

LOCAL PROGRESS

The question now is, what are *you* going to do to help make farming pay better?

It has been pointed out that some of the problems can probably not be solved. Some men are located on bad land on which the yields are always low. Such land never makes a profit except in a year of high prices. Men thereon are out of luck. We know no cheap way by which bad land can be made into good land. Farmers on such land will probably always be the poor people of the locality.

Some men have too little land; small tracts have been taken up, and except in a time of very high prices, or on those few acreages where very high yields can be made, there isn't enough gross income, let alone net income, to make a good living for a family. These men are under-capitalized. They haven't a big enough business. In some cases about the only thing that can be done is to unite two or more little farms into one larger unit. Somebody may have to move off and go to town, take a job and let the remaining farmers farm the land.

The trouble with other farmers is that their expenses are too high. They produce at too high costs. Everything is expensively done instead of economically. These farms need to be studied to see how the leaks can be stopped, how labor can be used to better advantage and where improved methods may be used.

On many farms the yields per acre are low because the men don't use the best methods. This makes the cost per ton high. Many of our farmers can get larger returns by increasing the yield per acre. One of the ways to cut down the cost is to get larger returns per acre; more tons of peaches, more pounds of butterfat per cow, more dozens of eggs per hen.

On some farms the quality is low; everything that is produced is second rate. In general, California farmers cannot afford to produce second rate products. Most of our markets are three thousand or more miles away. We have to pay the same freight whether the quality is good or whether it is poor. We cannot afford to ship stuff across the continent unless it is the best that can be grown.

In many cases our marketing methods have been bad. We have been trying to improve these through our cooperative marketing associations and every support should be given to these associations because they are more likely, in general, to give better returns than