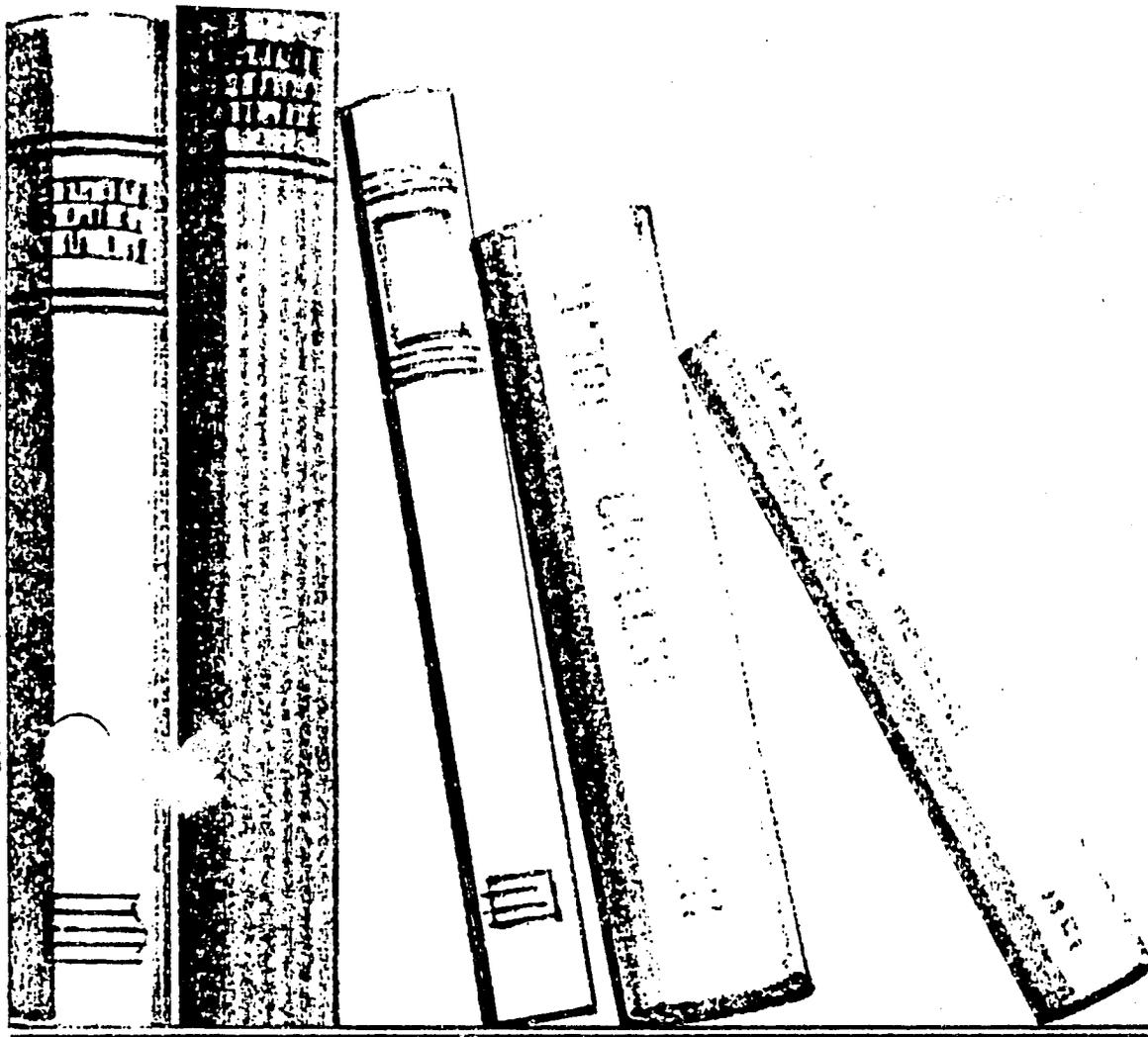


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AID Bibliography Series:
Agriculture No. 6
December 1971



FOOD MARKETING IN DEVELOPING COUNTRIES

*An annotated bibliography of work done
under auspices of the U.S. Agency for
International Development*

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Prepared by Foreign Economic Development Service, U.S. Department of Agriculture
Washington, D.C. 20250 in cooperation with AID Reference Center
U.S. Agency for International Development, Washington, D.C. 20523

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INTRODUCTION

This annotated bibliography brings together in one convenient publication a summary of the studies on food marketing in developing countries done under the auspices of the U. S. Agency for International Development. Included are papers by people of the U. S. Department of Agriculture, AID, and the universities who have been on overseas assignments for AID and, on the basis of those experiences, have written trip or terminal reports, papers for professional magazines, or presentations.

This bibliography is part of the work undertaken by USDA under a special agreement with AID to improve the marketing of food in developing countries. Dr. Lawrence Witt of AID's Technical Assistance Bureau serves as monitor of the project agreement. The preparation of this bibliography has been largely the work of Dr. Robert W. Taylor of USDA's Foreign Economic Development Service.

References included are those published in English on domestic marketing of food in the less developed countries. The marketing of production inputs and foreign export marketing are not included.

HOW TO USE THIS BIBLIOGRAPHY

Within each section, the items are ordered by date, the most recent first. They are numbered consecutively and listed only once with their annotation. Each reference is included under the heading most appropriate to the subject matter covered.

At the end of each section, there is a listing of other items contained in this bibliography which also deal with the subject. If the reader is particularly concerned with pricing policies for rice, for example, he might logically look at the items listed under the heading "Pricing." The cross-references at the end of the pricing section will then help him pull together all the related studies and papers included in the bibliography.

Two abbreviations are often used in the listings. These are AID (U. S. Agency for International Development) and USDA (U. S. Department of Agriculture).

HOW TO OBTAIN DOCUMENTS

Documents listed in this bibliography are available from basically three sources: 1) the publisher, shown as the last item in the descriptive material about the publication; 2) other sources, such as the Foreign Economic Development Service, U. S. Department of Agriculture, which are listed along with the publisher information; and 3) the AID Reference Center, indicated by the ARC Catalog number on a separate line between the descriptive material and the annotation. The latter source perhaps needs further explanation.

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OTHER USEFUL BIBLIOGRAPHIES

Other related bibliographies which would be helpful to a student of agricultural development are:

1. Daines, Samuel R., et al., BIBLIOGRAPHY ON THE ECONOMICS OF AGRICULTURAL PRODUCTION AND IRRIGATION IN LATIN AMERICA. AID/csd 21671 1971, 325 pp., Agricultural and Irrigation Engineering Department and Economics Department, Utah State University, Logan, Utah.
2. Torrealba, Pablo, FOOD MARKETING IN ECONOMIC DEVELOPMENT, AN ANNOTATED BIBLIOGRAPHY (1st Draft). 1971, 60 pp., Department of Agricultural Economics, Michigan State University, East Lansing, Michigan.
3. DEVELOPMENT-A BIBLIOGRAPHY. May 1970, 126 pp., Food and Agriculture Organization of the United Nations, Rome, Italy.
4. Witt, Lawrence, A PROGRAM OF RESEARCH ON FOOD FOR PEACE, Part III, ANNOTATED BIBLIOGRAPHY. AID contract No. AID/csd 677. 1966, 116 pp., Economic and Agricultural Development Institute, Michigan State University, East Lansing, Michigan.
5. Wish, John, ECONOMIC DEVELOPMENT IN LATIN AMERICA, AN ANNOTATED BIBLIOGRAPHY. 1966, Praeger, New York.
6. BIBLIOGRAPHY OF FOOD AND AGRICULTURAL MARKETING. 1950, Food and Agriculture Organization of the United Nations, Rome, Italy.

PART I. LISTING BY SUBJECT

MARKETING SYSTEMS AND GENERAL CONCEPTS

1. Pritchard, Norris T., "Framework for Analysis of Agricultural Marketing Systems in Developing Countries." AGRICULTURAL ECONOMICS RESEARCH. Vol. 21, No. 3, July 1969, pp. 78-85. USDA, Washington, D. C. 20250.

Analysis of agricultural marketing systems requires a broad analytical framework to supply essential operational questions and to indicate appropriate research methods. Elements of this framework should be based on: 1) the theory of market structure-conduct-performance analysis; 2) a set of economic theories relevant to marketing; 3) the theory of effective competition as a dynamic process; and 4) the general theory of economic growth. Such framework is loosely fitted but sufficiently workable for research in this area.

2. Kriesberg, Martin, THE MARKETING CHALLENGE, FEDR No. 7, December 1970, 96 pp. Published for AID/Washington by USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Collection of papers presented at a seminar on food marketing in developing nations. Major topics include key considerations in marketing policies, marketing enterprises and the flow of resources into marketing functions, nutrition and marketing food for the needy, efficiency in the marketing systems, regional experiences in marketing problems and priorities, and approaches to technical assistance. There was a consensus that marketing problems need to be dealt with on an integrated national basis which serves producers, consumers, and national development goals. A number of specific areas of activity were given high priority: 1) better identification of technical assistance and research needs in marketing; 2) improvement of marketing management capability; and 3) providing more adequate marketing information for consumers, producers and distributors.

3. Slater, Charles C., "Marketing Processes in Developing Latin American Societies." JOURNAL OF MARKETING, Vol. 32, No. 3, July 1968, pp 50-55.

Supports thesis that "barriers" in the marketing system inhibit growth process; therefore, a comprehensive study to determine appropriate reforms can enhance market participation. Process of inducing the internal market development is discussed, outlining implications for research.

4. Mellor, John W., GROWTH OF THE MARKET AND THE PACE OF AGRICULTURE DEVELOPMENT IN LOW INCOME NATIONS. June 1967, 10 pp. Department of Agricultural Economics, Cornell University, Ithaca, New York.

Increased use of fertilizer and other farm inputs is providing a major market for farm supplies. Mellor argues further that increased non-agricultural labor force earnings are creating an increase in the demand for non-traditional food products such as fruits, vegetables, and livestock products, all with a relatively high income elasticity of demand. Development of these markets involves special consideration because these are much different than existing markets for staple products. These products tend to be bulky and perishable, and marketing facilities for them are little developed. These circumstances foster collusive behavior in the market. However, an efficient marketing system is highly conducive to development of an efficient production and marketing system. He argues for more thorough testing of new technologies before introduction.

5. Kriesberg, Martin, AGRICULTURAL MARKETING IN DEVELOPING NATIONS: CHALLENGE FOR INNOVATOR AND INVESTOR. December 1968, 18 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

With marketing facility needs expanding more rapidly than production, too little emphasis is being placed on investments in marketing facilities and institutions. Marketing systems should be modernized. Just as farm input availability must be coupled with production increasing efforts, so must marketing machinery be geared up to handle increased production. Now the marketing link is the weakest in the food chain from farmer to consumer, and planning and action programs are needed.

6. Kriesberg, Martin, "Agricultural Marketing in Developing Nations." August 1968. WAR ON HUNGER, Vol. II, No. 8. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Emphasizes need to expand marketing capability to provide food for the rapidly expanding sector depending on commercial channels for this food supply. The primitive marketing system is wasteful. To allow consumers from commercial channels to benefit from increased production, we need to continue to work on production; reduce food losses in the marketing channels; and improve diets through fortification, better and more food processing and preservation, and the addition of new foods in the diet, such as livestock products.

7. Harrison, Kelly M., AGRICULTURAL MARKET COORDINATION IN THE ECONOMIC DEVELOPMENT OF PUERTO RICO. Unpublished Ph.D. thesis. 1966, 294 pp. Michigan State University, East Lansing, Michigan 48823.

Points to the importance of explicitly considering the marketing system's structure and performance in the development process. Rural and urban areas should be linked through a marketing system that provides for "the smooth flow of products and profit incentives both to agricultural and

industrial producers." Some theories of economic growth are discussed and a conceptualization of market coordination and its effect on economic growth is put forth. Market performance criteria are developed and applied to three specific cases of agricultural industries.

8. Kriesberg, Martin, FOOD NEEDS AND MARKET DEMAND IN LATIN AMERICA: A FRESH APPRAISAL. Paper presented at 10th World Conference of the Society for International Development, March 7, 1968, 21 pp. USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Paper distinguishes between market demand and food needs in Latin American countries. It identifies three different sectors of the population and their differing demands on the kinds and quantities of foods. Tables are presented showing trends in availability of calories and proteins in each Latin American country. The point is made that those with very low incomes subsist on much less than the "average" amount of calories and proteins available to country populations. Courses of action are recommended to meet food needs in Latin America: 1) increase acre yields and acreage planted to crops, 2) reduce losses in moving commodities from producer to consumer, 3) increase processing and preserving of foods, 4) increase nutritional value of what is eaten, and 5) supplement commercial channels of distribution. It is noted that attention has been paid largely to the first of the five courses of action.

9. Riley, Harold, EVALUATION OF MARKETING SYSTEMS IN LATIN AMERICA. 1968. Department of Agricultural Economics, Michigan State University, East Lansing, Michigan 48823.

Paper based on studies in several Latin American countries.

10. Moyer, Reed, MARKETING IN ECONOMIC DEVELOPMENT. Occasional Paper 1, Institute for International Business Management Studies. 1965, 63 pp., Michigan State University, East Lansing, Michigan 48823.

Describes functions of marketing in developing economies, and how it helps to organize the economic activity so it contributes to economic development. It describes generalities of the structure of markets and the conduct of their participants. A final section outlines several approaches taken to the study of the subject, trying to evaluate their relative contribution; the author puts forth some generalizations and points to needed future research.

11. Stevens, Robert D., ELASTICITY OF FOOD CONSUMPTION ASSOCIATED WITH CHANGES IN INCOME IN DEVELOPING COUNTRIES. FAER 23. 1965. Development and Trade Analysis Division, USDA/Economic Research Service, Washington, D. C. 20250.

A somewhat conceptual analysis of changes of consumption and demand for food during development process.

12. Bonnen, James T., Eicher, Carl K., and Schmid, A., "Marketing in Economic Development." AGRICULTURAL MARKET ANALYSIS, 1964, pp. 35-65, Michigan State University, East Lansing, Michigan 48823.

Describes structural changes characterizing economic development process. Also discusses different approaches to study of marketing in developing economies, proposing a greater emphasis on the analysis of social systems and its linkage with the physical system (which is commonly well identified). This approach will help in a better understanding, planning, and implementation for development.

13. Monson, S., THE PHILIPPINES, LONG-TERM PROJECTION OF SUPPLY OF AND DEMAND FOR SELECTED AGRICULTURAL PRODUCTS. ERS For. 34. 1964. Foreign Regional Analysis Division, Economic Research Service, U.S. Department of Agriculture, Washington, D. C. 20250.

A detailed study - one of a series of USDA country analyses concerned with projecting supply and demand for agricultural commodities. The commodities covered include rice (palay), corn, wheat, meat and meat products, dairy products, cotton and cotton textiles, tobacco and tallow. The report projected self-sufficiency in rice in the period 1965-1975, against a population estimate of 44.5 million by 1975. On the eve of the report's publication, a new administration took office in the Philippines and established higher growth targets for agriculture and the overall economy and, if met, would make the report projections somewhat low.

14. Collins, Norman R. and Holton, Richard H., "Programming Changes in Planned Economic Development." KYBLOS, Vol. 16, Jan. 1963, pp. 123-234. Reprinted in AGRICULTURE IN ECONOMIC DEVELOPMENT, Carl Eicher and Lawrence Witt, editors. 1964. McGraw-Hill.

Economic development plans generally assume that marketing firms will spring up in response to price incentives, providing an adequate link between producers and the ultimate consumers. Authors question validity of assuming that such firms will appear, and if they do, they might not provide the kind of marketing services most compatible with a new production situation.

Several reasons can explain why the distribution sector may not respond to market incentives: 1) the absence of grades, standards, or adequate regulations; 2) auxiliary services needed (such as market information)

which benefit all the industry will not be undertaken by any one firm; 3) innovations may require too large initial investment, or may be too uncertain; 4) shortage of managerial resources; 5) innovations may require changes at other levels of the system which would not be profitable for one firm, but only for many of them; 6) institutional factors, such as complicated licensing or closed socio-economic groups; and 7) if scale economies in distribution are greater than in production. These reasons suggest that public policy may need to provide the devices to transform an interrelated production-distribution system.

15. Dobyms, Henry F., FARM-MARKET ROADS IN NATIONAL DEVELOPMENT IN THE CENTRAL ANDEANS. Andean Research Project of the Department of Anthropology. Cornell University, Ithaca, New York. ARC Catalog No. EC 388.1, D635.

Series of case studies discussing the role of farm-to-market roads in the development of 10 rural communities. Emphasis is placed on the significant changes in the way of life of the areas into which improved transportation was introduced.

16. Riley, Harold, et al., FOOD MARKETING IN THE ECONOMIC DEVELOPMENT OF PUERTO RICO. Research Report No. 41 AID/TER-786. February 1971, 291 pp. Latin American Studies Center, Michigan State University, East Lansing, Michigan 48823.

Studies role of food marketing in Puerto Rico's economic development and describes progress of food distribution in recent history. The continuing thrust in market improvement involves strict enforcement of equal pricing laws to provide equal access to all to mainland foods, the repeal of the "Brokers" law (1964) which perpetuates exclusive dealerships, and the growth of voluntary chains. There is some reason to question the transferability of the Puerto Rican experience to other countries. General recommendations for improving the food marketing system are: consider the food system to be an important part of development; bring in outside experts for analysis and recommendations into action programs; and establish a follow-up procedure to implement programs. Public sector is seen to have responsibility for getting improvements in food marketing, but these should be accomplished through the private sector. Improving food marketing involves a thorough appraisal of the situation. It requires strong public support and carefully developed work plans. These plans should be kept in broad food system perspective and they should be long run in nature with opportunity for monitoring and revision.

17. Kriesberg, Martin, "Marketing Foods in Developing Nations--Second Phase of the War on Hunger." JOURNAL OF MARKETING, Vol. 32, October 1968, pp. 55-60. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Even though total production may increase dramatically in the lower income countries, distribution will continue to be a problem. Food volumes to be marketed increase dramatically with population increases, income increases, and migration of rural people to the cities. As production increases, marketings increase proportionally much faster. The marketing system must be able to meet needs of producer as well as consumer. Specific recommendations are: 1) encourage more food production for commercial marketing; 2) reduce losses in moving commodities from producers to consumers; 3) increase processing and preservation of foods; 4) increase nutritional value of foods and 5) supplement existing commercial channels of distribution.

18. Hedlund, Floyd F., and Ward, Marion F. SURVEY OF AGRICULTURAL MARKETING IN WEST PAKISTAN, AID Project 391-11-150-245, May 1968, 23 pp. Government of West Pakistan with USDA and USAID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Examines Pakistan's marketing structure. Concludes that Pakistan should try to carry forward own progressive marketing programs. A U. S. marketing advisor could be helpful. To facilitate development of marketing system, facilities such as storage warehouses, grading and packing equipment, and roads and transportation would be helpful, but expensive. Emphasizes role that private enterprise and local government agencies should play in development of the marketing system.

19. Adair, C. Roy, et al., RICE PRODUCTION AND MARKETING IN LIBERIA. April 1968, 51 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Makes recommendations for reducing growth of rice imports into this once self-sufficient country. Recommendations to induce an immediate production increase are to establish a price support program for both rough and farmer miller rice; provide collection points; place drying and milling equipment near farmers; establish price reporting service in the market news agency within the Department of Agriculture; and construct network of roads to improve transportation. Longer run recommendations include moving rice production from steep slopes to level land, thereby switching from up-land to irrigated rice production. This involves making a detailed soil survey of Liberia, expanding the production research program at Suakoko, and an expanded effective extension effort to disseminate information on rice production and marketing.

20. Merrill, William C. and Vandendrus, Rene, THE RESPONSE OF FOOD PRICES TO A DEVALUATION OF THE SOL. 1967, 63 pp. Iowa Universities Mission to Peru in cooperation with AID.

Includes estimation of effects of a devaluation in Peru on prices of wheat, rice, beef, milk, and fats and oils. The general conclusion is that a 30 percent devaluation would lead to a 17 percent food price increase in a free market.

21. Ashelman, Samuel F., CREATING A DISTRIBUTION "REFORM CATALYST" FOR ECONOMIC DEVELOPMENT: REPORT ON A STUDY OF THE FEASIBILITY OF ESTABLISHING CHAIN STORES IN IRAN. AID Contract csd-683. 1966, 69 pp. International Cooperative Development Association, Washington, D. C. ARC Catalog No. IR 658.87 I 61.

Covers retail food marketing development in Iran with attention to present and desired distribution systems, consumer cooperation, and government policy. Says major obstacle is lack of a clear-cut policy regarding role of private business in distribution.

22. Moore, Allan Q., THE ETHIOPIAN GRAIN CORPORATION, AN ANALYSIS OF PAST AND PRESENT OPERATIONS WITH RECOMMENDATIONS FOR FUTURE OPERATIONS. 1966, 48 pp. USAID contract, Experience Incorporated.

Discusses government marketing institution and concludes that the EGC is short of marketing capital, has too low storage turnover rates, needs increased emphasis on market information, should increase the breadth of market coverage, should not move into processing, should improve grain distribution and should modify some of its internal management practices. Contains considerable data.

23. THE MARKETING STRUCTURE FOR SELECTED PROCESSED FOOD PRODUCTS. 1966, 280 pp. AID, Pan American Union, Washington, D. C. ARC Catalog 380.141. P187.

Studies marketing and distribution channels for selected U. S. processed foodstuffs, with the objective of increased Central American exports to this market. Food items included are tomato, pineapple, citrus, fruit juice, and jam and jelly. An attached supplement covers U. S. standards for these products.

24. Herrmann, Louis F., REPORT ON MARKETING OF CATTLE AND BEEF IN ECUADOR. June 1965, 27 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Beef production is increasing; there is potential for greater increase. Most obvious deficiency in livestock marketing is slaughtering facilities. Demand for quality beef is limited by proportion of population having sufficient income. Technical and capital assistance together would be helpful in modernizing slaughtering plants, distribution channels, and retailing facilities, and in developing more efficient livestock markets.

25. PILOT FOOD DISTRIBUTION DEMONSTRATION AREA PROJECT. Contract No. 1a-90. 1963, 206 pp. AID, Fellman Associates, Incorporated. ARC Catalog No. AR 380.141 F319.

Feasibility study of plan to reduce food prices by 10 percent through improvement in distribution efficiency. Concentrates on Buenos Aires, Bogota, and Santo Domingo and includes detailed description and photographs of current distribution systems. Concludes that there is great opportunity for stimulating growth and improving the well-being of the people through an improved food distribution system.

Cross References on MARKETING SYSTEMS AND GENERAL CONCEPTS: See items No. 38, 70, 81, 84, 85, 87, 91, 92, 93, 94, 97, 99, 105, 106, 107, 108, 109, 110, 111, 112, 113, 116, 117, 118, 120, 124, 125, 128, 129, 130, 132, 133, 137, 142, 146, 147, 152, 153, 157, and 158.

PRICING

26. Fontaine, Ernesto, et al., CHILEAN PRICE POLICIES FOR WHEAT AND OTHER CEREALS, 1960-70. 1970, 66 pp. Universidad Catolica de Chile, Centro de Investigaciones Economicas, Departamento de Economica Agraria.

Examines correlation between wheat price increases and increases in cost of wheat production. Important part of study centers around how much Chilean wheat producers could be paid before it would be cheaper to import. Shows that prices could be increased 45 percent to 80 percent before importing was lower cost.

27. Mellor, John W., AGRICULTURAL PRICES IN ECONOMIC DEVELOPMENT. AID Contract csd/1438. 1970, 35 pp. Cornell University Prices Research Project, Ithaca, New York.

Mellor feels that policymakers should give increased attention to the role of agricultural prices in stimulating processing improvements and stimulating production of products with higher income elasticity of demand. Rising agricultural prices indicate failure to adopt production technology fast enough. Price stabilization through price support system will stimulate agricultural processing industries which will benefit society in general.

28. Mellor, John W., ELEMENTS OF A FOOD MARKETING POLICY. 1970, 14 pp. AID-sponsored. Cornell University Prices Research Project, Ithaca, New York.

A desirable marketing system should expand its physical capacity to keep pace with production, improve efficiency of use of resources in marketing, and mobilize additional resources--labor and savings--to better meet needs of consumer through improved processing and other marketing functions. Old stereotype of LDC marketing system being exploitive, collusive, and inefficient with high profit margins does not bear close scrutiny. Concludes that grain markets are quite efficient, that

transportation costs are aggravated by the single product transportation problem coupled with limited storage near production areas, that price rises through time just cover storage costs, that private storage losses are not excessive, and that prices move erratically due to information weaknesses. More rapid adoption of technology in processing would lower costs. Mellor feels that the private marketing sector is hampered by public aid policies which espouse uneconomic capital intensive marketing agencies in areas of credit and use of transportation and storage facilities. Regulated market centers should be encouraged along with improved market information dissemination. Governments should encourage marketing agencies by taking into consideration economies of scale in allocating production and otherwise taking a more benevolent attitude toward market agencies.

29. Mellor, John W., "Agricultural Price Policy in the Context of Economic Development." 1969, 9 pp. AMERICAN JOURNAL OF AGRICULTURAL ECONOMICS, Vol. 51, No. 5. AID contract. Cornell University Prices Research Project, Ithaca, New York.

Proposes a food grain support price be established prior to harvest primarily to insure against undue price falls due to farmers' lack of market information. Mellor recognizes that this stabilization activity may attract resources into food grains rather than into foods with higher income elasticity of demand. But, he admits these foods tend to be perishable, making price support activities very difficult if not impossible. Improved marketing facilities are suggested as most effective means of improving prices for perishable products.

30. Herrmann, Louis, F., AGRICULTURAL PRICES IN EL SALVADOR WITH SPECIAL REFERENCE TO AGRICULTURAL DEVELOPMENT. November 1969, 59 pp. USDA/AID/Robert R. Nathan Associates. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Includes a great deal of statistical analysis of price and production figures for rice, corn, and beans in El Salvador. Discusses price behavior in a developing agriculture and role of price policy. It offers price projections through 1990. El Salvador's price stabilization policy tries to stabilize prices of basic foods. Report stresses that control of maximum prices may be prejudicial to economic growth, but minimum price supports can provide important incentive for increased production. An increase in number of purchasing stations could make the price support program more effective.

31. Stephens, Kennard O. and Ellis, Hershel B., A PRICE SUPPORT AND MARKETING INCENTIVE PROGRAM FOR LIBERIA. July 1969, 38 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

This is a follow-up report to a rice production and marketing report a year earlier. It states that a well-conceived, carefully constructed, adequately financed, and efficiently administered marketing program will result in some increased sales by farmers. However, the authors state

such a program, under the best of conditions, cannot be expected to perform a short-term miracle. It will be in no way a substitute for production research or an efficient extension service. They recommend that a rice marketing board be created to operate a price support, marketing incentive program for rice and to operate import quotas that will stabilize supplies. Consumers would be guaranteed a higher quality native rice at reasonable prices, businessmen would be able to operate with fair and fixed margins, and farmers would be provided a valuable incentive to increase production. In addition, continued vigorous efforts in production research and extension should be carried forth.

32. Randall, C. Kyle, WHEAT PRICES IN MOROCCO. 1969, 28 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

A study to determine the appropriate price policy to stimulate wheat production. The recommendation is a price support establishment after the crop can be estimated but prior to harvest. An advance support might be issued which would be updated as production estimates get more accurate with the approach of harvest.

33. Tomek, William G., STABILITY FOR PRIMARY PRODUCTS: MEANS TO WHAT ENDS? Occasional Paper No. 28. 1969, 35 pp. AID contract. Cornell University Prices Research Project, Ithaca, New York.

Questions benefit of price stability and insists that attention be given to nature and sources of price instability. Author emphasizes that price stabilizing program may result in income instability under some conditions and that all costs and benefits of such programs must be carefully weighed before a program is implemented.

34. Lele, Uma J., MARKET INTEGRATION: A STUDY OF SORGHUM PRICES IN WESTERN INDIA. Development Reprint 18, International Agriculture. 1967, 12 pp. Cornell University, Ithaca, New York. ARC Catalog No. IN 338.13, L539.

Examines price differences on a regional basis and degree of interdependence between wholesale markets in the process of price formation. The study treats transport costs, storage, and transportation bottlenecks, and government controls as they influence food costs in India. Conclusion is that regional price differences result from differences in varieties of grain trades, differences in transportation costs, and government control on the movement of goods.

35. Furnish, Dale B., and Munoz Caborera, Raul, LEGAL RESEARCH SERIES ON AGRICULTURAL MARKETING STRUCTURES IN PERU, III WHEAT. 1966. Iowa Universities Mission to Peru in cooperation with AID and Corporacion Nacional de Abastecimientos del Peru, Lima, Peru.

A description and evaluation of price legislation concerning Peruvian wheat. Basically, Peru supports the domestic price for good quality

wheat and lets wheat in at very low duty. Author indicates that wheat policies are satisfactory so long as domestic production does not expand significantly.

36. Kaldor, Donald R., RELATION OF AGRICULTURAL PRICE POLICY TO ECONOMIC GROWTH AND INCOME DISTRIBUTION OBJECTIVES. June 1965, 18 pp. Iowa State University, Ames, Iowa.
ARC Catalog No. PE 658.816, 164.

Examines role of government price policy in production and distribution of agricultural goods. Author suggests a modified system of free-market pricing, and outlines a number of specific actions towards this end.

37. Chaiyong, Chuchart and Tongpan, Sopin, THE DETERMINATION AND ANALYSES OF POLICIES TO SUPPORT AND STABILIZE AGRICULTURAL PRICES AND INCOME OF THE THAI FARMERS (with special references to rice). May 1965, 76 pp.

Thailand has an export tax on rice called "rice premium." This study examines the cost and benefits of this rice premium. The main argument for continuing rice premium is that it provides an easily obtainable and large source of revenue for the Federal Government. The main argument against the premium is that it depresses the domestic paddy rice price and hence is a disincentive to commercial production. The study concludes that the rice premium must be continued for political and Government revenue considerations. However, a reduction in the premium would allow an increase in the paddy price which in turn would encourage more rapid adaption of production technology, especially fertilizer. This study includes considerable rice data, including long-run price trends, seasonal variation, domestic and export price comparisons, and an analysis of rice premium and price response.

38. Shepard, Geoffrey S., et al., RICE MARKETING AND PRICE POLICY IN VIETNAM: PROBLEMS AND ALTERNATIVE SOLUTIONS (PRELIMINARY NOTEBOOK). January 1965. Ministry of Rural Affairs and Ministry of National Economy, Government of Vietnam, Saigon, South Vietnam.
ARC Catalog No. VS 633.18, S548.

Based on the author's notes made while serving as economic advisor to the Ministers of Rural Affairs and National Economy in Vietnam, 1964-65, while on leave from Iowa State University. Part I discusses development and present status of rice marketing and the price situation in Vietnam. Part II discusses major problems and what could be done to solve them. These problems include finding a basis for establishing the price of rice--export prices and a domestic wage rate index are considered; stabilizing the paddy price through purchases from wholesaler--direct purchasing from farmers is difficult, but marketing cooperatives and commodity may provide solutions; keeping the rice market competitive; reviewing rice export regulations; providing for a smaller price drop at harvest time; improving rice storage; revising rice grade specifications; determining proper size of rice stock for stabilization purposes;

improving market news information to farmers; and placing responsibility for rice marketing and pricing policies.

39. Shofner, William O., SUGGESTED ORGANIZATION AND DUTIES FOR OPERATION OF THE MINIMUM PRICE AND PRODUCTION STABILIZATION PROGRAM FOR FARMERS (Brazil). September 1964, 15 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Deficiencies in transportation, storage, and communications have hampered Brazil's efforts toward a minimum price program for agriculture. Report emphasizes importance of making firm arrangements for financing price support activities, and that publicized price policies be followed scrupulously. Suggests establishment of a central agency to operate a coordinated minimum price program for producers and development and strengthening of an adequate field organization to administer program field operations, to increase producer access to the program, to expand storage facilities, to build producer interest in the program, and to improve the basic price support program.

Cross References on PRICING: See items No. 19, 44, 46, 52, 62, 82, 87, 95, 100, 104, 121, 123, 138, 145, and 169.

COOPERATIVES

40. Mellor, John W., THE CHARACTER OF AGRICULTURAL MARKETS AS THEY RELATE TO THE DEVELOPMENT OF COOPERATIVES. April 1967, 10 pp. Department of Agricultural Economics, Cornell University, Ithaca, New York.

Market collusion, market definition, and ease of entry into marketing enterprises are discussed. Mellor's conclusion is that the market is relatively efficient and free from collusion. Marketing costs are high because of inadequate infrastructure, transportation, communication, and market reporting facilities. Mellor holds that individual firms in the marketing of agriculture products tend to operate rather inefficiently. Increased consideration should be given income-elastic food products, since they provide for the intensive use of scarce resources and increased use of abundant resources. Continued attention must be paid to supplying inputs for agricultural production. An evaluation of role of cooperatives in supplying farm inputs is appropriate.

41. Pogeler, Glenn H., FINAL REPORT ON CENTO WORKSHOPS ON MANAGEMENT OF MARKETING COOPERATIVES: PAKISTAN, IRAN, AND TURKEY. April 26-May 23, 1970. Contract AID/NESA-481, PIO/T 290-244-3-00071. June 1970, 22 pp.

A report of the activities in CENTO Workshops and the conclusion of the team leader responsible for conducting them. He concludes that the workshops were productive and generated the demand for further workshops. Recommendations from the workshop team members which might involve foreign technical assistance included improved managerial training, marketing, research, and the establishment of a special CENTO sub-committee on agricultural marketing. The general conclusions of the

workshops on management of marketing cooperatives are: cooperatives are potentially very powerful, but are currently sleeping giants; the control of cooperatives is almost completely in the hands of government which uses them to carry out its purposes; government control hampers good management; and cooperatives established for credit are not suitable structures for marketing. It is recommended that the structure of the cooperative be related to its principal purposes; that a definite program for training be instituted to improve management; that financing be improved and a program of marketing research and information be initiated.

42. DEVELOPMENT OF AGRICULTURAL MARKETING AND COOPERATIVES IN LATIN AMERICA AND THE CARIBBEAN. 1959, 357 pp. International Cooperation Administration, predecessor to AID, Washington, D. C. ARC Catalog No. LAT 380.141, 161.

The report on a seminar held in Jamaica dealing with a wide variety of marketing problems. Special emphasis is given to agricultural cooperatives. There are 16 country report summaries. The Seminar covered the following topics, corresponding to report chapters: 1) farm production, selling and assembly; 2) storing, processing, and packaging; 3) grading and standardization--quality, weights, and measures; 4) wholesaling, retailing, merchandising, and market expansion; 5) farm supplies and services; 6) cooperatives and other forms of market organization; 7) marketing statistics, news, and information; and 8) government participation in the market-price stabilization, subsidies, and other programs.

Cross References on COOPERATIVES: See items No. 83, 104, .114, 161, 163, and 170.

STORAGE, HANDLING, AND TRANSPORTATION

43. Perry, Russell L., PRE-COOLING OF CANTALOUPE FOR EXPORT FROM EL SALVADOR. September 1970, 31 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Covers a detailed explanation of problems and effectiveness of pre-cooling fruits using either hydro-cooling, forced air, or top icing. Objective of cooling is to bring fruit from 95° to 50° quickly. Appendices contain detailed explanations of processes for cooling fruits.

44. Blease, F. Wayneright, TRIP REPORT TO THE DOMINICAN REPUBLIC. July 1970, 21 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Considers serious difficulties in grain storage facilities under construction. Alternative price stabilization programs for rice, corn, and dry beans are discussed and recommendations are made. Recommendations are also made on organization and operations of three grain warehouses.

45. Wanner, Lee R., BULK GRAIN STORAGE. August 1969, 3 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

This report concerns the renovation of abandoned bulk grain storage at Rio Grande de Sul, Brazil. Wanner recommends revision of Government warehousing laws to permit purchase and sale of commodities for public, establishment of a marketing division within the Ministry of Agriculture, and development of uniform grades and standards for grains.

46. Lemley, James W., GRAIN STORAGE AND PRICE STABILIZATION IN THE DOMINICAN REPUBLIC. April 1965, 94 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Concludes that a complete revision of price stabilization and grain storage programs for the Dominican Republic is necessary. Proposal was based on law submitted by the Agricultural Bank. The law contains four proposals: 1) establishment of a semi-autonomous institute with responsibility for price stabilization, establishment of an institute for grain storage and handling, establishment of an official grain quality laboratory, and establishment of grain standards; 2) a bonded warehouse law; 3) a set of rules and regulations for applying the law to grain industry; and 4) a proposed contract between the institute and private grain warehousemen.

47. Holmes, Lloyd I., AIR MARKETING SEMINAR FOR AGRICULTURAL PRODUCTS. February 1969, 120 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

A detailed report of the presentations and questions and answers for a marketing seminar. Attending and presenting points of view were buyers for the United States, producers in El Salvador, and representatives of private, financial, and governmental institutions, international institutions, and Pan American World Airways, Inc. Discussion covers the gamut of topics from point of view of each of the participants and has a rather optimistic tone.

48. Achels, A. A., and Pederson, John, REVIEW OF GRAIN STORAGE, HANDLING AND DISTRIBUTION, MOROCCO. 1969, 159 pp. AID-sponsored. Food and Feed Grain Institute, Kansas State University, Manhattan, Kansas 66502.

States that inadequate grain storage of suitable quality was available for wheat and barley crops of 1969. Suggestions are made for mobilizing storage on a temporary basis. Long-range storage plans must be made to accommodate increased output from new production technology.

49. McCoy, J. H., and Tolle, D. S., IMPLEMENTATION OF GRAIN STORAGE OPERATIONS, MARKETING SERVICES, AND PRICE STABILIZATION IN HONDURAS. AID Contract No. AID/csd-1588. October 1968, 13 pp. Food and Feed Grain Institute, Kansas State University, Manhattan, Kansas 66502.

States qualifications and training requirements for development of good elevator and warehouse managers. Gives recommendations for applying businesslike methods to grain storage and marketing. Also has general recommendations regarding official weights and measures, grain grading, warehouse licensing and examination, marketing information, control services, and price support and stabilization.

50. Pedersen, John, REPORT ON FOOD GRAIN STORAGE, MARKETING, HANDLING, AND TRANSPORTATION IN JORDAN. AID/contract No. AID/csd-1588. July 1968, 67 pp. Food and Feed Grain Institute, Kansas State University, Manhattan, Kansas 66502.
ARC Catalog No. J0651.23, K16.

A report of 2 weeks observation in Jordan which pin-pointed areas for intensive study, provided immediate resolution of certain problems, and generally outlined a program for developing improved grain storage, handling, marketing, and transportation. Author concludes that storage capacity will be exceeded by production in high rainfall years. Management of existing storage facilities deserves increased attention. An improved marketing and storage program is needed. Specifically, he recommends improved extension of storage information and practices to the public and private sectors and use of metal grain storage silos. Detailed plans for these are given in an accompanying publication on improvement of port unloading facilities, expansion of bulk transportation, and development of an overall grain marketing policy by the Government of Jordan.

51. Wendling, Leo T., ASSESSMENT OF FOOD-GRAIN STORAGE FACILITIES, WEST PAKISTAN. 1968, 27 pp. AID-sponsored. Food and Feed Grain Institute, Kansas State University, Manhattan, Kansas 66502.

Includes an analysis of existing storage facilities and a recommendation for expanding wheat storage capacity of several types.

52. Lemley, James, GRAIN STORAGE AND PRICE STABILIZATION IN GUATEMALA. July 1965, 9 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Lemley finds grain quality in the market is poor. Much of the corn, rice, and beans are lost by spoilage, insects, and rodents. This loss and price instability keeps Guatemala from being self-sufficient in grain. New highways, a ferry, and mechanical corn shelling are resulting in improved grain quality. Lemley suggests that a general warehouse law be established rather than a piecemeal approach by commodities. A uniform grain storage agreement should be developed as a basis for licensing a bonded warehouse. This report contains topics for seven operating handbooks for federal grain handling.

53. Graf, Alfred R., THE FEASIBILITY OF ESTABLISHING A NATIONAL GRAIN STORAGE SYSTEM IN DAHOMEY, AFRICA. May 1965, 29 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Examines production, marketing, and storage of corn, sorghum, and millet. Concludes that an improved grain storage program is consistent with growth of country if it is integrated into a total grain production and marketing scheme. Recommends that a small step toward silo storage be implemented, and that a pilot program of farm storage of grain in air-tight steel drums be started. Both experiments are to be on a small-scale during learning process. Detailed recommendations for management of storage facility are included.

Cross References on STORAGE, HANDLING, AND TRANSPORTATION: See items No. 62, 67, 82, 88, 98, 99, 104, 107, 110, 115, 121, 126, 127, 132, 135, 140, 152, 159, 161, 162, 163, 165, and 171.

MARKET INFORMATION

54. Smith, Eldon, et al, WORKABLE MARKET INFORMATION SERVICES FOR LESS DEVELOPED AREAS, PRACTICAL ISSUES AND ANSWERS IN NORTHEASTERN THAILAND. October 1970, 31 pp. Center for Development Change, University of Kentucky, Lexington, Kentucky 40506.

Describes introduction of market information system in Thailand. Emphasizes evaluation of the market competitive conditions in order to know what information will be needed. Administration and institutional factors are considered in detail.

55. Hooks, Lance G., REPORT ON MARKET NEWS ASSIGNMENT IN COLOMBIA. July 1970, 38 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Recommends institutionalization of a market news service as rapidly as possible. It should be extended from Cali and Bogota to include Madelin, Barraguilla, Manizales, Bucaramanga, and others according to their importance and interests. The overriding policy approach should be that of service to the Colombian farmers. The news service should work closely with radio, television, and newspapers, as well as seeking the assistance of ICA in cooperation with farm organizations, cooperatives, and producer groups. Special U. S. training should be arranged for groups involved in developing the service and news reports as well as for those on the Ministry staff. Recommends that a news service throughout Latin America be installed for benefit of whole area.

56. Hooks, Lance G., EXPANDING AGRICULTURAL INFORMATION SERVICES. FEDS Field Report 3. January 1970, 6 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Contains a detailed description of agricultural production and marketing in Guyana; includes analysis of market news needs, news media available, and sources of market news, and makes recommendations. Use is being made of radio and daily and weekly newspapers. The need to build and train staff is emphasized.

57. Hooks, Lance G., MARKET NEWS SERVICE FOR BRAZIL. June 1969, 11 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Emphasizes establishment of nation-wide market news services in Brazil operated by Ministry of Agriculture. Recommends that present service be continued, that training for people working with it should be continued, that universities should develop course in marketing information, that an in-service seminar should be held to increase capability of people working in market news systems, that a Department of Marketing should be established within Ministry, and that continuing efforts be made to improve effectiveness of marketing information system.

58. Taylor, Donald M., INTERNATIONAL MARKETING INSTITUTE, KOREA MARKETING DEVELOPMENT TEAM, FINAL REPORT. Contract AID/W-ea 10, PIO/T489-647-3-70051. 1968, 67 pp. Available from U. S. Agency for International Development, Washington, D. C. 20523.

Contains proposal for a marketing communications system for Korea. Some emphasis is placed on improvement of information collection techniques but effective information dissemination requires more attention since it is alleged to be weakest area of marketing communications activities.

Cross References on MARKET INFORMATION: See item No. 100.

GRADES AND STANDARDS

59. Fulmer, Herschel, GRADES AND STANDARDS FOR PANAMA. December 1970. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Details need for grades and standards, basis for establishing grades and standards, and a set of sample grades and standards. Includes suggestions for materials required for training inspectors and inspection equipment.

60. Natzinger, Larry L., GRADING OF RICE, CORN, SORGHUM, AND BEANS FOR DOMINICAN REPUBLIC. December 1970, 16 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Report of visit to the Dominican Republic to set up laboratories for grain evaluation. Details equipment available in the Dominican Republic and suggestions for improving the equipment and its use.

61. Fulmer, Herschel L., STANDARDS, GRADES AND PACKING OF FRUITS AND VEGETABLES. March 1969, 17 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

El Salvador can produce most of the fruits and vegetables in short supply in the United States during winter months. In order to do this

effectively, there needs to be established a set of grades and standards. In addition, proper packing techniques must be coupled with proper production and harvesting techniques. Details nature of problem and proposes an initial set of grades and standards. Recommends that the government grades and the institutional framework to put them into effect be established.

62. Ragsdale, John M., TRAINING GRAIN ELEVATOR MANAGERS IN NICARAGUA. May 1966, 12 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Covers training of managers of grain receiving stations in Nicaragua. Effectiveness of price support program by Government severely handicapped by lack of adequate storage facilities. Major part of the training involves development of grading and standardization skills. Includes an evaluation of problems associated with training of elevator managers who are not familiar with problems of collective storage.

63. Watson, Dwain V., COMMENTS CONCERNING ICAITI STANDARDS FOR CENTRAL AMERICA. June 1965, 20 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Discusses grading standards for rice, corn, and beans in Central America. Suggests changes in definition of terms; levels for different grades; nature of grading system; preparation of manual for graders; equipment used to determine grades; and packing requirements.

64. Watson, Dwain V., COURSE OUTLINE OF INSPECTION OF CERTAIN GRAIN, EDIBLE BEANS, AND RICE, DEMONSTRATING APPLICATION OF USDA STANDARDS. June 1965, 27 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Contains detailed listing of topics covered in a grades and standards course. This course was designed for training new inspectors and is very detailed and precise. Includes listing of inspection equipment along with a cost estimate.

65. Watson, Dwain V., THE COURSE ON INSPECTION AND GRADING OF GRAINS, EDIBLE BEANS, AND RICE. June 1965, 14 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Contains detailed descriptions of operation of course on grain inspection and grading. Includes evaluation of teaching methods, course organization, and teaching facilities. In addition, the report contains observations regarding grain marketing in Guatemala. Of particular concern were inadequate transportation facilities, lack of a market information system, and low quality of grain in the market. This quality problem was due to insect infestation, weed seeds, and heat damaged and broken kernels. Storage losses are high. Establishment of grades and standards may provide incentive for improvement.

Cross References on GRADES AND STANDARDS: See items No. 46, 74, 75, 121, and 159.

PHYSICAL FACILITIES FOR MARKETING

66. Drake, D. Paschal, RECOMMENDATIONS FOR LIVESTOCK MARKETING IN EL SALVADOR. 1968, 18 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Explains development of a livestock auction demonstration. Lack of local cooperation was hallmark of event. Recommends establishment of livestock and meat market news, marketing of livestock by weight, construction of modern livestock market facilities, and modification in national law affecting cattle industry.

67. West, Billy, GRADING, PACKING, INSPECTION, STORAGE AND MARKETING OF FRESH FRUITS AND VEGETABLES IN GUATEMALA. May 1965, 15 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Report of course given in Guatemala City on handling fruits and vegetables. Organization of course is described including class field trips. Particular areas of attention are packages for the produce, packing in rural areas, increasing efficiency of retail market, establishing a wholesale terminal market with refrigeration, establishing grades and standards, and development of market news system.

68. MARKETING FACILITIES FOR GRAIN AND TUBEROUS CROPS: ECONOMIC AND ENGINEERING STUDY. 1963, 960 pp. Prepared for Brazilian Ministry of Agriculture and AID by Weitz-Hettelsater Engineers, Kansas City, Missouri. ARC Catalog No. BL 338.1. W436.

A mammoth two volume study of marketing in Brazil concentrating on physical facilities involved. First volume covers production, processing, and storage; second volume treats four individual products: mandioca, onions, potatoes, and sweet potatoes. A final section contains description of recommended facilities.

Cross References on PHYSICAL FACILITIES FOR MARKETING: See items No. 98, 119, 123, 141, 151, 152, and 155.

FOOD PRODUCTS AND PROCESSING

69. FOOD PACKAGING IN THE LDC'S -- THE REPORT OF A SEMINAR BY THE LEAGUE FOR INTERNATIONAL FOOD EDUCATION. November 1970. Available from L.I.F.E., 1155 - 16th St. N.W., Washington, D. C. 20036.

This meeting resulted in preparation of a questionnaire to accumulate information on packaging in LDC's. A roster of personnel is being

developed to assist AID missions in food packaging. Teams will be sent to high-pay-off countries to answer local problems.

70. Slater, Charles, et al., MARKET PROCESSES IN LA PAZ, BOLIVIA. AID contract No. TCR-786 and la-364. 1969, 241 pp. Latin American Studies Center, Michigan State University, East Lansing, Michigan 48823. ARC Catalog No. BV 658.83984, M 624.

This third study in a series begins with the consumer and works back toward the peasant producer. In the process, topics covered include: food retailing in La Paz, the wholesale sector, transportation, farm and country assemblers, rural fairs, and peasant consumption. Recommendations include: reform in marketing of non-perishables and perishables, bus and truck terminal facilities, market information programs, road improvement for fruit and vegetable marketing, rice marketing reform, potato marketing reform, beef marketing reform, improved truck transportation for food, and government reforms to foster market development, such as modifying highway taxing system, improving marketing loan system, changing beef pricing system at retail, changing market stall renting policies to allow for economies of scale, and providing training for those displaced by some of the suggested marketing reforms.

71. Watters, Glenn G., RECOMMENDATIONS FOR A FREEZE-DRYING PROGRAM IN CENTRAL AMERICA. 1968, 35 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Summarizes research project involved with comparing freeze-drying fruits with drum and air-drying. Includes listing of equipment and techniques used along with a summary of results. Purees were dried quickly and with good flavor by starting with a high temperature plate and reducing the temperature as the fruit dried. Drum and air-dried purees of banana, mango, pineapple, zapote, maney, and nance were inferior in color, odor, and flavor and suffered greater destruction of vitamin C than when freeze-dried.

72. Hubbard, Jim R., Jr., BROILER PRODUCTION AND MARKETING IN PARAGUAY. December 1966, 5 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Describes poultry production and marketing in Paraguay. While emphasis is on production, report emphasizes that many improvements could be made in marketing. Improvements in processing that could easily be added are better picking, singeing, ice water cooling, and ice packing for delivery to retail markets. Author points out that a live poultry market should be continued. Presence of cooling facilities in small retail stores makes possible increased sales of dressed poultry.

73. Merrill, William C., and Furnish, Dale B., THE PAN FRANCES SITUATION IN PERU: AN ECONOMIC AND LEGAL ANALYSIS. 1966, 29 pp. Iowa Universities Mission in cooperation with the Corporacion Nacional de Abastecimientos del Peru.

"Pan frances" are small rolls with a distinctive flavor comprising the primary kind of bread consumption in Peru. This study analyzes interactions among higher labor and flour costs, profitability of bakers, and interest of people in having low cost "pan frances."

74. Oliver, Doyle B., ESTABLISHMENT OF GRADES AND STANDARDS FOR BEEF ANIMALS AND CARCASSES OF ECUADOR, TRAINING IN MODERN METHODS OF MEAT CUTTING AND SLAUGHTER, AND EXPLANATION OF BY-PRODUCTS OF THE MEAT INDUSTRY. September 1965, 15 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Covers presentation of a 5-week, intensive training program in live animal grading, carcass grading, meat cutting, slaughter procedures, and livestock slaughter by-product utilization. Includes a detailing of standards for beef in Ecuador. Recommends improvement of livestock marketing system, including detailed recommendations for grading, training of supervisors and meat cutters, and application of grade standards in Ecuador. Bibliography relevant to beef slaughtering and grading is included.

75. Evans, Edmund, FOOD PROCESSING AND TECHNOLOGY REPORT, PROCESSED PRODUCTS, STANDARDS AND INSPECTION SERVICES, WITH RECOMMENDATIONS FOR GUATEMALA. June 1965, 30 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Covers slaughter operations, creameries, cheese plants, ice cream plants, fruits and vegetable plants, citronella extracting, essential oils and coffee. Generally, large fruit and vegetable processors appeared to have well-run operations, but efficiency decreased as size decreased. Four different agencies are to be involved with food standards and grades: Health Ministry, INCAP, ICAITI, and the Department of Standardization and Inspection of the Agricultural Marketing Directorate of the Ministry of Agriculture. This presents a potential source of confusion and chaos. Outline of an example of desirable standards is included. Inspection is discussed, including sanitation, containers, labels, sampling, stamping of cases, and certificates of loading. Suggests that export market will be enhanced with use of standards in food industry. Contains recommended regulations concerning inspection and certification of fresh and processed fruit and vegetables and related products.

76. Faison, Edmund W., REPORT ON PACKAGING. 1965, 23 pp. Council for International Progress in Management/AID. ARC Catalog No. PE 658.8, C855.

Subject matter of 20 hours of lecture is included in detail. This should be useful to anyone interested in discussing packaging in a developing food system. This is one part of a larger report by specialists in Peru. The other parts are titled: retail marketing, advertising, progress in management, sales promotion, industrial economics, marketing and merchandising, sales management, and industrial products marketing.

77. Faison, E. W., and Faison, L. P., STATUS OF MARKETING AND PACKAGING IN COSTA RICA. AID contract c-1546-2. 1963, 123 pp. ARC Catalog No. CR 380.1, F 173.

A potpourri of information relating to marketing and packaging of various products in Costa Rica. Gives attention to personalities and institutions involved in program.

Cross References on FOOD PRODUCTS AND PROCESSING: See items No. 86, 89, 103, 104, 121, 132, 138, 143, 155, 156, 159, and 171.

MARKETING RESEARCH

78. Nason, Robert W., THE ROLE OF FOOD MARKETING IN THE ECONOMIC DEVELOPMENT OF PUERTO RICO. Summary of San Juan, Puerto Rico, seminar on research sponsored by AID 1966, 11 pp. Latin American Studies Center, Michigan State University, East Lansing, Michigan 48823.

Comprehensive review of role of marketing in economic development, including discussion of consumption and demand changes, distribution system, agricultural production and marketing system, attitudes and communication behavior, modeling and simulation, application of research findings, and food distribution costs.

79. Mulvihill, Donald F., REPORT ON MARKET RESEARCH SEMINAR: COSTA RICA. AID Contract No. ICA-515-38-T. 1961, 9 pp. ARC Catalog No. CR 658.8, M. 961.

A brief course outline for a 3-week seminar in marketing and marketing research. List of teaching materials included.

80. Kriesberg, Martin, FOOD DISTRIBUTION RESEARCH IN DEVELOPING COUNTRIES. Presented at the Food Distribution Research Society Annual Meeting, St. Louis, October 26, 1970. 22 pp. USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Notes the importance of research for improving marketing processes. Research needs are discussed under the following heads: 1) market structure and marketing systems; 2) marketing mechanics and operating efficiency; 3) human nutrition and consumer economics; 4) marketing management; and 5) market development and expansion. The author suggests the creation of regional or international centers concerned with marketing research and funded by private agribusiness firms, international lending agencies, and foundations. The suggestion parallels proposals on an international network of agricultural research centers.

Cross References on MARKETING RESEARCH: See items No. 11, 13, 15, 16, 35, 91, 101, 107, 110, 111, 115, 130, 136, and 146.

TRAINING AND CONFERENCES

See items No. 2, 41, 47, 62, 64, 65, 69, 76, 79, 89, 90, and 121.

PART II. REGIONS AND COUNTRIES

ASIA

Near East and South Asia

81. Farrick, Muhammad O., THE STRUCTURE AND PERFORMANCE OF THE RICE MARKETING SYSTEM IN EAST PAKISTAN. 1970, 188 pp. AID-sponsored. Cornell University Prices Research Project, Ithaca, New York.

Concludes that government participation in transportation would result mainly in inefficiencies and should be avoided. Market prices seem well coordinated among markets but Farrick emphasized that less rigorous data collection can lead to different conclusions. Prices at different markets and at different times in the season are greater than the transportation and storage costs involved, but little if any collusion seems to exist. Food department regulations such as the "7-day anti-hoarding act" and licensing of rice selling areas raise the cost of rice marketing considerably. Standardization and market information weaknesses cause further cost increases. Farrick contends that government rice distribution is fraught with inequities and inefficiencies.

82. Sitler, Harry G., and O'Cain, John E., PRICE POLICY AND GRAIN STORAGE FOR WHEAT IN JORDAN. November 1969, 21 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D.C. 20250.

Recommends pricing and storage program which would help Jordan become self-sufficient in wheat, thus eliminating the 1969 necessity of importing 45 percent of the wheat consumed. This has to be done within the constraint of using no more than existing land area allocated to wheat, an annual population increase of 3.3 percent, and no increase in the consumer price of wheat. Historic variations in price of wheat seem to discourage production. A policy of forward pricing is set forth with goal of expanding wheat production because of reduced risk. This is coupled with a storage program for years of exceptional production. Along with this price and storage policy, it is necessary that a research and extension program in wheat production be carried on.

83. Young, Everett J., REPORT ON A TRIP TO AFGHANISTAN: STUDY OF MARKETING AND DISTRIBUTION THROUGH COOPERATIVES. March 1969, 19 pp. Agriculture Cooperative Development International, 1430 K Street, N.W., Suite 200, Washington, D. C.

Discusses difficulty of establishing functional cooperatives in Afghanistan owing to negative attitude of government toward private enterprise. Young's study is primarily concerned with possibilities of a cooperative system for fertilizer distribution. Detailed description of the existing fertilizer distribution system suggests that an alternative would probably be an improvement. Young also discusses establishing cooperatives for production and marketing of wheat and raisins.

84. Young, Everett J., REPORT ON A TRIP TO PAKISTAN WITH RECOMMENDATIONS FOR ACTION ON A MARKETING PROGRAM. February 1969, 47 pp. AID-sponsored. Agricultural Cooperative Development International, 1430 K Street, N.W., Suite 200, Washington, D. C. ARC Catalog No. PK 380.141 A278.

A general study of marketing in Pakistan with special attention to the role that ACDI (the sponsoring agency) could play in improvement of existing system. Young indicates that West Pakistan is fast approaching a market economy. Special emphasis is to be put on grain, particularly wheat, and marketing, with storage problems getting first attention. Some attention should be paid to fruit and vegetables, as the market develops, but foreign processors will be involved. Private sector is being encouraged. Cooperatives are encouraged and management expertise is sorely needed. ACDI could provide the expertise.

85. Salisbury, Olen W., PRICE SUPPORT PROGRAM IN INDIA. May 1968, 11 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Though assigned the task of improving the price support programs, Salisbury's 2-year stay coincided with the crop failures of 1966-67 and, consequently, little attention was paid to price supports. Report contains evaluation of Indian marketing system, including farm sales, rural storage, grain conditioning, transportation, and terminal storage. Concludes that major changes will be required before 30 percent of total grain production can be handled through commercial channels, and that the system is grossly inadequate to deal with increased tonnage of grains being projected. Particular attention is paid to the possibilities of bulk storage and handling of wheat and rice.

86. Lele, Uma J., WORKING OF GRAIN MARKETS IN SELECTED STATES, INDIA, 1955-56 TO 1964-65. 1968, 295 pp. AID-sponsored. Cornell University Prices Research Project, Ithaca, New York.

Report of a study involving a year of market place observation and interviews. Concludes that the grain market is competitive and low cost, and attributes large earnings of middlemen to control of capital and market skills. Price disparities among markets result from varietal differences, transportation cost differences, availability of transportation facilities, and government imposed movement restrictions. Price differentials result mostly from lack of product mobility rather than monopolistic elements. There are generally low returns to storage operations. Author recommends improved transportation and better diffusion of market information to the traders along with a program of open market operations with buffer stocks. Improved market regulation and easier entry into marketing business would reduce marketing costs.

87. Mellor, John W., OPPORTUNITIES AND PROBLEMS ASSOCIATED WITH WHEAT PRODUCTION, MARKETING AND PRICING IN THE KATHMANDU VALLEY. 1968, 8 pp. AID-sponsored. Cornell University Prices Research Project, Ithaca, New York.

Describes specific market situation in India along with a list of recommendations and the analysis behind them. Though concerned with a particular situation, it contains insights of a useful general nature.

88. Salisbury, Olen, *MARKETING PROBLEMS FOR INDIAN FOODGRAIN PRODUCTION*. 1968, 10 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250. ARC Catalog No. IN 380.141, S167.

Focuses on need for improved and expanded grain handling, storage, and transport facilities in India. Author concludes that marketing problems will serve as bottleneck to other agricultural programs.

89. Ward, Marion F., *CENTO TRAVELING SEMINAR ON PROCESSING AND MARKETING OF FRUITS AND VEGETABLE PRODUCTS*. August 1967, 93 pp.

The team visited 36 fruit and vegetable canning units, seven research stations, six packing and grading plants for sun dry products, and three cold storage plants, interviewing over 500 people. The conclusion and recommendations of the study cover such problems as the quality of the fresh fruits and vegetables, the small size of the processing units, container problems, standardization of products, the improvement in marketing methods, formulation of a processing industry association, improvement in financing of processors, research on processing and containers, technology improvement and its application throughout the handling process, improvement of processing equipment, improvement of labor utilization, improvement of storage and transportation, the development of alternative food processing techniques, and expanding export possibilities.

90. *FRESH FRUIT AND VEGETABLE MARKETING*. A CENTO Traveling Seminar. August 1965, 89 pp.

A seminar financed by the United States Government as a part of the CENTO program. This report summarizes information from interviews with 1,300 people. The study concludes that a large fraction of the fresh fruits and vegetables reaches the consumer in these countries in a bad state and, in some areas, 30 to 40 percent never reach the consumer at all. The growers tend to receive as little as 15 percent of the consumer price and rarely more than 35 percent. This study found that, while credit was available for production, practically none was available for marketing. Product harvesting, handling, and packing by the growers need special attention to avoid product deterioration. Transportation costs are high and the damage from bruising is very high for most fruits and vegetables. Increased attention must be given to production planning in order to have a supply of fruits and vegetables available during the entire year. Market places need improved and increased storage facilities. Product standardization is a major problem. Crowded market place conditions contribute to product deterioration. Fruit and vegetable processing plants could standardize market. There is an important role for marketing cooperatives. Improved market

information would be probable. The CENTO countries should take increased advantages of export possibilities. The role of the consumer was also emphasized by the report.

91. Pike, Clarence E., SUPPLY OF AND DEMAND FOR SELECTED AGRICULTURAL PRODUCTS IN INDIA, PROJECTION TO 1975-76. ERS-For.-100, Foreign Regional Analysis Division, USDA/Economic Research Service, Washington, D. C. 20250.

One of a series of detailed studies on supply-demand situations anticipated in developing countries.

Cross References on NEAR EAST AND SOUTH ASIA: See items No. 18, 21, 34, 41, 50, 51, 155, 160, and 166.

East Asia

92. ECONOMIC AND ENGINEERING STUDY, GRAIN STORAGE AND MARKETING SYSTEM, VIETNAM. 1970, 379 pp. Wildman Agricultural Research, Inc., under contract with AID. Available from U. S. Agency for International Development, Washington, D. C. 20523.

A detailed description of South Vietnam including such aspects as population, transportation system, and crop and livestock production. Special emphasis is given to rice production, milling, and marketing. Marketing institutions are described and recommendations are made for improving facilities for storage and processing and improving grades and standards and market information.

93. Mason, R. R., and Lung, K. C., THE VEGETABLE MARKETING ORGANIZATION, 1964-68. 1969, 33 pp. Agriculture and Fisheries Department, Hong Kong.

Describes success of Hong Kong authorities in establishing a new wholesale vegetable market with transport arrangements organized around local assembly cooperatives.

94. Magleby, Richard S., "Evaluation of Marketing Needs in Korea." PLANNING KOREA'S AGRICULTURAL DEVELOPMENT. 1970, pp. 39-97. USDA/AID. Available from Foreign Economic Development Service, U.S. Department of Agriculture, Washington, D. C. 20250.

Includes separate analyses on marketing for grain, milk, livestock, fruits, and vegetables. Concludes with a number of priority areas for studies in marketing and makes the overall observation that marketing improvement plays a crucial role in the future development of South Korea.

95. Shofner, William O., Robbins, O. L., and Thomason, F. G., REPORT OF THE TEAM DEALING WITH AGRICULTURAL PRICING AND RELATED PROBLEMS IN SOUTH VIETNAM. 1966. U.S. Department of Agriculture, Washington, D. C. 20250.

Recommends increasing price of paddy rice as an incentive for increasing farm production, but within an institutional framework which would also hold down prices at retail.

96. MARKET DEMAND FOR SELECTED COMMODITIES: EXPORT PROSPECTS FOR VIETNAM. Volume I. 1969, 225 pp. USAID Contract, Development and Resources Corporation, New York, Sacramento, Saigon.

Contains recent history of exports, trends in production and demand, and future markets and competition for rubber, rice, wood, fish, feed grains, vegetable oil and oil cake, tea, and other exports. Contains comprehensive evaluation of export prospects by commodity.

97. Stent, James, MARKETING PATTERN IN A NORTHEASTERN THAI CHANGWAT. August 1969, 70 pp. Research and Evaluation Division, USOM/Thailand.

Analyzes the marketing system to determine whether it is conducive to, or a restraint on, rural development. It analyzes the merchandising, the wholesaling and retailing process, the marketing of agricultural products, and the effects of roads on marketing. The study concludes that the village merchants understand their dependence on farm production. The wholesaling and retailing system is evaluated in terms of whether it adequately services the needs of the farmers and contributes to achieving rural development. The private and semi-private institutions seem to serve the needs of the farmers well. Government intervention would result in a deterioration of the system's efficiency. The agricultural commodity marketing system must evolve as the country develops. The authors conclude that competitive forces and natural evolution would result in a better system than any government-made solution.

98. Gormely, Patrick, REVIEW OF GRAIN STORAGE, HANDLING, PROCESSING AND DISTRIBUTION PROBLEMS AND PROPOSALS FOR THE REPUBLIC OF KOREA. 1968, 96 pp. AID-sponsored. Available from Food and Feed Grain Institute, Kansas State University, Manhattan, Kansas 66502.

Assesses existing facilities and determines the feasibility of improving grain (rice, wheat, and barley) storage, handling, processing, and distribution systems. Author observes that, while milling capacity seems adequate, port facilities for wheat are inadequate and rice storage facilities and transportation need improvement.

99. STORAGE, HANDLING AND MARKETING OF SELECTED CROPS IN THE REPUBLIC OF THE PHILIPPINES. 1968, 415 pp. USAID Contract, Weitz-Hettelsater Engineers.

Describes current, past, and future estimates of production and consumption of rice, corn, sorghum, and soybeans in the Philippines, with emphasis on handling, storage, transportation, processing, and other marketing functions. Includes recommendations and plans of facilities

for national, regional, village, and farm storage installations for taking care of grains during next 10 years.

100. Drilon, J. D. Jr., THE AGRICULTURAL DEVELOPMENT ORGANIZATION AND RICE PROBLEMS IN LAOS. AID contract No. AID L-498. 1965, 64 pp. ARC Catalog No. LS 380.141318, D779.

Describes rice marketing in Laos and organization and operation of Agricultural Development Organization. Offers suggested rice marketing plan. Also contains 100-page annex. The annex gives details of field surveys on rice prices, trade practices, marketing information, types of rice offered, and pricing mechanisms.

101. THE PHILIPPINES: SUMMARY AND EVALUATION OF LONG-TERM PROJECTS OF SUPPLY OF, AND DEMAND FOR, SELECTED AGRICULTURAL PRODUCTS. ERS-For.-58, follow-up on ERS-For.-34, 1965. USDA/Economic Research Service, Washington, D. C. 20250.

One of a series of detailed studies on supply and demand of principal commodities in selected developing countries.

102. Walker, Gaylord L., RICE PRODUCTION AND MARKETING IN CAMBODIA. 1961, 20 pp. USOM/Cambodia. ARC Catalog No. CB 633.18, W179.

Surveys rice production methods, processing facilities, and marketing procedures. Includes a description of typical rice marketing practices and reports an 8 percent marketing margin. Describes price control activities of Ministry of Commerce, which include weekly price revisions. Farm credit and transportation are discussed. Cambodia was a rice exporter; volume and characteristics of export rice market are covered.

Cross References on EAST ASIA: See items No. 13, 37, 38, 54, 58, 156, 158, 161, and 167.

AFRICA

North Africa

103. FEASIBILITY STUDY FOR LOCALLY PRODUCED WHEAT BASED PROTEIN FOOD PRODUCTS IN TUNISIA. AID contract No. AID Afr-No.509. 1963, 158 pp. International Milling Co.

Notes considerable variability in interest among Tunisian government groups concerned with nutrition in a protein enrichment program. Acceptance tests showed that it is possible to make some food substitutions. Raw materials exist for diet improvement, and need for higher protein diets is present.

104. Corty, Floyd L., CEREAL PRODUCTION AND MARKETING PROCEDURES IN MOROCCO. 1967, 104 pp. Agency for International Development, Washington, D. C.

Describes marketing system, including role of cooperatives, price regulation, role of credit in market system, and effect of storage limitation on processors.

105. Wilson, Robert F., A MARKETING SURVEY OF THE AGRICULTURAL AND INDUSTRIAL COMMODITIES OF TUNISIA. 1959, 105 pp. International Cooperation Administration. Available from U. S. Agency for International Development, Washington, D. C.
ARC Catalog No. TN 658.839611, W752.

Contains history and description of Tunisia's production and marketing system. Recommendations include coordination of marketing of olive oil to the United States, but that no Tunisian brand name should be introduced; development of a packaged date industry; installation of refrigerated warehouses; establishment of a minimum wage law; development of handicraft industry; establishment of library for information on marketing; and establishment of business courses for improved personnel training.

Cross References on NORTH AFRICA: See items No. 32 and 48.

West Africa

106. VILLAGE MARKET IN GHANA. 1969, 42 pp. AID-sponsored. Department of Housing and Urban Development, Housing and Home Finance Agency, Washington, D. C.
ARC Catalog No. 6H 338.64, D419.

Examines village markets and their role in distribution of goods. Recommends improvement in physical structures, but preserving traditional practices.

107. Jones, W. O., MARKETING OF STAPLE FOOD CROPS IN TROPICAL AFRICA: OVERALL ANALYZES AND REPORT. 1969. Stanford Research Institute.

Identifies ways by which agricultural products in Kenya, Nigeria, and Sierra Leone could be marketed more effectively. While existing food marketing systems have performed relatively efficiently, none of these markets had been subjected to the results of high rates of agricultural growth. The reports stress the fact that the marketing systems have many small units, that there is a minimum supply of credit for marketing, that there are minimum facilities for storage and processing, and that government marketing boards have been unsuccessful in improving efficiency, but that production has increased. The report suggests that production incentives for farmers need to be increased. The researchers emphasize that farmers in these countries are responsive to production incentives.

108. Winter, M., RICE IN NIGERIA - A REVIEW. September 1968, 23 pp. Available from U. S. Agency for International Development, Washington, D. C. ARC Catalog No. NI 633.18, U58.

A compilation of information on Nigerian rice production including history, cultural practices, costs, processing, marketing, prices, and government's role. List includes 26 sources of information.

109. Sherman, W. A., THE GHANIAN RICE MARKETING SYSTEM: RESEARCH MEMORANDUM NO. 3. June 1968, 18 pp. U. S. Agency for International Development. ARC Catalog No. GH 380.141318, S553.

Describes economic factors influencing rice marketing in Ghana, including production costs, marketing costs and methods, consumer preferences, imports, milling methods, selling prices, transportation, storage, and tariff. Lists nine recommendations. Thirty-four sources of information listed.

110. Thodey, Alan, MARKETING OF STAPLE FOODS IN WESTERN NIGERIA (three volumes). AID Contract No. csd-801. 1968, 850 pp. Stanford Research Institute, Menlo Park, California. ARC Catalog No. VI 658-80963, S785b, V.I,II,III.

A study of marketing in Western Nigeria covering entire marketing chain. First volume consists of summary and conclusions, while the second and third constitute the bulk of the report. The summary covers the following topics: commodity movements, intermediaries, behavior and performance of marketing system, inefficiencies in marketing system, and suggested improvements in staple food marketing. Conclusions are as follows: Income of traders is low relative to services performed. The marketing system functions effectively and at a reasonable cost given the environment in which it operates. Number of traders is very large and each is quite small, but trade associations allow for a small amount of collusion at the assembler-wholesale level. Market facilities tend to get run-down due to low earnings of traders. Seasonal price variations tend to exceed storage costs. Producers tend to suffer from effects of oligopsony and consideration should be given producer bargaining associations and marketing cooperatives. Traditional markets will continue to be important. Emphasis will be increased on grades and standards, market information, storage, processing, packaging, and credit. Transportation is one of the more satisfactory features of the marketing system. Additional attention must be given human nutrition, since the root crop staples are deficient in most non-carbohydrate nutrients. Fortification and diet variety are alternative solutions to this problem.

111. Whitney, Anita, MARKETING OF STAPLE FOODS IN EASTERN NIGERIA. AID contract No. csd-801. 1968, 84 pp. Michigan State University, East Lansing, Michigan 48823. ARC Catalog No. Ni 658.80963, S785b.

In an analysis of the marketing chain, emphasis is given to product flow, role of intermediaries, price behavior, and structural modifications.

112. Alvis, V. Q., and Temu, P. E., *MARKETING SELECTED STAPLE FOODSTUFFS IN KENYA*. AID Contract No. csd-801. 1967, 358 pp. Stanford Research Institute, Menlo Park, California.
ARC Catalog No. KE 658.80963, S 785.

A careful study of food marketing in Kenya, with emphasis on maize, beans, potatoes, and bananas. Contains data on price fluctuations, capacity of marketing system, and source of finance as well as institutional and other structural characteristics. While findings on individual commodities varied, the report concludes that the market's adjustment to changes in supply was only fair and the marketing system was changing less rapidly than the means of production.

113. *MARKETING STAPLE FOOD CROPS IN SIERRA LEONE*. AID Contract No. csd-801. 1967, 442 pp.
ARC Catalog No. SL 658.80963, S785a.

One of a series of country studies on food marketing in Africa, this report gives detailed structural and institutional information relating to the marketing process. Four commodities are selected for special consideration: rice, palm oil, groundnuts, and cassava.

114. Robinson, R. Wayne, *PRESENT SITUATION AND DEVELOPMENT POTENTIAL FOR VEGETABLE AND OTHER FOOD CROPS IN WEST CAMEROON*. AID contract No. AID/afr-193. 1967, 65 pp. Near East Foundation.

Combines both production and marketing aspects of food production in West Cameroon. Recommends an improvement in transportation, primarily the highway system. Strengthening of cooperative system is seen as important to improved marketing. Some food production and consumption statistics are included.

115. Welsch, Delane E., *RICE MARKETING IN EASTERN NIGERIA*. Food Research Institute Studies, Volume VI.6, No. 3. 1966, 24 pp. Stanford University, California.
ARC Catalog No. 633.18 D419.

Describes rice marketing in East Nigeria. Welsch suggests that the rice marketing process is relatively efficient with the exception of over-investment in processing and trucking facilities. He identifies four stages in the marketing process: 1) production through harvesting; 2) movement from the farm facilities for processing; 3) transportation of the processed rice to the urban centers; and 4) wholesale and retailing in the urban areas. Detailed results of surveys of producers and marketing firms are included in this report.

116. NIGERIA, DETERMINANTS OF PROJECTED LEVEL OF DEMAND, SUPPLY AND IMPORTS OF FARM PRODUCTS IN 1965 AND 1975. ERS-For.-32. USDA/Economic Research Service and Foreign Agricultural Service, Washington, D. C. 20250.

This study is a supply and demand projection with the following chapter headings: The Nigerian Economy; Nigeria's External Economic Relations; The Analysis of Consumers Expenditures; The Demand for Selected Imported Commodities; The Supply of Agricultural Products; and The Nigerian Economy.

Cross References on WEST AFRICA: See items No. 31, 53, 154, 168, and 170.

East Africa

117. Kriesel, Herbert C., et al., AGRICULTURAL MARKETING IN TANZANIA, BACKGROUND RESEARCH AND POLICY PROPOSALS. AID contract No. AID/Afr. 562. 1970, 138 pp. Michigan State University, East Lansing, Michigan 48823.

An evaluation and discussion of primarily grain marketing. Emphasizes inefficiencies caused by activities of several regulatory agencies and suggests an amalgamation. Describes present marketing including considerable production and marketing statistics.

118. Thodey, Alan R., MARKETING OF GRAINS AND PULSES IN ETHIOPIA. AID/IEG PIO/T No. 663-70012. 1969, 272 pp. Stanford Research Institute, Menlo Park, California.

Describes marketing system for grain and pulses. Marketing system is quite competitive internally, but not very efficient, particularly in assembly and storage phases. Concludes that Ethiopian products are price responsive but that market system has not generated a favorable price climate. Particular problems are: low, variable, and unstable harvest time prices due to poor transportation and communication; little year-end carryover even after good seasons; little price coordination among markets; little reflection of consumer preference in farm prices; and general lack of market information. Detailed list of recommendations are made for improving market system.

119. DeRafols, Wilfredo, et al., DEVELOPMENT OF THE ETHIOPIA OILSEEDS INDUSTRY. AID/IEG PIO/T No. 663-70012. 1969, 144 pp. Stanford Research Institute, Menlo Park, California.

Covers a wide range of oilseed crops: sesame, neugseed, linseed, rapeseed, castorseed, groundnuts, cottonseed, sunflower, safflower, and soybeans. The need for high-yielding variety seed is stressed. Several suggestions are made to improve marketing, including the avoiding of contaminants, seed cleaning, bulk handling, and increasing processing capacity. Considerable emphasis is placed on the export market.

Cross References on EAST AFRICA: See items No. 19, 22, 108, 165, and 171.

LATIN AMERICA

General

120. CONFERENCE ON THE DEVELOPMENT OF NATIONAL MARKET IN LATIN AMERICA. October 1964, 175 pp. U. S. Agency for International Development. ARC Catalog No. LAT 380.141, C748.

Transcript of a conference held October 16-17, 1964, in Washington, D. C. A list of participants is included, but there is no table of contents. The following subjects were discussed by panels around the theme of integrating the modern urban and the traditional rural societies of Latin America: rural production for the market; distribution to the market of fresh foods, processed goods, and consumer goods; and food retailing.

121. LATIN AMERICAN SEMINAR ON THE MARKETING, STORAGE AND PROCESSING OF AGRICULTURAL PRODUCTS. 1962, 307 pp. Report of the seminar June 9, 1962, sponsored by the Government of Brazil and the U. S. Agency for International Development, Washington, D. C. ARC Catalog No. LAT 380.141 B827.

The report includes papers on supply and demand estimation, grain storage and marketing, agricultural prices, price information systems, grades and standards, international trade, marketing facilities, and economic planning.

Cross References on LATIN AMERICA (GENERAL): See items No. 3, 8, 9, 25 and 42.

Central America and the Caribbean (including north shore countries)

122. "Food Marketing in an Urban Place in the Dominican Republic." CARIBBEAN STUDIES, VOL. 9, No. 3, October 1969, pp. 104-110. Texas A & M University, College Station, Texas.

A brief account on one aspect of the country's food marketing system - part of a large study on its agriculture.

123. Shields, J. Gordon, THE PRODUCTION AND MARKETING OF RICE IN BRITISH HONDURAS. February 1969, 31 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

This study was designed to improve rice marketing in British Honduras. Recommendations, partly already implemented, are that a training program for Marketing Board personnel should be instituted, that legislation should be enacted to establish grain standards and a Division of Inspection, and that rice drying capacity be expanded. It was further recommended that a price incentive be given for producing high quality rice, that there be a reduction in import duties on equipment and supplies used in the production of rice, that extension service activities be increased, that a market news service be established, and that mechanization of demonstration plots be continued and expanded.

124. Sorensen, Harold, THE DOMINICAN REPUBLIC: AGRICULTURAL MARKET RELATIVE TO THE CARIBBEAN AND U. S. TRADE. AID contract No. 1a-268. 1969, 122 pp. Texas A&M University, College Station, Texas. ARC Catalog No. DR 658.80963, S713.

Examines Dominican Republic's production and marketing in the context of the Caribbean area and the United States. Traditional trade patterns, customs duties, and government structures are considered in the framework of regional marketing.

125. Sorenson, Orlo, OBSERVATIONS AND RECOMMENDATIONS CONCERNING THE CORN MARKETING SYSTEM IN GUATEMALA. AID contract No. csd-1588. 1969, 11 pp. Food and Feed Grain Institute, Kansas State University, Manhattan, Kansas 66502. ARC Catalog No. GT 558.1731, K 16.

Surveys marketing structures in Guatemala relating to corn and makes recommendations for a loan proposal for agricultural development.

126. Coonrod, L. G., RICE HARVESTING, DRYING, STORAGE AND MILLING IN EL SALVADOR. November 1968, 9 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Describes rice harvesting, drying, storage, and milling in El Salvador and recommends some changes. Marketing problems are detailed, including the fact that most rice is harvested too dry, which reduces quality after milling. It recommends that a national mill rice marketing association be established, that research and extension programs be instituted, and extension personnel should be better trained to do a more effective job.

127. Dick, Charles V., FARM MARKETING IN GUATEMALA: FINAL REPORT. AID contract No. 520-173-T. May 1968, 60 pp. California State Polytechnic College, San Luis Obispo, California. ARC Catalog No. GT 380.141, D 547.

Examines border inspection procedures, information for exporters, development of standard protective containers, and a consumer survey. Appendix A contains additional information for prospective Guatemalan exporters, and Appendix B has statistical information relating to U. S. flower market.

128. Billingsley, R. V., and Sorensen, H. B., IMPEDIMENTS TO AGRICULTURAL MARKETING IN THE DOMINICAN REPUBLIC. AID contract/1a-268. 1968, 29 pp. Texas A&M University, College Station, Texas. ARC Catalog No. DR 658.80963, B 598.

In examining bottlenecks in the food marketing system, the authors give special consideration to entrepreneurship, government control, credit, and infrastructure. Bibliography gives 30 additional references.

129. McNeely, John, and Billingsley, Ray, THE INTERNAL FOOD DISTRIBUTION SYSTEMS OF THE CIBAO VALLEY OF THE DOMINICAN REPUBLIC. International Programs Information Report 67-5. 1967. Texas A&M University, College Station, Texas.

Describes the way food is distributed in this part of the Dominican Republic. This is part of a larger study on the subject. See item 133 and related references.

130. Wish, John R., FOOD RETAILING IN ECONOMIC DEVELOPMENT: PUERTO RICO, 1950-1965. Unpublished Ph.D. thesis. 1966, 309 pp. Michigan State University, East Lansing, Michigan 48825.

Explains changes that occurred during this period in food retailing of Puerto Rico which increased efficiency of marketing process, benefiting both consumers and farmers. The approach used is largely a historical one. Identifying social and political factors affecting these changes, secondary data was used to describe the economic situation, and interviews were used to understand social and psychological characteristics of the innovators in this activity.

131. Jenner, George, PERTINENT DATA AND RECOMMENDATIONS ON PRODUCTION AND EXPORT MARKETING OF FRESH FRUITS AND VEGETABLES. 1965, 26 pp. Prepared for AID/Washington. ARC Catalog No. Cr 635, J54.

An examination of the export market potential for fruits and vegetables by Costa Rica. Attention is given to standards, packaging, transport, and export technicalities, as well as institutional considerations.

132. Kutish, Francis, REPORT ON THE MARKETING PORTION OF THE AGRICULTURAL SECTOR IN EL SALVADOR. 67 pp. USDA/AID. 1969. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Recommendations include establishment of a wholesale market and a supermarket chain; development of improved varieties of fruits and vegetables using appropriate production techniques; development of export potential for fruits; development of a market for milk and the facilities for its production under sanitary and high quality conditions; a program of transportation and storage for cereal crops; the establishment of sanitation and quality standards for the slaughtering, processing, and distribution of meats; and an estimate of the investment needs for agricultural marketing for the next 5 years. This study was part of a comprehensive multi-year development program conducted for the AID Mission and the Salvador Government by Robert R. Nathan Associates, Washington, D. C.

133. Horowitz, M. M., PEOPLES AND CULTURES OF THE CARIBBEAN, "Traditional Markets and Marketers in the Cibao Valley of the Dominican Republic." Texas A&M University, Natural History Press, College Station, Texas.

Describes a traditional market in the country - part of a larger study of the Dominican's agriculture.

134. Kriesberg, Martin, et al., COSTA RICAN AGRICULTURE: CROP PRIORITIES AND COUNTRY POLICIES. February 1970, 55 pp. USDA/AID. Available from USDA/ Foreign Economic Development Service, Washington, D. C. 20250.

Concerned primarily with food crop production for domestic consumption and with employment problems as export markets shift. Emphasizes need for developing a market-oriented, innovative environment for food production. Proposes thrusts of technical assistance, research, education, economics and marketing, and the development of the modern agricultural industry sector. A case is presented for increased research in the total marketing area.

Cross References on CENTRAL AMERICA AND THE CARIBBEAN: See items No. 7, 16, 23, 30, 42, 43, 44, 46, 47, 49, 52, 56, 59, 60, 61, 62, 63, 64, 65, 66, 67, 71, 74, 75, 77, 78, 134, 159, 162, 163 and 164.

North Andean Countries

135. Sorenson, Orlo, A REVIEW OF RICE DRYING AND STORAGE PROBLEMS IN ECUADOR. AID Contract No: AID/csd 1588. 1970, 90 pp. Food and Feed Grain Institute, Kansas State University, Manhattan, Kansas 66502.

Discusses rice marketing problems in Ecuador and is supported by statistical and documentary evidence. Also discusses problems of changing structure of rice marketing in Ecuador.

136. Riley, Harold, et al., MARKET COORDINATION IN THE DEVELOPMENT OF THE CAUCA VALLEY REGION--COLOMBIA. Research Report No. 5. March 1970, 408 pp. Prepared for AID/Washington by Latin America Studies Center, Michigan State University, East Lansing, Michigan 48823.

Contains a detailed diagnosis of the Cali food marketing system. This system is cumbersome, involving a central market serving nearly a million people. Marketing margins are low because of little service and low wages, but there is unnecessary product loss and deterioration from poor product handling. There is little evidence of monopoly exploitation, but public intervention sometimes discourages private enterprise. It is proposed that the central market give way to large neighborhood stores carrying a broad line linked to food wholesalers in turn attached to commodity subsystems. This complete reorganization could result in some employment problems.

137. Furnish, Dale B., AN ANALYSIS OF LIVESTOCK AND MEAT LAWS IN PERU. 1967, 71 pp. Iowa Universities Mission to Peru in cooperation with AID and Corporacion Nacional de Abastecimientos del Peru, Lima, Peru.

Comprehensive review of existing laws which regulate production and distribution of meat products in Peru. Suggestions for change are included.

138. Shepherd, Geoffrey, RICE MARKETING PROBLEMS IN PERU AND ALTERNATIVE SOLUTIONS. Special Report #6. 1967, 38 pp. Iowa Universities Mission to Peru in cooperation with AID and Corporacion Nacional de Abastecimientos del Peru, Lima, Peru.

An evaluation of the changed government rice program for the 1966-67 harvest, basically a price increase to farmers with an unchanged price to consumers. Part of its losses are to be offset by separate handling and pricing of high quality rice. Alternative ways of improving the rice marketing system are detailed.

139. Kelleher, James M., SURVEY OF LIVESTOCK MARKETING IN ECUADOR. 1963. National Farmers Union for AID.

A survey of the livestock industry with particular references to processing facility needs.

140. Rues, Henry N., SURVEY OF GRAIN MARKETING AND STORAGE IN ECUADOR. 1963. U.S. Agency for International Development.

A study of the marketing system and of the storage facilities available for food grains. Principal focus is on rice and wheat.

Cross References on NORTH ANDEAN COUNTRIES: See items No. 15, 20, 24, 35, 55, 73, 76, and 169.

South Andean Countries

141. Bennett, Peter D., MARKETING OF FOOD PRODUCTS IN CHILE. 1964, 53 pp. AID-sponsored. ARC Catalog No. CL 380.14, B472.

Concentrates on Santiago as the center of the retailing process, and discusses marketing channels for meat, milk products, fruits and vegetables, wheat products, seafoods, poultry, and canned goods. Author concludes with recommendations for improving efficiency.

142. Herrmann, Louis F., and Branson, Robert E., A PROGRAM FOR STABILIZING ARGENTINE BEEF EXPORTS. 1962, 40 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Includes a description of the beef export problem, including a concern over the amount exported, balance between export and domestic consumption, and variability in production and exports. Also analyzes demand for beef, describes Argentine beef marketing, and describes several types of stabilization programs. Argentina would like to export more beef by reducing domestic consumption in order: to strengthen the preference abroad for Argentine beef; to build a strong place in the world market for beef; and to maximize foreign exchange revenues. Report concludes that there will be strong market price incentives work-

ing contrary to the above stated policy; export subsidies might be useful, but not troublefree; a domestic beef tax would be effective, but unpopular; a combination of tax and subsidy may be superior to either plan alone; a program of pushing non-beef foods would be worthwhile; and an improved sophisticated beef market model would be helpful in decisionmaking.

143. Clyburn, Lloyd, et al., BOLIVIAN LIVESTOCK AND MEAT MARKETING SITUATION AND POSSIBILITIES FOR ITS DEVELOPMENT 1969, 11 pp., plus 13 annexes. Available from Latin America Bureau, U.S., Washington, D. C. 20523.

A study conducted by a team of experts on behalf of the Agricultural Bank of Bolivia with AID cooperating. The group examined the domestic and foreign demand prospects and Bolivia's ability to expand its livestock industry to meet these prospects. The team raised a number of issues of government policy as preconditions to expanding the industry. Some 13 annexes to the report cover important aspects of the situation and deal with the issues raised.

Cross References on SOUTH ANDEAN COUNTRIES: See items No. 15, 26, 70, and 157.

Brazil, Paraguay, and Uruguay

144. Tolle, Dwight S., WAREHOUSING AND MARKETING CEREALS AND BEANS IN THE STATE OF PIAUI, BRAZIL. AID contract ASD 1588. 1970, 31 pp. Food and Feed Grain Institute, Kansas State University, Manhattan, Kansas 66502.

Contains evaluation of the 1970 marketing situation. A major part of the paper contains recommendations for improvements. Author includes a course outline for a grain storage and marketing training programs.

145. Paniago, Euter, AN EVALUATION OF AGRICULTURAL PRICE POLICIES FOR SELECTED FOOD PRODUCTS: BRAZIL. Unpublished Ph.D. thesis. 1969. Department of Agricultural Economics, Purdue University, Lafayette, Indiana 47907.

146. MARKET PROCESSES IN THE RECIFE AREA OF NORTHEAST BRAZIL. 1969, 510 pp. Latin American Studies Center, Michigan State University, East Lansing, Michigan 48823. ARC Catalog No. BL 658.85981, M 624a.

Describes a diagnostic study of the marketing system linking a large urban center in Northeast Brazil with the rural area providing most of its food supply. The urban food marketing system in Recife is characterized as in the early stages of modernization. Self-service retail outlets have initiated aggressive pricing policies and vertically

coordinated systems of procurement. A new wholesale food supply center in Recife was not yet fully integrated into the marketing system. Special sections in the report cover the marketing systems for beans, rice, manioc, cotton, and milk. Among recommendations made by the study group are:

- (1) Modify industrial development programs so that a portion of investment funds are directed toward marketing systems for manufactured products.
- (2) Help modernization of the Recife food marketing system through technical assistance and credit to food retailers designed to increase size of operations and to rationalize related wholesale functions.
- (3) Improve rural assembly markets by strengthening government price stabilization program for staple food crops, developing a market information system, and improving village to market roads.
- (4) Give high priority to accelerated agricultural research for testing new varieties along with a program of technical information for farmers (and credit for purchasing needed production inputs).

147. TECHNICAL ASSISTANCE IN AGRICULTURAL MARKETING IN URUGUAY. AID contract No. 523-44-T/A-2. 1969, 55 pp. International Development Services, Inc., 1725 Eye St., N.W., Washington, D. C. 20006.

Concerns establishment of a department of marketing in Uruguay. It emphasizes need for both public and private institutions in the marketing system. Considerable emphasis is put on fresh fruit (apples, peaches) marketing.

148. TECHNICAL ASSISTANCE IN BRAZIL, ANNUAL REPORT. 1969, 29 pp. USDA/AID. ARC Catalog No. BL 630.981, A278a.

One of a series of annual reports by a USDA technical assistance team in Brazil. A major part of the report deals with technical assistance on various aspects of marketing including price support programs.

149. Carson, Donald Walter, A DIAGNOSIS OF PRODUCT AND FACTOR MARKET COORDINATION IN THE BEAN INDUSTRY OF NORTHEAST BRAZIL. 1968. Unpublished Ph.D. thesis. Michigan State University, East Lansing, Michigan 48823.

Shows the importance of market coordination in encouraging firms to expand output and increase the productivity of the resources used, and so contribute to economic development. Marketing research should be focused on both the demand and supply sides and their interrelationships. Therefore, to detect barriers for improved marketing performance, a study of product and factor markets is needed. Such a study is carried

out in depth for the bean industry, determining the main problems and putting forth recommendations for their solution.

150. Arnold, Adlai, PARAGUAYAN WHEAT PROGRESS, ANALYSIS OF FACTORS CONTRIBUTING TO SUCCESS OF THE WHEAT COMMISSION. 1968, 8 pp. USDA/AID. ARC Catalog No. PA.633.11 A 752.

This paper briefly reviews the historical background of wheat in Paraguay; gives the genesis of the National Wheat Program; and provides a resume of the activities of the Wheat Commission along with an analysis of the factors contributing to the Commission's success.

151. Linehan, John, SHORT TERM MARKETING STUDY OF THE INTENSIVE FRESHWATER FISHERIES DEVELOPMENT OF NORTHEAST BRAZIL. 1967, 21 pp. Available from U.S. Agency for International Development, Washington, D. C. 20523.

A brief examination of consumption patterns and existing marketing practices, giving the production program in progress. Sample questionnaires are attached, and the bibliography lists 24 additional references.

152. Samuel, J. Kenneth, IMPROVING AGRICULTURAL MARKETING IN PARAGUAY. 1967, 33 pp. USDA/AID. Available from USDA/Foreign Economic Development Service, Washington, D. C. 20250.

Emphasizes the need to improve export markets through an overhaul of the marketing system. Attention is given to evaluating new products for export, expanding food storage facilities, and improving training for marketing extension workers.

153. Schoolcraft, C. Donald, AGRICULTURAL MARKETING IN PARAGUAY. 1961, 58 pp. Asuncion: Ministry of Agriculture and Livestock and U.S. Overseas Mission to Paraguay.

Cross References on BRAZIL, PARAGUAY, and URUGUAY: See items No. 39, 45, 57, 68, and 72.

PART III. COMMODITIES

GRAINS

Grains (general)

No items with primary focus, but see items No. 18, 19, 20, 22, 28, 29, 30, 34, 44, 45, 46, 48, 49, 50, 52, 60, 62, 63, 64, 65, 83, 84, 85, 86, 88, 98, 99, 104, 107, 113, 121, 125, 126, 140, 144, and 146.

Wheat

No items with primary focus, but see items No. 26, 32, 35, 48, 51, 82, 87, 103, 140, and 150.

Rice

154. REGIONAL GRAIN STABILIZATION IN WEST AFRICA. December 1970, 55 pp. Food and Feed Grain Institute, Kansas State University, Manhattan, Kansas 66502.

This report covers the food grain situation in Mali, Upper Volta, and Senegal. The team conducting the study concludes that the region has a potential for self-sufficiency in food grains. It recommends a regional grain stabilization program to provide producer incentives and to handle the buying and selling of grains to assure price and supply stability. The team suggests a package which would include PL 480 Title II food aid to provide initial capital for the venture and technical assistance on policies and operations.

155. Lele, Uma J., AN ANALYSIS OF MODERNIZATION OF THE RICE MILLING INDUSTRY IN INDIA. 1970, 47 pp. AID-sponsored. Cornell University Prices Research Project, Ithaca, New York 14850.

Price spread between paddy and rice exceeds the milling costs. Government policies tend to encourage high cost milling. Small private modern mills are lower in fixed costs per unit as well as variable cost per unit compared with large government modern rice mills. She suggests that silo storage is not superior to flat warehouses. The government should encourage the introduction of small private modern mills, primarily on a modernization basis, by providing credit, evolving a pricing policy that would encourage year-round milling at plant capacity, and encouraging the expansion of flat warehousing capacity.

156. Lynn, Lawrence, ADAPTATION OF AN INTEGRATED RICE MILLING PROCESS AND DEVELOPMENT OF RESULTING FOOD PRODUCTS FOR USE IN SOUTH EAST ASIA. Contract No. AID/csd 1583. Jan. 1968.

Concerns the adaptation of the X-M rice milling process in Southeast Asia. The report is optimistic about the output of a pilot plant for 1968. A beverage with a composition similar to cow's milk in color

and texture and somewhat similar to Vitasoy made from X-M rice is being developed. This process is better on some varieties of rice than others; more storage appropriate to the rice used for processing is needed.

157. Moran, Michael, Jr., AN EVALUATION OF MARKET COORDINATION IN THE BOLIVIAN RICE INDUSTRY. Unpublished Ph.D. Thesis. 1968, 149 pp. Michigan State University.

Describes the marketing system for rice in Bolivia from producers to consumers; analyzes in detail some characteristics of the market participants and identifies the major constraints for a better performance. Makes recommendations for improving production and marketing systems.

158. Drilon, J. D., Jr., RICE MARKETING INFORMATION, RICE ANALYSIS LABORATORY, ORGANIZATION AND TRAINING POLICIES AND OPERATIONS. AID Contract L-498. 1966, 75 pp. USAID/Vientiane and the Laos Agricultural Development Organization.
ARC Catalog No. LS 380.141418, D779a.

Gives information on the rice seed program, milling activities, training in rice production, production financing and importation problems.

159. Stokes, James W., SURVEY OF RICE PRODUCTION PROCESSING AND MARKETING IN GUATEMALA. Contract No. AID/LA-337. 1965, 21 pp. Pacon Development Company, Washington.
ARC Catalog No. GT 633.18, P188.

A study of Guatemalan rice production and consumption, milling and marketing practices, standards and grades for rice, and recommendations regarding equipment for a grading and inspection office.

Cross References on RICE: See items No. 30, 31, 37, 38, 60, 65, 81, 92, 96, 99, 100, 102, 108, 109, 113, 115, 123, 135, 138, 140, and 146.

STARCHY CROPS

160. Dalrymple, Dana G., and Akeley, Robert V., THE POTATO INDUSTRY IN EAST PAKISTAN: IMPROVING SEED MULTIPLICATION AND STORAGE. May 1968, 88 pp. USDA/AID. Available from USDA, Foreign Economic Development Service, Washington, D. C. 20250.

The study concerns expanding potato production through an improved seed multiplication and storage program. Concludes that it is less costly to import a smaller amount of seed potatoes and expand this seed in one generation of local production than to import total seed supply annually. White potatoes are considered a superior vegetable by Pakistanis and currently potatoes produce more calories per acre than does rice.

Cross References on STARCHY CROPS: See items No. 68, 113, 114, and 146.

OIL CROPS

161. DEVELOPMENT OF PEANUT GROWING AND PROCESSING IN NORTHEAST THAILAND. 1967, 68 pp. Prepared by Checchi and Company under contract with USOM/ Thailand and the Economic Business Division, Accelerated Rural Development Office, Office of the Prime Minister, Bangkok, Thailand.

An analysis of edible oil production and markets with special emphasis on peanuts, since Thailand's early conclusion was that the peanut was the most promising oil seed crop for development. The program developed emphasized seed multiplication, contractual agreements for farmers with processing groups, and the processing and marketing of peanuts by farmer groups.

Cross References on OIL CROPS: See items No. 96, 99, 105, 114, and 119.

FRUITS AND VEGETABLES

162. Grounds, Robert E., CULTURAL PRACTICES, PACKING AND MARKETING OF CANTALOUPEES FOR EXPORT FROM EL SALVADOR. October 1970, 15 pp. USDA/AID. Available from USDA, Foreign Economic Development Service, Washington, D. C. 20250.

Contains detailed suggestions for improving production, harvesting, transportation and storage of melons. It includes several lists of suggested practices in Spanish.

163. Fulmer, Herschel L., EL SALVADOR FRUIT AND VEGETABLE MARKETING REPORT. February 1970, 5 pp. USDA/AID. Available from USDA, Foreign Economic Development Service, Washington, D. C. 20250.

Concerns the activities of members of a cooperative formed to export melons. Fulmer's work was primarily concerned with helping improve the quality of melons destined for delivery to the United States. Fulmer recommends that a marketing specialist be employed within the Ministry of Agriculture to be responsible for standardization of fruits and vegetables. He also recommends that producers should market all their products through a cooperative and that the marketing cooperative should deal with a broker in the United States to sell their melons. A detailed list of suggestions for the marketing process is included to help insure the quality of the melons when they reach the United States.

Cross References on FRESH FRUITS AND VEGETABLES: See items No. 23, 43, 47, 59, 61, 67, 68, 71, 75, 89, 90, 93, 114, 131, 132, and 147.

LIVESTOCK AND MILK

164. Herrmann, Louis F., PRODUCTION AND MARKETING OF BEEF IN COSTA RICA WITH PARTICULAR REFERENCE TO PROSPECTS FOR 1970 - 1980. January 1971, 79 pp. USDA/AID. Available from USDA, Foreign Economic Development Service, Washington, D. C. 20250.

This study was made to determine and evaluate production and marketing factors important to the development of beef production with reference to the Government of Costa Rica's request that AID provide additional funds for small cattle producers. The author indicates that economic conditions in the beef industry will weaken during the next decade. He feels, however, that loans for well conceived development projects should be sound, and that the need for such credit is present.

165. Marousek, Gerald E., DEVELOPMENT OF THE ETHIOPIAN LIVESTOCK INDUSTRY. AID/IEG PIO/T No. 663-70012. 1969, 151 pp. Stanford Research Institute, Menlo Park, California.

While the study covers cattle production, a substantial part is devoted to marketing. The livestock marketing system currently involves many transactions between producer and consumer, long exhausting trail drives, highly fluctuating price and volume, individual bargaining for each animal without quality standards, no market information or weighing scales, dealer credit at 10 percent per month, and livestock processing facilities for domestic consumption that are substandard with great overcapacity. Recommendations are made for plans to help make livestock marketing more efficient, including the aspects of market information, transportation, processing, and export marketing.

166. Nightingale, Ray W., THE MODERNIZATION DECISION IN INDIAN URBAN FLUID MILK MARKET. 1969, 104 pp. AID-sponsored. Cornell University Prices Research Project, Ithaca, New York.

A comparative evaluation of the modern and traditional dairy marketing patterns. Particular attention is paid to the role each system should play as the milk marketing system evolves.

167. Kling, John O., et al. PRESENT STATUS AND FUTURE PROSPECTS OF AGRICULTURAL PROCESSING RELATED TO THE LIVESTOCK INDUSTRY IN KOREA. 1968, 82 pp. USOM/Korea, Seoul, Korea.

The authors conclude that there is excess processing capacity for livestock and livestock products. Low incomes limit domestic demand expansion, and relatively high cost production limits export potential. Hence, this excess capacity will not soon disappear.

168. PRE-INVESTMENT STUDY, MEAT PACKING INDUSTRY OF WEST AFRICA FOR ENTENTE GUARANTY FUND. AID contract #AS-r-495. 1967, 169 pp. Thomas H. Miner and Associates, Inc., 135 South LaSalle St., Chicago, Illinois.

The five countries studied, Upper Volta, Niger, Ivory Coast, Togo, and Dahomey, were evaluated primarily with respect to the opportunities for U.S. investment in a meat-packing operation. While indicating that the time was not ripe for such investment, the study concludes that high-quality meat could be produced and marketed in cities. Production of low cost boneless canned meat would not be competitive at present. This study contains a detailed evaluation of meat market potentials.

169. Mann, F.L., and Munoz C., R., LEGAL DISPOSITIONS RELATED TO COMMERCIALIZATION OF MILK IN PERU. August 1966, 45 pp. Iowa-Peru Mission/Ministerio de Agricultura, Lima, Peru.
ARC Catalog No. PE 637, 164.

The second in a series of articles treating the legal aspects of the commercialization of agricultural products. It gives extensive treatment to price fixing policies, and contains references to the laws and decree laws involved.

170. Rust, Charles, POTENTIAL FOR POULTRY MARKETING IN WEST CAMEROON. AID Contract No. AID/afr-193. Near East Foundation.

Briefly examines egg production and current marketing practices in West Cameroon. This study recommends that an egg marketing cooperative be established in conjunction with the Poultry Center at Muyuka to buy eggs from farmers.

171. PRODUCTION, PROCESSING AND MARKETING OF MEAT IN ETHIOPIA. AID/afr-188. 1964, 77 pp. Thomas H. Miner and Associates, Inc., 135 South LaSalle Street, Chicago, Illinois 60603.

Emphasizes the role that an expanded livestock industry could play in the development of Ethiopia. It suggests that there is a need for improvements in transportation, an upgrade in livestock quality, a coordination of supply to packing houses, an improvement in retailing, moving the packer to the producer, and market development.

Cross References on LIVESTOCK AND MILK: See items No. 20, 24, 66, 72, 74, 132, 137, 139, 142, 143 and 146.

PULSES

No items with primary focus, but see items No. 30, 44, 60, 112, 118, 144, 149, and 161.

FIBERS

No items with primary focus, but see item No. 96.

BEVERAGES

No items with primary focus, but see item No. 146.