

## MARKETING

There are twenty-seven curb markets in North Carolina with twenty-nine counties selling produce through them. The total sales for 1927 amounted to \$280,495.04. In addition to the curb markets certain counties sell regularly by parcel post, shipping their products to colleges, hotels, merchants, and individuals. Live poultry in car lot shipments is marketed in cooperation with the Division of Markets.

The Agent in Guilford County reported a total of \$28,619.18 sold on the curb market, which is operated on Tuesday, Thursday, and Saturday of each week on a lot owned by the County. The itemized report follows: "Eggs \$5,829.94, chickens \$3,575.14, butter \$7,128.90, meat \$643.00, vegetables \$3,963.75, fruits \$571.55, turkeys \$535.00, melons \$275.00, cakes \$238.00, flowers \$25.00. The Friedens club reported \$2,575.00 worth of products sold but did not designate the articles."

The following report from Anson County covers very thoroughly the different types of marketing: "Marketing in Anson County has been carried on by the following four methods, both Home and Farm Agents assisting:

- a. Curb market.
- b. Parcel post and express.
- c. County-wide cooperative shipments.
- d. Car lot shipments.

"Our curb market has entered its fourth year. We have grown to be a steady enterprise along with other business of the town. Our market is open on Saturdays and held in the basement of the Court House.

"The curb market is a stabilizer for prices on fresh eggs, vegetables, live and dressed poultry, cakes, butter, and flowers. The town people have been loyal and we have had very little complaint from the local grocerymen. They realize that the farm women are able to dispose of more produce to an advantage through the curb market and in turn this money is usually spent among them for necessary articles not to be had on the farm.

"We like the social feature of the curb market, the mingling together of the people in a friendly way. There was a time when the rural woman stood in awe of the city woman, because of her better advantages, but today this imaginary line has been broken down and better relationship exists between the two.

"The curb market has developed 'specialists' along some lines.

"Almost every woman has a source of beauty down deep inside. Our grandmothers displayed it in the lovely old quilts, crochet and tatting that it took weeks and weeks to make, but the rural woman is learning to express this same sense in beautiful cakes, delicious butter, plump dressed hens, and fresh crisp vegetables. They have learned that appealing to the eye of a customer often makes a sale. This direct contact between producer and consumer has taught the farm women what the public wants so that they know now how best to put forth their effort.

"But after all, it is not the financial gain that counts most but the fact that the rural women have been enabled to do the things for their children they so long to do. They have their homes, their children, they have their hopes and aspirations just as other mothers have, and this little income helps to realize at least a few of their dreams.

"The curb market has been supplied by 189 producers and the

total sales for the year amounted to \$4,470.15.

"It is true that a well pleased customer is the best means of advertising. For four years or more we have supplied special customers with dressed fowls, eggs, and butter by Parcel Post. These friends have told others of the quality of our fowls and we now have a splendid list of customers for those of our club women who like to sell by Parcel Post.

"Mrs. J. M. Sikes of Diamond Hill community was among the first of fifteen club members to ship by Parcel Post. Mrs. Sikes reports: "We live twelve miles from town on a small farm that is tended by my husband and three boys. The baby boy is now large enough to carry water to the field so I suppose we could count him in as a fourth. We grow the Rhode Island Red chickens because we like them best and have found them to be fine both as layers and for eating purposes. About eight years ago our Home Agent gave me my first order to ship dressed hens and broilers to Raleigh by Parcel Post. The hens were fattened properly, tied up by the feet when killed so that they would drain properly, then plucked and drawn. I always use a nice clean box, line it with white paper, and pack the fowls close together so they will not tumble about when handled. I think it is nice to put in a sprig of parsley or holly as a form of greeting to these friends who are known only by mail. The box is then tied and wrapped securely and given to the mail man on the rural route. In a short while my orders increased so that I called in my neighbors who were growing large breeds and asked them to ship with me. We liked the plan of cooperative shipping and have had many happy good times together preparing and packing the fowls. The average sales for a winter season amount to \$300.00. We also ship eggs and butter by Parcel Post. Our Home Agent

is very strict about how things look that go from Anson County and for her sake as well as for our customers' sake we always try to ship only the nicest products.

"My son Ralph, fifteen years old, who has been a club member five years, entered an essay contest on 'Marketing Poultry in My Community.' He won a prize consisting of a free trip to Atlanta to the South-Eastern Fair. I was so proud of this and feel that this trip was of great educational value to my boy.'

"In addition to the Parcel Post Marketing we make local express shipments of early broilers and hens to special customers throughout the state. During the growing season the broilers are coming on at all times and as we have stressed the growing of the large breeds of baby chicks, we have established a good outside market for these at two pounds.

"We keep a list on file in the office of all the producers and in this way are able to fill orders on short notice.

"Of all the forms of marketing in Anson County we believe that this has been the most far reaching and effective. As a means of bringing the people together, as a means of comparing the quality of produce, as an incentive towards growing a better grade, as an example of the increased value and appearance in a properly prepared product for sale, this cooperative marketing offers great advantages. In our group meetings where the turkeys and chickens are plucked we have an opportunity to study human nature and when the people come together to pack them, we like to hear them talk, teasing each other about their success or failure with their favorite breeds of poultry.

"For Thanksgiving and Christmas we are fortunate in securing large orders at good prices from the same customers who have bought from us for years. The orders are distributed in various communities

and the turkeys and hens brought to ~~to~~ the same place for packing and shipping. We feel that we have the privilege of discarding a fowl that has been badly torn or disfigured in plucking and in this way have tried to teach carefulness and pride in the appearance of fowls. The fowls are weighed and then graded, individually, and packed to fit each order. We use barrels lined with clean paper, covered with a sack. This year we have had some Anson County shipping tags printed for use on each shipment going outside the county.

"This form of marketing has greatly increased the growing of turkeys and other poultry. It has taught business methods in handling checks and has kept the work of the Extension Agents in touch with the banks and other business concerns.

"One hundred and eighty-six families took part in the cooperative marketing. The total amount for the year was \$7,405.15. We require each club member desiring to participate in this form of marketing to list the number and kind of fowls in the County Agent's office. They can then be notified as to when and how many to prepare. This also enables the County agents to secure orders for a certain volume of business that may be carried on each week.

"In cooperation with the Division of Markets we have shipped live poultry in car lots on nine occasions. Twenty-two thousand pounds were sold, amounting to \$6,000.00. This form of marketing is splendid for early broilers, as it enables the farmers to sell off large amounts as fast as they reach marketable age and condition.

"The women have culled their flocks to better advantage by this method of marketing, as all sizes, ages, colors, and varieties may be disposed of. It is an interesting sight to see all the people coming in with their poultry on these days. Men, women, and children bring them in all kinds of boxes, and stand about and discuss their

favorite breeds of poultry while waiting their turn to unload."

Chowan County reports: "Mrs. J. L. Savage has built up such a trade for her butter that she cannot supply half the demand. She sells as high as twenty-seven pounds some Saturdays. Her buttermilk sells well, too. Since February she has sold \$1,451.00 worth of produce and is our best market attendant. She sold the following:

Chickens	\$461.00
Butter	477.00
Buttermilk	110.00
Eggs	268.00
Strawberries	35.00

"We have sold \$2,059.00 worth of produce this year at a profit of \$924.00."

One agent writes. "Nash County has a curb market located in Rocky Mount and held in the Holt-Cobb Tobacco Warehouse, which is wonderfully well located, being in the heart of the town.

"This market affords a place for Edgecombe County to sell its produce also, but is under the management of Nash County. It was organized in 1923 and has enjoyed a steady growth in popularity and sales ever since. The original place for holding the market and the rules and regulations that were adopted in the beginning have never been changed. The same farm women are still selling on the market that patronized it in the beginning, and new ones are coming in all the time.

"The sales for 1927 have amounted to \$31,015.77. There are at least two hundred people of Nash County selling on the market, besides those of Edgecombe. There are six or eight people from nearby counties that also sell on it regularly. This market is open only on Saturday mornings for about two hours and from April until September it is open on Wednesday mornings. The only assistance the Agent has in run-

ning it is a cashier who gets change from local banks the day before, makes change, collects dues, and files reports. She also runs the market if it is impossible for the Agent to be there, with the assistance of a local leader who lives in Rocky Mount.

"The following products were sold in 1927:

Poultry	\$6,385.33	Vegetables	\$7,454.25
Cakes	7,246.12	Eggs	2,439.38
Butter	2,260.43	Fruit	1,693.70
Flowers	1,302.99	Meats	1,532.00
Dressing	230.00	Canned goods	153.28
Squabs	101.93	Huts	67.56
Honey	51.13	Turkeys	49.33
Miscellaneous	48.34	Total	\$31,015.77 "

The Rowan County Agent reports: The curb market was begun in October 1923 with eight members and has continued to grow, slowly but steadily, as our reports show a gradual increase in the sales each year. The average monthly sales range from \$559.00, 1925, to \$785.00, 1926, and \$861.00 in 1927. During the year 1927 the total sales amounted to \$10,336.31, and this is almost the extent of the market growth under the present condition. Something will have to be done to provide for a market building as Salisbury is fast outgrowing the present location."

The Pitt County Agent reports: "The curb market has completed its second year. As we operate under an open shed our market is open from April 1 to November, then the cold weather compels us to close. This year we have sold approximately \$4,200.00 worth of products, with a profit of \$1,050.00 above what would have been received wholesale."

"Four car lot shipments of poultry were made at which 32,136 pounds were sold at \$7,638.13, making a profit above the local market

of \$1,606.80. The Home Demonstration Agent shipped the first car of 11,730 pounds when the county was without a farm agent. The other three shipments were a cooperative project between the two agents."

The Agent in Forsyth County reports that the city market in Winston-Salem is so arranged that the farmers and farm women can sell on the curb market by paying ten cents each day except Friday and Saturday, when they pay twenty-five cents for the privilege. This large space is cemented with drive and walk ways through it and is a good place for selling as there is plenty of parking space nearby for the customers who come down to buy. Besides selling on this market, many of the club women have regular customers to whom they sell each week. To these they sell dressed chickens, cakes, tarts, flowers, butter, eggs, etc. They report the following realized from sales:

Milk and butter	\$6,860.25
Chickens and Eggs	4,669.97
Fruits and vegetables	1,495.50
Cakes, tarts, and flowers	<u>180.00</u>
	\$13,205.72

The Cape Fear Home Demonstration Exchange is composed of four counties, Brunswick, New Hanover, Pender, and Bladen. The market is held in the old city auditorium and is lent to the market people by the city. The market is open twice a week, on Wednesdays and Saturdays. The sales for the year have increased from \$15,764.09 in 1925-1926 to \$17,507.01 in 1926-1927. The sales were as follows:

Butter	\$451.56
Cakes	1038.27
Eggs	8229.63
Flowers	65.65
Fruits	68.94
Meats	645.06

Other Articles	\$ 442.46
Poultry	5821.69
Vegetables	631.90
Canned goods	<u>111.85</u>
Total	\$ 17507.01

The Wayne County Produce Market is higher and better than ever.

The sales for the year are as follows:

1926	December	\$732.37
1927	January	644.42
"	February	776.75
"	March	793.05
"	April	1098.01
"	May	1081.78
"	June	1240.78
"	July	1093.29
"	August	1135.60
"	September	1156.83
"	October	1193.01
"	November	1267.96

The Richmond County Agent reports: "Some one may wonder just what the women do with the money they make on the curb market. I asked a regular producer, Mrs. J. B. Price, the other what it has meant to her and this is what she said, "Why, Mrs. Harris, it has meant everything to me and my family. Since last January I have carried five shares of Building and Loan and still have \$108 in the bank. Then I have bought all the food not raised on the farm for our family of seven, school books and supplies for the children in school, and all the clothes for the family." And then she added proudly, "I've just

bought a new suit for Boone, (the son that usually comes with her to help) and paid \$25.00 for it! In this way, I am helping to make money and take care of the family and it leaves all that we make otherwise to be applied to the debt on our farm." They had been tenant farmers until last January when they bought this little farm which they will soon be able to pay for."

In Vance County the curb market has made steady progress since its organization in 1923. Sales for 1927 amounted to \$16,932.00.