

## Potato Report

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### Demand and Markets for Potatoes

Decline in per capita consumption of potatoes from 128 pounds in 1940 to 100 pounds in 1951 and rise to 106 pounds in 1956 is not a complete description of changed demand. In 1940, 1.9 pounds of the 128 pound per capita consumption was the fresh weight of processed products used. In 1956, the fresh weight of processed products in the 106 pound per capita consumption for that year was 23.4 pounds. Per capita consumption of potatoes in fresh form in 1956 is given as 82.6 pounds.

Population had increased 33 million to 167.5 million people, but volume of potatoes produced had not changed materially. There has been an increase of about 11 hundredweight in average yield per acre and a marked reduction in number of potato growers and in acres grown. Average yields in the county do not exceed present 183 hundredweight late state average as much as was the case 20 years ago. The competing areas of Central Oregon, Washington and California produce yields comparable to our own.

The number of market outlets has been reduced. Development of super markets and mergers and consolidations continue. Presently, 70 per cent of the retail grocery business in the nation is reportedly handled by only 44,000 stores. Purchasing is further consolidated for chains and associations of independent retailers. Purchases for processing is in hands of relatively few managements.

Today's marketing practices differ markedly from those of prewar days. There is more direct movement from country shipper to super market with less reliance on terminal market brokers and wholesalers. Homeless rollers and consignment sales are more hazardous.

Consumers and retailers are demanding good quality packs, free of small sizes, clean and in packages of convenient size. Of the 37,920,000 hundredweight estimated as fresh purchases for home use from the 1956 crop, almost one-half (42 million hundredweight) were packed in consumer packages of 25 pounds or less. Another 12 million hundredweight were reported used for food on some of the nation's five and one half million farms.

Of the 39 million hundredweight estimated sold fresh for restaurant use, about 2,400,000 hundred-

weight went through over 120 commercial pre-peeling plants operating in population centers where regular deliveries of prepared po-

tatoes in 30 pounds lots are a general practice. The only other fresh sales from 240 million hundredweight avail-

able for use domestically in 1956 was 4,200,000 hundredweight for military use and the estimated domestic fresh sale total of 131,120,000 hundredweight was 55 per cent of available supplies.

In the 16 years since 1940, use of potatoes for processing has increased from 3¼ million to 39,120,000 hundredweight, a 12 fold increase.

Frozen french fries have gained much attention but the 5,400,000 hundredweight estimated to have been processed into fries is only slightly more than two per cent of the 1956 potato supply. There was no frozen fry business in 1940.

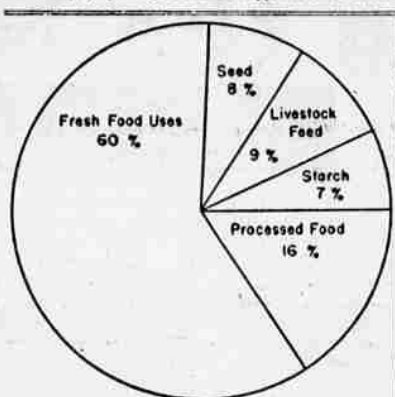
All other processed potato food products other than chips (flour, canning, hash, stews, soups and dehydration including quantities of dehydrated potatoes fed under diversion program, total six and three fourth million hundredweight and represent two and eight tenths per cent of the supply.

Potato chips which used 27 million hundredweight or 12 per cent of the supply are the big processing outlet. Chips used more than twice as many potatoes as all other processing combined. The National Potato Chip Institute, a service organization for over 600 chip manufacturers, predicts that this industry will take 18 per cent of the potato crop within five years.

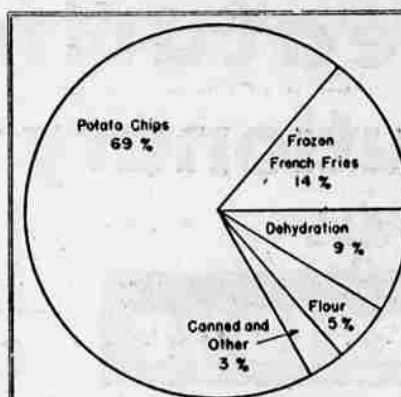
Starch was an outlet for 17.4 million hundredweight (seven per cent of supplies). Livestock feed used another 21.3 million hundredweight (nine per cent). Seed re-

## UTILIZATION AND PROCESSING

Between the years 1940 to 1952, potato consumption in the U.S. dropped from 128 pounds per person to 100. During this period there was a marked change in the pattern of use. In 1940 only 3,200,000 cwt. (2.1%) of total sales were processed. By 1955, the quantity processed had increased to 32,300,000 cwt., or 17% of total sales. It is estimated that by 1958, on a national basis, at least 25% of all potatoes sold will be processed. The 3 charts in figures below show very graphically what has happened since 1940.



Disposition of Domestic Potato Supply-1956  
(Estimated total of 401,600,000 Bushels)



Potatoes Processed for Food-1956  
(Estimated total of 65,200,000 Bushels)

(Continued on Page 5)

## Farmers- Ranchers-

What you need we've probably got! Here's Roberts, loaded to the teeth with things that Farmers and Ranchers just *CAN'T LIVE WITHOUT!* Drop in for a chat, and see dozens of other items you need!

BARN BROOMS

CHAIN

ROPE

PITCHFORKS

SHOVELS

STEP LADDERS

HORSESHOES & NAILS

POULTRY NETTING

WEED BURNERS

TRACTOR FUNNELS

PAILS GALV. & STAINLESS STEEL

HALTERS

HOES, RAKES, GARDEN TOOLS-

BLOCK FORKS

Large Galv. CANS for FEED or REFUSE

LANTERNS

AXES

### ATTENTION OLD-TIMERS-

The Younguns may not even know what these are for!

- PUMP LEATHERS
- BUFFING IRONS
- FARRIER'S HAMMERS
- SCYTHES & SNATHS
- COAL OIL LAMPS, WICKS, BURNERS & CHIMNEYS
- AWLS-THREAD-BEESWAX
- COMBINETS
- HARNESS SNAPS, RINGS-
- CURRY COMBS, BRUSHES

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### PARK

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## Land...

(Continued from Page 2)

acts is becoming an ever increasing valuable land use, it is therefore recommended that a study be made by the State and Federal Forest Service of soil and moisture conditions on suitable private as well as public lands, so that information may be available as to the most profitable types of trees to be grown on such lands.

i. It is recommended that the State Forestry Department be asked to make available more suitable trees, preferably conifers, for planting as windbreaks in the eastern Oregon country.

j. It is recommended that no crops be planted on Government controlled land for commercial use; that any such plantings be solely for wildlife consumption, and that otherwise all such government land be opened for homesteading.