

MARKETING

In North Carolina there are four methods used in marketing produce—the curb market, parcel post and express shipments, county-wide cooperative shipments, and car lot shipments. Twenty-five counties sold \$211,081.00 worth of produce through curb markets in 1928.

One of the best examples of the curb market method of selling comes from Nash County. The agent reports as follows: "Two hundred and forty-three farmers and farm women have sold produce to the amount of \$54,486.87 on the seventy-five market days during 1928. This amount divided by products will show that

Cakes brought	\$8,186.42	Flowers	\$1,327.54
Vegetables	7,158.58	Salad dressing	148.35
Poultry	6,105.00	Canned goods	119.45
Butter	3,187.42	Furniture	87.25
Meat	3,060.97	Honey	49.00
Eggs	2,545.42	Squabs	47.15
Fruit	1,832.91	Nuts	27.55
Miscellaneous - Rugs, brooms, fancy work, etc.	533.71		

"Since the organization of this market on April 21, 1928, hundreds of people have sold on it, and at least one hundred and fifty that began selling at the opening are still regular sellers.

"Some of the farm women have so well organized their marketing that they have their regular customers and deliver directly to the homes; or have created a wholesale market, delivering to the merchants in quantities. These sales are not included in the report. The sales for September 1928 showed an increase of \$1,270.05 over 1927. The total increase amounted to \$3,471.10

during the year. In five years the market has sold \$120,544.97.

"There are six regular cake makers on the market with three or four occasional ones coming on. Given below is one woman's sales for the year. She had never made a cake for sale before the market opened. She says, 'The market means a living for my family.'

Report of Miss Blanche Lawrence, November 1927-28

Cakes and salad dressing

November 24, 1927

December	\$327.66
January	166.75
February	144.45
March	182.55
April	195.66
May	218.38
June	216.40
July	194.23
August	215.50
September	208.53
October	237.50
November	<u>217.16</u>
Total	\$2,624.75

"The market is open every Saturday morning from 8:30 to 10:30 from September until April, and on Wednesday and Saturday mornings during the remainder of the year.

"The agent has an able assistant in conducting the market, Mrs. E. C. Hamilton, who keeps the desk, makes change, collects reports and dues, and looks after the banking and the arrangement of the baskets.

"This market has been held in the same warehouse since opening. No rent is charged and only the janitor and assistant draw pay. Other expenses arise from buying prizes to give each marketing day in order to hold the customers until all of the producers get in, and from advertising and printing of prize tickets. The agent supervises the market and is assisted when necessary by Mr. H. G. Wharton, county agent, and Mr. L. C. Salter, marketing specialist.

"The market has received much publicity through the newspapers and its customers, and many prominent people have visited it. The agent has been called upon this year to talk on "Marketing" for the Current Topics Club, the Rotarians, and the Oxford Field Day Exercises.

"The mayor, the secretary of the Chamber of Commerce, and the county agent, of Wilson, N. C., visited the Rocky Mount Curb Market in the summer and asked the home agent to assist them in opening a market in Wilson.

"In March the county council and the directors of the market decided to celebrate the fifth anniversary and also the reaching of the one hundred thousand dollar sales mark by giving an anniversary dinner on April 21. Tickets were sold to all producers and customers who desired to attend at fifty cents a plate, for a real Nash County barbecue dinner, with other good things supplied by the women. There were complimentary guests also, as State, county, and city officials were invited.

"On Saturday April 21, the fifth anniversary of the Curb Market, 315 guests assembled in the Holt-Cobb Warehouse to celebrate with a barbecue dinner. Among the distinguished guests were Hon. W.

A. Graham, Dr. Clarence Poe, Mr. Homer B. Mask, Miss Ella G. Agnew, and the County Commissioners.

"Immediately following the market the guests were taken on a sightseeing trip around the town, and at twelve o'clock the market gong sounded for dinner. Mr. T. A. Avera acting as toastmaster carried out the program with much grace and wit. Mrs. Estelle T. Smith introduced Mrs. Jane S. McKimmon in a charming manner, and Mrs. McKimmon won her audience with her usual enthusiasm. Mr. F. P. Spruill, former chairman of the Board of Commissioners, introduced Mr. Graham, who made a splendid talk. Mr. H. G. Otis, city manager, then spoke for Rocky Mount, concerning its appreciation, and predicted a splendid future. Then all Board members of Edgecombe and Nash Counties were recognized, as well as Hon Richard T. Fountain, Lieutenant-Governor, and others. The farmers and their wives who had so efficiently served the dinner to the guests were asked to stand. Mr. Avera closed the program with appropriate remarks.

"The dinner was a success in spite of the rain. The tables and the warehouse had been beautifully decorated with wild flowers--dogwood and crabapple predominating--by farm women under the direction of Miss Pauline Smith. An attractive birthday cake with five candles bearing the dates 'April 1921 - April 1928, \$100,000.00' had been presented by Mrs. Hamilton and was placed directly in front of the toastmaster, who lighted the candles."

The Vance County Agent reports: "Our market will be six years old on February 2, 1929. Not a market day has been missed in that time. \$86,000.00 worth of farm produce has been sold. One day last spring Mrs. U. G. Watkins sold one hundred and ten pounds of broilers, bringing her \$55.00."

The Anson County Agent reports on all of the four types of marketing: "Marketing of home products has a certain appeal about it that catches both the farm and home agent in Anson County. Having worked with the same people for fifteen years we realize that it is absolutely necessary to have a certain amount of money to do certain improvements. We may teach better living conditions, we may demonstrate improved practices, but after all it takes a little money to bring these things to the average home. For this reason we have always striven to help the rural folks with their produce, to market it to an advantage, to find outside markets for their increased production.

"We can see now many evidences of this help--painted houses, remodelled homes, water systems, better furniture, girls and boys in college, and a general atmosphere of happiness prevails in many homes because of this assistance.

"Our marketing is organized now so that it runs along systematically and orderly. We keep a list of producers having turkeys, hens, broilers, hams, sausage, live pigs, etc., on file in the office, which enables us to supply our orders in a regular systematic way. We do not advertise but let our customers advertise for us.

"The Curb Market is open every Saturday morning in the basement of the courthouse. The produce includes live and dressed poultry, eggs, vegetables, fresh and dried fruits, preserves, pickles, cakes, beaten biscuit, pies, butter, flowers, bulbs, and other odds and ends. We keep up with market quotations and base our prices accordingly.

"Many orders are filled during the week for fryers, hens, and cakes especially. Any person in the county may bring in produce, pro-

vided it is of good quality. The farm folks have learned that attractiveness often makes a sale. They have made good friends among the town people, and these town people often drive out to the farms for special social visiting and to enjoy the flowers, the poultry, and the hospitality of the farm homes. Many times we have had a 'phone call 'please tell me how to go to Mrs. Tucker's, Mrs. Winfree, or some other place. I want to see her flowers and chickens.'

"Our customers have been loyal and cooperative. The merchants look on the Curb Market as a fixture in the town and often come around to see what we have.

"This little social hour every Saturday morning means a great deal to all of us. It gives the home and farm agents an opportunity to talk with the rural folks often, it gives us an opportunity to plan work with them, it gives us an opportunity to bring the town and county closer together on a friendly basis, and we both feel that it is well worthwhile.

"During the winter months we have arrangements made with one of our hotels and colleges to take any surplus dressed poultry that we may happen to have on hand.

"The Curb Market this year assisted 180 producers, with a total sale of \$3,730.49. In addition to this, there were many items sent to housewives during the week, as well as on Saturdays, that we do not have records of.

"We have many special customers in the cities who write us for dressed hens, turkeys, eggs, fig preserves, and soup mixture. These orders are distributed among certain club members, who fill them directly from their homes.

"Mrs. Ben R. Wall of Lilesville has been furnishing certain of the Extension force with dressed turkeys and hens for several years. The fowls are either plucked or drawn as the customer may prefer, packed in clean boxes lined with clean paper, and a sprig of parsley added before sealing. This enables Mrs. Wall to market her fowls in a systematic way and her customers are more than pleased with the mannery in which she does it. This is an illustration of the method used by twelve other club women in the county.

"In order to take care of large orders from colleges, hotels, and cafeterias, we use the plan of cooperative marketing. From the list on File in the office we notify certain families to prepare their fowls on certain days. The fowls are brought to Wadesboro, weighed, and packed cooperatively. In this way it is possible to have a certain volume of produce and to continue to supply the orders for several months. We use barrels lined with clean paper and have our own Anson County tag for shipping.

"The people are taught to dress the fowls in group meetings. This has enabled the county agents to assist many families to do extension work with them that would otherwise have been impossible. This form of marketing has greatly increased the quality of our produce.

"When the men and women bring their fowls all to one place for packing, they take a great pride in theirs looking as well as the others. They can also see the great value in growing better breeds and in using better methods in feeding and fattening.

"This year we have shipped \$7,523.89 worth of dressed fowls, and \$792.58 worth of eggs.

"As the growing of early broilers developed we have found it necessary to ship by the carlot method. This enables the farm

men and women to dispose of the broilers as fast as they reach the marketable age and condition. It also encourages the culling of the flocks, and all undesirable birds may be sold at good prices. Many people prefer this method as it is easier to bring all kinds, sizes, and conditions, as the plucked poultry is more discriminating.

"After the rush season, the county agent made arrangements with a poultry packing company at Salisbury to send a truck down every two weeks for live poultry, which has proven very satisfactory.

"It is interesting to see the people coming in with their poultry and to hear them stand around and discuss chickens, politics, and what not, while they wait their turn to unload.

"Fifteen thousand dollars worth of live poultry was sold in Anson County this year by this method."

From Pasquotank County comes the following: "This year the club women have maintained a curb market on the sidewalk by the city market, which is near the center of town and convenient for trade. Any farmer or farm woman may sell any produce which is home made or home produced. Shelves have been built along the edge of the sidewalk on which the people can spread their products. We have not yet succeeded in getting a shelter but expect to during the coming year. The people come to sell on Wednesday and Saturdays, but trade is better on Saturdays.

"The people in the county are so near Norfolk, Va., that much of their produce is sold there. Several women in the county make a specialty of raising and dressing poultry for the Norfolk market. A special day is set aside just before Thanksgiving and Christmas for preparing the poultry. One of the women, who makes a specialty of this, hatched one hundred and five turkeys last spring and raised ninety-two of them. For these she will get

fifty-five cents a pound dressed. Another woman is making a specialty of selling canned goods.

"At the curb market we have standardized our prices and have learned to grade our products. Each day at the market a slip with the date, the name of seller, and the amount of money taken in is given to each person to be filled out when the sales are closed for that day. In this way we keep account of the number who are selling and the amount taken in at the market. \$3,090.56 of the \$11,587.78 taken in by club members was sold at the market. One woman, who attends regularly and has been a big help in maintaining the market, has taken in \$500.00 there this year."