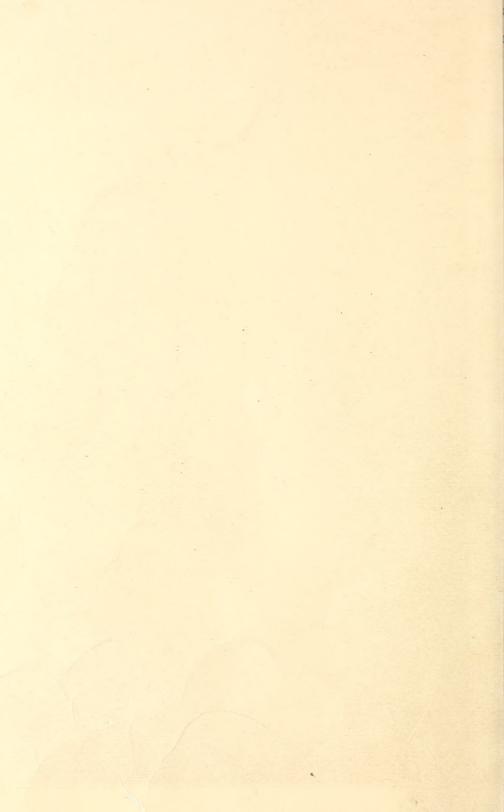
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## STRAWBERRY SUPPLY AND DISTRIBUTION IN 1914.1

By Wells A. Sherman, Specialist in Market Surveys; Houston F. Walker, Scientific Assistant; and O. W. Schleussner, Market Assistant.

#### SCOPE OF THE INVESTIGATION.

Early in the spring of 1914 inquiries were addressed by the Office of Markets and Rural Organization to station agents at all points listed in the trade papers as shipping strawberries in full carloads, and to every cooperative association handling the crop, of which the department had any knowledge, asking for a record of the car-lot shipments for 1913 and an estimate of the shipments to be made in 1914. At the same time an effort was undertaken to build up a correspondents' list of persons directly interested in the commercial strawberry crop from whom reliable information on every phase of strawberry marketing could be obtained. As soon as the shipping season of 1914 was ended the inquiry was renewed and has been followed up, until this office now has definite reports on the shipments during 1914 from 466 shipping stations at which strawberries originate in car lots and a statement from the transportation or shipping agencies as to the number of carloads shipped from each.

It is the primary purpose of this bulletin to present these data for the information of the shipper, the distributor, and the consuming public, and to invite the closest scrutiny and criticism of the figures presented.

The completion of a survey of this character is found to present many difficulties, and it is fully realized that it can be perfected only as it is subjected to the criticism of the trade. Freely admitting that this compilation and the map showing graphically its most salient features can be neither absolutely complete as to shipping points nor entirely accurate as to quantity of berries moved, it is presented with confidence that it is the most comprehensive survey of the commercial strawberry crop that has ever been made, and it is believed

<sup>&</sup>lt;sup>1</sup> About 95 per cent of the reports of shipments listed in this publication were furnished by railroad officials, to whom grateful acknowledgment is made for their courtesy and assistance.

NOTE.—This bulletin is of general interest to strawberry growers, shippers, dealers, transportation companies, and consumers, and to all engaged in the trade in berries and fruits.

therefore that it will be found immediately useful to the trade. It also should serve as a basis for valuable work in the future.

Coincident with the publication of this survey and map, the Office of Markets and Rural Organization is attempting to inaugurate a limited telegraphic market news service for the strawberry crop. The office expects to secure reports by telegraph from all important car-lot producing sections, giving the number of cars shipped daily during the period of important movement, together with their destination. The attempt will be made to keep this information up to date by securing the diversions as they are ordered, so that at any time the actual number of cars moving toward any one market can be readily ascertained. Acting as a clearing house for this information, this office will be able to keep competing producing areas and all consuming centers advised concerning the total car-lot shipments.

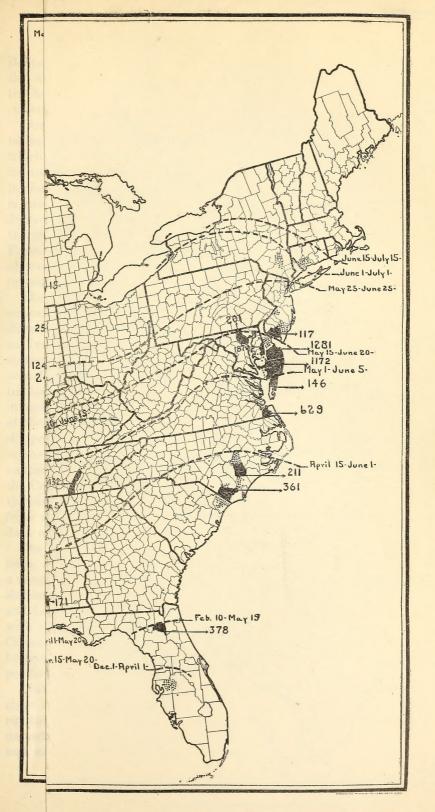
Supplementing this service on shipments, there will be daily telegrams from all the principal markets giving arrivals and prices. Arrangements have been made to secure these reports from the persons in each market most deeply interested in the strawberry deal. A summary of this market information will be telegraphed daily, collect, to every shipping association desiring the information. The complete success of this service, especially as it is extended to other crops, will depend very largely upon the continued cooperation and assistance of the transportation companies.

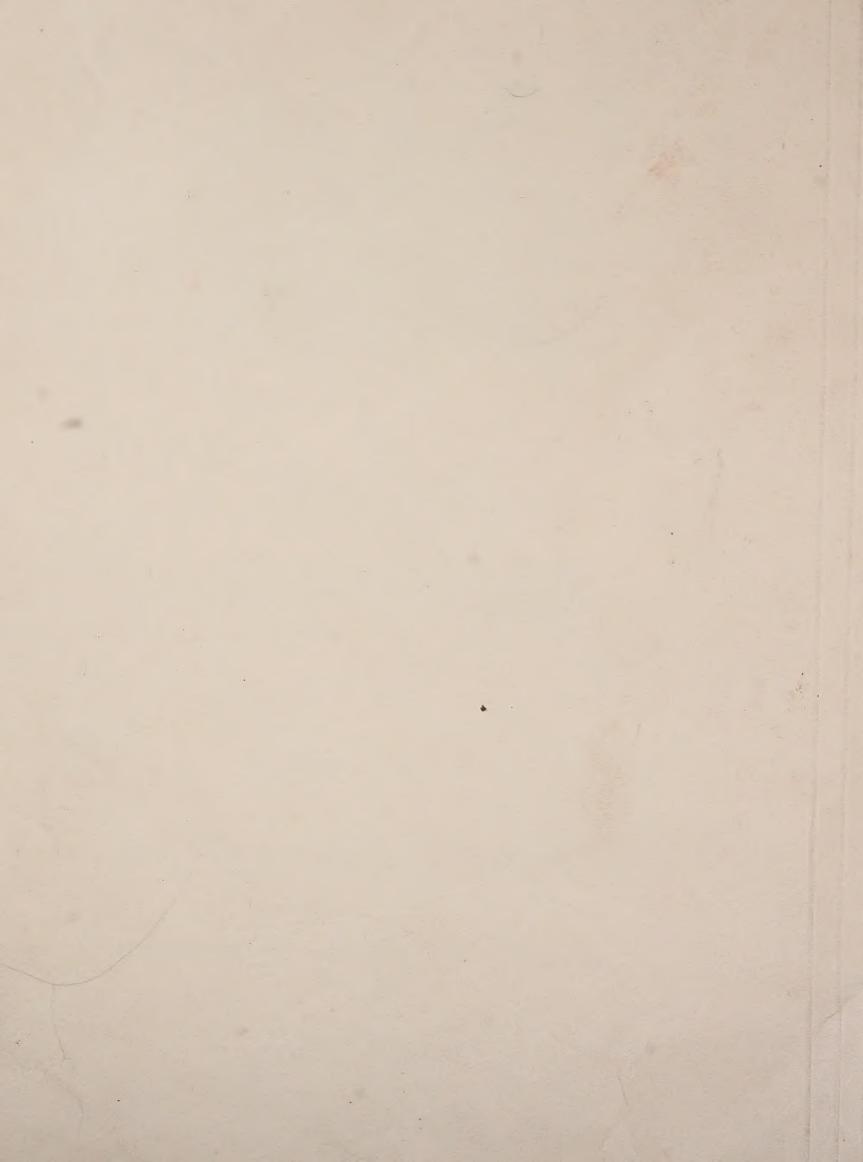
#### STRAWBERRY SHIPMENTS DURING 1914.

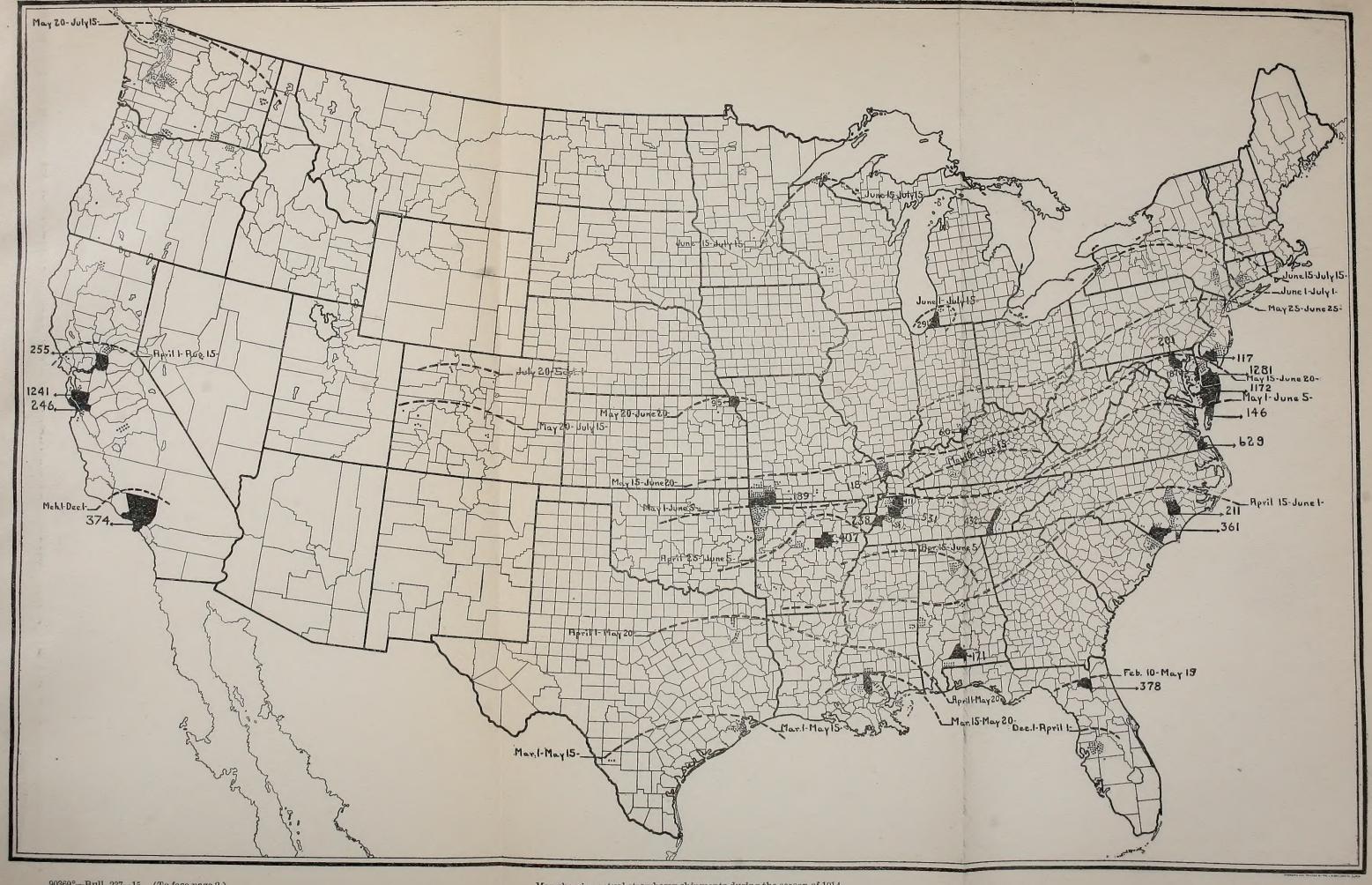
The tabulated statement which follows shows the strawberry-shipping stations and the actual number of cars shipped from each during the 1914 season. It must be kept in mind that these data cover only the 1914 shipments and that seasonal variation is so great that in some cases these figures may be far in excess or much below the usual shipments.

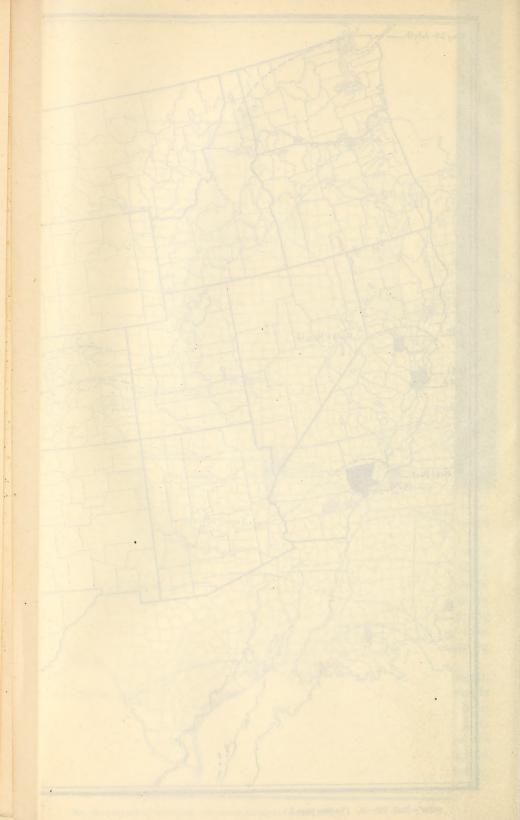
In some cases certain stations are credited in the tabulation with less than car-lot shipments. This is explained by the fact that these stations normally ship in full carloads, but owing to a short crop or other abnormal conditions in 1914 they did not ship their customary quantities. These figures are grouped by States and by shipping districts. Counties are ignored in the tabulation, since county lines are without significance in a survey of this kind, which is not based on census data.

In the region bordering on Chesapeake Bay, Lake Michigan, the Hudson River, San Francisco Bay, and Puget Sound shipments by boat are of considerable importance. Some difficulty has been experienced in obtaining accurate reports for these shipments. It is believed, however, that the figures for this class of shipments are fairly complete. In all such cases the quantity reported as shipped by boat has been reduced to equivalent carloads; for instance,









Benton Harbor to St. Joseph, Mich., reported 225,000 cases by boat, and this was tabulated as an equivalent of 225 carloads. The figures for the Norfolk region were obtained mainly from the various selling associations, and it is believed that they include the shipments by boat.

Our designation of the various shipping districts is arbitrary, but is believed to follow in general the custom of the trade. The point at which the largest shipments originate, or the point at which the industry first attained commercial importance, usually gives its name to the entire shipping district which later grows up around it. This is exemplified by the Independence district in Louisiana and the Judsonia district in Arkansas. These are the names best known to the trade in the markets where the bulk of these berries are handled. Experience with the proposed news service may enable a better system of designation for points of origin to be developed, but for the present the usages of the trade will be followed.

The accompanying map indicates the actual shipments in the season of 1914. Each dot represents five cars, except in counties showing only one dot, in which cases the dot may represent from one to five cars. These dots are grouped in the county in which the station is located, although it is well known that production does not actually follow the county lines. In cases where the shipments were too heavy to be represented by dots, the counties have been blacked in and the actual number of cars shipped given in figures. The size of the blackened area is not directly in proportion to the quantity shipped, as the tabulation plainly shows. This is noticeably apparent in the case of California. Thus, from the Santa Clara-Santa Cruz section approximately 1,500 cars were shipped in 1914, while from the Castleberry section but 177 cars were shipped; yet on the map the blackened areas appear equal. This apparent discrepancy arises from the necessity of treating the county as the unit when presenting data on an outline map.

The dates within which the various areas ship are shown by curved lines, all of the areas shipping at a given period being grouped into a zone under the line representing that period. Regular commercial shipments, other than from Florida, commence in March in Texas and Louisiana, gradually moving north until the season ends in July with the berries from northern Wisconsin. This statement excludes Colorado and California, where the shipping season is greatly prolonged. The map thus shows at a glance from what sections each producing area may expect the keenest competition.

This same information is illustrated in a different manner by the chart on page 5. In this chart the length of each figure from left to right shows the season in which car-lot shipments move from the district named. The areas represent graphically the number of cars shipped and are based on the figures opposite in the right-hand column.

The districts are arranged from the top to the bottom of the page according to the opening dates of the shipping seasons. By glancing down the column for each month one can see not only which districts have overlapping shipping seasons, but also the relative amounts being shipped from each district.

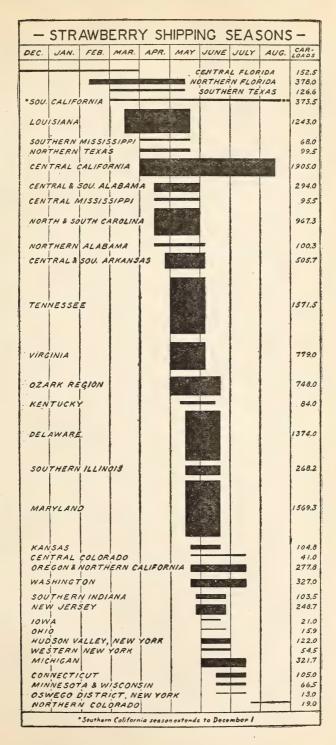
In drawing up this chart it was assumed arbitrarily that the number of cars shipped from one district was the same each week from the beginning to the end of the shipping season. Inasmuch as the shipments gradually increase from the beginning of the season until they reach a maximum at the time the bulk of the crop is moving, then gradually fall off until the end of the season, the diagram might be misleading. However, the chart shows in a general way the overlapping or competing of the different districts and forms the basis for future work of a more accurate nature.

A superficial study of the map and the tabulation might lead to an erroneous conclusion as to the relative magnitude of the strawberry industry in Northern and Southern States. It must be remembered that great quantities of berries are grown in the North in small patches and are shipped to market by trolley, by express, and by less than carload freight, while a great many go directly to the consuming centers in the producers' wagons. Comparatively few of these shipments, however, are concentrated into carloads and shipped over long distances except from the northern districts on the Pacific coast.

The chart indicates that the eight most important commercial strawberry districts in 1914 were as follows, ranked according to carload shipments: Central California, 1,905 cars; Tennessee, 1,571.5 cars; Maryland, 1,569.3 cars; Delaware, 1,374 cars; southern Louisiana, 1,243 cars; North and South Carolina, 967.3 cars; Virginia, 779 cars; Ozark region, 748 cars.

With respect to the northern cities east of the Mississippi River, it may be said in general that when they are depending on northern berries, each is to a large extent supplied by its own territory. The car-lot movement is light, and the marketing problem wholly different from that which confronts the shipper in the Carolinas or south of the Ohio River. This is one reason why the industry in the South has developed to such large proportions within very limited areas.

While no attempt has been made to list stations where no full cars originate, yet at those stations where full cars do originate the less than car-lot shipments have also been ascertained, and have been reduced to equivalent carloads, and are included in the tables here shown. Thus Jefferson County, Ky., usually ships in solid cars, but last season being an off year, no full cars went out, although less than carlot shipments equivalent to seven cars were forwarded. As this is usually car-lot producing territory, it has been given its proper showing on the map.



### Strawberry shipments, 1914.

[All numbers which are marked with an asterisk (\*) are estimates, based upon the shipments for 1913 and figures furnished for the 1914 crop, previous to its being marketed. Figures for the actual shipments in 1914 from these stations have not been obtained.]

Alabama:	Carloads.
Castleberry section (Apr. 15 to June 1)-	
Castleberry	
Atmore	
Canoe	
Sparta	
Bolling	
Evergreen	
Total	222.5
York section (Apr. 15 to June 1)—	
Cuba	
Livingston	
York	. 1.0
Total	. 51.5
Cullman section (Apr. 15 to June 5)—	
Cullman	
Hanceville	
Vinemont	. 1.0
Madison	3
Total	. 100.3
Thorsby section (Apr. 20 to June 1)—	
Thorsby	. 20.0
State total	394.3
Arkansas:	
Southwest section (Apr. 25 to June 1)—	
Horatio	
Camden	. 6.0
Belton	
McCaskill	
Eagle Mills	
Wickes	
Bearden	
Prescott	. *1.0
Total	. 33.8
Judsonia section (Apr. 25 to June 5)—	
Judsonia	. 252.0
Bald Knob	. 74.0
Morrilton	
Searcy	
McRae	
Conway	
Bradford	
Pangburn	
Russellville	
Beebe	
AustinPlumerville	
Leslie.	
Russell	
	471.9
Total	
Ozark section (May 1 to June 5)—	0 " 0
Johnson	
Decatur	
Alma	. 02.0

Arkansas—Continued.	Carloads.
Ozark section (May 1 to June 5)—Con.	
Springdale	32.0
Van Buren	32.0
Dyer	18.0
Farmington	15.0
Rudy Mulberry	12.5 12.0
Sulphur Springs	10.0
Abbott	8.0
Mount Comfort.	8.0
Fayetteville	7.0
Lilburn	7.0
Tonitown	7.0
Garfield	6.5
Highfill	6.0
Gentry	5.0
Gravette	4.0
Lowell	3.0
Steele	*3.0
Healing Springs	2.0
MountainburgGreenland	2.0 1.5
Lincoln	1.3
Cave Springs	1.0
Elm Springs.	1.0
West Fork.	1.0
Hiwassee	.5
Coal Hill.	.3
Winslow	.3
Furry	.0
Rogers	.0
Stewart	.0
Total	307.9
State total	813.6
California:	
Los Angeles section (Mar. 1 to Dec. 1)—	
Puente	177.0
Gardena	119.0
Moneta	46.0
Trwindale	17.0
Azusa	14.0
Glendora	.5
Total	373.5
Sacramento section (Mar. 25 to Aug.	
15)—	
Florin	249.0
Elk Grove	6.0
Total	255.0
Placer County section (Apr. 1 to June	
1)— Newcostle	43.0
NewcastleBowman	
Loomis.	
Sebastopol	9.0
Penryn	2.0
Total	76.0
T O A COTTON	

California—Continued.	Carloads.	Delaware (May 15 to June 20)—Contd.	Carloade
Fresno section (Apr. 1 to Aug. 15)—	Curioacis.	Viola.	
Fresno	42.0	Cheswold.	
		Harrington.	
Santa Clara-Santa Cruz section (Apr. 1	1	Milford	
to Dec. 1)—	4 040 0	Redden	
Gilroy, Sargent, Vega		Clayton	
Watsonville		Hickman	
Alviso		Farmington	
Mountain View			
Pajaro		State total	1,374.0
Aromas		Florida:	
Niles		Plant City section (Dec. 1 to Apr. 1)—	
Palo Alto		Plant City.	88.0
Salinas		Lakeland	51.5
Agnew		Dover	6.5
San Carlos		Kathleen	5.5
Capitola.		Bowling Green	. 5
Lawrence		Wauchula	. 5
Irvington		Total	152.5
		10001	152.5
Total	. 1,532.0	Stark section (Feb. 10 to May 15)—	
Siskiyou section (May 20 to July 15)—		Lawtey	178.0
Pioneer	31.0	Stark	177.0
Sisson.		Hampton	10.0
		Maxville	6.0
Total,	. 33.5	Lake Butler	3.0
State total	2,312.0	New River	2.0
•	2,012.0	Theressa	*2.0
Colorado (May 20 to Sept. 1):		Total	378.0
Steamboat Springs		*	010.0
Canon City		State total	530.5
Montrose		Illinois (May 15 to June 20):	
Denver		Anna	100.0
Fruita		Villa Ridge	75.0
Florence		Pulaski	36.0
Longmont		Dongola	24.0
Grand Junction.	1.8	Makanda	17.0
Delta	1.7	Cobden	6.5
Loveland	1.0	Wetaug	4.0
State total	60.0	Ullin	3.0
		Richview	2.0
Connecticut (June 15 to July 1):	20.0	Balcom	.7
Broadbents Siding			900.0
Hamden		State total	268. 2
Branford		Indiana (May 25 to June 25):	
State total	105.0	New Albany	60.0
Delaware (May 15 to June 20):		Borden	30.0
Selbyville	428.0	Pekin	11.0
Bridgeville		Westville	2, 5
Frankford			
Millsboro	91.0	State total	103.5
Seaford		Iowa (June 1 to June 20):	
Georgetown		Keokuk	10.0
Rehoboth	42.0	Montrose	8.0
Cannon	39.0	Cedar Rapids	3.0
Delmar		-	
Laurel	28. 0	State total	21.0
Greenwood.	22. 0	Kansas (May 20 to June 20):	
Smyrna	22. 0	Wathena	QE 0
Dagsboro.	20. 0	Troy.	85. 0 10. 0
Wyoming	20.0	Leavenworth	8.3
Lincoln	16.0	Holton	1.0
Felton	11.0	Troy Junction	.5
Hartley	10.0	-	
Woodside	10.0	State total	104.8
	-0,01		

Kentucky (May 10 to June 10):	Carloads.		Carloads.
Bowling Green		Fennville	
Middletown		Sodus	0
Louisville		State total	
		Minnesota (June 20 to July 10):	
State total	84.0	Long Lake	. 8.6
Louisiana (Mar. 15 to May 20):		Maple Plain	
Independence		Howard Lake	. 1.3
Hammond		Deer Wood	
Ponchatoula		Cedar Lake	. *.3
Tickfaw		State total	. 15.7
Amite		Mississippi:	
Natalbany		Gulf Section (Mar. 20 to May 15)—	
Roseland		Bay St. Louis.	. 5.0
Corbin		Southern Osyka Section (Apr. 1 to May	
Genesee	2.0	15)—	
Brookview	*1.0	Osyka	36.0
State total	1,243.0	Sanford Section (Apr. 10 to May 15)	
		Sanford. Lauderdale Section (Apr. 15 to June 1)—	
Maryland (May 15 to June 30):	286.0	Russell.	
Marion Station		Central Durant Section (Apr. 20 to May	
Pittsville		20)—	
Fruitland		Durant	37.0
Goldsbor o		Madison	
Berlin	58.0	Ridgeland	8.0
Westover		West.	
Showell		Pickens Tougaloo	-9
Princess Anne		McAdams.	
Hopewell		- Sallis	
Crisfield Federalsburg			
Whaleysville		Total	66. 5
Eden		State total	. 163.5
Ridgely		Missouri (May 15 to June 20):	
Willards	40.0	Monett	. 63.0
Mardela Springs		Anderson	. 48.0
Greensboro		Neosho	
Walstons Parsonsburg		Sarcoxie	
Kingston		Logan.	
Hebron		Pierce City	
Salisbury		Goodman	
Loretto		Butterfield	
Snow Hill		Purdy	. 18.0
East New Market		Seneca	
Millington		Aroma	
Williamsburg		McElhaney	
Marydel		Carthage Larussell	
Secretary		Verona.	
Preston	3	Belfast	
. State total	1,569.3	Exeter	
		Mount Vernon	
Michigan (June 1 to July 18):	00* 0	Pomona	
Benton Harbor-St. Joseph		Wheaton	
Bridgman		Lutesville Diamond	
Sawyer		Seligman	
Ludington	8.0	Billings	
Oshtemo		Lanagan	3.0
Rochester		Noel	
Covert		Chadwick. Glenallen.	
Paxton		Granby	
Watervliet		Koshkonong	

Missouri (May 15 to June 20)—Contd. Ca	arloads.	Ohio (June 1 to June 25):	Carloads.
Marionville	1.0	Waterville	*8.0
Stark City	1.0	Middleport	*4.0
Richey	.8	East Rochester	2.0
Tipton Ford	.5	Rutland	1.0
Wentworth	.3	Dexter	.6
State total	440.1	New Carlisle	.3
		State total	15.9
New Jersey (May 25 to June 25):	00.0		
Port Norris	63.0	Oklahoma (May 10 to June 10):	
Landisville	58.0	Sallisaw	5.0
Moorestown	35. 0 25. 0	Muldrow	2.5
Hammondton	The state of the s	State total	7. 5
Vineland	23, 0		11.6
Cedarville	10.0	Oregon (May 25 to July 15):	
Egg Harbor City.	8.0	Hood River	118.0
Pomona.	4.0	Free Water	40.0
Fairton	1.2	Milton	23.0
Medford.	.5	Springbrook.	18.8
Risley	.5	Troutdale	9.0
Winslow	.5	Rex	7. 5
		Salem	6.0
State total	248.7	Forest Grove	4.0
New York (June 1 to July 1):		Cove	3.0
Highland	60.0	Dillard	3.0
Angola	50.0	Lebanon	3.0
Milton	38.0	Ashland	2.0
Roseton	21.0	Hillsboro	2.0
Oswego	13.0	Newberg	2.0
Forestville	4.5	Union	
Calverton	3.0	Roseburg	1.0
State total	189.5	State total	244.3
	100.0	South Carolina (Apr. 12 to May 25):	
North Carolina (Apr. 15 to June 1):		Loris	79.0
Mount Tabor	152.0	Conway.	24.0
Mount Olive	145.0	Adrain	10.0
Chadbourn	133.0	Sanford	6.0
Rose Hill	95.0	Homewood.	4.0
Teacheys.	66 0	Allen	3.0
Clarendon	36.0	Clarks Hill	1.0
Vineland	31.0	Myrtle Beach	1.0
Wallace	28.0	Lake City	
Rocky Point.	20.0	Meriwether	.2
Abbottsburg	18.0		
Bladenboro	17.0	State total	128.4
Burgaw	17.0	Tennessee:	11/2/11/2
Faison	16.0	Chattanooga section (May 1 to June 5)—	
Willard Cerro Gordo	10.0	Spring City	110.0
	9.0	Dayton	109.0
Wards Cut	7.0 6.0	Evensville	109.0
Elrod	6.0	Bakewell	36.0
Currie	5.0	Knoxville	30.0
. Montague	5.0	Chattanooga	24.0
Watha	3.0	Sale Creek	15.5
Magnolia.	2.0	Soddy	12.0
Sanford	2.0	East Chattanooga	8.0
St. Helena	2.0	Harriman	8.0
Warsaw	2.0	Rockwood	6.0
Atkinson	1.5	Roddy	5.0
Dudley	1.5	Lancing	2.5
Bowdens	1.0	Athens	2.0
Calypso	1.0	Hixson	2.0
Clinton	.5	Cleveland	
Kittrell	.4	Coulterville	1.0
State total	838.9	Total	481.0

Tennessee—Continued.	Carloads,	Texas—Continued.	Carloads.
Dyer-Sharon-Humboldt section (May 1	arroads.	Tyler section (Apr. 1 to May 10)—Contd	
to June 5)—		Whitehouse	
Humboldt	267.0	Troup	
Sharon.	83.0	Jefferson	
Currie	72.0	Edgewood.	
Curve	71.5	Cookville	
Ripley	70.0	COOK VIIIe	
Gates	66.0	Total	99.5
Dyer	64.0	State total.	226.1
Kenton.	64.0	State total	220.1
Medina	56.0	Utah (June 5 to July 1):	
Jackson.	52.0	Centerville	*1.0
Bradford	39.0	Farmington	
Gadsden.	35.0	r armington	.4
Halls.	27.0	State total	1.4
Trezevant	25.0		
Bells.	23.0	Virginia:	
Greenfield.	18.0	Norfolk section (May 1 to June 1)	629.0
Rutherford	13, 5	Albemarle section (May 1 to June 5)—	
Milan.	13.0	Crozet	
Dresden.	*10.0	Eastern Shore section (May 5 to June 5).	146.0
Nashville.	6.0	State total	779.0
Henderson.	5.0		
Henning.	4.0	Washington (May 20 to July 15):	
Trenton.	4.0	Auburn	102.6
Gibson	2.0	Kennewick	56.3
Fruitland	.5	White Salmon	48.5
Bartlett.	.0	Sumner	43.8
Dai tiett	.0	Spokane	
Total	1,090.5	Puyallup	19.0
State total.	1,571,5	Seattle	6.0
State Wal	1,071.0	. Tacoma	5.0
Texas:		Underwood	
Alvin section (Mar. 1 to May 15)—	100-2	Kent.	3.0
Dickinson	53.0	Mabton	3.0
Alvin	43.0	Prosser	
Deepwater	9.0	Montesano	1.0
League City	7.0	Lynden	.5
La Porte	2.5	Opportunity	
Webster	.6	Sumas	
Poteet	.5	21 1 1 1 2	0.700
Total	115.6	State total	327.0
10641	110.0	Wisconsin (June 5 to July 15):	
Artesian Belt section (Mar. 1 to May		Sparta	20.0
15)—		Bayfield.	
Carrizo Springs	11.0	Sturgeon Bay	
Tyler section (Apr. 1 to May 10)—		Sawver.	
Winnsboro	32.0	Millston	
Tyler	29.0	West Salem	
Lindale	15.0	Green Bay	
Swan	12.0		
Chandler	*4.0	State total	50.8
Arp	2.3	Grand total	14, 553, 2
	2.0		3.,000.2



