

*Readings on
Agricultural Marketing*

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Readings on Agricultural Marketing

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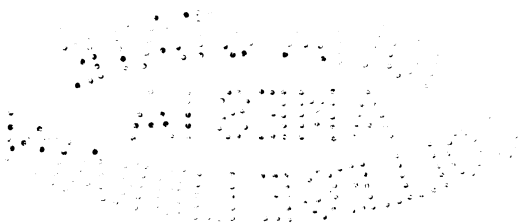
Frederick V. Waugh

Editor



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Editor's Preface

The American Farm Economic Association has carefully assembled this book of readings on agricultural marketing, with the hope that the present book will be useful to graduate students, researchers, administrators, and economists in the distributive trades. Such persons are finding it increasingly difficult to keep in touch with the numerous books, reports, and scientific papers dealing with agricultural marketing. The readings in this book were selected to cover a wide range of subject matter, to give different points of view on some controversial matters, and to illustrate new and promising techniques of economic research. In like fashion, the Association earlier had sponsored (1949) *Readings on Agricultural Policy*, edited by Professor O. B. Jenness.

The editor was helped by an exceptionally able advisory committee. The members of that committee are listed opposite the title page. All members helped outline the book, suggested materials, and criticized early drafts. The editor gratefully acknowledges the excellent cooperation received from every member of a large committee. Especially he thanks Harold B. Rowe for help on Section 3, Max Brunk for help on Section 4, Bill Nicholls for help on Sections 5 and 6, Joe Knapp for help on Section 7, and Gus Papanek for assembling the first draft. And he acknowledges very great indebtedness to Herman Southworth who was practically associate editor.

He wishes to acknowledge also the degree to which this undertaking was facilitated by the Agricultural Marketing Act of 1946. The stimulated interest, expanded research, and added resources for agricultural marketing studies contributed to the need as well

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as the content of this book. The encouragement and aid received through the good offices of the Agricultural Research Policy Committee, Harry C. Trelogan of the Agricultural Research Administration, and Oris V. Wells of the Bureau of Agricultural Economics were of great help.

But the editor is responsible for everything in the book — and for everything left out. No member of the committee will be fully satisfied with the book. Nor is the editor satisfied. He hopes only that many readers will find in this book material which will stimulate them to do further reading and to do more constructive work in a very important field.

FREDRICK V. WAUGH

August, 1953

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