36th ANNUAL
NATIONAL
AGRICULTURAL

OUTLOOK CONFERENCE

November 17-21, 1958
Washington 25, D.C.

Program

U.S. DEPARTMENT OF AGRICULTURE
agricultural marketing service
agricultural research service
commodity stabilization service
foreign agricultural service
forest service
federal extention service cooperating

MONDAY (November 17) MORNING

(Thomas Jefferson Auditorium - South Building)

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

9:00	Registration	
9:30	Opening of Conference	Ezra T. Benson Secretary of Agriculture
9:45	National Economic Situation and Cutlook	Nathan M. Koffsky, Chief Farm Income Branch Agricultural Marketing Service
10:15	Intermission	

10:30 Panel Discussion - James P. Cavin, Chief
Statistical and Historical Research Branch
Agricultural Marketing Service, Moderator

Nathan M. Koffsky
Agricultural Marketing Service

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

John W. Lehman, Clerk
Joint Economic Committee

William Butler, Vice President
Chase National Bank, New York City

J. A. Livingston
Philadelphia Bulletin

12:30 - 2:00 Lunch Time

AEP-234 (11-58)

MONDAY (November 17) AFTERNOON

(Thomas Jefferson Auditorium - South Building)

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

2:00	World Situation as it Affects the Outlook for Agriculture	Max Myers, Administrator Foreign Agricultural Service
2:30	Agricultural Outlook for 1959	Fred V. Waugh, Director Agricultural Economics Division Agricultural Marketing Service
3:15	Intermission	
3:30	Panel Discussion - Bushrod W. Allin, Moderator	

Max Myers, Administrator
Foreign Agricultural Service

Gustave Burmeister, Assistant Administrator
Agricultural Trade Policy & Analysis
Foreign Agricultural Service

Faith Clark, Director
Household Economics Research Division
Agricultural Research Service

Carl P. Heisig, Director
Farm Economics Research Division
Agricultural Marketing Service

Fred V. Waugh
Agricultural Marketing Service

George W. Campbell
Extension Economist
University of Arizona

William M. Carroll
Extension Economist
Pennsylvania State University

Karl Hobson
Extension Economist
State College of Washington

Francis A. Kutish
Extension Economist
Iowa State College

5:00 Adjournment

TUESDAY (November 18) MORNING

(Thomas Jefferson Auditorium - South Building)

The Outlook for and the Impact of Resource Adjustments on Agriculture

Sherman E. Johnson, Chief Economist
Agricultural Research Service, Chairman

9:15	Prospects for Adjustments in Production and Resource Use	Hugh L. Stewart, Chief Agricultural Adjustments Research Branch Agricultural Research Service
9:45	Prospective Changes in the Structure of Farming	Kenneth L. Bachman, Asst. Director Farm Economics Research Division Agricultural Research Service
10:15	Discussion	
10:35	Intermission	
10:50	Needs and Prospects for Public Action to Facilitate Resource Adjustments	George E. Brandow, Professor Department of Agricultural Economics Pennsylvania State University
11:10	Needs and Prospects for Private Action to Facilitate Resource Adjustments	Earl O. Heady, Professor Department of Agricultural Economics & Rural Sociology Iowa State College

11:30 Panel Discussion - Sherman E. Johnson, Moderator

Hugh L. Stewart
Agricultural Research Service

Kenneth L. Bachman
Agricultural Research Service

George E. Brandow
Pennsylvania State University

Earl O. Heady
Iowa State College

Ronald H. Bauman
Extension Economist
Purdue University

Marion D. Thomas
Extension Economist
Oregon State College

12:30 - 2:00 Lunch Time

TUESDAY (November 18) AFTERNOON

(Thomas Jefferson Auditorium - South Building)

How USDA Outlook is Developed

Richard G. Ford, Extension Economist
Agricultural Economics Division, FES, Chairman

2:00	Purpose and Scope	Bushrod W. Allin, Chairman Outlook and Situation Board Agricultural Marketing Service
2:20	Role of Agricultural Estimates	Sterling R. Newell, Director Agricultural Estimates Division Agricultural Marketing Service
2:40	Other Sources of Outlook Data	C. Kyle Randall, Head Statistical and Historical Research Branch Agricultural Marketing Service
3:00	Intermission	
3:15	Developing the General Outlook	Carroll E. Downey Farm Income Branch Agricultural Economics Division Agricultural Marketing Service
3:35	Developing the Outlook for Individual Commodities	Martin J. Gerra Statistical and Historical Research Branch Agricultural Economics Division Agricultural Marketing Service
3:55	How Outlook is Developed in my State	Leonard W. Schruben Extension Economist Kansas State College
4:15	Discussion	
5:15	Adjournment	
6:30	Home Management Specialists Dinner Little Tea House, Arlington, Virginia	

Wednesday, November 19, 1958

Commodity Outlook Sessions for Producers, Handlers and Consumers

9:15 - 11:30	Fats, Oils and Peanuts - Freer Art Gallery Auditorium Karl G. Shoemaker, FES, Chairman George W. Kromer, AMS, Outlook Statement
	Forest Products - Room 3048 South Building Paul O. Mohn, FES, Chairman Dwight Hair, FS, Outlook Statement
9:15 - 10:20	Vegetables - Room 1351 South Building R. L. Childress, FES, Chairman Will M Simmons, AMS, Outlook Statement
10:25 - 11:30	Potatoes - Room 1351 South Building R. L. Childress, FES, Chairman Will M. Simmons, AMS, Outlook Statement
11:30 - 12:45	Lunch Time
12:45 - 3:15	Food Grains (Wheat & Rice) - Room 509 Adm. Building Thomas E. Hall, FES, Chairman Robert E. Post, AMS, Outlook Statement
	Tobacco - Room 3048 South Building Buel F. Lanpher, FES, Chairman Arthur G. Conover, AMS, Outlook Statement
	Sugar - Room 5219 South Building Herbert G. Folken, CSS. Chairman
3:30 - 5:15	Grass and Legume Seeds - Room 5219 South Building Paul O. Mohn, FES, Chairman William R. Askew, AMS, Outlook Statement
	Fruits and Tree Nuts - Room 1351 South Building Lloyd H. Davis, FES, Chairman Ben H. Pubols, AMS, Outlook Statement
	Cotton - Jefferson Auditorium E. P. Callahan, FES, Chairman Doris D. Rafler, AMS, Outlook Statement
5:15	Adjournment

Wednesday, November 19, 1958

Room 216 Administration Building

Family Living Sessions

Frances Scudder, Director
Division of Home Economics Programs, FES, Chairman

9:15	Food Outlook	Harry Sherr Agricultural Economics Division Agricultural Marketing Service
10:15	Housing and Durable Household Equipment Outlook	George Johnson Bureau of Labor Statistics Department of Labor
11:00	Textiles and Clothing Outlook	Harry Kahan Bureau of Labor Statistics Department of Labor

11:45 - 1:30 Lunch Time

Planning for Intermediate and Long-Term Family Financial Adjustments

Faith Clark, Director
Household Economics Research Division, ARS, Chairman

1:30	Using Spending Patterns From Expenditure Studies as Guides	Lucile Mork Household Economics Research Division, ARS
	Income and Job-Related Expenditures of Working Wives	Emma Holmes Household Economics Research Division, ARS
	Seasonal Variations in Spending of Farm Families	Marcia Gillespie Household Economics Research Division, ARS
	Using Food Budgets in Planning	Eloise Cofer Household Economics Research Division, ARS

5:00 Adjournment

Thursday, November 20, 1958

Commodity Outlook Sessions for Producers, Handlers and Consumers

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

Thursday, November 20, 1958

Room 216 Administration Building

Family Living Sessions

Planning for Intermediate and Long-Term Family Financial Adjustments (cont'd)

Emma Holmes, Home Economist
Household Economics Research Division, ARS, Chairman

9:15	Planning for Replacements of Durable Goods	Jean Pennock Household Economics Research Division, ARS
	Family Use of Consumer Credit	Janis Moore Household Economics Research Division, ARS
	Considerations in Developing and Using Standard Budgets	Helen H. Lamale Bureau of Labor Statistics Department of Labor
11:30 - 1:00	Lunch Time	

Planning for Intermediate and Long-Term Family Financial Adjustments (cont'd)

Starley M. Hunter, Family Economics and Home Management Specialist
Division of Home Economics Programs, FES, Chairman

1:00	Guiding Family Spending Discussion	Alice H. Jones Household Economics Research Division, ARS
2:30	Meat Outlook as It Affects Families	Harold F. Breimyer, Head Livestock, Fats & Oils Section Agricultural Economics Div., AMS
	Dairy Outlook as It Affects Families	Herbert C. Kriesel, Head Dairy and Poultry Section Agricultural Economics Div., AMS
4:30	Adjournment	

STATE DELEGATES PREREGISTERED FOR THE 36th OUTLOOK CONFERENCE
November 17-21, 1958

ALABAMA
Foy Helms,

ALASKA
Allan H. Mick

ARIZONA
George W. Campbell, Jean M. Stewart

ARKANSAS
Clay R. Moore, Crystol C. Tenborg

CALIFORNIA
Robert C. Rock, Mildred Novotny

COLORADO
S. Avery Bice

CONNECTICUT
George Ecker, Florence Walker

DELAWARE
W. T. McAllister, Patricia Middleton

FLORIDA
C. C. Moxley, Bonnie J. Carter

GEORGIA
J. J. Lancaster, Hilda Dailey
Paul C. Bunce

HAWAII
Stephen Doue

IDAHO
Wayne Robinson

ILLINOIS
L. H. Simerl, Catherine Sullivan

INDIANA
Ronald Bauman, Elkin Minter
James Stevenson, Clara Wendt

IOWA
Francis Kutish, Helen T. Sorensen

KANSAS
Leonard Schruben, Ruth Wells
Sykes Trieb

KENTUCKY
Steve Allen, Catherine Knarr
Wilmer Browning, Letta W. Jasper

LOUISIANA
W. D. Curtis, Celia Hissong

MAINE
Arling C. Hazlett, Doris D. Ladd

MARYLAND
George A. Stevens, Joanne W. Reitz

MASSACHUSETTS
Adrian H. Lindsey, Barbara Higgins

MICHIGAN
Charles L. Beer, Lucile Ketchum
John N. Ferris

MINNESOTA
Luther Pickrel, Margaret Jacobson

MISSISSIPPI
Rupert B. Johnston, Katherine Simpson

MISSOURI
Coy G. McNabb
Thomas Brown
Elmer Kiehl

MONTANA
John Bower

NEBRASKA
T. Allen Evans, Clara Leopold

NEVADA
George Myles

NEW HAMPSHIRE
Silas B. Weeks, Ann F. Beggs
Louise C. Dix

STATE DELEGATES PREREGISTERED FOR THE 36th OUTLOOK CONFERENCE (continued)
November 17-21, 1958

NEW JERSEY
Frank V. Beck, Hildreth M. Flitcraft
John T. Hunter
George T. McCloskey

NEW MEXICO
C. R. Keaton

NEW YORK
L. C. Cunningham, Leola Cooper
D. C. Goodrich, Gwen Bymers
V. B. Hart
R. B. How
C. W. Loomis
R. G. Murphy
R. S. Smith
C. E. Wright

NORTH CAROLINA
Guy Cassell, Mamie Whisnant
Clyde Weathers

NORTH DAKOTA
Harry G. Anderson, Irene Crouch

OHIO
Wallace Barr, Jr., Mabel Spray
Lyle H. Barnes

OKLAHOMA
Houston Ward, Evelyn Nantz

OREGON
M. D. Thomas

PENNSYLVANIA
Monroe Armes, Helen Bell
H. LouieeMoore
William Carroll
Wesley Kriebel

PUERTO RICO
Roberto Lefebre-Munoz
Andreita Vazquez de Reyna

RHODE ISLAND
Arthur Domike, Evelyn Lyman

SOUTH CAROLINA
M. C. Rochester, Ruby Craven

SOUTH DAKOTA
Lyle M. Bender, Isabel McGibney

TENNESSEE
Eugene Gambill, Mary Sue Mayo
Phyllis Ilett

TEXAS
John G. McHaney, Eula J. Newman

UTAH
Morris Taylor

VERMONT
Verle Houghaboom, Doris Steele

VIRGINIA
James B. Bell, Ocie J. O'Brien
D. U. Livermore
K. E. Loope
W. J. Nuckolls, Jr.
Harold W. Walker

WASHINGTON
Karl Hobson, Lila Dickerson

WEST VIRGINIA
Vernon Sheppard, Louise Knight

WISCONSIN
Gustof Peterson, Louise Young

WYOMING
Bob Frary, Alberta Johnston

UNITED STATES DEPARTMENT OF AGRICULTURE

For P.M. Release November 17 Washington, November 15, 1958

It is a privilege to be able to welcome you to the 36th Annual National Outlook Conference. This conference, like those before it, exemplifies the important services rendered by the Department of Agriculture and those with whom it cooperates.

You will be spending the next few days discussing the economics, the statistics, the hard facts and soft guesses about the outlook for agriculture. It is not my function at this particular time to discuss farm economics and farm figures. You will get plenty of that. So, instead of discussing economics, I want to take just a few moments to discuss the importance of economic information and the vital need of your professional work.

To paraphrase what I said here three years ago, I want to emphasize that the assembling and analysis of the material to be presented to you is not easy. Neither is your job easy -- the job of getting the results of research to farmers, to marketers and consumers, thereby contributing to the welfare of all these groups -- yes, of all our people.

You dig out -- you unearth -- you supply -- facts about current and past economic situations and possible trends. And this helps people to make their own decisions about their plans for the future. This is a vital service in the successful functioning of a free economy.

As a youngster on a farm in Idaho a good many years ago, I became aware of the need farmers have for outlook information. I watched all of our neighbors make long-range plans, planting and marketing decisions, with inadequate knowledge of the economic situation -- and with inadequate knowledge of the outlook. Later, in operating my own farm, I found that reliable economic information became a pressing and a personal need for me.

Remarks by Secretary of Agriculture Ezra Taft Benson, 36th Annual National Outlook Conference, Washington, D. C., November 17, 1958, 9:30 a.m. (EST).

Still later, I worked for the Extension Service for some years in Idaho. This was a gratifying duty -- working with farmers, marketers, and consumers -- helping them improve their incomes and their standards of living. There again I was brought face to face with the need for better outlook information.

So I believe in outlook work. I believe in it very firmly. I believe that people in general, as well as farm people, need ample and accurate economic and outlook information. We must continue to do our very best to provide that information.

Nearly everyone here, whether or not employed by a government agency, is a professional worker in agriculture. And I want to take this opportunity to tell you that long ago I learned respect and admiration for the achievements of professional workers such as you. I learned this as a student of agriculture, as a livestock and dairy farmer, as a county agent, and in my work in the National Council of Farmer Cooperatives. During the nearly six years that I have been Secretary of Agriculture, I have gained even more respect and admiration for you.

I am frequently told that the relationship between the Department of Agriculture and the States is now the best it has ever been. We are very proud of the fine spirit of cooperation that exists between the States and our USDA agencies.

Now we all know that American agriculture is undergoing a technological revolution. Changes in the production, processing, and marketing of agricultural products are taking place on a massive scale. Farm families are witnessing other changes, too, as a new rural America emerges.

In a few decades, perhaps even sooner, we probably will be seeing a new agricultural community that might be described as city life widely spread. Your work on behalf of farm people makes you a participant in these changes. You aid farm people as they seek to adjust to, and understand, these changes as they occur -- and I'm talking about changes in family living and home economics, as well as in production and marketing economics.

This period of vast technological growth in American agriculture is taking place at a time when our entire economy is in a state of rapid growth and development. These changes are not confined to agriculture -- but they have tremendous impact upon agriculture.

There never was a time when knowledge -- information -- facts -- were so important to farm people as they are now.

If you are to do your job with maximum effect, you must have a broad understanding of the issues facing our agriculture. Farm people look to you for facts on all that pertains to agriculture. Economic education is as basic to the well-being of farm people as work in the physical and biological sciences. If farm people are to make the best possible decisions they need the facts -- all the facts -- upon which to base their decisions.

Economic information in the agricultural field is the brick and mortar of sound farm policy. People cannot build the sound programs they need if they lack facts in this vital area. Public policy in agriculture is the reflection of millions of individual opinions.

People cannot think in a vacuum. Without factual information, public discussion is but a pooling of ignorance.

Traditionally, professional workers have been reluctant to enter the area of public policy. You have not felt a direct responsibility in this sphere, and you have realized the dangers of getting involved in an area so controversial. But can any of us continue to disown responsibility in this critical age? Does not the possession of useful knowledge in itself involve the responsibility of sharing it with others?

There is no greater need today in agriculture than a courageous, objective presentation of the economics of farm policy. The challenge belongs to all of us -- the obligation also.

Moreover, objective work can be done in this area without becoming politically involved. Objective research can evaluate past farm programs and appraise new proposals.

I do not ask anyone of you to accept or to favor the policies and programs that I believe in. I ask only that you do not shirk the responsibility of helping farmers and the public generally to gain a true understanding of the facts involved in agricultural policies and programs.

For the welfare of America, each citizen must develop a keener sense of responsibility for the solution of public questions -- <u>all</u> public questions both within and outside of agriculture.

The people must think. They must discuss. They must have the courage of their convictions. They must decide on a course of action and they must follow it through. All of this must be done freely -- in the open without government dictation or control.

Our American democracy is more than the right to speak freely, to worship in the church of our choice, to receive equal justice under law.

It is a form of society in which each citizen has responsibilities. Every right has a responsibility tied to it.

We must realize that if we have the right to speak freely, then we have also the responsibility to raise our voices when the occasion demands.

So I challenge you to help farm people and the public generally to gain a true understanding of the economic facts involved in agricultural policies and programs.

We have another challenge -- a continuing one. We must from time to time take stock of ourselves, of our attitudes toward our jobs. I say this because as times change, we must change. Perhaps it would be even better if we were to <u>help</u> make times change -- not just be followers.

When we have worked for some time and have established that we are competent in our jobs, it is human to find it easy to carry on in a routine manner -- to continue to provide services -- to continue to do a perfectly adequate job. But is that enough? Are we going to be satisfied to coast along? I don't think so. I know that you are the kind of people who want to keep mentally on the move. There will always be new fronts of knowledge and of service and you are not going to be left behind.

You realize that we are working for and with <u>people</u> -- not statistics. The farm families we serve are made up of human beings -- not statistics. They have problems and aspirations, worries and achievements. Because you realize that, you have been able to make your work doubly effective.

Let us continue to remind ourselves that, however useful our figures and formulas may be, they are of real worth only as they serve to strengthen the human relationships and human values of the people we serve.

USDA 3176-58

Working together, let us continue toward the goal of a free, expanding, and prosperous agriculture for our friends and neighbors, the farmers, and ranchers of this great Nation. Let our sole aim be to aid them so that they may freely participate in the fruits of the abundance they provide for all of us.

These abundant blessings have come to us through an economic system which rests largely on three pillars:

1. Free enterprise -- the right to venture -- to choose.
2. Private property -- the right to own.
3. A market economy -- the right to exchange.

Working together, we can maintain the strength of these pillars -- we must!

In no place on earth do people enjoy the standard of living which is ours. We must preserve, at any cost, our American way of life which has brought such untold blessings, comforts, and rewards to our people. This is part of our American treasure. With God's help, we will use it wisely and preserve it for the benefit of our children and our children's children.

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For P.M. Release, November 17

USDA 3176-58

OPENING REMARKS
For panel discussion on the National Economic Situation and Outlook

By J. A. Livingston, Financial Editor of the Philadelphia Bulletin,
and Syndicated Columnist

At The 36th Annual National Agricultural Outlook Conference
Monday, November 17, 1958, Washington, D. C.

There's a 1929 smell, a New Era smell, in the air again.

Now that the election is over and the Democrats have won, the tendency among many professional investors and speculators is to say: The spenders are in control. Deficits will increase. Inflation is the order of the new day.

Amateurs in Wall Street say to one another: "I'm not buying stocks for their immediate yield. I don't care about dividends. I'm buying for the future." That's a bit like saying: "I'm not buying the overcoat for warmth. I merely want the wool as a hedge against inflation."

Present day confidence is too easy. We had a recession in 1948-49; we had another in 1953-54; and we're in the process of recovering from the 1957-58 recession. All of the recessions have been shallow. All have been short. The last was the shortest of the three, which made up for the fact that it was the deepest.

So people ask: Doesn't this prove that we have licked the business cycle? Doesn't this prove that we can control ups and downs in the economy? Doesn't this prove we won't go on a binge that leads to a bust?

The answer is: It doesn't.

The very argument is assurance that we'll go to excess, that we'll overplay our luck, and that we'll have a crash of some sort. As soon as a people--as a nation--assumes it's depression-proof, it becomes depression-prone. Why? Because the people--the government--stop taking those measures which prevent extreme booms which lead to extreme busts.

If the President and Congress were to assume that we'll never have another depression, then they'd spend money freely--regardless of its inflationary impact on the economy. People in Wall Street, seeing this tendency, would assume business would prosper, earnings would rise, and would bid up on stocks. As a result, the economy would become "over-anticipated."

That happened in 1929, when people said: "This is the New Era, an era of stability. We're not going to have another depression." Stocks rose to unsupportable levels on an unsupportable debt structure.

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AEP - 246 (11-58)

If that sentiment becomes widespread, if people buy stocks because their friends have bought stocks, because stocks are the way to get rich quick, we'll merely do what we did before. Fanaticism is to redouble your effort after you've lost sight of the goal. Buying stocks for capital gains, for profits, is to lose sight of the goal--profits and dividends. Even now, many people are making more money in the market than at their jobs. That's a bad sign. When investors and speculators lose touch with reality, when they forget the purpose of investing, there's trouble. And there have been indications that this is occurring. Brokers' letters speak of the long-term justification for buying stocks. People are rushing to buy mutual funds. Everyone wants to get into the market because it's the thing to do; because we've proved we can't have a depression.

Damon Runyon once said that where human beings are concerned the odds are nine to five against.

We can control depressions. I'm an optimist on that. But first we must control ourselves, we must control human beings. When Wall Street calls the tune for business instead of business leading Wall Street, it's time to stop, look, listen, and make sure that Wall Street knows what it's doing.

This isn't a prophecy of doom; merely a suggestion of caution, merely a recollection of that 1929 smell.

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