

Congressman Harris Ellsworth, Republican, of Oregon's Fourth District, is shown being "pinned" by Cub Scout Michael Rich, age 10, of Den 2, Pack 162, Arlington, Virginia. Members of Congress, as well as Cabinet Officers, and other Government Officials are being given Boy Scout pins, and asked to wear them to help celebrate Boy Scout Week, February 6th to 12th.

Self-Help Marketing Plan Suggested for Farming Ills

Sacramento, Calif.—(U.P.)—Extension of California's successful self-help agricultural marketing program to other parts of the country has been suggested by a state official as a possible contribution to help solve the nation's farm ills.

The state-sponsored, industry-financed marketing orders, born in the farm depression of 1937, provide for high standards of grading, control of surplus production, trade promotion and research.

The orders are credited as a contributing factor in maintaining California's cash farm income at the highest level in the nation, some \$2,500,000,000 a year.

"It seems quite likely that some of the approaches in these marketing orders might be helpful in other localities of the United States," said W. J. Kuhrt, cautious chief of the state's marketing division.

Kuhrt recommended that "greater consideration" be given to the possibilities of cutting down price-depressing surpluses of major crops by "expanding their use through intensified trade promotional activities and by research to develop new uses for some of these products."

Wine and Lemons
Kuhrt cited the example of the California wine industry. With consumption of California wines totaling 54,000,000 gallons in 1938, the industry embarked on an extensive advertising program under a marketing order.

The first year the wine industry spent \$500,000 advertising California wines as a group without identifying any particular brands. By 1955 the industry was spending close to \$2,000,000 a year and consumption had soared to 120,000,000 gallons a year.

Kuhrt also cited the "spectacular results" of a campaign for lemon products which increased sales 700 to 800 per cent. Cling

peaches sales increased from around 300,000 tons in 1893 to 500,000 tons in the past several years, stimulated by a \$1,000,000 advertising program.

Research paid for by the state's agricultural industries also has played a big part in keeping California's agricultural economy healthy, Kuhrt said. Research which developed a satisfactory canned grapefruit provided an additional outlet for growers. Development of a raisin ice cream helped dispose of more of that big crop.

Quality Standards

Surplus control efforts in California under state marketing orders are directed toward disposing of excess production outside of usual trade channels such as selling it for livestock feed.

"Surpluses don't remain a threat to the market under the state system," Kuhrt said.

Strict quality standards also act as a deterrent to surpluses, eliminating low-grade production and providing the housewife with a better, more dependable product, he pointed out.

California marketing orders are prepared by industry committees with the help of the state's department of agriculture. After public hearings they are voted on by producers. A majority vote is required to put them into effect.

Once in effect the police power of the state is behind them to enforce their provisions, including the collection of assessments necessary to operate the programs. The programs are operated by committees of producers and handlers under department supervision.

Currently 28 of the self-help programs are in effect. The commodities marketed under them were valued at \$370,000,000 at the producer level last year.

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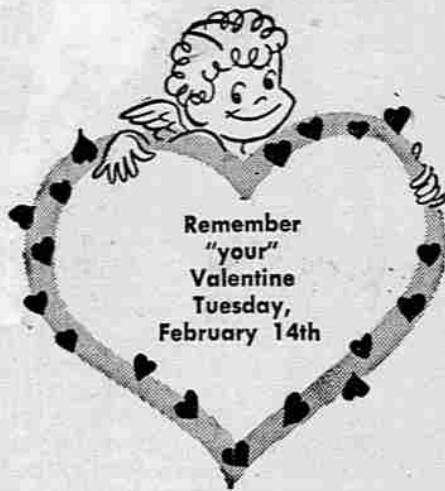


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