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DIVERSIFICATION IN N. C.

FRUITS AND VEGETABLES

That there is increased diversification of agriculture in the state is indicated by the fact that at least fifty-three of the counties made car-lot shipments of fruit or vegetables last year. Altogether more than eighteen thousand car loads of such produce were shipped from these counties. This does not include the vast quantities which were sent out by motor truck. In fact good roads and motor trucks have brought a market for surplus foodstuffs to those farms which produce surpluses in such small quantities and are so far removed from the railroad that they are not reached in any other way.

The table which appears elsewhere in this issue indicates the fifty-three counties which are producing fruit and truck on a commercial scale. It is interesting to note which is the leading county for each of several products. Moore leads in peaches and in dewberries, Surry in apples, Duplin in strawberries, and Richmond in grapes. In the case of vegetables, Pasquotank leads in white potatoes, peas and spinach, Carteret in sweet potatoes and cabbage, Pender in string-beans, New Hanover in carrots and lettuce, Beaufort in celery, Duplin in cucumbers, Sampson in peppers, Columbus in turnips, Scotland in watermelons and cantaloupes, Buncombe in tomatoes.

With 1,126 car-loads of strawberries and 1,176 car-loads of vegetables Duplin wins the laurels as the foremost county in fruit and vegetable production, at least this is the case if we use car-lot shipments as a measure of comparison.

Away from Cotton

It is encouraging to find so many counties producing fruit and truck on a commercial scale. It is an evidence that North Carolina agriculture is becoming diversified and that an increasing number of North Carolina farmers are breaking away from sole dependence on cotton and tobacco. It is an evidence, too, that each locality is discovering and capitalizing its own peculiar endowments. The cultivation of peaches, strawberries, dewberries, lettuce, cucumbers, etc., has generally proved profitable, and there is more prospect of success in attempting other specialties than in expanding too far those already established.

North Carolina is still importing too much of its food and feedstuffs, however. The home market has not been developed as fully as it might be. It may not be consistent with the law of comparative advantage for North Carolina to produce every kind of product of which it is capable. It may not be economically sound, for instance, to attempt to supply all the butter and cheese which is consumed; though it does seem a mistake for a farmer not to produce enough milk and butter for his own family. It may be economically sound to import beef but it is doubtful if it is to import poultry and eggs. Nor does it seem logical to be shipping peas, beans, tomatoes and sweet corn out of the state to be manufactured and then buying it back in cans.

Local Markets Needed

The successful cultivation of perishable fruits and vegetables depends on successful marketing. That means that the grower cannot be entirely dependent on distant markets which buy only in car lots. Farmers will diversify when they are assured of a local market for surplus foodstuffs. They cannot afford to diversify before. It is therefore necessary to develop a home market as well as a foreign market. North Carolina has nearly three million people and they should be supplied with home-grown fruits and vegetables. This means curb markets, contracts with chain stores, peddlers' routes, and in general a systematic distribution scheme. To establish such a system requires standardization of product, regularity of service, advertising, and fullest cooperation between producers, distributors and consumers. It will also require cooperative storage and transportation facilities, and canneries to absorb seasonal surpluses. Properly organized North Carolina could feed itself and so far as most products are concerned it would be economically sound to do so.

CURB MARKETS

The changing conditions have made it necessary that farmers have a larger quantity of cash now than formerly. It is now apparently necessary to purchase from outside sources a greater number of commodities in larger quantities than in the past. Such conditions have forced the farmer and farm woman to think more of the marketing side of farming. In recent years one of the great weaknesses of organization has been the inability of the farmer to sell to advantage what he has produced. Fortunately the problems of marketing are being solved, though much more slowly than those interested desire.

In certain sections curb and roadside markets are being well developed to the satisfaction of both the farmer and the consumer. Abnormal as it may seem at first thought the merchants prosper more when farmers develop good curb and roadside markets than when they do not. When good markets are developed the farmers have more money to spend and they spend it with the merchants. Better markets, therefore, benefit every one concerned. It is but natural that the prosperity of a community is dependent upon the prosperity of each class in the community.

Last April the fifth anniversary of the home demonstration curb market was celebrated at Rocky Mount, North Carolina. This curb market has been an outstanding one. Sales are held by the farm women two hours each Saturday morning throughout the year and each Wednesday morning during the summer months. The total sales for the four years reached \$100,000 and for last year, \$31,015.77. This market was only one of twenty-seven in North Carolina. The total sales for all the markets last year amounted to \$280,495.04, excluding sales by parcels post and express.

These curb markets have not only made the communities more prosperous as well as the farmers but the people have learned to know each other better.—Southern Planter.

LIVESTOCK VS. COTTON

Manley Foscue is leading the way to a new era for the agricultural population of sparsely settled southeastern Carolina. Foscue is a Jones county farmer who does not grow a stalk of tobacco or cotton. Only forage crops are produced for livestock ranging over the 400 acres he formerly called a plantation, but which has become a ranch now.

Foscue's place was formerly a part of the famous Ravenswood plantation. He was reared to the Jones county style of farming. He became interested in stock. According to an account of his venture, 1,000 hogs and hundreds of sheep and cattle are being grazed on the 400 acres, and corn for winter feed is produced in fields fenced off from the stock runs.

The farm has been divided into a number of pastures and fields, separated by fences. At night the animals find their way into a central lot in which barns have been erected for them. Aside from the labor of his own family, Foscue paid less than \$300 for help during the first six months of 1927.

The stockman started hog and cattle farming only three or four years ago. The business on such a scale was new to the territory. In spite of a few obstacles Foscue has prospered. He is "in the clear" now and believes the business will be much more profitable than the raising of tobacco and cotton in future. Thousands of idle acres in Onslow, Jones, Pender and other counties of the section might be turned into grazing lands at small cost, according to persons interested in Foscue's venture. His is said to be the first large-scale stock farm in the district.—Greensboro Daily News.

STANDARDIZING PRODUCTS

Standardization of farm products as a fundamental factor in successful marketing was stressed by Lloyd S. Tenny, chief of the Bureau of Agricultural Economics of the United States Department of Agriculture, in addressing

LITTLE HOMES

O little homes, ye little homes of love!
Strength of a man; a woman's song;
laugh of a child;
Warmth of a fire; glow of a lamp;—
though wild
The wind without, and grim the sky
above.
O little homes set close on every
hand!
Ye narrow, walled-in worlds of joys
and fears,
Built of the commonplace of smiles
and tears,
Ye are the heart and sinew of our
land!—F. Means.

the Pan-American Standardization Conference at Washington, we learn from an agricultural bulletin.

"Standardization," according to Mr. Tenny, "is the definite foundation on which rests most of the individual functions which make up the whole process of marketing. It is essential to the maintenance of the bureau's nationwide market news service; it is basic to the use of credit; it is the one safe basis for advertising.

"Standardization facilitates the settling of disputes as between shippers and dealers; it is the only, safe basis upon which equitable inspection service can be built at shipping points and markets; it is especially useful in cooperative marketing by affording a basis for pooling the products of various growers; it is a prime requisite in administering the United States warehouse act."

In other words, standardization adds greatly to the farmer's profits. Our farmers have not learned the lesson of standardization. Many a grower, it strikes us, produces tobacco of a fine quality but fails to grade it properly. Knowledge of standardization rules and the energy to apply them will go a long way toward making Eastern Carolina farmers more prosperous.—Kinston Free Press.

N. C. RANKS HIGH

North Carolina ranks third among 17 Southern states in the gross value of all products, fourth in the value of agricultural products, third in the value of manufactured products and fourth in population, according to figures published by the Manufacturers Record in its 1928 Blue Book of Southern Progress.

The Blue Book shows in addition to the above facts a splendid year of progress in the two Carolinas and all the Southern states.

In gross value of products, this state comes out with a sum of \$1,515,032,000, which is exceeded only by Texas with \$2,724,293,000, and Missouri with gross value of products amounting to \$2,414,849,000.

Missouri takes the lead in the value of manufactured products with \$1,617,161,000 against \$1,227,952,000 for Texas and \$1,050,434,000 for North Carolina. In the value of agricultural products Texas has a big lead with \$1,065,754,000 to its credit while Missouri takes second place with \$717,634,000 and Oklahoma third with \$456,779,000 and North Carolina comes fourth with \$453,605,000.

In an estimate of the population of North Carolina cities Winston-Salem is given a population of 81,000 as the largest city in the state and Charlotte's population is estimated at 80,500 as second in size.

North Carolina's population is given as 2,897,000 which is exceeded only by three other Southern states.—Marion Progress.

MARKETING STRAWBERRIES

A striking example of the benefits to be derived by the farmer from good roads is afforded in the strawberry belt of eastern North Carolina, from which thousands of crates have been moved by truck each season.

Last year there were as high as 2,000 to 3,000 crates of berries hauled from Wallace and Rose Hill in one day. Some of the trucks made three trips north each week, with a running time of 8 to 25 hours, going into Richmond, Washington, Baltimore, and other cities.

Some have gone as far as Philadelphia and New York. Each truck has two drivers, and the actual running time is 21 hours to Philadelphia and 25 hours to New York.

The practice of hauling strawberries north in trucks began several seasons ago but the service was extended to North Carolina only last year. The movement probably began in the New Jersey strawberry belt and was later extended to the Eastern Shore of Virginia. However, the seasons are later in New Jersey and Virginia and so the trucks are being employed in transporting berries from eastern North Carolina. Although it is highly probable that improved train service may be secured, yet it is entirely likely that the movement by truck will also continue, due to the excellent roads in North Carolina and the fact that Virginia, to the north, is improving its roads. Undoubtedly, an object lesson has been given and the result will be far-reaching, meaning the saving of thousands of dollars to our strawberry growers.—Adapted from Agricultural Review.

A BEGINNING IN GRAPES

Inaugurating what is expected ultimately to be fostered on a large scale here, the grape-growing industry, 4,000 grape vines, mostly of the varieties of Green Mountain and Catawba, have been planted in Henderson county this year, C. H. T. Bly announced to-day.

"This is just the beginning of a great industry," said Mr. Bly. "That many vines doesn't signify that we will have a big grape-juice factory at once, but it does mean that we have gotten a start on the grape-growing industry." The grapes that were planted here came from Fredonia, N. Y., from what Mr. Bly characterizes as the finest vineyard nursery in the world. The movement has been consummated as the result of an idea he has had in mind for a number of years, and on which he has put forth considerable energy.

FRUITS AND VEGETABLES IN NORTH CAROLINA Counties Making Car-Lot Shipments in 1927

The following table, showing the number of car-lot shipments of fruits and vegetables from each of the fifty-three counties making such shipments, is an adaptation of a more comprehensive table which appeared in the March issue of the North Carolina Farm Forecaster.

Fruits of which car-lot shipments were made include 80 cars of apples, one of grapes, 1,692 of peaches, 2,118 of strawberries, and 389 of dewberries. Vegetables include 345 cars of string-beans, 291 of cabbage, 606 of cantaloupes, 11 of carrots, 2 of celery, 911 of cucumbers, 423 of lettuce, 571 of peas, 39 of peppers, 1,697 of sweet potatoes, 7,878 of white potatoes, 4 of turnips, 22 of spinach, 49 of tomatoes, 1,126 of watermelons, and 226 of mixed vegetables.

Duplin county excels all others in the production of fruits and vegetables. Its car-lot shipments in 1927 included 1,126 of strawberries, 525 of white potatoes, 380 of cucumbers, 160 of watermelons, 37 of cantaloupes, 34 of string-beans, 22 of peas, 8 of peppers, one of sweet potatoes, and nine of mixed vegetables.

Department of Rural Social-Economics, University of North Carolina

Car-lot shipments of		Car-lot shipments of					
Rank	County	Fruits	Vegetables	Rank	County	Fruits	Vegetables
1	Duplin	1,126	1,176	30	Edgecombe	0	51
2	Pasquotank	0	2,177	31	Lenoir	0	38
3	Beaufort	0	1,416	32	Buncombe	2	33
4	Moore	1,236	18	33	Anson	0	34
5	Pamlico	0	1,181	34	Lee	30	0
6	Columbus	0	1,010	34	Wake	30	0
7	Carteret	0	918	36	Bladen	0	27
8	Scotland	19	823	37	Perquimans	0	26
9	Wayne	5	815	38	Harnett	9	10
10	New Hanover	0	716	39	Brunswick	0	18
11	Tyrrell	0	680	40	Henderson	0	12
12	Camden	0	656	41	Onslow	0	9
13	Currituck	0	425	42	Gates	0	8
14	Pender	0	396	43	Bertie	0	7
15	Robeson	11	347	44	Johnston	0	5
16	Montgomery	354	0	44	Mitchell	5	0
17	Washington	0	306	46	Rutherford	0	4
18	Richmond	209	25	47	Wilson	0	3
19	Craven	0	231	47	Catawba	0	3
20	Pitt	0	229	49	Alexander	0	2
21	Surry	69	84	49	McDowell	0	2
22	Cumberland	21	109	49	Polk	2	0
23	Chowan	0	117	52	Wilkes	1	0
24	Sampson	1	96	52	Yancey	0	1
25	Warren	25	66	Boat shipments	0	282	
26	Martin	0	79	Pick-up cars	95	0	
27	Halifax	0	76	County and station unknown	0	59	
28	Haywood	14	58	Total	3,891	14,290	
29	Hoke	0	64				