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UNITED STATES DEPARTMENT OF AGRICULTURE

PROGRAM

34th ANNUAL NATIONAL

AGRICULTURAL
OUTLOOK

CONFERENCE

Program 1

34th 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

NEP-240 (11-56)

U. S. DEPT. OF AGRICULTURE
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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

Washington, November 26, 1956

Freer Flow of World Trade Cited as Key to Nation's Future Economic Development:

Expansion of world trade through the reduction of trade barriers and the economic development of underdeveloped countries is the key to future economic growth of the United States, stated Dr. Clarence B. Randall, special consultant to President Eisenhower on foreign economic policy, at the opening session of the 34th Annual National Agricultural Outlook Conference here today.

"There is no separating of economic policy from political policy," said Randall, "and it is my job, as well as the job of every citizen, to see foreign policy as a whole. For in the long-run, it is public opinion, not governments, that determine foreign policy."

"Unless we know what we are seeking, we cannot measure our accomplishments," stated Randall, as he outlined the purposes and objectives of our foreign policy. As I see them, said Randall, they are (1) the military security of our Nation, (2) the future economic well-being of our country and the world at large, and (3) the association around us of nations that share our social and cultural values.

Elaborating upon the economic development of the United States and other free-world nations, Randall stated that one of the prime laws of economics is that "What goes out must come in -- and vice-versa." We must buy if we are to sell, he said, and we cannot maintain our domestic economic expansion unless the whole free-world is our market. But to do this, stated Randall, we must be as willing to buy as we are to sell.

"It takes real insight and character to rise above self-interest and to see the problems of trade as a whole," said Randall, as he called for a renewed effort by every segment of the Nation's economy to break down and break through barriers

(more)

to international trade and development. He reminded his audience that, in a democracy, you cannot favor one economic group without another paying for it.

Randall outlined three methods for advancing free-World trade (1) the use of multilateral instead of bilateral trade agreements, (2) by helping underdeveloped countries develop their economy, particularly their light industry, and (3) by the reduction of such trade barriers as restrictive tariffs and consumer taxes on imported goods.

Extension service workers from each of the 48 States and Puerto Rico are attending the four-day Outlook Conference which started at 9:30 a.m. this morning in the Department of Agriculture's Jefferson Auditorium.

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Washington, November 27, 1956

Economic Growth an Increasingly Important Goal, Wells Tells Conference:

Economic growth is not only the main characteristic of the American economy, but continuance of this growth is becoming an increasingly important national goal, according to O. V. Wells, Administrator of the U. S. Department of Agriculture's Agricultural Marketing Service.

The key nature of this goal was emphasized by Mr. Wells today in an address to agricultural economists and home economists from Land Grant Colleges of the Nation, at the annual Agricultural Outlook Conference in Washington.

His address summarized current attitudes toward economic growth and their relation to agriculture.

Problems associated with maintaining or encouraging economic growth were termed a main concern of farmers, businessmen, government administrators, as well as economists and statisticians. Economic growth was defined as an increase in per capita standards of living, associated with such measures as are necessary to maintain national defense and give reasonable assurance against depression.

Mr. Wells indicated that although there is much we do not know about the conditions necessary to assure desirable rates of economic growth, there seems to be general agreement that we do need:

(1) Increasing attention to education and research. In a society where geographic exploration had been substantially completed, the new and most promising frontiers lie in the field of new methods and improved technology. To reach these frontiers will require continuous research, and also a high educational level for the Nation as a whole.

(2) Flexibility or mobility of both resources and people. The opportunity must exist for substantial shifts of funds, resources, and people as between various occupations or lines of endeavor.

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(3) A climate favorable to savings and investment. Economic growth calls for the development of new methods and the creation of new capital or productive facilities which must be accumulated out of current production. Economic conditions must be such as to encourage the necessary savings in one form or another as well as to encourage people to take the necessary risks of developing new methods, new plants, and new markets.

(4) Access to adequate raw materials. The United States, for example, is a country which has had a relatively high ratio of resources to people, either possessing the necessary raw materials or having a relatively free access to them through foreign trade.

(5) Reasonable security against serious economic depression and maintenance to adequate national defense. Fortunately, economic growth itself creates the resources which underlie the necessary measures for economic security as well as creating one of the strongest assets in the defense field.

(6) Assignment of a relatively high value on economic growth by the public and the Government. Maintenance of desirable rates of economic growth without undue setbacks calls for positive policies adequately supported by the public and implemented by government.

Mr. Wells then examined American agriculture in relation to the above, indicating that agriculture is making a substantial contribution to the continuing growth of the American economy. He pointed out, however, that farmers are still faced with the puzzling question as to why their rewards are not more adequate in view of steadily increasing consumer incomes and the strength of the current business situation.

Some of the declines in farm prices and incomes, he indicated, have been associated with the decline in emergency demands for farm products since the post-war food crisis period. Some of the problems, he said, are also associated with the inelastic structure of the demand for food---that is, as per capita consumer incomes have increased, consumers' demand for services and durable goods has increased proportionately faster than their demand for food. And some of the problems are also associated with agricultural surpluses which have accumulated over the last several years as the productive capacity of American agriculture has outstripped its market.

This last condition was described as a cause of renewed public interest in agricultural programs. This interest, he said is not confined to the price support, acreage-control, and Soil Bank programs, but also manifests itself in the efforts of farmers, agricultural businesses, and of the Government to emphasize salesmanship and market development for farm products at home and abroad.

WELCOME TO NATIONAL AGRICULTURAL OUTLOOK CONFERENCE*

On behalf of all of us here I take great pleasure in welcoming you State Extension people and other guests to this 34th annual National Agricultural Outlook conference. Getting the results of research to the farmers, handlers, and consumers is not easy, but you can take a great deal of pride in knowing that your work is contributing to the welfare of all groups and is much appreciated by them.

Supplying facts about current and past economic situations and possible trends which help people to make their own decisions on plans for the future, is most essential for efficient and properous farming and for a balance in agricultural production. I believe very strongly in outlook work. I believe that people in general, as well as farm people, deserve the best in economic and outlook information.

Research and education have contributed to the great fund of knowledge about technical production practices. Good management also requires a wealth of information that reflects the tremendous impact upon farming that comes from economic and other off-farm forces arising from a myriad of developments and decisions made by many individuals, groups, and governments. You specialists and the county extension agents are bombarded daily with questions that need a sturdy base to help them get the facts to farmers in order that they can make sound economic decisions.

People ask such questions as: Should my sons stay in farming? If so, in what types of enterprise? Should I expand the size of my operations to make efficient use of mechanized equipment and other resources? When should I market my livestock or my wheat? These are only a few of the questions that farmers must answer on the basis of information which you can provide.

Intelligent decisions by the people asking the questions will depend upon the completeness of the information you provide the county agents and the thoroughness with which you summarize and present this information in analyzing the factors basic to making sound decisions. Extension has the responsibility to see that farmers have the most accurate and complete information available. Providing farmers and handlers with the necessary outlook information is a tremendous task which calls for the best teamwork possible in analyzing, assembling, and disseminating the information.

*An address by C. M. Ferguson, Administrator, Federal Extension Service, U. S. Department of Agriculture, before the 34th annual National Agricultural Outlook Conference, November 26, 1956, 9:30 a.m., e.s.t., Washington, D. C.

Here in Washington, D. C., we have capable economic analysts preparing the many situation reports and other materials. We are happy that you will have an opportunity to hear from them and to meet many of these authorities this week. The State extension staffs then take this information and, in cooperation with their economic and other research people, perform the next big task, that of adapting the national outlook to their particular State and region. Yet this is just the beginning. The next job is one of method--of getting the information out to farmers in a form that they can understand and use. It becomes a team job within each State.

The outlook specialists, along with those in marketing, management, and production fields, must apply that information in their individual efforts. The problem of disseminating this information clearly, concisely, and convincingly, is tough. County extension agents must play a key role in getting out essential facts on agriculture and the farm family outlook.

How well they play that role depends to a large degree on you. We do not see it as a one-shot deal to be performed after an outlook conference, but a continuing job to be done every week--during every season.

Several of the States have already conducted meetings on the outlook for 1957, because farmers needed this information in buying their feeder cattle, in providing for their feed requirements, and in other farm decisions. This speaks well for the kind of year-round job you are doing. This Outlook Conference coming now gives you an opportunity to go back with perhaps additional information to reemphasize points you have already made.

Some of you have responsibilities in other subject-matter areas, and sometimes this may seriously limit the thoroughness with which you can do outlook work. As an ex-extension specialist, I know that one of the important decisions each of you makes concerns which jobs have priority. Some of them may have to be left undone. It is important that the jobs you do take on are done thoroughly.

The training of your county staffs is a continuous job. This takes time but pays big dividends when county staffs are informed, are confident of their information, and are trained to analyze and weigh the various economic factors with their farmers when assisting them in making decisions.

Many of you are members of teams at home that are working on farm and home development. Many of the people with whom you are working, in farm and home development, are younger people just getting started. It is important that you have as clear a picture as possible of the longer time outlook in helping those people get started on a sound and efficient basis.

This year the Department people are working hard to get more longer time outlook into the program. I know that you will welcome their emphasis in this area.

Another important job that many of you are assisting with is "program projection". Counties are organizing to take a hard look at the longer time picture and plan their extension programs accordingly. The longer time outlook and the work and projections of current trends based upon the best assumptions done by the people in AMS and ARS, this past year, should supply much information that is pertinent in the deliberation of county committees in projecting the future course of extension programs.

We have too many folks living in situations where they are unable to make their greatest contribution to the economy of our Nation. The rural development program was devised to attack this problem. It is different from the usual farm management approach of the efficient commercial farm operator. One of the important considerations that you people are beginning to develop with farm people in areas of low farm income is that of analyzing opportunities. Not all of these opportunities are in agriculture. A combination of sound outlook information and broad general knowledge of economic conditions in industry available to some of these people is necessary as they appraise the potential in their future.

We, in the Department of Agriculture, are cognizant of the great importance of providing the best outlook information possible. The committee of State representatives and Department people who advised with us in planning this conference are striving to make the information you receive here as helpful as it can be made.

In conclusion I would like to say that what you will do here is extremely important to farm people, to agriculture in general, and to the Nation. We know you have many questions; we hope you will go home with most of these answered. As in the past, we hope you will feel free to bring these questions out for full discussion.

This is truly your week. I know that you will make the most of it. We hope that you will keep in close touch with us throughout the year as new problems, new questions, and new situations develop.
