggs and poultry to Latin American dealers as this service provides a system of inspection for grades of these products and on them issues a Federal-State Certificate covering the lot, which certificate gives the quality and weight of the product being exported. It also helps settle disputes between local dealers as to quality of products being shipped or received. In the two years Jan. 1, 1956-Dec. 31, 1957, supervised the grading of 26,220,300 dozen eggs, 69,370 lbs. of frozen eggs, and 429,304 lbs. of poultry, most of which was fryers. In addition, graded 354,854 lbs. of turkeys, 5,832 lbs. of butter and 31,734 lbs. of cheese.
18. Served on the Agricultural and Conservation Committee of the Kiwanis Club two years and as Chairman one year.
19. Assisted in conducting two training schools for State and Federal-State poultry product graders.
20. Worked with many County Agents and 4H Club leaders in planning Shows and Exhibits, and organizing poultry associations. There are 22 County Poultry Associations active in the State federated into the State Association.

## FLORIDA STATE MARKETING BUREAU

21. Wrote several thousand letters to people wishing information about poultry raising in Florida, and revised a poultry bulletin for the Florida Department of Agriculture.
22. Worked with the Egg Commission and aided in securing the services of the Poultry and Egg National Board to promote the Florida poultry industry by furnishing bulletins, pamphlets and leaflets on educational and informative subjects.

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### LIVESTOCK MARKET NEWS SERVICE

The Federal-State Livestock Market News Service is cooperative between the Bureau and the USDA, Agricultural Marketing Service, Livestock Office in Thomasville, Ga.

Briefly, this Service continuously collects livestock sales information on an official and impartial basis over the entire State, assembles and combines it into daily releases to news-disseminating agencies and mails summary reports to the trade at the end of each week. The State Marketing Bureau does most of the reporting, the USDA office assembles and relays the information to the trade.

In the past two years this reporting has expanded steadily and continues to, in that published reports are including information on an increasingly larger proportion of total livestock numbers sold in the State each week. Also, more and more activities not strictly "livestock market news" are being enveloped.

Most routine duties and activities of the livestock market news specialists are listed in the Twentieth Biennial Report for the period July 1954-June 1956, and are abbreviated in this to avoid repetition. These could be summarized simply by stating that our efforts have been and are continuously toward more orderly and efficient marketing of Florida cattle and hogs, coordinated with more widely disseminated, accurate, complete, and timely reports on livestock sales numbers, demand, prices and trends.

Two additional reporters and one replacement were added to the Bureau staff in this two-year period (bringing the total to five). This enabled four new auctions to be added to the reported list (Tampa, Orlando, Sarasota, Lake City), and greatly expanded reports on sales of higher grade fed cattle going direct from producer to slaughterer (non-auction), in the Miami and Central Florida areas especially. In addition, reports are including more and more direct country sales of stocker cattle - those moving from one ranch to another or to order buyers, many of which are shipping large numbers of cattle out-of-state.

Thus, comprehensive sales information on every important market outlet for Florida cattle, whether auction, direct to packer or direct to other farmers or dealers, is now being collected and published in Florida livestock reports. Very possibly prices on 50 percent or more of all the cattle sold in the State are actually reported and relayed back to the trade each week. A comparison of Florida's livestock market news system with that of any other southern state, or any state, would be interesting and gratifying to Florida interests. Several other states are now studying Florida's system as a guide to market reports on their own sales.

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Activities of reporters that have been practically absorbed as routine, in addition to specific Market reporting, include:

Correlation live vs. carcass cattle grading, to check accuracy and consistency in estimating carcass grade on live animals (grades are necessary for Market reporting) - educational grading on ranches or demonstrations - grading and sorting for shows and sales - grading on ranches for Production-Testing work by the University of Florida and Extension Service - - some judging of livestock at shows, fairs - supplying reliable unbiased information, example: early estimates (later substantiated) of cattle deaths in the winter of 1957-1958 to Washington officials, national associations and concerns.

Some specific individual activities in 1956-1958 of the Livestock Market News Specialists were:

### LIVESTOCK MARKET NEWS SPECIALIST IN CHARGE BUREAU HEADQUARTERS OFFICES

1. Supervised and helped train four state reporters. Helped acquaint Federal livestock personnel with Florida conditions and reporting system.
2. Handled most Bureau correspondence concerning livestock market news and livestock statistics, not only for Florida livestock but national livestock as well. Furnished voluminous information to all interests of the livestock trade - to meat packers, buyers, auctions, producers, ranch managers, USDA Statisticians, Agricultural Consultants, Research workers, Claim Agents, Treasury Agents, Veterinarians, students at all grade levels, University and Extension Personnel, writers, magazine editors, newspapers, Chambers of Commerce, potential out-of-state buyers, potential citizens, departments of agriculture in other states, etc.
3. Wrote several editorials for the Bureau's "For Sale, Want & Exchange Bulletin", two of which created especial interest (one on Florida's cattle quality, the other on Feeder Calf Sales). Several other articles in Bulletin, including statistics, rewrites of research results or analysis studies; also responsible for an article by Florida Cattlemen's Association President J. O. Pearce, Jr., concerning screwworm and tick eradication (which was rerun in a subsequent Georgia Market Bulletin); notices of livestock association-sponsored sales, etc. Started publishing as regular monthly feature, monthly cattle prices by grades, month-ago and year-ago comparisons.
4. Wrote several articles for "Florida Cattlemen" magazine.
5. Assembled livestock section of each "Annual Report".
6. Furnished most statistics, national and state, for revised "Beef Cattle in Florida" and "Hog Production in Florida", Florida State Department of Agriculture bulletins (by L. H. Lewis and Dr. T. J. Cunha).
7. Served two years on livestock panel at University of Florida Herdsmen's Short Course, once as Moderator for cattle grading panel, again as

## FLORIDA STATE MARKETING BUREAU

panel member in discussions of feeder calf sales. Largely responsible for securing main speaker from Virginia. Bulletin article on Florida Feeder Calf Sales used as basis for opening panel discussion. Also worked up analysis of Florida feeder sales to compare with Virginia's.

8. Met with Swine Producers Association in Gainesville to explore possibilities of premium prices for meat type hogs.

9. Helped sort cattle at four Hereford and Angus feeder stocker sales in Gainesville and graded cattle for sifting at two Southeastern Fat Stock Shows and Sales, Ocala. Grading demonstration at Bradford County Fair. Talked to Central Florida Cattlemen's Association on Florida cattle quality.

10. Participated in and helped prepare television movie short "Cattle Marketing in Florida", helped initiate telephoned Florida cattle market reports to TV stations in Tampa.

11. Reported to Florida State Cattlemen's Association on current (June, 1958) status of Florida cattle market coverage, commending packers for their cooperation.

12. Spent several hours each week reporting the Gainesville and Ocala auction sales and assembling livestock statistics (market numbers, prices, weights, interstate shipments, keeping USDA statistical records current, etc.) Much time is also devoted to improved livestock grades and market reports.

### LIVESTOCK MARKET NEWS SPECIALIST, BELLE GLADE AREA

1. Collect direct cattle sales information in the field, in addition to covering the Belle Glade and Okeechobee cattle markets regularly each week, and Kissimmee occasionally.

2. Spend one day each week regularly in collecting direct sales data on slaughter cattle from six Miami packing plants, and in correlation grading.

3. Give widespread assistance to ranchers, livestock markets, and packers in South Florida in getting cattle from ranch to market and packer with attempted minimum bruising and toward more efficient marketing. Regularly help cattlemen sort consignments at Belle Glade and Okeechobee markets.

4. Assisted grading calves for production gain testing on ranches.

5. Assisted in grading experimental steers at Everglades Experiment Station.

6. Considerable price and weight tabulations on markets covered are done each week.

7. Judged beef cattle at West Palm Beach Fair.

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8. Assisted with Steer Show and Sale at Bartow.
9. Judged Horse Show at Bartow Fair.
10. Judged horses at Umatilla for Annual Florida Horsemen's 100 mile Endurance Ride.
11. Helped make survey of cattle death losses in South Florida in the winter of 1957-1958.
12. Spend about one day each month in comparing live grading with other reporters.
13. Disseminate current local and national livestock market news information.
14. Made a talk to Vocational Advisory Council on beef cattle projects, and have given assistance to County Agents and Vocational Agricultural Teachers and boys with beef cattle projects.

### LIVESTOCK MARKET NEWS SPECIALIST, NORTHWEST FLORIDA AREAS

1. Reported Tallahassee Poultry & Egg Market July 1957-January 1958. Assisted producers with marketing.
2. Regularly report the Graceville, Marianna, Live Oak, and Lake City cattle and hog weekly auction sales.
3. Tabulate prices on auctions covered.
4. Tabulate numbers of cattle moving interstate from markets in West Florida.
5. Contact buyers and sellers in effort to bring them together on cattle ready or soon ready for sale.
6. Concentrated efforts at disseminating official and reliable market information.
7. Attempt to encourage production of meat-type hogs (rather than fat type now produced).
8. Helped grade cattle in Production-testing work on two ranches near Tallahassee.
9. Help producers with any marketing problem where possible.
10. Collect information from auctions not officially reported, and direct sales buying stations.
11. Correlated grading of cattle at North Florida and Glades Experiment Stations - comparing live grade with USDA carcass grade to improve grading accuracy.

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12. Attended educational group meetings on livestock, and contacted livestock personnel at State Experiment Stations.

13. Assisted with Purebred Hog Show & Sale, Madison.

LIVESTOCK MARKET NEWS SPECIALIST, WAUCHULA AREA

1. Regularly report the Orlando, Sarasota, Arcadia and Wauchula cattle auctions each week, tabulating prices and weights on each.
2. Make several contacts daily for private sale information, out of state movements, and conditions of cattle and pastures. Helped make survey of cattle deaths in South Florida in winter of 1957-1958.
3. Graded calves and heifers on four ranches for production testing.
4. Graded several groups of steers to go in feed lots.
5. Graded cattle on private ranches.
6. Helped train three state reporters.
7. Correlated live grading with USDA carcass grades, for check on live grading.
8. Attended Cattlemen's Institute.

LIVESTOCK, FRUIT AND VEGETABLE  
MARKET NEWS SPECIALIST, TAMPA AREA

The present specialist began services with the Bureau in January 1958, as a replacement for Mr. F. L. Lothamer who was retiring.

This reporter reports the Tampa, Lakeland and Kissimmee livestock markets each week the year round. One day each week is devoted to gathering direct (non-auction) cattle sales information from meat packers within a 75 mile radius of Tampa and local ranchers. Another important part of the weekly schedule is the making up of special tabulations for the Jacksonville headquarters office.

Daily contact is made with fruit and vegetable dealers at the Wholesale Produce Market in the early morning hours to determine price and quantity. There are numerous individual stands at the market of which this reporter contacts a good cross-section in obtaining the market information. This information is then compiled into a report and dispersed to the following: local T.V. and radio stations, two local newspapers (Tampa Tribune and St. Petersburg Times), the Federal Office in Plant City and the Bureau office in Jacksonville. This report is used quite extensively by producers and consumers in the Tampa area, and is very helpful to producers in determining the approximate value of their products.

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Extra activities include the following:

1. Live-graded cattle at the Agricultural Experiment Station at Belle Glade.
2. Attended Herdsmen's Short Course at the University of Florida at Gainesville.
3. Instrumental in obtaining one of the largest meat packers in the State as a weekly source of direct sales information.
4. Helped in survey of cattle deaths in late winter 1957.

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### FRUIT AND VEGETABLE ACTIVITIES MARKET NEWS SPECIALIST - BUREAU HEADQUARTERS OFFICE

Following are comments from an article I prepared for the Bureau's For Sale, Want, and Exchange Bulletin which expresses somewhat the scope involved in state-wide Fruit and Vegetable Market News work.

"Market News for fruits and vegetables is an information service which acts as a barometer for the daily market trends. Trading prices and the supplies throughout the United States are the very basis of the reports. Generally, the reports you see or hear are the synthesis of a host of factors that have culminated in action at one point of the marketing system. The fairness of any agreement or price depends on things too numerous to list here, but it seems evident that if competition and pricing are to be effective and fair, buyers and sellers must have equal access to full information on factors that influence the market . . .

"In 1911-12, Florida shipments of fresh fruits and vegetables totaled some 40,000 carlot equivalents, thereby establishing this State as a fledgling winter producing area. With both shipments and need for marketing information increasing rapidly, the Florida legislature of 1917 established the Florida State Marketing Bureau, four years after the Federal Bureau of Markets was created. By the early 1920's fruit and vegetable shipments from the State had grown to over 100,000 carlot equivalents and the State had launched into shipping point market reporting.

"The first field station Market News office was created for celery at Sanford, operating from January 22 - April 19, 1923. The next was operated May 28 - June 14, 1923 at Ocala for cucumbers, tomatoes and watermelons. An office was opened at Orlando for citrus, running from January 16 to April 30, 1924. A field station was conducted April 14 - May 20, 1924 at Hastings for potatoes. The 1927-28 season showed the first Market News station opened covering Okeechobee and the Lower East Coast section, and this was located at Belle Glade - Chosen. The first West Coast office reporting on truck crops was at Plant City from February to April 1927.

"From a modest beginning in 1917 and through Federal-State Market News agreements the service has grown toward the present operation of seven Market News field offices. These offices cover the trading in 17 vegetable producing areas and the state-wide marketing of both citrus and watermelons . . . .

## FLORIDA STATE MARKETING BUREAU

"The location of field stations and the items reported by them are subject to change now as in the past as shifts occur in acreages between production areas, producing seasons lengthen and the importance of commodities increases or decreases."

The Bureau field Market News program, which is carried on jointly by Commissioner Rhodes and the USDA - AMS, has done much to fill an information gap through the collection and dissemination of supply, demand and price data so that all interested persons can keep abreast of the trading activities.

The State reporters cover the wholesale markets in Jacksonville, Miami and Tampa. The writer collects the fruit and vegetable price information in Jacksonville each day.

In an article the writer is preparing for the For Sale, Want and Exchange Bulletin the following comments are made concerning the marketing of fresh fruits and vegetables in Jacksonville:

"Jacksonville fresh fruit and vegetable distributive outlets market some 15,750 carlot equivalents of produce annually . . . ."

"There are some 1,600,000 persons in the Jacksonville distributive area. Of this overall population, only about a total of 1,250,000 consumers indirectly depend on the local wholesale houses and chains for their supply of fresh produce. This figure fluctuates between 1,000,000 to 1,600,000 a year . . . ."

"In the winter and spring, November through June, South Georgia buyers come to the Jacksonville market, while the quantity purchased by the Central Florida traders drops off. During the summer and early fall, July through October, a number of the South Georgia buyers go to Atlanta and the number of Central Florida traders increases here . . . . The changing seasonal production pattern of the Southeast has a definite effect on the trading here with respect to out-of-town buyers."

Articles of this type are educational. Also, the trade appreciates the special interest shown by the Bureau in their activities and problems through such a write-up.

In the general service field the Fruit and Vegetable Specialist covers these categories.

The Annual Agricultural Statistical Summary which is edited by the writer is an 180-page publication. The Summary gives the writer a working knowledge of all phases of the State's agricultural economy and data that exist. The acknowledgment page lists the many State and Federal agencies and trade associations the Bureau cooperates with and serves, and appreciatively credits their assistance in the preparation of our Annual Agricultural Statistical Summary. To quote:

"The Bureau staff - technical, clerical and mailing room personnel - has been most cooperative in preparing this lengthy and tedious summary throughout the summer and fall months.

## TWENTY-FIRST BIENNIAL REPORT

"Some of the tabulations in this report were expressly prepared for us by people in the various organizations listed below. Some were contributed for use before the individual agency released them in its own publications, other tables were duplicated from worthwhile agricultural reports. We are grateful for the assistance given us by the Florida Fruit and Vegetable Association; Florida Citrus Exchange; Florida Cannery Association; Federal-State Market News Service; Research Department of the Florida State Chamber of Commerce; Statistical Department of the Florida State Citrus Inspection Service; Federal-State Vegetable Inspection Service; Florida State Plant Board; Florida Poultry-Egg Inspection Service; USDA Fruit and Vegetable Branch - Transportation Section; USDA Tobacco Market News Service; USDA - Florida Agricultural Stabilization and Conservation Committee; USDA - Crop Reporting Board, Washington; Fruit Growers Express; Florida Agricultural Experiment Stations and Extension Service; and other well informed sources.

"Special acknowledgment is extended to the USDA - Livestock and Crop Reporting Service in Orlando. This group has provided us a considerable quantity of timely and excellent statistical information.

"We wish to extend our cordial appreciation to Commissioner L. Neill Rhodes for his many helpful suggestions."

The Florida Flower Growers Association requested an outline of a Market News Service for flowers. A four-page letter on the subject was submitted to the Association for presentation to their members for study and future reference. Also, along the line of flower market news, an article was prepared on "Some Problems in Establishing Market News for the Flower Industry." This paper, which was co-authored jointly by Dr. Cecil N. Smith and myself, was presented to the Floricultural Section of the Florida Horticultural Society in November 1957.

From November 1 to June 30 we issue a 4-page daily Fruit and Vegetable bulletin from the Bureau main office. A one page Avocado-Lime-Mango report is released daily from June 15 through October 31. An extensive tabulation set-up is maintained on Florida truck passings of vegetables and non-citrus fruits. Mr. L. P. Hickman, in charge, Florida Road Guard Stations, has been most helpful and courteous in assisting with this task.

The Bureau added an automatic tape attachment to the office teletype in order to facilitate the increase in out-going market traffic.

The routine phone, wire and mail requests, as well as personal interviews were handled. Several field trips were made to visit industry members and agencies. Prepared several tabulations for the Florida Tomato Committee and the Florida Cucumber Committee, as well as rendering other special assistance on occasions to these groups. Attended the Florida Agricultural Outlook Committee Conference, trade association meetings such as the Florida Fruit and Vegetable Association and the Florida Flower Growers Association Conventions, and a technical conference on general Market News reporting. Prepared an occasional article for the Florida For Sale, Want and Exchange Bulletin. Handled routine and liaison contact with Federal-State Vegetable and Citrus field offices.

## FLORIDA STATE MARKETING BUREAU

Continued to report the Northeast Florida poultry and Jacksonville poultry and egg market when the Federal reporter visited other markets, took vacation or sick leave. In turn the Federal reporter, also experienced in Fruit and Vegetable Market News, relieved me when field trips were necessary and during my vacation leave.

Review of regular and exceptional activities would require space beyond the scope of this report to enumerate. Mentioning one example: Prepared for the Director of State Farmers' Markets an 80-page classified list of "Buyers and Destinations of Florida Vegetable Crops" which required about two years to compile.

To fulfill our objective, service, much is dependent on our cooperative and skilled assistants, - Miss Sara Wright, Mrs. Caryl Michael and Mrs. Jean Lord. They have been most helpful in the Bureau's Fruit and Vegetable work, and working behind the scenes deserve much credit for our accomplishments in this service.

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### POULTRY AND DAIRY PRODUCT MARKET NEWS ACTIVITIES BY FEDERAL MARKET REPORTER - BUREAU HEADQUARTERS OFFICE

The preceding two-year period has been one of considerable interest in regards to Dairy & Poultry Market News Reporting. By merely following the Egg & Poultry industry to greater heights, there was no reason why anyone associated with the trade should not be closely familiar with the term "progress". Indicative of this tremendous headway is the June, 1958 report released by the Crop Reporting Service, Agricultural Marketing Service, USDA. It shows the number of layers on hand in Florida during May, 1958 as 3,198,000. This represents a gain of 15 percent above the 2,772,000 layers on hand a year ago, despite an overall 2 percent decline in the nation's laying flock.

Fully aware of the industry's needs, particularly of those in the field of marketing, the Federal-State Dairy & Poultry Market News Service has contributed both locally and state-wide. A number of local markets are reported daily and also published in a semi-weekly report. They are: (1) Live Poultry, (2) Eggs, (3) Northeast Florida Broilers & Fryers, and (4) Ready-to-cook Poultry. Throughout the fall and winter months, a seasonal Ready-to-cook Turkey market is covered. Pertinent information originating from out-of-state points is also included in the report. Information on the foregoing markets is collected, compiled, and then summarized for official reports with copies of such being mailed or delivered to disseminating agencies such as Radio, TV and press services.

In the capacity of providing assistance and guidance to state market news personnel located in nine key producing and consuming areas, the most recent being the West Palm Beach area, initiated May 26, 1958, visits to these offices are made to discuss matters relating to improve Market News Service coverage, un-cooperating respondents, changing marketing practices, etc. Approximately nine to ten meetings have been attended at which this representative is often called upon to discuss market news procedure and policies.

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Upon request of the State officials, assistance has been provided in preparing additional, re-assigned or replaced employees for market news positions. Furthermore, the incumbent is responsible for editing all reports originating from State offices which are included in the Semi-weekly Dairy & Poultry Market News Reports.

June 2, 1958, marked the initiation of a new, improved market news coverage of the Jacksonville egg market. Among the first of its kind in the nation, this volume-price reporting method includes not only price ranges but principally the percentage and volume which move at each reported price. It is hoped that state-wide adoption of this type of reporting will eventually be realized.

Flexibility in use of market news personnel is just one of the outstanding characteristics of a smoothly-operating organization such as that of the Florida State Marketing Bureau. Occasions have arisen whereby, for one reason or another, one is required to call upon a fellow worker to "stand-in". This relative ease at substitution has, without a doubt, developed a fruit and vegetable reporter out of a poultry and egg market news reporter and vice-versa.

As Federal and State cooperation has continued to manifest itself in exemplary fashion, it cannot be denied that the assistance so readily provided by officials and members of the Bureau has served to improve relations, no less, the Market News Service. To this department, I am greatly indebted.

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### ACTIVITIES OF MARKETING SPECIALIST LIVESTOCK AND FIELD CROPS - STATEWIDE

Attended Tobacco Warehousemen Convention, Myrtle Beach, South Carolina, representing State Department of Agriculture and Florida State Marketing Bureau. Instrumental in helping set opening dates of Florida Tobacco Auctions.

Cooperated with State Department of Vocational Agriculture Education by:

1. Attending State Convention at Daytona Beach.
2. Assisted Department in carrying delegates to National Convention, Kansas City, Missouri.
3. Visited many Vocational Agricultural Departments discussing and assisting in marketing problems.

Cooperated with Extension Service County Agents by:

1. Attending State Convention at Gainesville.
2. Visiting with County Agents in the various counties, suggesting and assisting with marketing problems.

Cooperated with Florida State Cattlemens' Association by:

1. Attending all conventions.

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2. Writing articles for the For Sale, Want and Exchange Bulletin designed to promote beef sales: "Horse Power In a Beef Patty" -- "The Skill of Correct Beef Buying."

3. Wrote music and words for song "Beef Steak Patter" designed to sell beef.

Cooperated with Florida State Rabbit Breeders Association by:

1. Attending their State Convention Meeting.

2. Writing article about rabbits creating interest in sales and general promotion of the industry.

Cooperated with the Florida State Forestry Department by writing articles for the Marketing Bulletin promoting the planting of pine trees in Florida, and the general love and respect for Florida Forests -- "A Tree is Born" -- "Tree River".

Cooperated with the Florida State Swine Producers Association by working with Swine Show at Tampa State Fair and writing Bulletin article designed to improve the marketing qualities of pork: "Hog Dollars".

Cooperated with Florida State Nurserymen's Association by writing Bulletin article designed to encourage more home beautification and the sale of pecan trees -- "Pecan Tree In The Yard".

Cooperated with the Florida Federation of Fairs by attending some of the annual conventions and schools and by writing Bulletin article intended to encourage attendance at fairs: "Fair Time".

Worked with the watermelon growers of Florida by conducting melon acreage survey by counties and sending mimeographed copy to several hundred melon buyers; by organizing five counties into setting up special marketing facilities in their various communities to promote the sale of watermelons; by mailing mimeographed material to several hundred buyers and chain stores showing where and when watermelons would be available at Florida points; by sending all daily newspapers in the south, east and mid-west, and most radio stations in the same area material asking that they promote sale of watermelons as a public service; informed growers and shippers of Federal-State daily melon market mail and wire service available and was instrumental in getting them to obtain this service.

Compiled list of cattle feeders in Florida by counties, showing size of operation, and type of feeding done. Also compiled list of Florida Livestock Packers and Slaughterers showing name and address of firm and phone number; list of their buyers, addresses and phone numbers, average head cattle and hogs killed weekly, kind of cattle (fed cattle or boning cattle) killed weekly; percentage of cattle purchased on auction, straight sale and on grade and yield basis. Also prepared list of Florida Livestock Auction Markets, giving day of sale each week, name of manager and auctioneer.

These three lists were all compiled into one report and sent to Florida Cattle Feeders, Florida Livestock Packers and Slaughterers, and Florida Live-

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stock Auction Markets for market promotion of Florida Livestock. This master list covering all phases of Florida's Commercial Livestock Industry has met with favorable comment throughout the trade. It is used by associated industries such as the feed manufacturers, manufacturers of livestock drugs, antibiotics, etc.

Work has been started and most of material is in hand for compiling list of all purebred producers of Florida livestock, including cattle -- hogs -- horses -- ponies -- sheep -- goats and rabbits. This work will be published in bulletin form. The purpose of same is to promote sale of Florida Purebred Livestock interstate, intrastate and abroad. Copies of this bulletin will be made available to anyone concerned in the U. S. A. as well as to any foreign countries.

Have worked with Florida's Bee Keepers in attending their association meetings and aiding them in the sale of honey.

I have handled considerable correspondence for the State Department of Agriculture pertaining to Livestock and Field Crops.

Wrote two articles for the Florida Cattleman Magazine pertaining to Beef Cattle Sales.

In the absence of our Livestock Market Reporters, either through sickness or vacations, have filled in on market coverage for Belle Glade, Okeechobee, Wauchula, Arcadia, Kissimmee, Tampa, Lakeland, Gainesville, Live Oak, Madison, Monticello, Marianna, and Graceville markets.

Have worked closely in the field with University of Florida Agricultural Extension personnel, Agricultural County Agents, and Agricultural Vocational Teachers in correlating the work and services of the Florida State Marketing Bureau with the work of these various agricultural workers.

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### ACTIVITIES OF MARKETING SPECIALIST POULTRY AND DAIRY PRODUCTS - STATEWIDE

My work with the Florida State Marketing Bureau can be divided into several phases. (1) Working with producers in developing market outlets; (2) Gathering information and recording prices; (3) Writing articles and editorials; (4) Reporting and recording market prices and information; (5) Promoting the sale of all poultry and dairy products, and in this way cooperating with other agriculture agencies so dedicated. It is my sincere desire that such work shall serve its purpose and benefit Florida farmers who are seeking the best market for their products.

During the past two years I have contacted many poultrymen in the State. Generally the purpose of my visits is twofold. First, I try to explain our service and clear up any misunderstanding that may exist concerning the market reports. Second, if requested, I work with the farmer in securing a market for his products. In many instances I have been called upon by distributors to locate supplies of eggs. This I have been most happy to do and have fulfilled every request with one exception.

## FLORIDA STATE MARKETING BUREAU

A historical record of poultry and egg prices has been kept current in our office for many years. Last year the responsibility of keeping these records was assigned to me. It may be added, however, that the prices, charts and graphs are the work of our entire staff of market news reporters, plus the added assistance of clerical help in the main office. Surprisingly enough these yearly summaries are used in many ways, from guides in future production to settling claims. Numerous times we have been called upon for information which was to be used in adjusting differences between buyer and seller. Most of the requests were for figures over a year old.

Approximately twelve weeks of my time were given directly to market news reporting. Vacation allowances, or sickness required substitute coverage of several markets during the year. It is my duty to cooperate with other members of the department and keep these offices functioning during the absence of the regular reporters. When reporting the prices on small markets that generally require the services of a part-time reporter I have used the additional time available to an advantage and studied the market conditions and visited among producers in the areas. However, at times it has been necessary for me to use the extra time to complete work brought along from the main office.

The "For Sale, Want and Exchange Bulletin", is an important service of our department. It furnishes a media for us to reach the homes of nearly all the farmers in Florida. During the current biennial period I have prepared three editorials for the Bulletin. An effort was made to make the articles interesting and informative. In "Marketing Food Products" I endeavored to pass on to the Florida poultrymen a few basic facts to consider in marketing eggs and poultry. Problems were discussed and proven marketing practices were presented to overcome such handicaps. These tricks of the trade, or just plain principles of selling, were not altogether ideas of the writer but rather general information gathered from field work in the State.

Another article "Better Program for Better Quality" was well received by the industry. Here an effort was made to emphasize the fact that the accomplishments and progress made by the industry has in reality been passed on to the consumer in a higher quality product at a more reasonable price. Everyone is thus assured that Florida farmers are producing a wholesome and healthful product that any housewife should be happy to have adorn her dinner table. It is felt that such data will encourage the sale of Florida poultry products by calling to housewife attention how diligently the Poultry Industry is working to improve its products.

Writing an editorial for the Florida Poultry Magazine each month has been another of my duties. Though it is not a delegated job of the department I feel that it is a very worthwhile chore. These articles have done much to clarify our market reports and to keep the farmers abreast with the latest in marketing. Before preparation of each article the personnel in our office is contacted for comments, facts and figures as to movement and prices of eggs and poultry. Additional research is made in our library and among our files seeking out information that will be most valuable to commercial poultrymen. The results of our study of the operations of the poultry and egg establishments, egg handling methods and market costs have been inserted in the articles.

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Very favorable comments and letters have been received from members of the industry concerning the editorials. The article in the April issue of the Florida Poultryman, emphasizing the importance of carton prices as compared to "loose quotations", seemed to be well received by the trade. It brought to the poultrymen's attention the disadvantages of basing contracts on "loose quotations". One month my column "Marketing Notes" carried a report or thesis on advertising and merchandising eggs. I was quite elated when the article was given first "billing" in the magazine and given lengthy editorial comment by the editor as to the merits and value of the story. I feel humbly grateful for this recognition. Writing is not one of my talents but rather a task to perform.

Educational work assigned to me this year has included participation in several schools for poultrymen. I am very glad to cooperate with the County Agents and other sponsors of these short courses. Each school generally sets aside one night for considering marketing information. Also each local poultry association develops one of its night meetings to marketing problems. I have participated in twenty-six of their programs. Subjects for such producer meetings included Marketing Eggs, Market News Reports, Candling and Grading Eggs, Maintaining Quality of Eggs, a Quality Program for Florida Farmers and Displaying Eggs.

It has been a pleasure for me to cooperate with Julian Moore and Lester Kalch of the Extension Service, in judging the Poultry Shows over the State. Poultry Shows require extensive work in order for them to be successful. We were glad to cooperate with other agencies in sponsoring these shows. Generally it has been our task to help with the judging of eggs. The Annual Baby Chick and Egg Show, and the Florida State Poultry Show at Orlando, and the North Florida Fair at Tallahassee are the three main shows I have helped with each year. Local contests included judging exhibits each year at Callahan, Chipley, Gainesville, DeFuniak Springs, Dade City, Orlando, Jacksonville and Ocala. These shows and exhibits are not only a great teaching aid on production and quality control, but they also serve to keep our products before thousands of fair-goers.

We have worked diligently with other agencies in helping the Poultry Industry develop a program of service for the Egg Commission. Assistant Commissioner Risher is a member of the Commission and we have been very glad to furnish information needed and requested. Though certainly my help has been of minor importance I have given radio programs, furnished news articles and appeared on television in promoting the sale of Florida eggs and poultry products. I also did some foot work for the Commission in portraying the "Glen Reeves" Show. Attended all of the meetings of the Egg Commission in Tampa with one exception.

I am deeply indebted to Mr. Rhodes, Commissioner of the Bureau, for permitting me to attend the Southeastern Poultry and Egg School in Starkville, Mississippi. At the school I was thoroughly drilled in the very latest methods used in grading and candling eggs. The staff was composed of top notch personnel and leaders of the Poultry Industry in the United States, including representatives of both the U.S.D.A. Agricultural Marketing Service and P.E.N.B. This year I was invited to serve as a member of the staff of a similar school which will be held in Raleigh, North Carolina. I shall represent our department and Florida to the best of my ability.

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In February I attended the National Workshop on Agricultural Marketing in Memphis, Tennessee. The workshop was sponsored by the United States Department of Agriculture and included outstanding Market Specialists from the National Office, State Departments and leading Universities. At this meeting Mr. Risher and I met with Mr. Layton Foster, Director of Matching Funds of the United States Agricultural Marketing Service. We presented for approval the proposed marketing program of the Egg Commission, this being necessary to qualify for the matching funds. Later we had an interview with Mr. Holloway, an assistant to Mr. Foster. Finally, a program satisfactory to the Egg Commission, and at the same time complying with the Federal regulations, was temporarily approved.

I have cooperated with other agencies in promoting agriculture in Florida. This included attending meetings and conferences of the following and participating in their programs.

1. Extension Service, annual conference.
2. Conference of Vocational Agriculture Teachers.
3. F. F. A. State Convention at Daytona Beach.
4. 4-H Club Short Course at Gainesville.
5. State Poultry Meetings at Tampa, and Camp McQuarrie.
6. 4-H Club Demonstrations at Marianna.
7. State Poultry Meetings at Gainesville.
8. Farm Bureau (annual).

In the past two years I have made numerous talks to local poultry clubs over the State. In speaking to the groups I tried to inform the members of improved practices as applied to merchandising eggs. I also included information as to the latest market trends and factors influencing prices. I cooperated with Mr. Joe Doris, Federal-State Market News Reporter, Mr. Rhodes and other officials in the establishment of market news work in Panama City, Pensacola, West Palm Beach and Fort Myers. Since we have so many people going in and out of the poultry business it seems that it is necessary for someone to appear before groups and explain market news reporting. When neither Mr. Doris nor Mr. Risher were available to participate in the discussion, I represented the Bureau.

In April of this year I began an intensive study of the operation of several candling rooms in the State. The purpose of the work was to determine the value of Florida eggs as compared to shipped, also to secure the following: (1) Weekly and yearly average prices paid for shipped and Florida eggs; (2) Percent grade loss of each by lots (months high and low); (3) Cost of grading and candling; (4) Hauling cost; (5) Volume by weeks; (6) Retail store markup; and (7) finally -- Comparing the in-shipments and local products as to cost based on quality and grade turnout. Many companies will not disclose such figures but others are very cooperative. We were really surprised to discover that many of the companies have never made an analysis of their egg-room records in actually

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comparing the final carton cost of the two products. We were successful in coming up with some very interesting figures that should open the eyes of any businessman and encourage wider sale of Florida eggs.

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### ACTIVITIES OF MARKETING SPECIALIST DAIRY PRODUCTS AND MARKET NEWS - STATEWIDE

My duties as Market News and Dairy Specialist in West Florida covered a broad field of activities. During the first year of this biennium I covered the Marianna and Graceville livestock markets regularly, and Live Oak periodically. Also quoted the Tallahassee poultry and egg market daily. In addition to these regular activities helped promote and judge Leon County Annual 4-H Dairy Show. Judged Gadsden County Dairy Show. Helped write fair book for Panama City Fair. Served on planning committee, screening committee and also acted as one of the judges for the West Florida Dairy Show at Chipley. Assisted in coaching Leon County's Dairy Judging Team. Accompanied this team to Orlando to Annual State 4-H Dairy Show. Also acted as one of the judges of this show. Spoke to Kiwanas Club in Crestview. Also spoke to Senior Sociology Class at Florida State University. Represented Marketing Bureau at Annual Convention of Florida Dairy Association.

Helped promote annual purebred sales of both Guernsey and Jersey Cattle Clubs, acted as clerk for both sales.

Resulting from petitions from the Dairy Industry the position as Dairy Specialist for the Marketing Bureau was created, effective June 1, 1957. I accepted this job and after training my replacement in Tallahassee, began in my present capacity August 1, 1957.

The Florida Milk Commission, which to a large extent controls the industry in this State, has recently been reorganized. The new Commission has attempted a complete study of the entire dairy industry and has made some new rulings which have brought about some radical changes in the industry. Change generally brings confusion and tension, and this has been no exception. Florida's Dairy Industry is vital not only to the welfare of its population but due to the State's terrific growth also plays an important role economically. However, production problems and marketing problems vary greatly from one area to another. Only by understanding these different conditions can this office render the most effective service. With this in mind I have attempted to meet with every representative dairy group in the State to discuss and become acquainted with its marketing problems. I have made a study of milk control in other states and other areas in order to be better able to advise on our own numerous and perplexing problems.

I have sat in on Milk Commission hearings and served in an advisory capacity when asked.

Was instrumental in getting official reports mailed to all county agents and agricultural leaders throughout the State so that producers would have better access to this information.

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Also helped organize the North and West Dairy Farmers Association. Assisted dairy groups in working up production cost studies for presentation to Milk Commission. Served on planning committee for the Annual Dairy Field Day at the University of Florida. Have written articles concerning the industry for the Exchange Bulletin, and arranged for "Dairy Calendar" to be carried in each issue. Have appeared on radio and television on panels to discuss dairying. Due to this being a new position and the dairy industry within the State being subjected to rapidly changing marketing conditions, a large amount of leg-work, much correspondence and many conferences have been necessary to become thoroughly acquainted with the many facets of this industry. Also that dairymen over the entire State may know my services are available to them. In this short, busy period it has been impossible to collect all statistics under consideration. Data most urgently requested will receive first attention. It is my belief that more factual information is a necessity for this vital industry. It is my hope and intention to make gathering and disseminating marketing information a major objective of my work as time and conditions permit.

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### TAMPA MARKET NEWS POULTRY AND EGGS

The writer became associated with the Florida State Marketing Bureau on July 1, 1957. Under the very capable instruction of J. M. Doris, Federal-State Market Reporter, I learned the basic principles of Market News Service and how to apply practical poultry experience to the field of reporting, during an intensive training period at Bureau Offices in Jacksonville. "On the job" training and supervision by Frank Risher, Assistant Commissioner, J. M. Doris and Guyton Williams has continued thruout the year. They have at all times been most helpful and cooperative.

Following the aforesaid training period the writer was assigned to Pensacola as Poultry and Egg reporter. The first Market was released in mid-August. Eugene Harper, who has established an excellent record, will tell the Pensacola story but my report would be incomplete without mention of the warm welcome and fine cooperation extended to both the Bureau and the writer by all segments of the industry in the Pensacola area.

On September 16, 1957 the writer was transferred to the Tampa office where he has since reported the Poultry and Egg Market. Conditions vary - each Market is unique in its way and so Tampa poultry and egg markets differ from others in many respects. However, methods and procedures used to determine the market do not vary, and the Tampa markets are reported under the same rules, regulations and directives as outlined by the Bureau for all markets. Previous Biennial reports have described these procedures in detail. Briefly, some 20-30 dealers and retail buyers are contacted by telephone each morning. Selling prices are obtained from dealers and buyers are contacted for confirmation. The number of calls vary from day to day but always a sufficient number are completed to properly evaluate and determine the market. This reporter's phone is "hot" each morning from 8 A.M. until just prior to release time at 11 A.M. Additional information is obtained thru personal contact. Each afternoon finds this reporter in the field checking inventories and invoices and discussing market trends and conditions with dealers, retailers and producers. Much valuable market news information, otherwise unobtainable, is picked up thru such personal contact.

## TWENTY-FIRST BIENNIAL REPORT

Ten copies of the market report are distributed daily to Wire Services, Press, T.V. and Radio Stations. Two radio stations pick up the daily report via telephone for dissemination on their noon day broadcasts. When price changes occur, 15 collect telegrams and several collect phone calls are sent out at the request of out-of-town dealers. Bureau headquarters and the Miami office are immediately notified of price changes.

Services indirectly connected with market reporting are numerous and varied, some of which are:

Each Friday receipts and inventories are tabulated. These data, together with a resume of the prevailing Egg Market situation, are published weekly in the Tampa Sunday Tribune. Comments relative to this service indicate a wide-spread interest.

Poultry Association meetings in the five county area contributing to the Tampa Market are attended regularly, and on several occasions the reporter has addressed groups on the subject of market reporting.

During the year meetings have been held with dealers and wholesalers to discuss and help solve their mutual problems. Thru cooperation with dealers the Tampa Bureau office has been instrumental in adjusting irregular inventories, thus relieving congested stocks.

A high level of mutual cooperation has existed thruout the year with the Florida Egg Commission in the functioning of the Egg Clearing House and related matters. This clearing house operates on a statewide level and its purpose is to locate outlets in deficit markets for excess eggs which are burdensome in surplus producing areas. This service is a stabilizing factor of great value to dealers and producers thruout the State.

The Tampa Bureau office has two-way teletype service during nine months of the year. Thru this service we receive daily reports on practically every agricultural commodity from markets thruout the country. Dealers and other interested parties depend on us for this vital information. During the past severe winter, Mr. Alec White, Agricultural Agent, depended on the Bureau teletype service for the latest weather reports in order to advise the area farmers. Occasionally comes the heart rending call for an out-of-season fruit for a person afflicted with an incurable disease, which we always try to help locate. Tampa markets are relayed to Bureau headquarters over the teletype and this service is used for inter-office communication between Jacksonville and Tampa, thus eliminating phone calls.

Charts and graphs illustrating receipts, inventories and price trends of various markets are prepared and kept up-to-date.

Receipts of poultry and eggs shipped in from out of State are tabulated from the Road Guard reports and forwarded to Bureau headquarters monthly.

In retrospect - The Tampa Market is plagued with many problems. Progress is slow and at times discouraging. However, most of these problems are recognized; are being analyzed and discussed by responsible dealers and producers and there is every hope to believe they will be solved.

FLORIDA STATE MARKETING BUREAU

A market reporter lives with his market, in a sense he is part of it. He feels the trends and senses the tones, but above all he is keenly aware at all times of his responsibility to all segments of the industry he serves

The poultry industry is expanding, production and marketing methods change rapidly. To keep pace with adequate market news coverage is a challenge. Bureau leadership, as exemplified by Commissioner Neill Rhodes, and Assistant Commissioner Frank Risher, and the cooperation of fellow Associates, is of such high level as to inspire a Bureau reporter to meet that challenge.

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MIAMI MARKET NEWS POULTRY AND EGGS

The following is a list of my activities regularly carried on in the last two years:

Collect market information on poultry and eggs

Compile quotes into a market report for release and publication

Telephone in reports to the Daily Papers

Mail reports to the State office

Collect information as to the number of cases of Florida Eggs in the Miami area each month.

Compile monthly live poultry prices and Florida egg prices

Compile poultry and egg receipts in Miami area from Road Guard reports

Call wholesalers when prices change on poultry and eggs

Check stores with regard to retail prices in comparison to wholesale prices

Make personal calls on wholesalers from time to time

Attend public meetings related to my position

Answer requests and calls relative to service provided by the Florida State Marketing Bureau

My daily work requires from twenty to thirty telephone calls and making three to five personal contacts

## TWENTY-FIRST BIENNIAL REPORT

### PENSACOLA MARKET NEWS POULTRY AND EGGS

This report will reflect the activities of the Pensacola office for the period beginning September 1, 1957 through June 30, 1958, which coincides with my period of employment with the Florida State Marketing Bureau.

Upon beginning employment as Market News Reporter, I received preliminary orientation and training under the able direction of Mr. Joseph M. Doris, Federal representative of long experience in market news reporting of egg and poultry products. After returning to Pensacola for duty, several days were spent in on-the-job training with Mr. Richard Macomb, the reporter previously assigned to the Pensacola market. His cooperation, patience and suggestions were most helpful.

During the early weeks, I endeavored to familiarize myself with the duties and responsibilities of market news reporting by making personal contacts and getting acquainted with producers, dealers, retailers, feed dealers, newspaper representatives, and others who were directly or indirectly connected with the Poultry and Egg Industry. Contacts made with these various groups have made it possible to gather and compile accurate information for our daily report.

During a normal working day, my duties could be generally summarized as follows:

1. The morning part of the day is spent in making telephone calls and personal contacts with producers, dealers, wholesalers, and retailers; getting information in regard to prices, supply and demand on egg and poultry products.
2. After this information is gathered, it is analyzed and prepared in daily report form for distribution. The original copy is mailed to the central office in Jacksonville. One copy is delivered to each newspaper - Pensacola Journal and Pensacola News. One copy is retained in the local office.
3. The afternoon is spent making personal contacts by telephone with those who could not be reached earlier, and attending various meetings; such as, Poultrymen's Association meetings, Agriculture Extension Council meetings, 4-H Club meetings, Okaloosa County Poultrymen's meetings, and dinners given for local producers and dealers. I also fully cooperate with the County Agent and his fine staff of assistants. I feel that these activities are good and necessary public relations work for both the State Marketing Bureau and the Florida State Department of Agriculture as a whole.

Since the establishment of the poultry and egg market news service in Pensacola, much progress has been made towards a more stable and firm market. Local producers are getting a premium price for their products, their production is much greater and is being readily absorbed through regular trade channels.

While there is still much work to be done, I might mention that during the past ten months approximately 70,000 cases of shipped eggs and 15,000 cases of Florida produced eggs sold in the Pensacola area. This indicates that less than twenty percent of the total number of eggs consumed in this area are Florida produced eggs; therefore, we feel there is a fine opportunity and an excellent

market for the poultry and egg industry in this section of Florida.

It is my aim and purpose to report the market as it actually exists from day to day without showing any favors or animosities towards anyone; to be of better service to the department and to the poultry and egg industry.

It is indeed a pleasure to work for the State Marketing Bureau, and with the growing poultry industry in this section of Florida.

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Report of activities in providing Market News for Poultry and/or Eggs in the Orlando, St. Petersburg-Clearwater, Ft. Myers-Lower West Coast, Panama City, Tallahassee and West Palm Beach areas would follow the pattern of the larger cities above included. Report for individual field office activities, vegetables and fruits, included in our Twentieth Biennial Report, will be omitted for this biennial period: Miami, Hastings, Sanford, Pompano, Belle Glade, Lakeland, Plant City-Leesburg.

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C O N C L U S I O N

The duties of the Marketing Commissioner are primarily administrative. When the occasion requires, however, these are laid aside momentarily and manual assistance is given the clerical force. This is my second-nature, having climbed over the lower rungs in the ladder of Bureau positions. The privilege of counselling with specialists and sharing responsibility in the solution of their problems is exercised without the acquisition or piracy of any credit for their completing the mission.

In the beginning days of the Bureau when my father was Commissioner, he was in the field and I handled the office detail. As the Bureau expanded until now we have representatives in Miami, Tampa, Orlando, Malone, Pensacola, Belle Glade and Wauchula, these and the Assistant Commissioner and five Marketing Specialists from Bureau headquarters offices have taken over field assignments, attend conferences and meetings over the State, and handle whatever speech-making may be necessary. I have been away from the office on only three occasions in the past two years, attending meetings of the State Agricultural Marketing Board.

Among new services in this biennial period for which I was responsible in securing for Florida, and signing cooperative agreement with the U. S. Department of Agriculture in confirmation, was the first official Pecan Market News Service. I was able to have the U.S.D.A. leased wire circuit extended to Tampa, and to the Gadsden County Farmers' Market at Quincy. Also made arrangements for providing leased wire teletype service to the State Farmers' Market at Immokalee, and continuing this service to the State Markets at Fort Myers and Wauchula.

The Commissioner helped in forming the Clearing House Plan of the Florida Egg Commission, and otherwise in the solution of their problems.

Interviewing and screening out applicants for Bureau positions is the

## TWENTY-FIRST BIENNIAL REPORT

Commissioner's responsibility. In this period under review, I selected and appointed with Commissioner Mayo's approval, nine Market News and Marketing Specialists.

In selecting personnel for Bureau employment, as many applications as possible are obtained. Specialists for strictly marketing service are added after industry resolutions or wide demand are made. The number is screened and selection made on the basis of qualifications best serving the Bureau requirements. Degree, majoring in Animal Husbandry, from an accredited college, or three years experience in market news reporting, is required for Federal-State Livestock Market News service. Every Specialist and the Assistant Commissioner, working in and from Bureau headquarters offices, are college graduates. Perhaps our high standard of qualification, and careful, competent training in instances works to our disadvantage. In only 1957 three market news reporters resigned for more lucrative positions, and four more of our staff were solicited for private industry employment.

Directing the policy of, proofing all copy in connection with and writing editorials for the For Sale Want and Exchange Bulletin, as well as editing, approving or disapproving articles prepared by the Bureau staff, is handled by the Commissioner. Such labors are indeed time-consuming.

All Bureau claim work is another heavy duty of the Commissioner. More than forty years of experience in handling claims of wide diversity is an asset in this important work.

The Bureau library has been equipped with trade rating books, manufacturing and many other directories and guides, and basic statistical data to supply promptly information requested from agricultural interests and official agencies. Bureau offices are where surprisingly large numbers of floating inquiries come to rest.

Interspersed among administrative duties are numerous items on the regular daily agenda. Determining the proper date for opening the Federal-State seasonal market news offices, and making the necessary preliminary arrangements for them, involves decision-making which if in error would seriously affect and might result in great loss to the shippers of crops moving to market. The execution of cooperative agreements, contracts, leases, Marketing Board papers and similar instruments falls to the lot of the Marketing Commissioner. The organization chart of the services performed by the Bureau was prepared by the Commissioner (February 1958) for the Agricultural Services Committee.

Replying promptly with information requested by mail, telephone and telegraph, voluminous in the aggregate, is regarded by the Commissioner as regular schedule. Interviews and conferences in our offices relate to all phases of agriculture, and are held with persons from farm level to high executive status. The distance from bottom to top is short, anyone can see the Commissioner any time without appointment. Pinch hitting for the Specialists filling field engagements prevents service from being delayed until their return. This staying-on-the-job policy is a continuation of that followed in the pioneering days of the Bureau. Departure from that principle would in my judgment have impaired our service record. I have never felt that producers of perishable food products should have to wait days for service urgently needed NOW.

FLORIDA STATE MARKETING BUREAU

The Florida Fruit and Vegetable Association mentioned editorially December 1, 1957:

"The Florida State Marketing Bureau cooperates with the Florida Fruit and Vegetable Association by providing essential statistical services which the Association has never found necessary to duplicate or re-define. Much of this material is used by the Florida Fruit and Vegetable Association as the basis for briefs or presentations to the Tariff Commission, the Budget Commission, Interstate Commerce Commission, Wage and Hour Division and for publicity material on Florida, and for other such essential uses. Because this is official material, it has acceptance by these organizations."

Such information is usually requested by telephone on rush basis, and generally has been provided on the same day requested.

I shall not forego mentioning the volume of regular and complicated work accomplished by the Bureau's loyal and efficient secretarial, stenographic, clerical, and mechanical personnel. It is only fair and giving credit where due to recognize that without their services the wheels of Bureau progress would turn slowly if at all. No department head could be supported by a finer working crew.

In accepting the office of State Marketing Commissioner, I subscribed to this oath of office:

I Do Solemnly Swear that I will support, protect and defend the Constitution and Government of the United States and of the State of Florida; that I am duly qualified to hold office under the Constitution of the State, and that I will well and faithfully perform the duties of State Marketing Commissioner of the State of Florida on which I am about to enter, so help me God.

This oath of office has kept me company all the while. A resume of periodic accomplishments, however, cannot impart the degree of conscientious effort applied. The review will I trust bear creditable evidence of faithful performance of duty, of qualified discharge of responsibility, and of steadfast observance of oath of office.

The financial statement on pages following concludes the Twenty-First Biennial Report of the Florida State Marketing Bureau. The Report has purposely been condensed so that it will cost little money to print and require little time to read.

Neill Rhodes  
Commissioner  
Florida State Marketing Bureau

FINANCIAL STATEMENT  
of the  
FLORIDA STATE MARKETING BUREAU  
Expenditures from July 1, 1956, to June 30, 1957

Appropriation for Year ending June 30, 1957 . . . . .	\$195,046.00
Federal Allotment Special Livestock Market News . . . . .	2,200.00
Credit, Cooperative Dairy Agreement . . . . .	73.62
Department of Agriculture transfer . . . . .	*3,500.00
<b>TOTAL AVAILABLE</b>	<b>\$200,819.62</b>

Expenditures

Code

1100 SALARIES . . . . . \$115,607.49

NECESSARY AND REGULAR EXPENSES:

2100 Advertising . . . . .	\$ 4.62	
2200 Communication and Transportation . . . . .	10,499.22	
2300 Printing Services . . . . .	67.45	
2400 Repairs and Maintenance . . . . .	979.06	
2600 Travel . . . . .	24,853.45	
2700 Utilities . . . . .	617.79	
2900 Other Contractual Services . . . . .	13,227.88	
3300 Heating Supplies . . . . .	19.96	
3600 Maintenance Materials and Supplies . . . . .	1,648.16	
3700 Motor Fuels and Lubricants . . . . .	10.84	
3800 Office Materials and Supplies . . . . .	7,916.43	
3900 Other Materials and Supplies . . . . .	7,554.49	
4100 Insurance and Surety Bonds . . . . .	175.05	
4300 Rental of Buildings . . . . .	5,876.00	
4900 Dues, Commissions, etc. . . . .	30.00	
7900 Tariff Commission . . . . .	5,000.00	78,480.40

OPERATING CAPITAL OUTLAY:

5100 Books . . . . .	35.55	
5600 Office Furniture and Equipment . . . . .	2,186.49	2,222.04
		196,309.93

Turned back to the State June 30, 1957 \$ 4,509.69

\*Note: Actual Appropriation N&R expenses \$89,025.00; reduced, basis previous year's expenditures, to \$75,000, resulting deficit \$3,480.40, absorbed by transfer of \$3,500. Final total N&R expenses \$10,544.60 within annual appropriation.

FINANCIAL STATEMENT  
of the  
FLORIDA STATE MARKETING BUREAU  
Expenditures from July 1, 1957, to June 30, 1958

Appropriation for Year ending June 30, 1958 . . . . .	\$246,882.00
Federal Allotment Special Livestock Market News . . . . .	2,200.00
Credit, Cooperative Dairy Agreement . . . . .	73.00
Credit, State Department of Agriculture . . . . .	*108.79
<b>TOTAL AVAILABLE</b>	<b>\$249,263.79</b>

Expenditures

Code

1100 SALARIES . . . . . \$140,239.37

NECESSARY AND REGULAR EXPENSES:

2100 Advertising . . . . .	\$ 8.75	
2200 Communication and Transportation . . . . .	13,037.34	
2300 Printing Services . . . . .	85.62	
2400 Repairs and Maintenance . . . . .	767.26	
2600 Travel . . . . .	37,416.41	
2700 Utilities . . . . .	670.20	
2900 Other Contractual Services . . . . .	13,901.32	
3300 Heating Supplies . . . . .	82.97	
3600 Maintenance Materials and Supplies . . . . .	1,291.80	
3700 Motor Fuels and Lubricants . . . . .	10.45	
3800 Office Materials and Supplies . . . . .	20,143.34	
4100 Insurance and Surety Bonds . . . . .	175.05	
4300 Rental of Buildings . . . . .	6,234.67	
4900 Dues, Commissions, etc. . . . .	20.00	
7900 Tariff Commission . . . . .	5,000.00	98,845.18

OPERATING CAPITAL OUTLAY:

5100 Books . . . . .	7.80	
5600 Office Furniture and Equipment . . . . .	5,150.99	*5,158.79
		244,243.34

Turned back to the State June 30, 1958 \$ 5,020.45

\*Deficit of \$108.79 absorbed by the Department of Agriculture.



THE BUREAU PERSONNEL

JACKSONVILLE HEADQUARTERS OFFICES

Neill Rhodes . . . . . Commissioner  
F. W. Risher . . . Assistant Commissioner--Specialist, Poultry and Dairy Products  
L. T. Pendarvis . . . . . Specialist, Livestock and Field Crops  
G. N. Rhodes . . . . . Specialist, Livestock Market News  
E. F. Scarborough . . . . . Specialist, Market News, All Commodities  
Dick Stark . . . . . Specialist, Dairy Products  
Guyton M. Williams . . . . . Specialist, Poultry and Dairy  
Fred O. Witt . . . . . In charge Printing and Mailing Room  
Edna G. Ferguson . . . . . Secretary  
C. Faith Butner . . . . . Stenographer  
R. Jean Lord . . . . . Stenographer  
V. J. McCrary . . . . . Stenographer  
Wilda Polk . . . . . Stenographer  
Pauline C. Seale . . . . . Stenographer  
Kathryn L. Vernon . . . . . Stenographer  
Sara Wright . . . . . Stenographer  
Caryl C. Michael . . . . . Telegrapher  
H. L. Mayberry . . . . . Mechanical Operator  
Chris Georgiades . . . . . Mechanical Operator  
R. Vernon Williams . . . . . Mechanical Operator

FIELD OFFICES

Geo. C. Avery . . . . . Market News Representative, Malone  
Harold C. Howze . . . . . Market News Representative, Wauchula  
Eugene P. Harper . . . . . Market News Representative, Pensacola  
Alfred J. Larson . . . . . Market News Representative, Tampa  
Richard Macomb . . . . . Market News Representative, Tampa  
Sam C. Means . . . . . Market News Representative, Miami  
Marlin M. Nicely . . . . . Market News Representative, Pahokee  
M. B. Smith . . . . . Market News Representative, Orlando

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John B. Phelps . . . . . Market News Representative (cooperative), Miami  
H. E. Gooden . . . . . Market News Representative (cooperative), St. Petersburg  
Mrs. J. A. Fernandez . . . . . Market News Representative (cooperative), West Palm Beach  
Marjorie B. Fields . . . . . Market News Representative (cooperative), Ft. Myers  
Mrs. James N. Messer . . . . . Market News Representative (cooperative), Tallahassee  
Mrs. J. W. Padgett . . . . . Market News Representative (cooperative), Panama City

(Does not include Federal supervisory or Federal-State clerical personnel)

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MAIN OFFICE HEADQUARTERS - 505 West Adams Street, Jacksonville, Florida





