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MARKETING ECONOMICS RESEARCH PUBLICATIONS
A Reference List

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MAY 1966

MARKETING ECONOMICS RESEARCH

Marketing Economics Division
Economic Research Service
U. S. Department of Agriculture

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MARKETING ECONOMICS RESEARCH PUBLICATIONS
A Reference List

By

Helen B. Hartnett

Marketing Economics Division
Economic Research Service

INTRODUCTION

This reference list includes publications for the marketing economics research areas now in the Marketing Economics Division and units that were formerly in the Agricultural Marketing Service and Bureau of Agricultural Economics. With few exceptions, the list includes only publications from 1950 through 1964. Publications that have been superseded by later publications are omitted. The list includes reports published by the U. S. Department of Agriculture and by cooperating land-grant colleges and universities in cases where one of the principal authors was an employee of the Department. It also includes reports of private institutions that were published cooperatively or under contract with the U. S. Department of Agriculture.

Information on the availability of publications in departmental series (Marketing Research Reports, Agricultural Economic Reports, Agriculture Information Bulletins, and Technical Bulletins) listed in this report is given in List of Available Publications of the United States Department of Agriculture, List No. 11; single copies of this list may be obtained from the Publications Division, Office of Information, U. S. Department of Agriculture, 20250.

All publications referring to a particular commodity, including the costs and margins, manufacturing, promotion, or transportation, are listed under the appropriate commodity heading.

Publications that are out of print, as of December 1964, are marked with an asterisk in this report, although any of the other publications may become out of print at any time after issuance of this reference list.

Agency series (AMS, ERS, and some unnumbered series) are available from the Division of Information, Office of Management Services, U. S. Department of Agriculture, Washington, D. C., 20250. If a publication is out of print, check with public or university libraries maintaining Government publications. Microfilm or photocopies of out-of-print USDA publications are available from the National Agricultural Library, Division of Lending, Photoduplication Section, U. S. Department of Agriculture, Washington, D. C., 20250.

Publications issued by State Agricultural Experiment Stations should be ordered directly from the issuing station. Publications issued by State or private institutions usually may be consulted in public or university libraries.

I ANIMAL PRODUCTS

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Agricultural Economic Reports

- 16 A Technical-Economic Evaluation of Four Hide-Curing Methods.
(Study done under contract by Battelle Memorial Institute,
Columbus, Ohio.) October 1962.
- 54 A Guide to Lower Costs and Greater Efficiency in Curing Cattle
Hides. May 1964.

Agriculture Information Bulletins

- 53 Lard Marketing as Affected by Commercial Processing Methods.
June 1951.

AMS Series

- 410 Changes in Processing and Marketing Hides. October 1960.

ERS Series

- *103 Continued Increase in Edible Tallow Output Anticipated. Reprint
from the Fats and Oils Situation. February 1963.
- *143 Hide and Leather Situation. Reprint from the Livestock and Meat
Situation. October 1963.
- 161 Hide and Leather Situation Brighter in 1964. Reprint from the
Livestock and Meat Situation. January 1964.

Marketing Research Reports

- * 89 Wool Grease: The Economics of Recovery and Utilization in the
United States. June 1955.
- 283 Rendering Inedible Animal Fats, Analysis of Practices in
Pennsylvania and Minnesota. November 1958.
- 342 The Inedible Tallow and Grease Industry, Changes in Markets,
Practices, and Costs. July 1959.
- 376 Lard Marketing Margins and Costs. January 1960.

Unnumbered

Economic Evaluation of Hide Curing Methods. October 1962.

* Out of print as of December 1964.

State USDA Publications

Relationships Between Lard Production Methods, Volumes of Production, Costs, and Characteristics of Lard Produced in Selected Packing Plants. Iowa State Agricultural Experiment Station Bulletin 432. October 1955.

(2) Dairy Products

Agricultural Economic Reports

- 61 Flexibility of Operation in Dairy Manufacturing Plants Changes 1944 to 1961. October 1964.

AMS Series

- 92 Indirect Estimates of the Solids-Not-Fat Content of Milk. March 1954. Reissued March 1956.
- *157 The Special Milk Program in St. Louis, Missouri. December 1956.
- *179 The Special School Milk Program in Los Angeles, California. Preliminary. March 1957.
- 212 Costs of Butterfat Sampling and Testing Problems. October 1957.
- 238 Marketing Costs and Margins for Processed Cheese. Reprint from the Marketing and Transportation Situation. April 1958.
- 292 Problems in Initiating a Report of Prices Received for Butter by Midwestern Creameries. February 1959.
- 423 Developments in Dairy Marketing and Their Implications. Reprint from the Marketing and Transportation Situation. October 1960.

ERS Series

- 50 Evaluation of Promotional Materials on Home Delivery Milk Routes, Cumberland, Maryland. January 1962.
- 53 Prices, Costs, and Margins for Major Dairy Products. Reprint from the Dairy Situation. December 1961.
- 70 Estimating Statistics of Milk Consumption in Relation to Trends in Fluid Milk Marketing. May 1962.
- 71 Geographic Structure of Milk Prices, 1960-61. August 1962.
- 84 Milk Distributors' Operations--Analysis of Growth, Sales Distribution, Costs and Profits. November 1962.

Marketing Research Reports

- 32 Margins on Fluid Milk in the Duluth-Superior Marketing Area, 1947-48. January 1953.
- * 43 The Marketing of Milk in the Louisville Area Under Federal Regulation. June 1953.
- * 53 The Establishment of Central Market Butter Prices in Chicago and New York. June 1953.
- * 65 Estimating the Solids-Not-Fat Content of Milk. May 1954.
- * 66 Sampling Routines and the Accuracy of Patrons' Butterfat Tests. May 1954.
- * 69 Changing Patterns of Milk Consumption in Memphis, Tennessee. June 1954.
- 74 The Marketing and Pricing Structure for Bulk Sweet Cream in Kansas, Missouri, and Oklahoma Markets. November 1954.
- * 81 Prices and Other Payments for Milk by Manufacturers in Kansas, Missouri, and Oklahoma Markets. March 1955.
- * 98 Regulations Affecting the Movement and Merchandising of Milk. A Study of the Impact of Sanitary Requirements, Federal Orders, State Milk Control Laws, and Truck Laws on Price, Supply, and Consumption. June 1955.
- *115 Merchandising Natural Cheddar Cheese in Retail Food Stores. April 1956.
- *117 Effect of Specific Merchandising Practices on Retail Sales of Butter. May 1956.
- *126 Yield of Nonfat Dry Milk Solids From a Unit of Milk. June 1956.
- *135 Changing Patterns in Fluid Milk Distribution. Types of Milk, Channels of Sales, Types and Sizes of Containers. August 1956.
- 166 The Marketing and Pricing Structure for Skim Milk Products in Kansas, Missouri, and Oklahoma Markets. April 1957.
- 190 How Bulk Assembly Changes Milk Marketing Costs. July 1957.
- *194 Analysis of Short-Time Changes in the Price of Butter at Chicago. August 1957.
- 208 The Probable Impact of Milk Concentrates on the Fluid Milk Market. February 1958.

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- 209 The Special Milk Program-- Its Effect on Consumption in St. Louis and Los Angeles Schools. January 1958.
- 212 Production and Marketing Practices for Mellorine. A Study of the Marketing of Frozen Desserts. February 1958.
- 229 Costs of Distributing Milk Through Vending Machines and by Retail and Wholesale Routes, Martinsburg, W. Va. May 1958.
- 246 Farm-to-Retail Price Spreads for Fluid Milk in Chicago. June 1958.
- 263 The Market for Class II Milk in Oklahoma, Kansas, and Western Missouri. August 1958.
- 284 Milk Consumption in the Nation's Schools. November 1958.
- *288 Experience with Classification of Milk in Federal Order Markets. December 1958.
- 289 Marketing Margins for Butter. November 1958.
- 296 Marketing Mellorine in Seven Trade Areas. December 1958.
- 318 Farm-to-Retail Price Spreads for Cheddar Cheese in the South. In cooperation with the University of Tennessee. April 1959.
- 333 Milk Consumption in Nonprofit Summer Camps. June 1959.
- 368 Sour Cream--A Study of its Market Potential in Des Moines, Iowa. October 1959.
- 372 Effect of Consumer Purchases of Nonfat Dry Milk on Purchases of Fresh, Evaporated, and Filled Milk. November 1959.
- 379 Class III Milk in the New York Milkshed: I. Manufacturing Operations. January 1960.
- 385 Marketing Milk in Alaska. March 1960.
- 391 Cottage Cheese: Its Sales Potential in Selected Markets. April 1960.
- 396 Class III Milk in the New York Milkshed: II. An Economic Description of the Manufactured Dairy Products Industry. April 1960.
- 400 Class III Milk in the New York Milkshed: III. Costs of Manufacturing Dairy Products. May 1960.

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- 403 Nonfat Dry Milk Packaged for Household Use --Marketing Practices and Costs of Manufacture and Distribution. June 1960.
- *407 Evaluation of New Containers for School Milk. June 1960.
- 408 Milk Consumption by Children at School and at Home in Relation to Special Milk Program. June 1960.
- 415 Milk Dating Regulations: Their Effect on Milk Distribution and Merchandising Practices. July 1960.
- 419 Class III Milk in the New York Milkshed: IV. Processing Margins for Manufactured Dairy Products. August 1960.
- 430 Butter and Nonfat Dry Milk Production in Diversified Plants in Kansas, Missouri, and Oklahoma. September 1960.
- 448 The Market for Sour Cream: Distribution Practices and Procedures. January 1961.
- 462 Class III Milk in the New York Milkshed: V. Processors' Decisions on Utilization. March 1961.
- 466 Class III Milk in the New York Milkshed: VI. Economic Analysis of Class III Pricing. March 1961.
- 468 Description and Analysis of the Iowa-Minnesota-Wisconsin Butter Report. April 1961.
- 482 Selected Problems in Butterfat Sampling and Testing. June 1961.
- 504 The Marketing of Cottage Cheese and Frozen Dairy Products in Kansas, Missouri, and Oklahoma. December 1961.
- 620 Cottage Cheese and Frozen Desserts--Cost of Production in Diversified Milk Plants in Kansas, Missouri, and Oklahoma. July 1963.
- 626 Use and Promotion of Dairy Products in Public Eating Places. October 1963.
- 636 Drive-in Dairies in Central California: Development, Organization, and Operation. December 1963.
- 648 Long-Distance Shipment of Market Milk. March 1964.
- 675 Economics of Milk Marketing in Alaska. September 1964.

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- 686 Coordinating Fluid Milk Supplies in the Oklahoma Metropolitan Milk Market. November 1964.

Miscellaneous Publications

- 733 Marketing Costs and Margins for Fresh Milk. Revised February 1959.

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- 1184 Classified Pricing of Milk -- Some Theoretical Aspects. April 1958.

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- * An Improved Method of Pricing Fat and Nonfat Solids in Milk. July 1954.
- * Costs and Margins of Milk Distributors in Memphis, Tennessee in 1948. 1950.
- * Farm-to-Retail Margins for Fluid Milk. November 1951.
- * History and Analysis of Milk Supply Problems in the St. Louis Market. October 1950.

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- An Analysis of Federal Court Decisions Relating to the Marketing of Fluid Milk. Wisconsin Agricultural Experiment Station Research Bulletin 200. January 1957.
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Outer-Market Distribution of Milk in Paper Containers in the
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Procurement Policies and Practices of a Selected Group of Dairy
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Competitive Behavior, and Market Results. Wisconsin
Agricultural Experiment Station Bulletin 193. January 1956.

Procurement Policies and Practices of a Selected Group of Dairy
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Nonprice Competitive Behavior Among Nine Dairy Processing Firms.
Wisconsin Agricultural Experiment Station Research Bulletin
199. February 1957.

Procurement Policies and Practices of Dairy Manufacturing Plants
in Eastern South Dakota. Part I. Market Structure and
Behavior. South Dakota Agricultural Experiment Station
Bulletin 497. September 1961.

Procurement Policies and Practices of Dairy Manufacturing Plants
in Eastern South Dakota. Part II. Managerial Decision Making.
South Dakota Agricultural Experiment Station Bulletin 498.
December 1962.

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Procurement Policies and Practices of a Selected Group of Dairy Processing Firms. Part III. Farmer Knowledge and Evaluation of Price and Nonprice Factors. Wisconsin Agricultural Experiment Station Bulletin 211. May 1959.

Transition to the Bulk Assembly of Milk in Northern New England. Agricultural Experiment Station, University of New Hampshire, under Contract to USDA, AMS. October 1958.

(3) Livestock and Meat Products

Agricultural Economic Reports

- 25 Economic Effects of U.S. Grades for Lamb. February 1963.
- 39 The Texas-Oklahoma Meat Industry--Structure and Marketing Practices. July 1963.

AMS Series

- * 93 Distribution of Lamb and Mutton for Consumption in the United States. February 1956.
- *282 Integration in the Livestock Industry. Reprint from the Marketing and Transportation Situation. November 1958.
- *318 Comparison of 2 Methods of Estimating Backfat Thickness in Live Hogs --Human Judgment versus Ultrasonics. A Preliminary Report. June 1959.
- 371 Marketing Hawaii's Beef Cattle. March 1960.

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- * 23 Meatpacker Costs for Slaughtering, Cutting, and Marketing Fresh Pork. Reprint from the Marketing and Transportation Situation. July 1961.
- 57 Grades of Hogs Slaughtered in the United States, September 1960 through August 1961. April 1962.
- 76 Revised Farm-Retail Spreads for Beef, Pork, and Lamb. Reprint from Marketing and Transportation Situation. May 1962
- 104 Marketing Spreads For Beef and Pork. Reprint from Marketing and Transportation Situation. February 1964.

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- 123 Adjustments in Retail Prices of Beef to Supply Changes.
 Reprint from Marketing and Transportation Situation.
 May 1963.
- 135 Meatpackers' Cost and Spreads for Beef. August 1963.
- 160 Meatpackers' Costs for Slaughtering Hogs and Distributing
 Fresh Pork. Reprint from Marketing and Transportation
 Situation. February 1964.
- 180 Retail Sales of Broilers and Meat as Affected by Price
 Display Area and Newspaper Advertising. May 1964.
- 182 Price Spreads for Beef. Reprint from Marketing and
 Transportation Situation. May 1964.

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- *413 Lamb Prices. April 1957.

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- * 24 Costs of Retailing Meats in Relation to Volume. August 1952.
- * 99 Prospective Demand for Meat and Livestock in the South. In
 cooperation with Agricultural Experiment Stations of the
 Southern Region. October 1955.
- 159 Lamb Marketing Costs and Margins. April 1957.
- 165 Wholesale Meat Distribution in the San Francisco Bay Area.
 April 1957.
- 200 Results of a Promotional Campaign for Lamb in Sacramento,
 California. October 1957.
- 202 The Wage Factor in Retailing Meat in Four Cities. November 1957.
- 207 Lamb Availability and Merchandising in Retail Stores.
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- 223 Livestock Auction Markets in the United States--Development,
 Volume Handled, and Marketing Charges. March 1958.
- 227 Marketing Meat-Type Hogs --Problems, Practices, and Potentials
 in the United States and Canada. April 1958.
- 292 Promotion of Lamb --Results of a Campaign in Cleveland, Ohio.
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- 297 Hired Truck Transportation in Marketing Livestock.
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- 298 Economic Effects of U. S. Grades for Beef. January 1959.
- 299 Livestock Terminal Markets in the United States. January 1959.
- 347 Meat Distribution in the Los Angeles Area. July 1959.
- 413 Pricing and Competition on Beef in Los Angeles. July 1960.
- 418 Marketing Costs and Margins for Livestock and Meats.
 November 1960.
- 522 Promotional Programs for Lamb and Their Effects on Sales.
 January 1962.

Miscellaneous Publications

- 710 Beef Marketing Margins and Costs. February 1956.
- 711 Pork Marketing Margins and Costs. April 1956.

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- Analysis of Livestock Dealers' Operations in Maine and Vermont.
Maine Agricultural Experiment Station Bulletin 598. April 1961.
- Direct Sales vs. Terminal Market for Selling Fat Cattle. Arizona
Agricultural Experiment Station Bulletin 152. March 1963.
- The Economics of Hawaiian Beef Industry in 1962. In cooperation
with the University of Hawaii, Hawaii Agricultural Experiment
Station, Technical Progress Report 135. February 1962.
- Hog and Pork Movements in the Southeast. Southern Cooperative
Series Bulletin 83. January 1963.
- Improving Livestock Marketing Practices of Negro Farm Operators,
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- Interregional Competition and Prospective Shifts in the Location
of Livestock Slaughter. Iowa State Experiment Station
Research Bulletin 511. September 1962.

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Labor Utilization in Slaughtering Operations of Plants in
Northeastern United States. West Virginia University
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Agricultural Experiment Stations of Western States.
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Station Bulletin 457. June 1961.

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North Central Regional Publication 53. Purdue University
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Experiment Station Bulletin 636. April 1962.

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- *112 State Egg Laws and Regulations. December 1956.
- *213 A Guide to Uniform Cost and Financial Accounting for Poultry
Processors. June 1961.

AMS Series

- *158 Availability of Fresh or Frozen Ready-to-Cook Poultry.
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- *174 Development of the Commercial Poultry Slaughter Report.
March 1957.
- *183 A Summary of Selected Recent Studies on Broiler Financing and
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- *224 Price Spreads for Eggs in Washington, D. C. Reprint from the
Marketing and Transportation Situation. January 1958.
- *227 Farm-Retail Spreads for Poultry and Eggs in the United States and
Selected Cities. January 1958.
- *239 Gains and Losses in Buying Turkeys on a Live-Price Basis.
April 1958.
- 241 Changing Technology in Egg Marketing. April 1958.
- 287 Pricing Eggs in Central Markets. January 1959.

AMS Series (Con.)

- *308 Marketing Spreads for Turkeys in Selected Cities. Reprint from the Marketing and Transportation Situation. July 1960.
- 311 Number, Size, and Location of Egg Assemblers. May 1959.
- 338 Movement of Shell Eggs into Retail Channels in the Chicago Metropolitan Area. September 1959.
- *355 Development of a Report on Turkey Prices at Shipping Points in Eight North Central States. December 1959.
- 379 Commercial Poultry Slaughter Plants in the United States-- Number, Size, Location, Output. April 1960.
- *434 Price Spreads, Costs and Marketing Channels for Eggs and Poultry Sold in Trenton, New Jersey. October 1960.

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- 11 Research to Improve Reporting on Eggs Moving into Commercial Trade Channels. August 1961.
- 30 Reporting Shell Egg Movements into Retail Channels in Four West Coast Cities. September 1961.
- 60 Price and Price Spreads for Eggs, Frying Chickens and Turkeys in Selected Cities, 1956-61. April 1962.
- 81 Reducing Costs of Handling and Hauling Live Chickens from Farms to Processing Plants. August 1962.
- 92 Costs of Procurement and Assembly of Eggs in Three Midwestern States. October 1962.
- 101 Retail Price Specials for Frying Chickens in Selected U.S. Cities, 1960-61. January 1963.
- 118 Shell Egg Market Structure in Five Eastern Metropolitan Areas. June 1963.
- 127 Increasing Broiler Sales Through Offering an Additional Cut and Recipe Materials -- A Preliminary Report. May 1963.
- 159 Marketing Spreads for Eggs, Frying Chickens, and Turkeys in Selected Cities of the United States. Reprint from Marketing and Transportation Situation. February 1964.
- 180 Retail Sales of Broilers and Meat as Affected by Price, Display Area, and Newspaper Advertising. May 1964.

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- 83 Marketing Georgia Broilers Through Commercial Processing
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 Station. March 1955.
- 143 Utilization and Disposal of Poultry Byproducts and Wastes.
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- 161 Pricing Eggs in Los Angeles. April 1957.
- 173 Pricing Eggs at Wholesale in Chicago and St. Louis. May 1957.
- 181 Processing Poultry Byproducts in Poultry Slaughtering Plants.
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- 191 Marketing Margins and Practices for Turkeys Sold in Three
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- 195 Marketing Costs and Margins for Chicken Fryers and Fowl Sold
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- 210 Pricing Eggs at Wholesale in New York City. January 1958.
- 224 Interstate Trucking of Fresh and Frozen Poultry Under the
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- *239 Electronic Bloodspot Detection in Commercial Egg Grading.
 June 1958.
- 265 Poultry Availability and Merchandising in Retail Stores.
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- 306 Irrigation as a Low Cost Method of Sewage Disposal for the
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- 314 Marketing Costs and Price Spreads for Eggs, Frying Chickens,
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- 332 Integrating Egg Production and Marketing. June 1959.
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- 366 Candling and Cartoning Eggs at Country Points. November 1959.
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- 440 The Los Angeles Egg Market. October 1960.
- 445 Reporting Egg Prices at Shipping Points in Iowa and Minnesota.
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- 483 The Hatchery Industry--Structure, Economic Changes, Problems.
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- 516 Relative Profitability of Alternative Procurement, Production,
and Selling Programs for Broiler Processors. January 1962.
- 608 Present and Potential Use of Egg Products in the Food Manu-
facturing Industry. June 1963.
- 627 Costs and Efficiency in Turkey Processing Plants. September 1963.

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239. December 1960.

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New Hampshire Agricultural Experiment Station, Mimeographed
Report 27. July 1961.

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Experiment Station Bulletin N.S. 83. April 1961.

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Marketing Costs and Labor Productivity in Commercial Egg Packing Plants. Georgia Agricultural Experiment Station Bulletin N.S. 93. June 1962.

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Marketing New England Poultry: III. Capital Accumulation Potential of Broiler Growers. New Hampshire Agricultural Experiment Station Bulletin 475. November 1962.

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Price Making and Price Reporting in the Boston Egg Market. Harvard Studies in Marketing Farm Products. Bulletin MFP 7-H. June 1954.

Southern Region Poultry Marketing Research Publication. Tennessee Agricultural Experiment Station Memorandum No. 30. May 1959.

The Relation Between Gradings of Live and Dressed Chickens in Utah. Utah Agricultural Experiment Station Bulletin 366. February 1954.

A Survey of Poultry Meat Sales in Georgia Restaurants. Georgia Agricultural Experiment Station, Mimeograph Series N.S. 112. March 1961.

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- 53 Economic Potential of Soaps, Detergents, and Surfactants
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