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UNITED STATES DEPARTMENT OF AGRICULTURE

PROGRAM

34<sup>th</sup> ANNUAL NATIONAL

AGRICULTURAL  
OUTLOOK

CONFERENCE

*Program 1*

*34<sup>th</sup> Annual National*

November 26-29, 1956  
Washington 25, D. C.

Agricultural Marketing Service  
Agricultural Research Service  
Commodity Stabilization Service  
Foreign Agricultural Service  
Forest Service  
and  
Federal Extension Service Cooperating

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CATALOGING - PREP.

November 26-29, 1956

MONDAY (November 26) MORNING

(Thomas Jefferson Auditorium - South Building)

C. M. Ferguson, Administrator  
Federal Extension Service, Chairman

9:00	Registration	
9:30	Opening of Conference	✓ C. M. Ferguson, FES
9:45	World Outlook	✓ Clarence B. Randall Special Consultant to the President <i>P.R. + address</i>
10:15	Discussion	
10:30	Intermission	
10:45	Problems of Economic Policy	✓ Herbert Stein Acting Director of Research Committee for Economic Development <i>P.R. + address</i>
11:15	Discussion	
11:30	General Economic Outlook for 1957	✓ Nathan M. Koffsky, Chief Farm Income Branch, AMS
12:00	Discussion	
12:30	Lunch	

MONDAY (November 26) AFTERNOON

(Thomas Jefferson Auditorium - South Building)

Bushrod W. Allin, Chairman of  
Outlook and Situation Board, AMS, Chairman

2:00	Outlook for Agricultural Exports and Foreign Demand	✓ Clayton E. Whipple Deputy Administrator, FAS
2:40	Discussion	
2:55	Family Living Outlook	✓ Gertrude S. Weiss, Chief Household Economics Research Branch, ARS
3:25	Discussion	
3:40	Intermission	
3:50	Agricultural Outlook for 1957	✓ Fred V. Waugh, Director Agricultural Economics Division, AMS
4:20	Discussion	
5:00	Adjournment	

AEP-240 (11-56)

TUESDAY (November 27) MORNING

(Thomas Jefferson Auditorium - South Building)

Longer-Term Outlook

Omer W. Herrmann, Deputy Administrator  
Marketing Research and Statistics, AMS, Chairman

- 9:15 Trends in Consumer Demand ✓ James P. Cavin, Chief  
Statistical and Historical  
Research Branch, AMS
- 9:45 Trends in Production, Costs, ✓ Carl P. Heisig, Chief  
and Technology Production Economics Research  
Branch, ARS
- 10:15 Trends in Marketing Costs ✓ Kenneth E. Ogren, Head  
and Practices Marketing Information and  
Statistical Section, AMS
- 10:45 Discussion
- 11:00 Agriculture and Economic Growth ✓ O. V. Wells, Administrator  
Agricultural Marketing Service  
*(Release)*
- 11:30 Discussion
- 12:15 Lunch

TUESDAY (November 27) AFTERNOON

Commodity Outlook Sessions for Producers, Handlers, and Consumers

- 1:30 - 4:15\* Feed, Livestock and Meat - Thomas Jefferson Auditorium  
J. B. Claar, FES, Chairman  
Outlook Statement: Harold F. Breimyer, AMS ✓  
Malcolm Clough, AMS ✓
- 4:20 - 5:20 Grass and Legume Seeds - Room 331 W. Administration Building  
T. E. Hall, FES, Chairman  
William H. Youngman, FAS, Outlook Statement ✓
- 4:20 - 5:20 Forest Products - Room 3106 South Building  
M. M. Bryan, FS, Chairman  
○ Horace R. Josephson, FS, Outlook Statement
- 4:20 - 5:20 Peanuts - Room 3115 South Building  
W. E. Jones, CSS, Chairman  
George W. Kromer, AMS, Outlook Statement ✓
- 5:20 Adjournment
- 5:30 State Specialists Dinner - 4th Wing Cafeteria  
South Building

*issued as "The Demand  
and Price Situation for  
Forest Products"*

\* Sessions formally end at this time but conference room will be free for those who wish to continue the discussion.

TUESDAY (November 27) AFTERNOON

(Freer Art Gallery Auditorium -  
Entrance on Independence Avenue)

Family Living Sessions

1:30 - 4:30 Outlook for Consumer Goods  
Starley M. Hunter, FES, Chairman

Durable Goods

✓ L. Jay Atkinson  
Office of Business Economics  
Department of Commerce

Clothing and Textiles

✓ Harry Kahan  
Bureau of Labor Statistics  
Department of Labor

Food

✓ Harry Sherr  
Agricultural Economics  
Division, AMS

Trends in Farm Family  
Food Practices

✓ Mollie Orshansky  
Household Economics Research  
Branch, ARS

4:30 Adjournment

5:30 State Specialists Dinner - 4th Wing Cafeteria  
South Building



WEDNESDAY (November 28) MORNING

(Freer Art Gallery Auditorium)

Family Living Sessions

9:30 - 12:30 Consumer Credit  
Gertrude S. Weiss, ARS, Chairman

Trends in Consumer Credit ✓ Margaret L. Brew  
Household Economics  
Research Branch, ARS

Who Uses Consumer Credit? ✓ Emma G. Holmes  
Household Economics Research  
Branch, ARS

The Cost of Installment  
Credit to the Consumer ✓ Robert Johnson  
Assoc. Professor of Finance  
University of Buffalo

○ Panel: Impact of Consumer Credit on  
the Economy and the Family

Nathan Bailey Dean, School of Business Administration  
American University

Allan Fisher Director of Legal Aid Bureau of  
District of Columbia

Robert Johnson Assoc. Professor of Finance  
University of Buffalo

Loughlin F. McHugh Office of Business Economics  
Department of Commerce

Dorothy Thomas Director of Case Work Services, Family  
and Child Services of Washington, D.C.

12:30 Lunch

WEDNESDAY (November 28) AFTERNOON

(Freer Art Gallery Auditorium)

Family Living Sessions

2:00 - 3:30 Economic Principles of Outlook  
Frances Scudder, FES, Chairman

Implications of Outlook for Family Living ✓ Starley M. Hunter  
Division of Home Economics  
Programs, FES

○ Panel: Methods of Using Outlook

Susan Christian Florida State University  
Patricia Middleton University of Delaware  
Mabel Spray Ohio State University  
Lila Dickerson State College of Washington

4:00 - 6:00 Housing Supplies - National Housing Center, 1625 L St., N.W.

Commodity Outlook Sessions for Producers, Handlers, and Consumers

- 9:15 - 11:00\* Dairy - Thomas Jefferson Auditorium  
Max K. Hinds, FES, Chairman  
✓ Herbert C. Kriesel, AMS, Outlook Statement
- 11:05 - 12:30\* Fats and Oils (Special Emphasis on Soybeans) - Room 3106  
Karl G. Shoemaker, FES, Chairman South Building  
✓ George W. Kromer, AMS, Outlook Statement
- 11:05 - 12:30\* Fruits and Tree Nuts - Room 218 Administration Building  
Lloyd H. Davis, FES, Chairman  
✓ Ben H. Pubols, AMS, Outlook Statement
- 11:05 - 12:30\* Rice - Room 5860 South Building  
J. A. Satterfield, CSS, Chairman  
✓ Robert E. Post, AMS, Outlook Statement
- 12:30 Lunch

WEDNESDAY (November 28) AFTERNOON

Commodity Outlook Sessions for Producers, Handlers, and Consumers

- 2:00 - 3:30\* Poultry - Thomas Jefferson Auditorium  
Homer S. Porteus, FES, Chairman  
✓ Edward Karpoff, AMS, Outlook Statement
- 3:35 - 5:15 Vegetables & Potatoes - Room 218 Administration Building  
R. L. Childress, FES, Chairman  
✓ Will M. Simmons, AMS, Outlook Statement
- 3:35 - 4:45 Sugar - Room 4966 South Building  
○ Lawrence Myers, CSS, Chairman — [not published]
- 5:15 Adjournment

\* Sessions formally end at this time but conference room will be free for those who wish to continue the discussion.



Commodity Outlook Sessions for Producers, Handlers, and Consumers

- 9:15 - 12:30\* A Resume of the Outlook for - Thomas Jefferson Auditorium  
Producers, and the Outlook for Consumers  
(By commodities and a discussion of the use of  
consumption data in consumer marketing programs)  
Sharon Q. Hoobler, FES, Chairman  
Outlook Statement: Harold F. Breimyer, AMS  
Edward Karpoff, AMS  
Herbert C. Kriesel, AMS  
Will M. Simmons, AMS  
Ben H. Pubols, AMS  
Malcolm Clough, AMS  
Frank Lowenstein, AMS  
✓ Marguerite C. Burk, AMS
- 9:15 - 11:00\* Wheat - Room 3106 South Building  
T. E. Hall, FES, Chairman  
✓ Robert E. Post, AMS, Outlook Statement
- 9:15 - 11:00\* Tobacco - Room 331 W. Administration Building  
✓ S. E. Wrather, AMS, Chairman  
✓ Arthur G. Conover, AMS, Outlook Statement
- 11:05 - 12:30\* Cotton - Room 509 Administration Building  
E. P. Callahan, FES, Chairman  
✓ Frank Lowenstein, AMS, Outlook Statement
- 12:30 Lunch

\* Sessions formally end at this time but conference room will be free for those who wish to continue the discussion.

THURSDAY (November 29) AFTERNOON

(Thomas Jefferson Auditorium - South Building)

Francis A. Kutish, Iowa State College, Chairman

1:45 - 2:00 A World Outlook Service

Dr. Henry C. Taylor ✓  
Former Chief of BAE, USDA

2:00 - Panel: The General Economic Situation

State Department

John W. Evans, Deputy Director  
Office of Intelligence Research

Labor Department

Arynness J. Wickens  
Deputy Commissioner  
Board of Labor Statistics

Agriculture Department

O. V. Wells, Administrator, AMS

Sherman Johnson, Director  
Farm and Land Management  
Research, ARS

Federal Reserve System

Woodlief Thomas  
Economic Advisor

4:00 Outlook's Challenge

P. V. Kepner  
Deputy Administrator, FES

4:30 Adjournment

UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

THE OUTLOOK FOR FRUITS AND TREE NUTS IN 1957

Statement by Ben H. Pubols,  
Agricultural Economic Statistician,  
at the 34th Annual Agricultural Outlook Conference,  
Washington, D. C., November 28, 1956

Consumption and Demand Prospects

Total supplies of fruits and tree nuts are expected to be at least as large this fall and winter as a year earlier. Supplies of fresh fruits are expected to be somewhat smaller, and those of processed fruits larger. Total supplies of tree nuts also may be up this fall and winter. Consumption per capita of all fresh and processed fruits on a fresh equivalent basis probably will not be greatly different this fall and the first half of 1957 from that of this period in 1955-56.

With consumer income expected to continue high, consumer demand for fruit in 1957 is likely to be at least as strong as in 1956. Export demand is likely to continue into 1957 at the increased 1956 rate and may increase further in 1957.

Export Outlook

Increased exports of many items of fresh and processed fruits seem likely in the 1956-57 season, especially to western European countries. This includes fresh grapes, dried fruits, tree nuts, canned fruits, and some citrus items to western Germany, Denmark, and Norway, which recently have taken steps to liberalize imports. It also includes fresh apples, pears, grapes, dried fruits, and canned deciduous fruits and grapefruit segments to the United Kingdom, which has made provision for such imports. Increased exports of U. S. winter oranges to Europe are expected in 1956-57 as a result of a prospective short crop in Spain following the freeze damage to trees in February 1956. However, exports of U. S. summer oranges may encounter greater competition from oranges from Southern Hemisphere countries as a result of increased plantings in recent years.

Deciduous Fruits

Production of deciduous fruits in 1956 was nearly as large as in 1955 and also nearly as large as the 1945-54 average. The 1956 crops of apricots, sweet-cherries and sour cherries were much smaller than the respective 1955 crops, while the crops of apples, grapes, and cranberries were moderately smaller. Production of prunes in the Pacific Northwest was up slightly, that of pears up moderately, and that of California dried prunes, peaches, plums, and strawberries up considerably.



Because of unfavorable weather, production of apples in 1956 was reduced considerably in Washington, New York, and New England. This was partly offset by increases in Michigan and Virginia. Total supplies for marketing after the first of the year are expected to be somewhat smaller than in 1955-56. Supplies of grapes also are expected to be lighter. But those of Pacific Coast winter pears are indicated to be larger.

Output of dried fruits in 1956 is about 5 percent larger than in 1955, mainly the result of a heavy increase in dried prunes. Although production of raisins is somewhat smaller than in 1955, supplies are larger than usual domestic utilization. Supplies of raisins for export are smaller than a year ago, while those of prunes are larger. To broaden the market for domestic dates, the U. S. Department of Agriculture has in operation a diversion program under which about 8 million pounds from the 1956 crop are to be diverted from the usual use in whole or pitted form to manufacture into new date products.

The 1956-57 pack of canned fruits, mostly deciduous, is expected to be about as large as the record 1955-56 pack. Heavy reductions in the packs of apricots and cherries, and lighter reductions in other items, will be about offset by a large increase in peaches and smaller increases in other fruits. With a record pack of frozen strawberries and a heavy decrease in sour cherries, total production of frozen deciduous fruits and berries in 1956 probably will be about the same as that in 1955.

With average weather, total production of deciduous fruits in 1957 probably will not be greatly different from the 1956 crop. In 1957, larger crops of apples, apricots, and cherries may be expected. At the same time, smaller crops of peaches, pears, plums, and prunes seem likely. Total production of grapes may be much the same as in 1956. Prospective acreage of strawberries for harvest in 1957 is a little larger than the acreage harvested in 1956.

### Citrus Fruit

Production of oranges and grapefruit in 1957-58 probably will be larger than prospective 1956-57 production. This would be in continuation of the upward trend for these two fruits, especially oranges. The increases would be in Florida and Texas.

The 1956-57 crop of early and midseason oranges is expected to be about 4 percent larger than the 1955-56 crop. Most of the increase is in Florida, where heavy postwar plantings are now bearing oranges. Early-season indications point to some increase in Florida Valencia oranges, which will start to market in late winter. Prospects for California Valencias are less favorable than a year ago.

Output of frozen orange concentrate in Florida set a new record in 1955-56 and a small increase seems likely in 1956-57. The pack of canned orange juice may not be greatly different from that in 1955-56. Some increase in exports of fresh and processed oranges is expected this season.

Production of grapefruit in 1956-57 is currently indicated to be about 3 percent smaller than the 1955-56 crop. Nearly all of the reduction is in Florida. With the Florida crop down about 9 percent from 1955-56, the pack of canned grapefruit juice probably will be a little smaller than in 1955-56.

Because of substantial improvements in export prospects for citrus fruits, the U. S. Department of Agriculture will not make export payments on the 1956-57 crops of oranges and grapefruit.

Prospective production of lemons in 1956-57 is about 8 percent larger than the 1955-56 crop. Output of frozen concentrate for lemonade in 1955-56 was about one-fourth larger than in the preceding season.

### Tree Nuts

The 1956 crop of the four major tree nuts--almonds, filberts, pecans, and walnuts--is about 5 percent larger than the 1955 crop. Production of almonds is record large, 33 percent above that of 1955, and that of pecans is up 9 percent. In contrast, the walnut crop is down 7 percent and that of filberts is down 61 percent. Production of these two crops in Oregon was cut severely by winter freezes. Domestic-type tree nuts will be supplemented as usual by heavy imports, especially of foreign-type nuts such as Brazils and cashews. In the past two seasons, total imports were about equal to domestic production.

Total production of the four major tree nuts in 1957 probably will be close to that of 1956 if average weather prevails.

### Long Range Outlook

Over the next two decades or longer, total production of deciduous fruits probably will trend slightly upward, though in the next few years output may not change much from the level of the recent past. Total production of citrus is expected to trend upward for a number of years, with most of the increase in oranges. A rising output trend also is probable for tree nuts. During the past decade, utilization of fruit for processing has trended upward while fresh use has declined. These trends probably will continue over the next few years. With increasing population, total demand for fruit will increase.

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: This represents mostly the highlights of the 1957 Outlook issue of :  
: "The Fruit Situation" for October 1956, :  
: a processed publication issued by the :  
: Agricultural Marketing Service :  
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