



A commercial potato survey for Montana
by George T Stachwick

A THESIS Submitted to the Graduate Faculty in partial fulfillment of the requirements for the degree
of Master of Science in Agricultural Economics
Montana State University
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Abstract:

The difficulties experienced in marketing potatoes in Montana came to the attention of responsible individuals early in 1948. It was felt that some study should be done to improve conditions. This study is the initial work in trying to accomplish such ends.

Chapter I is a discussion of problems experienced by Montana producers. The difficulties are printed up so that future work may deal with each problem separately.

Chapter II presents a summary with national potato production influencing difficulties of marketing potatoes in all areas.

Chapter III evaluates Montana markets as to volume of stocks handled. The characteristics of our different marketing channels are also pointed out.

The dire need for some marketing improvement for Montana potato producers is included in Chapter IV.

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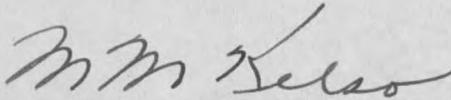
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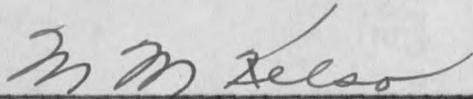
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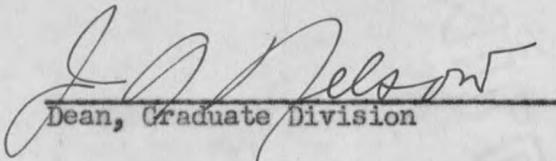
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TABLE OF CONTENTS

	Page
LIST OF TABLES	4
LIST OF FIGURES	5
ABSTRACT	6
ACKNOWLEDGEMENT	7
INTRODUCTION	8
CHAPTER I: POTATO MARKETING PROBLEMS IN MONTANA	9
Formulation of Problems	9
Size of Units	10
Potato Storage	13
Market Information	14
CHAPTER II: POTATO MARKETING IN UNITED STATES	21
Selection of Market	21
Supply	23
Demand	29
Consumer Preference and Buying Habits	34
CHAPTER III: MONTANA MARKETS	37
Market Outlets and their Importance	37
CHAPTER IV: MARKET PROGRAM FOR MONTANA	57
Market Improvement	57
Limited Volume of Production	57
Lack of Functioning Marketing Facilities	58
Educational Needs	66

JUL 24 50

	Page
CHAPTER V: HUMAN CONSUMPTION OF POTATOES	70
Their Place and Use in the Home	70
Potato Processing	71
Peeled Potatoes & Reality	76
APPENDIX A	77
APPENDIX B	80
SUMMARY AND CONCLUSIONS	82
BIBLIOGRAPHY	87

LIST OF TABLES

	Page
Table I	Acreage, Yield and Production of Potatoes in the 10 Leading Potato Producing States and Montana, 1947.. 25
Table II	Acreage, Yield, Production, Price, and Per Capita Consumption, United States, 1910-48..... 26
Table III	Government Support Purchases Tabulated Through December 14, 1948..... 32
Table IV	Volume of Potato Markets by Class of Markets, Montana, 1948..... 39
Table V	Disposition of Available Potato Stocks for Montana, 1948 Crop Year..... 46
Table VI	Production of Potatoes, Surplus Purchases and Diver- sions, and Cost of Price-Support Program United States, 1943-48..... 52
Table VII	Acreage, Yield, Production, and Value of Nine Selected Products, Montana, 1947..... 55
Table VIII	Nutritive Values of 100 Grams of Potatoes and Other Selected Foods and National Research Council's Recom- mended Daily Allowances for a Physically Active Man... 73
Table IX	Nutritive Values of 100 Grams of Potatoes and Other Selected Foods as Percentages of National Research Council's Recommended Daily Allowances for a Physically Active Man..... 73
Table X	Cost of One Serving of Potatoes and of Other Selected Foods, United States, June and October, 1948..... 74
Table A	Schedule of FOB Support Prices 1948 Crop Potatoes..... 78

LIST OF FIGURES

	Page
Figure 1 Commercial Potato Acreage, Montana, 1948	17
Figure 2 Questionnaire on Potato Marketing for Montana	19
Figure 3 Cost Questionnaire on Harvesting Montana Potatoes	20
Figure 4 Potatoes Production, 1949	22
Figure 5 Potatoes, Yield, Per Acre and Civilian Consumption per Capita 1910-48	33
Figure 6 Volume of Potato Stocks Handled by Montana Markets, 1948	39
Figure 7 Distribution of Rail Shipments of Potatoes From Selec- ted States, 1947-48	41
Figure 8 Potato Barometer	65
Figure 9 Cost of Serving of Selected Foods, Limited States, October, 1948	72

ABSTRACT

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Leslie's Script

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A. LESLIE PAPER

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INTRODUCTION

A general survey of potato marketing in Montana is broad in scope and quite limited in detail. The investigator has two alternatives by which he may conduct a marketing study. He may analyze marketing processes separately and determine their problem solution, or he may present a general discussion of the complete marketing procedure. The latter approach was used in this study.

The inadequacy of such a general discussion was recognized by the author. It was felt that with the limited funds available more constructive results could be accomplished by description than could be obtained from a detailed analysis of marketing processes and their functions.

Where does a study of this type lead? It is hoped that this initial study will point out some of the maladjustments in marketing potatoes in Montana. By focussing attention on these marketing problems through our general survey, further critical study is aided. It is hoped that we have laid the ground-work for broader and more complete research in potato marketing for Montana.

