

The Shipments of Broccoli from Western Oregon This Year Have Been Sixty-odd Cars, and There Is a Market for 5000 Cars a Year; a Profitable Money Crop

OREGON BROCCOLI

There are few States in the Union that can equal Oregon in the growing of broccoli and certainly none that can beat her. The factors contributing to this superiority in crop production are suitable climatic conditions and an unlimited amount of fine soil which is fully adapted to this vegetable. In the marketing of the crop, growers are becoming more careful in grading and packing each year, realizing that if this crop is to be sold in large quantities in eastern markets it must bear the stamp of quality and uniformity that leaves no doubt in the mind of the wholesaler.

In the increased acreage which is contemplated at this time, there are several things worthy of mention as being necessary to be considered by every grower. First, this crop cannot be well grown as a sideline. It must receive proper attention in all of the phases of production and marketing if one is to be successful and make money. There can be no good broccoli grown with poor farming, no good broccoli sold by poor methods of cutting, grading and packing. Broccoli is not a lazy man's crop and every grower who has had experience knows the crop is well worth his best efforts of production and marketing. Second, first class broccoli demands high class seed. I would hate to see any grower this year launching out into this crop with a seed strain of unknown value. Fully equal to well drained ground in point of importance is the question of seed. The crop takes nearly a year to grow to maturity and you can't afford to gamble with anything. This question must be very carefully considered. Good seed this year is a scarce article.

Third, Oregon broccoli must in the future be standardized. There is too much difference between the idea of one set of growers in one section as to what is a first grade or second grade. Grades and packs must be standardized in all producing sections. There must be set a high ideal for this crop and its quality.

Again I say, let no one grow broccoli as a sideline or something to dabble in. We want only honest-to-goodness broccoli growers who are in the business for all they are worth, aiming to outdo each other in the quality of their crop and yet cooperating in every respect to put out a uniform product.

—A. G. B. BOUQUET

Corvallis, Or., March 28, 1921.

(As most readers know, Mr. Bouquet is professor of vegetable gardening at the Oregon Agricultural College. He is a broccoli enthusiast, has aided the industry from its beginning in western Oregon on a commercial scale; and he is one of the best authorities on broccoli in this entire country. Prof. Bouquet will be with the broccoli growers and prospective growers at the meeting on Saturday evening at the Salem Commercial club, to make plans for a large acreage in the Salem district.)

THE BROCCOLI INDUSTRY IN DOUGLAS COUNTY, BY THE MAN WHO STARTED IT

How it Was Started and Some of the Obstacles That Had to Be Overcome — The Industry Was Begun in That County With About Forty Acres Pledged to The Growing of Broccoli.

By DR. C. H. BAILEY.

Eight years ago the county court of Douglas county appointed me fruit inspector and I immediately assumed the responsibilities of the office. In my travels amongst the orchard men it was made plain to me that while in time their orchards would bring them in an income, at that time their trees were young and doing no fruit. Douglas county had been invaded by a large number of eastern men who had come to the Umpqua valley to embark in the fruit industry, and many of these men had been assured by real estate promoters that a living could be made by growing truck crops between the trees for local consumption. Upon trying to dispose of their vegetables, however, these incipient orchardists found that the supply was already larger than the demand.

Not only were many of the owners of young orchards finding it hard to make a living, but owners of farms ranging from 40 to 60 acres were also up against the fact that the home market was oversupplied, with no demand from the local merchants except for butter and eggs. In fact, our problems were the same that still face the northwest, except in sections where co-operation has been thoroughly developed, namely, poor markets.

Growers of Commercial Scale. Many of these young apple, pear and prune orchards had been planted on our richest river bottom soils, and, while the trees were making a splendid growth, the spaces between the trees were an economic waste; in most cases only enough being grown to supply the owner with what vegetables he and his family could consume. With these conditions confronting us it became an obvious thing to me to promote the growth, collectively, of some crop that could be shipped in carload lots, that would not come in competition too much with other sections, and a crop that would assure the grower an immediate cash return.

Realizing the fact that my efforts must be confined to promoting the growing of not more than one article of consumption, if the movement was to result in success, and having grown broccoli for home consumption for the three years previous, it came to me as an inspiration that the Umpqua valley, with its equable climate and rich soils, was ideally situated for the growing of this vegetable on a commercial scale.

At this time I had the honor of serving as master of the Douglas county Pomona grange, and at one meeting in the fall, placing another member in the chair, I offered a resolution to the assembled grange that we promote and encourage the growing of broccoli on a commercial scale. One of the members of the grange who has since become one of the most successful broccoli growers

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Visited Local Granges. Mr. Winston immediately agreed to plant ten acres of his river bottom land to this crop, but only a comparatively few of those present seemed to think the movement would prove successful, so it became necessary to visit the different local granges to explain the growing of the crop and to urge the members to plant a sufficient acreage to make the movement a success.

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equal to the C. W. Kruse plants. The main crop from the Kruse strain of seed ripened between February 15 and March 15 and was of exceptionally high quality. It is claimed by many that broccoli is a heavy feeder and takes lots of plant food from the soil. This, I believe, is true, as it takes a good, rich type of soil to produce the best broccoli, but if the leaves and waste from trimming are carefully returned to the field as fertilizer, the loss of plant food can be reduced to a minimum. Fields that have produced several crops of broccoli in succession, handled in this way, do not seem to have deteriorated, and are still good producers.

As I said in the beginning, the broccoli industry in Douglas county is a growing industry; and, while the seed selection for this year will be perfect, yet the results obtained this year are very good. The market is clamoring for more than is produced, so why not more broccoli? There is much demand for seed at present, and the supply is limited, but the indications are that the acreage this year will be nearly double that of last year. The Oregon Growers Cooperative Association shipped the bulk of the crop this year. They are requiring the growers to meet their standard of grade and pack, thus putting an article on the eastern market that can be depended upon and insuring the future market.

—R. A. Busenbark. Roseburg, Oregon, Mar. 27, 1921.

Editor, Statesman: The most extensive growers of broccoli in the Salem district are Sloper Bros., of Independence. They have been growing broccoli for 10 years. During their first eight years they raised this vegetable in a rather small way, though they had four acres during one of those years; and they sold their product on the local markets and produced seed for the seed houses.

The past two years they have produced broccoli on a commercial scale. Their 1920 crop. They lost about \$1 a crate on

the purchase of a new tractor, to assist them in their farming operations. On account of their experience with the car of broccoli that was held up in Denver, and for other reasons, W. A. Sloper believes broccoli might be shipped to Europe, if there were a call for our product there; that is, it would arrive across the Atlantic in good condition, if proper shipping precautions were observed. But it would no doubt meet there the competition of the broccoli of Norway and Denmark and other continental countries. And, thus far, western Oregon has not produced nearly enough broccoli to meet the American demand.

This Year's Crop. Sloper Bros. estimates that they had 13 acres in broccoli this year. It was between the rows of a "daddy" hop yard of 27 acres. It was interplanted. The rows were eight feet apart. They planted in August, and they will have easily eight cars; the seventh full car lot was shipped on Tuesday. The Slopers are mechanically inclined. They took a common kale planter and put a check row appliance on it, for planting broccoli. It worked; fine. They have invented a hop row, run with a tractor. It has two discs in front of the hop row, and a middle breaker, with three discs on the side, and it leaves the ground loose and pliable. They expect to patent this device.

They expect to use solid planting in their broccoli growing this year; with perhaps about the same number of crates as last year; but with a smaller number of acres.

Harvesting the Crop. Sloper Bros. have worked out cheap and quick methods of crating and loading their broccoli. They have put it into crates at about 4 1/2 cents a crate. They use a wagon with a hay rack, holding 30 or 40 crates, with arrangements on the rear for crating. They pack the broccoli into the crates, right on the wagon. When the wagon is loaded, the load is ready to take to the railroad car. They send their cutters two or three hours ahead of the craters and loaders, to have the leaves slightly wilted, in order to make a closer pack; because they had complaints last year that the crates were not well filled. It is hard to fill them with broccoli right from the hands of the cutters, because the leaves are very crisp and brittle. An hour's sunshine will remedy this, or a few hours of rainy weather. (By the way, broccoli must be cut when ready, rain or shine.) But, at one time, last year, they were delayed in packing the crop that had been cut in the field, and it was on the ground for four or five days, in a drenching rain—and it was shipped to Chicago by express and sold there at \$2.75 a crate. Broccoli will stand a good deal of waiting, in rainy or cold weather.

Sloper Bros., in harvesting, keep three people cutting and six packing into the crates, with three wagons with the hay-rack arrangement. They have been trying to get their neighbors to go into broccoli growing, in order to facilitate the handling of the crop in car lots, and they have succeeded in getting some of them to grow a little, in a small way. The indications now are, however, that the growing of broccoli will be quite general in that neighborhood, beginning with this year. And Sloper Bros., who have thus pioneered the industry, deserve all the success they themselves have secured, and besides great credit for bringing to their neighborhood the opening of a new line in the way of a profitable money crop that has great possibilities.

Former Premier Viviant is coming to the United States. Sounds like a new hair lotion.

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and winter months, but this time her season extended right into and through ours. While the past winter in Oregon was abnormally mild, creating conditions favorable to early maturity, it appears that the growers in Oregon should not place too much confidence in having a high-priced late market. For, if we have to compete with California in addition to the larger variety of green truck and fruit going into eastern states it appears to the writer that Oregon interests might fare better by shipping at an earlier period, when this competition is not so great.

Numerous growers in this district report almost phenomenal yields. One grower with six acres is said to have harvested 3,000 crates; while another one informed me this afternoon that his crop from 8,500 plants—less than two acres—was over 800 crates. Of course, these yields are far above the average, but they show the fertility of our soil, the mildness of our climate and the ability of some of our farmers.

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ACREAGE OF BROCCOLI IN ROSEBURG DISTRICT WILL BE ABOUT DOUBLED

The Matter of Seed is the All Important One Now For The Growers of Douglas County — The Market is Clamoring For More, So Why Not More Broccoli? Asks Mr. Busenbark.

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SLOPER BROS. OF INDEPENDENCE USE POWER FARMING METHODS IN BROCCOLI

They Set Out the Plants With a Common Kale Planter, Adding a Device Making it Suitable For Broccoli; They Cultivate With a Tractor, and They Put Their Product Into Crates Ready For the Railroad Car at Four and a Half Cents a Crate.

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BROCCOLI IS AN ARISTOCRAT AND DEMANDS TO BE TREATED AS SUCH

Comes Strutting Into Our Market in February, March And April, at a Time When We Have No Succulent Vegetables, Except Hot House Products or Some That Have Been Sent From Sunny Climes.

By C. I. LEWIS.

Broccoli belongs to the cabbage family. The broccoli is really an early spring form of cauliflower. It has been said that the cauliflower is a cabbage with a college education, which is probably true. But if the cauliflower is a cabbage with a college education, then the broccoli has taken a post graduate course.

Truly the broccoli is an aristocrat. Comes strutting onto our market in February, March and early April, at a time of year when we have no succulent vegetables, except some which have been sent to us from hot houses, or from sunny climes. Is it any wonder that he struts around with an aristocratic air when all he has for competition is some dried up beets and carrots, with a parsnip or turnip here and there, or some old dried up cabbage of last year's vintage?

Like the true aristocrat, the broccoli demands the best of service. It has been said that the broccoli is a very easy crop to grow. This we feel is hardly true, because the broccoli is very exacting in some of its requirements. First, good seed is absolutely necessary. Unusually good and expensive seed, seed running \$20 a pound or more. This seed must be planted in a good seed bed in April, and the young plants transplanted in June or early July.

From the very start, it must be seen that this aristocrat has plenty to drink. He doesn't stand prohibition and drought at all well. He will grow spindling, run to seed, and will refuse to grow at all if he suffers. Therefore the ground should be rich and deep and preferably rolling, of such a nature that it will not hold water for long periods in the winter.

The plant must not be allowed to dry out during the summer time. The better broccoli growers of both the Umpqua and Willamette valleys often plow twice, drag the ground several times, and take every precaution to hold the moisture. This plant loves the cool open winters, such as we are passing through this year. Mild temperatures and plenty of moisture are the prime requisites.

If exceedingly cold weather comes he will often curl up and die, unless there is snow enough to protect him. He is also subject to chilblains, and if there is freezing and thawing weather, Mr. Broccoli crumples up in the stem or stalk. This can be prevented by throwing earth up over the stem during such periods.

After all this good care is given him, the grower must not be disappointed if about 25 per cent of the plants are spindling, run

BROCCOLI SEED

We have made a specialty of Broccoli seed for a number of years. At the time the growers of Roseburg first started growing this crop we supplied the seed and plants.

The ST. VALENTINE BROCCOLI had proven the best variety to grow and we had about all the seed there was in the United States at that time.

This variety is still the leading variety and is used by nearly all the growers as it produces the finest, largest heads and they are ready for the market at the proper time to secure the highest price.

Our seed is up to the usual standard that we have always maintained and our price is reasonable. We are always glad to quote prices.

Get in line and make Salem the largest producer of Broccoli.

We have the land, the climate and the market. The grower who gets in now will try the big profits. Try a few acres, as much as you can handle.

D. A. WHITE & SONS SEEDSMEN SALEM :: OREGON

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(Continued on page 4)

FOR A BLUE RIBBON QUALITY WITH A SALEM MARK WILL BE HIS GOAL

Thus C. C. Russell, the Father of the Industry in the Immediate Salem District, Dedicates His Labors in This Field, and He Has Already Made a High Mark in Quality.

Editor Statesman: There has been much said of that delicious vegetable, broccoli, in recent issues of the Statesman. I offered a resolution to the assembled grange that we promote and encourage the growing of broccoli on a commercial scale. One of the members of the grange who has since become one of the most successful broccoli growers

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Visited Local Granges. Mr. Winston immediately agreed to plant ten acres of his river bottom land to this crop, but only a comparatively few of those present seemed to think the movement would prove successful, so it became necessary to visit the different local granges to explain the growing of the crop and to urge the members to plant a sufficient acreage to make the movement a success.

Many of the merchants of Roseburg were skeptical of financial results, some claiming that the vegetable would not arrive on the eastern market in fit condition for human consumption. J. H. Booth, of the Douglas National bank, however, was an exception, and from the inception of the industry has shown a confidence in its success, and in every way in his power encouraged us to go ahead and make the movement what it is now—a staple crop in Douglas county.

The lecturer of the Pomona grange, Mrs. O. C. Brown, immediately saw the possibilities in the broccoli industry, and she, as part of her lecture hour, arranged her programs to include every one who had any knowledge along the lines of broccoli growing. The Pomona grange also promoted two farmers' institutes which had for their basis the stimulating of interest along these same lines. The Roseburg Commercial club was liberal in its help in financing these institutes, one of two days' duration being held in Roseburg, while the other was of a week's length, the various speakers from the agricultural college visiting six cities and towns of the county, while I went along to act as advance agent and to speak upon broccoli culture and its possibilities for financial success.

THE BROCCOLI INDUSTRY IN DOUGLAS COUNTY, BY THE MAN WHO STARTED IT

How it Was Started and Some of the Obstacles That Had to Be Overcome — The Industry Was Begun in That County With About Forty Acres Pledged to The Growing of Broccoli.

By DR. C. H. BAILEY.

Eight years ago the county court of Douglas county appointed me fruit inspector and I immediately assumed the responsibilities of the office. In my travels amongst the orchard men it was made plain to me that while in time their orchards would bring them in an income, at that time their trees were young and doing no fruit. Douglas county had been invaded by a large number of eastern men who had come to the Umpqua valley to embark in the fruit industry, and many of these men had been assured by real estate promoters that a living could be made by growing truck crops between the trees for local consumption. Upon trying to dispose of their vegetables, however, these incipient orchardists found that the supply was already larger than the demand.

Not only were many of the owners of young orchards finding it hard to make a living, but owners of farms ranging from 40 to 60 acres were also up against the fact that the home market was oversupplied, with no demand from the local merchants except for butter and eggs. In fact, our problems were the same that still face the northwest, except in sections where co-operation has been thoroughly developed, namely, poor markets.

Growers of Commercial Scale. Many of these young apple, pear and prune orchards had been planted on our richest river bottom soils, and, while the trees were making a splendid growth, the spaces between the trees were an economic waste; in most cases only enough being grown to supply the owner with what vegetables he and his family could consume. With these conditions confronting us it became an obvious thing to me to promote the growth