

# Marketing Said Big Future Farm Issue

Farmers are soon to be caught up in a major debate over the manner in which they do business, predicts Kenneth D. Naden, executive vice president of the National Council of Farmer Cooperatives.

"It has little to do with how to raise crops or livestock," said Naden. "Farmers have pretty well mastered those techniques. The crux of the question now is what they do with what they've produced — how they market farm products or how anyone else markets farm products."

"Bold theories are being advanced. They hint of radically different business structures for agricultural firms and farmers themselves. Farmer cooperatives figure prominently in the plans. Much of the theory centers on a need for more interdependence of those who produce, process and retail farm products. I'm sure we'll see closer links among those involved with each function. This is new to agriculture but it's old stuff in other industries. Take oil as an example. The route from wells to refinery to consumer has always been closely coordinated."

At the recent Outlook Conference of USDA, Harvard professor

Ray Goldberg told an audience of 600 extension economists that an "all-system approach" is the key to more orderly marketing.

He envisioned multi-product, multi-national firms as being dominant in the industry, and he said farmer cooperatives would be the vehicle through which producers could maintain a "piece of the action" in the complicated new structure.

In effect, the supply and marketing apparatus that co-ops have developed would be applied — through some sort of business linkup — to the research and product development achievements of the big food firms.

Eric Thor, new administrator of the Farmer Cooperative Service, sees a similar evolution in agribusiness. Thor thinks farmers will have several options available, some involving only co-ops and others featuring closer ties between grower and non-grower interests.

Naden said that ultimately, the structure chosen by farmers will depend on how well they develop their own economic punch. "Farmers will reap benefits from the system in proportion to the effort and resources they put into it, re-

## Pa. All-American Dairy Show Set Sept. 21 - 25

The Seventh Pennsylvania All American Dairy Show will be held at the Fair Show Building in Harrisburg September 21-25. Over 2,000 head of cattle, including some of the best Registered Cattle of the six dairy breeds were shown at the 1969 show.

With exhibitors from Canada and 17 states from Maine to Minnesota and South to Tennessee, the show has been successful because of wide support from exhibitors, allied industries and spectators.

Thomas W. Kelly, show manager, reported the first Invitational Youth Judging Contest with 4-H, FFA, and Collegiate divisions.

Kelly said, "We believe the show provides many benefits for all dairymen in eastern United States and Canada. Better Registered Cattle are being bred and merchandised by our exhibitors with the total dairy industry as the ultimate beneficiary."

Entries to the 1970 show close August 20. A brochure states premiums totaling \$58,344 will be offered.

regardless of the form of organization.

"If producers are to link up with non-producers, they'll have to be strongly organized in order to stand on equal footing. And if they are that strong, then maybe they can stand alone anyway. Frankly, I hope farmers will be able to do the job themselves, through bigger and stronger cooperatives. If that is not possible, then it is worthwhile to consider other types of business arrangements being advocated," Naden concluded.

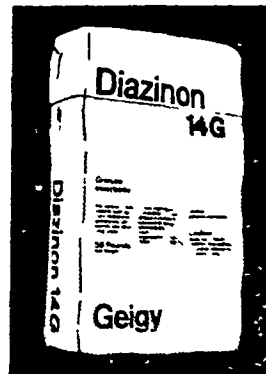
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