

Marketing Maine Potatoes in Maine and in Boston

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assisted by

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in cooperation with

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Foreword

MAINE potato growers in recent years have been confronted by increasingly difficult marketing problems. In an effort to assist these growers, the Cooperative Research and Service Division of the Farm Credit Administration and the Maine Agricultural Experiment Station jointly undertook a project for the purpose of obtaining information that might be used in developing more effective means of meeting some of the problems of these growers.

Information presented in this bulletin includes some material on the source and the nature of competition which Maine potato growers must meet, on marketing methods and practices in Maine and in the Boston wholesale markets and retail stores, and on consumer preferences in the use of potatoes. An effort has been made to determine whether or not there is an opportunity to stimulate demand for Maine potatoes through the use of improved grading, packing, and selling services. An attempt has also been made to interpret the significance of the research in the further development of a cooperative marketing program. In addition, these findings should prove useful to cooperative association members in other areas.

In conducting this study various members of the staffs of the Maine Agricultural Experiment Station and the Farm Credit Administration made important contributions. The author wishes to acknowledge the assistance of Maynard A. Hincks of the Maine Agricultural Experiment Station and Gertrude G. Foelsch of the Cooperative Research and Service Division, Farm Credit Administration, in managing the collection and analysis of much of the data and in preparing some portions of the material for publication in preliminary form. Dr. Herbert W. Mumford, Jr., Cooperative Research and Service Division, collected and analyzed the data from retail stores and prepared a report in greater detail than that offered in this bulletin. The author also wishes to acknowledge the advice and suggestions of Kelsey B. Gardner of the Cooperative Research and Service Division, and the helpful assistance of other members of the staff of the Farm Credit Administration, as well as that of Dr. C. H. Merchant and W. E. Schrupf of the Maine Agricultural Experiment Station.

In the progress of this research, several preliminary reports were prepared and published. In these reports some aspects of the study were analyzed in greater detail than in this bulletin. The reports are listed on p. 146.

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