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**Tomatoes - Gains for the West, Losses in the East**

(Continued From Page 14) are involved in canning whole tomatoes. Very few produce tomato paste. Plants in the Midwest tend to pack whole tomatoes and juice in combination.

California canners primarily put out a whole line, with emphasis on whole tomatoes and highly concentrated products. Nearly 75 percent of California's plants pack four or more distinct products, in sharp contrast to the East where only 6 percent packed more than three tomato products and the Midwest where 15 percent packed more than three products. More than half of California's tomato canneries also can fruits and berries, with tomatoes and peaches a particularly common combination.

Planning for canning. Nearly all canning tomatoes are grown under contract with processors. In general, these contracts set acreage, varieties, damaged fruit tolerances, and price per ton. There is little incentive for canners to go into production, due to the fact that investment costs are high and the fact that canners are able to acquire an adequate supply of good quality tomatoes through contracting.

Contracting for the new crop usually begins shortly after the old crop has been packed.

In California formal contracts are not often signed this early. Canners attempt only to line up required tonnage for the coming year through verbal gentlemen's agreements regarding acreage

and varieties.

Later, sometime from November to February, one of the major canners and recognized price leader will announce a contract price and begin signing formal contracts with growers at this contract price.

This signals the onset of extensive contracting activity by all canners. In most years, all contracts are signed at the announced price of the canner acting in the role of price leader.

These contracts usually specify the variety and strain and sometimes require that seeds and plants be purchased from the canner. Canners exercise little supervision over growing practices, other than close supervision of planting and harvesting dates to promote plant scheduling.

In the years ahead, the general trend looks like California will continue to increase its share of the tomato processing industry.

But certain changes could upset this trend: For one, Federal and State pollution controls could be imposed that would alter plant cost structures and locational advantages. Tomato canning generates large amounts of both solid and liquid wastes. Then, too, bulk holding and transportation technology, or changes in freight differentials between bulk and canned products could lead to a situation where existing plants in the East and Midwest would become the final fabricators of raw products grown and partially processed in California. To some extent, California processors are already shipping partially processed tomatoes to Eastern plants for final processing.

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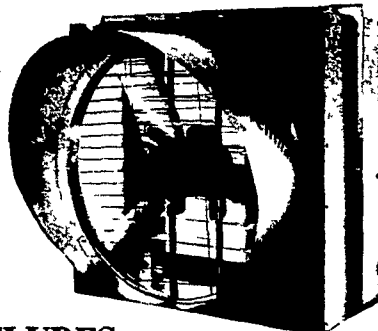
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- 1 Confinement systems permit automatic feeding and watering, reducing labor and feed waste.
- 2 Birds kept inside through the entire grow-out period are protected from adverse weather, predators and contamination by wild birds.
- 3 Totally enclosed buildings prevent the loss of feed to winds, wild birds and animals.
- 4 The grower has better control over diseases because they can be discovered easier and earlier, and because more thorough medication is possible.
- 5 Stress is reduced, and in many cases eliminated, because the temperature can be controlled by scientifically engineered ventilating equipment.
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