California Prune Industry May Face Market Adjustment

S. W. Shear and George B. Alcorn

During the next few years the California prune industry may go through a period of difficult adjustment largely because of the poor foreign market outlook. Demand for California dried prunes will have to be increased or bearing acreage and average production decreased before prices can be expected that, without government support, will encourage efficient growers to maintain most of the good prune orchards in the state.

During the next few prices years and overall demand for California dried prunes, with period prices can be expected to be held down: 1. At home, by keen competition from every supply of fruits and popular fruit products.

2. Abroad, by considerably lower commercial demand and imports for our prunes than prevailed before the war, particularly in European markets.

Prunes grown with old and yielding trees, producing fruit of poor quality and small size, will probably be unsalable again as before the war. Vietnam oranges and prune orchards should, therefore, give careful consideration to replanting them with other crops to which their land is adapted and for which better returns might be expected over the long run than from prunes. However, growers with good-sized fruit should probably not replace their prunes with other crops unless they are convinced that by so doing they can increase their yields significantly during the next 15 years. There is some probability, although no absolute assurance, that red prune acreage and production within the nation may more than offset the expected low level of domestic demand and decreased exports, so that the supply and demand for California prunes may come into balance at prices that will give efficient growers as good an income as (Continued on page 3)

Beet By-products In Mixed Rations As Livestock Feed

The sugar-beet industry offers two important by-products to the livestock industry: the tops and siloed beet pulp. Both of these by-products provide a high digestibility in feed. (Continued on page 4)

Poultrymen May Have More Market Competition Ahead

E. C. Voorhees

California does not produce enough eggs. We must ship in eggs from other states. This puts the local producer in a favorable position because he gets a better price, and the consumer gets better eggs. The top quality ones are no longer shipped to eastern markets. Our in-shipments of eggs are down, do not come only from the Western states, as formerly, but to increasing numbers from those farther east, mainly the Mississippi Valley.

People have now developed a taste for good eggs. This taste was encouraged by voluntary restrictions on eggs as a protective food, plus the fact that eggs were rationed and relatively higher in price. The buyer still wants, and has the money to buy, good eggs. It is up to the poultryman to see that he gets them. If the producer keeps his eggs up, people will continue to eat more eggs. If quality drops, consumption and prices will go down.

Changing Market Conditions

If domestic consumption is lowered, the poultryman cannot count on foreign sales to take up the slack. Europe, the chief wartime market, cannot afford to import eggs now, and we no longer have lend-lease and lend-lease is not likely to remain for a long time. During the war, large quantities of eggs were shipped for overseas shipments. Dried egg production, largely started in the middle west, has now taken a big drop, which means a lesser demand for domestic market eggs. Good quality eggs are not good advertising, and good prices as compared to other meats, mean a larger demand for eggs at a high level. (Continued on page 4)

Grainulation of Valencia Oranges Shows Only Limited Control Measures Exist

E. T. Bartholomew, W. B. Sinclair and F. M. Turrell

During 1946 and 1947 detailed population samples of the long-tailed mealybug were taken in the River-Orange, Los Angeles County, and San Diego County sections of Los Angeles County. Para- bugs were introduced to control this insect, but it was generally thought that they were keeping the mealybug in check. In 1945 another build-up of the long-tailed mealybug occurred on other citrus in the Anaheim area of Orange County. This infestation
Farm Income Reflected By Farm Real Estate Values—Surveys

Indicate Suitable Use Of Soils

The following criteria are from addresses before the Annual Convention of the National Association of Real Estate Surveyors. See FARM INCOME (Continued from page 1)

Satisfactory returns from prunes as a land interest in the United States will be

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levelling off of prices has meant considerable change to show up in other states as well. Egg production per hen is as high now in California as it was in 1945.

If Still a Problem

Feed supplies—the biggest problem facing the producer—has been a real problem. The enormous demand of the California poultry farm industry for feed, especially for broilers, has been a highly specialized business, as compared with his midwestern counterpart.

Our poultry-producers are not only the best poultry raisers in the country but they also get their feed for less than the midwestern farmer, because he has been partially subsidized, but pays more for feed.

Poultry production

The California prune industry is interested mainly in producing eggs. Any poultry-meat production on an important scale is very difficult.

This has resulted in an interesting discussion as to whether growers now produce more eggs. If we were dependent upon farm chickens we might not be able to meet the demand, and poultry meat.