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Industrialization and a market for food products in the Natchez trade area

Dorothy Dickins

Virginia Ferguson

W. E. Christian

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MISSISSIPPI STATE COLLEGE
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CLAY LYLE, Director

STATE COLLEGE MISSISSIPPI

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Industrialization and A Market For Food Products In the Natchez Trade Area

By

Dorothy Dickins, L. D. Welch, Virginia Ferguson and W. E. Christian

INTRODUCTION

This bulletin reports on one of the surveys made to provide basic information for sound programs to expand markets for locally produced foods in industrial areas. To what extent has such industrialization helped local farmers by furnishing more markets for food products? Are there other possibilities for increased benefits to farmers? These are some of the questions with which the report is concerned. Market and family data are related to help answer these questions.

The report includes information from retailers and processors handling milk, pork, broilers, beef, eggs, leafy vegetables, sweet potatoes and tomatoes. It also includes information from representative families in the Natchez trade area concerning food consumption practices and preferences regarding these foods.

The Natchez area was selected as the locale for one of these studies for the reason that it is one of the state's most recently industrialized areas as well as one of its most rapidly growing urban centers. For the purposes of this study employment in manufacturing industries is taken as a measure of industrialization. Latest available Department of Commerce statistics indicate that Adams County ranked sixth in the state in 1953 in manufacturing employment, being exceeded in this respect (with one exception) only by counties of much larger population. The industrial development of the Natchez area has been accompanied by an impressive shift in the population from rural to urban areas. Census data reveal that the urban population of the county increased by 48.7 percent from 1940 to 1950, while the rural population underwent a 20.3 percent decline during the same period. In planning the study it was felt that these dynamic conditions would well serve to bring to the fore any impact which recent industrial development of an area might have on the market for locally produced food products.

There were twice as many manufacturing workers as farmers residing in Adams County in 1950. Census data for that year show that 23 2 percent of the total of employed persons in the county were employed in manufacturing jobs, while only 11.5 percent were employed in farming. The current proportion of manufacturing workers to farmers is perhaps much greater, since one of the area's largest industrial plants did not begin operations until after the 1950 census was taken.

The establishment of two major wood processing industries in Natchez in 1948 and 1950 has meant that much of the industrial development has been built around the forest resources of the area, with firms engaged in the manufacture of timber products providing more than two-thirds of the jobs in manufacturing. But the processing of other products also provides employment for large numbers of workers in Natchez. Two of the larger plants in this group are a tire and tube manufacturing plant, at which an average of 751 workers were employed in 1954, and a garment plant, with a 1954 average employment of 161.

Employment statistics more recent, and perhaps more meaningful, than the census data referred to earlier in this discussion, are shown in Appendix Table 1. The upper section of this table shows the average number of workers,

by manufacturing industries, in Adams County firms covered by the Mississippi Employment Security Law each year, 1950-54. It should be pointed out that figures in the table do not necessarily represent complete totals of all manufacturing workers, since a firm is not necessarily covered by the law unless it employs eight or more workers at least 20 weeks in the year. A look at this section of the table discloses that while some industries have experienced decreases in employment since 1950, these decreases have been more than offset by the dramatic increase in pulp and paperboard mill employment. The second and third sections of the table list total payrolls and average wage paid per worker by the various manufacturing industries. Manufacturing payrolls increased by more than $3.5 million from 1950 to 1954, and yearly wage per worker showed a net gain of $849, or 30 percent above the 1950 figure.

One factor, not discernable from a table of average annual employment data, but important to the economy of an area, is the seasonality of employment. Figure 1 shows remarkably little seasonal difference in manufacturing employment in Adams County. As indicated in the lower sections of this graph, only one major industry group, lumber, varied from its yearly average level of employment by as much as 5 percent in any month. The relative stability of the employment level in the larger industrial groups, pulp and paperboard, lumber, and tires, tends to offset a somewhat higher degree of seasonality found in the smaller industries. The net result is a fairly constant level of employment in all manufacturing industries in the county throughout the year.

The trend in agriculture in the county has been the reverse of that found in industrial employment within recent years. Farm numbers declined by 4.2 percent in the 4 years 1950 to 1954, and by 29.6 percent from 1945 to 1954. Preliminary data of the 1954 Census of Agriculture show the number of farms in the county in 1954 as 1,026. Of this number only slightly more than 46 percent were commercial farms, while 22 percent were part-time, and 31 percent were "residential" farms, or farms from which the value of products sold was less than $250. Although there are many relatively large farms in Adams County, the most commonly found unit was of less than thirty acres in size in 1954. Three hundred and sixty-three of the 481 commercial farms were cotton farms, i.e., cotton provided the major source of farm income. Beef cattle are being used as supplementary enterprises on an increasing number of these farms, as evidenced by increases in 1954 over 1949 in both number of farms selling, and number of animals sold. In contrast, there has been a drastic decline in both hog production and dairying during the same period, with decreases of more than 50 percent both in number of farms selling these products, and in quantities sold. The number of farms reporting vegetables for sale also dropped by more than 50 percent between census years. Taken in aggregate, these changes should indicate greater market potentials for those farmers who continue to produce food products for the local market.

THE FAMILY SURVEY

Two hundred and fifty-three families in Natchez or within a 10-mile radius of Natchez were interviewed during June 1954. Twenty-eight of these families lived in Concordia Parish, Louisiana, across the river from Natchez; the remainder lived in Adams County.[1] One hundred and twenty-five of the families lived in Natchez, henceforward designated as the **Urban Area;** and 128 lived within a 10-mile radius of the city, henceforward designated as the

[1] It is assumed that families in the Louisiana sample are similar to those in certain rural areas of Adams County. In order words, estimates for Adams County are based on data from Adams County families and include a few Louisiana families.

Rural Area.

Dr. Earl E. Houseman, Statistical Assistant, Office of Marketing Services in the U. S. Department of Agriculture, drew the areas in which the rural interviewing was to be done in such a way that a representative sample of all families in the area were visited. Rural areas were sampled at the rate of 1/21, 1/6, 1/8, 1/2, 1/2, and 1/2, respectively.

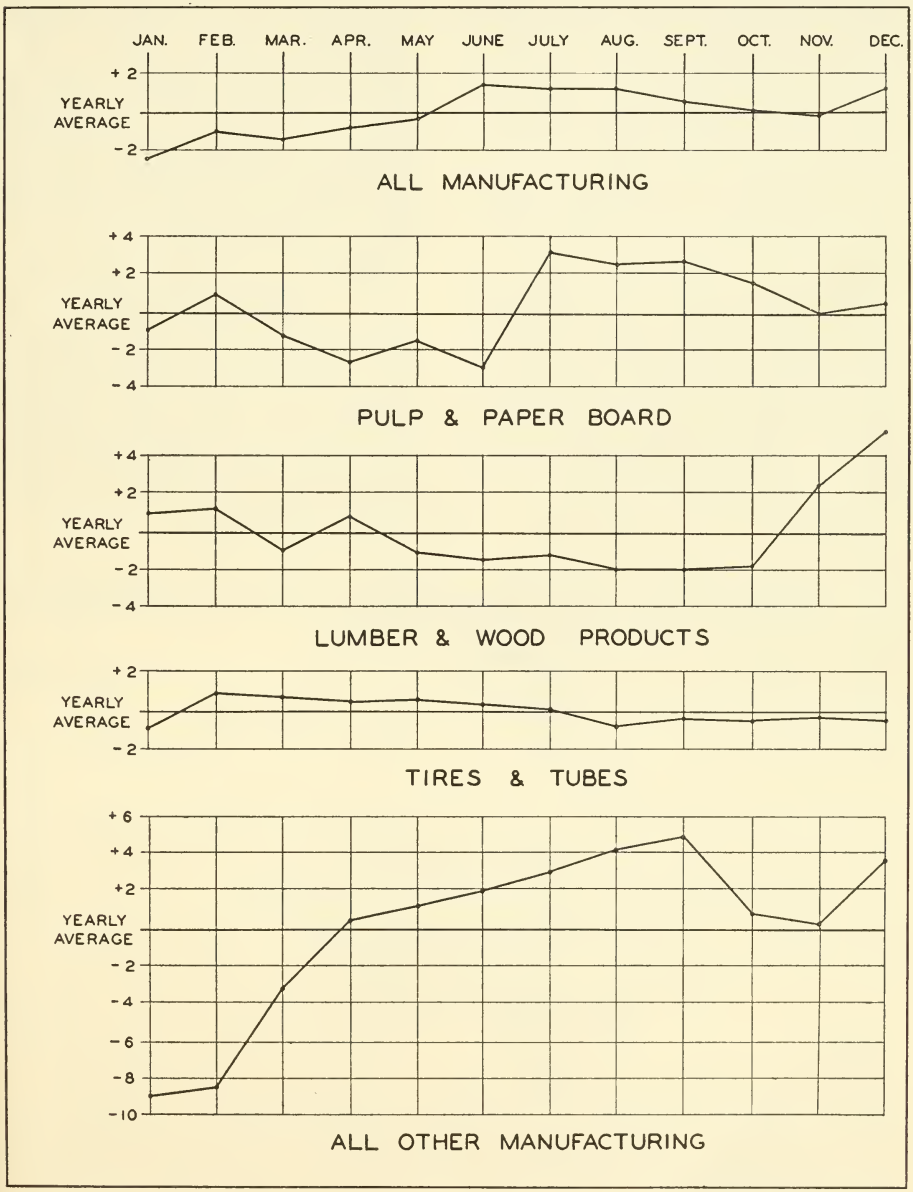

Figure 1. Average monthly variation in manufacturing employment, Adams County 1950-53.

The first area included a large housing subdivision that had developed since the last census.

The urban sample was drawn from the Natchez City Directory. One in every 26 names was drawn. Data were obtained, however, from only those families who had two or more members who ordinarily had at least one meal per day in the home together. It is this type of family that is most important from the consumer market viewpoint. Likewise, families in existence less than one year were not surveyed since it was necessary to relate consumer market data to annual family income.[2]

Supplementary data were obtained by questionnaire from 33 percent of the urban and 40 percent of the rural sample in September, 1954. Urban families returning the questionnaire had slightly higher average incomes than families in the corresponding sample; but rural families returning it had slightly lower average incomes.

Description of the Families

The rural and urban samples differed in certain respects. More urban than rural families were white families and small families. Fifty-five percent of the urban and 41 percent of the rural families were white families. The average size of the two groups was 3.64 and 4 48 members, respectively. In 14 percent of the urban sample and 17 percent of the rural sample, the family heads were 60 years of age or more.

Both husbands and wives in urban families had much more schooling than those in rural families. The percentage of families with husbands and wives who had completed high school or attended college was:

	Urban	Rural
Husbands	37%	16%
Wives	41%	16%

Likewise, more husbands and wives in rural families had not completed grammar school. The percentage of families having husbands and wives with this little schooling was:

	Urban	Rural
Husbands	29%	53%
Wives	18%	48%

There are two types of facilities which are closely related to shopping habits of the consumer-buyer. These facilities are communication and refrigeration. The percentage of families having specified facilities of these two types is shown in Figure 2.

Source and Distribution of Family Income

From what sources did urban and rural families obtain their incomes? What were family incomes the year preceding the interview (1953-54)? What members had had off-farm work experience? Answers to questions such as these give basic background information for understanding the local food marketing situation.

More families in both urban and rural samples received income from off-farm earnings than any other source, as is shown:

Families with:	Urban	Rural
Income from farm operation	3%	41%
Income from off-farm earnings	94%	79%
Income from other sources	34%	31%

Income from "other sources" includes income from pensions, welfare payments, interest, net from rental property and the like. Percentages in the above summary total more than 100 because some families received income from more than one of these sources.

Figure 3 shows the distribution of urban and rural families by net cash income.[3] As will be noted, a slightly greater percentage of families both in

[2]There were 203 addresses with 185 families in the Natchez sample and 176 dwellings with 153 families in the rural sample. In Natchez 18 of the addresses were vacant, could not be located, or were business addresses only. Forty-four of the 185 families were ineligible; homemakers in 16 families could not be contacted, were unable or unwilling to participate. In the rural sample 23 of the 176 dwellings were vacant at the time of the interview; 19 families were ineligible; and homemakers in 6 families could not be contacted, were unable or unwilling to participate.

[3] In a few cases where income was not obtained, the family was placed in an income class on the basis of kind of work and other type of socio-economic data that could be obtained.

the urban and the rural samples had incomes of $1000 - $2999, but the big difference in incomes of urban and rural families is found at higher and lower income levels. About one-fourth of the urban families had incomes of $5000 and over, and about one-seventh under $1000. For rural families, about one-fourth had incomes under $1000 and about one-seventh incomes of $5000 and over.

When the urban families are arranged by net money income from the lowest to the highest the income of the middle family was $3120. When the rural families are thus arranged income of the middle family was considerably less—$1866. But there was a difference in the middle income rural family who operated a farm and the middle income family who did not. The income of the middle farm operator family was $979; that of the rural nonfarm family $3094. It would seem that in spite of industrial development the farmer still lags behind in returns for his labor.

Income per capita (1953-54) was figured for Adams County using as a basis incomes of the 253 families included in the survey. Thus figured average per capita income was $1004.

To understand the occupational situation of an area it is necessary not only to know the income and the proportion of families deriving income from different sources, but also to know the main occupation of the family head, wife, and other employed family members.

As is known, some persons have more than one occupation; that is, they are farm operators and have work off the farm also. Listed below is the proportion of families in the survey with specified members having as their main occupation work other than farm operation. Also shown is the percentage of those engaged in non-farm work who had jobs in manufacturing.

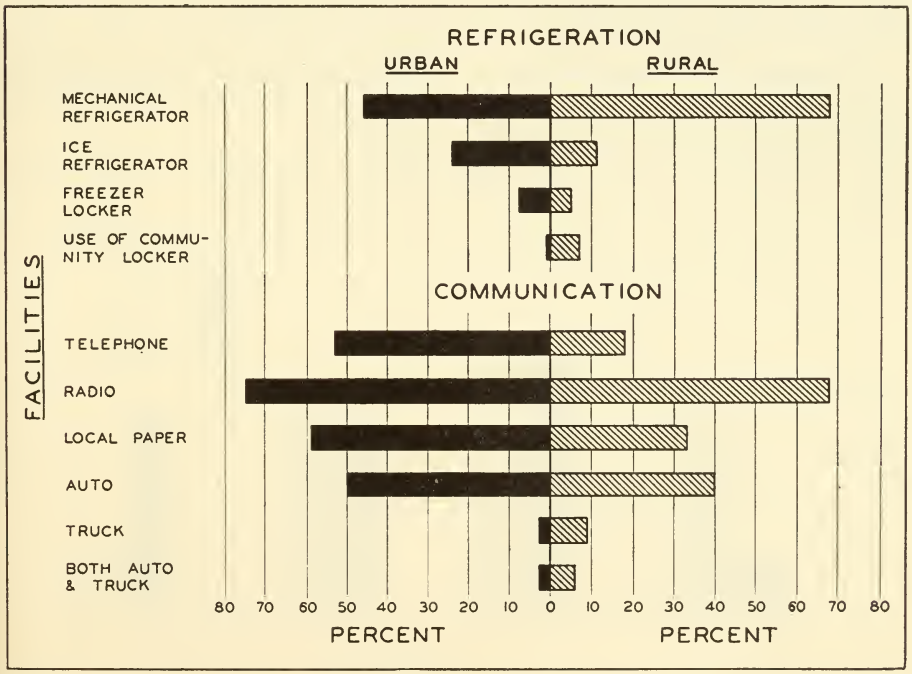

Figure 2. Percentage of urban and rural families with specified refrigeration and communication facilities.

	Urban	
	Non-farm	Non-farm Mfg.
Husband (or male head)	87%	21%
Wife (or female head)	25%	12%
One or more others in family	13%	8%
	Rural	
Husband (or male head)	52%	52%
Wife (or female head)	9%	0%
One or more others in family	12%	42%

The most interesting fact about this tabulation is the high proportion of rural families with husbands and other members engaged in non-farm work who had manufacturing work.

There were in the families surveyed many more who had had non-farm work experience than were engaged in non-farm work in June, 1954. Ninety-eight percent of the husbands in the urban sample and 78 percent in the rural sample had done non-farm work of some kind at one time. Sixty-three percent of the wives in the urban sample and 59 percent in the rural sample had done work of this type since marriage.

Consumer Shopping Habits

Urban families spent an average of $271 per capita for food; rural families, $170. The highest per capita food expense by an urban family was $700, the lowest by a rural family $41. Food expenditures were figured for the county using as a basis expenditures of the 253 families. Thus figured averaged per capita expenditures were $246.

The 253 survey families spent an average of 24.5 percent of their income for food. This is slightly under the proportion of the retail dollar (using retail sales in Adams County compiled from Tax Commission reports spent for food in 1954. (See Figure 4).[4] Increases in the percentage of the consumer's dollar spent for food in 1954 over the five-year average indicate an increasing dependency upon the market for the food supply.

Grocery stores used: Rural families traded at fewer grocery stores than did urban families. The percentage of families mentioning specific numbers of groceries at which they traded was:

	Urban	Rural
One grocery store	26%	46%
Two grocery stores	31%	34%
Three grocery stores	33%	15%
Four or more grocery stores	10%	5%

All the grocery stores named by urban families were in Natchez, while 52 percent named by rural families were in Natchez.

[4] Table 2 in Appendix gives dollar volume of taxable retail sales.

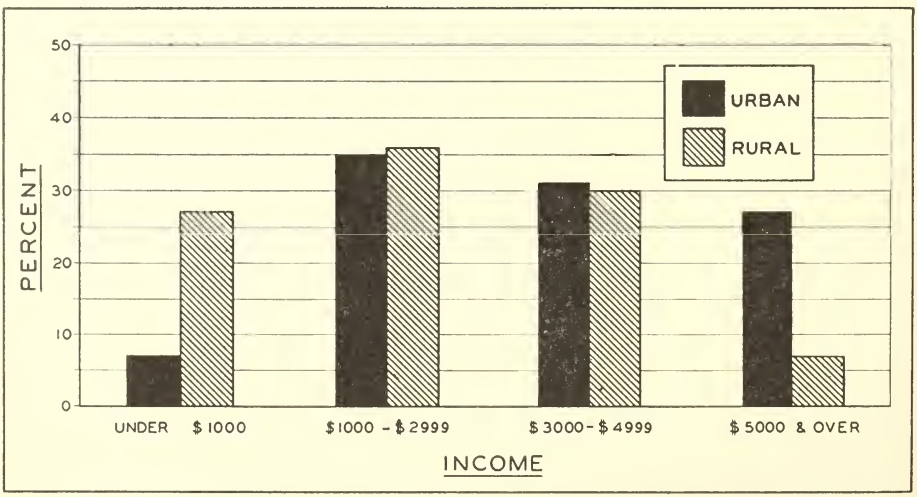

Figure 3. Distribution of urban and rural families by net income, 1953-54.

Homemakers were questioned about years they had traded with these groceries, and store loyalty seemed about the same in urban as in rural areas. About one-sixth of the stores named by urban and rural homemakers were reported as having been traded with for one year or less. Twenty-five percent named by urban homemakers and 31 by rural homemakers had been traded with more than 5 years.

Although rural families included in

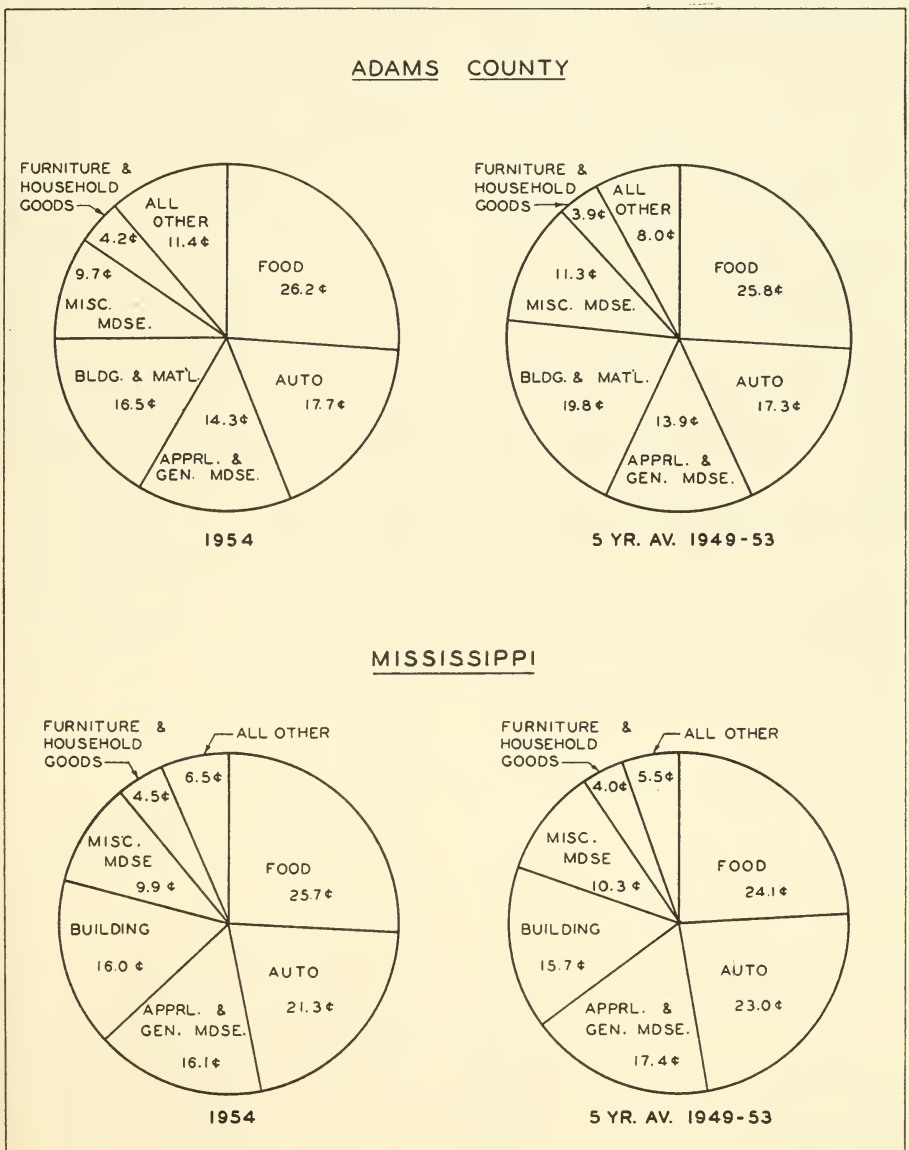

Figure 4. Division of the retail dollar by classes of consumers goods, Adams County and Mississippi.

this survey lived within a 10-mile radius of Natchez, there were 3 families who lived as far as 19 miles by way of the road to the city. About 30 percent lived from 10½ to 19 miles from Natchez by road distances.

About one-third of the rural families (32 percent) did not mention a Natchez grocery store when asked to report grocery stores where they traded. Three of the 41 families not mentioning a Natchez store lived as close as 3 miles from the city, but the majority not mentioning Natchez stores were 8 or more miles away. Only one-fourth of the 28 families in Concordia Parish, Louisiana, mentioned a Natchez grocery. There were three sample areas taken in Louisiana, all of them in the open country. The bridge connecting Natchez and Vidalia was opened for traffic in 1940, that is with time to develop new trade habits. But most of the Louisiana sample were farm tenants.

The wife (or female head) was the person who shopped for food either with or without assistance of husband or others in the majority of rural as well as urban families. There was little difference in the percentage of men in rural and urban families who shopped for food or assisted in this activity.

Buying from local producers: The amounts of specified food products purchased from local producers by urban and rural families during one year (1953-54) are shown in Table 1. These are estimates made from purchases by urban and rural families in the survey blown up to represent the entire county. Also the percentage of families buying each product this way is shown. Eggs was the product which more families bought direct from producers (See Table 1.) A number also had bought vegetables this way.

In "beef and veal" are included animals purchased at the livestock market for slaughtering and freezing. Laws in Natchez in no way restricted selling direct by farmers. According to the law these solicitors "must keep moving, except when actually making sales, or get permission from the Mayor and Board of Aldermen to maintain a booth upon a public way."

The fact that most consumers did not desire to buy direct from producers rather than laws regulating sales no doubt accounted for the small percentage of families buying this way.

One of the important reasons given by consumers for not buying direct from farmers was inconvenience. Homemakers wanted to buy at certain times and to buy where there were all kinds of foods assembled. For rural people inconvenience was a less important reason, however. "Produce own, don't need" was a reply given by many homemakers when questioned about buying direct from producers. Urban homemakers, when questioned about practices of buying from producers often made comments such as: "This kind of milk is not healthy"; "I want chickens dressed and cut up"; "This kind of beef is not healthy"; "They don't give credit."

Other shopping habits: The amounts of purchased foods used during the report week and the amount bought at the last purchase were about the same for most foods except for whole milk, buttermilk, and certain meats.

Table 1. Estimated total amounts of specified food products bought from local producers during 1953-54 by urban and rural families in Adams County, and percentage of urban and rural families buying this way.

Food product	Urban families		Rural families	
	Quantity bought	Percent buying	Quantity bought	Percent buying
Whole milk	0	0	12,915 qts.	2
Eggs	136,450 doz	43	8,400 doz.	11
Broilers	5,100 no.	2	2,291 no.	2
Tomatoes	28,000 lbs.	23	7,769 lbs.	9
Sweet potatoes	57,300 lbs.	17	10,109 lbs.	7
Leafy vegetables	46,750 lbs.	31	2,971 lbs.	7
Beef and veal	21,000 lbs.	1	8,881 lbs.	2
Pork	0	0	0	0

Urban families bought an average of 1 8 quarts of whole milk at the last purchase and used an average of 8.7 quarts purchased whole milk during the report week. Rural families bought an average of 2.4 quarts of whole milk at the last purchase and used an average of 10.7 quarts of purchased whole milk during the report week. This means that whole milk was purchased from 4 to 5 times a week. Buttermilk was purchased from 2 to 3 times; an average of 3.2 quarts was used by both urban and rural families and an average of 1.4 quarts purchased at last time purchased.

Last purchases of broilers, of ham, and of beef hamburger were larger than amounts used due to the fact that a few families had freezer lockers or the use of community lockers.

The percentage of families whose last purchases[5] of certain foods was made at a retail grocery store in Natchez are shown below:

Purchased food	Urban	Rural
Mustard greens	79%	50%
Turnip greens	90%	80%
Cabbage	100%	59%
Tomatoes	81%	58%
Whole milk	81%	40%
Buttermilk	96%	43%
Broilers	99%	75%
Ham	86%	88%
Sausage	100%	63%
Pork chops	100%	62%
Fat back	100%	44%
Bacon	100%	65%
Beef hamburger	98%	68%
Beef roast	100%	100%
Beef steak	96%	61%
Eggs	75%	56%

Most of the foods not purchased in Natchez groceries were purchased from groceries in surrounding rural areas such as in Washington and in Vidalia. Tomatoes were bought by a number of families from local producers. Much of the milk not purchased from groceries was purchased from a milk plant (or creamery). Ten percent of the last purchases of whole milk by rural families and 19 percent by urban families were made this way. Twenty-three percent of the last purchases of eggs by urban families and 21 percent by rural families were made from local producers. The survey was made in June when local eggs are not as plentiful as in the spring.

When last purchases of specified foods were classified by whether for cash or credit, it was found that nearly one-fourth of these purchases was for credit. Urban and rural families did not differ much in this respect, but slightly more rural families used credit.

When one thinks of local food products for sale, one must remember that many consumer-buyers like processed foods as well as (or oftentimes better than) fresh foods; in other words, they like a change. Fresh turnip greens, therefore, compete with canned and frozen greens as well as with other green vegetables such as string beans, green limas and green peas. Whole milk competes with other milk products. Taking more of one type of product usually leads to taking less of another.

Table 2 shows spending patterns during one week for specified foods versus competing foods by Adams County families, based on purchases of urban and rural families in the survey, June 1954.

As brought out in the beginning of the report, Adams County had remarkably little seasonal difference in manufacturing employment during the year. (Figure 1). This would mean no difference in food expenditures due to slack or full employment at the particular time of the study.

Sources of the Family's Food

Many of the rural families in this survey carried on considerable home-production of food, but practically no urban family did. Four of the 125 urban families were farm operators. A few non-farm urban families kept chickens. Some families had a small garden. There were no ordinances in Natchez concerning cows or poultry other than restrictions concerning run-

[5] Includes only families using during the report week specified foods obtained by purchase.

ning at large and getting on property of others. The zoning ordinance allowed "customary agricultural operation."

Thirty-seven percent of the rural and 2 percent of the urban families had used some home-produced milk during the year preceding the interview. One-fifth (19 percent) of the urban families reported some home-produced eggs. One-tenth reported some home-produced broilers used during this period. The percentage of rural families so reporting were 64 and 49 respectively. About one-fourth (29 percent) of the rural families had used home-produced pork and one-twentieth home-produced beef and veal. Only one urban family had used home-produced pork; only one home-produced beef.[6]

About two-thirds of the rural families and one-seventh of the urban families had used home-produced vegetables during the year preceding the interview. Mustard greens was the leafy vegetable most often grown for home use, but turnip greens was almost as important. Other leafy vegetables grown by many were cabbage and collards.

Fewer families grew tomatoes than grew leafy vegetables (about 44 percent rural and 11 percent urban). About as many rural families reported having sweet potatoes as reported tomatoes, but only 4 percent of the urban families said they had used some home-produced sweet potatoes during the report year.

From a study of the home-produced food supplies of the urban and rural families included in this survey, it seems that all urban families and most of the rural families (55 to 60 percent) depend largely on purchase for their food supply. Many families produced some products but only in small quantities. Many of these low producers have the philosophy of "live at home" and think little about the use of certain foods unless home-produced. When asked why they did not use some turnip greens, some eggs, some milk during the past week they replied, "Turnip greens in garden burnt up"; "Hens not laying"; "Cows dry".

In 20 (16 percent) of the urban families and 24 (19 percent) of the rural families surveyed, the family head had shifted from farm to non-farm work. An analysis of changes in home-production of these families should serve as a basis for prediction of what will happen as industrialization proceeds. Table

Table 2. Estimated total amount paid for purchased specified foods and purchased competing foods used during one week, June 1954, by urban and rural families in Adams County.

Kind of food	Urban families	Rural families	Total
Whole milk	$12,510	$2,528	$15,038
Buttermilk	1,517	242	1,759
Other dairy foods, such as dry and canned milk, cream, cheese, ice cream (does not include butter)	8,494	2,383	10,877
Fresh tomatoes	2,228	314	2,542
All other types of tomatoes, such as canned tomatoes, canned tomato juice, tomato paste, tomato soup, tomato catsup and tomato puree	2,793	877	3,670
Green, leafy vegetables	1,876	139	2,015
Green leafy vegetables processed	80	5	85
All other green and yellow vegetables, fresh and processed	5,108	526	5,634
Sweet potatoes cured	74	27	101
Sweet potatoes canned	50	16	66
Irish potatoes cured	1,322	265	1,587
Eggs	5,410	756	6,166
Broilers	8,584	1,387	9,971
Pork—fresh, cured and salted	12,019	3,700	15,719
Beef, veal—fresh	15,034	3,357	18,391
All other meats, including fish and other poultry, lunch meats, wieners, canned meats of pork, beef	6,728	2,223	8,951

[6] Home-produced refers to products raised by the family on land on which the family home may or may not be located. Urban families having poultry and livestock were usually on the edge of the city or had farms outside the city limits.

3 shows changes in production for home use by urban and rural families accompanying these shifts in occupation. The urban family who had shifted from farm to non-farm work produced for home use just about like the family who had been in non-farm work all along; that is, very little.

On the other hand, those in rural areas who had shifted from farm to non-farm work produced slightly less than farm families not having made such a shift. When these changes are considered together the effect is to emphasize the shift from home-produced food to over-the-counter purchase of food as non-farm employment increases relative to farm employment.

Figure 5 shows the percentage of families using specified foods during the report week in June and the percentage who reported home-production as the source of these foods. Percentages using specified home-raised foods the past week are lower than percentages having used some of these during the previous year since many families have these foods only at the peak production season. The pork, broiler, and tomato percentages are, for example, considerably lower than the percentage of families having used some the previous year due to the fact that hogs killed in the Fall had in many cases been eaten. Broilers were not "ready" on many farms; tomatoes had not ripened.

In rural areas such as this the home-produced food is not the biggest competitor of that food in the market. The consumer who does not use certain products affords a bigger challenge (Figure 5). This non-use is brought about by such things as habit and other offerings in the market. (See Table 2).

Consumption Patterns

Table 4 shows total amounts of specified purchased foods used during one week by urban and rural families in Adams County, based on purchases of urban and rural families in the survey, June, 1954.

As has been previously explained, consumption data were also obtained from some of these same families by questionnaire for one week in Septem-

Table 3. Changes in production for home use accompanying shifts from farm to non-farm employment by family heads (in 16 percent of the urban and 19 percent of the rural families surveyed).

Food item	Urban families				Rural families			
	Ceased home prod.	Still prod.	Never prod.	Total	Ceased home prod.	Still prod.	Never prod.	Total
	%	%	%	%	%	%	%	%
Beef	15	0	85	100	17	5	78	100
Pork	90	0	10	100	62	25	13	100
Broilers	60	15	15	100	45	46	9	100
Eggs	70	20	10	100	42	54	4	100
Milk	65	0	35	100	33	38	29	100
Tomatoes	65	15	20	100	37	43	20	100
Turnip greens	60	30	10	100	21	50	29	100
Sweet potatoes	80	0	20	100	63	33	4	100
Cabbage	80	10	10	100	33	58	9	100

Table 4. Estimated total amount of specified purchased foods used during one week by all urban and rural families, Adams County, June 1954.

Food	Urban families	Rural families	Total
Whole milk	49,250 qts.	10,616 qts.	59,866 qts.
Buttermilk	8,838 qts.	1,228 qts.	10,066 qts.
Eggs	10,607 doz.	1,484 doz	12,091 doz.
Broilers	17,425 lbs.	2,922 lbs.	20,347 lbs.
Pork (no lard)	17,860 lbs.	6,215 lbs.	24,075 lbs.
Beef, veal	25,750 lbs.	6,386 lbs	32,136 lbs.
Fresh tomatoes	13,888 lbs.	2,266 lbs.	16,154 lbs.
Sweet potatoes	450 lbs.	199 lbs.	649 lbs.
Collards	100 lbs.	0 lbs.	100 lbs.
Turnip greens	865 lbs.	100 lbs.	965 lbs.
Cabbage	5,065 lbs.	1,544 lbs.	6,609 lbs.
Mustard	5,355 lbs	357 lbs.	5,712 lbs.

ber 1954. There was a significant difference in the proportion of families using purchased sweet potatoes, cabbage, mustard greens, turnip greens, sausage, pork chops, beef roast, hamburger, in June and September. The percentage of both urban and rural families using these foods was greater in September than June.

Average amounts used by families using in the two periods were not very different except for sweet potatoes, sausage and pork chops which were used in larger amounts in September. Differences in the use of other foods in the two seasons were not significant.

Food consumption and income level: Tables 3, 4, and 5 in the Appendix show the proportion of families using specified foods from all sources and from purchase as well as the average amounts used from all sources and

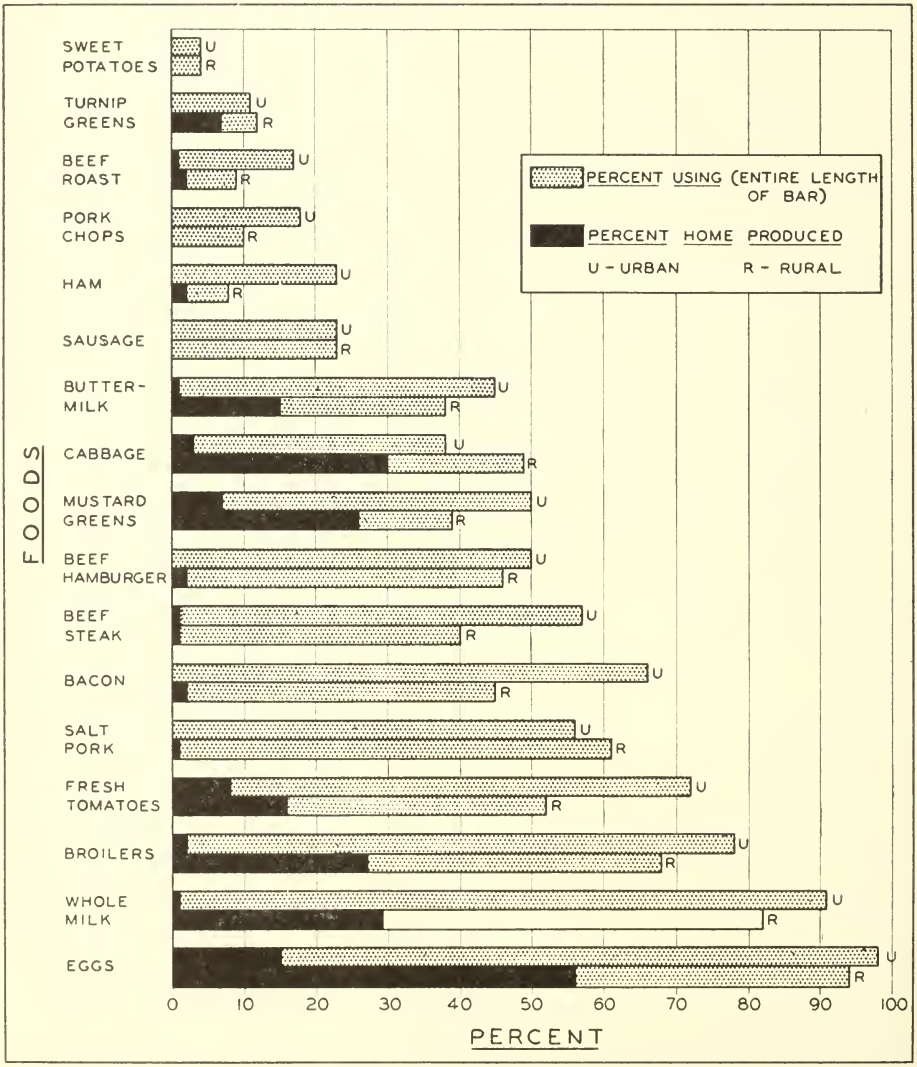

Figure 5. Percentage of rural and urban families using and producing at home specified foods during the report week, June 1954.

from purchase by families who used them. The changes in proportions using from lower to higher income are much greater in case of percentage buying than in percentage using. Some low income families produce these foods for home use; a few such families have these foods given to them by relatives.

Larger proportions of families in higher income groups purchased animal products (eggs, beef, bacon, ham, broilers) and tomatoes than of families in lower income groups. The percentages of urban families purchasing mustard and turnip greens, sausage and salt pork tended to decrease as income became greater. Similar decreases were found in purchases of salt pork by rural families. Average amounts of these foods used did not vary greatly in different income groups. The greatest variation was in whole milk, fresh tomatoes and cabbage. The first two were used in larger average amounts by higher income families and cabbage in larger amounts by lower income families (Tables 4 and 5 in the Appendix).

Since non-users of these foods are important to the markets it would be well to summarize briefly the most prevalent comments of urban and rural homemakers regarding non-use of these foods during the report week. Such a summary is included in Table 6 in the Appendix. As will be noted the principal reasons given by homemakers for non-use during the week were: (1) Financial—homemaker thought food was too expensive; she couldn't afford it or she had no money. (2) Use of similar or other types of foods instead. (3) Dependence on home supply—not accustomed to purchase. (4) Food not in season or considered an inappropriate food for this time of year. (5) Family doesn't care for the food.

Information concerning the use made of whole milk, buttermilk, tomatoes, and eggs by the family was determined from each interviewee. The use made of a food product determines to a large extent the type of product which the consumer-buyer will want. About 85 percent of the whole milk used by urban and rural families was used as a beverage or infant feeding. About 60 percent of the buttermilk was so used. Milk for drinking needs to be especially good tasting, fresh, and cold, if it is to satisfy the consumer-buyer and maintain her continued use in large quantities.

Practically all tomatoes used during the report week, June 1954 (98 percent by urban families and 96 percent by rural families) were used freshly sliced, or in salads or sandwiches. This use calls for a firm ripe tomato.

To be noted is the fact that about three-fourths of the eggs used by both urban and rural families were used in egg dishes, such as fried eggs, scrambled eggs, poached eggs and the like. Those not used in an egg dish were for the most part used in preparation of breads and cakes. An egg dish calls for an egg of higher quality than if used in bread, cake or the like. Off flavors may not be detected if in cornbread or a chocolate cake, but this is not the case with fried or scrambled eggs.

Use of milk products: Records of milk products consumed at home by members of the 253 families were obtained. Milk used by each family includes not only the fluid milk but the fluid milk equivalent of evaporated, condensed, and dry milk, cream, ice cream and cheese. Conversion factors developed by the Human Nutrition Branch of the U. S. Department of Agriculture to express the nutritive value of each product as compared with fluid whole milk were used in converting milk products into equivalent quarts of fluid milk. (The factors apply only in equating the various milk products to fluid whole milk on the basis of protein and mineral content). Quantities of milk or its equivalent recommended for different family members in the revised low-cost food plan developed by the U. S. Department of Agriculture home economists were used in estimating milk needs for the family.

Less than half the urban and rural families had the recommended amounts of milk products for families of their size and composition.[7] It is to be noted (Figure 6) that one in every fifth urban family and one in every third rural family had one-half or less than the suggested amounts of this important kind of food.

THE MARKET SURVEY

In 1954 there were approximately 181 retail food stores in Adams County (122 of which were in Natchez). Processing plants were limited to those of dairy products and meats. There were 2 milk bottling plants and distributors and 2 ice cream manufacturers. For meats there were 2 slaughter plants, one of which was also a poultry processor, and one frozen food locker plant that butchered hogs but did no slaughtering of beef.

Quantities and Sources of Selected Food Products Moving Through Natchez Food Stores

Large quantities of meats, eggs, milk and fresh vegetables are needed daily to supply consumer demand in food stores in a city of 23,000 people. What part of their supply of these products do Natchez food stores obtain from nearby producers? To find the answer to this and other marketing problems, a survey of the 122 food stores in Natchez was begun in the summer of 1954. From a randomly drawn one-third sample of these stores, data were obtained on quantities and sources of representative products purchased during June, 1954. In most instances data were transcribed directly from invoices or other purchase records of stores in the sample. For some items, where no itemized purchase records were available, store managers estimated monthly purchases. The survey was repeated for the months of October, 1954, and February, 1955, in order to obtain seasonal differences in quantities purchased and sources of supply. Data obtained from the sample stores for each of these three months were then used to derive estimates of the total quantities of the selected products moving through all retail food stores in Natchez during these months. These estimates are shown in Table 5.

Beef: Results of the survey indicate that 22 percent of the beef supply moving through Natchez retail stores in June was supplied by local processors. In October, a month when local slaughter is normally heavy, local supplies accounted for 45.6 percent of the total. In February, that part of the supply provided by local processors dropped below the October level, but still amounted to 30.6 percent of the total. Beef quantities shown in Table 5 include both carcass weights and wholesale cuts. There are numerous very small stores in Natchez that buy wholesale cuts only rather than carcasses or sides. Operators of many such stores stated that they preferred buying from local processors since they could get daily deliveries of small quantities and thereby avoid maintaining excessive inventories.

Since much of the beef moving through stores was not federally graded, no tabulation by quantities of each grade purchased could be made. While some stores purchased a high percentage of U. S. "choice" or "prime" grades, data indicate that the larger proportion of total beef purchased was equal in quality to commercial or lower grades. Many of the merchants, in comparing quality and handling costs of locally slaughtered and shipped-in beef, stated that beef supplied locally was equal in quality to that which they obtained from processors outside the area.

A national meat packer maintains a distribution warehouse in Natchez. Purchases from this firm, however, for the purposes of this study were considered as "shipped-in" rather than "local" since the firm performed no slaughtering and processing operations locally. An effort was made to include as "local" beef only that processed from local supplies of livestock. As

[7] 90 percent of recommended amounts or more.

mentioned earlier in this bulletin, Natchez is situated in an area of expanding beef cattle production. As numbers and incomes of consumers in the area increase, there should be an accompanying increase in the retail demand for beef. If local processors can maintain or increase their share of the wholesale market, this should mean an expanded market for beef animals produced in the area.

Pork: Local supplies accounted for only a small part of the total quantities of pork purchased by retailers in any of the survey months. As shown in Table 5 only 5.5 percent of the total supply came from local sources in June, 2.7 percent in October, and 6.0 percent in February. One local meat processor did not process pork during these months; another sold only fresh pork. Pork totals shown in the table include both fresh and cured pork. The inclusion, in the "shipped-in" totals, of such cured products as salt sides, bacon, and cooked hams thus tends to distort the relative importance of the two sources for strictly comparable products. No comparison was made on quantities of fresh pork alone supplied by each source. If such a comparison had been made percentages from local sources would have been greater.

The fact that such relatively small quantities of pork from local sources are marketed by Natchez retailers may partially explain the recent decline in pork production on farms in the area which was referred to in the beginning pages of this bulletin.

Broilers: Stores in the survey bought 22 percent of their June supply of dressed broilers from local processors. Corresponding percentages obtained from local sources in October and February were 14 and 30 percent, respectively. This does not necessarily imply, however, that all broilers so purchased were produced within the immediate area of Natchez. While certain sections of the state have become major broiler producing centers, relatively few broilers are produced in Adams or adjoining counties. Processors located outside major production areas often transport live birds long distances from such areas for processing in their plants. Thus, broilers bought from local processors and those purchased from "outside" suppliers

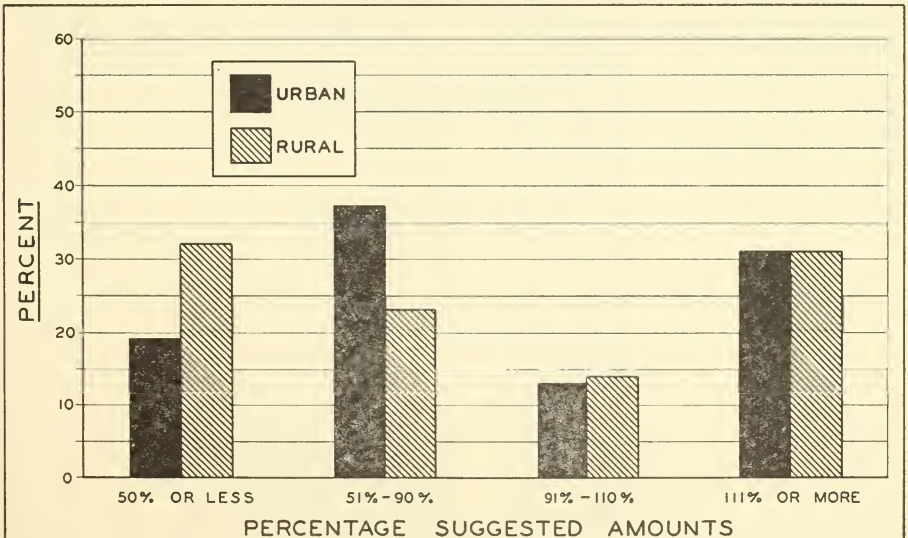

Figure 6. Percent of the 125 urban and the 128 rural families using amounts of milk products during report week, June 1954, suggested in low-cost food plans.

Table 5. Estimated quantities of selected food items moving through retail outlets in Natchez, Mississippi, for three months, by source of purchase.

Product	Unit	JUNE, 1954			OCTOBER, 1954			FEBRUARY, 1955		
		Shipped in	Local	Total	Shipped in	Local	Total	Shipped in	Local	Total
Beef	lb.	113,628	32,400	146,028	61,689	51,732	113,421	83,514	36,888	120,402
	%	77.8	22.2	100.0	54.4	45.6	100.0	69.4	30.6	100.0
Pork	lb.	99,330	5,790	105,120	97,905	2,676	100,581	85,506	5,427	90,933
	%	94.5	5.5	100.0	97.3	2.7	100.0	94.0	6.0	100.0
Broilers	lb.	66,186	18,402	84,588	81,645	13,638	95,283	43,872	18,936	62,808
	%	78.2	21.8	100.0	85.7	14.3	100.0	69.9	30.1	100.0
Eggs	doz.	13,902	13,692	27,594	25,185	14,697	39,882	14,127	11,514	25,641
	%	50.4	49.6	100.0	63.1	36.9	100.0	55.1	44.9	100.0
Milk	qt.	84,300	45,924	130,224	100,446	53,181	153,627	103,836	32,790	136,626
	%	64.7	35.3	100.0	65.4	34.6	100.0	76.0	24.0	100.0
Tomatoes	lb.	882	69,821	70,773	26,190	—	26,190	10,269	—	10,269
	%	1.2	98.8	100.0	100.0	—	100.0	100.0	—	100.0
Cabbage	lb.	13,575	3,780	17,355	21,300	—	21,300	18,300	—	18,300
	%	78.2	21.8	100.0	100.0	—	100.0	100.0	—	100.0

quite possibly may have been produced in the same area. Merchants buying from local processors listed the convenience of daily deliveries of freshly dressed birds as a major factor in choice of suppliers.

Eggs: Local egg supplies varied with the seasons. One-half of the total purchases in June were from local sources. In October only slightly more than one-third of the total came from these sources but by February, local suppliers were again providing nearly one-half of the total supply. Few instances of stores buying from producers in less than case lots were found. Many of the eggs classified in Table 5 as local were produced in nearby Franklin County and sold to retailers through a farmer cooperative. Poultry processors, both local and non-local, who supplied broilers also supplied eggs. The comments in the paragraph above relative to source of broilers may, therefore, apply equally well to eggs. For this reason it was difficult to obtain any clear-cut expressions of opinions on comparative qualities of eggs by sources, since the classification of sources was necessarily somewhat arbitrary.

Milk: Two local fluid milk processor-distributors provided roughly one-third of the total quantities of fluid milk moving through food stores in June and October, and about one-fourth of the total in February. Additional supplies were provided by a distributing plant in Jackson, Mississippi, one hundred miles distant. Data were not obtained on sources of supply of fluid milk to processor-distributors; so no estimate could be made of that part of the total supply which producers in immediate trade area furnished.

Tomatoes: In considering the relative importance of locally produced tomatoes to the total market supply, as shown by percentage figures for this product in Table 5, one must also consider the months covered by the data. Tomatoes were in season locally during only one of the survey months. In that month, June, stores surveyed reported buying essentially all of their supplies of tomatoes from local producers. Thirty-four of the 40 stores in the sample sold tomatoes in June. Of this number, only 9 stores reported obtaining any part of their June supply from other than local sources, while only two stores indicated complete dependence on shipped-in supplies that month. Locally grown tomatoes were not available in October and February.

Cabbage: Merchants estimated that more than one-fifth of the total poundage of cabbage sold in June was obtained from producers within the trade area. Cabbages bought from these producers were in the form of small, green heads, and were bought by the dozen, rather than by weight. The weight figure shown in Table 5 is therefore necessarily an estimate. No local cabbages were available in October or February.

Other products: Fresh greens and sweet potatoes were selected as other food products representative of those produced for the market by farmers in the area. It was anticipated that data would be obtained on quantities and sources of these commodities moving through food stores each month. Data obtained, however, were deemed too fragmentary to use as a basis for estimating total quantities for any of the three months. The survey revealed that many of the smaller food stores in Natchez did not sell fresh vegetables. The reason most often given for this was that volume of such sales did not justify the cost of maintaining refrigerated display counters. It was also found that, in most instances, retailers who bought vegetables from local growers recorded such purchases only as "produce purchased." Thus, while most were able to give data on expenditures for all produce, few felt they could estimate with any degree of reliability quantities of specific produce bought in any month. All stores reporting for June, however, stated that their entire supply of both greens and sweet potatoes for that month came from producers within the local area.

POSSIBILITIES FOR INCREASED BENEFITS FROM INDUSTRY TO LOCAL FARMERS

Rural families interviewed were asked about the sale of specified food products and difficulties in marketing. Very few had during the previous year sold or tried to sell any of the foods. Some of them mentioned eggs and a few mentioned sweet potatoes, pork, mustard greens and cabbage. None of these families reported difficulty in disposing of the product. In fact, several said their customers would have bought more. Furthermore, merchants expressed satisfaction with the quality of local products. But offerings of local producers were too limited for them to count as a main source for supply.

The market survey indicates that much of the existing demand for some of these products is being met with supplies brought in from outside the trade area. Thus it is not logical to assume that all the increase in demand expected from further industrialization of this rapidly growing trade area can or will be reflected to local producers. Greater marketing potentials, however, should afford opportunities for increased returns to those farmers who continue to produce food for the local market.

Possibilities for expanded beef cattle marketing to supply increasing demands for locally processed beef have already been mentioned. In view of the pattern of agricultural resources found on farms in the area, this field appears to possess opportunities for increased returns to a greater number of farmers than does the production of other food products. Close examination of income opportunities to be afforded from commercial laying flocks is warranted by the expected increase in demand for locally produced eggs.

The need for a larger and more varied local supply of fresh vegetables was expressed by several of the retailers interviewed. Few farmers in the area have resources suitable for the efficient commercial production of vegetables. The limited number having such resources, however, may increase their returns by planning their production to more nearly meet the needs of market operators.

SUMMARY

Data for this report were obtained in June, 1954 from a survey of 125 families in Natchez and 128 families in rural areas within a 10-mile radius of the city (including a sample of Concordia Parish, Louisiana families), and from a one-third sample of the food stores in Natchez where the majority of families traded, at least in part.

Income per capita for Adams County families, based on incomes of urban and rural families in the survey during 1953-54, was $1004.

Average per capita food expenditures for Adams County based on expenditures of families in the survey was $246.

When asked to name groceries where they traded, about one-third of the rural families did not mention a Natchez grocery. Those not mentioning a Natchez grocery were for the most part 8 or more miles away from this city.

The wife (or female head) was the one who shopped for food either with or without assistance of husband or others in the majority of rural as well as urban families. About the same percentage of men in rural and urban families shopped for food or assisted in this activity.

The majority of families included in the survey had bought none of the eight kinds of foods being studied (i.e., milk, beef, pork, broilers, eggs, sweet potatoes, tomatoes, and leafy vegetables) directly from producers during the year preceding the interview. Eggs and leafy vegetables were the foods most often purchased this way. Furthermore, there was no desire on the part of most consumers to buy from producers. Inconvenience was one of the important reasons given. Homemakers wanted to buy at certain times

and to buy where there were all kinds of foods assembled.

A few families both urban and rural purchased beef, pork, broilers, from farmers to put in the home freezer or community locker. This practice may increase in the future provided consumers are satisfied with the quality of the meat bought.

Fifty percent or more of the last purchases of each of the specified foods (except whole milk, buttermilk and fat back) used by rural families were made at Natchez. The majority of last purchases of all food items listed were made at groceries in Natchez by urban families.

A comparison of amounts spent for specified foods and foods that competed with them showed large expenditures for competing products. Adams County families like a variety in kinds and forms of food. Farmers need to study changes in kinds of foods sold at food stores in the county as a basis for planning farm production programs.

All urban families and most of the rural families (55 to 60 percent) depend largely on purchase for their food supply.

Those in rural areas who had shifted from farm to non-farm work produced slightly less for home consumption than farm families not having made such a shift. The urban family who had shifted from farm to non-farm work produced for home use just about like the family who had been in non-farm work all along; that is, practically none.

When consumption of specified foods during June is compared with similar data during September, greatest seasonal variation was found in three meats and four vegetables. All of these were used by a larger proportion of families in September.

Increases in the proportion of families purchasing from lower to higher income group were greatest for beef, ham, bacon, eggs, broilers and tomatoes.

Principal reasons given for non-use of the specified foods were: (1) financial; (2) use of similar or other types of foods instead; (3) dependence on the home supply; (4) food not in season (or considered not in season); (5) family doesn't care for food.

A larger proportion of each of the specified food items moving through retail outlets in Natchez in June, October and February were shipped in. The exceptions to this were in June. Then 49.6 percent of the eggs and 98.8 percent of the tomatoes handled were local.

APPENDIX

Table 1. Yearly average employment, payrolls, and average wage paid per worker in manufacturing and related industries, Adams County, Mississippi, 1950-54.

INDUSTRY GROUP	AVERAGE EMPLOYMENT				
	1950	1951	1952	1953	1954
Manufacturing:					
Food Products	191	208	211	210	198
Apparel	476	458	350	223	161
Lumber and Wood Products	974	1,009	936	919	775
Furniture	9	27	29	69	—
Pulp and Paperboard	1,275	1,760	1,808	1,934	1,987
Printing and Publishing	121	130	133	130	136
Tires and Tubes	874	792	785	806	751
Machinery	25	28	—	—	—
Electrical Equipment	—	62	1	—	—
All Manufacturing	3,945	4,474	4,253	4,291	4,008
Service Industries	3,216	2,843	2,900	3,031	2,900

INDUSTRY GROUP	TOTAL PAYROLLS				
	1950	1951	1952	1953	1954
Manufacturing:					
Food Products	$ 507,898	$ 564,699	$ 587,866	$ 608,798	$ 595,040
Apparel	801,589	762,214	650,159	423,130	318,788
Lumber and Wood Products	1,949,822	2,152,987	2,003,698	2,109,362	1,735,881
Furniture	18,993	65,767	59,620	110,694	—
Pulp and Paperboard	4,544,094	6,147,652	7,807,786	8,453,375	8,467,475
Printing and Publishing	337,391	330,659	368,740	387,393	413,570
Tires and Tubes	3,041,630	3,115,130	3,249,943	3,564,379	3,335,371
Machinery	79,864	107,667	—	—	—
Electrical Equipment	—	59,395	*	—	—
All Manufacturing	$11,281,281	$13,306,170	$14,729,384	$15,657,131	$14,866,125
Service Industries	6,715,444	6,388,787	6,732,785	7,459,980	7,203,581

INDUSTRY GROUP	AVERAGE WAGE PAID PER WORKER				
	1950	1951	1952	1953	1954
Manufacturing:					
Food Products	$2,659	$2,715	$2,786	$2,899	$3,005
Apparel	1,684	1,664	1,862	1,897	1,980
Lumber and Wood Products	2,002	2,134	2,141	2,295	2,240
Furniture	2,110	2,436	2,056	1,604	—
Pulp and Paperboard	3,564	3,493	4,318	4,371	4,261
Printing and Publishing	2,788	2,544	2,772	2,980	3,041
Tires and Tubes	3,480	3,933	4,140	4,422	4,441
Machinery	3,195	3,845	—	—	—
Electrical Equipment	—	958	*	—	—
All Manufacturing	$2,860	$2,974	$3,463	$3,649	$3,709
Service Industries	2,088	2,247	2,362	2,461	2,489

Source: Computed from Mississippi Employment Security Commission. Monthly Employment and Quarterly Wages of Workers Covered by the Mississippi Employment Security Law, By County, By Industry, for the Calendar Years 1950-54.

*Withheld to avoid disclosure of individual data.

Table 2. Volume of Taxable Retail Sales, By Industry Groups, Adams County, 1944-54.

Year	Total retail	Food	Auto-motive	Apparel and general merchandise	Furniture and fixtures	Building and material	Miscel-laneous retail	All other**
				Dollars				
1954	45,846,746	12,031,242	8,095,952	6,576,924	1,909,598	7,554,034	4,462,528	5,216,468
1953	45,440,040	12,429,134	8,172,448	6,588,620	1,812,896	7,313,891	4,177,120	4,945,931
1952	45,972,086	11,627,229	7,390,234	6,390,967	1,764,839	9,521,464	4,976,688	4,300,665
1951	42,196,992	11,694,567	7,090,176	5,520,856	1,690,959	7,979,487	4,697,790	3,523,157
1950	38,383,638	9,396,824	7,164,633	5,502,978	1,479,694	7,813,471	5,375,284	1,650,754
1949	37,724,382	8,977,068	6,417,070	5,162,272	1,484,822	8,799,645	4,419,113	2,464,392
1948	33,542,096	8,880,818	5,883,980	5,040,168	1,194,718	7,674,289	2,758,789	2,109,334
1947	29,091,628	7,849,523	4,338,357	4,949,894	1,046,902	6,861,577	2,407,882	1,637,493
1946	25,607,206	6,653,138	2,894,898	4,568,456	955,107	6,682,750	3,427,168*	425,689
1945	18,374,169	4,879,367	1,539,830	3,758,662	479,084	5,265,929	2,286,495*	164,802
1944	15,178,394	4,127,534	1,300,681	3,431,537	433,162	3,698,532	1,967,376*	219,572

Source: Mississippi State Tax Commission Bulletins Nos. 29, 31, 33, 35, 37, 39, 41, 43, 45, 46, and 49.
*Includes miscellaneous service sales.
**Entries for 1944-46 represent natural resource sales only; later years include natural resource and miscellaneous service sales.

Table 3. Percentage of urban and rural families using specified foods from any of one or more sources (bought, home-produced, gifts) and from purchase only by income groups during report week, June 1954.

	Percent who used any from one or more sources								Percent who bought only							
	Urban families				Rural families				Urban families				Rural families			
Foods	$1170 and under	$1171 to 2210	$2211 to 3810	$3811 and over	$1170 and under	$1171 to 2210	$2211 to 3810	$3811 and over	$1170 and under	$1171 to 2210	$2211 to 3810	$3811 and over	$1170 and under	$1171 to 2210	$2211 to 3810	$3811 and over
Cabbage	36	36	29	45	51	47	57	41	21	28	23	29	15	13	13	11
Mustard greens	79	72	49	33	49	37	50	15	57	40	34	25	5	7	10	11
Turnip greens	14	12	14	8	10	20	13	4	14	4	9	8	2	10	3	0
Beef roast	0	8	9	31	2	10	3	22	0	8	9	29	2	7	3	15
Hamburger	29	24	63	59	27	40	70	56	29	24	63	59	24	40	70	48
Beef steak	21	44	66	67	24	37	47	59	21	44	66	67	22	33	47	57
Bacon	21	40	83	80	20	37	53	81	21	40	83	80	20	33	53	78
Pork chops	14	20	34	8	10	13	0	19	14	20	34	8	10	14	0	19
Sausage	43	28	26	14	17	17	37	26	43	28	26	14	17	17	34	26
Ham	7	16	23	31	2	3	10	19	7	16	23	31	2	0	10	15
Salt pork	79	68	49	49	78	73	53	30	79	68	49	49	73	73	53	26
Broilers	57	72	86	82	46	73	77	85	50	68	86	80	10	40	53	73
Eggs	93	96	100	98	80	100	100	96	29	64	91	92	5	20	57	67
Whole milk	79	76	100	96	61	80	100	96	71	76	100	49	20	43	63	74
Buttermilk	36	48	49	43	32	30	50	41	29	44	49	43	5	20	23	30
Sweet potatoes	7	12	0	2	2	7	3	4	7	12	0	2	2	7	3	4
Fresh tomatoes	36	44	74	94	22	40	70	89	29	40	60	69	7	23	30	63
Total families	14	25	35	51	41	30	30	27	14	25	35	51	41	30	30	27

Table 4. Average amount specified purchased foods used by urban and rural families using during report week, June 1954, by income groups.

Food	Urban families				Rural families			
	$1170 & under	$1171-2210	$2211-3810	$3811 & over	$1170 & under	$1171-2210	$2211-3810	$3811 & over
Beef steak, lbs.	1.67	1.59	3.19	3.16	2.00	1.98	2.43	2.44
Beef roast, lbs.	0	3.50	4.17	3.37	3.00	2.75	3.00	3.25
Beef hamburger, lbs.	1.56	1.33	1.54	1.98	1.90	2.12	1.99	2.29
Broilers, lbs.	3.07	3.03	3.64	4.05	2.12	3.10	3.19	3.96
Sausage, lbs.	1.08	1.36	1.33	1.57	1.28	2.20	1.32	2.00
Ham, lbs.	1.00	1.47	3.12	2.41	6.00	0	1.67	3.75
Salt pork, lbs.	1.50	1.41	1.57	1.19	2.29	2.50	2.31	.96
Bacon, lbs.	.83	1.25	1.10	1.43	1.44	1.70	1.30	2.07
Pork chops, lbs.	1.50	1.40	1.35	2.12	1.75	1.38	0	1.70
Fresh tomatoes, lbs.	1.75	1.88	3.81	4.91	1.33	2.14	3.22	5.21
Sweet potatoes, lbs.	2.00	1.83	0	1.50	2.00	2.50	4.00	1.00
Cabbage, lbs.	4.67	3.00	3.00	2.82	6.67	6.75	4.00	3.33
Mustard, lbs.	2.58	2.33	2.37	2.66	1.66	3.16	1.61	2.33
Turnip greens, lbs.	1.50	2.00	1.08	2.25	1.00	1.33	1.00	0
Whole milk, qts.	2.70	5.16	7.80	11.98	5.00	5.31	10.50	16.55
Buttermilk, qts.	2.50	3.27	3.82	2.99	3.50	2.17	3.57	3.62
Eggs, doz.	1.75	1.45	1.89	2.58	1.00	1.83	1.87	2.48
No. families	14	25	35	51	41	30	30	27

Table 5. Average amount specified foods used (all sources) by urban and rural families using during report week, June 1954, by income groups.

Food	Urban families				Rural families			
	$1170 & under	$1171-2210	$2211-3810	$3811 & over	$1170 & under	$1171-2210	$2211-3810	$3811 & over
Cabbage, lbs.	4.60	4.11	3.00	3.36	7.81	5.78	7.00	4.64
Mustard greens, lb.	2.53	2.59	2.43	2.79	3.46	3.46	3.89	2.25
Turnip greens, lbs.	1.50	3.33	1.05	2.25	2.00	1.83	4.25	2.00
Beef roast, lbs.	0	3.50	4.17	3.37	3.00	3.17	3.00	3.92
Beef hamburger, lbs.	1.56	1.33	1.54	1.98	2.09	2.12	1.99	2.38
Beef steak, lbs.	1.67	1.59	3.19	3.18	2.50	2.16	2.43	2.44
Bacon, lbs.	.83	1.25	1.10	1.43	1.44	1.68	1.30	2.02
Pork chops, lbs.	1.50	1.40	1.35	2.12	1.75	1.38	0	1.70
Sausage, lbs.	1.08	1.36	1.33	1.57	1.28	2.20	1.32	2.00
Ham, lbs.	1.00	1.47	3.12	2.41	6.00	2.00	1.67	3.40
Salt pork, lbs.	1.50	1.41	1.57	1.19	2.24	2.50	2.31	.91
Broilers, lbs.	3.31	3.08	3.64	4.01	4.03	3.99	3.67	4.10
Eggs, doz.	1.83	2.78	1.85	2.55	.99	1.57	1.79	2.70
Whole milk, qts.	2.73	5.16	7.80	11.98	8.84	11.60	12.18	15.19
Buttermilk, qts.	2.60	3.17	3.82	2.99	5.15	3.89	4.33	3.82
Sweet potatoes, lbs.	2.00	1.83	0	1.50	2.00	2.50	4.00	1.00
Fresh tomatoes, lbs.	2.20	2.02	3.62	4.71	2.22	3.17	4.33	5.94
No. families	14	25	35	51	41	30	30	27

Table 6. Reasons most often given by homemakers for non-use of specified foods during report week, June 1954 (listed in order of importance).

Food	Urban	Rural
Whole milk	No money, costs too much Don't drink Don't like	No money, costs too much Like competing dairy products Don't drink Don't buy when cows are dry
Buttermilk	Don't use Don't like Use competing dairy products	Use competing dairy products Didn't churn; use whole milk No money; can't afford
Broilers	Used other meats No money, costs too much	Used other meat Depend on home supply; don't buy No money, costs too much
Eggs (few did not use)	No money; costs too much	Hens didn't lay No money; costs too much
Ham	No money; costs too much Not in season Not on my diet; not good for me	No money; costs too much Home supply used up Used other kinds of meat
Pork chops	Not in season No money; costs too much Not on my diet; not good for me	No money; costs too much Not in season Eat when kill hogs; don't buy
Bacon	No money; costs too much Used other kinds of meat Never use or buy	No money; costs too much Never use Used other kinds of meat
Sausage	Not in season Not on diet; not good for me No money; costs too much	Not in season No money; costs too much Home supply used up; don't buy
Fresh tomatoes	No money; costs too much Didn't see any good ones in market Waiting for home supply to ripen	My tomatoes not ripe; waiting for home supply No money; costs too much
Cabbage	Don't like much Had other things this week	Don't like much Depend on home supply; ours burnt up Not in season
Turnip greens	Used other kinds of vegetables Didn't see any good ones in market Not in season; don't like much	Use own supply and ours gone to seed Used other vegetables this week No money; can't afford
Beef steak	No money; costs too much Had other kinds of meat or cuts	No money; costs too much Had other kinds of meat or cuts
Beef roast	No money; costs too much Used other meats or cuts	No money; costs too much Used other meats or cuts
Beef hamburger	Used other meats or cuts No money; costs too much	Used other meats or cuts of meat No money, costs too much
Mustard greens	Had other kinds of vegetables Didn't see any in market	Depend on home supply; mustard gone to seed Used other vegetables; quality of mustard poor now
Sweet potatoes	Not in season Quality poor now	Not in season Depend on home supply; don't buy