

POTATO GROWERS OF PRINCE EDWARD ISLAND

Here Is The Record . . . These Are The Facts

**P. E. I. POTATO MARKETING BOARD
ORGANIZED OCTOBER 1950**

This Is What The Board Did -

MARKETING SEASON 1950-51—

1. Set up an effective and efficient organization.
2. Established floor prices for potatoes in December and materially increased net prices to producers.
3. Fought for Federal Price Support and in March obtained assistance on a Starch Program which removed the unmarketable surplus.

MARKETING SEASON 1951-52—

1. Established floor prices during the fall shipping season which restored confidence in the potato market.
2. Helped to promote and finance a general advertising program resulting in enquiries for our seed and tablestock from many new markets.
3. Instituted Florida testing of Foundation Seed Potatoes.
4. Defended the rights of producers to effectually organize under existing Marketing Legislation before the Courts until victory was achieved.
5. Secured exemption for potatoes of 4 1/2 per cent freight rate increase which now amounts to an exemption of 9 per cent resulting in a great saving to our potato industry.

MARKETING SEASON 1952-53—

1. Established minimum prices in September which reversed the declining trend of the potato markets.
2. Promoted and financed larger advertising campaign.
3. Maintained prices at highest levels possible until the general collapse of prices throughout Canada and the United States in March.
4. Established contacts and maintained statistics relating to all potato markets from which authentic information can be obtained direct and passed along to producers.

MARKETING SEASON 1953-54—

1. Foresaw in June a serious marketing problem developing.
2. Applied for and obtained a Marketing Agreement from the Government of Canada under the Provisions of the Cooperative Marketing (1939) Act.
3. Established a Selling Agency to administer such Marketing Agreement.
4. Marketed record quantities of Island Potatoes during the fall shipping season.
5. Bought, stored and paid the farmers for some 750,000 bushels of potatoes to prevent loss by freezing.
6. Bought and sold nearly 8 million bushels of Island Potatoes at an administration cost of about 11-4c per bushel.
7. Issued 50,000 individual cheques to Island Farmers in payment of their 1953 crop.
8. Increased our percentage of Canadian potato exports to the United States to the highest level ever known.
9. Paid fair commissions to all Assemblers and Dealers throughout the Province.
10. Maintained good relations with all potato markets which is evidenced by increased overall shipments to date.
11. Established a measure of effective cooperation with the New Brunswick Potato Marketing Board.
12. Increased the net returns to Island producers to the extent of upwards of \$2,000,000 over existing market prices.
13. Paid potato growers in all sections of the Province the same price at all times.
14. Continued an aggressive campaign of advertising our Seed and Tablestock including a large booth at the Royal Winter Fair in Toronto.
15. Obtained water and truck competitive rates on Island Potatoes from the Canadian Freight Association which meant a reduction of from 4c to 11c per 100 lbs. to destinations in Ontario and Quebec.
16. Successful in having refrigerator car charges abolished.
17. Signed a freight agreement with the Canadian Freight Association which when implemented will result in uniform rates on a one-zone basis from all Island shipping centres to points in Ontario and Quebec.
18. Last but not least proved that Centralized Marketing alone will serve the interests of Island producers best.

**P. E. I. POTATO AND TURNIP DEALER'S ASSOCIATION
ORGANIZED MARCH - APRIL 1950**

This Is What SOME Of Its Members Did -

MARKETING SEASON 1950-51—

1. Tried to prevent the formation of a Potato Producers Marketing Board.
2. Purchased potatoes in November for 24c per bushel.
3. Refused to co-operate in financing the Potato Board Program.
4. Challenged the legality of Provincial and Federal Marketing Legislation before the Courts.
5. Bought Turnips as cheap as possible at all times.
6. Deducted many thousands of dollars from producers as a levy which should have been used for advertising and disease control, etc., and refused to turn these collections over to the agencies responsible for this program.

MARKETING SEASON 1951-52—

1. Continued to oppose producer marketing legislation until they were defeated.
2. Bought for storage substantial amounts of potatoes from farmers and later sold them for at least twice the cost.
3. Bought Turnips as cheap as possible at all times.
4. Again deducted many thousands of dollars from producers as a levy which should have been used for advertising and disease control purposes and further refused to turn these collections over to the agencies responsible for this program.
5. Misjudged market conditions and price prospects.

MARKETING SEASON 1952-53—

1. Objected to minimum prices being established at such high levels early in the shipping season.
2. Refused to co-operate with the Marketing Board in holding prices at the highest possible levels throughout the shipping season.
3. Continued to buy Turnips at the lowest possible levels.

MARKETING SEASON 1953-54—

1. All Turnip dealers agreed that higher prices for Turnips could be obtained but failed to agree among themselves in reaching a practical solution.
2. Objected to the principle of the Potato Marketing Agreement.
3. Seriously underestimated potato production and sought to mislead the farmer in October as to the market prospects in an attempt to persuade farmers not to join the pool.
4. Hastened to join the pool themselves when it became evident such action would immediately benefit themselves.

**THIS IS THE FUTURE
WITH A BOARD**

Expanded general advertising.
Effective disease control.
An open door at Ottawa.
Elimination of price cutting and unethical practices.
Security for the small grower.
Protection and fair play for the conscientious dealers.
Control of potato marketing by the producers themselves.
Possibility of improving turnip marketing system.

**THIS IS THE FUTURE
WITHOUT A BOARD**

No funds for advertising.
No funds for disease control.
No more assistance from Ottawa.
Cut-throat competition and price cutting.
No future for the small grower.
No future for the independent dealer.
No voice in the industry for the farmer.
Encouragement of share cropping and tenant farming.
Selling Policies controlled by one or more large corporations.

**A VOTE FOR THE BOARD IS A VOTE FOR A MODERN, EFFICIENT SYSTEM OF MARKETING
KEEP THE POTATO BOAT ON AN EVEN KEEL**

P. E. I. FEDERATION OF AGRICULTURE