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AGRICULTURAL MARKETING AND
ECONOMIC DEVELOPMENT

AN ANNOTATED BIBLIOGRAPHY WITH SPECIAL REFERENCE TO
LATIN AMERICA

BY

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INTRODUCTION

A. OBJECTIVES:

This annotated bibliography on Agricultural Marketing and Economic Development has been compiled with two objectives in mind. First, to contribute to the understanding of the role that agricultural marketing can play in the process of developing countries. As the reader will see many authors agree that marketing is "the most backward of all areas of economic life". There are several explanations for this particular situation: Because of socio-political reasons, people in planning roles, prefer to allocate resources to the production of physical goods and not of services which is what marketing mainly provides. Others believe that an adequate marketing system will spring up automatically with the progress of the country in the road of development. In spite of this relative less attention devoted to marketing, most of the people in all countries have been engaged in trade activities more than once in their lives; some people even get so used to trade that they don't consider trade as one of their main activities.

Marketing should have a greater role in development plans. The reader will see, by consulting some of the papers listed in the bibliography, that most of the authors have pointed out quite clearly the aspects in which marketing can accelerate development. The next step seems to be the empirical comparison in terms of overall development between countries where marketing has been included into the development plans, and countries in which marketing has been generally neglected. These studies will provide a better evaluation of the role of marketing in development. If these studies show a higher rate of growth for the coun-

tries where marketing has been given an outstanding role, this will encourage other countries to do the same and a positive step will be given in the understanding of the process of development.

The second objective has been to provide researchers and people with marketing responsibilities in the Latin American countries, with a list of some of the studies that have been written on agricultural marketing for that specific country. It is not unusual in developing countries, that an outstanding marketing study passes directly from the author's hands to a government office file, where it will remain forever without further analysis of its recommendations. One of the causes for such situations is the high rate of personnel turnover in the country, without adequate feed back information for the person taking over the job.

In the case of researchers, especially in advanced countries, it is some times difficult to find what has been written about marketing or any other subject in developing countries. It is the hope, that the listing of some of these studies by country, will encourage them to devise research projects for the Latin American nations.

The number of marketing studies is impressive in the Latin American countries. These studies range from newspaper articles to books devoted completely to the subject. This bibliography does not try to be exhaustive, it is far from that. The interesting point here is: What has happened to all these marketing studies? Have they been used? If so, what have been the results? If they have not been used, why not? Too little evaluation is made in developing countries and this might be one of the reasons for the slow progress of these nations. Very few scholars and organizations try to follow up the results of their recommendations. The final report of any study must not be the end of the mission for the

author. Evaluation is, perhaps, what can give the author the final word about the usefulness of his research.

In general it can be said that in spite of the large number of marketing studies, the Latin American countries have progressed relatively little in their market structures. This leads one to think that these studies have not been as useful as it would seem. Perhaps these reports have concentrated too much on the theoretical and physical aspects of the problem and have neglected in large part the sociological side of the situation including how to motivate people and get the reforms on the way. Unfortunately without getting men's collaboration, too little can be done.

B. CRITERIA FOR SELECTION OF THE BIBLIOGRAPHY:

In general it can be said, that all articles in the field of economics could be related in one way or another to marketing. For the first part of this bibliography those papers dealing directly with the analysis of the role of marketing in economic development have been included.

For the second part, it has been considered that although the Latin American countries are on different levels of agricultural marketing development, their marketing structures can be improved. For this reason, most of the studies on agricultural marketing on these countries after 1956 have been included, leaving aside those that were of only temporary interest because they refer to unusual temporary conditions in the country.

The reader will find that many of these studies on Latin American countries are just listed and no annotation is made about

them. The reason is that these reports were not available at the library where this research was made. However, in the cases where an annotation was found, together with a reference to the publication, this annotation has been included as a quotation. Most of these quotes have been taken from FAO's Bibliography on Food and Agricultural Marketing.

C. ORGANIZATION OF THE BIBLIOGRAPHY - HOW TO USE IT:

The bibliography has been divided in two main chapters. Chapter one presents the papers dealing in general with the role of marketing in economic development. Chapter two presents marketing papers on Latin America as a whole and for each one of the Latin American countries.

In chapter two, the reader will find three letters before the number of the reference. These three letters correspond to the first three letters of the name of the country where the particular study was conducted. (ARG will mean Argentina, BOL: Bolivia, LAM: Latin America, and so on). The bibliography titles in languages other than English appear in the original language followed by an English translation.

At the end of this report a list of the abbreviations used in the text has been included. Finally, items are indexed by author.

D. ACKNOWLEDGEMENTS:

I want to thank very specially Dr. Garland P. Wood, Director of the Latin American Studies Center for his invaluable help in preparing this bibliography, and in general for his continuous help during the time I stayed at Michigan State University. Also a special acknowledgement is due to Dr. Harold Riley for his advice on Marketing and his

continous interest in my country, Colombia. Mrs. Eleanor Boyle of the Michigan State University Library Documents Department was always ready to help find the different papers. I want to thank her too.

A very special acknowledgement goes also to Miss Silvia Batres who labored long and painstakingly typing this report.

As said at the beginning, this bibliography does not try to be exhaustive; many more good references can be included. It is the hope, that this first step will encourage other students, especially from Latin American countries, to complete this bibliography and increase the knowledge that we already have on agricultural marketing in our nations.

Finally it must be said that although many people helped me to complete this bibliography, the errors and mistakes that it may contain are my complete responsibility.

MARIO CARVAJALINO

MARKETING AND ECONOMIC DEVELOPMENT

01. Abbott, J.C. 1958. Marketing Problems and Improvement Programs.
FAO. Marketing Guide No. 1 Rome 1958.

This guide by Dr. Abbott, Chief of the Marketing Section of the Economics Division of FAO, is perhaps the largest paper on Marketing in developing countries, its problems and the possible solution to many of these problems.

In the first three sections of his book, the author examines the fundamentals of marketing; the functions performed in the process of moving products from the producer to the ultimate consumer and, the interrelationships among these functions and the economic activity as a whole. This first part could be used as a basic agricultural marketing text in many underdeveloped countries.

The second part deals with the introduction of improvements in the market. The author analyzes the role of different sectors in the marketing reform, such as private firms, marketing cooperatives, marketing boards, and international organizations. The author also sets the framework for the understanding of many concepts and measures that can be used in marketing development.

02. Abbott, J.C. 1961. Information Sources on Foreign Marketing. In:
Journal of Marketing. 25 (3) 43-46.

The author reviews the main international reference sources on marketing and suggests the need for a new marketing bibliographical service.

Some of the references that he recommends are:
Revzan's Comprehensive Classified Marketing Bibliography of American

Sources; Bibliography of Agriculture published by the U.S. Department of Agriculture; Statistical Sources for Market Research by the Market Research Society of London and FAO's Bibliography of Food and Agricultural Marketing.

With the exception of FAO's Bibliography, it seems, that the other sources mentioned in Abbott's paper are more concerned with marketing problems in advanced countries, than with problems of agricultural marketing in developing areas, especially Latin America.

03. Abbott, J.C. 1962. The Role of Marketing in the Development of Backward Agricultural Economies. In: Journal of Farm Economics. 44: 349-360.

The author states three basic conditions to provide production incentives: 1) Stable and remunerative prices. 2) Adequate market facilities. 3) Satisfactory system of land tenure. Abbott, then, analyzes some of the problems and necessities of market structures for agricultural products in developing nations such as difficulty in getting incentives back to producers; lack of credit; high rate of interest; transportation and storage problems; and necessity of adequate market information.

Abbott devotes the last part of his article to the approaches for improvement based mainly on the coordination of production with active marketing programs. The author is a pioneer in the study of marketing and economic development and most of his articles reflect his large experience in the study of markets in different countries.

04. Abbott, J.C. 1964. Marketing Studies, Organization, Methods and

Services for Development and Settlement Areas. In: Monthly Bulletin of Agricultural Economics and Statistics. 13 (5): 1-8 FAO, Rome.

The author criticizes the tendency to begin marketing studies in a rather late stage of planning. "Neglect of previous marketing studies has been responsible for the failure of many projects as far as they require an effective organization for marketing crops".

Abbott considers essential the study of the following marketing elements in the planning of an area development project: 1) Determination of the size of markets. 2) Estimation of the probable price to the producer. 3) Analysis of marketing structure and methods according to the specific needs and commodities to be produced. 4) Planning of the information, advisory control and training services. Abbott's paper presents a thoughtful discussion of these issues.

05. Bauer P.T. and B.S. Yamey. 1951. Economic Progress and Occupational Distribution. In: The Economic Journal. 61: 741-755.

The principal purpose of Bauer and Yamey's paper is "to examine the validity and significance of the widely held view that economic progress is generally associated with certain distinct, necessary and predictable changes in occupational distribution, in particular with a relative increase in the numbers engaged in tertiary activities".

The authors present an appropriate description of marketing activities in West Africa in order to evaluate Clark and Fisher's theory of occupational distribution changes in the process of economic growth.

The authors argue that occupational statistics can not take into

account important difficulties arising out of imperfect economic specialization. Many people in underdeveloped countries do not consider trade as a special activity; even being a function that they perform every day. Women also perform an important role in trade activities, however, many times they do not consider this their main activity.

Bauer and Yamey's paper is an important attempt to refute Clark and Fisher's growth stages theory. As Collins and Holton say (see Programmed Changes in Marketing in Planned Economic Development) one of the reasons for neglecting marketing in development plans is the consideration that marketing is not important because of the relatively small proportion of people in this activity.

06. Bauer, P.T. and B.S. Yamey. 1954. The Economics of Marketing Reform. In: Journal of Political Economy. 62 (3): 210

Bauer and Yamey are concerned with three kind of reforms commonly introduced into agricultural markets: 1) Measures which seem to be based on the view that farmers are incapable of making a wise marketing decision. 2) Measures which reflect dissatisfaction with the effectiveness and practice of competition among traders. 3) Measures which do not postulate either the commercial incompetence of producers or the ineffectiveness of competition.

The authors present the common complaint that unnecessary categories of middlemen are able to interpose between necessary middlemen and producers. They say that this only reflects a lack of consideration to the question: "Why those intermediaries are not by-passed by farmers and consumers?" Their answer is plain: "Because the price the middleman asks for his services is less than the value his customers set on the services he performs for them".

A relevant part of their discussion of the second kind of measures deals with the risks of monopoly in the market. The authors argue that "exaggerated emphasis is put on dangers that local monopolies might have.....such buyers, while appearing to have no competition, nevertheless have to set their buying prices in competition with other buyers elsewhere; they can not depress the prices so low that producers would be better off by taking their produce to other more distant buyers".

The authors conclude that belief in the unproductive nature of trade and traders is still widespread. Some times legislators and administrators see a fruitful field in marketing reforms and by copying arrangements of advanced countries they fail to see the economic rationale of the existing arrangements.

While this last conclusion may be the case in some countries, their analyses through the paper may produce strong controversy, especially on the grounds of degree of perfect competition in developing nations, mobility of resources, market power of intermediaries and particular economic conditions of producers.

07. Bauer, P.T. and B.S. Yamey. 1957. The Economics of Under-developed Countries. The University of Chicago Press. Chicago.

This is one of the better books to read about the economic structure of the developing nations. Although the book does not have a special chapter devoted to the role of marketing, in most of the chapters there are statements dealing with narrowness of markets, market information, marketing reform, monopolies, price stabilization, etc. In the last part of the book the author presents a fine evaluation of the role of government in the process of development.

08. Bonnen J.T., C.K. Eicher and A.A. Schmid. 1964. Marketing in Economic Development. In: Agricultural Market Analysis. Vernon Sorenson Ed. M.S.U. Business Studies 1964. Bureau of Business and Economic Research. Graduate School of Business Administration. Michigan State University, East Lansing, Michigan.

One of the best general papers on Marketing in economic development and perhaps the most comprehensive reading for any person interested in the topic. The authors try to classify the approaches to the study of marketing in development into the following: 1) Static distribution cost and efficiency analyses. A common approach is to emphasize reduction of costs in performing marketing functions. The Food and Agriculture Organizations reflects this view in its publication "Marketing Problems and Improvement Programs". 2) Study of production, distribution and consumption interrelationships. This approach tries to understand the dynamic interconnections between activities in the production, distribution, and consumption sectors of the economy. Several studies suggest that "under certain conditions the distribution sector may act as a catalyst of development, while in other cases the impetus arises from changes in the production and consumption sectors". 3) Market structure analysis. This approach assumes a "casual relationship running from market structure to firm behavior and market performance".

Another outstanding contribution of the authors is their effort to consider social variables in the analysis. They try "to relate the physical variables involved in production, consumption and distribution, to the social system within which these variables are embedded". The authors argue that each economic activity has a social

dimension and based on this statement they make an interesting analyses of this social perspective of marketing.

09. Burdette, R.F. and J.C. Abbott. 1960. Marketing Livestock and Meat. Marketing Guide No. 3.1960. FAO, Rome.

This is another report of the FAO's series on marketing. It describes practices and methods used in different countries in the marketing of livestock and meat.

It contains technical information on transport and handling of livestock and meat; economic aspects of slaughtering and processing; marketing organization and costs.

A useful bibliography on the subject is included at the end of this report.

10. Collins, N.R. and R. H. Holton. 1963. Programming Changes in Marketing in Planned Economic Development. Kyklos 16:123.
Reprinted in: Agriculture in Economic Development. C. Eicher and L. Witt Ed. New York: McGraw-Hill 1964.

The objective of Collins and Holton's paper is to question the proposition commonly found in development plans, that marketing firms will necessarily appear in response to price incentives. And, in the case that the firms appear, the authors question if they will always provide the kind of marketing services most appropriate for the new production situation.

The authors suggest that changes in the organization of the marketing system may be necessary if changes in production are to be done in a developing area. Further, they suggest that marketing might

act as a leading factor to encourage changes in the productive sector.

The authors analyze the problems and conditions of programming actions to facilitate changes in the distributive sector. Their study includes also the analysis of those situations where a strategy of inaction is more advisable.

The design of the facilitating mechanisms depends on the individual case; however, the authors present some of the possible components of a program such as subsidies, credit, tax devices, marketing cooperatives, etc.

11. Copulsky, W. 1959. Forecasting Sales in Underdeveloped Countries.

In: Journal of Marketing. 24 (1): 36-41.

Of relative interest for our topic are Copulsky's phases of economic development from the point of view of trade and marketing. The author presents the following phases: 1) Pre-industrial or commercial phase. No elaborate transformation and almost no use of machines. 2) Primary manufacturing phase. Begin the processing of metal ores and some agricultural products (Rubber in Malaya, etc.) 3) Production of some non-durable and semi-durable finished goods requiring low investment in relation to output. (Sulfuric acid in the Belgian Congo). 4) The production of capital goods and consumer durable goods is initiated (Union of South Africa and Latin America). 5) The country passes out of the "underdeveloped" status and exports of manufactured products become significant.

This classification is an interesting contribution to the already existing attempts to rank countries according to their position in a proposed scale of stages. However, considering the present state of knowledge in markets in different countries, it is possible that many scholars consider

this classification controversial.

12. Drucker, P.F. 1958. Marketing and Economic Development. In:
Journal of Marketing. 22 (3): 252.

The author defines Marketing as "the process through which economy is integrated into society to serve human needs". For him, marketing contributes what is the greatest need of an "underdeveloped" country: "a systematic discipline in a vital area of economic activity... a discipline which is based on generalized theoretical concepts and which can, therefore, be both taught and learned". However it "is generally the most backward of all areas of economic life."

Drucker asks for the development of marketing and an increase in understanding the triple function of marketing: 1) The function of crystallizing and directing demand for maximum productive effectiveness and efficiency. 2) The function of guiding production purposefully toward maximum consumer satisfaction and consumer value. 3) The function of creating discrimination that then gives rewards to those who only want to take but do not want to contribute or to risk".

This is a good article to help to visualize the importance of marketing in the development process.

13. FAO. 1957. Marketing Fruit and Vegetable. Marketing Guide No. 2
Rome.

A practical guide written specially for the less developed countries. It has chapters on the grower's role on marketing, packing and transportation of the products.

It contains technical information helpful to improve

the performance of the different marketing functions involved in the movement of fruits and vegetables from the farm to the final consumer.

14. Gavin, J.M. 1965. Science, Technology, Market Affairs and World Peace. In: American Marketing Association, Proceedings Fall conference. 1965.

In this paper the author indicates that world peace can be and will be strongly affected by the developments in science, technology and market affairs.

Just as science and technology are transferable resources, so is marketing know-how. Food and its distribution are problems in many nations; careful analysis of people's buying capacity, as well as of their needs, can direct marketing efforts toward useful products. Help, to show the way to link supply and demand, is needed elsewhere. Gavin believes that improvement in the knowledge of these and other aspects of marketing, together with science and technology advancement can improve the hopes for world peace.

15. Gordon, L. 1966. Private Enterprise, Economic Integration and the Alliance for Progress. The Department of State Bulletin. 60 (1410): 21

Gordon, now Assistant Secretary for Inter-American Affairs and former ambassador to Brazil, agrees with Rostow's idea of a National Market. He considers the systematic development of new markets, and the "marrying of the city with the country side" two key issues for the modernization of management in Latin America.

16. Haring, R.C. 1965. Marketing in the Economic Growth and Development of Alaska. In: American Marketing Association, Proceedings Fall Conference. 1965.

Although the relative importance of this specific study is decreased by the advantageous position of Alaska as a State of the United States, the author presents a very interesting question: "Can an economic region (or nation) pass over, or rapidly through, the conventional growth stages observed in the history of advanced industrialized nations? Alaska's experience in marketing suggests that regions can shift from "barter exchange" marketing to modern merchandising in less than a decade".

This question could be matter of further research, however, it is necessary to point out that within the State of Alaska, practically no agricultural sector exists. However, this article can be contrasted with Copulsky's paper on the stages of economic development.

17. Holton, R.H. 1953. Marketing Structure and Economic Development. In: Quarterly Journal of Economics. 67: 344-361.

The contention of this paper is that distribution is of considerably more importance in the economic development of backward areas than it's generally recognized.

The first part of Holton's paper is an earlier version of his paper "Programming Changes in Marketing in Planned Economic Development" (see Collins & Holton) where he analyzes the reasons of why marketing has been neglected.

In the second part of the paper, the author tries to illustrate some of the reasons laid out in part one, by referring to the dis-

tribution problem in Puerto Rico.

Food Distribution is (in 1953) of special importance because of the nature of the diets of the inhabitants. Over half of the foodstuffs, by value, consumed on the island are imported. The author presents the food retailing system in Puerto Rico as a "classic example of monopolistic competition, . . . where food retailers engage in nothing beyond point-of-sale advertising because they are convinced of the inelasticity of their individual demand curves. Food merchants are reluctant to expand partly because of lack of motivation although lack of familiarity with control methods appears to be of equal or perhaps greater significance." The result of this situation according to Holton is "a marketing structure characterized by firms operating at much less than optimum volume and hence charging abnormally high gross profit margins."

This study and the one by Professor Galbraith are two of the first studies on food marketing. In reading this report it is necessary to keep in mind some time perspective, which is of special importance in this case of an island undergoing a rapid growth.

It will be very interesting to compare the findings of these reports with what Slater and Riley will report from their study in food Marketing in Puerto Rico 1966. (See Slater, C.C. The Role of Food Marketing in Latin American Economic Development).

18. Kindleberger, C.P. 1965. Economic Development. McGraw-Hill Book Co. 2nd. Ed. New York.

Chapter 9 is concerned with markets and their relation to economic development. The author states that "the engine of economic development before the days of governmental planning was the

market... but modern economists also believe in the market as a road to growth". Kindleberger analyzes the factors affecting the growth of markets and the change in its character (elasticities of supply and demand). He considers "evident that much planning in the area of economic development today neglects distribution."

From his analysis, the author concludes that "the growth process can be led by a widening of the market, which in turn may result from increased efficiency in transport or communications....(and) even where the growth process is led by efficiency in production....the requirements of distribution are inescapable".

19. Lamont, D.F. 1965. A Theory of Marketing Development: Mexico.

In: American Marketing Association. Proceedings Fall Conference. 1965.

It is regrettable that Lamont only presents a summary of his research activities in Mexico. In his study, a methodology was set up to measure the contribution of marketing to economic development. This measure was called the propensity to participate. The traditional production-oriented approach was measured by the rate of capital investment in the economy. The marketing methodology and the traditional production-oriented approach were applied to the Mexican economy.

The author presents the following conclusions: 1) "The marketing effort during the development of an economy is in fact an independent variable operating in conjunction with, but not dependent upon, the production effort." 2) "By determining the propensity to participate, specific marketing developmental programs now can be designed to raise

the level of marketing development within an economy". Lamont does not present any information about how the propensity to participate was measured, neither about the system used to compare both approaches. However, his report that a methodology has been devised to measure the contribution of marketing to economic development is a step toward the understanding and appreciation of the role of marketing in the economic and social growth of the nations.

20. Mathur, P.N. and H. Ezekiel. 1961. Marketable Surplus of Food and Price Fluctuations in a Developing Economy. In: *Kyklos*. 14:396-406.

The paper deals with the relationship between the proportion of foodgrains that is marketed and the price level in an underdeveloped country, where farmers live on the margin of subsistence. According to the authors, "such farmers sell that amount of their output which is sufficient to give them the amount of money they want and retain the rest for their own consumption. Therefore, if prices rise, they sell less and if prices fall they sell more. Even if any part of the retained output is surplus to the farmer's own requirements in any particular year, the farmer tends to hold this surplus in the form of stock rather than to sell it for money".

The authors conclude that "the tendency to save in kind helps neither the price level nor the farmer. Farmers must be encouraged to save in money during periods of rising prices and to use these savings in periods of falling prices." It seems that the authors assume none or very little inflation in the economy of the country.

21. Mehren, G.L. 1959. Market Organization and Economic Development.

In: Journal of Farm Economics. 41 (5): 1307-1315.

The author points to the fact that in nearly all countries, agricultural industries are the least and the last developed, while paradoxically other industries are almost exactly like their counterparts in the United States. "Pressure for economic development, with agricultural industries as the focus for program, is urgent and sometimes violent".

Mehren discusses the following issues and offers hypothesis depending largely on intuition and with little testing. 1) "Why are there different rates of development in different sectors of an economy?" 2) "Must development be 'balanced' between sectors and among different functional levels within a sector?" 3) Why, in all economies, are the food and agricultural industries the least and last developed? 4) What are the functional relationships between change in the food and agricultural industries and economic development? 5) How is market structure related to economic development generally? 6) Why are there so many monopolistic elements in all food and agricultural economies? 7) What administrative mechanisms are needed of change market structure in order to achieve the desired development to targets?

Mehren, very briefly, tries to answer or throw light on these questions. However his analysis is not deep enough because each of these questions may be discussed in papers as long or longer than Mehren's article. However, this article has the merit of suggesting challenging areas for research in the role of marketing in economic development.

The author closes his paper saying that the fundamental question, still unresolved, is to find some means in each country to introduce

modern commercial activities.

22. Mehren, G. 1959. Market Structure and Procedures in Economic Development. In: Malayan Economic Review. 4 (1) 94-100

Mehren is especially concerned with the fact that few development programs seem really to conform to the basic requirements for economic policy. "Market structure in all countries is in a sort of balance with all other segments of the food industries. Thus, changes in any segment - marketing or others - induced by government are unlikely to be successful unless consistent changes are made in all segments. And changes in any one segment will almost always lead ultimately to changes in other functional levels. The author states that the formulation of policy requires definition of targets, testing for mutual consistency and specification of constraints.

23. Moyer, R. 1965. Marketing in Economic Development. International Business Occasional Paper No. 1. Graduate School of Business Administration. Michigan State University, East Lansing, Michigan.

One of the first publications completely devoted to the role of marketing in economic development. Of special interest is the analysis of the functions of marketing in developing nations and the reasons why marketing has been neglected in most of the development plans. The author presents a description of the characteristics of peasant markets and argues that "despite the age-old complaint of consumers that traders' profits are extortionate, the available evidence indicates that distributors' margins are moderate to low and profits even lower". Moyer bases this statement in several reports of studies conducted in Africa, Asia and the

Far East.

The author briefly discusses the growth of marketing system and its ability to handle trade of three broad types: local, internal and external. Moyer dismisses Polany's argument of external trade as the starting point for the spread of trading; however, he recognizes that "...for good or ill, the development of external trade is a key element in the spread of internal trade". This thesis is mainly defended by Ragnar Nurkse and presents foreign trade as the way to accomplish the break through of the "vicious circle" and overcome the basic dilemma of inadequate demand.

In the last chapter the author presents a not very clear list of areas for further research in marketing; however, Moyer's paper is a thoughtful revision of the relevant literature on the subject and a positive contribution to the understanding of the role of marketing in economic development.

24. Mueller, W.F. 1959. Some Market Structure Considerations in Economic Development. In: Journal of Farm Economics. 41 (11): 414-425.

This paper is focused mainly on two issues: 1) Reasons for studying market structure's role in economic development problems and 2) Observations on the market structure in developing nations.

Mueller is impressed by the way in which many theories in economic development deal mainly in aggregates, implying that growth will increase by the simple manipulation of this or that variable. For him, market structure analysis is an underdeveloped tool of economic

growth theory.

Mueller's paper goes over some of the implications of market structure on private enterprise, industrial performance and market reorganization, but he leaves for further researchers the study of market structure's role on income, distribution, money supply, investment, etc.

25. Posada, A.J. 1965. A Comment to the papers presented on "The Interaction Between Change on the Farm and Technical Change in Marketing and Distribution." In: Proceedings of the IX conference of Agricultural Economists, Oxford University Press, London 1956. pg. 193.

The author calls attention to the fact that contrary to what has happened in developed countries, the marketing structure of underdeveloped countries has not kept pace with the technical changes in agriculture. He presents as an example the case of Colombia, where production has increased substantially due not only to increase in farm land, but also to technological innovations. In spite of this, "the marketing structure continues as unorganized now as it was fifteen years ago".

26. Rostow, W.W. 1964. View from the Seventh Floor. Harper & Row (Publishers) New York.

In chapter 10 "the Nationalization of Take off", and 11 "How to make a National Market" Rostow presents an amplification of his ideas laid out in a speech in late 1963. He considers "the central problem of development on the world the gap between rich and poor parts of the developing nations themselves". His main proposition is that "the operational task of development in many parts of the world may be to break

down these structural distortions, to produce a self-reinforcing agricultural and industrial expansion, and to create truly national markets within these countries".

Rostow suggests that the four major jobs to be done simultaneously are: A build-up of agricultural productivity; a revolution in the marketing of agricultural products in the cities; a shift of industry to the production of simple agricultural equipment and consumer's goods for the mass market; and a revolution in marketing methods for such cheap manufactured goods especially in rural areas.

Other parts of the book deal with foreign policy issues, since Dr. Rostow is now Chairman of the Policy Planning Council in the Department of State. Rostow's ideas have always been a matter of strong controversy and are obligated reading for any person interested in economic development.

27. Rostow, W.W. 1965. The Concept of a National Market and its Economic Growth Implications. In: The Department of State Bulletin. 53.(1370): 518-524.

A more detailed explanation of the theory of a National Market is presented and the role of the marketing expert is emphasized.

Two things to be improved in the process of building a National Market are diversification of exports and agricultural productivity. The increase in agricultural productivity will require: 1) Reliable and fair prices for farm products. 2) Availability of credit. 3) Technical assistance. 4) Availability of two types of industrial products: fertilizers, insecticides, etc. and goods that are an incentive for the farmer to have.

In all these phases, marketing specialists will play

a decisive role.

28. Rowe, J.W. 1963. The World's Coffee. Her Majesty's Stationary Office. London.

The author presents the "economics and politics of the coffee industries of certain countries and of the international problem". A description of the marketing system in the major coffee growing countries is presented.

29. Schmid, A.A. and J.D. Shaffer. 1964. Marketing in Social Perspective. In: Agricultural Market Analysis. Vernon L. Sorenson Ed. M.S.U. Business Studies 1964. Bureau of Business and Economic Research. Graduate School of Business Administration. Michigan State University, East Lansing, Michigan.

This article is very helpful in understanding the interrelationship between marketing and the social environment where marketing activities take place. It is also closely related to the Bonnen, Eicher and Schmid paper "Marketing in Economic Development".

The authors begin by defining some crucial concepts concerned both with marketing and its social system; then Schmid and Shaffer present some "normative performance rules of marketing exchange", and conclude that "the question of what is a good marketing system can not be separated from the more fundamental question of what is a good society, for the evaluation of a market organization has meaning only within the context of a broader view of the good society or the good life... the (marketing) system can not be evaluated simply in terms of material measures, but also in terms of human relationships and their effect on the character

of people".

30. Slater, C.C. 1965. The Role of Food Marketing in Latin American Economic Development. In: American Marketing Association. Proceedings Fall Conference. 1965.

Professor Slater presents a progress report on the Michigan State University's Latin American Food Marketing Study.

The study is based on Rostow's idea of National Markets and the author seems to agree with professor Rostow that a National Market is a precondition for the "take off" stage.

The four basic propositions that they are trying to evaluate are: "1) Food price reductions will have a strong multiplier effect, particularly in underdeveloped economies. 2) Market risk reduction will have an accelerator effect upon the funds supporting food markets. 3) Effective countervailing power of new market entrants will tend to reduce margins and to re-orient markets to expansion of the total demand, to the extent that these new entrants perceive the demand for the product or service as elastic. 4) Market expectations can become more positive as a result of changes in producer and marketer institutions".

"The first two propositions concern the macro effects of the national market development process. The next two concern attitude changes critical to market development." This is the first research study in marketing sponsored by the central research activities of State Department.

31. Snyder, J.H. 1964. Problems and Possibilities in Planning for Agricultural Development. In: Economic Development and Cultural Change. 12 (2): 131.

Although this article by Snyder is not fully concerned with Marketing, it is one of the few, if not the first, article published in this journal and at least is indirectly related to marketing. The author asks for a modernization of the marketing system and points out the usual deficiencies listed by many authors.

One interesting thesis by Snyder is that "until the more basic defects in the agricultural production are rectified, the inadequacies of the marketing system will not be fully recognized, let alone overcome". The author believes that considering "the present low level of production and inertia of individual cultivators, it can not be expected the independent establishment of comprehensive marketing services".

32. Stewart, G.F. and J.C. Abbott. 1961. Marketing Eggs and Poultry.

FAO Marketing Guide No. 4. Rome 1961.

This is a "know-how" report on the practices in egg and poultry marketing in different nations; the problems existent in these countries and the way to improve the marketing of these farm products.

It consolidates basic information on technical matters, all of them likely to be helpful in improving methods and facilities in developing countries.

Chapters on quality criteria and maintenance, packing, transport, processing and storage, marketing organization and sales policy are of special interest because they provide useful framework for marketing improvement.

33. Trelogan, H.C.; Sing-min, Y.; Allen, G.R.; Bergman, D.; Pohoville

M.; Pinto, J.V.; Harken, C.M.; Khrishna, R.; Wark, G.H.; Yen-tien, C. 1961. Discussion of O. V. Wells' Paper "Market Structure for Economic Development". In: Proceedings of the XI International Conference of Agricultural Economists. Cuernavaca, Mexico. Oxford University Press, London. 1963.

This individual's discussion of Dr. Wells' paper adds to its valuable contributions both from the theoretical and practical point of view. "Is it desirable to eliminate the traditional middlemen from past or all of the marketing activities?"

"What is the proper and desirable way to reduce marketing costs and to what extent? Is vertical integration a means of furthering agricultural development? What are the economic merits of different types of marketing organizations?"

These, and others, were some of the questions discussed by the participants.

34. Wells, O.V. 1961. Market Structure for Agricultural Development. In: Proceedings of the XI International Conference of Agricultural Economists. Cuernavaca Mexico. Oxford University Press. London 1963.

The author tries to indicate that marketing improvement is only a part of the process by which agriculture contributes to the end process of economic development.

Dr. Well's leading contribution in this paper seems to be his orientation to introduce a social variable in the process of marketing reform: "How to motivate change; how a job actually gets done amid a welter of conflicting interests". He says that "it is not difficult for the average market expert to write a series of recommendations for (an underdeveloped)

area". The vital aspect is to put the plan into operation and this will represent a "need for clear, forthright policy decision, followed by vigorous administration and programmed action which will unite the village people and the servants of the government in a common cause."

AGRICULTURE MARKETING STUDIES IN
LATIN AMERICAN COUNTRIES

1. REGIONAL:

LAM. 01. Inter-American Committee for Agricultural Development. 1963.
Inventory of Information Basic to the Planning of Agricultural Development in Latin America. Regional Report. Pan American Union.
Washington.

Although the complete report contains valuable information for the developing of agriculture in the Latin American countries, the chapter on marketing of agricultural products is especially relevant for our topic. "The purpose of that section is to determine how completely the processes of marketing have been analyzed, and whether the various governments are in a position to supervise or regulate them in order to ensure that the necessary services are performed at minimum cost."

LAM. 02 Inter-American Committee for Agricultural Development. 1964
CENTRAL AMERICA. Inventory of Information Basic to the Planning of Agricultural Development in Latin America. Pan American Union, Washington.

This report has a chapter devoted completely to Agricultural Marketing, Price control and Taxation.

The chapter is divided in three main parts: A) Studies of the cost and margins of marketing, by products and functions. B) Price studies and C) Information on rural taxation.

Part A, more closely related to marketing, contains information about part or most of the following topics: 1) Study of the process of marketing. 2) Local buyers. 3) Commission Agents. 4) Truckers. 5) Jobbers and wholesale distributors. 6) Retail Distribution.

7) Crop and market information. 8) Government action with respect to standarization of quality of products sold and bought by the farmer. 9) Transportation in relation to agricultural marketing. 10) Information on facilities for transportation, and storage, including refrigeration.

LAM. 03. International Co-operation Administration. 1959. Development of Agricultural Marketing and Cooperatives in Latin America and the Caribbean. Washington D.C.

This report presented at the Kingston (Jamaica) seminar in 1959, discusses the problem of marketing at various stages of development. It includes summary statements on marketing in 17 Latin American countries.

LAM. 04. Inter-American Development Bank. 1963. Institutional Reforms and Social Development Trends in Latin American. Washington D.C. 299 pg. 1963.

Among the measures for the improvement of conditions of rural living and land use considered in the Act of Bogota (1960), there are two especially related to marketing: agricultural credits institutions with a view to providing adequate financing to individual farmers or groups of farmers, and improvement of farm-to-market transportation. This book by the Inter-American Development Bank reports the progress achieved since 1960 by the Latin American member countries of the bank in the fields covered by section I of the Act of Bogota. The book also presents a section with measures being taken within the spirit of the Act of Bogota and the charter of Punta del Este in each of the Latin American member countries of the Bank.

LAM. 05. Kassebaum, J.C. 1962. Comercializacion de Granos en Centroamerica y Panama. (Marketing of Grains in Central America and Panama). Mexico D.F. FAO/ECLA.

The author presents a useful summary covering production, private marketing system, government price stabilization and storage programs for the six countries of Central America.

LAM. 06. Lorinez, L. 1965. ILMA, The Latin American Agricultural Marketing Institute. In: Monthly Bulletin of Agricultural Economics and Statistics. 14 (2): 1-7 FAO. Rome.

The author, by that time director of ILMA, reports the establishment in Bogota, Colombia, of the Latin American Agricultural Marketing Institute, as a joint project between the United Nations special fund and the Government of Colombia.

The purpose of the Institute is described as "...to assist in the establishment of a program for training and research in the marketing of farm produce and in the provision of technical information and extension services to producers and consumers".

The Institute has programs for especialization at three different levels: Agricultural Marketing Officer, Agricultural Marketing Technician and Agricultural Marketing Engineer.

People interested in marketing research in Latin America, and especially in Colombia, might find it useful to contact the Latin American Agricultural Marketing Institute to get further information on marketing research in those countries.

LAM. 07. Olivieri-Rodriguez, J.A. 1961. Market Organization Patterns

and Related Problems in Latin America. Unpublished Ph. D. Dissertation. The University of Wisconsin.

This study suggests that a stronger and accelerated industrialization program in Latin America is essential to the improvement of market organization patterns and the economic development in this area.

It also deals with the basic legislation requirements in this region in order to achieve a more efficient market performance.

In general this thesis confirms what many writers have said about the inadequacies of Latin American markets.

LAM. 08. Witt, L. 1959. International Market Instabilities with Particular Reference to Latin America. In: Journal of Farm Economics. 41 (5): 1327-1331

The author refers to the dependence on a fluctuating international market as an Achilles' heel for the Latin American countries and asks for the development of market structures which will reduce international price instabilities.

Witt clearly analyzes the implications of market instabilities on the overall development of the Latin American countries, and after evaluating some of the U.S. policies concerned with international trade, he offers some new ideas to improve the situation, such as a new and modified Inter-governmental Commodity Agreement or the FAO's proposed International Commodity Clearing House. Unilateral action is also possible. The United States could stock-pile coffee during periods of abnormally low prices and sell it later during shortages.

2. ARGENTINA:

ARG. 01. Banco de la Nacion. 1957. Ganaderia Vacuna . (Cattle). Buenos Aires, Argentina.

This general study of Argentina's livestock includes in chapter four a discussion on meat marketing, grades, standards and government intervention.

ARG. 02. Bordarampe, O., Amigo, A. 1960. Variaciones Estacionales de Ventas de Ganado Vacuno. (Seasonal Variations on Cattle Sales) Buenos Aires: CAFADE. Publicacion Estadistica No. 3.

ARG. 03. Buscazzo, S. (et al.). 1962. Abastecimiento de Leche a la Ciudad de Buenos Aires. (Provision of Milk for the City of Buenos Aires). Instituto Nacional de Tecnologia Agropecuaria. Buenos Aires: IDIA. No. 169. p. 1-50

This report was prepared by four students of the School of Geography of Buenos Aires.

The paper presents an analysis of the marketing functions concerned with the supply of milk to Buenos Aires and empirical analysis of the present marketing situation.

ARG. 04. Consejo Nacional de Desarrollo. 1965. Informe Sobre las Condiciones de Comercializacion de Productos Alimenticios en la Capital Federal y Gran Buenos Aires. (Report on the Marketing Conditions for Foodstuffs in the Federal Capital and Great Buenos Aires). Consejo Nacional de Desarrollo. Republica Argentina, 1965.

ARG. 05. Ezcurra, O. 1961. Tendencia de la Produccion y Consumo de Fibra de Algodon en la Republica de Argentina. Buenos Aires. (Trends in the Production and Consumption of Cotton in Argentina). Revista de la Facultad de Agronomia y Veterinaria. No.1. Vol. XV. p. 159-186.

ARG. 06. Giberti, H.C.E. 1958. Perspectivas para la Exportacion de Carne Vacuna: Importancia del Adelanto Tecnologico. (Perspectives for Beef Exports; Importance of Technological Advance). Instituto Nacional de Tecnologia Agropecuaria. Buenos Aires: IDIA. No. 8. Vol. I

ARG. 07. Inter-American Committee for Agricultural Development. 1964. ARGENTINA. Inventory of Information Basic to the Planning of Agricultural Development in Latin America. Pan American Union, Washington.

This report has a chapter devoted completely to agricultural marketing, price control and taxation.

For a summary of the main points related to agricultural marketing, please see reference LAM. 02, in page 30 of this paper.

ARG. 08. Jones, U. H.W. 1961. Funcion de Investigacion de Mercado en el Desarrollo Economico. (Role of Marketing Research in Economic Development). Buenos Aires: FAO.

ARG. 09. Schneider, J.B. 1958. Informe al Gobierno de la Republica Argentina sobre la Comercializacion de la Leche. (Report to the

Government of the Republic of Argentina About the Marketing of Milk). Rome: FAO. Informe No. 961.

ARG. 10. Scott, F.S. 1962. Informe al Gobierno de la Republica Argentina sobre Investigacion y Capacitacion en Mercadeo Agricola. (Report to the Government of Argentina on Agricultural Marketing Research and Training). FAO. Rome. (EPTA Report No. 1511).

ARG. 11. United States, Department of Agriculture. 1960. Argentine Wheat Marketing Practices and Facilities. (FAS-M-95).

The objective of this study was to ascertain practices and methods used to maintain the high quality of Argentine wheat in the export market, and to determine Argentina's production and export capabilities.

The reports contain a very good description of marketing practices for wheat.

In general the authors conclude that the transportation facilities are adequate, the storage facilities are expanding and the marketing methods are improving.

ARG. 12. U.S. Department of Commerce. 1957. Highway Developments in Argentina. Washington, D.C.: U.S. Government Printing Office.

This report, prepared by Charles Nolan of the American Embassy in Buenos Aires, presents the main facts on transportation in Argentina. The facilities and the problems are presented. The understanding of the transportation situation is of special importance on marketing research.

ARG. 13. Waltman, H.R. 1959. The Decline of Argetina's Agricultural Trade; Problems and Policies, 1929-1954. (Thesis). Stanford, California; Stanford University.

3. BOLIVIA:

BOL. 01. Green, D. 1960. Estudio de la Comercializacion de la Castana en Beni y Pando. (Study of the Marketing of Castana in Beni and Pando). La Paz: Punto IV.

BOL. 02. Inter-American Committee for Agricultural Development. 1964. BOLIVIA. Inventory of Information Basic to the Planning of Agricultural Development in Latin America. Pan American Union, Washington.

This report has a chapter devoted completely to agricultural marketing, price control and taxation.

For a summary of the main points related to agricultural marketing, please see reference LAM. 02, in page 30 of this paper.

BOL. 03. Junta Nacional de Planeamiento. 1961. Comercializacion de Productos Agropecuarios, Idea de Proyecto. (Marketing of Agricultural Products). La Paz.

BOL 04. Mendizabal L., R. 1957. Methodology of National Income Estimates of Bolivia. Washington, D.C.

BOL. 05. Ministerio de Agricultura. 1952. Estadistica de Importaciones

y Exportaciones de Productos Agropecuarios. (Statistics of Imports and Exports of Agricultural Products). La Paz; Departamento de Investigaciones Agro-Economicas. 2 vols.

BOL. 06. Ministerio de Agricultura, Servicio Agrícola Inter-Americano. 1960. Plan for the Comercialization of Llama, Alpaca and Sheep Wools. La Paz.

BOL. 07. Ministerio de Agricultura, Servicio Agrícola Inter-Americano. 1960. Plan Nacional para la Comercializacion del Arroz, (Plan de 4 años). (National Plan for the Marketing of Rice). La Paz.

BOL. 08. Ministerio de Agricultura, Servicio Agrícola Inter-Americano. 1961. Produccion y Comercializacion del Cafe en Nor y Sud Yungas. (Production and Marketing of Coffee in North and Southern Yungas). La Paz.

BOL. 09. Ministerio de Economía. 1962. Rice Marketing - 1962. La Paz.

BOL. 10. Torrico. E. de. 1959. Estudio Preliminar sobre Comercializacion de Frutas en la Provincia Chapare del Departamento de Cochabamba. (Preliminary Study of Fruit Marketing in the Province of Chapare State of Cochabamba). La Paz: Ministerio de Agricultura, Servicio Agrícola Interamericano.

4. BRAZIL:

BRA. 01. Bolsa de Mercadorias de Bahia. Boletim Informativo de Bolsa de Mercaderias de Bahia. (Information Bulletin of the Commercial exchange of Bahia). Salvador, Brazil.

The report presents the prices for coffee, cocoa and babassu in Bahia (Brazil).

BRA. 02. Bolsa de Mercadorias de Sao Paulo. Revista dos Mercados. (Market Review). (Monthly Bulletin), Sao Paulo.

Marketing information on cotton, coffee, cereals, price support schemes.

BRA. 03. Cavina, R. 1951. Comercializacao dos Produtos Agropecuarios. (Marketing of Agricultural Products). Rio de Janeiro: Ministerio da Agricultura, Servico de Informacao Agricola.

BRA. 04. Conselho Nacional de Estadistica. Yearly. Anuario Estatistico Do Brasil. (Brazil Statistical Yearbook). Rio de Janeiro, Brazil.

This publication presents a synthesis of the principal statistics. For the agricultural sector it includes statistics on land tenure, population distribution, income per rural family, and number of hired workers.

It also presents statistics for the different crops including area cultivated, yield per hectare and value of production.

BRA. 05. Costa, P.H. Da. 1959. Estimativa do Custo da Producao de Arroz-Safra de 1957-1958. (Estimate of the Production Cost of

Rice Safra 1957-1958). Parana: Instituto Agronomico do Sul.

BRA. 06. Dias, R.A. 1961. Perspectivas de Exportacao de Produtos Agricolas de Sao Paulo. (Exportation Perspectives for Agricultural Products from Sao Paulo). Sao Paulo: Agricultura em Sao Paulo No.4. Vol. VIII. p. 45-58.

BRA. 07. Food and Agriculture Organization of the United Nations. 1960. Market Equipment and the Marketing of Fruit and Vegetables in North-East Brazil. Rome: Report No. 1361.

BRA. 08. Fernandes Filho, J.H. 1959. Comercializacao Agricola no Brasil. (Agricultural Marketing in Brazil). Rio de Janeiro: Ministerio de Agricultura, Servico da Informacao Agricola.

BRA. 09. Fundacao Getulio Vargas. 1960. Armazens e Silos no Brasil: Necessidades e Perspectivas. (Storage and Silos in Brazil. Requirements and Prospects). Rio de Janeiro: Conjuntura Economica No.4. p. 49-59.

BRA. 10. Fundacao Getulio Vargas. Conjuntura Economica. (Economic situation and prospects). Rio de Janeiro, Brazil.

"A monthly economic review covering business conditions, agricultural and industrial production, statistical indexes etc. Contains useful notes relating to agricultural marketing e.g. 'Price support to farmers', p. 5-6 in the edition of October 1956".

BRA. 11. Instituto do Acucar e do Alcool. Brasil Acucaroiro.
(Brazilian sugar industry). Rio de Janeiro.

Official periodical of the sugar and alcohol institute giving information on developments, prices, exports, etc.

BRA. 12. Instituto de Cacau de Bahia. Boletim Informativo do Instituto de Cacau da Bahia. (Information Bulletin of the Bahia Cocoa Instituto). Salvador. (Brazil).

BRA. 13. Inter-American Committee for Agricultural Development. 1964.
BRAZIL. Inventory of Information Basic to the Planning of Agricultural Development in Latin America. Pan American Union, Washington.

This report has a chapter devoted completely to agricultural marketing, price control and taxation.

For a summary of the main points related to agricultural marketing, please see reference LAM. 02, in page 30 of this paper.

BRA. 14. Ministerio de Agricultura. 1959. Comercializacao Agricola no Brasil. (Agricultural Marketing in Brazil). (Paper presented at the ICA Seminar on Agricultural Marketing in Latin America and the Caribbean), Kingston, Jamaica. ICA Nov. 1959.

BRA. 15. Ministerio da Agricultura. 1962. Plano Nacional de Armazens, Silos e Frigorificos. (National Plan for storage, Silos and Refrigerated Storage). Rio de Janeiro.

BRA. 16. Netto, A.D.O. 1959. Problema do Cafe no Brasil. (The Coffee Problem in Brazil). Sao Paulo: Universidade de Sao Paulo, Faculdade de Ciencias Economicas e Administrativas, Boletim No. 5.

BRA. 17. Ratto. D. de O. 1960. Comercializacao do Cafe atraves das Cooperativas. (Coffee Marketing through Cooperatives). Sao Paulo Sao Paulo Agricola. No.24. Vol. II. p 28-34

BRA. 18. Secretaria de Agricultura. Monthly. Agricultura em Sao Paulo. (Agriculture in Sao Paulo). Bulletin of the Agriculture Economics Division. State of Sao Paulo.

Statistics of production and prices in Sao Paulo State, notes on economic and marketing aspects of agriculture.

5. CHILE:

CHI. 01. Bennett, P.D. 1969. The Role of the Government in the Promotion of Efficiency in the Retail Marketing of Food Products in Greater Santiago, Chile. In: American Marketing Association, Proceedings Fall Conference 1965.

Chile has experienced the effects of rampant inflation in the last 25 years. The cost of living is and has been one of the most sensitive political issues in the country. The Government has taken an active role especially in food marketing. Its activities have ranged from regulative (prices and participation control) to direct entry as an entrepreneur in the marketing process. The author concludes that the entrepreneurial activities of the government have been successful, especially considering

that this is a society where many factors mitigate against efficient administration of marketing regulations.

The author concludes that "The alternative of government participation as an entrepreneur in the marketing process holds significant promise of improving marketing efficiency".

CHI. 02. Burdette, R.F. 1950. Mejoramiento de la Comercializacion de Productos Agropecuarios. (Improvements in the Marketing of Agricultural Products). Roma; FAO. Informe No. 544.

CHI. 03. Direccion de Estadistica y Censos. Monthly. Sintesis Estadistica. (Statiscal Synthesis). Santiago, Chile.

This publication contains statistical information about the chilean economy. It presents the wholesale and retail index prices in the country. It also presents the average monthly price for thirteen agricultural products in the Santiago's market.

CHI. 04. Direccion de Estadistica y Censos. Monthly. Estadistica Chilena. (Chilean Statistics). Santiago, Chile.

A monthly statistical publication with an annual summary in the December issue. It covers official statistics on agricultural production and on wholesale and retail prices, transport of products by rail and water, number of motor vehicles registered by provinces and by types, imports and exports, and quantities of certain products used for processing.

CHI. 05. Espina, L. 1959. Calculo de los Coeficientes de Elasticidad de la Demanda en Chile. (Demand Elasticity Coefficients in Chile).

Santiago: Revista Economica. No. 65 Vol. XIX. p. 55-70

CHI. 06. Instituto Agrario de Estudios Economicos. Boletin Informa-
tivo. (Information Bulletin). Santiago, Chile. Irregular.
"Continuing source of articles on marketing".

CHI. 07. Inter-American Committee for Agricultural Development. 1964.
CHILE. Inventory of Information Basic to the Planning of Agricul-
tural Development in Latin America. Pan American Union,
Washington.

This report has a chapter devoted completely to
agricultural marketing, price control and taxation.

For a summary of the main points related to agri-
cultural marketing, please see reference LAM. 02, in page 30 of this paper.

CHI. 08 James, D.J. 1959. Comercializacion Agropecuaria. (Agricultural
Marketing). Roma: FAO. Informe No. 1046

CHI. 09. Middents, M.H.; Laramie, A. 1960. Informe sobre Comerciali-
zacion, Manejo y Almacenamiento de Granos en la Republica de
Chile. (Report on the Marketing, Handling and Storage of Grains
in the Republic of Chile). Santiago: Cargill Inc.

CHI. 10. Ministerio de Agricultura. Agricultura y Ganaderia. (Crops
and Liverstock). Santiago, Chile. Irregular (2-3 issues yearly).

"Includes important articles on marketing, c.g. Sept/
Dec 1958 refrigerated slaughterhouses".

CHI. 11. Ministerio de Agricultura. 1957. Agricultura y Ganaderia: Analisis del Problema Ganadero Nacional. (Analysis of the Chilean Livestock Problem). Santiago, Numero Extraordinario, Ano III (11-12).

This report "contains valuable information of livestock and meat marketing, market channels and costs, proposed improvements in organization, grading, provision of market information and effects of regulations". It also includes a recapitulation of relevant legislation.

CHI. 12. Ministerio de Agricultura. 1958. Margenes de Comercializacion del Ganado y Carne en Chile. (Marketing Margins for Cattle and Beef in Chile). Santiago: Agricultura y Ganaderia. Ano IV, No. 17, p. 16-22.

The authors present an interesting analysis of the role of the slaughterhouses in the marketing of cattle and beef in Chile.

Cattle population in Chile was static between 1936 and 1955. Beef consumption per capita dropped from 54 kilos a year (1942-46) to 36.4 kilos in 1956.

The commercialization margins are presented for both male and female cattle. It is interesting to see that in the case of male cattle the commercialization margin was 53.9% of the final price and in the case of female cattle the marketing margin was 70.1% of the final price.

The authors elaborate on the distribution of the marketing margins among the different persons participating in the marketing process.

CHI. 13. Ramperti, L. 1962. Almacenamiento de Granos y Hortalizas.

(Storage of Grains and Vegetables). Roma: FAO Informe No. 1472.

CHI. 14. Servicio de Cooperacion Tecnica. 1962. La Comercializacion de Frutas y Hortalizas Chilenas de Exportacion. (Marketing of Chilean's Fruits and Vegetables Suitable for Exportation). Santiago.

CHI. 15. Servicio de Cooperacion Tecnica. 1961. Posibilidades de Mejorar la Comercializacion de Carnes y Pescados, Enfriados o Congelados. (Possibilities of Improving the Marketing of Beef and Fish, Refrigerated and Frozen). Santiago.

6. COLOMBIA:

COL. 01. Adams, D. et al. 1964. Public Law 480 and Colombia's Economic Development. Department of Agricultural Economics, Michigan State University and Departamento de Economia y Ciencias Sociales, Facultad de Agronomia, Medellin, Colombia.

This is the final report on the economic effects of P.L. 480 Title I imports in Colombia. The findings of the research are presented in a form that includes relatively complete documentation.

The authors conclude that: 1) With a continuation of P.L. 480 shipments at Level I, benefits to consumers could continue to accrue without serious damage to agricultural development or farm incomes. 2) A termination of Title I programs without corresponding increases in commercial imports could be expected to lead to sharp price advances for edible oil crops, cereals and poultry products.

These are two of the most important conclusions of this outstanding research. The reading of this book is recommended to people interested in Colombia's economic development, because it presents a fair picture of many aspects of rural Colombia.

COL. 02. Anderson, A.W. 1962. La Industria de Carne en Colombia. (The meat industry of Colombia). Bogota, Fundacion para el Progreso de Colombia.

COL. 03. Arana Sanchez, J. 1961. Margenes de Comercializacion y Algunos Aspectos del Mercado de Arroz, Maiz, Frijol, Trigo y Papa. (Commercialization Margins and Some Aspects of the Marketing of Rice, Corn, Beans, Wheat and Potatoes). Bogota: INA.

Mr. Arana is chief of the research division of the National Supply Institute at Bogota. His report includes charts showing the usual marketing channels for several foodstuffs, commercialization margins for the person engaged in the marketing of the products and a good list of possible improvements to the market structure of these essential products.

COL. 04. Booz, Allen and Hamilton, firm. 1961. Programa Propuesto de una Industria de Enlatados de Carne para Colombia. (Proposed Program for a Colombian Meat Canning Industry). Instituto Colombiano Agropecuario. Bogota, Colombia.

COL. 05. Caja de Credito Agrario de Colombia. Carta Agraria (Agrarian Newsletter). Bogota, Colombia.

This current publication contains information on agri-

cultural production, prices, agricultural marketing, cultivated area for different crops, etc.

COL. 06. Comité Nacional de Planeación. 1956. Estudio de la Producción, Mercadeo y Consumo de las Oleaginosas. (Study of the Production, Marketing and Consumption of Oil Crops). Bogotá.

COL. 07. Comité Nacional de Planeación. 1957. Estudio de la Producción, Mercadeo y Consumo de Cebada y Trigo. (Study of the Production, Marketing and Consumption of Barley and Wheat). Bogotá.

COL. 08. DANE. Monthly. Boletín Mensual de Estadística. (Statistical Monthly Bulletin). Bogotá, Colombia.

This monthly bulletin has been published continuously since 1951 and is perhaps the best source on Colombia's statistics. Each issue contains the average price of the sixteen principal foodstuffs in 7 Colombian cities throughout the country.

It also presents the average price of 36 common foodstuffs in Bogotá's market, and prices per pound of 24 products considered of first necessity in 18 cities.

Wholesale prices are also included for the Bogotá market.

COL. 09. DANE. Yearly. Anuario General de Estadística. (General Statistics Yearbook). Bogotá, Colombia.

This is a synthesis of the principal statistics of the country. Most of the information has been previously published in the

monthly bulletin. The yearbook presents information on average prices for different agricultural products in the most important cities of Colombia.

Another important fact of the yearbook is that it briefly presents a description of the systems used to compile the statistical information.

COL. 10. Escruceria M., V. 1955. Monografia del Mercadeo de la Papa en Colombia. (A Monograph of the Marketing of Potatoes in Colombia). Bogota: INA.

COL. 11. Fals Borda, O. 1955. Peasant Society in the Colombian Andes: A Sociological Study of Saucio. University of Florida Press. Gainesville Florida.

The increasing attention given by social scientists to the importance of the social environment in the economic life of a country, has been a strong reason for including this book in a marketing bibliography.

Dr. Fals Borda's book is the first modern sociological study of a typical Andes village in Colombia: Saucio.

The author presents a good description of Saucio, its dwellers, and the interrelations among them and between them and the surrounding environment. In the chapter about Social Institutions a description of the marketing activities is presented. It also describes the role of the Agrarian Credit Institute (Caja Agraria) in the life of the village.

This book provides a very clear portrait of the Colombian peasant living in the Andes and helps to understand his behavior.

COL. 12. Federacion Nacional de Arroceros. Boletin de Estadistica.

(Statistical bulletin). Bogota, May 1955. 128 p. (Colombia).

A regular source of statistics on production, trade, imports and exports, freight rates and wholesale and retail prices.

COL. 13. Foster, P.W. 1958. Some Domestic Agricultural Marketing Problems of Colombia. Unpublished Ph. D. Dissertation, University of Illinois.

The author studied the egg marketing situation for the city of Bogotá, as a marketing process more or less representative of the marketing of products handled by intermediaries (country buyers), who make a small-scale business of buying goods in country market plazas, transporting them to cities on a vehicle hired by them, and selling these goods in the city market plazas. The characteristics of egg marketing in Bogotá was compared with characteristics of other commodities in the same marketing channels.

The author presents several research suggestions in the marketing of products handled by country buyers. These research suggestions are the result of the identification of economic problems. According to the author an economic problem exists "when an opportunity to improve the efficiency of the market exists."

The second part of this research consists of a description and analysis of the egg marketing system in Bogotá.

COL. 14. Franco-Camacho, G. 1962. Mercado de Papa, Respecto a Bogota D.E. (The Potatoes Market with Respect to Bogotá D.E.). Centro de Estudios sobre Desarrollo Economico. Monografia No. 2.

Universidad de los Andes, Bogota, Colombia.

- COL. 15. Gonzales, J.V. 1955. Analisis del Mercado de Maiz, 1944-1953, en Colombia. (Analysis of the Marketing of Corn, 1944-1953). Bogota: INA.
- COL. 16. Gonzalez, J.V. 1955. Analisis del Mercado de Trigo y Harina en Colombia. (Analysis of the Marketing of Wheat and Flour in Colombia). Bogota: INA.
- COL. 17. Gonzalez, J.V. 1961. El Mercadeo de Ganado en Pie y de Carne. (The Marketing of Beef Cattle and Meat in Colombia). Bogota: Ministerio de Agricultura.
- COL. 18. Hernandez, J.M. 1962. Cooperativas Agricolas y Pecuarias de Colombia, sus Perspectivas de Exito en Produccion y Mercadeo. (Agricultural Cooperatives of Colombia; their Perspectives of Success in Production and Marketing). Centro de Estudios sobre Desarrollo Economico. Monografia No. 13. Universidad de los Andes, Bogota, Colombia.
- COL. 19. Instituto de Investigaciones Tecnologicas. 1961. Estudio sobre Produccion, Comercializacion y Perdidas del Platano que llega a Bogota. (Study of the Production, Commercialization and Shrinkage of Platano in Bogota). Bogota.
- COL. 20. Instituto de Investigaciones Tecnologicas. 1961. Estudio sobre

Produccion, Comercializacion y Perdidas del Tomate que llega a los Mercados de Bogota. (Study of the Production, Commercialization and Shrinkage of Tomatoes in Bogota). Bogota.

COL. 21. Instituto Nacional de Abastecimientos. 1955. Analisis del Mercado del Arroz. (Analysis of the Marketing of Rice). Bogota.

COL. 22. Instituto Nacional de Abastecimientos. 1955. Analisis del Mercado del Maiz. (Analysis of the Marketing of Corn). Bogota.

COL. 23. Inter-American Committee for Agricultural Development. 1964. COLOMBIA. Inventory of Information Basic to the Planning of Agricultural Development in Latin America. Pan American Union, Washington.

This report has a chapter devoted completely to agricultural marketing; please see reference LAM. 02, in page 30 of this paper.

COL. 24. International Bank for Reconstruction and Development. 1956. The Agricultural Development of Colombia. Washington D.C.

The Stewart Mission, as it was called, spent three months in the country and presented a series of conclusions as "to Colombia's potentialities and needs in the many spheres of agriculture and livestock development". The report covers mostly all the aspects of agricultural development. For our purpose we will be concerned with their analysis of the marketing aspects.

The mission's evaluation of the agricultural market system is one of a system of "striking contrasts" where new modern systems

exist side by side with the traditional systems.

The present price structure is considered as characterized by its high level relative to world markets; rather wide general fluctuations in this level; large seasonal fluctuations in agricultural prices and considerable differences in the prices of the same commodities at different locations.

The mission recommended that policy about reforms be restricted to few points and that an attempt be made to deal with them in an adequate manner. The mission recommended as high priority goals the following: 1) Improvement in transportation. 2) Increase in storage capacity after an economic survey of the role storage can play in expanding markets and reducing price fluctuations. 3) Increase in the cooperation between government and mercantile groups or trade associations to facilitate the handling of crops. 4) Coordination of price policy and production policy. This will require the collection of more adequate and reliable data on production costs, relation of supplies to price, etc., so that the necessary information be available to the appropriate authorities when price policy is to be formulated.

COL. 25. Isaza Botero, R. 1961. Fuentes de Abastecimiento de Leche para Bogota. (Sources of Milk Supplies for Bogota). Bogota: Universidad de los Andes.

The author "maps out the main supply sources; reviews systems employed to bring milk from the producer to the consumer, and the proportion which goes to different outlets".

COL. 26. Littmann, M.M. et al. 1964. Supply Problems of Basic Agricul-

tural Products in Colombia. Instituto Latino Americano de Mercadeo Agricola 199 pg. Bogota, Colombia.

- COL. 27. Lorinez, L. 1958. Informe la Gobierno de Colombia sobre Mercadeo. (Marketing Report to the Colombian Government). Roma:FAO. Informe No. 908.
- COL. 28. Lorinez, L. 1956. Plan Quinquenal de Organizacion del Mercadeo de Productos Agricolas Basicos en Colombia. (Quinquennial Plan for the Organization of the Marketing of Basic Agricultural Products in Colombia). Bogota: INA.
- COL. 29. Narvaez Obregon, M. 1954. Analisis del Mercado de Frijol en Colombia. (Analysis of the Marketing of Beans in Colombia). Bogota: INA.
- COL. 30. Navarro, C. 1955. Estudio del Mercadeo de Arroz en Colombia. (Study of the Marketing of Rice in Colombia) Bogota: INA.
- COL. 31. Navarro, C. 1955. Monografia del Mercado de Azucar en Colombia. (Monograph of the Marketing of Sugar in Colombia). Bogota: INA.
- COL. 32. Rios, G. de los. 1961. Comercializacion del Cafe por la Federacion Nacional de Cafeteros de Colombia. (Marketing of Coffee by the National Federation of Coffee Growers of Colombia). Bogota: INA/FAO.

COL. 33. Salazar Montoya, J. 1958. El Transporte en Colombia. (Transportation in Colombia). Bogota: Comite Nacional de Planeacion.

COL. 34. Sayres, W.C. 1956. Indians and the Market: Model and Mode in a Colombian Community. In: The American Journal of Economics and Sociology 16 (1): 1-11.

A paper based on a case study in Coconuco, near Popayan, Colombia and presenting the crude realities of market inefficiency.

The author, an anthropologist, wants to know about the bargaining capacity of the indians compared with that of the mestizos in a market where both interact. The author finds the mestizos in a privileged position with respect to the indians.

What Rostow considers the most acute problem of the underdeveloped world is found in Coconuco: the effects of the differences between the rich groups and the poor groups. Cultural, economic and social differences are stressed by the mestizos in their relations with the indians in order to get advantage over them.

The lack of market information, communications and price stability worsen the situation for the indians who could use alternative markets to dispose of their farm produce when local prices were low.

This article, extracted from the real world, can give a valuable insight of the market situation in some areas, to people lacking first hand experience.

COL. 35. Suarez Fajardo, A. 1961. Estudio del Mercadeo de las Principales Frutas Citricas en la Ciudad de Bogota. (Study of the Marketing

of the Main Citric Fruits in the City of Bogota). Bogota: Universidad de los Andes.

COL. 36. Trejos Trejos, H. 1954. Analisis del Mercadeo de Papa.
(Analysis of the Marketing of Potatoes). Bogota: INA.

COL. 37. Trejos Trejos, H. 1955. Monografia del Mercado de Platano en Colombia. (Monograph of the Marketing of Platano in Colombia). Bogota: INA.

COL. 38. Vergara Samudio, A. 1959. Mercadeo del Arroz en Bogota.
(Marketing of Rice in Bogota). Bogota: Universidad de los Andes.

COL. 39. Wood, G.P. and G. Guerra. 1962. Uso de la Tierra en Colombia. (Land Tenure System in Colombia). In: Revista Facultad Nacional de Agronomia. No. 57, Oct. 1962. Facultad de Agronomia, Medellin, Colombia.

This paper is one of the pioneer studies to evaluate the land tenure system of Colombia prior to the Agrarian Reform undertaken in 1962. The paper is more concerned with the land tenure situation and land tenure policies than with marketing; however, the authors consider the marketing system as perhaps the greatest obstacle for the development of a commercial agriculture in Colombia.

COL. 40. Wood, G.P. 1962. Coffee in Colombia. Department of Social Sciences, Facultad de Agronomia, Medellin, Colombia.

This is an interesting monograph on the coffee indus-

try in Colombia. The first part of the paper is devoted to an appraisal of the world's coffee situation. The second part contains a description of the Colombian Coffee industry and coffee projections for 1965-1975 for both the supply and the demand side.

The author concludes that although "Colombia has the physical and human resources to greatly increase her production, the Colombia's future production will be determined not by present physical limitations but by the agreed quotas in the world market".

COL. 41. Wood, G.P. 1962. Supply and Demand Characteristics of Cocoa in Colombia. Department of Social Sciences. Facultad de Agronomia, Medellin, Colombia.

This report is divided in three chapters. In chapter one the author analyzes the present world situation and the place of Colombia in the world market.

At the beginning of the XX Century Colombia was an small exporter of Cocoa. However, after 1920 Colombia began to import Cocoa and although production has increased considerably during this century, imports have increased continuously.

The author, then analyzes the physical and management factors that affect present and future production of Cacao, and as a final chapter he analyzes the several governmentals programs that have been undertaken to increase the country's production of Cocoa.

Wood considers the Colombian officials goal for self-sufficiency of cacao production by 1970 or 1975. However, this "will depend on the decisions of thousands of people who will decide whether to produce cacao with its needed long range planning, or produce other agricul-

tural products that give more flexibility of planning due to the nature of their production".

7. COSTA RICA:

CR. 01. Direccion General de Estadistica y Censos. Yearly. Anuario Estadistico de Costa Rica. (Costa Rica's Statistical Yearbook) Ministerio de Economia y Hacienda, San Jose, Costa Rica.

The yearbook presents the average prices for forty five agricultural products in the city of San Jose, capital of the country. It also presents an accumulative table with the average prices for several years.

An interesting feature of the yearbook is that it presents the prices received by the rural families in several areas of the country.

CR. 02. Greene, R.E.L. 1959. Estudio Economico de la Produccion y mercado de Papas en Costa Rica. (Economic Study of the Production and Marketing of Potatoes in Costa Rica). San Jose: Ministerio de Agricultura e Industria.

CR. 03. Harris, H.R. 1961. Informe Final sobre los Problemas de Produccion y Mercado de los Productos Agricolas en Costa Rica. (Final Report about the Production and Marketing of Agricultural Products in Costa Rica). San Jose.

CR. 04. Solera, C.L. (et al.). 1959. Costa Rica - General Country Report; Markets. San Jose.

CR. 05. Swentor, A.W. 1959. Food Distribution and Merchandising in Costa Rica. San Jose, Centro de Cooperacion Tecnica Industrial de Costa Rica.

A descriptive paper on the marketing practices in the country. The author offers some recommendations on retailing and consumer education and proposes the establishment of a food retailer service.

CR. 06. Willy, G. 1960. The Costa Rican Meat Industry. San Jose, Centro de Cooperacion Tecnica Industrial de Costa Rica.

"Brief analysis of existing slaughter houses in Costa Rica; production of boneless beef meat and retailing cuts and practices".

8. ECUADOR:

ECU. 01. Banco Central del Ecuador. Boletin del Banco Central del Ecuador. (Bulletin of the Central Bank of Ecuador). Quito.

This bi-monthly publication is a useful source of statistics on production and prices.

ECU. 02. Banziger, K. 1959. Algunos Problemas de la Comercializacion Agricola. (Some Agricultural Marketing Problems). Roma: FAO. Informe No. 1043.

ECU. 03. Benalcazar R. and G. Izman. 1962. Investigacion sobre los Principales Problemas en la Comercializacion de Arroz. (Survey of Main Problems in Marketing Rice; Ecuador). Banco Nacional de Fomento, Quito Ecuador.

ECU. 04. Calzada, J. 1960. Problemas del Comercio del Banano en el Ecuador. (Bananas Marketing Problems in Ecuador). Guayaquil: Asociacion Nacional de Bananeros del Ecuador.

ECU. 05. Inter-American Committee for Agricultural Development. 1964. ECUADOR. Inventory of Information Basic to the Planning of Agricultural Development in Latin America. Pan American Union, Washington.

This report has a chapter devoted completely to agricultural marketing, price control and taxation.

For a summary of the main points related to agricultural marketing, please see reference LAM. 02, in page 30 of this paper.

ECU. 06. Lopez, J.E. 1957. Estudio Sobre el Mercadeo de la Lana en Ecuador. (Study on Wool Marketing in Ecuador). Junta Nacional de Planificacion y Coordinacion Economica. Quito, Ecuador.

ECU. 07. Segovia, M. 1964. Estudio de Almacenamiento de Granos en Ecuador. (Study of Grain Storage in Ecuador). Junta Nacional de Planificacion. Quito, Ecuador.

ECU. 08. Singh, P. 1956. Informe sobre el Cafe en el Ecuador. (Report on Coffee in Ecuador). Quito, Junta Nacional de Planificacion y Coordinacion Economica.

This report deals with economic and marketing aspects of the coffee industry including credit, consumption and exports, future demand and supplies, grading and standardization, storage and

transport and actions by government and other public organizations".

ECU. 09. Singh, P. 1956. Informe sobre Mercadeo y Precios en el Ecuador. (Report on marketing and prices in Ecuador). Quito, Junta Nacional de Planificacion y Coordinacion Economica del Ecuador.

The author "emphasizes the importance of agricultural marketing and specifies some of the main problems and possible solutions; deals with standardization and grading, storage, transport and handling, cost and margins, price variations and trends".

ECU. 10. Singh, P. 1956. Informe sobre las papas en el Ecuador. (Report on potatoes in Ecuador). Quito, Junta Nacional de Planificacion y Coordinacion Economica.

This is a general report on production, consumption and marketing practices, refers to grading, classification and storage, and to seasonal and other fluctuations in prices in local markets; proposes lines of action".

ECU. 11. Singh, P. 1956. Informe sobre oleaginosas en el Ecuador.

(Report on oil products in Ecuador). Quito, Junta Nacional de Planificacion y Coordinacion Economica.

"Covers production and the scope for its extension; processing, credit, marketing and prices".

ECU. 12. Toro, J.L. de. 1960. Programa de Beneficio, Almacenaje y

Conservacion de Cereales para la Republica del Ecuador. (Program

for the development, storage, and conservations of cereals in Ecuador). Quito, Ministerio de Fomento.

The report includes "cereal production, imports and exports, losses in quantity and quality, silo construction program, and improvement and conservation facilities.

9. EL SALVADOR:

ES. 01. Miles, J.F. and A.M. Merino. 1961. Mercadeo de Tomates, Guineos y Huevos en los Mercados de San Salvador. (Marketing of Tomatoes, Plantains and Eggs in the Markets of San Salvador). Ministerio de Agricultura y Ganaderia de El Salvador.

The author describes marketing practices and conditions in the city of San Salvador. An interesting analysis is presented on volumen handled by middlemen and their operational costs in public markets.

ES. 02. Ministerio de Economica, Direccion General de Estadistica. Anual. Anuario Estadistico. (Statistical Annual Report). San Salvador.

The annual report contains information on prices for food products in San Salvador. Also indexes of the general level of prices, number of motor vehicles registered by province and types. Imports and exports data.

ES. 03. Richard, H.H. 1963. El Salvador Livestock Industry and Meat Distribution System. U.S. AID, San Salvador.

This paper by Richard presents a "brief discription

of livestock sales, slaughter practices and distribution of meat; both for internal consumption and export". The author presents "suggestions for improvement of the marketing systems and for the establishment for a meat processing industry for the export market".

ES. 04. Thompson, J. 1961. Produccion, Mercadeo y Consumo de Gana-
do en el Salvador. (Production, Marketing and Consumption of
Cattle in El Salvador). The Professional Geographer, University
of Stanford, 1961.

10. GUATEMALA:

GUA. 01. Banco de Guatemala. Boletin Mensual de Mercados.
(Monthly Market Bulletin). Guatemala City.

Contains market situation information on the major
agricultural products.

GUA. 02. Banco de Guatemala. 1961. El Mercado del Algodon. (The
Marketing of Cotton). Guatemala: Informe Economico. No. 3.
Vol IX.

GUA. 03. Banco de Guatemala. 1961. El Mercado del Frijol. (The Mar-
keting of Beans). Guatemala: Informe Economico. No. 1. Vol.
IX.

GUA. 04. Direccion General de Estadistica. Monthly. Boletin Mensual.
(Monthly Bulletin). Guatemala City, Guatemala.

This bulletin has good information on prices for

food products in Guatemala City and the other departments of the country. The Bulletin was first published in 1957 but was not possible to find out if it has been published monthly since then.

GUA. 05. Lister, J.H. 1956. Estudio sobre los Mercados Agricolas en Guatemala y las Posibilidades de un Mejoramiento Futuro. (Study of Agricultural Marketing in Guatemala and its Possibilities of future Improvement). Guatemala: Ministerio de Agricultura.

The author briefly discusses the principal agricultural products of Guatemala and the present methods of marketing. He suggests improvement, especially through the development of cooperative marketing associations.

GUA. 06. Montealegre, E. 1946. Estabilizacion de Precios de los Productos Agricolas de Consumo Domestico. (Price Stabilization of Agricultural Products of Domestic Consumption). Guatemala: Ministerio de Economica.

GUA. 07. Orellana, R.A. 1951. Contribucion Estadistica para el Estudio del Arroz. (Statistic Contribution to the Study of Rice). Guatemala: Ministerio de Economica, Direccion General de Estadistica.

GUA. 08. Villacorta Escobar, M. 1951. Contribucion Estadistica para el Estudio del Maiz. (Statistic Contribution to the Study of Corn). Guatemala: Ministerio de Economica, Direccion General de Estadistica.

11. HONDURAS:

HON. 01. Food and Agricultural Organization of the United Nations.

Review of the Grain Storage and Grain Marketing Program
of the National Development Bank of Honduras. Tegucigalpa:
Banco Nacional de Fomento.

HON. 02. Organization of American States. 1962. Informe Oficial de
la Mision 105 de Asistencia Tecnica Directa a Honduras sobre
Reforma Agraria y Desarrollo Agricola. (Official Report of
Mission 105 for Direct Technical Assistance to Honduras
Regarding Agrarian Reform and Agricultural Development).
Pan-American Union, Washington D.C.

This report "includes brief analysis of seasonal price fluctuations for grains, coffee, cheese and butter. It also includes marketing margins for meat and grains and marketing flow charts for cotton and milk products".

HON. 03. Secretaria de Recursos Naturales. 1960. Comercializacion
de Granos Basicos en Honduras. (Marketing of Basic Grains
in Honduras). Tegucigalpa: Boletin No. 18.

12. MEXICO:

MEX. 01. Alarcon Mendizabal, A. 1946. La Politica Mexicana en el
Mercado de Productos Agricolas. (Mexican Policy on Agricultural Marketing). Mexico: Problemas Economicos y Agricolas de Mexico. Octubre-Diciembre. Vol. II p. 85-100.

- MEX. 02. Banco de Comercio. 1956. El Mercado Mexicano. (The Mexican Market). Mexico: Panorama Economico. p. 1-3.
- MEX. 03. Direccion General de Economia Agricola. Boletin mensual. (Monthly bulletin of the Agricultural Economics Department). Mexico.
- MEX. 04. Instituto Mexicano de Investigaciones Tecnologicas. 1960. Estudio Tecnico-economico de Factores Relacionados con la Seleccion de Sistemas de Almacenamiento, Manejo y Utilizacion del grano de sorgo de Sinaloa. (Economic and technical study of factors affecting the choice of storage, handling and utilization of Sinaloa sorghum). prepared for the Maize Producers' Union of the State of Sinaloa. Mexico.
- MEX. 05. Realme, O. 1952. La Agricultura y los Transportes. (Agriculture and Transportation). Mexico: Revista de Economia. No.1. Vol. XV.
- MEX. 06. Robledo, S. El Mercado Nacional de Trigo. (The National Wheat Market). Rev. Econ. Mexico City. 18 (4), April 1955.
- MEX. 07. Secretaria de Agricultura y Ganaderia. Boletin Mensual de la Direccion de Economia Rural. (Monthly Bulletin of the Directorate of Rural Economy). Mexico City.

Each issue contains a report on the agricultural market situation.

MEX. 08. Thompson (J. Walter) de Mexico, S.A. 1959. El Mercado de Mexico. (The Mexican Market). Mexico: Talleres Graficos de Manuel Casas.

MEX. 09. Wionczer, M.S. 1954. Los Excedentes Mundiales y la Politi-
ca Agricola Exterior de los Estados Unidos. (The World Surplus
and the Foreign Agricultural Policy of the United States). Mexi-
co: El Trimestre Economico. No.4. p. 481-505.

13. NICARAGUA:

NIC. 01. FAO. 1956. Informe al Gobierno de Nicaragua sobre Problemas
de Comercializacion de Granos y su Influencia en Proyectos Nacio-
nales de Sustentacion de Precios a Almacenamiento de Cereales.
(Report to the Government of Nicaragua on the Problems of
Grain Marketing and its Influence on National Programs of Price
Stabilization and Storage). Roma. Informe No. 4045.

NIC. 02. Graf, A.R. 1962. The Feasibility of Establishing a National
Grain Storage System in Nicaragua. Nicaragua, Export and
Import Bank.

14. PANAMA:

PAN. 01. Arosemena, G.A. 1953-1956. Series of Information Reports
on the Market for Different Agricultural Products. Panama:
SICAP.

PAN. 02. Direccion de Estadistica y Censo. Yearly. Estadistica Panamena.
(Panamerican Statistics). Contraloria General de la Republica.
Panama.

The report presents considerable information in the import and exports trade of the Panamenian economy. It also includes some figures concerning the trade of agricultural products.

PAN. 03. Inter-American Committee for Agricultural Development. 1964.
PANAMA. Inventory of Information Basic to the Planning of
Agricultural Development in Latin America. Pan American Union,
Washington.

This report has a chapter devoted completely to agricultural marketing, price control and taxation.

For a summary of the main points related to agricultural marketing, please see reference LAM. 02, in page 30 of this paper.

PAN. 04. Servicio Interamericano de Cooperacion Agricola en Panama.
Boletin (Bulletin). Panama City, Panama.

A monthly review of prices received by farmers and wholosalers in the market of the city of Panama. (Panama City).

PAN. 05. White, J.W. Morrison, W.R. 1953. Marketing Panamanian
Agricultural Products. Panama: Ministerio de Agricultura, Comercio e Industrias. 2 Vol.

15. PARAGUAY:

PAR. 01. Cristaldo, J.C. 1954. Produccion de Ganado Vacuno y Consumo de Carne en el Paraguay. (Cattle Production and Beef Consumption in Paraguay). Asuncion; STICA. Boletin No. 178.

PAR. 02. Federacion de la Produccion, la Industria y el Comercio. 1955. El Problema del Azucar. (The Sugar Problem). Asuncion: Vida Economica. No. 2.

PAR. 03. Gallant, M.N. Comercializacion de Productos Forestales. (Marketing of Forest Products). Roma: FAO. Informe No. 390.

PAR. 04. Inter-American Committee for Agricultural Development. 1964. PARAGUAY. Inventory of Information Basic to the Planning of Agricultural Development in Latin America. Pan American Union Washington.

This report has a chapter devoted completely to agricultural marketing, price control and taxation.

For a summary of the main points related to agricultural marketing, please see reference LAM. 02, in page 30 of this paper.

PAR. 05. International Bank for Reconstruction and Development. 1960. Cattle Marketing Controls and Price Policies. Washington, D.C.

PAR. 06. Lindman, B.H. 1952. Transportation Problem of Paraguay. Asuncion.

PAR. 07. Porter, D.B. 1953. El Problema de la Leche en Paraguay.
(The Milk Problem in Paraguay). Asuncion: STICA. Boletin
No. 156.

PAR. 08. Technical Mission to Paraguay. 1945. Reports on the Forests,
the Forest Industries and Trade in Forest Products, Hides and
Leather Industries, Edible Vegetable Oils Industries of Para-
guay. Washington, D.C.: Inter-American Development Commis-
sion.

PAR. 09. Underits, G.W. 1955. Bosques, Industrias Forestales y Co-
mercio de Productos Forestales en el Paraguay. (Forest, Forest
Industries and Marketing of Forest Products in Paraguay). Asun-
cion: STICA. Boletin No. 188.

16. PERU:

PER. 01. Direccion Nacional de Estadistica y Cencos. Yearly. Anuario
Estadistico del Peru. (Peru's Statistical Yearbook). Lima, Peru.

The yearbook contains general information about
food production, crop distribution, area under cultivation, etc. It also
contains information on agricultural prices and indexes for several years
in the Lima market and in the most important cities of Peru.

PER. 02. Inter-American Committee for Agricultural Development. 1964.
PERU. Inventory of Information Basic to the Planning of Agricul-
tural Development in Latin America. Pan American Union,
Washington.

This report has a chapter devoted completely to agricultural marketing, price control and taxation.

For a summary of the main points related to agricultural marketing, please see reference LAM. 02, in page 30 of this paper.

PER. 03. Ministerio de Agricultura - SCIPA. Estudio de la Situación del Cacao en el Peru. (Cocoa Situation Report). Lima, Peru.

This and other situation reports by SCIPA are a useful source of information on production, exports and market conditions.

PER. 04. Ministerio de Agricultura - SCIPA. Estimados de Abastecimiento de Productos Alimenticios y de su Valor en la Campana 1956-57; Mercado Mayorista de Lima. (Estimated Supply and value of food products arriving at the Lima Wholesale Market). Lima, December 1957.

Monthly data on arrivals and prices with analysis by locality of origin.

PER. 05. Platenius, H. 1957. Observaciones sobre la Comercializacion de Productos Alimenticios en el Peru. (Observations on the Commercialization of Food Products in Peru). Lima: SCIPA.

PER. 06. Societa Nacional Agraria. Memoria. Lima, Peru.

"An annual report of some 150 pages furnishing statistical information on production, prices etc. of the major agricultural products and details of relevant legislation, quota arrangements, and policy statements".

17. URUGUAY:

URU. 01. Bernhard, G. 1958. Comercio de Carnes en el Uruguay. (Beef Marketing in Uruguay). Montevideo: Aguilas e Irazabal.

URU. 02. Bernhard, G. 1953. Libre Comercializacion de Carne en el Uruguay. (Free Marketing of Beef in Uruguay). Montevideo: Revista de Economia, Finanzas y Administracion. No. 36. Vol. XII. p. 313-327.

URU. 03. FAO and ILMA. 1963. La Carne en el Uruguay. (Meat in Uruguay). Bogota.

URU. 04. Inter-American Committee for Agricultural Development. 1964. URUGUAY. Inventory of Information Basic to the Planning of Agricultural Development in Latin America. Pan American Union, Washington.

This report has a chapter devoted completely to agricultural marketing, price control and taxation.

For a summary of the main points related to agricultural marketing, please see reference LAM. 02, in page 30 of this paper.

URU. 05. Maccoli, E.D. 1959. Comercializacion de Carnes. (Meat Marketing, Uruguay). Rev. Federacion Rural, Montevideo, 20 (40): 24-27.

"The author analyzes the cause (political and labour situation) of the decrease in the cattle stock of Uruguay, proposing as solutions free trade in livestock to facilitate the working of the National Cold Storage system and insurance of stability of production".

URU. 06. Ministerio de Ganaderia y Agricultura. Boletin Informativo. (Information Bulletin). Montevideo, Servicio de Informacion y Prensa.

"Weekly source of information on production, trade prices and official regulations affecting marketing. Issues supplements such as "El problema del abasto de Montevideo, y la regularizacion del Mercado Nacional de Haciendas" (The Montevideo food supply problem and the rationalization of agricultural marketing in Uruguay). A statement by the Minister in the Chamber of Deputies."

18. VENEZUELA:

VEN. 01. Baez, M. 1959. Consideraciones Acerca de la Politica de Abastecimiento de Productos Perecederos en Venezuela. (Considerations Concerning the Supply Policy for Perishable Products in Venezuela). Caracas: Ministerio de Agricultura y Cria.

The author uses potatoes, tomatoes and onions as examples and presents a series of recommendations to improve the different marketing functions.

VEN. 02. Banco Agricola y Pecuario. 1959. Los Problemas del Mercadeo de los Productos Agropecuarios y la Intervencion del Estado. (The Problems of Agricultural Marketing and the Intervention of the Government). Caracas.

VEN. 03. Boyd, H.W. Jr., R.M. Clewett and R.L. Westfall. 1958. The Marketing Structure of Venezuela. In: Journal of Marketing.

22 (4): 391.

The article describes the behavior of consumers, retailers and wholesalers in Venezuela and emphasizes the lack of price competition in the Venezuelan market.

VEN. 04. Direccion General de Estadistica y Censos Nacionales. Yearly.
Anuario Estadistico de Venezuela. (Venezuela's Statistical Yearbook).
Ministerio de Fomento. Caracas.

The production of different agricultural products is presented both for year and region.

Prices of selected agricultural products in Caracas and other cities is also presented in this annual publication.

VEN. 05. Efferson, J.N. 1960. Mercadeo de los Products Agricolas de las Colonias del Instituto Agrario Nacional. (Marketing of Agricultural Products in the Colonies of the National Agrarian Institute).
Caracas: Consejo de Bienestar Rural.

This report presents a series of proposals concerning the facilities which each colony or settlement should have for the marketing of the products.

VEN. 06. Frye, J.B. 1957. Estudio Especial de la Industria Lechera Venezolana. (Special Study of the Milk Industry in Venezuela). Caracas: Ministerio de Agricultura y Cria.

VEN. 07. Greene, D.C. 1957. Informe al Gobierno de Venezuela sobre Produccion Ganadera y Clasificacion del Ganado y la Carne. (Report to the Government of Venezuela on Cattle Production and Beef and

and Cattle Classification). Roma: FAO. Informe No. 749.

VEN. 08. Inter-American Committee for Agricultural Development. 1964.
VENEZUELA. Inventory of Information Basic to the Planning of
Agricultural Development in Latin America. Pan American Union,
Washington.

This report has a chapter devoted completely to agricultural marketing, price control and taxation.

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LIST OF ABBREVIATIONS

ARG.:	Argentina
BOL.:	Bolivia
BRA.:	Brazil
CAFADE:	Comision Nacional de Administracion del Fondo de Apoyo al Desarrollo Economico. Buenos Aires, Argentina.
CHI.:	Chile
CIDA:	Inter-American Committee for Agricultural Development. Pan-American Union, Washington.
COL.:	Colombia
CR.:	Costa Rica
DANE:	Departamento Administrativo Nacional de Estadistica. Bogota, Colombia.
ECLA:	Economic Commision for Latin America of the United Nations. Santiago, Chile.
ECU.:	Ecuador
ES.:	El Salvador
FAO:	Food and Agriculture Organizations of the United Nations. Rome, Italy.
GUA.:	Guatemala
HON.:	Honduras
ILMA:	Instituto Latinoamericano de Mercadeo Agricola. Ciudad Universitaria. Bogota, Colombia.
INA:	Instituto Nacional de Abastecimientos. Bogota, Colombia.
LAM.:	Latin America
MEX.:	Mexico
NIC.:	Nicaragua
PAN.:	Panama
PAR.:	Paraguay

PER.: Peru
URU.: Uruguay
VEN.: Venezuela

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