

THE AGRICULTURAL SITUATION IN CALIFORNIA

AS PRESENTED BY
THE STAFF OF THE COLLEGE OF AGRICULTURE

THE FRUIT SITUATION

Much has been written and said about the post-war agricultural depression. Everybody agrees pretty well that there has been a depression in agriculture. The farmer's dollar is not worth as much as it used to be. That is to say, the farmer cannot purchase as much of other commodities with the money he receives for a unit of his product today as he could before the war. His purchasing power is lower.

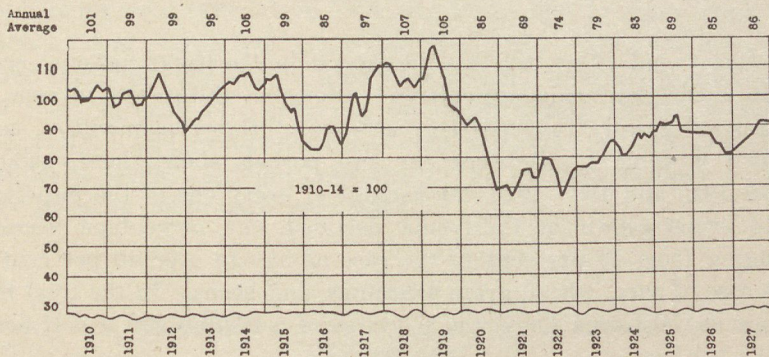


Fig. 1.—Purchasing power of farm products in terms of non-agricultural commodities, 1910-1927.

The changes in the purchasing power of farm products in terms of non-agricultural commodities are shown in figure 1. You will notice that the purchasing power began to decline in 1919, and continued downward through 1920, reaching a low point in 1921 and 1922. Between 1922 and 1925 there was considerable recovery. The drop in 1926 was chiefly due to the low price of cotton; but now the curve is again back to the level it reached in 1925.

In this curve of purchasing power of farm products the changes are of course different from the experiences of many of our California crops. This curve is largely made up of the prices of the great national crops such as wheat, corn, barley, potatoes, and the livestock products.