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Marketing Burley Tobacco

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MARKETING BURLEY TOBACCO

Ira E. Massie

When your tobacco has been stripped, sort it (on the farm) into its respective groups. Sort in daylight or under fluorescent lighting, never by yellow (muzda) electric or lantern light.

After the sticks of tobacco have been carefully sorted and checked, they should be packed on the truck in the following order: first, the sticks of the lowest quality, then the flyings, then the next quality, etc. Next load the high quality lugs. The leaf is then loaded, beginning with that of the highest quality and then in the order of quality to the lowest.

Tobacco can be mixed up when it is unloaded on the warehouse floor for sale. This work is often done by inexperienced men and can cause a big loss in dollar volume to the farmer, so it is necessary for the grower to unload directly on the basket at the warehouse. This eliminates a lot of shattering and mixing.

How your tobacco is arranged for sale may greatly influence your returns. If your tobacco is sold in order of quality, it assists both the starter and the buyer. Tobacco so displayed is more attractive and usually sells better than that laid out for sale without regard to group or quality.

Before your tobacco is sold, you should have unbiased information on the grade and approximate support price. The grade placed on the warehouse ticket will give the correct description of each lot of tobacco. The daily price report will indicate the average selling price for each grade at the time the report was issued. This will give you the information you need to find out if your tobacco is bringing a true price. If it is not, you might wish to reject it and offer it for sale at a later date.

There are 111 standard grades of burley tobacco. You do not need to remember their characteristics in preparing your crop for market. However, if crops are well prepared, each lot of tobacco will fall into one of the standard grades. This procedure will assure each grower of the highest price possible.

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