

EFFICIENT MARKETING

OREGON COUNTRY LIFE

EDITED BY
J. F. LANGNER

BETTER FARMING

GRAVE PROBLEMS
ARE BEING FACED
BY WOOL GROWERS

By J. F. Langner

If ever an industry in the Northwest needed help, it is the wool-growers of Oregon, Washington and Idaho. The wool market is in the slough of despond. Governmental intervention and financing, while creditable and valuable, does not solve the woolgrowers' problem from the viewpoint of the industry. It is not yet clear in the mind of the woolgrowers nor that of the public why wool grown in the Pacific Northwest must be shipped back East and then returned to the West in the form of clothing. The truth is that we have no home manufacturing market of any moment for our wool in competition with the wool produced in the Oregon territory.

From time to time the woolgrowers have attempted to market their wool through local cooperative pools. For three seasons these pools have generally signally failed in their purpose. First, they have organized by localities instead of commodities. Second, a local cooperative wool pool will not solve the problem of marketing Oregon wool in Boston or elsewhere. Third, the woolgrowers have not recognized that a centralized selling, routing and financing method is necessary for successful marketing.

Authorities on marketing are giving considerable time and thought to perfecting plans which will meet the approval of the woolgrowers and solve their marketing problems.

Aaron Sapro, a well-known authority on cooperation, has also given considerable thought to the problem. In discussing the matter with Sapro, he said:

WOOL AS PRIMARY AIM

A cooperative association for handling wool must have as its primary aim the grading and marketing of wool. It cannot have as a primary aim the making of profits by financing wool or wool paper. A cattle loan company or the existing wool warehouse companies must not in any sense be used as a model or example for any grading or organization built from a producer's standpoint. Their only service to the growers should be the demonstration that wool in perfectly good collateral for financing, and that wool in the growers' hands should give them as fine an opportunity to dominate the industry as the money lenders have thus far possessed.

The Pacific Northwest, extending back as far as Montana, Idaho, and perhaps as far south as California, could form a cooperative marketing association.

"This association could be localized either by states or by districts within states, but the grading, marketing and financing problems should be centralized throughout the Northwest."

"The woolbuyers of Boston are not interested in the origin of the commodity, but only in the quality and grade at the time of sale. Therefore locality is not the proper basis for an organization. The commodity, as such, should be organized in the most practicable single marketing unit."

STATES SHOULD FEDERATE

"If you organize by states, the states in the Northwest should then be federated into a cooperative wool exchange."

"Each state association should have a direct contract with the individual woolraisers to compel them to deliver their wool to the association for a term of years."

"The association should then grade the wool carefully, preferably through federal or state graders."

"It is the opinion of many woolmen that the woolgrowers of the country are cheated more on grades than on any other single class of products."

"Wool grading would have to be the first great important work of any woolgrowers' cooperative association. I suggest, the use of state or federal graders, so that in marketing wool or in using stored wool as collateral for loans no question will be raised as to the character of grading or of grades."

"After grading wool, the product should be pooled by quality and grading and then marketed in the best markets of the world."

"The only way to overcome the present system of dumping, under which the grower is forced to sell at immediate markets and under time pressure, is to give complete power to the association so that it may sell the wool at Portland or at Boston, or at its discretion store any of the wool and hold it for a better market."

"On such stored wool, graded and held in adequate warehouses, banking facilities will be available."

"The financial world recognizes a definite value in graded wool properly stored."

"Speculators now use such facilities. They buy wool and feed it out on profitable markets, as they are now doing in the present depressed condition of wool prices."

"The association should have every power to market wool intelligently anywhere throughout the world market."

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Broccoli is becoming one of the best paying crops of the Umpqua valley. This region is perhaps the only place in our country that has all of the required conditions for successfully growing a crop so fastidious in its requirements.

And to do everything with the wool industry which plain business judgment dictates as proper. The powers of the association should be as flexible as the powers of the present wool dealers, excepting that for legal purposes the association should confine itself to the wool of its members only.

"If enough state associations are federated into a great wool exchange, the woolgrowers would be in a position to practically dominate the markets of the West."

"If only one or two states are so organized, the exchange will have the effect of a large wool pool and should be able to do for the growers at least 25 per cent more than the existing condition of internal competition between the growers themselves."

"As a secondary step, the woolgrowers must secure adequate storage facilities, both locally and at terminal points."

"These warehouses should be equipped for handling every element for grading and conditioning wool to prepare it for market. A certain number of new warehouses would not be needed, since existing facilities will be made available to any new association."

"At other points, warehouses, etc., would have to be constructed."

"If the woolgrowers would adopt the plan of a subsidiary corporation financed by classified and guaranteed preferred stock, they could easily accomplish this end."

"Oregon will furnish the leadership; the rest of the Pacific Northwest will follow."

undoubtedly follow. When a concrete plan is presented for the consideration and approval of the woolmen of this state, let us hope that every man will have the intelligence and foresight to back the organization 100 per cent strong.

The advertisements on these farm pages contain many instructive bits of information to farmers. Write the advertisers for their catalogues—always mentioning The Journal.

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ROSEBURG GROWS
NEW VEGETABLE

The majority of market gardeners understand the difficulties connected with the production of good cauliflower. Broccoli is more exacting in its climatic requirements than cauliflower, so eminent an authority as Professor R. L. Watts (Page 252, "Vegetable Gardening") asserts. "In this country it has never been regarded as a satisfactory vegetable for commercial purposes, because of its inferior quality compared with cauliflower, and also because of the greater difficulty with which it is grown. Henderson claims that the crop fails two seasons out of three, but when successful is highly profitable."

In consideration of the fact that broccoli, as grown in Oregon, is not inferior to cauliflower, and, furthermore, that the crop has not failed two years out of three since attaining commercial importance, it must be acknowledged that the Umpqua valley of Southern Oregon offers ideal conditions in the production of this vegetable, so fastidious in its demands as to soils, moisture and heat—probably cold would more nearly express the correct atmospheric condition.

SALE AT \$2.50

The birth of the industry in the Umpqua valley as a commercial proposition occurred shortly after the discovery that the "winter cauliflower" which had for several seasons been marketed in March and April at profitable prices was in reality broccoli.

Portland and other nearby markets readily accepted the few small crops first grown, but the production quickly

outgrew the needs of local markets and an enterprising grower experimented with a small express shipment of one dozen fine heads to Chicago. Sale was reported at \$3.50, a price so high as to arouse suspicion regarding the commission house making the sale. But it is hard to keep a good thing under cover very long, so that along in 1914 about 14 refrigerator cars were consigned to various eastern markets by a leading Chicago distributing concern for the Oregon growers who banded their business under the management of a local fruit dealer. Prices received for first carlot shipments were so good that production was quickly stimulated, and each season saw a large increase. In 1917 the total was 30 carloads in addition to heavy express shipments.

ROSEBURG IS CENTER

The center of the broccoli industry in Oregon is Roseburg, the county seat of Douglas county, and located in the midst of a collection of small valleys known generally as the Umpqua valley, and from which the trade mark used to identify the product is taken. "Umpqua" is the trade mark registered by the Umpqua Valley Fruit union under which all shipments are labeled and sold. The climate, conditions of the valley are such that broccoli grows to perfection here. It does not do well where the ground is too wet, as it will not thrive with "wet feet," and the sandy soil with a proportion of clay underneath is the ideal soil. Neither the heavy black soils or the lighter sandy types produce the largest crops. Good crops are grown, however, on nearly every kind of soil where there is good drainage.

Good, well-drained soil is the first essential in the opinion of many, but the seed seems to be the real foundation of the successful broccoli grower. Seed should take precedence over all, for without a proved strain of seed success

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will be very uncertain. The first production of broccoli was grown from seed imported from Holland. And many growers were led to believe that Oregon grown seed was worthless.

During the war, the imported seed was almost out of the question, and the development of the Oregon grown seed proved its superiority over the imported seed. The most select heads of the fields are held for seed, and it must be kept far from the infection of the pollen from similar products such as mustard, cabbage and kindred plants. The seed of broccoli comes very high, some of the imported seed selling for \$32 per pound, but the average price is now \$25 per pound, or \$2 per ounce. So valuable is the seed that many growers keep their seed locked in the vaults in Roseburg banks, just the same as cash.

The fields are planted with 5000 plants to the acre. The planting season is from the middle of June to the middle of July. The plants are first raised in the same as cabbage, and when six to eight inches high they are planted in the fields, the only obstacle being that the plants must be kept watered until they take root, but the weather does not effect them, nor do they need

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