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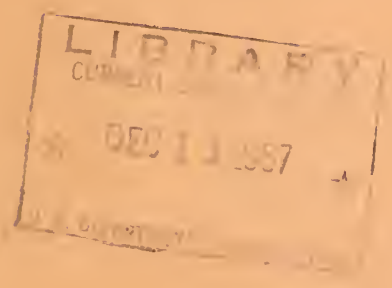
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2008

* 35 TH ANNUAL
NATIONAL
AGRICULTURAL

OUTLOOK
CONFERENCE

November 18-21, 1957*
Washington 25, D.C. *



UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service • Agricultural Research Service
Commodity Stabilization Service • Foreign Agricultural Service
Forest Service • Federal Extension Service Cooperating

235690

MONDAY (November 18) MORNING

(Thomas Jefferson Auditorium - South Building)

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

9:00 Registration

prepared
marks
9:45 ◦ Opening of Conference

C. M. Ferguson

10:00 ✓ World Situation as it Affects
the Outlook for Agriculture

John W. Evans, Deputy Director
Office of Intelligence Research
Department of State

11:00 Intermission

11:15 ◦ Panel Discussion - Raymond A. Ioanes, Deputy Administrator
Foreign Agricultural Service, Moderator

to prepared
statements
John W. Evans, Deputy Director
Office of Intelligence Research
Department of State

Lamar Fleming, Jr.
Chairman of Board
Anderson, Clayton, and Company

Leslie Crawford
Foreign Agricultural Attache
Great Britain

Loring Macy, Director
Bureau of Foreign Commerce
Department of Commerce

Gwynn Garnett, Administrator
Foreign Agricultural Service

12:30 - 2:00 Lunch time

AEP - 214 (11-57)

MONDAY (November 18) AFTERNOON

(Thomas Jefferson Auditorium - South Building)

James P. Cavin, Chief
Statistical and Historical Research Branch
Agricultural Marketing Service, Chairman

2:00 ✓ National Economic Situation
and Outlook for 1958

Nathan M. Koffsky, Chief
Farm Income Branch
Agricultural Marketing Service

2:30 ° Panel Discussion - James P. Cavin, Moderator

*prepared
statements*
Nathan M. Koffsky
Agricultural Marketing Service

James W. Knowles
Joint Economic Committee

V. Lewis Bassie, Director
Bureau of Economics and
Business Research
University of Illinois

Louis J. Paradiso, Assistant
Director-Chief Statistician
Office of Business Economics
Department of Commerce

✓ Gerhard Colm, Chief Economist
National Planning Association

4:00 Adjournment

TUESDAY (November 19) MORNING

(Thomas Jefferson Auditorium - South Building)

Bushrod W. Allin, Chairman of Outlook and Situation Board
Agricultural Marketing Service, Chairman

9:15 ✓ Agricultural Outlook for 1958

Fred V. Waugh, Director
Agricultural Economics Division
Agricultural Marketing Service

10:00 Intermission

10:15 ◦ Panel Discussion - Bushrod W. Allin, Moderator

is prepared
statements
Fred V. Waugh

Faith Clark, Chief, Household
Economics Research Division
Agricultural Research Service

Kenneth L. Bachman, Head
Production Income and Costs
Section
Agricultural Research Service

Raymond A. Ioanes
Deputy Administrator
Foreign Agricultural Service

William H. Scofield, In Charge
Land Values Unit
Agricultural Research Service

Norman J. Wall, Head
Agricultural Finance Section
Agricultural Research Service

12:00 - 1:30 Lunch time

TUESDAY (November 19) AFTERNOON

(Thomas Jefferson Auditorium - South Building)

"Effects of Marketing Changes on the Outlook"

Harry C. Trelogan, Director of Marketing Research
Division, Agricultural Marketing Service, Chairman

- 1:30 ✓ Developments in Human Nutrition Ruth M. Leverton, Asst. Director
Human Nutrition Research
Division
Agricultural Research Service
- 2:00 ✓ Marketing Costs D. Barton De Loach, Chief
Market Organization and Costs
Branch
Agricultural Marketing Service
- 2:30 ✓ Domestic Market Development Robert M. Walsh, Chief
Market Development Branch
Agricultural Marketing Service
- 3:00 ✓ Foreign Market Development Raymond A. Ioanes
Deputy Administrator
Foreign Agricultural Service
- 3:30 Intermission
- 3:45 ◦ Panel Discussion - Harry C. Trelogan, Moderator
- prepared
statements
except
Knapp's.*
- Ruth M. Leverton Faith Clark
- D. Barton De Loach Walter W. Wilcox
Legislative Reference Service
Library of Congress
- Robert M. Walsh
- Raymond A. Ioanes ✓ Joseph G. Knapp, Administrator
Farmer Cooperative Service
- 5:00 Adjournment

Wednesday, November 20, 1957

Commodity Outlook Sessions for Producers, Handlers and Consumers

9:15 - 10:45 ✓ Grass and Legume Seeds - Room 1345 South Building
Paul O. Mohn, FES, Chairman
Outlook Statement: ✓ Thomas J. Kuzelka, AMS
W. H. Youngman, FAS

✓ Fruits and Tree Nuts - Room 218 Adm. Bldg.
Lloyd H. Davis, FES, Chairman
✓ Ben H. Pubols, AMS, Outlook Statement

✓ Cotton - Jefferson Auditorium
E. P. Callahan, FES, Chairman
✓ Frank Lowenstein, AMS, Outlook Statement

11:00 - 12:30 ✓ Fats and Oils - Jefferson Auditorium
Karl G. Shoemaker, FES, Chairman
✓ George W. Kromer, AMS, Outlook Statement

✓ Vegetables and Potatoes - Room 218 Adm. Bldg.
R. L. Childress, FES, Chairman
✓ Will M. Simmons, AMS, Outlook Statement

*Rec'd Demand + price
situation for
forest products
Outlook included)*

✓ Forest Products - Room 3106, South Building
M. M. Bryan, FS, Chairman
David B. King, FS, Outlook Statement

12:30 - 2:00 Lunch time

2:00 - 3:30 ✓ Wheat - Room 218 Adm. Bldg.
T. E. Hall, FES, Chairman
✓ Robert E. Post, AMS, Outlook Statement

✓ Tobacco - Room 1345 South Building
S. E. Wrather, AMS, Chairman
✓ Arthur G. Conover, AMS, Outlook Statement

no statement

○ Sugar - Room 4966 South Building
Lawrence Myers, CSS, Chairman

3:45 - 5:00 ✓ Peanuts - Room 218 Adm. Bldg.
Karl G. Shoemaker, FES, Chairman
✓ George W. Kromer, AMS, Outlook Statement

✓ Rice - Room 1345 South Building
T. E. Hall, FES, Chairman
✓ Robert E. Post, AMS, Outlook Statement

5:00 Adjournment

5:45 State Specialists' Dinner - 4th Wing Cafeteria
South Building

Thursday, November 21, 1957

Commodity Outlook Sessions for Producers, Handlers and Consumers

- 9:15 - 12:00 ✓ Feed, Livestock and Meat - Jefferson Auditorium
Richard G. Ford, FES, Chairman
Outlook Statement: ✓ Harold F. Breimyer, AMS
✓ Malcolm Clough, AMS
- 12:00 - 1:30 Lunch time
- 1:30 - 3:00 ✓ Poultry - Jefferson Auditorium
Homer S. Porteus, FES, Chairman
✓ Edward Karpoff, AMS, Outlook Statement
- 3:15 - 5:00 Dairy - Jefferson Auditorium
Max K. Hinds, FES, Chairman
✓ Herbert C. Kriesel, AMS, Outlook Statement
- 5:00 Adjournment

Wednesday, November 20, 1957

Family Living Sessions

- 9:15 Outlook for Consumer Goods Freer Art Gallery Auditorium
Starley M. Hunter, FES, Chairman
- ✓ Food Harry Sherr
Agricultural Economics Div., AMS
- ✓ Clothing *Harry Kahan* - Arnold Chase
Bureau of Labor Statistics
Department of Labor
- ✓ Housing and Durable Goods ~~Harry Kahan~~
Arnold Chase Bureau of Labor Statistics
Department of Labor
- ✓ Home Furnishing Starley M. Hunter
Div. of Home Economics Programs, FES
- 12:30 - 2:00 Lunch time
- "Family Living Trends - Changes in Family Characteristics"
Faith Clark, ARS, Chairman
- 2:00 ✓ Changes in Population and Gladys K. Bowles
Family Characteristics Farm Population & Rural Life Branch, AMS
- 2:25 ✓ Overall Situation Margaret L. Brew
Household Management Section, ARS
- 2:50 ✓ Dwelling Upkeep, Household Jean L. Pennock
Operations, Furnishings Household Economics Div., ARS
& Equipment
- 3:15 Intermission
- 3:30 ✓ Transportation, Recreation Emma G. Holmes
and Education Household Economics Div., ARS
- 3:55 ✓ Clothing, Personal Care Roxanne R. O'Leary
Household Economics Research Div., ARS
- 4:15 Adjournment

Thursday, November 21, 1957

Family Living Sessions

Room 218 Adm. Bldg.

"Family Living Trends - Changes in Family Characteristics" (Cont'd)
Margaret L. Brew, ARS, Chairman

9:15 ✓ Food Mollie Orshanksy
Household Economics Research Div., ARS

9:45 ✓ Medical Care Jean L. Pennock
Household Economics Div., ARS

10:05 ○ Outlook for Family Living Margaret L. Brew
Household Management Section, ARS

*prepared
tentative*

10:15 Intermission

10:30 ○ Panel - Implications of Changes in Family Living for
the Extension Program

Paul J. Jehlik SESD, ARS Eloise Cofer IHE, ARS
Helen Johnston, HEW Starley Hunter, FES
Constance Burgess, Ext. Serv., Cal. John Ellickson FERD, ARS
Lucille Ketchum, Ext. Serv., Mich.

12:30 - 2:00 Lunch time

2:00 Commodity Outlook
Frances Scudder, FES, Chairman

✓ Dairy Herbert C. Kreisel, AMS

○ Meat Animals Harold Breimyer, AMS

*prepared
tentative*

○ Methods of Presenting Outlook - Starley M. Hunter, FES

*minimizing risk
in the use of
family resources*

4:30 Adjournment

STATE DELEGATES REGISTERED FOR 35th OUTLOOK CONFERENCE
November 18-21, 1957

ALABAMA

Foy Helms, Elizabeth Bryan

ALASKA

None

ARIZONA

George W. Campbell

ARKANSAS

T. E. Atkinson, Crystol Tenborg

CALIFORNIA

Constance Burgess, G. A. Carpenter

COLORADO

Avery Bice

CONNECTICUT

G. A. Ecker, Florence S. Walker

DELAWARE

Patricia Middleton, W. T. McAllister,
William E. McDaniel

FLORIDA

C. C. Moxley, Susan Christian

GEORGIA

J. J. Lancaster, Doris Oglesby

HAWAII

Stephen Doue

IDAHO

R. Wayne Robinson

ILLINOIS

Catherine M. Sullivan, L. H. Simerl

INDIANA

Carroll Bottum, Ronald Bauman,
Elkin Mintner

IOWA

Francis Kutish, Helen Tucker

KANSAS

M. E. Jackson, Roger Wilkowske

KENTUCKY

Frances M. Stallard, Buel Lanpher,
Stephen Allen

LOUISIANA

W. D. Curtis, Rupert Perry

MAINE

Lewis Clark, Pauline Lush

MARYLAND

G. M. Beal, A. B. Hamilton,
H. H. Hoecker, J. W. Magruder,
A. R. Meyer, Joanne Reitz,
G. A. Stevens

MASSACHUSETTS

Barbara Higgins, E. W. Hanczaryk,
G. W. Westcott, A. H. Lindsey

MICHIGAN

Lucille Ketchum, J. N. Ferris

MINNESOTA

L. J. Pickrel

MISSISSIPPI

None

MISSOURI

C. E. Klingner, Elmer Kiehl, Tom Bro

MONTANA

John Bower, Mae True

NEBRASKA

Everett Peterson, Clara Leopold

NEVADA

Margaret Dial, G. A. Myles

NEW HAMPSHIRE

Ann Beggs, Lawrence Dougherty

NEW JERSEY

Doris Anderson, F. V. Beck,
Hildreth Flitcraft

NEW MEXICO

J. O. Kling or Clyde R. Keaton

STATE DELEGATES REGISTERED FOR 35th OUTLOOK CONFERENCE (continued)
November 18-21, 1957

NEW YORK

Ruth Deacon, Elizabeth Wiegant,
George Conneman, L. C. Cunningham,
B. A. Dominick, Robert Smith,
Mary Wood, Betty Woods

NORTH CAROLINA

Glenn Tussey, Charles Pugh,
Mamie Whisnant

NORTH DAKOTA

H. G. Anderson, Irene Crouch

OHIO

Riley Dougan, Robert Schwart,
Mabel Spray, D. M. Long,
Anita McCormick

OKLAHOMA

H. E. Ward, Evelyn P. Nantz

OREGON

Oscar Hagg

PENNSYLVANIA

Sanna Black, W. M. Carroll, W. F. Johnstone
B. W. Kelly, Fred Hughes, M. J. Armes,
A. K. Birth, A. O. Voigt, C. W. Porter

PUERTO RICO

Roberto Lefebre-Munoz,
Carmen T. Pesquero-Busquets

RHODE ISLAND

W. H. Wallace, Evelyn Lyman

SOUTH CAROLINA

P. S. Williamon, Ruby M. Craven,
M. C. Rochester

SOUTH DAKOTA

L. M. Bender, Isabel McGinney

TENNESSEE

Eugene Gambill, Virginia Boswell,
Irving Dubov, Myra Bishop or
Phyllis Ilett

TEXAS

J. H. McHaney, Eula J. Newman

UTAH

Leon Michaelsen

VERMONT

Verle Houghaboom

VIRGINIA

Helen D. Alverson, Amelia Fuller,
J. B. Bell, Shirley Carter,
D. U. Livermore, K. E. Loope,
W. J. Nuckolls, Jr., J. H. Simpson,
H. W. Waker

WASHINGTON

Karl Hobson

WEST VIRGINIA

Gladys W. Knapp, K. P. Brundage

WISCONSIN

Louise Young, Leon Garoian

WYOMING

A. W. Willis, Mary McAuley

UNITED STATES DEPARTMENT OF AGRICULTURE
Federal Extension Service
Washington 25, D. C.

11/19/57

STATE DELEGATES REGISTERED FOR
THE 35th ANNUAL AGRICULTURAL OUTLOOK CONFERENCE

<u>ALABAMA</u>	<u>Hotel</u>	<u>HAWAII</u>	<u>Hotel</u>
Foy Helms	Harrington	Stephen Doue	Harrington
Elizabeth Bryan	Harrington		
		<u>IDAHO</u>	
<u>ARIZONA</u>		R. Wayne Robinson	Harrington
George W. Campbell	Harrington		
		<u>ILLINOIS</u>	
<u>ALASKA</u>		Catherine M. Sullivan	Willard
Allan Mick	Willard	L. H. Simerl	
		<u>INDIANA</u>	
<u>ARKANSAS</u>		Carroll Bottum	Harrington
T. E. Atkinson	Harrington	Ronald Bauman	Harrington
Crystal C. Tenborg	Raleigh	Elkin Mintner	Harrington
		<u>IOWA</u>	
<u>CALIFORNIA</u>		Francis Kutish	Harrington
Constance Burgess	Willard	Helen Tucker	Harrington
		<u>KANSAS</u>	
<u>COLORADO</u>		M. E. Jackson	Harrington
Avery Bice	Raleigh	Roger Wilkowske	Harrington
		Ethel Self	Harrington
<u>CONNECTICUT</u>		Milton J. Manuel	
George A. Ecker	Harrington		
Florence S. Walker	Burlington		
		<u>KENTUCKY</u>	
<u>DELAWARE</u>		Frances M. Stallard	Harrington
Patricia Middleton	Washington	Buel F. Lanpher	Harrington
Willard T. McAllister	Harrington	Stephen Allen	Harrington
William E. McDaniel	Harrington		
		<u>LOUISIANA</u>	
<u>FLORIDA</u>		W. D. Curtis	Raleigh
C. C. Moxley	Willard	Rupert Perry	Harrington
Bonnie Carter	Harrington		
		<u>MAINE</u>	
<u>GEORGIA</u>		Lewis E. Clark	Harrington
J. J. Lancaster	Harrington	Pauline E. Lush	Washington
Doris Oglesby	Willard		

MARYLAND

John W. Magruder
 Joanne W. Reitz, 1915 Fox St.,
 Hyattsville, Md.
 A. B. Hamilton, University of Maryland
 G. A. Stevens
 Vivian L. Curmutt
 George Beal
 Harold Hoecker
 Paul Nystrom

HotelNEW JERSEY

Doris Anderson
 John Carncross
 Frank Beck
 Hildreth Flitcraft

Hotel

Willard
 Willard
 Harrington
 Willard

NEW MEXICO

Clyde R. Keaton

NEW YORK

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 R. P. Story
 Elizabeth Wiegand
 Mary Wood
 Ruth Deacon
 B. A. Dominick

Harrington
 Raleigh
 Raleigh
 Raleigh
 Raleigh
 Harrington

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E. W. Hanczaryk
 Barbara Higgins
 G. W. Westcott
 R. Bieber

Washington
 Washington
 Burlington
 Burlington

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Mamie Whisnant
 Glenn Tussey
 Charles Pugh

Harrington
 Harrington
 Harrington

MICHIGAN

Marie Ferree
 Lucille Ketchum
 John N. Ferris
 Arthur Mauch

Washington
 Willard
 Willard
 Harrington

NORTH DAKOTA

H. G. Anderson
 Irene Crouch

Harrington
 Harrington

MINNESOTA

Luther Pickrel
 Elizabeth Roniger

Cosmos Club
 Raleigh

OHIO

Mabel Spray
 Riley Dougan
 Robert Schwart
 Don Long
 Anita McCormick

Willard
 Raleigh
 Raleigh
 Willard
 Willard

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C. E. Klingner
 Elmer Kiehl
 Tom Brown

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Harrington
 Harrington

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Raleigh
 Raleigh

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Oscar Hagg

NEVADA

Margaret Dial
 George A. Myles

Raleigh
 Raleigh

PENNSYLVANIA

Alida Hotchkiss
 William Johnstone
 Helen Bell
 Wayne Kelly
 William Carroll

Raleigh
 Raleigh
 Washington
 Raleigh
 Raleigh

NEW HAMPSHIRE

Ann Beggs
 Lawrence Dougherty

PUERTO RICO

	<u>Hotel</u>
R. Lefebre-Munoz	Harrington
C. T. Pesquero-Busquets	Harrington

WEST VIRGINIA

	<u>Hotel</u>
K. P. Brundage	Harrington
Gladys Knapp	Harrington

RHODE ISLAND

Evelyn Lyman	
W. H. Wallace	

WISCONSIN

Louise Young	Willard
Leon Garoian	Harrington

SOUTH CAROLINA

Ruby M. Craven	Harrington
P. S. Williamon	Harrington

WYOMING

A. W. Willis	
Mary McAuley	Raleigh

SOUTH DAKOTA

Lyle Bender	Harrington
Isabel McGibney	Raleigh

TENNESSEE

Virginia Boswell	Harrington
Eugene Gambill	Washington
Phyllis Ilett	Washington

TEXAS

John McHaney	Raleigh
Eula J. Newman	

UTAH

Leon Michaelsen	
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VERMONT

Verle Houghaboom	
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VIRGINIA

Amelia Fuller	Washington
Helen Alverson	Washington
K. E. Loope	Harrington
W. J. Nuckolls, Jr.	Harrington
J. H. Simpson	Harrington
Shirley Carter	Harrington
J. B. Bell	Harrington
H. W. Walker	Harrington

WASHINGTON

Karl Hobson	Harrington
A. H. Harrington (Hoobler's)	



THE OUTLOOK FOR VEGETABLES AND POTATOES IN 1958 y

Statement Presented by Will Simmons at the 35th
Annual Agricultural Outlook Conference
Washington, D. C. November 20, 1957

SUPPLY AND DEMAND PROSPECTS

Supplies of vegetables and melons for fresh market sale in the first half of 1958 probably will be at least moderately larger than in the first six months of 1957. Supply of frozen vegetables is also expected to be larger. On the other hand, fewer canned vegetables, dry beans, dry peas and potatoes are likely to be available than a year earlier.

Previous speakers have pointed out the probability that general business activity and disposable income in the year ahead are likely to be maintained. The domestic demand for vegetables in 1958 is expected to continue strong. Thus, supplies of vegetables and potatoes available will have an important bearing on farm prices and income compared with a year earlier, and on consumer prices.

Indications are that, in general, equipment, materials and facilities needed to produce, package and distribute vegetables will be in ample supply during the first half of 1958. Prices of many items, however, are expected to continue to inch upward, and production costs are likely to be a little higher than in the current year.

COMMERCIAL FRESH VEGETABLES

Assuming more normal weather, production of vegetables and melons for fresh market sale in the first half of 1958 may be moderately larger than a year earlier, when plantings in some areas were curtailed because of lack of sufficient moisture, and yields were cut by excessive rains in Florida and Texas. Acreages planted to both winter and spring vegetables were a little smaller in 1957 than in 1956, and yields of winter vegetables and spring melons were down. Estimates of acreage of vegetables for winter harvest are presently available for only 7 crops. Acreages of artichokes, kale, and spinach are smaller than in the winter of 1957, but these reductions are more than offset by larger acreages of beets, cabbage, lettuce, and shallots. Combined acreage of the 7 vegetables is 5 percent larger than in 1957. Should yields be near the average of recent years, production on the indicated acreage would be up substantially from a year earlier. Since these vegetables usually account for about half of total winter volume, it seems likely that total production will be larger this winter than last.

The Department guide for spring vegetables and melons recommends a slight increase in acreage, with the objective of about the same vegetables as in 1957, but substantially more melons.

It is too early to say much about price prospects for fresh market vegetables during the first half of 1958. Much depends upon the pattern of marketings as well as volume. However, should winter and spring production be significantly larger than last year, prices received by growers probably would average moderately below those of 1957.

VEGETABLES FOR COMMERCIAL PROCESSING

Supplies of canned vegetables into mid-1958 are expected to be a little smaller than the heavy supplies of a year earlier, but frozen vegetables are likely to continue in record supply. Carryover stocks of both canned and frozen items at the beginning of the current marketing season were substantially larger than a year earlier, but indications are that the canned pack is likely to be materially smaller and the frozen pack at least moderately smaller. Acreage for processing was down moderately from 1956, and yields for most crops were somewhat lower. According to reports in early November, aggregate prospective production of 9 important vegetables for commercial processing was down about 18 percent from the 1956 record, but significantly above the 1949-55 average. Although supplies of canned vegetables are still large, most items appear to be in better balance with anticipated demand than last season. Among major canned items, supplies of tomatoes, tomato juice and most tomato products are likely to be moderately to substantially smaller than the heavy supplies of a year earlier. But supplies of green peas, sweet corn and snap beans probably will be near record. Other canned vegetables and all frozen items promise to be in plentiful supply.

Demand for processed vegetables is expected to continue strong. Consumption of canned vegetables in 1958 is likely to be maintained near the high levels of 1957, while consumption of frozen vegetables is expected to be larger. With smaller supplies of canned vegetables available, and higher processing and distribution costs, wholesale and retail prices of both canned and frozen items into mid-1958 probably will be a little higher than a year earlier.

There is as yet no indication of the 1958 acreage of vegetables for commercial processing. Assuming yields near the average of recent years, however, it appears at this time that a slight to moderate cut in acreage may be needed to avoid the risk of burdensome supplies in the 1958-59 marketing season.

DRY BEANS AND PEAS

Substantially fewer dry edible beans will be available for distribution in the 1957-58 season than a year earlier. But supplies appear fully ample to meet domestic and normal export demand. Carryover stocks at the beginning of the season were somewhat smaller than a year earlier, and production is expected to be down about 8 percent. Also, the distribution of the various types of beans appears to be in better balance than a year earlier, when pea and red kidney beans were in burdensome supply, while pintos and blackeyes were in relatively light supply.

The domestic market is expected to take about the same to slightly more dry beans. But exports probably will be somewhat smaller than in the past season, when substantial quantities moved out of the country under special

Government export programs. Prices received by farmers in the current marketing season compared with a year earlier will vary by classes. But with somewhat smaller supplies, and the same national average support rate, overall prices for the 1957 crop are expected to average a little higher than for the 1956 crop. Farmers probably will plant about the same acreage of dry beans in 1958 as in 1956 and 1957.

Supplies of dry field peas were relatively large in the 1956-57 season. During the early part of the season, export demand held prices at fairly favorable levels. However, by late winter the remaining large supplies resulted in a seriously depressed market.

Carryover stocks at the beginning of the current year were much larger than a year earlier, but 1957 production was cut sharply. Total supplies appear to be moderately to substantially below those of last season, but above the 1949-55 average, and more than ample to meet anticipated demand. Domestic demand for dry peas is expected to be about the same as in 1956-57, but with better crops in Europe exports are likely to be smaller. Prices received by farmers in mid-October averaged \$3.10 per hundredweight compared with \$4.67 in October 1956. Barring an unexpectedly large export demand, prices are expected to continue at fairly low levels.

Reportedly the sharp cutback in 1957 acreage was due to wet weather at planting time. However, if growers are to avoid the risk of surplus supplies in 1958-59, they would do well to hold 1958 acreage near or below the 1957 level.

POTATOES AND SWEETPOTATOES

The farm price outlook for potatoes during the next several months is considerably more favorable than that of a year earlier. Production of fall crop potatoes is estimated at 156 million hundredweight, compared with almost 167 million in 1956. Assuming a fairly normal movement of potatoes during the fall, stocks on hand January 1 would be smaller than the large stocks of January 1, 1956. Further, should yields be near the average of recent years, on the indicated acreage in Florida and California, production for winter harvest is likely to be down substantially from the high level of last winter.

Federal marketing agreements and orders are again in effect in States or areas which account for about 70 percent of fall production. The purpose of such orders is to restrict the marketing of tablestock potatoes to the more desirable qualities and preferred sizes, and to increase returns to growers. Also, to promote the orderly marketing of good quality potatoes and increase returns to growers, a diversion program is in effect for 1957 fall potatoes, similar to the one for the 1956 fall crop. With smaller supplies of potatoes this fall and winter, prices received by growers are expected to average substantially above the low levels of a year earlier. Consumers too can expect somewhat higher price tags at the retail level.

Farmers in making plans for 1958 should remember that on a national basis, a moderate sized crop of potatoes brings a higher net return than a large crop.

Demand for sweetpotatoes into next summer is expected to be about the same as a year earlier. Overall production was slightly larger than a year ago, but there were significant reductions in most commercial areas with satisfactory storage facilities. This means supplies available in Northern markets this coming winter and spring probably will be down from a year earlier, and prices to farmers are expected to average at least moderately higher than in the early months of 1957.

Higher prices for the 1957 crop might result in increased acreage in some states in 1958. But experience in recent years suggests that the high labor requirements for growing, harvesting, and handling the crop, and the difficulty of controlling the sweetpotato weevil in the Southeast, are likely to discourage any significant overall increase in acreage.