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*Agricultural Situation
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MALADJUSTMENTS IN THE AGRICULTURAL BUSINESS OF THE WORLD

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IN DISCUSSING the topic of "Maladjustments in the Agricultural Business of the World" I shall only attempt to approach the subject from the South African angle and indicate some of the measures which I believe may assist in rectifying the maladjustments to some degree.

The value of an international conference of agricultural economists is that it provides an opportunity of viewing the international agricultural field from various angles, discovering the weak and strong points in the international agricultural system, and developing means and ways of strengthening the weak links so that the highest profits and the highest standard of living and life may be realized, not only for the farmers of one country, but for the farming population of all countries throughout the world.

THE AGRICULTURE OF SOUTH AFRICA

The Union of South Africa lies at the extreme southern point of the continent of Africa. It has an area of 473,000 square miles, about one-sixth the area of the United States. The climate is subtropical. The rainfall varies from 40 to 50 inches on the southeastern border to a few inches per annum in some sections in the northwestern part of the country. The country has a winter-rainfall and a summer-rainfall area. The population consists of some six million negroes and some two million whites. Forty per cent of the European population, or some eight hundred thousand people, are classed as farming population. There are a few large centers of population—Johannesburg, Cape Town, Durban, Pretoria, Bloemfontem, Port Elizabeth and East London—and a number of smaller towns and villages. There are about one hundred thousand farms.

The average size of farm is 800 morgen or 1,600 acres. However, the farms vary in size from less than 100 acres to several thousand acres. Various types of farming are practised in different parts of the country; fruit, wheat, and dairy-farming in the southwestern corner; goat, sheep and cattle farming in the western and central

sections; corn in the north-central section; sugar-raising in the eastern section, and dairying, fruit, vegetable, tobacco, and cotton farming, in various parts of the country. The country has some forty million sheep, producing three hundred million pounds of wool. There are eleven million cattle. Eighty million bushels of corn are produced, of which forty million must be exported. Two and one-half billion dollars is invested in farming. The value of agricultural products produced on the farm is three hundred and fifty million dollars. Agricultural products to the value of one hundred and fifty million dollars are exported.

South Africa has its full share of agricultural difficulties, especially drought, animal diseases, and marketing problems. There are two faculties of agriculture and various agricultural schools. Various Departments of State provide services to the farming population. The Department of Agriculture has an annual budget of five million dollars and a staff of nineteen hundred, of which four hundred are technical officers.

In 1925 the Division of Agricultural Economics was created in the Department. A number of the officers of this division have received their training at Cornell University and other American institutions. Farm management studies, agricultural statistics and crop estimates, marketing, and cooperative organization, form the main branches of work of this division.

While there are many soil, plant, animal and management problems, one of the weakest links in South African agriculture is the foreign marketing situation. South Africa produces agricultural surpluses of various kinds and is dependent on overseas markets and world prices. The agricultural depression is being severely felt by the farmers due mainly to the fall in prices of wool and corn. Through cooperation, the formation of commodity boards, levies on export products, and the extension of overseas representation, the country is trying to alleviate the situation.

In travelling through Holland, Germany, Denmark and the United States, various evidences of the agricultural depression and the existence of an international marketing problem have been found, and the program and discussions of the International Conference of Agricultural Economists indicate that the international marketing problem is the most important difficulty with which the agricultural industry throughout the world has to deal today.

OUR CHANGING AGRICULTURAL TIMES

A bird's eye view over the past hundred years and over the face of the various continents will reveal the most amazing changes in agricultural developments. The World War, better and faster communications, new machinery, and agricultural science, have brought and are bringing the most revolutionary changes in our agricultural times.

INTERNATIONAL TRADE

Imagine yourself some 8,000 miles from here, at the southern extremity of the continent of Africa and at the top of Table Mountain, overlooking the city and harbour of Cape Town. What do you see in that harbour? Large ships with the flags of all nations. There you find ships transporting goods from Great Britain, Holland, Germany, and Italy, to South Africa and back; from Great Britain to Australia and back; from Japan to South America and North America and back, and from New York to South Africa and back.

Imagine yourselves on top of the Woolworth building in New York, overlooking the harbour of New York. There too you will see ships both small and large, commuting between all parts of the world.

What is true of Cape Town and New York is true of Antwerp, Hamburg, Southampton, Montreal, San Francisco, Yokohama, and Sydney.

THE SMALLER INTERDEPENDENT WORLD

South Africa is today, owing to the development of steamship transportation, cable service, radio and other mechanical inventions, nearer to the United States, than California was to New York fifty years ago. One national group is no longer independent of another; all nations are interdependent, agriculturally as well as in other ways. The ocean is no longer a barrier between nations, but it has become a great highway uniting the nations in a mutual exchange of goods and services.

The menu of any meal indicates how foodstuffs come from all parts of the globe—oranges from California, Spain and South Africa; bread from America, Russia, Australia; tea from India, and coffee from Brazil. Differences in climate, topography and soil types make certain areas of the world more economical for pro-

ducing certain agricultural commodities needed by mankind. A glance at the atlas of the "Geography of the World's Agriculture" published by the United States Department of Agriculture pictures this very clearly.

Over the oceans of the world, thousands of ships of a few thousand tons, and some as large as forty and fifty thousand tons, belonging to various nationalities, are continually steaming to transport the surplus productions of the various areas to satisfy the wants of other sections of mankind. Bigger and faster ships are being built to deal with this world trade. The competition and rivalry between nations is becoming keener.

AGRICULTURAL MARKETING

The surplus production of the various agricultural commodities—wheat, cotton, fruit, wool, cattle, dairy products and others—from various countries compete on the world markets and on the great exchanges in Chicago, Boston, Liverpool, London, Bradford and elsewhere. At these centers trade transactions are made and world prices determined.

In a great city, when the motor and other traffic becomes difficult of control, regulations in the form of traffic signals are employed. Everybody passing through or across such streets is supposed to conform to these signals. In this way the traffic is orderly and more satisfactory. Does international marketing not need similar international regulation and control?

LOCAL AND NATIONAL COOPERATIVES

Until not so many years ago, the farmers as original producers had very little say in controlling the sale of their products and in the determination of prices for their commodities. Through the development of cooperatives, not only local, but national and inter-dominion—The Canadian Wheat Pool, the California Citrus Exchange, and the Federated Farmers of the British Dominions—farmers have become a greater factor and power on the world markets.

GOVERNMENTAL MARKETING SERVICE MACHINERY

National governments have realized the need for organizing the producers of various agricultural commodities cooperatively both locally and nationally. The United States has passed a marketing

act creating a revolving fund of \$500,000,000 and establishing a Federal Farm Board for assisting farmers to organize and market cooperatively. In Great Britain an Empire Marketing Board has been created on which there are representatives of the various dominion governments and a fund of \$5,000,000 has been made available by the British Parliament for promoting agricultural research and marketing on behalf of the dominions of the British Commonwealth of Nations. In New Zealand, Australia, and in South Africa, Agricultural Commodity Councils or Boards with government and farmer representatives have been formed for promoting and controlling the export of surplus agricultural products. The International Institute of Agriculture at Rome, started as an idea in the mind of David Lubin, an American, and supported by some seventy nations, serves as a clearing station for collecting and distributing agricultural information for the world.

The changing agricultural times have called into being many new developments in the agricultural business, international agricultural marketing, and agricultural organization.

THE INTERNATIONAL MARKETING MALADY

MARKETING ILLS

The agricultural business throughout the world is suffering from many maladjustments or ills. All the minor pains pale into insignificance owing to the acute attacks today in the digestive or marketing system, and especially the international sections of the marketing field.

Any effort to cure the agricultural business patient, restore it to health and promote its sound development, must concentrate attention in the first place on the international areas of the marketing field, determine the international symptoms and prescribe and apply treatment which will adjust the international maladjustments and promote a balanced development internationally.

SYMPTOMS

An acute agricultural depression in various parts of the world—South Africa, Great Britain, Germany, Holland, the United States, and in many other countries; a great fall in the prices of many agricultural products, such as the drop in the price of wheat in the United States to 87 cents per bushel, of maize or corn in South

Africa to about 60 cents per bushel, and of wool to 25 cents per pound; the action of various countries—South Africa, Italy, the United States and others—in building higher tariff walls for the protection of farmers within their respective countries; the intensified effort among various nations to make their marketing machinery more effective and remunerative by increasing cooperation amongst farmers and getting more team work amongst those interested in any particular commodity by the establishment of commodity councils or boards; the development by national governments of improved internal and external marketing service machinery and the occurrence of a certain amount of heat in the international marketing field, all indicate the seriousness of "The International Marketing Problem," and the urgent need of developing more adequate remedies or machinery for dealing with this problem of maladjustment, or illness.

METHODS OF ATTACK

Hit and miss methods cannot be depended upon to bring a satisfactory solution. One sided attacks by national units are not sufficient to deal with an international malady involving international relationships and adjustments. There must be a concerted attack on the whole front internationally, otherwise successes at one angle may be counteracted by failures at another point and neutralize and frustrate all the good work. A chain is no stronger than its weakest link and as this marketing problem is of an international nature the weak links in the international chain must be determined and strengthened.

"New times demand new measures, and new men.
The world advances and in time outgrows
The laws that in our fathers' days were best,
And doubtless after us some better scheme
Will be thought out by wiser men than we
Made wiser by the steady growth of truth."

NEW AGRICULTURAL MEASURES

CHANGING TIMES DEMAND NEW ADJUSTMENTS

Further agricultural changes are taking place throughout the world. The new and changing relationships between nations and countries demand new adjustments. Like the parts of the human body, the various agricultural commodities and farming systems

in the various countries are all parts of the agricultural industry as a whole; of the large agricultural machine. In the international chain of power station the weak links must be strengthened if the international marketing power station is to develop a higher candle power of knowledge and a greater horsepower of service for each nation and for the world as a whole. Better and more efficient models of international machinery are required to meet the needs of more complex international relationships. New times demand new measures.

Just at present there are indications that various national groups in their efforts to attain greater self-sufficiency, and more national economic unity, by means of more national teamwork, higher tariffs, and more efficient governmental service machinery, may disorganize the international machinery and disrupt the effective team-work between the various parts. Partial attitudes by nations, and increasing one constituent alone in the international ration, will not produce a balanced ration. A balanced ration requires that all the factors, in the right proportions, must be harmonized.

Is it undesirable or impossible to get international team-work in the marketing of agricultural products, because the interests of various nations are totally opposed, or because there are other obstacles of distance, international ignorance and prejudice, national sentiment and aspirations, which are insuperable? At the Institute of Cooperation, held at Columbus, Ohio, about a month ago, and attended by some thousand leaders in American cooperation and five of the nine members of the Federal Farm Board, great stress was laid on the need of organizing agricultural commodities on a national basis. It is in the interest of each nation, just as of an individual, to do all in its power to provide adequate means for protecting its own interests as long as the interests of others are also respected. Some national groups like the United States and the British Commonwealth of Nations are so strong and are endowed with such a variety of natural resources that they can to a very large extent go their own way, regardless of the interests of smaller and less favourably endowed nations. If this happens, and it seems as though it is likely to happen, will it differ from the experience of local cooperatives with respect to the attitude of the larger growers in the cooperative to the smaller growers? To what will this all lead? Further agricultural provincialism, still higher tariff walls, more economic rivalry, greater continental

isolation and ultimately another world war of even greater dimensions than the last one of 1914-1918.

NO NATION SELF-SUFFICIENT

No nation or geographical area, whatever attempts might be made for controlling production and marketing, can become totally self-sufficient. Even the United States of America, the most highly endowed continental area in natural resources, is dependent for various articles of food, clothing, and shelter on other sections of the globe. Would it not cripple its own agricultural and manufacturing industries tremendously if it could not export its surplus products to various corners of the earth? Even today America exports one-sixth of all agricultural products sold from the farm, to foreign countries. Her total exports to the various dominions of the British Commonwealth of Nations—Great Britain, Union of South Africa, Australia, New Zealand, and Canada—alone, are more than two and one-half times the value of her total imports from those countries (2 billions of dollars of exports compared with eight hundred millions of dollars of imports, in 1929).

NEW METHODS OF SETTLING DISPUTES

It seems as though in international marketing, the same methods tend to be followed as in the past in regard to wars. Nations first did everything in their power to exterminate each other. Only after both sides were exhausted did they get together to evolve some method of ironing out their differences. Today efforts are being made to utilize a new procedure. When differences arise the parties are brought together under the aegis of some impartial chairman or institution and by reasoning together some form of compromise is obtained. Can this method not be followed to advantage in the international marketing sphere as well? When any nation thinks that international marketing relations are detrimental to its best interests, would it not be possible to get the parties concerned together and arrive at some agreement? Between South Africa and Rhodesia, this method has been followed several times with very great mutual benefit—each party knew exactly where it stood and could develop a policy accordingly.

This method of coming together and reasoning together has been applied with great advantage in recent times in disputes between capital and labor, in national and international periods of

crises—in the stock exchange crash of 1929, by the League of Nations, in international banking, and in the discussions of the agricultural problems of the United States since the World War.

In their agricultural relationships with one another, nations can follow one of two ways. Everyone can go his own way, regardless of the effects on the others, or they can explore possibilities of team-work as circumstances will allow. True freedom of action nationally, no less than individually, can only be obtained when there is obedience to certain definite regulations determining the interactions of individuals or groups.

THE TASK AND OPPORTUNITIES

The task is a difficult and stupendous one, but that should only be an incentive for greater ingenuity and effort. In the interests of the agricultural industry and mankind it is worth while to explore all the possibilities of international marketing cooperation. By emphasizing the resemblances rather than the differences, there is greater prospect for cooperation and progress. Every tree begins as a small seed or shoot. Some fifteen years ago, there existed hardly any separate course in marketing in the agricultural institutions of the United States or anywhere else. Today, there are a number of such courses in agricultural institutions and the United States is tackling the problem in a large national way with a national revolving fund of \$500,000,000 and a Federal Farm Board.

The International Institute of Agriculture, various international agricultural organizations and international plans may still be immature in many respects, but these agencies contain potentialities for further development and fruition. Mr. Ford began with a very poor model of a motor-car some thirty years ago, but look what wonderful improvements have been made and others will, no doubt be made in the future.

The need of more adequate market information service in regard to foreign conditions is demonstrated by the developments that are taking place in the British Commonwealth of Nations and in the United States. These two groups of nations or states are feeling the need for more reliable information in regard to foreign agricultural and marketing situations from day to day and week to week. Through the Empire Marketing Board and the Federal Farm Board they are developing agencies which will pro-

vide them with the necessary data to construct more satisfactory policies and measures for the farmers of their respective countries. If these two great entities require more adequate services to enable them to make more satisfactory adjustments in their own production and marketing and purchasing, do the other dozens of national groups in South America, Europe, Africa and Asia not require similar services? Would it not be possible to supply these services by an international agency, either the International Institute of Agriculture, the League of Nations or some other agency, so that all may be enabled to benefit by these services and join forces in creating conditions which will be of mutual benefit?

The United States deserves credit for what she is trying to do through the Federal Farm Board and the United States Department of Agriculture to create more desirable conditions for the six million American farmers. Everybody must admire the courage and adventure shown in organizing national marketing agencies and promoting production control. However, even if America is one hundred per cent successful in this enterprise, could America ever raise such high tariff walls that her prices would not to some extent be influenced by world prices and surplus production in other parts of the world?

America believes in raising the level of living and culture of the whole mass of her population. Unless the level and culture of the whole mass of humanity can similarly be raised, may that weak link in the chain of nations not affect even the United States detrimentally?

AN INTERNATIONAL CENTRAL POWER STATION

Has the time not arrived for considering agricultural marketing from an international point of view and creating some international Central Power Station of a higher horsepower, which will be capable of conciliating the differences of the various nations and developing a system whereby justice will be done to each and all, and the welfare of each and all will be promoted to the highest extent? What the Federal Farm Board intends to be for the six million farmers of America, such a Central Power Station might be for the other millions of farmers of the world.

Where the price of any agricultural commodity is determined by the world price, dependent on the total world production and supply of and demand for that commodity, will there not be more

possibility of controlling supply by limiting production, and influencing price by cooperative marketing action, if some International Central Power Station could assist national central agencies in influencing and coordinating supply and demand? Is there not a community of interest between the wheat farmers in the United States, Canada, Argentine, Australia, and Russia? Where supplies in one country are influencing prices and living conditions in other countries, should such an industry not be coordinated on a world cooperative basis? Is not what is true of wheat, also true of corn or maize, wool, meat, fruit and other agricultural products? If cooperation is a sound principle for farmers producing a certain agricultural commodity locally and nationally, as is indicated by the policies adopted by various governments in the United States, South Africa, Great Britain, European countries and elsewhere, why is the principle not applicable to cooperative action by producers of the same agricultural commodity, on an international basis? If it has been possible to develop international agencies and agreements for preventing war, developing education, coordinating banking, prohibiting rivalry in naval shipbuilding, collecting and distributing agricultural information, why can there not be developed an International Central Power Station of a high degree of efficiency for promoting international agricultural marketing cooperation? Various steps or signboards might assist toward the attainment of this goal.

A WORLD MARKETING PICTURE BY NATIONAL AUTHORITIES

One method would be to make information relative to agricultural conditions and international marketing more generally available throughout the world. I would suggest the publication of a book on "World Agriculture and International Marketing," in which outstanding authorities or institutions in various parts of the world would contribute an article of say some twenty-five pages, describing the situation in that particular region. It might be called "Towards Agricultural Civilization" after the pattern of "Whither Mankind?" and "Towards Civilization."

The time has passed when one authority can give an adequate picture of the agricultural industry. It should be a cooperative picture by national authorities in various countries. Such a book would be really authoritative and would be of the greatest value to individuals, institutions, and the various nations.

WORLD STUDIES OF AGRICULTURAL COMMODITIES

In the second place would it not be possible to make world studies of all the main agricultural commodities by sending one or more investigators to all the principal producing countries to obtain a first-hand acquaintance? In the case of wool, The United States has done this to some extent by sending Mr. Walker, a prominent sheep farmer from Ohio, on a journey around the world. In sending Professor Powell, who is a son of the great Californian cooperator, Harold Powell, and now a professor at the University of Pretoria, South Africa, to visit all the main citrus areas, the Empire Marketing Board has done excellent pioneering work. Similar studies for other agricultural commodities by one or more outstanding authorities would be of the greatest advantage.

For several years now the Carnegie Corporation in the United States has provided means for the interchange of visitors along various lines between South Africa and the United States. Last year South Africa was fortunate in being visited by Dr. Kenyon L. Butterfield, who not only delivered a series of lectures on "The Rural Problem" but has written a report on "Rural Conditions and Sociological Problems in South Africa" which will be of the greatest value to South Africa. Why cannot similar exchanges of agricultural visitors between the various countries be arranged to the benefit of all parties?

INTERNATIONAL COOPERATIVE ACTION

Amongst the British Dominions efforts have been made, especially in the case of wool between Australia and South Africa, to get cooperative action in the selling of the crop. Would it not be possible to get cooperative action, at least to some degree, between producers of the same commodity throughout the world?

AN INTERNATIONAL CONGRESS OF FARMERS

A scheme is at present under way, initiated by the central organization of the farmers in South Africa, for holding a congress of dominion farmers in South Africa in 1932, to discuss common problems and common action. Australia and New Zealand have already consented to support this scheme. Would it not be possible in the near future to get an international congress of farmers for similar purposes? For some time "farmers' tours" have been

made between the British Dominions. Why not farmers' tours between other nations?

INTERNATIONAL AGRICULTURAL SCIENCE CONFERENCES

Last year a very successful Pan-African Agricultural Conference, attended by representatives from all over Africa, was held in the Union of South Africa.

Next month a Pan-American Agricultural Conference is scheduled to take place in Washington, D.C. Every year there is in the United States a meeting of the Association of American Agricultural Colleges and Experiment Stations. Every five years amongst the British Commonwealth of Nations, an Imperial Agricultural Conference is held. Various international agricultural meetings of a more or less specialized nature take place from time to time. Would it not be possible to coordinate these conferences in some way or other and get a few representatives from all, meeting at regular intervals of say five years?

Just like the British Association for the Advancement of Science, would it not be possible to have an International Association for the Advancement of the Agricultural Industry? I know that through the International Institute of Agriculture something of this nature already takes place, but is it not possible to obtain a more representative and effective organization by extending the scope of the present conferences and institutions?

COOPERATION BETWEEN INTERNATIONAL REPRESENTATIVES

Nations have commercial and agricultural representatives in various countries. Why should not these representatives cooperate with local authorities for the mutual benefit of their countries? When recently in Berlin, I was very pleased to find that Mr. Steere, the representative of the Division of Agricultural Economics of the United States Department of Agriculture, met with the Institute of Marketing of the Agricultural High School for discussions in their seminar.

From the Chief of the Division of Agricultural Economics, at Washington, D.C., I understand that that division will send further foreign representatives to other countries and also probably one to South Africa. I have expressed the wish to Mr. Olsen that there might be the closest cooperation between that repre-

sentative and the Division of Agricultural Economics in South Africa, so that both may benefit for the welfare of the two countries—the United States of America, and the Union of South Africa.

"FORDIZE" THE AGRICULTURAL INDUSTRY

The various nations of the world will have to continue to sell their surplus productions to each other. As other industries are "Fordized," why not "Fordize" the agricultural industry? If one nation must become a greater consumer of the products of another, consuming power and purchasing power must be increased, and a partnership interest must be developed.

INTERNATIONAL UNDERSTANDING AND TEAM WORK

If farmers, individuals, organizations, cooperatives, and institutions from different countries could come together, they would be able to discuss ways and means of eliminating unnecessary competition and duplication, and assisting one another.

These are some of the possibilities occurring to me that may assist in helping to solve the international marketing problem and improve the relationships between the producers of the various countries. ~~These and other ways are worth trying~~ for developing international marketing health. Time will reveal other and even more effective ways.

BETTER AGRICULTURAL SCHEMES

The new adjustments needed in our changing agricultural times and during the agricultural crisis that our world is passing through, especially in the international marketing field, will require new agricultural leadership.

The agricultural business is suffering from an acute attack in the digestive or marketing system. The links of mutual needs bind the nations together in production and transportation. Farmers producing any particular commodity are mutually influenced by surpluses and methods of marketing. If cooperation is a sound principle locally and nationally, why not internationally? Various organizations, both national and international point the way to further team-work internationally. Various steps can be taken to promote the development. Greater effort, wider outlook and leadership are some of the keys.

WIDER NATIONAL BOUNDARIES

Dr. Finley, Associate Editor of the "New York Times," recently in a Fourth of July address, laid stress on the need of the United States and all other countries of expanding their boundaries to include the whole world, and becoming all-inclusive. In international marketing this is probably more necessary than in any other field of international activity.

INTERNATIONAL LEADERSHIP

One of the main headings at the meeting of the National Education Association at Columbus, Ohio, this year, was "The International Point of View as a Vital Value in Education." National and international speakers stressed the need and necessity of this attitude. One speaker very eloquently stated that what the world needed to-day was not more naval ships but more world citizenship, statesmanship, and leadership. In the field of international agricultural business and agricultural marketing where there are so many maladjustments, the need for international statesmanship, international leadership, and international team-work is no less urgent. As America and the rest of the world has produced international leadership in matters of international peace, international law, international banking, why not in international marketing?

WHO WILL LEAD INTERNATIONALLY?

Who will take the lead in developing an International Central Power Station of higher effectiveness and service to the world as a whole? Will the League of Nations, the International Institute of Agriculture, the United States Department of Agriculture, some other department of agriculture, or national institution, some international agricultural association, some private institution or some individual? This international marketing problem is our international task and provides an opportunity, not only to benefit ourselves and our own nations, but to benefit the various nations of the world.

Where there is no vision the people perish. Where there is no vision our civilization and agricultural civilization may perish. A pessimist is one who sees in every opportunity a difficulty. An optimist is one who sees in every difficulty an opportunity. This

is a new field for a Columbus, for pioneering, adventure and discovery.

Only by exploring and developing new possibilities and potentialities of coordination and cooperation between the agricultural interests of the various nations and continents, can a better balanced ration, a higher standard of profits, and a higher standard of living and of life be attained for the farming population of all countries of the world.