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~~PROJECT NUMBER 1~~
State Leader #
County # 1

FARM ADVISER PROJECT: #1.

COOPERATIVE EXTENSION WORK
UNIVERSITY OF CALIFORNIA
THE UNITED STATES DEPARTMENT OF AGRICULTURE
States Relations Service
Cooperating with
THE BOARD OF SUPERVISORS OF SAN DIEGO COUNTY.

I. NAME OF PROJECT: Winter Vegetable Union.

II. LEGAL AUTHORITY: None needed.

III. LEADER: H. A. Weinland, Farm Adviser.

IV. LOCATION: Southern San Diego County contiguous to San Diego & Southeastern Ry.

V. HEADQUARTERS: Farm Adviser's Office, Court House, San Diego.

VI. DATE EFFECTIVE: July 24, 1915.

VII. OBJECT: To organize an Association which will encourage the growing of winter vegetables in the territories especially adapted for their growth and to arrange for the marketing of same in the northwestern cities of the United States.

VIII. HISTORY: Before the first Farm Adviser was appointed in San Diego County a large number of letters were received from farmers stating that they needed a man to help the marketing of products much more than they needed one to help them grow more. At the first meeting of the Directors of the San Diego County Farm Bureau this matter was taken up and a Marketing Committee appointed who outlined the plan roughly which was not approved by the Farm Adviser or State Leader. Shortly after the change from Farm Adviser Armstrong to Farm Adviser Weinland this matter again came up and was brought to a head, the project centering about a Winter Vegetable Union.

IX. PROCEDURE:

(1) The Farm Adviser outlined before various of the Farm Bureau centers, including El Cajon, LaMesa Heights, Spring Valley, Nestor, San Ysidro, Chula Vista, etc. the plan and outline of organization which was suggested by the Bureau of Markets and Rural Organizations in Washington and adopted by the Committee on Marketing. Completed- About July 27th.

(2) The Farm Adviser with the help of an Assistant Farm Adviser, temporarily appointed, visited all farmers whose names were suggested as being those possibly interested inthe project and encourage them to sign a statement that they wished to belong to the Association, including the number of acres to be planted. Completed- About August 10th.

(3) The constitution and by-laws under which the Association will operate are submitted for approval (a) to the State Leader. (b) Board of Directors of the Farm Bureau. (a) Completed- April 28th. (b) Completed- July 31st.

(4) All the members who had signed up to belong to the Association were called together in order to effect their Board of seven directors who were to have the handling of the Association. Completed- July 31st.

(5) The Board of Directors with the help and suggestions of the Farm Adviser, appointed a Manager and laid plans to being to ship vegetables. Completed- October 16th.

DATE:_____

H. A. Wenland
Farm Adviser - San Diego County.

DATE: DEC 9 1915

B. H. Crocheron
State Leader for California.

Additions.

Project Completed and filed _____

PROJECT NUMBER
State Leader #2
County #1

FARM ADVISER PROJECT
Progress Report
Dated February 6, 1917

X The present season is the slack season of the vegetable shipping, the frosts this fall having cut off the tomato production a little earlier than usual, and the cabbage shipping not yet having commenced.

The Market is still keeping the store open as they are handling on a brokerage basis, citrus fruits for some of the members, as well as some outside parties, in order to maintain overhead expense.

On November 19, 1916, Col. H. Weinstock, State Market Director, was in the County and a meeting of general vegetable growers was arranged, at which time he took up the marketing problems of this Association and advised them strongly to make up a crop contract for this year, sending them a sample copy later.

On January 6, 1917, a general meeting of peach growers was held under the auspices of the Ranchers' Market, at which time the problems of the market were brought up and quite a very favorable sentiment was expressed by the growers in standing behind the market to the limit if necessary, to establish it permanently this season.

The Market is now preparing contracts which will be circulated to bind the production to be marketed through them, the purpose being to use the Market as a standardization and collection agency, selling in bulk to the distributors.

DATE Feb 8 1917

H. A. Wenland
Farm Adviser-San Diego County

DATE _____

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State Leader for California

PROJECT NUMBER 1
State Leader #
County # 1

FARM ADVISER PROJECT #1
SAN DIEGO COUNTY

STATUS OF PROJECT #1 - WINTER VEGETABLE UNION
November 26, 1915.

At the time of appointing Mr. W. M. Sharp, Manager of the Winter Vegetable Union a committee of two directors was appointed to arrange for transportation. This committee found difficulty during the next week to meet at the same time and to decide upon a type of transportation they should have. The membership fees were not collected, nor the notes signed to any extent and it was necessary for the manager to visit each man, see his place, get him to pay up his membership fee and sign his note immediately in order to get the business of the Association under way. It came to a crisis and in order to solve the difficulty loaned to the Association $125 of his own and the Farm Adviser borrowed from the Farm Bureau funds a similar amount as a loan to this Association, which loan was approved by the Board of Directors November 6th. This Association has rented a building at 245- 5th St. and also a packinghouse at La Mesa.

Cold weather on the dates of Nov. 12th and 13th cut down the production of some vegetables in the more exposed places, though not materially affecting the products to be marketed through the Association. The Association, however, is finding some difficulty in getting sufficient volume of produce at the present time to make up carload lots as they should and unless some means can be found to handle local shipments for the farmers without too great an expense it is anticipated that the Association may probably face a deficit at the end of the first season. In order to prevent this, if possible the Farm Adviser is outlining certain work which will appear as Project #10.