

MARKET NEWS

ANNUAL REPORT

1975-1976



DIVISION OF MARKETS

Richmond, Virginia

MARKET NEWS

1975 - 1976

By
William R. Williams III
Supervisor

The function of the Market News Section is to collect, analyze and disseminate information on trends, volumes and prices of grain, livestock, poultry, eggs, tobacco, timber, fruit, vegetables and other agricultural commodities as needed to serve Virginia's industry of agriculture; to provide analyses of volumes, prices and trends of agricultural commodities; to assist in developing weekly outlook reports on agricultural commodities; to assist in developing an improved informational process system; to cooperate with units of USDA (A.M.S.) and other states on matters related to Market News and to assist in the development, improvement and expansion of markets for Virginia agricultural commodities by cooperating with Market Development, International Trade and Product Promotion programs.

TABLE OF CONTENTS

	<u>Page</u>
Section Personnel.....	3
Highlights 1975-76.....	4
Introduction.....	5
Area Offices.....	6-8
Retail Market Reporting.....	8
Teletype Dispatching.....	9
Duplicating and Mail Service.....	10
Daily Radio and TV Network.....	11
Weekly Radio and TV Network.....	12
Statistical Chart.....	13

MARKET NEWS

PERSONNEL

W. R. Williams III, Supervisor

RICHMOND OFFICE

786-3947

Mrs. Lois G. Roberts, secretary
Mrs. Sylvia White, clerk-typist
Roy H. Chiles, Jr., market reporter
** Mrs. Ann H. Walker, consumer reporter
Mrs. Ann N. Dix, TWX-TELEX dispatcher
Charles O'Berry, multilith operator
Mrs. Linda Epperson, clerk typist

FIELD OFFICES

Onley - 787-3720

* J.W.Mapp, Jr., marketing agent
* Mrs. Virginia Barnes, secretary
P. Bryan Smith, summer market
reporter
Mrs. Ethelene Parks, summer clerk-
typist

Windsor - 242-6683

J.W.Wilson, market reporter
*Mrs. Dorothy Edwards, secretary

Warsaw - 333-6337

*W.R.L. Cobb, marketing agent
*Mrs. Marie Packett, secretary

Abingdon - 628-6261

C.W.Beattie, Jr., market reporter
*Mrs. Eunice Biabson, secretary

Roanoke - 362-1606

R.H.Murray, market reporter
**Mrs. Doris Johnson, secretary
**Mrs. Susan Simpson, consumer reporter

Harrisonburg - 434-0779

H.C.Hisey, market reporter
*Mrs. Judy Huffman, secretary

Warrenton - 347-2188

E.M.Huff, market reporter
Mrs. Bennie McCowan, secretary

* Market Development Agents and secretaries working in cooperation with Market News.

** Administrative secretary and Product Promotion personnel working in cooperation with Market News.

MARKET NEWS HIGHLIGHTS
1975-76

1. Developed a cooperative program in Northern, Western and Southwestern Virginia with livestock inspectors of the Animal Health and Dairies Division to cover all weekly livestock auctions more completely with personnel at every sale reported.
2. Provided statewide radio and TV coverage of daily market news through more than 675 daily and 100 weekly broadcasts each week, over 82 Virginia stations as of June 15, 1976. (Seven new stations were added during the year while seven were dropped). Total programs per week - up 10%.
3. Increased the number of subscribers on all mailing lists to 5,500 (up 6%) before circularization reduced that number sharply. Livestock and Farm Price Weekly mailing lists increased 44% and 26% respectively. Circularization reduced mailing costs of two reports more than 50%.
4. Over 1,350 overseas messages were received and sent via Telex for International Trade, Industrial Development and Virginia Port Authority (up 23%).
5. Reported over 1,750 livestock auctions and special livestock sales during the year plus 10 daily and 7 weekly hog buying points.
6. Collected and reported daily grain prices from over 45 locations throughout Virginia and the Eastern Shore of Maryland.
7. Reported greens and cucumbers on Virginia and Maryland's Eastern Shore in season as well as continued potato and sweetpotato reporting for these areas.
8. Combined special reports into regular daily reports reducing the number of reports distributed to approximately 346,300 (down 16%) although more market locations were covered and all types of reporting continued.
9. Taped telephone service was available from Onley, Richmond, Warsaw and Windsor, 24 hours a day every day with reports changed 2-3 times daily.
10. Station WRVA Richmond was honored for 50 years continuous daily market news reporting while the station's special 50th Anniversary Report featured the Richmond reporters, Mr. Roy Chiles and Mrs. Cathy Hinton as special features of their programming.

INTRODUCTION

The State of Virginia is divided into eight reporting areas, providing complete and current marketing information to the agricultural industry. Each area is served by an office staffed with a market reporter and clerical assistance. Offices are located in Abingdon, Harrisonburg, Onley, Richmond, Roanoke, Warrenton, Warsaw, and Windsor. The offices are connected via a statewide private teletypewriter system and the State SCATS telephone system. The Richmond office receives, sends, and relays information of national and regional importance via two U.S.D.A. leased wire teletypewriters. The system is also connected with seasonal Federal-State offices in Raleigh for tobacco; Martinsburg, West Virginia, for apples and peaches; and Onley, Virginia for potatoes.

The Richmond communications center also operates a private Telex service to assist parties calling for assistance in Federal-State programs, for aiding in exporting Virginia agricultural products and overseas communications with Virginia Port Authority and Division of Industrial Development offices. This Telex service is a joint effort of the Market News and International Trade Sections of the Division of Markets.

ABINGDON - C. W. Beattie Jr.

The Abingdon office covered five weekly livestock auctions, 38 special feeder cattle sales, 12 special feeder pig sales, semi-annual timber prices, daily grain prices, daily hog prices, monthly feedstuffs prices, and 22 Burley tobacco sales days. Reports are released to five radio stations, one daily newspaper and sixteen weekly newspaper summaries, as well as regular mailing lists for the tobacco, feedstuffs and forest products reports.

HARRISONBURG - H. C. Hisey Jr.

The Harrisonburg office covered Valley grain prices, Virginia egg, broiler, hen and turkey prices, four weekly livestock auctions, special feeder cattle and feeder pig sales, daily local hog prices, weekly cold storage and periodic hay reports. Slaughter volumes are also reported. Reports are released to five radio and TV stations, three daily newspapers, and one weekly newspaper, as well as semi-weekly and weekly mailed reports in cooperation with U.S.D.A. and reports distributed at the three weekly livestock auctions. During the year a monthly slaughter cattle report was added and slaughter information furnished to Madison College Economics Department study. Assistance was given to those who wished to buy or sell hay and grain in finding buyers or sellers as needed.

ONLEY - J. W. Mapp, Market Agent

The Onley office covered daily fruit and vegetable marketing, daily grain prices and livestock prices. Reports are released to two radio stations, via two taped telephones, and by printed reports daily, semi-weekly and weekly. The fruit and vegetable reports also included the North Carolina potato reports in cooperation with U.S.D.A. which eliminates duplication and reduced costs to U.S.D.A. The daily tape telephone 804-787-3500 calls

feature grain and livestock market news updated twice daily while the seasonal Fruit and Vegetable phone 804-787-4228, in service three months, features potato market news.

RICHMOND - Roy H. Chiles Jr.

The Richmond office covered daily hog and grain markets, four weekly livestock auctions, special feeder cattle and pig sales, weekly and daily fruit and vegetable marketing, daily tobacco markets, and all special requests.

Reports are released to fifty-three radio and TV stations daily, nineteen radio stations weekly, two daily newspapers, via taped telephone, and in daily, semi-weekly, weekly, monthly, quarterly, and annual mailed reports. The taped telephone, 804-786-8749, features livestock, hog and grain market news up dated three times daily.

ROANOKE - R. H. Murray Jr.

The Roanoke office covered six weekly livestock auctions, twenty-two special feeder cattle and pig sales, twelve special lamb and twelve slaughter cattle sales, daily grain prices, daily fruit and vegetable, semi-annual timber reports, and daily hog prices.

Reports are released to four radio and one TV station daily, three daily newspapers, as well as by printed reports via the Richmond office and special radio and TV programs upon request.

WARRENTON - E. M. Huff

The Warrenton office covered seven weekly livestock auctions, daily hog and grain markets, five monthly special slaughter cattle sales and feeder cattle and feeder pig sales.

Reports are released to forty-eight radio stations, one daily newspaper, and via Richmond office printed reports. A weekly summary is provided the forty-eight radio stations.

WARSAW - W. R. L. Cobb - Market Agent

The Warsaw office covered daily grain and hog markets, two weekly livestock auctions, special slaughter cattle, feeder cattle and pig sales.

Reports are released to three radio stations, one daily newspaper, taped telephone and via reports in Richmond plus weekly summary and weekly grain letter mailed to area growers. The tape telephone 804-333-5241 features grain, hog, and livestock market news up-dated twice daily.

WINDSOR - J. W. Wilson

The Windsor office covered two weekly auctions, special feeder pig and cattle sales, special slaughter cattle sales, daily hog and grain markets, monthly feedstuffs report, daily watermelon and semi-weekly peanut marketing in cooperation with U.S.D.A.

Reports are released to four radio stations, one daily and one weekly newspaper, taped telephone, and via Richmond reports and special mailings for watermelons, peanuts and feedstuffs from Windsor. The tape telephone 804-242-6978 features hog, grain and livestock market news up-dated twice daily.

RETAIL MARKET REPORTING - Mrs. Ann H. Walker and Mrs. Susan K. Simpson

Retail reporting covers the Richmond and Roanoke area retail stores and cooperates with commodity groups and the Product Promotion and Market Development Sections.

Reports are released to twenty-five radio stations & three TV stations, four daily newspapers, and fifty-five weekly newspapers, as well as through a weekly retail price report and a weekly "Food Shopper" report mailed from Richmond. Weekly price ranges for stores in Richmond and Roanoke were reported for fresh commodities and store features were also included.

TELETYPE DISPATCHING - Mrs. Ann R. Dix

In the Richmond office teletype messages from throughout the U.S. were received via U.S.D.A. leased wire and distributed to the seven field offices. Two machines feed information at the rate of one hundred words per minute which must be edited to be sent on the State's sixty word per minute system. Messages are received from the field offices and relayed to Washington. Over one thousand three hundred and fifty messages for International Trade, Industrial Development, and Virginia Port Authority were sent and received from overseas locations. One hundred and four messages were sent to Washington via leased wire for the Virginia Crop Reporting Service. Messages were also received and sent for the Division of Product and Industry Regulation and the State Emergency Fuel Office.

DUPLICATING AND MAIL SERVICE - Charles O'Berry

The duplicating and mail room handled most of the daily mail received and sent from the Division in cooperation with the Department's mail services. Over 346,300 reports were distributed to over 5,500 market news subscribers. Reports and mail were sent to over 600 on the mailing list for International Trade and over 1,500 on the various Market Development mailing lists. Letterheads were run for Division stationary, special and annual reports printed and various worksheets and reports for most of the sections in the Division. Estimated total pages printed during the fiscal year in excess of 850,000.

SECRETARIAL AND CLERICAL STAFF

In all eight offices the secretarial and clerical staffs provided vital services for market news. During the year 250 scripts were typed for two radio stations, a total of over 2,100 plates and stencils were cut for market reports, numerous phone calls for market information was capably handled daily, and 40 weekly radio tapes were duplicated and mailed. Prompt response to letters of inquiry and requests for names to be placed on mailing lists totaled over 1,200 new name plates plus revisions on three mailing lists of over 2,200. Administrative reports, letters, expense vouchers, invoices and correspondence were capably handled.

OUTSIDE HELP

Market News continues to receive strong support from marketing agents, secretaries, and mail room personnel from Market Development and Administration who provided a much needed and appreciated extension of service to Virginia agriculture.

DAILY RADIO AND TV STATIONS AS OF JUNE 15, 1976

Abingdon	WBBI (3)	Lexington	WREL (3)
Altavista	WKDE	Luray	WRAA
Appomattox	WTTX (2)	Lynchburg	WLLL (3), WLVA, WGOL (2)
Bedford	WBLT (2)	Marion	WMEV(2), WMEV-FM(2)
Blacksburg	WKEX (2)	Martinsville	WMVA(2), WMVA-FM(2)
Broadway	WBTX	Mt. Jackson	WSIG (2)
Bristol	WZAP, WOPI	Orange	WJMA(2), WJMA
Brookneal	WODI (2)	Petersburg	WSSV(2), WSSV-FM(2)
Charlottesville	WINA (2), WQMC (2)	Pulaski	WBLB (2)
Chesapeake	WCPK (2)	Richmond	WTVR-TV, WRVA(2), WTVR-FM, & WTVR
Collinsville	WFIC (2)	Roanoke	WSIC(5), WRIS(5), WFIR, WJLM(2), & WSLS-TV
Covington	WKEY (2), WKEY-FM (2)	Rocky Mt.	WNLB (2)
Crewe	WSVS (2), WSVS-FM (2)	Smithfield	WEOO (4)
Danville	WDVA & WILA (2)	Staunton	WTON (2)
Emporia	WEVA (3)	Stuart	WHEO (2)
Exmore	WEXM (2)	Tappahannock	WRAR (3)
Franklin	WYSR (2)	Tasley	WESR (2)
Fredericksburg	WFLS (2), WFLS-FM (2)	Tazewell	WTZE
Gloucester	WDDY (3)	Warrenton	WEER(2), WEER-FM(2), WKCW
Gretna	WMNA (2), WMNA-FM (2)	Warsaw	WNNT (2)
Harrisonburg	WKCY, WSVa (3) & WHSV-TV	Waynesboro	WAYB (2)
Lawrenceville	WLES	Winchester	WINC(2), WRFL(2)

WEEKLY RADIO AND TV STATIONS AS OF JUNE 15, 1976

(Weekly Summaries Either Farm or Retail)

Abingdon	WBBI (2)	Luray	WRAA (2)
Altavista	WKDE	Lynchburg	WLVA, WLLL, & WGOL
Appomattox	WITX	Marion	WMEV, WMEV-FM, WOLD (2)
Bedford	WBLT (3)	Martinsville	WMVA, WMVA-FM
Big Stone Gap	WLSO	Mt. Jackson	WSIG
Blacksburg	WKEX	Norton	WNVA
Blackstone	WKLK	Orange	WJMA, WJMA-FM
Bristol	WZAP (2), WOPI	Pennington Gap	WSWV
Brookneal	WODI	Petersburg	WSSV, WSSV-FM
Charlottesville	WINA (3), WQMC (3)	Pulaski	WBLB
Chesapeake	WCPK	Richlands	WRIC
Chase City	WWEK	Richmond	WTVR-FM, WRVA (3) & WWBT-TV (2)
Chester	WIKI	Roanoke	WRIS, WJLM, WSLC (2), & WFIR WSLS-TV, WCYB-TV
Collinsville	WFIC	Rocky Mt.	WYTI (2), WKWS, WNLB
Covington	WKEY, WKEY-FM	Smithfield	WEEO
Crewe	WSVS, WSVS-FM	Staunton	WTON
Danville	WBTM, WILA	Stuart	WHEO
Emporia	WEVA	Tappahannock	WRAR
Exmore	WEXM	Tazewell	WTZE
Franklin	WYSR	Warrenton	WKCW, WEER, WEER-FM
Fredericksburg	WFLS, WFLS-FM, & WFVA (2)	Warsaw	WNNT (2)
Galax	WBOB	Waynesboro	WAYB
Gate City	WGAT	Winchester	WINC (2), WRFL
Gloucester	WDDY (2)	Wytheville	WYVE (3)
Gretna	WMNA (2), WMNA-FM	**Weekly Scripts mailed to stations: Food Focus to 19 radio stations.	
Harrisonburg	WSVA (3)		
Lexington	WREL		

Statistical Chart
On
DAILY MARKET NEWS BROADCASTS
By Market News Personnel

