Streamlined Distribution Increases Farm Income

Consumers Heeded, Marketing Plans Are Developed, Standards Raised.

For years Jefferson county, Kentucky, growers sent their Irish potatoes into northern markets to compete with plentiful supplies from other sections of the country.

When the 1941 harvest season opened last July with the northern market heavily glutted, grower-members of the St. Matthews Produce Exchange, Jefferson County Co-operative, prepared to give up potatoes as a cash crop.

In a last desperate effort to salvage their cash crop, R. W. Hite, president of the exchange, called his membership together for a meeting with a group of distributors and restaurant operators. Instead of trying to move the potatoes into overloaded outside markets, the growers agreed with several distributors to seek to develop a market within the state through a "Kentucky Potato Campaign."

The resulting drive enabled the stores to move a large percentage of the crop locally and to boost prices paid the association 40 per cent. Now, instead of reducing their production, the 150 members of the exchange plan a 10 per cent increase this year in line with the federal government's request for greater production of fresh fruits and vegetables to aid the "Food for Victory" program.

The Kentuckians' experience is one of many examples of how growers throughout the country are attacking the major problem created by the increased production called for in the "Food for Victory" drive—finding profitable markets for the great crops of fresh fruits and vegetables now ripening in the fields and orchards of America.

Production no longer is the problem—farmers throughout the nation are responding wholeheartedly to the government's appeal for more fresh fruits and vegetables for America's dining tables. This year's crop yields, intention reports of the department of agriculture indicate, will be the largest since 1933.

Production increases in certain crops and in certain sections of the country are tremendous. Through June 13, the department of agriculture reported, rail shipments of commercial truck crops were 13 per cent greater than a year ago. Movement was heavier for beans, beets, carrots, cauliflower, green corn, cucumbers, mixed vegetables, onions, spinach, cantaloupes, strawberries and Irish potatoes. During one two-week period alone, shipment of commercial early potatoes rose nearly 2,000 cars above the corresponding period of 1941.

Growers Improve Production.

Along the fruit front increases as large as those for fresh vegetables are not likely—it takes years to develop new fruit trees. However, growers are expected to improve production through more applications of fertilizers, better orchard management practices and elimination of as much waste as possible in production, harvesting and processing.

With production under control, the nation's growers now must make sure that their "vitamin bullets" reach the 130,000,000 Americans for whom they are intended.

As Secretary of Agriculture Wickard recently pointed out, production is "only the first step. Food, as one of the munitions of total war, is effective only when it is in the right form, at the right place, and at the right time."

Realizing more than ever that their job does not end with the harvest but instead extends to the consumer's market basket, farmers are paying increasing attention to the necessity of streamlining the distribution system to eliminate waste and to increase their own cash returns. With fruit and vegetable growers throughout the country getting only 35 cents of the retail dollar for their sales through all trade channels, growers are seeking to perform their own operations at the lowest possible cost while at the most economical marketing channels.

Working with distributors, extension directors, county agents and heads of state colleges of agriculture, growers are developing marketing programs and are making organized efforts to raise grade and pack standards to meet consumer demand. Movements of early season poor varieties and immature produce, shipments of which in the past built "consumer resistance" to better grades during peak movements, are being reduced.

Growers are building their home markets, with the active aid of distributors, extension services and agricultural leaders. Retail distributors, chain and independent, at the request of growers, are staging timely advertising and promotion campaigns.

In brief, growers are striving to place marketing on a non-speculative basis and to develop full co-operation among growers, shippers, distributors and state and federal marketing agencies in the job of moving food from farm to dinner table.

Farmers are increasing their marketing efficiency in a variety of ways. In Alabama, for example, thousands of bushels of tomatoes grown in Blount county in recent years were bought by itinerant truckers at unusually low prices. The truckers then hauled the tomatoes 100 miles across country to Atlanta and sold them to wholesalers. Often the wholesalers trucked them back more than 100 miles to Birmingham, only a short distance from Blount county.

Farmers Got Almost Nothing.

Consumers frequently paid sky-high prices for the tomatoes because of the expenses of the trip, various handling costs and profits—yet the farmers themselves got almost nothing. Thus when the A & P last summer guaranteed the Blount Countians a market for their tomatoes if they would set up a marketing co-operative to assure quality and quantity, the growers responded immediately.

With the active backing of the Agricultural Extension service and the marketing support of the stores, 75 growers formed the Blount County Tomato Growers association, bought a second-hand grader and 1,600 tomato crates with an investment of less than $700, and began operations the first of September. Association members averaged $2.50 a bushel the first two months, double the top average in past years.

In New England, New Hampshire potato growers worked out with chain stores a direct farm-to-store marketing operation which returned to the farmers 78 cents of the retail dollar, compared with the national average share of only 52 cents for all grades marketed through trade channels.

In Pennsylvania, 848 grower-members of the Pennsylvania Co-operative Potato Growers association have developed a direct farm-to-retail-store system unique in the annals of farm marketing. The co-operative sells 60 per cent of its output on a "streamlined" basis whereby growers deliver individually to nearby stores.

With no middleman save the grocery counter, both farmer and consumer benefit. Potatoes for which the grower is paid from 17 to 19 cents per peck are sold to the consumer for only 20 to 21 cents. During the 1941-42 marketing season, the association sold 4,918,499 pecks for $1,324,065.

Fruit and vegetable growers throughout the nation face other big problems resulting from the nation's war effort. Transportation, both rail and truck, is becoming more and more of a problem as rail facilities are taxed to capacity.

Working with the extension services, other agricultural leaders and distributors, farmers are moving to solve this problem, too. Movement of produce directly from farm to retail store is being increased. Where possible, farmers are finding markets closer to home for their fruits and vegetables.

232,000 More

Latest figures of the department of agriculture reveal that there were 232,000 more persons employed on American farms on June 1 than on the same date a year ago.

FARM TO RETAIL STORE COOP METHOD

Members of the Pennsylvania Co-operative Potato Growers association market 60 per cent of their output by moving it direct from farms in 45 counties to nearby retail stores. As a result, the 848 growers marketing through the association last year got 80 cents of the retail dollar, far above the national average share. An association truck is shown unloading potatoes at the back door of a large retail store.

DIRECT MARKETING IN S. CAROLINA

Farmers, seeking to solve transportation problems created by the war and also find more profitable markets for their produce, are moving much of their produce as directly as possible from farm to retail stores. Here L. C. White (right), field buyer for the Atlantic Commission company, watches peaches being loaded onto a truck at a packing shed operated by members of the Ridge Peach and Vegetable association at Ridge Spring, S. C. The truck takes the fresh peaches directly to retail stores.

Rural America Losing Youths to Cities

Human tides held back in rural areas by lack of employment in industrial centers from 1932 to 1941 now are flowing cityward at accelerated speeds, in the opinion of Dr. A. R. Mangus, department of rural sociology, Ohio State university.

Dr. Mangus recently issued a report of a survey made in Ross county to find what had happened to the 4,629 young men and women who were between the ages of 18 and 27 when the census was taken in April, 1940. The survey made in March, 1942, disclosed that 1,200 of those young men and 800 of the young women left the county in the two years since the census was taken.

The survey also showed that industry took more young men from the county than the number who enlisted or were inducted into the army. A larger percentage of both young men and women left villages with less than 2,500 population than went from farm homes.

Household News

by Lynn Chambers

Vegetable	Preparation Required	PROCESSING Hot Water Bath Minutes	Pressure Cooker Minutes	Pressure Cooker Pounds
Asparagus	Wash, precook 3 minutes, pack.	180	40	10
Beans String Wax	Wash, string, cut or leave whole; precook 5 minutes.	180	40	10
Beans, Lima	Shell, grade, wash; precook 5 minutes, then pack.	180	55	10
Beets	Wash, retain stem; cook 15 minutes, slip skins, pack.	120	40	10
Brussels Sprouts Cabbage	Remove outer leaves, wash; precook 5 minutes, add fresh water.	120	40	10
Carrots	Wash, peel; precook 5 minutes, pack hot.	120	35	10
Cauliflower	Remove outer leaves, wash; precook 4 minutes, pack.	150	35	10
Corn on Cob	Remove husk; precook 5 minutes, pack.	210	80	10
Corn, Whole-Kernel	Cut from cob; precook 5 minutes, pack.	210	80	10
Greens, all kinds	Wash, steam to wilt, pack loosely.	180	60	10
Parsnips, Turnips	Wash, pare; precook 5 minutes, pack.	90	35	10
Peas	Shell, grade (use only young); precook 3 minutes, pack loosely.	180	60	10
Pumpkin, Squash	Cut in pieces, steam or bake until tender, pack.	180	60	10
Sauerkraut	Pack cold, add salt, no water.	30		

Vegetable Preparation and Processing Guide

Stock Those Shelves

Well-justified pride is yours if you can gaze at the summer's crop of vegetables, nicely put up on your canning shelf for, comes the winter, you have but to open one of those brightly colored jars with tomatoes, peas, beans, beets or carrots or any of the other vegetable favorites and part of that well balanced meal is planned and on its way to the table.

Time was when canning was an unscientific and highly questionable process, but all this is past now, and you can now put up any of the vegetable and victory garden produce, and be certain that it will be attractive to look at, good to eat, and will not be spoiled if you take the simple precautions that make for successful canning.

Safest method for canning vegetables is by the pressure cooker. Your concern here is to be sure to process the exact length of time the vegetable requires, as indicated by the table at the top. If not properly processed, the food will spoil.

Selecting Vegetables.

Young, tender vegetables, freshly gathered, give you the best finished product. Canning cannot remedy tough, over-mature produce, so do not expect it to. Nor, should you expect to can what you cannot dispose of at the table while fresh. Commercial canners use vegetables grown to order, not leftovers, so it behooves you, homemakers, to take a tip from them.

Cleanliness is important. You'll enjoy letting cool water trickle, trickle, trickle over the vegetables to free them entirely of every trace of soil. Any soil left on the vegetable can carry bacteria, and thus be a major factor in spoiling an otherwise good product.

Process the jars of vegetables as soon as they are packed, never allowing them to stand around until you get to the serious business of canning.

Spoilage Factors.

Mold, yeast and bacteria cause food spoilage. They lurk in air, soil and water and must be destroyed by proper processing if the food is to keep in perfect condition. Then to assure food keeping well be sure the jar cover is fastened as tightly as possible. This you can do by any number of available devices.

It is also important when packing the jars, after vegetables have been precooked and you are spooning them into the jars, to wipe off any excess before fastening on the cover. Any small particles which lodge between cover and jar will cause spoilage.

Cooling the Jars.

Proper cooling is important to the good keeping of canned food. Do not set them in a draft, but rather away from one, with jars far enough apart to allow a free circulation of air around them.

Stacking the jars or covering them with a cloth does not allow for free circulation of the air. Jars should not be packed in boxes or in the canning cupboard until they are properly cool.

When the jars are cool, test to see if they are sealed properly, by taking a spoon and tapping the lid gently. If they give off a clear, ringing sound, they are properly sealed. If the sound is low and dull, there's a leak somewhere, and you would do best to re-can the food, and prevent spoilage.

Sterilizing Jars, Caps, Lids.

To dip the jars, lids and caps in hot or warm water is not proper sterilization. Before placing in sterilizer, wash all caps and jars and lids in soapy suds, then rinse thoroughly. Place in a pan on a rack or on a cloth laid on the bottom of the pan and pour warm water over them. Bring to a boil and boil for 15 minutes. The equipment may stay in the hot water longer, until you are ready to use it.

Speed Is Necessary.

The time from which the vegetables or fruit are picked and canned should be pared down to exceed not more than two hours. Changes take place in the composition of the food which makes it less desirable for canning, each hour it is allowed to stand without being canned.

Packing the Food.

Sandwiching the food down in the jars too tightly prevents the heat from getting around it and will result in improper processing. Especially important is a fairly loose packing with vegetables like corn, peas, greens and lima beans.

If liquid boils away or evaporates during processing, do not replace this other liquid before sealing the jar. Even though all the vegetables or fruits are not covered with juice, they will keep perfectly well, provided the contents are cooked properly and sealed well.

Since tomatoes are technically a fruit and are acid, they are canned differently from vegetables.

Tomatoes.

Scald tomatoes in boiling water 1 minute. Soak in cold water 1 minute. Peel, core and pack into sterilized jars. Add 1 teaspoonful of salt to each jar and cover with boiling water or tomato juice to within ½ inch of the top. Put on cap, screw tightly and place in pressure cooker for 10 minutes at 5 pounds, in a hot water bath for 35 minutes or in the oven for 75 minutes.

Vegetable Soup Mixture.

1 large onion (cut fine)
1 quart tomatoes (cut fine)
2 cups okra (cut fine)
2 cups corn (cut fine)

Combine the ingredients, stirring carefully to prevent scorching, for about 12 minutes. Pack loosely into clean jars and add 2 teaspoons salt to each jar. Put on cap fastening it tightly, and process in pressure cooker 40 minutes at 10 pounds.

If the directions for the vegetables you wish to can are not given in today's column, or if you have any vegetable canning problems, write to Miss Lynn Chambers, explaining your problem to her. Address your letters to her at Western Newspaper Union, 210 South Desplaines Street, Chicago, Illinois. Please enclose a stamped, self-addressed envelope for your reply.

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Lynn Says:

How many jars will it take? That's the question many home canners are asking when it comes to figuring the number of jars she should have.

Here are hints on some of the common canned goods:

Tomatoes: 3 pounds yield a quart jar.

String Beans: 1 bushel yields 17 to 20 quart jars.

Greens: 1 bushel spinach yields 13 pints; 1 bushel dandelions yields 15 pints.

Corn: 100 ears of golden Bantam makes about 14 pints.

Beets: 12 pounds yields 6 pints in the stalk, 2 pint jars, if cut in pieces.

Peas: 1 bushel pods yields 14 pints.

THIS WEEK'S MENU

Raspberry, Cherry Fruit Cup
Lamb Steaks
Creamed New Potatoes
Buttered Greens
Onion-Orange Salad
Raisin Bread
Custard Pie Beverage

ASK ME ANOTHER?

A General Quiz

The Questions

1. When was the U. S. Marine Corps organized?
2. Where is the force of gravity felt the least, at the poles or at the equator?
3. What is another name for horse mackerel?
4. Who was the first man to be President of the 48 American states?
5. If an object has no definite shape, it is said to be what?
6. What was a Greek hoplite?
7. What width is a hairsbreadth?
8. How many Civil war veterans are now living?
9. What breed of cow holds the world's milk production record?
10. What live animal actors have to be faked in Hollywood picture-making?

The Answers

1. In 1775 (by an act of the Continental congress).
2. The equator.
3. Tuna.
4. William H. Taft.
5. Amorphous.
6. A soldier.
7. In reality, a hairsbreadth is one forty-eighth of an inch.
8. The Veterans administration had 1,316 Civil war veterans on its list September 30, 1941.
9. Holstein.
10. The only live animal actors in Hollywood that have to be faked are African elephants, for pictures with African scenes. There are only six such animals from that continent in the United States and they cannot be rented. Asiatic elephants have to be used and are made to look like their African cousins by wearing large false ears.

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When the kidneys fail to function as Nature intended, there is retention of waste that may cause body-wide distress. One may suffer nagging backache, persistent headache, attacks of dizziness, getting up nights, swelling, puffiness under the eyes—feel tired, nervous, all worn out.
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