

331

PROJECT NUMBER
State Leader # 479
County # 46

FARM ADVISOR PROJECT: #46

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

- I. NAME OF PROJECT: Farm Bureau Potato Week Campaign
- II. LEGAL AUTHORITY: None needed.
- III. LEADER: H. A. Weinland, County Farm Advisor
- IV. LOCATION: San Diego, California.
- V. HEADQUARTERS: Farm Advisor's Office, Chamber of Commerce,
San Diego California.
- VI. DATE EFFECTIVE: July 22, 1918.
- VII. OBJECT: To dispose of surplus potatoes in San Diego County, and to prevent financial loss to growers which would result from a poor market.
- VIII. HISTORY: During the season of 1917, many farmers in San Diego County planted more potatoes than usual, shipping out of the county for the first time approximately one hundred cars of potatoes during the months of May and June, at prices very remunerative. Due largely to this experience, a too heavy a planting of potatoes was made this spring for the conditions as they now exist, namely, that of a surplus of potatoes and a low normal price. During the first week of June of this year, growers of the El Cajon and Lakeside territory appealed to the farm advisor to help them to do what was best in disposing of their potatoes, and preventing a serious slump of the local market, if possible. In accordance with this request, on June 18th, a special potato meeting was held in El Cajon, at which approximately eighteen potato farmers were present, directly and indirectly representing about two hundred acres of potatoes. Two plans for meeting this were outlined. One was to sign up crop contracts with the Ranchers Market now existing, for the handling of these potatoes, and if this could be done, a bid would be put in with the Depot Quartermaster for supplying Camp Kearny during July. On investigation, it was found that these bids

would be closed within thirty-six hours, and it was too short a time to accomplish this. The other plan was to conduct a Farm Bureau Potato Week in San Diego, similar to the "Buy a Bale of Cotton Campaign" in the South which plan, after considerable discussion was adopted.

IX. PROCEDURE:

I. The Farm Advisor will present the situation before the County Council of Defense on their meeting June 22nd, asking for their backing in the campaign, and for a committee to help bring this about. Completed _____

II. The director of the El Cajon Farm Bureau will have advertised especially that the meeting on the 25th shall take up this question and advise all potato men to be present. At this meeting, a committee of five growers shall be chosen by the Farm Bureau to act as a Potato Week Campaign Committee, and who will work with the Farm Advisor in carrying out the plan. Completed _____

III. The Farm Advisor will visit the editors of the prominent papers in San Diego, explain the situation to them, and enlist their cooperation in the plan through publicity. Completed _____

IV. The Farm Advisor, with the help of the Committee of the Council of Defense, will arrange for a convenient place in the city where the potato sales may be carried out. Completed _____

V. The Farm Advisor will have circulated through the Potato Week Campaign Committee an agreement similar to the attached agreement marked "Exhibit A", among all potato growers in the southern part of the county, and compile a list of growers and their possible amount of sales. Completed _____

VI. The Farm Advisor will meet with the Campaign Committee and prepare detail plans for the carrying on of the sale as outlined in the agreement, and advertise the same fully, and in every possible way encourage people of the city to lay in a stock of potatoes, and also advise them through publicity how best to preserve these potatoes to prevent loss. Completed _____

VII. Sufficient time in advance of the opening day of the sale, the Farm Advisor and Assistant will be on hand at the place where the potatoes are to be received, and will inspect shipments as they come in to satisfy themselves that U. S. grade No. 1 has been complied with.

VIII. During the Potato Week, the Farm Home Demonstrator will conduct demonstrations on the various uses of the potato as a wheat substitute, close to, if not immediately at, the point where the sales are going on. This matter will be thoroughly advertised and conducted to encourage the carrying out of the Food Administration request, and advertise the sales and increase the amount of potatoes disposed of.

X. Additions;

DATE:

June 20 1918

H. A. Denmark
Farm Advisor, San Diego County.

DATE:

JUN 24 1918

B. H. Crocker
STATE LEADER FOR CALIFORNIA.

Additions

It is understood that all sales, financial matters and general responsibility will be carried by committees. In no case will the farm adviser act in the above.

Exhibit A.

POTATO WEEK CAMPAIGN AGREEMENT

We, the undersigned, being growers of potatoes in San Diego County, and realizing the necessity of adopting special measures for disposing of the surplus of summer potatoes this season, 1918, to prevent loss to ourselves by a further drop in the market which would undoubtedly occur from unorganized action, do hereby mutually agree:

First, that we will bind ourselves to grade our potatoes in accordance with the United States grades and standards, and sell none other than No. 1, No. 2 or culls.

Second, that we hereby agree not to sell any of our No. 1 grade potatoes during this season for a price less than two cents (2¢) net per pound in one hundred pound lots, ~~ex-over~~, f.o.b., San Diego, package not included. It is, however, expressly understood that any or all of us can accept a price greater than this from any party at any time, disposing of any or all of our potatoes we desire.

Third, that in order to stimulate consumption and the disposal of our crop, we agree to adopt the Potato Week Campaign plan outlined by Mr. H. A. Weinland, County Farm Advisor, as follows:

The week, beginning July 22nd, is hereby declared Potato Week, and we each and all of us agree to deliver to any point designated in San Diego, all of our potatoes we desire to sell at that time, under this plan.

We further agree to submit to inspection of our potatoes by the Farm Advisor, under U. S. standards, and to submit to all rules and regulations laid down by the Potato Week Campaign Committee, and the Farm Advisor, relative to floor space allowed, to forms of advertising, solicitation, or any other rules so agreed upon to expedite the sales.

We do further agree to either be present to take charge ourselves, or have an authorized agent at the point designated during

any or all days of the week on which we have potatoes for sale, who will be responsible for our potatoes and who will receive all money for the same.

We do further agree to deliver said potatoes to San Diego free of charge, to pay any assessment levied by this Committee for necessary expenses incurred, this amount to be, however, not greater than two cents (2¢) per hundred pounds.

We further agree that all sales conducted under this plan shall be for potatoes in sacks weighing at least one hundred pounds net, no exceptions being made for overweight, and that we will make no sales for amounts less than one hundred pounds weight under this plan at this time and place.

We do further agree to place within each sack of potatoes put on sale during this week, under this plan, a card containing our names and addresses, and do hereby agree to answer any complaints made to us by persons buying our potatoes.

Name .

Address

During the first week of June of this year, growers of the El Cajon and Lakeside territory appealed to the farm advisor to help them do what was best in disposing of their potatoes, and prevent a serious slump of the local market, if possible. In accordance with this request, on June 15th, a special potato meeting was held in El Cajon, at which approximately eighteen potato farmers were present, directly and indirectly representing about two hundred acres of potatoes. Two plans for meeting this were outlined. One was to sign up crop contracts with the Ranchers Market now existing, for the handling of these potatoes, and if this could be done, a bid would be put in with the Depot Quartermaster for supplying Camp Kearny during July. On investigation, it was found that these bids