## OREGON COUNTRY LIFE

BETTER FARMING

## **GROUP MARKETING** OF FARM PRODUCE

By R. C. Stewart

A common belief is prevalent that all of the extra profits a producer gains by becoming associated with a cooperative marketing organization are taken out of the pockets of the consumer. This idea has been fostered by the enemies of collective marketing and has induced many consumers to distrust all cooperative associations.

The fact of the matter is, the consumer will pay no more and in many cases less for his goods when they are marketed by the producers' organizations. Producers do not organize in order to raise the price to the consumer, but they do organize to secure a larger share of what the consumer is paying for his goods. No one is more anxious than the producers' organization itself to see that all of the crop is disposed of each year and way made for the new crop. If the old crop is still on the shelves of the stores or in storage some place, it will knock the bottom out of the price for the next year's crop, and producers cannot afford to stay in the business for what they can make in one year; they must have a profit each year.

PRUNE PRICE LOWERED In many cases marketing associations have set the price for a certain year's crop materially, below the then current a price level must be maitnained that price. This was not to break the mar- will move the crop. ket for the purpose of hurting the business of others in the same line, but to establish a price that the consumer could afford to pay and one that would move all of the crop.

Several of the California essociations have found this necessary, due to an increase in production without a corresponding increase in consumption. They find that by keeping the price down to a reasonable figure consump-tion will be increased and a small profit made from all of the crop rather than a big profit from a small part of the crop. Another point in favor of such a movement is that a larger demand will pave the way readily to move the next

The Oregon Growers' Cooperative association has been severely criticised for setting the basis of the prune price at a lower level than the market price. ALL ARE BENEFITED

This criticism has not come from the consumer, but from the speculator and the independent grower, who believes that his business is being hurt. Who First, the consumer, who can buy prunes at prices he is able to pay. Next, the distributor, '7ho is assured of being able to buy right along at a fixed price and, therefore, does not need to gamble, and whose stock is moving all the time on account of increased demand. And, fi-

receive his crop the following year. were comparatively low, one new organizations, the Pacific Poultry mean higher prices to the consumer? stored them, the speculator would have and the prices might have been even higher. It did, however, mean higher prices for the producers, for, besides the market price which they received for their eggs at the time they pooled them they have now receivd as much as 17 cents extra for each dozen of these eggs that were stored. On one pool this meant \$178 to one producer! Not a cent of this extra profit came from the consumer it was merely kept out of the pocket of the unnecessary middleman.

CANNOT BOOST PRICE The producers' associations do not at tempt to broaden the market for a commodity unless the surplus not needed by the present trade warrants it. The associations are not as apt to run the local market short as are the speculat-No association, no matter how large its scope of operations, is able to regulate the prices to a higher level than supply and demand will allow, for each marketing organization must meet the competition of other associations and in-With modern transportation facilities the supply and demand of a





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much larger fless must be taken into account, and this is something which can not be regulated by any association. Speculators and middlemen are not necessarily rascals, but like everyone else, they are working to make money in the easiest manner. When the pro ducer becomes also the middleman he is accused of many things. He is accused of forming a monopoly and of trying to force prices up. Even though all who are interested in the production of any one product in this country were or ganized under one giant association, they could not force the price up to the consumer, and would not if they could In the first place, they must meet outside competition and in the second place

COMMUNITY BETTERMENT

It is to the consumer's advantage to keep the producer in the business and the only way this can be done is to allow the men engaged in the primary industries a margin of profit consistent

with their work and investment.

The law of supply and demand will work out more nearly perfect with the associations than it will without them. and these organizations, through their marketing knowledge, are better able to arrive at a fair price than are any of

the individual concerns. The larger profits derived by members of collective marketing associations endate methods, which increase production. Each increase in production makes for a richer community, state and nation, an and which both consumer and producer are striving to attain.

#### Prizes of \$50 and \$100 to Be Given In O. A. C. Contest

Oregon Agricultural College, Corvallis, Nov. 13 .- Prizes of \$100 and \$50 are open to the competition of O. A. C. nally, the producer is benefited because his entire crop will be sold and students in agriculture, according to consumed with the guarantee that the word received by Dean A. B. Cordley market will be in still better shape to of the school of agriculture from Professor H. F. Wilson, formerly head of the O. A. C. department of entomology of Wisconsin. Such prizes will be given producers, was storing eggs. Did this to students submitting the best articles on "The Relation of Agriculture to the Positively no. If the producers had not Development of the Nation," by the scholarship committee of Alpha Gamma Rho, national agricultural fraternity.

Registered Jersey Bull Castlerock, Wash., Nov. 18 .- George Bain has just received a registered Jersey bull, 13 months of age, weighing 700 pounds, from the Gentry farm of Aumsville, Or. He is of the Ashburn farm breeding and shows the quality that Ashburn farm is noted for

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### Cow-Testing Plan In Jackson County

Chamber of Commerce has made possible wish to sell.

the continuance of the cow testing association of Jackson county for another year, beginning December 1, by guaranteeing a sum up to \$200. A centralized effort is being made by the dairymen Is to Be Continued to get all to purchase purebred Jersey cows in an effort to make this county Medford, Nov. 13.—The Medford calves and such cows as they might

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# STUDIES METHODS

To use Oregon apple packs, packg and market methods in formuating a new and better fruit handing system for New Zealand, Arthur S. Jupp, a fruit grower from Wellington, N. Z., is making a scientific study of handling fresh ap-

"We grow apples in commercial quantities," he says, "and make considerable shipments to South American and English ports. Our great lack is bottoms equipped with refrigerators for our fruit tonnage. The frozen meat trade has a monopoly of the few refrigerator ships we now have, and the apple export trade nas suffered correspondingly."

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### O. A. C. Team Wins Livestock Judging Contest in Idaho

Oregon Agricultural College, Corvallia, Nov. 13.-Another O. A. C. livestock judging team has brought home the bacon by carrying off the honors at the Northwest Livestock show at Lewiston Idaho. First honors were won last week when an entirely different team took first place at the Western Royal Livestock show at Spokane.

Ernest Arthur, senior in animal hus-bandry from McMinnville, was high point man of the team, other members Jupp has made a special study of the of which were Raymond Badger of Ash-Hood River packing and marketing sys- land, Frank Brown of Walla Walla, of which were Raymond Badger of Ash-

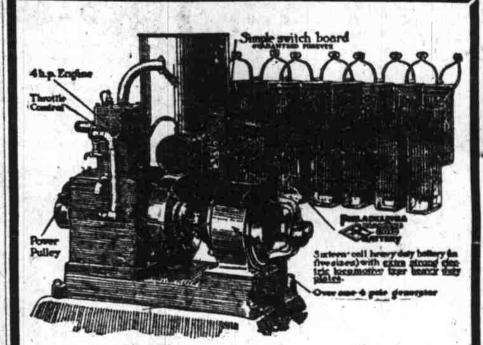
tems, and also investigated the agricultural college and Benton county fruit handling methods. He is on his way from London, where he pursued special horticultural studies, and will return by steamship from San Francisco early next sent the college on the student judging A. C., who will make the tests for solidteam which will compete at the Pacific

Oregon Seed Tried

Trials to determine whether Oregon York and Danish growers, are being a car;

quet, head of vegetable gardening at O. ity, uniformity and size of head.

Water taken from an automobile cool ing system, heated in the exhaust manifold and injected as steam into a new grown cabbage seed stands up well in carburetor, is said to increase the mile-competition with seed grown by New age from the gasoline and the speed of



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Don't fall to inspect our booth and see this wondrous farm plant in operation. We have a company representative there to give you full instructions on installation, price, etc. We will also demonstrate the Apex Vacuum Cleaner and Eden Washing Machine and exhibit a line of heating and cooking appliances, electric fixtures, etc.

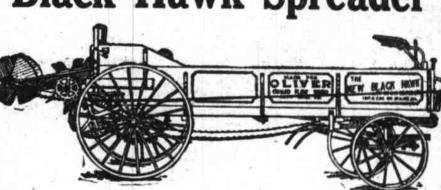
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