

EFFICIENT MARKETING

OREGON COUNTRY LIFE

EDITED BY
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BETTER FARMING

FRUIT INDUSTRY
STANDS IN NEED
OF COOPERATIONProgressive Methods Employed
by California Fruit Growers'
Exchange Prove Successful.

By J. F. Langner

The most famous cooperative association of fruit growers in the world is the California Fruit Growers' exchange—through which \$75,000,000 of citrus fruits were marketed last year under the world-renowned brand of "Sunkist." The general manager is G. Harold Powell, who it is generally admitted is the greatest authority on practical cooperative marketing. Powell conceived the idea of marketing "Sunkist" products in the manner in which they are handled today.

Powell was a recent visitor in Portland, having attended the fruit convention in Spokane last week. At an informal luncheon for him in Portland he stated that "our conception of cooperation in California is a very broad one. We believe it is not enough for us to cooperate with ourselves. We must cooperate with the railroads, the wholesalers, with retailers, with bankers and with everyone with whom we come in contact and it is because of this close cooperation of the California Fruit Growers' exchange with all the world that our success must be measured."

HANDLING METHODS USED

Recently we had occasion to draw the attention of our readers to the methods employed in handling the "Sunkist" brand of apples by the Northwestern Fruit exchange, the world's largest organization handling apples. At that time it was stated that there was a possibility that many purchasers of "Sunkist" apples might be misled—intentionally—into the belief that this particular brand represented the product of Washington only, largely because the head offices of the Northwestern Fruit exchange were in Seattle. There is, it is apparent, no desire upon the part of the Northwestern Fruit exchange to discriminate as against Oregon in favor of Washington in the marketing and advertising of Sunkist apples. W. F. Gwin, vice president and general manager of the exchange, writes, in commenting on the recent article in The Journal, as follows:

CAN HARMONIZE INTERESTS

"It seems to me that it would not be

a very difficult matter to harmonize the interests of Oregon, Washington and Idaho and to obviate the possibility of there being any undue emphasis placed upon the product of any one of these states and this I am quite sure could be brought about through change in certain details. Sunkist brand is truly an industrial brand representing the best product of the Pacific Northwest and there is need for cooperation among all the districts of the Northwest."

As Mr. Gwin points out in his letter, "only an invisible line separates Oregon from Washington and the interests of the whole region are practically identical."

PRODUCT OF NORTHWEST

Here is practical recognition and a desire to meet the wishes of the Oregon apple growers. Sunkist apples are properly advertised as a product of the entire northwest. Sunkist brand and label goes only on the best apples of Oregon, Washington and Idaho. Around each Sunkist apple is a wrapper and across this wrapper is the name Sunkist. It might not be difficult to have the word Oregon stenciled across the wrapper below the word "Sunkist" on which apples from Oregon, and similarly the words Washington and Idaho below those apples which came from Washington and Idaho. In this way there would be an immediate identification on every apple and the public would know at once that they were eating an Oregon apple as soon as they looked at the wrapper. Such a course may command itself both to the Northwestern Fruit exchange and to the Oregon orchardists, and be the means of bringing more apple growers into the association who are jealous of their Oregon citizenship.

OREGON NEEDS PUBLICITY

Oregon needs all the advertising it can get. The most practical advertising in the world and that which will do the most good to this state, as a whole, is the advertising of the quality products grown in the state.

The method of marketing Sunkist apples is almost precisely the same as that used for marketing "Sunkist" citrus fruits. The difference, wherein conflict is likely to occur, lies in the fact that all Sunkist products come from one state, while "Sunkist" products come from three states.

We shall await with interest a suggestion from the exchange to offset any possibility of future conflict of interests.

BUTTER AND CHEESE
MAKERS' ASSOCIATION
OF OREGON TO MEETExhibits to Feature Convention
and Keen Rivalry of Producers Is Expected.

V. D. Chappell, secretary-treasurer of the Oregon Butter and Cheese Makers' association, with the help of an able committee, is making arrangements for the annual convention of the association to be held in the Portland hotel, December 17 and 18. A large attendance is anticipated.

The dairy and creamery industry in Oregon is growing rapidly and the quality of the butter and cheese, as well as that of the milk of Oregon has caused dairy farmers in all parts of the United States to notice Oregon's progress. Reports of what has taken place and addresses that will be helpful will be among the features of the state meeting.

A. L. Tucker of the United States National bank will speak on the morning of the opening session. C. C. Chapman, J. D. Mickle, T. S. Townsend and C. L. Hawley of McCoy will be among the speakers. Hawley will give an address on "Getting Dairy Legislation." E. B. Fitts of Oregon Agricultural college will speak on "Organization," and S. L. Cain of Seattle will address the members on "The Relation of Refrigeration to the Creamery."

Victor Kent, A. H. Lea, secretary of the state fair board, and C. W. Sig of Eugene Farmers' Creamery, also will give talks of great interest.

R. E. Cavett will preside at all the meetings and there will be discussions by Floyd Culbertson, Hugh Barber of Tillamook, A. Christensen, Myrtle Point; E. O. Post, Blachley; P. C. Jorgensen, Carlton; Jens Pedersen, McMinnville; S. O. Rice, Mount Angel, and J. Therkelsen, Umanine.

Columbia District
Gets Farm Bureau

Hermiston, Dec. 12.—County Agent Fred Benton organized a farm bureau in the Columbia district Monday, with Frank Waugaman as president and Freeman Phipps secretary. Mr. Waugaman will have charge of the rabbit extermination, Henry Ott of the dairy

work. Mr. Phipps of farm accounts and Henry Sommers of boys' and girls' club work. A combined meeting of the farm bureau and the Columbia grange is called for December 10, to consider matters of vital interest to the community.

Will Visit Factory

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