

A
READY REFERENCE
TO

EXTENSION MARKETING

PERSONNEL
AND
PROGRAM

NORTH CAROLINA AGRICULTURAL EXTENSION SERVICE

NORTH CAROLINA
STATE COLLEGE

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THE PEOPLE IN MARKETING AND THEIR JOBS

PERSONNEL: RESPONSIBILITY, EXPERIENCE

- J. M. CURTIS - In Charge. Responsible for overall direction of Extension Marketing, and the grain and cooperative marketing projects. Experience: 2 years as cooperative agent (marketing), BAE, while in graduate school at the University of Maryland; 1 year Extension Economist, VPI; 6 years Extension Marketing Specialist, N. C. State College.
- G. S. ABSHIER - Marketing Information for Consumers. Experience: 3 months assistant county agent - Indiana; 2 years Agricultural Economist, Purdue University; 7 years Extension Marketing Specialist, N. C. State College.
- RUBY P. UZZLE - Marketing Information for Consumers. Experience: 2 years vocational home economics teacher; 9-1/2 years county home demonstration assistant agent and agent; 1 year Assistant State 4-H Club Leader; 1 year Extension Marketing Specialist, N. C. State College.
- D. W. HENNESSEE - Marketing Milk and Dairy Products. Experience: 1 year field supervisor for dairy organization; 2 years assistant county agent; 1 year Extension Marketing Specialist, N. C. State College.
- W. G. TUSSEY - Cotton Marketing. Experience: 5 years assistant county agent; 1 year Cotton Field Representative, AMS, USDA; 2 years Extension Marketing Specialist, N. C. State College.
- D. E. FARRIS - Fruit and Vegetable Marketing. Experience: 2 years Farmer Home Administration; 1 year Extension Marketing Specialist and in vegetable research, N. C. State College.
- G. R. CASSELL - Livestock Marketing. Experience: 2 years Marketing Research Assistant, USDA, University of Maryland; 5 years as Extension Marketing Specialist, N. C. State College.
- C. P. LIBEAU - Poultry and Egg Marketing. Exp: 1 year vocational agriculture teacher, Maryland; 2 years research assistantship, University of Wisconsin; 2 years industrial research fellowship, University of Wisconsin; 2 years Marketing Research, University of Idaho; 2 years Extension Marketing Economist, University of Nebraska; 2-1/2 years Extension Marketing Specialist, N. C. State College.

OUR GENERAL PROGRAM -- IN BRIEF

Background

Extension Marketing work was permitted under the Smith-Lever and associated acts. Additional attention was focused on marketing by the Bankhead-Jones Act of 1935. The spotlight was turned directly on marketing by the Research and Marketing Act of 1946. While previous acts permitted marketing work, the 1946 Act funds were appropriated specifically for marketing work.

Thus, Federal legislation directs the Extension Service to work in agricultural marketing as well as production. Again, by Federal legislation, the Extension Service has been designated as the educational marketing agency. Education is defined as teaching individuals and firms how to do things for themselves. The legislation makes it quite clear that the Extension Service should not limit its educational efforts in marketing to farmers, but should also work with marketing firms and with consumers on problems related to marketing farm products.

General Mandate and Approach

The Extension Marketing specialists are charged with the responsibility for developing and conducting an educational program to improve the marketing of North Carolina farm products. Such a program necessitates that information be prepared for use by farmers, by marketing agencies, and by consumers.

Our program in Extension Marketing is centered around (1) information for farmers on what, when, and how to market; (2) information for marketing agencies related to new technology, improved services, and increased efficiency; (3) information that helps bring about improvements in the overall marketing system; and (4) information designed to teach consumers better food marketing practices.

County Extension workers have extremely important parts to play in this marketing work. It cannot be handled successfully without your continued support and assistance.

Objective of Our Work

The general objective of our Extension Marketing work is to provide information for farmers, marketing firms, and consumers, which will enable them to increase efficiency and reduce the cost of marketing our agricultural products.

Our program in Extension Marketing is organized to achieve this objective by:

1. Assisting producers to improve their marketing by furnishing information which will allow them to (a) fit production to market demand, (b) select markets advantageously, (c) improve marketing methods and practices, and (d) understand governmental programs related to marketing.
2. Providing information that will help farmers and those providing marketing services to construct and operate the right kind of marketing facilities at the most logical place and with the proper equipment. This involves promoting widespread understanding and use, by producers and others, of basic data and information of supply, movement, prices, marketing outlook and consumer demand for agricultural products, as well as technology of plants and equipment, and organization and management information. It also includes presenting information which will lead to an understanding of price determination, the nature of competition, and of our marketing system; and to the adoption of new technology in grading, handling, processing, packaging, transporting, storing, and merchandising to preserve quality, decrease waste and increase the saleability of our farm products.
3. Assisting in the expansion of outlets for farm products. This is

best accomplished through wide dissemination of timely, up-to-date information on farm and domestic demand, consumers need and preference, location of new markets and markets for new products. It also includes dissemination of marketing information for consumers.

4. Reporting the results of marketing demonstrations and clearly indicating the economic returns to the various groups concerned. The methods used are meetings, conferences, reports, radio, TV and publications; plus tours when visual evidence can give emphasis to the results.

5. Providing consumers with a better understanding of marketing and current market situations; and increase their ability to judge value and quality in agricultural products. The marketing work with consumers will provide information which will enable buyers of agricultural products to get more satisfaction and dollar value from each purchase. Buying practices adopted under this program will reflect a consumer demand which will lead to a more efficient marketing of agricultural products.

6. Acquainting all units involved in agricultural marketing with the problems and contributions of each in an effort to speed improvements through increased knowledge and cooperation. This will be a natural result of action in the other areas. However, it should be a definite part of the program also because improvements will depend on teamwork all along the line.

A PERSONAL WORD FROM THE SPECIALISTS

CONSUMER MARKETING

George S. Abshier, Room 209-A Patterson Hall

Tele: TE 4-5211, Ext 291

Ruby P. Uzzle, Room 209-B Patterson Hall

Tele: TE 4-5211, Ext 291

WHAT WE ARE TRYING TO DO

1. Teach consumers to get greater satisfaction and value from their food dollar.
2. Help marketing agencies and producers learn the changing demands of consumers.
3. Teach consumers to plan better buying care and use of food.
4. Teach consumers to take advantage of changes in quality and volume of various foods because of seasonality.
5. Acquaint consumers with new products, practices, and marketing developments, and teach them to evaluate these changes.

HOW WE CAN HELP YOU

1. Provide specific aids, such as slide sets, TV and radio scripts, demonstrations and prepared talks for your use for any occasion you see fit.
2. Help you plan a consumer program for your county.
3. Give talks and demonstrations to consumers or professional groups.

HOW YOU CAN HELP US

1. Point out products or problem areas that need attention.
2. Suggest ways to make our material more useful.
3. Let us know what kind of information consumers want.
4. Keep us informed of changes in consumer food demands.
5. Keep us informed on the supply and quality situation for food products being produced in your county.
6. Call on us.

LIVESTOCK MARKETING
Guy R. Cassell, Room 220-F Patterson Hall
Tele: TE 4-5211, Ext. 306

WHAT I AM TRYING TO DO

1. Increase farm income through more efficient and orderly marketing of livestock.
2. Develop a marketing program for livestock that will improve the efficiency of handling and the movement through proper marketing channels.
3. Improve the marketing channels for livestock through better facilities, pricing and buying practices.

HOW I CAN HELP YOU

1. Assist you with determining the marketing facilities needed, if any, in your county for the present volume of livestock production and for any anticipated expansion.
2. Furnish outlook information for all classes of livestock.
3. Provide information on seasonal prices and trends in livestock production and marketing and teach farmers to recognize value in livestock.
4. Assist you with contacting meat packers and touring markets to gain a better understanding of how to get the most money out of livestock.

HOW YOU CAN HELP ME

1. Keep me informed as to your livestock marketing needs.
2. Inform me of educational techniques that have been successful in marketing livestock in your county.
3. Assist me with surveys of livestock numbers, grade and probable marketing dates.
4. Insist on farmers selling livestock on a grade basis.
5. Cooperate with other counties and areas to enlarge the volume of livestock moving through specified markets.

GRAIN MARKETING
John M. Curtis, Room 220-E Patterson Hall
Tele: TE 4-5211, Ext. 291

WHAT I AM TRYING TO DO

1. Improve our grain marketing industry, from the producer to the consumers' table. To take all steps necessary to increase the income from grain marketed in North Carolina.
2. Give farmers and marketing firms the facts which they can use to develop better marketing practices, facilities, and management techniques.
3. Increase grain storage space -- but only when needed, where needed, and the size and type needed.
4. Change the grain marketing system to the extent necessary to bring these improvements into existence.
5. Start action while there is a chance for success.

HOW I CAN HELP YOU

1. Give you the facts and the assistance needed to solve grain marketing problems.
2. Work with you and your local groups when efforts to improve grain marketing are considered.
3. Furnish slides, reports, publications, contacts with grain handlers, construction people. Office conferences to discuss problems.
4. Keep you informed of new developments so that you can guide the grain marketing work in your county.

HOW YOU CAN HELP ME

1. Plan your grain marketing work as far in advance as possible. Develop a planned program.
2. Keep me informed of your problems and your plans.
3. Give me a chance to discuss the problems with you.

COOPERATIVE MARKETING
John M. Curtis, Room 220-E Patterson Hall
Tele: TE 4-5211, Ext. 291

WHAT I AM TRYING TO DO

1. Furnish the same level of educational assistance to potential or existing farmer cooperatives as is provided for other types of marketing organizations.
2. Provide detailed educational assistance in determining the need for a cooperative; type needed; methods of organization and operation.
3. Assist farmers in the use of cooperatives if they offer a possibility for increasing incomes through greater efficiency.

HOW I CAN HELP YOU

1. Work with you and your farmers in determining the need for a cooperative; type needed; and in estimating the chances for success.
2. Furnish assistance in preparing organization papers.
3. Develop short courses and schools for members, employees, and directors to teach responsibilities and improve business operation.
4. Keep you informed on legal and tax changes related to cooperatives.

HOW YOU CAN HELP ME

1. Keep me informed -- from the first rumblings -- when efforts to form cooperatives develop in your county.
2. Contact me as far in advance as possible. We'll have time to discuss the background maneuvers.
3. Recognize that cooperatives are here now, and that others will be considered by farmers in the future. Anticipate cooperative efforts if you can.

FRUIT AND VEGETABLE MARKETING
Donald E. Farris, Room 209 Patterson Hall
Tele: TE 4-5211, Ext 291

WHAT I AM TRYING TO DO

1. Assist county agents in an educational program for farmers and marketing firms which will result in increased understanding and efficiency of marketing produce.
2. Assist farmers and marketing firms in analyzing and solving specific marketing problems.

HOW I CAN HELP YOU

1. Provide you with material which is useful in conducting a meeting or demonstration on fruit and vegetable marketing.
2. Assist you in holding meetings on various marketing problems.
3. Assist you in making a marketing survey to determine proper location and organization of marketing firms.
4. Assist you in analyzing local marketing problems and determining proper action.

HOW YOU CAN HELP ME

Keep me informed of your important marketing problems and program. This will help me in working with other counties in the area, as well as help me to better assist you. For example: if I know your program and problems, I can send you the latest material which relates to your specific problem. Also, some of your problems can be anticipated, which may help in scheduling trips to your county.

EXTENSION DAIRY MARKETING PROGRAM
Dewey W. Hennessee, Room 209-C Patterson Hall
Tele: TE 4-5211, Ext. 291

WHAT AM I TRYING TO DO

1. Help improve farm income, raise the level of efficiency in the production, assembly, processing and distribution of milk and its products between the farm and the consumer.
2. Aid farmers in understanding the demands of the market so they can adjust their production and marketing procedures to these demands.
3. Aid processors and distributors in becoming better informed concerning market conditions and more efficient in performing their services.
4. Aid consumers in becoming more discriminating and more skillful in buying and using dairy products. (June Dairy Month, etc.)

HOW I CAN HELP YOU

1. Explaining objectives and methods of operation of our present dairy marketing regulations and alternative regulations.
2. Analyzing and explaining supplies, demand, and prices of milk and dairy products with local interpretation.
3. Application of new technological developments such as bulk handling, dispensers and vending machines.
4. Developing alternative uses for Class III milk or movement of this milk to manufacturing plants.
5. Providing outlook information.
6. Providing information to consumers about milk and its products.

HOW YOU CAN HELP ME

1. Keeping me informed of your problems and asking me to help solve them.
2. Reporting unusual developments such as an expected high increase or decrease in production and potential unrest among producers, distributors or consumers.

POULTRY AND EGG MARKETING
Clayton P. Libeau, Room 220-6 Patterson Hall
Tele: TE 4-5211, Ext. 306

WHAT I AM TRYING TO DO

1. Increase farm income and improve family living through effective poultry marketing educational program.
2. Encourage a more efficient marketing procedure that will improve incomes of producers, distributors and provide consumers with better poultry, poultry products, and services at reasonable prices.
3. Help solve marketing problems.
4. Tackle the poultry molehills before they grow into mountains.

HOW I CAN HELP YOU

1. Disseminate poultry market and outlook information as a guide to bringing about desired adjustments in production and marketing.
2. Increase the efficiency, or improve the use of time, space and money, in marketing poultry and eggs.

HOW YOU CAN HELP ME

1. By calling for help while there is time to take action.
2. By telling me what the troubles are and describing them.
3. By learning all you can about marketing poultry and eggs.
4. By teaching your people how to think logically about the possibilities.
5. By keeping me informed about the progress in poultry and egg marketing.

COTTON MARKETING
W. Glenn Tussey, Room 220-B Patterson Hall
Tele: TE 4-5211, Ext. 306

WHAT I AM TRYING TO DO

Research relative to the many facets of production, marketing, and use of cotton fibers continue to open many avenues for attaining more efficiencies in the flow of cotton from the farms to the opening rooms of textile mills. I am charged with the responsibility of developing cotton marketing efficiencies through the employment of Extension educational techniques.

HOW I CAN HELP YOU

1. Work with you and the cotton producers in your counties in getting them organized into Cotton Improvement Associations and qualified for free Smith-Doxey cotton classification and market news services. (62% of 1956 crop was classified)
2. Supply you with information relative to the Government loan program. (37% of the 1956 cotton crop was placed under loan.)
3. Furnish you with quality and price data in order that you may advise your farmers relative to marketing alternatives.
4. Inform you relative to warehouse storage space in licensed warehouses.
5. Work with you relative to educational activities as they relate to the marketing of cotton and cottonseed.
6. Supply cotton marketing firms in your county with current information.

HOW YOU CAN HELP ME

1. Inform me of cotton marketing problems of a permanent or temporary nature. For example, shortages of public storage in your county when it occurs.
2. Provide data relative to local prices and movements of cotton and cottonseed.
3. Pass along requests for information by cotton producers and firms.
4. Give your appraisal of the current cotton marketing activities as to their effectiveness at the county level.

IV

A FINAL WORD

You will find that one of the major jobs you will have in the immediate future, and one of your most discouraging jobs, will be dispelling some of the misconceptions that exist about marketing today. Here is a list of eight misconceptions you either have faced or will encounter in the near future. These are as follows:

1. Farmers should do the whole marketing job themselves! Many people remember the days when the producer took the product to the ultimate consumer and in this manner got all of the consumer's dollar. Except in a few specialized cases, this system will not work today. In the final analysis, farmers are not interested in percentages, they are interested in more income. In most cases, they will get more income by producing efficiently and allowing an efficient marketing system to move their products to the consumer.
2. The markets should be built on local demand! The local demand in an agricultural State such as North Carolina is not large enough to absorb our total production. A separate system built to service local demand will likely be too expensive to compete successfully with our nation-wide merchandising and marketing system.
3. Plan entirely for a fresh market! North Carolina farmers have traditionally produced for a fresh market. More and more of our produce is being processed one or more times. Some people predict that in the not too distant future the housewife will be buying completely prepared meals and have only the task of warming them and serving them. Our farmers need to think more about producing for processing.
4. Build a marketing system to move surpluses! Many people want a processing facility or market to handle what is not needed on the fresh market, or to take care of a sporadic surplus from the home garden. An efficient mar-

keting system cannot be built if the flow of products is restricted to an over-flow or surplus level.

5. A marketing facility makes a market! Many people feel that all we have to do is to build a grand facility and a good market will automatically result. There are hundreds of monuments that attest to the fact that this is not so.

6. Every crossroads needs a market! If it was ever true that every crossroads needed a market, certainly with modern transportation and communication it is not true today.

7. Promotion is all that is needed to cure marketing ills! Promotion has a place but certainly promotion will succeed only when you have volume, quality, and consistency of supply.

8. A farmer cooperative is an easy answer! Farmer cooperatives will succeed only if the factors needed for success are present. They have no magical formula built in. They must be approached from the same business-like standpoint as other business organizations.