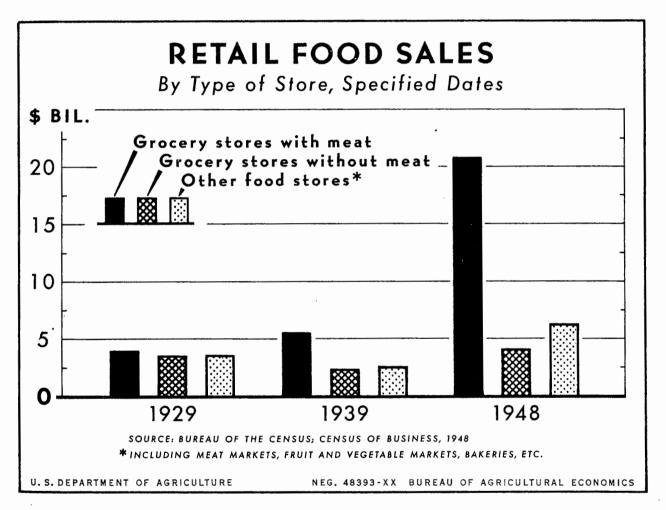
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THE marketing and ransportations SITUATION

BUREAU OF AGRICULTURAL ECONOMICS
UNITED STATES DEPARTMENT OF AGRICULTURE

MTS- 103 DECEMBER 1951



The total sales of all grocery stores that sold fresh meats as well as groceries increased more than fivefold between 1929 and 1948 compared with an increase of less than 50 percent in the total sales of grocery stores without meats and specialized food stores (meat markets, bakeries, fresh fruit and vegetable markets, etc.). The more rapid growth in the sales of stores with meats reflects a shift

away from specialized food stores to stores which sold a wider variety of goods. Increased patronage of super-markets played an important part in this shift. As a result, grocery stores with meats accounted for two-thirds of the total sales in all retail food stores in 1948 compared with slightly more than one-third in 1929.

Table 1.- THE MARKET BASKET: Retail cost of 1935-39 average annual purchases of farm food products by a family of three average consumers, farm value of equivalent quantities sold by producers, marketing charges, and farmer's share of the consumer's food dollar, 1913-51

Year :	Retail cost	Farm value	:	Marketing charges 3/	: :Farmer's share
•	Dollars	Dollars		Dollars	Percent
1913-15 average:	267	121		146	45
1920	567	244		323	43
1922	408	162		246	40
1929:	436	183		254	42
1933	277	90		186	32
1935-39 average:	341	135		204	40
1940	319	127		192	40
1941	349	154		194	44
1942	409	195		213	48
1943	459	236		229	51
1944	451	233		230	52
1945	459	246		229	54
1946	528	279		258	53
1947	644	335		308	52
1948	690	350		340	51
1949	646	308		337	48
1950:	645	308		337	48
1950 - Oct:	657	4/317		340	48
Nov	659	322		336	49
Dec:	681	336		344	49
1951 - Jan:	709	357		352	50
Feb:	726	371		354	51
Mar.	724	366		357	51
Apr.	718	363		355	51
May	724	358		365	49
June	724	355		369	49
July	723	352		370	49
Aug	714	355		358	50
Sept:	711	357		354	50
Oct	722	360		362	50
		-		-	·

^{1/} Calculated from retail prices collected by the Bureau of Labor Statistics and the Bureau of Agricultural Economics.

^{2/} Payments to farmers for equivalent quantities of farm produce minus imputed value of byproducts obtained in processing.

^{3/} Marketing charges equal margin (difference between retail cost and farm value) minus processor taxes plus Government payments to marketing agencies.

4/ Revised.

THE MARKETING AND TRANSPORTATION SITUATION

Approved by the Outlook and Situation Board December 26, 1951

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SUMMARY

During the first three quarters of 1951, consumers! expenditures for food, including nonfarm food, remained steady at an annual rate of about \$375 per capita, which was 26 percent of their disposable income in the third quarter. This is the same percentage as consumers spent in 1950 despite higher retail prices for food in 1951.

Retail prices of farm foods increased about 1 percent from mid-October to mid-November and averaged slightly above the high recorded in February this year. 1/ A 3 percent rise in retail prices since mid-September resulted largely from higher prices for fresh vegetables. Prices received by farmers for food products in November were only 1 percent above September levels while charges for marketing these products increased about 4 percent during this 2-month period.

Farmers received about 49 cents of the consumer's food dollar in November 1951, slightly below the share received in the 3 preceding months and approximately equal to that in November a year ago. 2/ Retail prices of farm foods in mid-November averaged 11 percent higher than a year ago. The farm value and charges for marketing these products increased by about the same proportion during that 1-year period. Farm prices increased more than marketing charges early in 1951. However, beginning in March, declines in farm prices were accompanied by higher marketing charges.

^{1/} Figures for November 1951 are preliminary estimates based on latest available retail price data.

^{2/} Estimates of the division of the retail price between farmers and marketing agencies are based on comparisons of concurrent prices at the farm and retail levels, except for seasonal canning crops, dried fruits, sugar, and vegetable oil products. During a period of rising prices, the farmer's share calculated on this basis is somewhat higher than the share which would be obtained by comparing prices received by farmers for particular lots of products with prices paid by consumers for the same lots after they have moved through the marketing system. The reverse is true in periods of declining prices.

The pattern of retail distribution of food has changed materially during the last two decades. Large self-service departmentalized food stores that sell a wide variety of fresh and packaged foods and many nonfood items have obtained a larger share of the consumer's food purchases at the expense of small clerk-service grocery stores, meat markets, and other food specialty stores. In 1948, grocery stores that sold fresh meat accounted for two-thirds of all sales in retail food stores compared with one-half in 1939 and about one-third in 1929. According to data recently published by the Bureau of the Census, about 2 percent of all grocery and combination stores had gross sales of \$500,000 and over in 1948, but these stores accounted for 25 percent of the total sales of grocery and combination stores.

RECENT FARM-RETAIL PRICE SPREADS

Preliminary Estimates for November

Retail cost of the foods in the "market basket" 3/ rose 1 percent from mid-October to mid-November 1951 to a record annual rate of \$730. 4/ The previous high was \$726 for February 1951. Increases in the retail prices of potatoes and other fresh vegetables, milk, and butter accounted for much of the over-all increase.

At an annual rate of \$361 in mid-November, the farm value of these foods was practically unchanged from a month earlier. Higher farm prices for potatoes, truck crops, milk, and butterfat were about offset by lower prices for meat animals.

Total charges for marketing the foods in the market basket advanced approximately 2 percent between October 15 and November 15 to an annual rate of \$369.

Emall Increase in Farm Value from September to October

Farm value of the foods in the market basket rose from an annual rate of \$357 in September to \$360 in October 1951. The October level was 14 percent higher than a year earlier but was 3 percent lower than the record of \$371 reached in January 1943 and again in February of this year. All commodity groups except miscellaneous products were higher in October than in the same month of 1950.

^{3/} The "market basket" contains quantities of farm food products equal to the 1935-39 average annual purchases per family of three average consumers. Full details are presented in Agricultural Information Bulletin No. 4, "Price Spreads Between Farmers and Consumers."

^{4/} Total retail cost of all foods currently consumed per family of three average consumers is roughly 50 percent higher than the retail cost of the "market basket." The market basket of farm food products does not include imported foods, fishery products, or other foods of nonfarm origin; it does not include food consumed in households on farms where produced; it measures the cost at current prices of 1935-39 average prewar purchases and does not allow for the currently higher level of per capita food consumption, which is 10 to 15 percent above the level for 1935-39; and does not include additional mark-ups for preparation and service of meals purchased in eating places.

The farm value of the dairy products group increased 3 percent between mid-September and mid-October. Higher prices for most fresh vegetables caused a 2-percent gain in the fruits and vegetables group. The bakery and other cereal products group also rose 2 percent. These increases were partially offset by a reduction of 3 percent in the farm value of the miscellaneous products group and negligible decreases for the meat products and poultry and eggs groups.

Marketing Charges Advanced 2 Percent from September to October

Charges for marketing the foods in the market basket increased from an annual rate of \$354 in September to \$362 in October 1951. Practically all of the gain resulted from higher charges for marketing the meat products and fruits and vegetables groups.

Marketing charges in October were 7 percent higher than a year earlier. Increases were recorded for all commodity groups except poultry and eggs. They ranged from 5 percent for the bakery and other cereal products and dairy products groups to 11 percent for fruits and vegetables.

Increase in Retail Cost of Farm Foods

Retail cost of the market basket of farm foods rose from an annual rate of \$711 in September to \$722 in October, which was 10 percent higher than a year earlier.

Most of the increase from September to October was caused by rises of 3 percent in the retail costs of the meat products and fruits and vegetables groups. The retail cost of the meat products group rose to a new record of \$232 in October. The previous record of \$228 was established in August 1948. New dollar and cent retail price ceilings became effective October 1 for retail cuts of beef. Ceiling prices were reduced on some cuts and raised on others, but the over-all cost of beef to consumers was somewhat higher under the new price ceilings. Higher prices for fresh vegetables caused the increase for the fruits and vegetables group in spite of lower prices for the fresh fruits and the canned items. Prices of fresh fruits and vegetables are not under price control at the present time. Lower prices for sugar accounted for a slight reduction in the retail cost of the miscellaneous products groups.

Retail costs of all commodity groups were higher in October than a year earlier. Increases ranged from 3 percent for miscellaneous products to 12 percent for fruits and vegetables, meat products, and poultry and eggs.

Farmer's Share of rood Dollar Unchanged at 50 Cents in October

Farmers received 50 cents of the dollar that consumers spent for farm foods in October. This was the same as in August and September. It was 2 cents higher than in October 1950 but 1 cent lower than in February-April of this year.

CONSUMERS' EXPENDITURES FOR FOOD

Food Expenditures Unchanged in Third Quarter of 1951

Consumers expenditures for food were remarkably steady in the first three quarters of 1951. The seasonally adjusted annual rate reached a record of \$377 per person in the first quarter of 1951 and was \$375 in the third quarter. The proportion of disposable income (personal income less personal tax payments) consumers spent for food in the July-September quarter was 26 percent, the same as the proportion in the previous quarter and the annual average for 1950 but below the averages for the 3 preceding years. Consumers spent a record high of 28 percent of their disposable income for food in 1947, although expenditures for food per capita were more than 10 percent below 1951 levels.

The slight decline in total expenditures for consumer goods and services during the second and third quarters of 1951 occurred while disposable personal income was increasing steadily. Personal savings (the difference between disposable income and total expenditures for consumer goods and services) in the third quarter were at the highest rate since the end of World War II. Savings equaled about 10 percent of disposable income in the third quarter of 1951 compared with 9 percent in the previous quarter and 2 percent in the third quarter of 1950. Personal savings for the entire year of 1950 equaled 5 percent of disposable income. An increase in consumers' expenditures for foods could take place in the future even without a further rise in personal disposable income if savings were reduced to the proportion of income that they were in 1950.

Farmers now are receiving a larger share of the dollar that consumers spend for food and consumers are spending a larger proportion of their disposable income for food than in 1935-39. The farmer's share of the consumer's food dollar has averaged about 50 cents so far in 1951 compared with 40 cents in the prewar period. The proportion of disposable income spent on food in July-September of this year was 26 percent compared with 23 percent in 1935-39. This rise in the proportion spent for food resulted from the purchase of larger quantities per capita and better qualities of food and from the purchase of more marketing services. Consumers are now eating more meals in restaurants and buying more processed and packaged foods. The same kinds and quantities of food that consumers bought in 1935-39 would have taken only 19 percent of their disposable income in the third quarter of 1951 (table 2, last column) compared with 23 percent in 1935-39.

The farmer's share of the consumer's food dollar in 1951 has averaged slightly higher than in the 2 preceding years but below that received in the period 1943 to 1948. A high of 54 cents was reached in 1945.

Table 2.- Per capita food cost and expenditure related to disposable personal income, United States average, 1935-51

				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,					
	: :	Total :	Food	expendit	ure		consumer of		
	: pispos-:	<pre>:expendi-: :ture for: :consumer:</pre>	: :_	Percenta.	ge of -	fixed quantities of food representing 1935-39 average annual consumption			
Year	.personal	goods:	Actual:			pe r p	erson 2/		
	income	and :	1/:	Dispos- able	expendi-: ture for:		Percentage of		
;	1/	services:	:	income:	goods :	6 a + 11 a]	disposable		
:	:	<u>l</u> / :	:	:	and :		income		
	: Dollars	Dollars	Dollars	Percent	services: Percent	Dollars	Percent		
	· LOTTATE	MITTOLS	DOTTOLS	rercent	rercent	DOTTELL	refeelio		
1935-39	5 10	490	118.6	23	24	118.6	23		
1944	: 1,055	801	229	22	29	171	16		
1945	•	874	250	23	29	176	16		
1946		1,032	292	26	28	201	18		
1947	: 1,169	1,142	. 329	28	29	244	21		
1948	: 1,277	1,206	350	27	29	256	20		
1949	: 1,243	1,201	338	27	28	243	20		
1950	: 1,338	1,268	346	26	27	245	18		
	:		Tournél	utos sou	sonally a	adjusted			
	:		Annuar 1		.50110111 <i>j</i> c				
1950 `	:					•			
1st quarter	: 1,301	1,218	3/336	26	28	235	18		
2nd "	: 1,297	1,239	3/340	26	27	240	19		
3rd "	: 1,354	1,324	3/355	26	27	252	19		
4th "	: 1,400	1,291	3/354	25	27	253	18		
1051	:								
1951 .	:	1 2/0	3/377	27	28	272	19		
lst quarter	•	1,349	2/2/1/ 2/2/1/	21 26	29	274	19		
2no "	: 1,432	1,302	3/374 3/375	26 26	29 29	274 273	19		
Jiu "	: 1,445	1,302	2/3/7	۷.0	47	41)	- 7		

^{1/} Computed from aggregate income and expenditure data of the Bureau of Foreign and Domestic Commerce. For methods of computation and data for 1929-43 see table 4, page 9, of the September 1950 issue of this publication. Estimates of disposable income and expenditures have recently been revised for 1944 and later years.

3/ Quarterly data have been estimated by the Bureau of Agricultural Economics from expenditures for food and alcoholic beverages reported by the Bureau of Foreign and Domestic Commerce.

^{2/} Cost to consumers of quantities of foods representing average annual consumption per person during 1935-39 is calculated by taking as a 1935-39 base the actual food expenditure for that period (S118.6) and applying to this base cost a U. S. average consumer's food price index. The index is a weighted average of indexes representing (1) retail food prices in 56 cities (U. S. Bureau of Labor Statistics), (2) retail food prices in other cities and towns, and (3) prices received by producers applied to foods consumed on farms where produced.

THE RISE OF THE SUPER MARKET

By

Herman L. Myers and Forrest Scott Agricultural Economists

A super market has been defined as: "a complete, departmentalized food store with at least the grocery department fully self service and with a minimum sales volume of \$500,000 a year." 1/ Self service, combination grocery stores (those that sell meats as well as groceries) which had minimum annual sales of \$250,000 in 1939 and \$500,000 in 1950 are considered in this article as fulfilling the definition of super markets. Because of changes in food prices, sales of \$250,000 in 1939 would be roughly comparable to sales of \$500,000 in 1948. 2/ The number and total sales of stores with these characteristics in 1939 and 1948 are given in the Census of Business (table 3).

Table 3.- Super Markets: Number, total sales, and average sales per store, independents and chains, 1939 and 1948 1/

m		1939	:		1948		
Type of organization	Stores :	TOTEL	Average: sales: per store:	Stores	COLAC	Äverage sales per store	
	Number	1,000 dollars	1,000 dollars	Number	1,000 dollars	1,000 dollars	
Chains $\underline{2}/\dots$: Independents	1,394 182	586,071 84,591	420 465	6,159 8 90	5,46 8 ,678 741,617	888 833	
All stores .:		670,662	426	7,049	6,210,295	881	

^{1/} Includes self-service grocery stores which also sold meat, with minimum annual sales in 1939 of \$250,000 and in 1948 of \$500,000.

Less than 500 retail grocery and combination stores, including both the self-service and clerk-service type, had a large enough volume of sales in 1929 to qualify as super markets. 3/ Large self-service food stores became more common during the 1930's and many of them were called super markets. By 1939 there were about 1,600 stores which met the standards used in this article for super markets. Between 1939 and 1948 the number more than quadrupled (table 3).

3/ A sales volume of \$315,000 in 1929 was comparable to sales of \$500,000 $^\circ$ in 1948. According to the Census of Business, 489 grocery and combination

stores had sales of \$300,000 and over in 1929.

^{2/} Four or more stores under common ownership, regardless of location. Bureau of the Census, Census of Business, 1939 and 1948.

¹/ "The Super Market Speaks, 1951," p. 9, Super Market Institute, Inc., Chicago, Ill.

^{2/} A sales volume of \$226,000 in 1939 was comparable to one of \$500,000 in 1948, as measured by changes in index of retail food prices of the Bureau of Labor Statistics. But data for stores that had annual sales of \$226,000 and over are not shown separately in the Census tables. The closest approximations are the duta for stores having sales of \$200,000 and over and \$250,000 and over. An estimated one-third of the 588 self-service combination grocery stores in the \$200,000-\$249,000 group had sales of from \$226,000 to \$249,000.

Super markets comprised about one-half of 1 percent of the total number of grocery and combination grocery stores in 1939, but accounted for over 9 percent of their total sales. By 1948, they made up almost 2 percent of the total number and accounted for 25 percent of the sales (table 4).

Table 4.- Number and total sales of super markets 1/ as percentages of number and total sales of all grocery and combination stores, 1939 and 1948

Year	Number	Total sales
	Percent	Percent
1939 1948		8.7 24.8

1/ Includes self-service grocery stores which also sold meat, with minimum annual sales in 1939 of \$250,000 and in 1948 of \$500,000.

Bureau of the Census. Compiled from Census of Business, 1939 and 1948.

Super markets apparently handled about the same physical volume per store in 1948 as in 1939. Sales per super market averaged \$881,000 in 1948. When adjusted for lower food prices, this would be equivalent to sales of \$399,000 in 1939. For super markets with an annual sales volume of \$250,000 and over, average sales per market in 1939 amounted to \$426,000 (table 3). But if the average volume for stores with annual sales of \$226,000 and over in 1939 were available (see footnote 2), this average would closely approximate \$399,000.

Chain super markets increased more in size, as measured by dollar sales, than independent super markets between 1939 and 1948. The average volume of sales per market increased by \$468,000 for the chains and \$368,000 for the independents. The average volume of sales per market of the chains is now larger than that of the independents (table 3).

Chain-store organizations owned about the same proportion of the super markets and had about the same proportion of the total sales in 1939 as in 1948. 4/ Approximately 88 percent of the super markets in 1939 and 87 percent in 1948 were owned by chains. The chain super markets had approximately 87 percent of the total sales made by all super markets in 1939 and 88 percent in 1948.

Factors Influencing the Growth of Super Markets

Greater convenience in shopping is a reason often given for the quick acceptance of super markets by shoppers. The wider assortment of foods and other merchandise that super markets offer in comparison with smaller and more specialized stores has made one-stop shopping feasible. Shoppers no longer find it necessary to visit specialized stores to buy different items. A trend to one-stop shopping is shown by the greater proportion of total food sales that combination grocery stores had in 1948 as compared with 1929. In 1948, combination grocery stores accounted for two-thirds of all the sales in retail food stores as compared with one-half in 1939 and slightly more than one-third in 1929. This reflects a shift by consumers away from the grocery stores that do not sell meats and such specialized stores as meat markets, fruit and vegetable stores, and confectionary stores (table 5).

^{4/} A chain organization is defined as four or more stores under common ownership, regardless of location. No adjustment was made for stores that did not specify affiliation.

Table 5.- Retail food store sales, by type of store, 1929, 1939, and 1948

Type of store	1929	1939	1948
•	Mil. dol.	Mil. dol.	Mil. dol
Grocery stores, with fresh meats	3,904	5,496	20,743
Procery stores, without fresh meats	3,449	2,226	4,027
feat markets	1,253	700	1,642
ruit and vegetable stores:	308	222	399
Candy, nut, confectionary stores:		295	649
airy product stores, milk dealers .:		740	1,887
akery product stores		168	725
gg, poultry dealers		63	257
ther food stores		. 255	637
Total	***************************************	10,165	30,966

Bureau of the Census. Compiled from Census of Business, 1948.

The incorporation of parking facilities into the design of the super market and the location of markets in shopping centers are other factors contributing to convenience in shopping. Once-a-week as well as one-stop shopping has been facilitated by the super markets with their parking lots and their wide variety of food and popular nonfood items.

Super markets were among the first to experiment with and adopt prepackaging of fresh fruits, vegetables, meats, and other foods; greater use of informative labeling; and the design of stores to maximize displays, channel customers through the store, and reduce the man-hour and space requirements per unit of sales.

SELECTED NEW PUBLICATIONS

- : 1. "Assembly and Distribution of Eggs in Honolulu," by
 Jules V. Powell and C. Richard Creck, Agr. Expt. Sta.,
 Univ. of Hawaii, Agr. Econ. Bul. 2, Sept. 1951.
 (BAE cooperating.) (RMA.)
 - 2. "Automobile Manufacturers Discuss Fabrics and Fibers for Passenger Cars," Bur. Agr. Econ., U. S. Dept. Agr., Agr. Inform. Bul. 45, Oct. 1951. (PMA, ARA, BHNHE, BAIC, and SRRL cooperating.) (HMA.)
 - 3. "Carloads of Agricultural and Nonagricultural Commodities Originated, by Type of Car, 1947-50," by Donald E. Church and Mildred R. DeWolfe, Bur. Agr. Econ., Nov. 1951. (Processed.) (RMA.)
 - 4. "Consumers' Use of and Opinions About Citrus Products,"
 Bur. Agr. Econ., U. S. Dept. Agr., Agr. Inform. Bul. 50,
 Oct. 1951. (PMA, BHNHE, FCA, BAIC, and RMA cooperating.)
 (RMA.)
 - 5. "Index Numbers of Railroad Freight Rates on Livestock and Meats, 1940-50," by Ezekiel Limmer, Bur. Agr. Econ., Nov. 1951. (Processed.) (RMA.)

Table 6.- Price spreads between farmers and consumers - food products: Betail price, farm value of equivalent quantities sold by producers, byproduct adjustment, marketing charges, and farmer's share of retail price, October 1951 1/

	product adjustment, marketing	,								
		: Retail	: : : : : : : : : : : : : : : : : : :	Gross	: : :Byproduct:	Met	: Margin : adjusted	Government marketing	: Marketing	: : :Farmenta
Commodity	Farm equivalent	unit :	price :	Asjme	:allowance:	1414	ı for	taxes (-)	charges	: share
	L	! !	: 		<u> </u>			payments (+)	· !	<u>.</u>
		;	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Percent
Market basket			722.00			359.61	362.39	-0.34	362.05	50
Meat products	1							-0.74		
	1		231.61	158.09		148.83			82.78	64
Dairy products		:	135.56	76.28		76.28	59.28		59.28	56
Poultry and eggs		: 1935-39 : : annual :	27.22	39.26		39.26	20.29		20.29	66
Bakery and other cereal products:	Farm produce equivalent	average : quantities :								
All ingredients	of annual family	purchased,	104.07			27.94		04	76.09	27
Grain		of three		27.15	5-39	21.76				21
Other cereal products		consumers	20.10	18.16	3.71	14.45	23.65		23.65	38
All fruits and vegetables			146.41	51.88 42.98		51.88 42.98			94•53 68 •5 2	35 39
Fresh vegetables			67.83	23.89		23.89	43.94		43.94	35
Canned fruits and vegetables .:			22.79	4.47		4.47	18.32		18.32	20
Miscellaneous products	•	:	44.80			15.42	29.38	30	29.08	34
			:							
			<u>Cents</u>	Cents	Cents	Cents	Cents	Cents	Cents	Percent
3/	0.36.75 05-4			. /8/ 5	4.0	(2.2	co (22 (
Beef (Choice grade) 2/	2.16 lb. lambs	: Pound	88.6 78.6	4/76.2 64.4	8.2 10.2	68.0 54.2	20.6 24.4		20.6 24.4	77 69
Pork (including lard)	:1.41 lb. hogs		45.5	28.6	-4	28.2	17.3		17.3	62
Butter	Butteriet and form butter	: Pound	79.7	57.2		57.2	22.5		22.5	72
Cheese, American	10.08 lb. milk	: Pound	62.4	39.1		39.1	23.3		23.3	63
Evaporated milk		:14}-oz. can : : Quart	22.3	7.20 13.26		7.20 13.26			7.7 9.0	48 59
Ice cream		: Pint	31.2	7.85		7.85	23.4		23.4	25
				60 0		<i>e</i> n s	22.6		23. 5	70
Egge	:1.03 doz. :1.136 lb.		78.8	57.3 27.5		57.3 27.5	21.5 25.1		21.5 25.1	73 52
	! !	: :	:							
White bread	.912 lb. wheat	: Pound	16.2	3.19	.62	2.57	13.6		13.6	16
				2.66	1.29	2 22				17
Corn flakes	11.343 lb. corn	: 8-02. pkg. : Pound	: 13.7 : 7.8	3.56 3.94		2.27 3.29			11.4 4.5	42
Flour, white	:1.41 lb. wheat	: Pound	9.0	4-94 7-91		3.99 6.78	5.0		5.0 9.2	44 42
Rice	2.05 lb. oats		14.5	5.25		4.05			10.4	28
	1 1	: :	:							
Apples		: Pound : Dozen	9.1 50.6	4.28 20.5	3	4.28 20.5	3 4.8 30.1		4.8 30.1	47 41
VIAMBED	i tour wa - Item use		. ,	2003		2017	,0.1		,002	44
Beans, snap	.0375 bu.	: Pound	20.0	9.00	·	9.00			11.0	45
Carrots		Pound Bunch	: 5.5 : 12.8	1.67 3.22		1.67 3.22			3.8 9.6	30 25
Lettuce			15.3	6.20)	6.20	9.1		9.1	41
Onions			: 7.8 : 5.1	2.55		2.55		~	5.2 2.7	33 47
Sweetpotatoes	.0204 bu.		10.3	5.53		5.53	4.8		4.8	54
Tomatoes	.0251 bu.	r Pound	; 21.7	8.93	ı	8.91	12.8		12.8	41
Peaches, canned	1 00 15 Cold C aldum	: No. 21 can	34.2	6.50		6.50	27.7		27.7	10
Corn, canned	3.03 lb. sweet	: Mo. 2 cen	22.2	3.28		3.28			18.9	19 15
Peas, canned	: .89 lb.		15.1 17.6	3.94 3.63		3.94 3.63			11.2 14.0	26 21
Tomatood, camed ::::::::::::::::::::::::::::::::::::	i i i i i i i i i i i i i i i i i i i	i no. z can	: 17.0	3.0,	,	,,,,	14.0		14.0	21
Prunes	: :1 lb. dried, California	: Pound	27.5	11.21		11.21	16.3		16.3	41
Mavy beans	el lb. Mich. and H. Y.	1	: 14.7	5.41		5.41			9.3	37
	y-a remo	t round		,,,,,		7.41	7.0		7.3	31
Beet sugar	7.151b. sugar beets	: Pound	10.6	4.08		3.87		54	6.2	37
Cane sugar	12.29 lb. sugar cane	: Pound	10.3	4.79		4.02		54	5.8	39
:	skim milk	Pound	33.4			10.47			22.9	31
Vegetable shortening	corronseed and soybeans	Pound	: 34.6 :			12.31	22,3	_	22.3	36
	.	: :	: :							
1/ Full detectly concentration the au										

W Full details concerning the calculation of price spreads for commodity groups and individual items are presented in Agr. Inform. Bul. No. 4, "Price Spreads Between Farmers and Consumers," Nov. 1949, and Misc. Pub. No. 576, "Price Spreads Between Farmers and Consumers for Food Products, 1913-44," Sept. 1945 (out of print). Commodity-group estimates are derived from data more inclusive than the individual items listed in this table. For example, the meat-products group includes veal and mutton, farm sales of lower grade cattle, allowance for retail value of byproducts and processed meats, in addition to lamb, pork (including lard), and carcass beef of Choice grade.

2/ Marketing charges equal margin adjusted for byproduct allowances minus Covernment marketing taxes plus Government payments to marketing agencies.
3/ Name of grade was changed from Good to Choice on Dec. 29, 1950.
4/ Gross farm value before adjusting for Choice grade premium was 62.6.

Table 7.- Price spreads between farmers and consumers - food products: Retail price and farm value, October 1951 compared with the 1935-39 average, October 1950 and September 1951 1/

	compared with the 1935-39 average, October 1950 and September 1951 I/												
•		1935-39			. :	Percenteg	2062	1935-39		:		Percentag	
Commodity	unit	1935-39 average		1951	0et. 1951	fro	n -	OVETOVE	0ct. 1950	Sept. 1951	0ot. 1951	Oct.	A ~
	<u></u>	: Dollars	Dollars	Dollars	Dollars	Percent	1951 Percent		<u>.</u>	Dollars			1951
		:											
Market basket	} {	341.19	<u>3</u> /656 . 75	710.89	722.00	+ 10	+ 2	134.73	3/316.52	356 .77	3 5 9.61	+ 14	+ 1
Meat products	{	88.57	206,10	225.87	231.61	+ 12	+ 3	41.60	3/128.57	-149.14	148.83	+ 16	4/
Dairy products	\}	: 67.31	<u>3</u> /125.00	134.36	135.56	+ 8	+ 1	33.42	<u>3</u> / 68.53	74.26	76.28	+ 11	+ 3
Poultry and eggs) 1935-39 () annual (26.47	53.02	59.21	59.55	+ 12	+ 1	17.57	32.33	39.40	39.26	+ 21	4/
Bakery and other cereal) average (
All ingredients) purchased, (: 55.09	3/ 98.77	103.93	104.07	+ 5	4/		3/ 26.07 3/ 20.54	27.52 21.32	27.94 21.76	+ 7 + 6	+ 2 + 2
) of three (1	3/ 36.46	37.96	38.10	+ 4	4/		3/ 13.65	14.08	14.45	+ 6	+ 3
	consumers (i	3/130.45	142.48	146.41	+ 12	+ 3		2/ 44.94		51.88	+ 15	+ 2
Fresh fruits and vegetables Fresh vegetables	:) (3/ 98.60 54.88	106.89	111.50	+ 13 + 24	+ 4	20.37	3/ 37.01 3/ 17.89	41.78	42.98 23.89	+ 16 + 34	+ 3 + 13
Canned fruits and vegetables .		: 14.14	20.36	23.25	22.79	+ 12	- 2		3/ 4.22		4-47	+ 6	+ 1
Miscellaneous products	() :	25.96	43.41	45.04	44.80	+ 3	- 1	6,53	<u>3</u> / 16.08	15.83	15.42	- 4	- 3
1	:	:											
	:	: Cents	Cents	Cents	Cents	Percent	Percent	Cents	Cents	Cents	Cents	Percent	Percent
Beef (Choice grade) 5/	Pound	: 29.1	76.3	84.9	88.6	+ 16	+ 4	16.2		3/ 65.6	68.0	+ 30	+ 4
Pork (including lard)	Pound	: 26.8 : 22.6	69.3 42.8	78.1 45.6	78.6 45.5	+ 13 + 6	+ 1 ∡/	13.2	3/ 45.4 26.7	3/ 55.2 27.4	54.2 28.2	+ 19 + 6	- 2 + 3
		:											
Butter Cheese, American		: 35.0 : 25.9	3/ 72.5 55.5	78.1 62.6	79.7 62.4	+ 10 + 12	+ 2 4/	23.9 13.6	51.5 3/ 32.7	56.0 36.7	57.2 39.1	+ 11 + 20	+ 2 + 7
Evaporated milk	14½-0z, can	1 7.5	3/ 20.7	14.9 22.1	14.9	+ 10 + 8	0 + 1	2.86 6.30	6.07	7.10 12.89	7.20 13.26	+ 19 + 10	+ 1 + 3
Ice cream		: 6/		31.2	31.2		0	6/	3/ 12.05 6/	7.70	7.85		+ 2
Eggs	Dozen	: 29.0	65.3	75.9	78.8	+ 21	+ 4	22.3	44.5	56,6	57.3	+ 29	+ 1
Chicken		: 30.0	52.2	55.0	52.6	+ 1	- 4	16.9	25.8	28.6	27.5	+ 7	- 4
White bread	Pound	: 9.1	15.3	16.2	16.2	+ 6	0	1.08	3/ 2.43	2.55	2.57	+ 6	+ 1
		:							_				_
Corn flakes		: 7.9 : 3.0	13.1 8.1	13.7 7.8	13.7 7.8	+ 5	0	.84 1.40	3/ 2.15 2.81		2.27 3.29	+ 6 + 17	+ 5 4/
Flour, white	Pound	: 3.9	3/ 8.5 3/ 16.0	8.9 16.9	9.0 16.0	+ 6	+ 1	1.67 2.37	3/ 3.76		3.99 6.78	+ 6	+ 2 + 18
Rolled oats		7.3	13.5	14.4	14.5	+ 7	+ 1	1.74		3.97	4.05	+ 5	+ 2
Apples	Pound	: 4.9	3/ 9.6	10.4	9.1	- 5	- 12	2.03	4.44	4.50	4.28	- 4	- 5
Oranges	Dozen		3/ 52.2	51.9	50.6	- 3	- 3	11.0	20.1	25.5	20.5	+ 2	- 20
Beans, snap	Pound	: 11.3	16.5	19.7	20.0	+ 21	+ 2	4.49	3/ 7.88	8.62	9.00	+ 14	+ 4
Cabbage	Pound	: 3.4	4.3 9.5	5.3 13.1	5.5 12.8	+ 28 + 35	+ 4		3/ 1.00	1.60	1.67 3.22	+ 67	+ 4
Carrots	Head	1 8.7	13.1	13.8	15.3	+ 17	+ 11	2,89	3/ 4.16	4.72	6.20	+ 45	+ 31.
Potatoes		: 4.5	5.9 3.9	7.5 4.6	7.8 5.1	+ 32 + 31	+ 4 + 11	1.30 1.25	1.17	2.13 2.14	2.55 2.42	+ 18 + 62	+ 20 + 13
Sweetpotatoes	Pound	: 4.0 : 6/	7.2 20.3	12.1	10.3 21.7	+ 43	- 15 + 41	1.65 <u>6</u> /		5.85	5.53 8.91	+ 76	- 5 + 48
1000000	1	:	20.7	27.4	~~*	. ,	. 42	9	2 0,23	0.72	34,72		. 40
Peaches, canned	No. 2 can	: 18.7 : 12.1	31.7 18.7	34.0 22.4	34.2 22.2	+ 8 + 19	+ 1 - 1	2.53 1.50		6.42 3.16	6.50 3.28	+ 36 + 18	+ 1 + 4
Peas, canned	Mo. 2 can	: 15.6	15.4	15.3	15.1	- 2 + 15	- 1 - 3	2.29	3.63	3.92	3.94 3.63	+ 9 + 21	+ 1 + 4
ionawos, camea i,	:	:	-/•/		_,	~,		/	~• //	2.40	,,,,		•
Promes	Pound	10.0 6.5	26.1 14.7	28.1 14.9	27.5 14.7	+ 5	- 2 - 1	2.99 3.02			11.21 5.41	+ 22 - 21	- 8 0
trany booms	1	:				•	-	,.,.	,	,	, <u>.</u>	_	
Beet sugar	Pound	5.7 5.5	10.5 10.3	10.7	10.6	+ 1 0	- 1 - 1	1.73	3.58 3/ 3.72	3.87 4.02	3.87 4.02	+ 8	0
Margarine	Pound	: 18.1	32.9	33.5	33.4	+ 2	₩.	4.30	11.84	10.87	10.47	- 12 - 12	- 4 - 4
Vegetable shortening	: Pound	: 19.5	32.8	34.7	34.6	+ 5	<i>4/</i>	5.26	14.03	12.78	12.31	- 12	- 4
		:											

^{1 1} Full details concerning the calculation of price spreads for commodity groups and individual items are presented in Agr. Inform. Bul. No. 4, "Price Spreads Between Farmers and Consumers," Nov. 1949, and Misc. Pub. No. 576, "Price Spreads Between Farmers and Consumers for Food Products, 1943-44," Sept. 1945 (out of print). Commodity-group estimates are derived from data more inclusive than the individual items listed in this table. For example, the meat-products group includes veal and mutton, farm sales of lower grade cattle, allowance for retail value of byproducts and processed meats, in addition to lamb, pork (including lard), and carcass beef of Choice grade.

2/ Adjusted to exclude imputed value of nonfood byproducts obtained in processing.

3/ Revised.

4/ Less than 0.5 percent.

5/ Name of grade was changed from Good to Choice on Dec. 29, 1950.

6/ Price data not available.

Table 8.- Price spreads between farmers and consumers - food products: Marketing charges and farmer's share of retail price, October 1951 compared with the 1935-39 average, October 1950 and September 1951 1/2

		·	1 100 1933-3	Marketing					Farmer	s share	
Commodity	: Retail	1935-39		Sept. 2	Oct.	Percentag Oct.		1935-39	Oct.	Sept.	Oct.
Common, ty	unit	average	1950	1951	1951	Oct. :		AVAMOR	1950	1951	1951
		: Dollars	Dollars	Dollars	Dollars	Percent	1951 Percent	Percent	Percent	Percent	Percent
Market basket	: : :) (: : 204.47	3/339.89	353.78	362.05	+ 7	+ 2	40	48	50	50
Meat products	í) (. 45.88	3/ 77.53	76.73	82.78	+ 7	+ 8	47	3/62	66	64
Dairy products	:) (t	3/ 56.47	60.10	59.28	+ 5	- 1	50	55	55	56
Poultry and eggs	i) (i) 1935–39 (1	20.69	19.81	20.29	- 2	+ 2	66	61	67	66
All ingredients		: 42.80	3/ 72.66	76.37	76.09	+ 5	4/	21	3/ 26	26	27
Grain) of three (t	2/22 m	23.88	23.65	+ 4	- 1	16 32	3/ 37	37	38
	consumers (t	3/ 22.81 3/ 85.51	91.86	94.53	+ 11	+ 3	31	34	36	35
Fresh fruits and vegetables	1) (3/ 61.59 3/ 36.99	65.11 40.10	68.52 43.94	+ 11	+ 5 + 10	35 35	38 3/ 33	39 34	39 35
Canned fruits and vegetables .:		12.21	3/ 16.14	18.84	18.32	+ 14	- 3	14	3/ 21	19	20
Miscellaneous products			<u>3</u> / 27.03	28.91	29.08	+ 8	+ 1	25	37	35	34
	: :	: : <u>Cents</u>	Cents	Cents	Cente	Percent	Percent	Percent	Percent	Percent	Percent
_		1		221-02	Y34 VP.	TOT SOME	Torona	1020010	rereary	10150419	Toronay
Beef (Choice grade) 5/	Pound	: 12.9 : 13.6	3/ 23.8 3/ 23.9	3/ 19.3 3/ 22.9	20.6 24.4	- 13 + 2	+ 7 + 7	56 49	3/ 66	77 71	77 69
Pork (including lard)		: 10.3 :	16.1	18.2	17.3	+ 7	- 5	52	62	60	62
Butter		: 11.1	3/ 21.0 3/ 22.8	22.1 25.9	22.5 23.3	+ 7 + 2	+ 2	68	71	72	72
Cheese, American	144 oz. can		3/ 22.8 7.4 3/ 8.6	7.8	7.7	+ 4	- 10 - 1 - 2	53 38	2/59 45 2 /58	59 48 58	63 48
Fluid milk	: Pint	: 5.1 : <u>6</u> /	2) 6.0 6/	9.2 23.5	9.0 23.4		<u>4</u> /	55 <u>6</u> /	2/ 3° 6/	25	59 25
Eggs		: : 6.7	20.8	19.3	21.5	+ 3	+ 11	777	68	75	73
Chicken		: 13.1	26.4	26.4	25.1	- 5	- 5	56	49	52	52
White bread	Pound :	: : 7.9 :	<u>3</u> / 12.9	13.7	13.6	+ 5	- 1	12	16	16	16
Corn flakes			2/ 11.0	11.5	11.4	+ 4	- 1	11	3/ 16	16	17
Corn meal	Pound	: 1.6 : 2.1	3/ 4.7	4.5 5.0	4.5 5.0	- 15 + 6	0	47 43	35 3 / 44	42 44	42 44
Rolled oats	Pound	: 4.7 : 5.6	3/ 8.8 9.7	11.1	9.2 10.4	+ 5 + 7	- 17 0	33 24	45 28	34 28	42 28
Apples	:	: : : 2.9	3/ 5.2	5.9	4.8	- 8	- 19	41	<u>3</u> / 46	43	47
Oranges		19.3	3/ 32.1	26.4	30.1	- 6	+ 14	36 36	39	49	41
Beans, snap	Pound Pound	: 6.8 : 2.6	3/ 8.6 3/ 3.3	11.1 3.7	11.0 3.8	+ 28 + 15	- 1 + 3	40	3/ 48 3/ 23	44 30	45 30
Carrots	Bunch	3.7	3/ 7.3 3/ 8.9	9.0 9.1	9.6 9.1	+ 32	+ 7	24 31	2/ 23 3/ 23 3/ 32	31 34	25 41
Onions	Pound	3.2	4.7	5-4	5.2	+ 11	- 4	33 29	20	28	33
Potatoes	Pound	: 1.3 : 2.4 : <u>6</u> /	2.4 4.1 3/ 12.0	2.5 6.2 9.4	2.7 4.8 12.8	+ 12 + 17 + 7	+ 8 - 23 + 36	50 41 5 /	38 44 41	47 48 39	47 54 41
1	, vanu	- ±/:	2, 12.0	714	22.0	. ,	. ,0	¥	4.	J ₇	44
Peaches, canned			26.9 15.9	27.6 19.2	27.7 18.9	+ 3 + 19	<u>4</u> /	14 12	15 15	19 14	19 15
Peas, canned	No. 2 can	: 13.3	11.8 12.3	11.4	11.2	- 5 + 14	- 2 - 5	15 16	24 20	26 19	26 21
Propos		:	3/ 0	1	1/ 2						
Navy beans	Pound	: 7.0 : 3.5 :	16.9 7.8	15.9 9.5	16.3 9.3	- 4 + 19	+ 3	30 46	35 47	44 36	41 37
Beet sugar	Pound		6.4	6.3	6.2	- 3	- 2	30	34	36	37
Cane sugar	Pound	13.2	6.1 21.1	5.9 22.6	5.8 22.9	- 5 + 9	+ 1	32 24	36 36	39 32	39 31
Vegetable shortening	Pound	: 14.2	18.8	21.9	22.3	+ 19	+ 2	27	43	37	36
1/ 821 2443		: !									

<sup>1 1

[1]</sup> Full details concerning the calculation of price spreads for commodity groups and individual items are presented in Agr. Inform. Bul. No. 4, "Frice Spreade Between Farmers and Consumers," Nov. 1949, and Misc. Pub. No. 576, "Price Spreads Between Farmers and Consumers for Food Products, 1913-44," Bept. 1945 (out of print). Commodity-group estimates are derived from data more inclusive than the individual items listed in this table. For example, the meat-products group includes weak and mutton, farm sales of lower grade cattle, allowance for retail value of byproducts and processed meats, in addition to lamb, pork (including lard), and carcass beef of Choice grade.

[2] Marketing charges equal margins (difference between retail cost and net farm value, table 7) minus processor taxes plus Government payments to marketing agencies.

[3] Revised.

[4] Less than 0.5 percent.

[5] Name of grade was changed from Good to Choice on Dec. 29, 1950.

[5] Price data not available.

Table 9 .- Farm products: Indexes of prices at several levels of marketing,

	1935-39 = 100									
	Prices :		Foods			Fibers	.1	Whole-:	Prices	
:	: paid :	D-4-41	Whole-:		:	Whole-:	Prices:	sale :	rece ive d:	Price
;	by:	Retail	sale :		:Retail:		received:		by :	~~4.4
Year	city:	prices	prices:		prices:	prices:	by :	of :	farmers	-
and :	families:	of farm	of all:	received	of:	of :	farmers:	all:	for a	by
month:	for all:	food	food :	by	cloth-:	textile:	for :	farm:	all :	farm-
:	:commodi-:	prod-	prod-:	farmers	ing:	prod-:	cotton:	prod-:	prod-	ers
;	ties :	ucts	ucts:	4/	: <u>1</u> /:	ucts:	and:	ucts:	ucts	<u>6</u> /
;	: 1/ :	2/	<i>3/</i> :	:	:	3/ :	wool <u>5</u> /:	<u>3</u> / :	<u>6</u> / :	:
1913	71	77	81	91	69	81	110	94	95	81
1916	: 78	94	96	106	78	99	131	111	111	93
1918	: 108	134	151	172	128	193	279	195	192	141
1920		166	174	181	201	232	284	198	197	171
1929		128	126	136	115	127	167	138	138	121
1932	98	83	77	67	91	77	54	63	61	82
1935 :		102	106	99	97	100	109	104	101	99
1936 :		103	104	104	98	101	114	106	106	99
1937 :		106	108	112	103	107	111	114	114	105
1938		96	93	94	102	94	80	90	90	98
1939		93	89	90	100	98	87	86	88	98
1940		93	90	94	102	104	98	89	93	98
1941		102	105	114	106	119	131	108	115	105
1942		120	126	145	124	136	178	139	147	120
1943		135	135	175	130	137	190	161	179	133
1944	•	132	133	173	139	139	194	162	182	140
1945		135	134	183	146	141	201	169	192	145
1946		155	165	207	160	164	260	196	218	159
1947		189	213	249	186	200	296	238	256	186
1948		202	226	260	198	209	296	248	265	202
1949		189	204	229	190	198	272	218	232	194
1950		189	210	228	188	208	314	224	238	198
1950		/				200	2-4		~	-/-
Oct.		192	218	235	193	230	365	234	250	204
Nov.		193	221	239	194	235	7/387	242	257	206
Dec.		200	226	250	196	241	383	247	266	207
1951	:			,	-,-		,,,,			
Jan.		208	230	265	198	251	401	256	279	211
Feb.	341	213	237	276	202	255	411	267	291	215
Mar.		212	236	272	203	258	425	268	290	219
Apr.		211	235	269	204	257	425	266	288	220
May		212	237	266	204	256	415	263	284	219
June		212	236	264	204	250	409	261	280	219
July		212	235	262	203	244	377	255	274	219
Aug.		209	237	264	204	236	333	251	272	219
Sept.		208	238	265	209	230	321	249	271	219
Oct.		212	240	267	209	222	341	253	276	219
	:						2.4.2			

^{1/} Bureau of Labor Statistics, "Consumer Price Index for Moderate-Income Families in Large Cities."

^{2/} Calculated from "Retail cost" of market basket (p. 2).

^{3/} Bureau of Labor Statistics, converted from 1926 = 100 base. 4/ Calculated from "Farm value" of market basket (p. 2).

^{5/} Cotton and wool prices weighted by production in 1935-39. 6/ Based on figures published by the Crop Reporting Board.

^{7/} Revised.

Table 10.- Indexes of consumer income and of hourly earnings in marketing, 1935-39 = 100

Year :	Nonagri- cultural income payments	Monthly : earnings : per : employed : factory : worker : 2/ :	Class I	Food :	Food marketing:	Cotton
1940	115	110	105	108	104	106
	138	130	106	114	110	119
	176	161	119	127	122	139
	217	188	121	140	131	152
	242	201	134	149	141	162
	250	195	135	154	149	176
	255	191	154	173	171	213
	275	218	168	197	195	253
	301	236	184	213	213	282
	303	240	203	223	226	287
	332	259	223	233	236	297
1950 Sept. Oct. Nov. Dec. 1951 Jan. Feb. Mar. Apr. May June July Aug Sept.	342	265	224	231	237	295
	344	271	221	236	239	314
	346	272	224	239	241	316
	359	279	227	244	244	317
	356	278	224	248	247	318
	358	279	235	248	248	318
	362	282	237	249	249	318
	366	283	243	250	250	319
	368	282	244	250	251	319
	370	6/ 284	247	254	253	319
	370	6/ 284	250	252	252	317
	372	282	246	6/ 251	252	6/315
	373	286	254	251	253	320

^{1/} United States Department of Commerce estimates. Adjusted for seasonal variation.

^{2/} Prepared in the Bureau of Agricultural Economics from data of the Bureau of Labor Statistics, not adjusted for seasonal variation. Revised series.

^{3/} Compiled from data published by the Interstate Commerce Commission.

^{4/} Bureau of Labor Statistics.

^{5/} Weighted composite of earnings in steam railways, food processing, wholesaling, and retailing.

^{6/} Revised.

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ANNUAL OUTLOOK FOR MARKETING AND TRANSPORTATION

^{1/} For indexes of articles published earlier, see February 1949, December 1949, and December 1950 issues of The Marketing and Transportation Situation.

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