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To the Graduate Council:

I am submitting herewith a thesis written by Luther H. Keller entitled "Marketing Activities and Problems of Part-Time Farmers." I recommend that it be accepted for fifteen quarter hours of credit in partial fulfillment of the requirements for the degree of Master of Science, with a major in Agricultural Economics.

C. I. Long
Major Professor

We have read this thesis
and recommend its acceptance:

Eugene Gambill

Thomas J. Whitley

Howard J. Bonser

B. N. Luebke

M. B. Badenhop

Accepted for the Council:

E. A. Silver
Dean of the Graduate School

MARKETING ACTIVITIES AND PROBLEMS OF PART-TIME FARMERS

A THESIS

Submitted to
The Graduate Council
of
The University of Tennessee
in
Partial Fulfillment of the Requirements
for the degree of
Master of Science

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by

Luther H. Keller

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CHAPTER I

INTRODUCTION

The rather rapid increase in industrialization and the increasing desirableness of rural living have stimulated and speeded up a trend toward part-time farming in Tennessee. Many city dwellers with a desire for country living have obtained small acreages and are combining small scale farming operations with a non-farm job. Many small scale farm operators, dissatisfied with the inadequate incomes their farms returned, have taken advantage of industrial opportunities and have taken off-farm employment. Many of these farmers have retained all or part of their farm acreage and are producing some agricultural products in addition to working at full-time or part-time employment off the farm. The location of many small industries in rural and small town areas have been most conducive to this type of farm-industrial job combination.

Tennessee, with its abundance of small farms, excess labor, water and power resources necessary for industrial development, has experienced a rapid increase in part-time farming in recent years. In 1949 approximately 23 percent of all farm operators worked off the farm 100 or more days contrasted to only 11 percent in 1934 (table I). This was an increase of 75 percent in a 15-year period. In 1949, over 36 percent of all farm operators reported some work off the farm for pay.

However, state data mask the real significance of part-time farming to some areas of Tennessee. Much variation exists in the prevalence of part-time farming throughout the state. For example, in Blount and

TABLE I

IMPORTANCE OF PART-TIME FARMING IN TENNESSEE, 1934-1949[a]

Year	Number of farms	Farm operators working off farm 100 or more days	
		Number	Percentage of total farm operators
1934	273,783	29,735	10.8
1939	247,617	43,057	17.4
1944	234,431	42,000	17.9
1949	231,626	52,230	22.5

[a]Taken from various Bureau of Census publications.

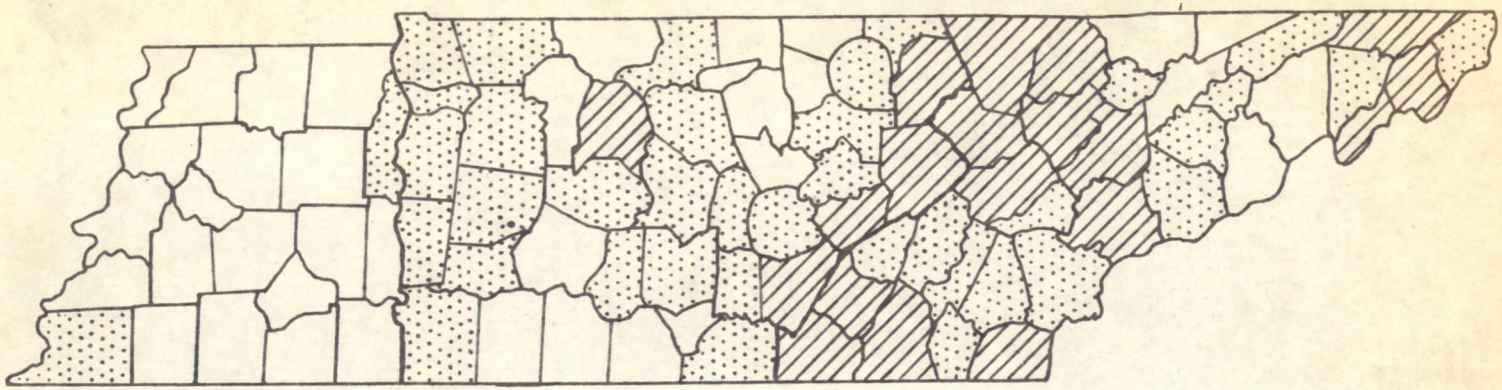
Davidson counties over 50 percent of the farm operators reported working off the farm 100 or more days. In contrast, in eight West Tennessee counties less than 10 percent of the farm operators were employed at an off-farm job 100 or more days.

Heaviest concentrations of part-time farming in Tennessee are near industrial plant areas in East Tennessee and around the four large metropolitan areas of Knoxville, Chattanooga, Nashville, and Memphis (figure 1). Considerable part-time farming also exists in areas where mining and sawmilling are prevalent, particularly in the Cumberland Plateau, Central Basin and Western Highland Rim areas.

Whether the increase in part-time farming be an economy move or merely a desire to live in the country, it has created many social and economic problems. It has altered agricultural and rural situations in many areas significantly enough to warrant the inclusion of this group of people in any program designed to improve rural conditions. From the standpoint of total commercial agricultural production this group of farmers is not very important. Neither are the subsistence or the small scale farmers. The bulk of agricultural production takes place on a very small percentage of the total number of farms - the very large farms.[1] However, part-time farmers represent an important segment of our rural population and their problems and difficulties are just as real and deserving of attention as those of the more agriculturally inclined groups.

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[1]U. S. Bureau of Census, 1945 United States Census of Agriculture, Special Report, Sample Census of Agriculture, Government Printing Office, Washington, D. C.



Legend:

- Over 35 percent
- 20 - 35 percent
- Under 20 percent

Figure 1. Percentage of Tennessee Farm Operators Working Off Farm 100 or More Days by Counties, 1950.[a]

[a]U. S. Bureau of Census, United States Census of Agriculture, Vol. 1 (Washington: Government Printing Office, 1952), pp. 58-64.

Purposes of Study

This study was designed to explore one aspect of the peculiar set of problems with which part-time farmers are faced--that of marketing surplus agricultural products from their small farms. It must be recognized that the products marketed and the markets used by part-time farmers are in general the same products and the same markets involved in marketings from full-time commercial farms. However, the thesis of this study was that the nature of part-time farming, particularly with respect to (1) small scale marketings, (2) the secondary interest of the part-time farmer in his farm relative to his off-farm job, and (3) the labor competition between the off-farm job and the farm created many unique market situations not generally experienced by commercial farmers.

It was also recognized that the primary interests of most part-time farmers in their farms were to produce food for home consumption, provide for future security, or the desirableness of rural living rather than to increase the cash income for their family. This fact has been fairly well established by other studies.[2] Consequently, the interest of part-time farmers in markets is not likely to be very intense. However, the fact is that many part-time farmers have surplus production which is or could be marketed. Many part-time farmers produce certain products, such as

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[2](1)H. J. Bonser, "Part-Time Farming in the Knoxville Farm Industrial Area of East Tennessee," Bulletin 210, Agricultural Experiment Station, University of Tennessee, Knoxville, Tennessee.

(2)C. A. Boonstra, "Part-Time Farming in a Rural Industrial Area of Louisiana," Bulletin 233, Agricultural Experiment Station, University of Louisiana, Baton Rouge, Louisiana.

(3)M. E. John, "Part-Time Farming in Six Industrial Areas in Pennsylvania," Bulletin 361, Agricultural Experiment Station, University of Pennsylvania, State College, Pennsylvania.

tobacco, specifically for the market. In addition, the rather limited use of agricultural resources (particularly physical resources) on many part-time farms suggests the possibility of further development of commercial enterprises on these farms.

The purpose of this study can be stated as follows:

1. To show what part-time farmers sell, where they sell, and method of marketing.
2. To determine the relationship between certain factors (such as size of farm, family size and composition, and age of operator) and what is produced and sold from part-time farms.
3. To determine and appraise marketing problems and limitations encountered by part-time farmers.

Part-Time Farming Defined

Part-time farming has been defined so as to have a variety of meanings, varying according to the purposes for which it has been defined. The term "part-time farmer" is generally used to refer to a situation where a person is employed in a primary occupation at some place other than the farm, but in addition carries on small scale farming operations.[3] Differences in definition usually vary, either in the minimum number of days a farm operator must work off the farm to be called a part-time farmer, or in the minimum amount of farming that must be done to be so classified. Other criteria usually include some limitation on the amount of outside labor used on the farm.

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[3]The U. S. Census of 1950 defined a part-time farm as follows: "Farms with value of sales of farm products of $250 to $1199 . . . provided the farm operator reported (1) 100 or more days of work off the farm in 1949 or (2) the nonfarm income received by him and members of his family was greater than the value of farm products sold."

In this study the term was purposely defined to include only those part-time farmers that would most likely sell some farm products. As a result the farming operations on the farms upon which this study is based would most likely be of a somewhat larger scale than if the term were defined in a broader sense. The farms included in this study might be referred to as semi-commercial part-time farms.[4]

The following criteria were used in defining part-time farms for use in this study:

1. The operator of the farm must have been employed at least 150 days at some off-farm job.
2. Farming activities must have been of sufficient scope to require at least 30 days of labor on the farm. This was estimated by use of man work unit standards.
3. The operator must not have hired over three months of labor on the farm during 1950.

Description of Sample of Farms

The information upon which this study is based was obtained by a personal interview of 106 part-time farmers in 1951. Information was obtained for the calendar year 1950.

The block sample method was used. The areas to be sampled were first laid off in 2-mile square blocks. Blocks from which sample farms were to be taken were selected somewhat randomly but with some selectivity in order to obtain geographic distribution. All of the part-time farmers within the selected block that were within the scope of the part-time

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[4]L. A. Salter, "What is Part-Time Farming," Journal of Farm Economics, Vol. 18, No. 1, (February 1936), pp. 191-197.

farming definition were interviewed.

Of the 106 farms surveyed, 69 were located within a 20 mile radius of Kingsport, Tennessee in Hawkins, Sullivan, Washington and Greene counties. This area was selected because it was an area with several small industries and a heavy concentration of part-time farming. The remaining 37 farms were located within a 40 mile radius of Chattanooga, Tennessee in Hamilton and Bradley counties. This area was chosen to represent the type of part-time farming that is found around a fairly large city. Since considerable differences existed between the two areas with respect to the types of agricultural products and available markets, it was anticipated that the influence of these factors might also be indicated.

Characteristics of Sample Areas

Kingsport Area

Kingsport is situated in the northeastern part of the state in Sullivan County on the Holston River. The 1950 Census of Population showed 19,571 inhabitants—nearly 3-1/2 times the 1920 population.[5] Industrial growth in and around Kingsport since 1925 has resulted in this area having one of the heaviest part-time farming concentrations in the state. The location of several small industries in this area, previously primarily agricultural and characterized by small scale farms, created an ideal situation for growth of part-time farming.

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[5] U. S. Bureau of Census, 1950 United States Census of Population, Vol. I. (Washington: Government Printing Office, 1952).

In 1954 approximately 25,000 persons were gainfully employed in Kingsport. Nearly 14,000 were employed by eight major industrial plants. The largest plant employs approximately 8,000 persons.[6]

The agriculture of the area is predominantly dairy, beef, and tobacco along with the supplemental crops for producing milk and beef. Both Grade A and ungraded milk routes cover most of the area. Livestock auctions are located at Kingsport and at nearby Bristol, Greeneville, Rogersville and Johnson City. These auctions operate one day per week on alternate days. Tobacco warehouses are located at Johnson City, Greeneville, Rogersville and Abington, Virginia. Poultry produce houses are located in several of the small towns in and around the area. However, the important outlets for poultry and eggs are the local grocery store. The only organized truck markets are one day per week markets at Rogersville and Kingsport. From a volume standpoint these markets are unimportant. Most truck crops are marketed direct to grocerymen or canneries.

The soils in this area are chiefly charty limestones and shales with some bottomland along the streams. In comparison to the Chattanooga area the inherent productivity of the soils of this area is much greater.

Chattanooga Area

Chattanooga, a semi-industrial-trade center located on the Tennessee River in Lower East Tennessee Valley, is the principal market and trade center for this area. The population of Chattanooga in 1950 was 131,041.

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[6]Letter from A. B. Coleman, Executive Secretary, Kingsport Chamber of Commerce, to author, dated July 2, 1954.

The survey area also includes Cleveland, Tennessee, county seat of Bradley County. Cleveland, a city of 12,005 inhabitants (1950), serves as a trade center and market for most agricultural products for Bradley County farmers.[7]

Dairy, beef, poultry and truck crops are the major sources of income for farmers in the area. Cotton and tobacco are grown on a very limited scale.

Grade A milk markets are available both at Cleveland and Chattanooga. However, a market for ungraded milk is practically non-existent in the area. Principal livestock markets serving the area are located at Chattanooga, Cleveland and Dayton. Daily markets are available at Chattanooga while the markets at Cleveland and Dayton operate on a one day per week basis. Broilers, an important product in parts of Bradley County, are usually produced on a large scale and marketed on a contract basis through feed dealers.

The only organized truck market in the area is located at Chattanooga. However, a substantial portion of the truck crops marketed in the area enter marketing channels through direct sales to consumers, wholesalers and retailers.

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[7] 1950 Census of Population, op. cit.

CHAPTER II

PART-TIME FARM ORGANIZATION

As a farmer and producer of agricultural products, the part-time farmer occupies a rather peculiar position with respect to the full-time farmer in that he is primarily a wage earner and secondarily a farmer. Because of this, a part-time farmer and a full-time farmer approach farm problems from quite different perspectives. The major goal of most full-time farmers is the maximization of net farm income (within limits) while the part-time farmer's primary interest in his farm may be one of many including such things as security, producing food for home use, gaining satisfaction from spare time activities or of getting started in farming. The attitude of the part-time farmer toward his farm and the use he makes of his resources is likely to change with the security of his off-farm job, his wage level, his changing family structures and with the economic opportunity offered from farm production. The point is that the part-time farmer approaches the problem of using his farm resources with an altogether different set of criteria than the full-time farmer, and the solution of his problems involves an understanding of the conditions under which his decision making takes place.

In this chapter an examination of some of the characteristics of part-time farms and how they are organized is made. The intent of this examination is to provide a setting for understanding and evaluating the actions of part-time farmers with respect to their marketing activities.

Size of Farms

Considerable range existed in size of farm (acreage) operated by part-time farmers. The average farm consisted of 34.3 acres including woodland and wasteland. Fifty-eight percent of the farms were smaller than the average. Approximately one-third of the farms contained over 40 acres and eight farms contained 75 acres or more. Acreage operated ranged from three to 243 acres (table II).

The size of the farm was not very closely related to the amount of farming being done. A statistical relationship was computed using acres operated per farm as a measure of size of farm and man-work units per farm as a measure of farming activities.[1] The correlation coefficient between acres operated and man-work units per farm of .07 was not statistically significant.[2]

Table II presents the association between acreage in farm and man-work units and sales per farm. On the average the larger farms reported more farming activities (as measured by man-work units). However, the "within group" variation was so great that most of the differences were not statistically significant. Sales per farm also seemed to be somewhat related to size of farm, but most of the differences were not significant.

The rather wide range in size of land holdings and the fact that

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[1] A man work unit is an estimate of the amount of work that one man would accomplish in a 10-hour day working with average labor efficiency and work methods.

[2] The significance of all correlation coefficients computed in this study were tested at the 95 percent level of confidence.

TABLE II

RELATIONSHIP OF SIZE OF FARM AND FARMING ACTIVITIES,
106 PART-TIME FARMS, EAST TENNESSEE, 1950

Range in size of farm (acres)	Farms reporting		Average size of farms (acres)	Man-work units per farm	Sales per farm
	Number	Percent			
Under 20	38	36	10	53	$343
20 - 39	33	31	29	68	623
40 - 59	23	22	46	81	684
60 and over	12	11	101	70	459
All farms	106	100	34	66	$521

many of the farms are obviously larger than necessary to provide spare time work for a full-time off-the-farm worker reflects the complex nature of part-time farm ownership and operation. Many of the part-time farm units provided full-time employment for the operator previous to his acquiring off-the-farm employment. The acquiring of the off-the-farm job brought little or no change in the size of the farm but did result in less intensive use being made of the land. Other possible reasons for the lack of relationship between the land holdings and the farmer's present need for acreage for farm operation include:

1. To some wage earners part-time farming is a step toward full-time farming and the size of the farm unit is adapted insofar as possible to serving this future full-time farming need.

2. The uncertainty of the tenure of some off-the-farm jobs has resulted in many part-time farmers acquiring or retaining larger acreages than necessary for their part-time farm operations.

3. It is very probable that farming activities of part-time farmers varies with economic conditions, increasing in periods of slack work and low earnings and decreasing in periods of full employment and high incomes. In 1950 both income and employment were at a relatively high level in the areas included in this study.

Family Characteristics

Perhaps the most important single resource on any farm is the labor force. Its size, stage of growth, desires and capabilities influence greatly both the present use of farm resources and future possibilities. Farming activities are likely to vary greatly throughout the life cycle of a family, increasing in the early years as the operator gains experience and capital to operate the farm and as children mature, and declining

in later years as children leave home and the physical abilities of the operator begin to decline.[3]

On part-time farms where the operator is employed essentially full time at a nonfarm job, the characteristics of the family are of much importance in determining what is produced and marketed from the farm. The characteristics of the families of the 106 part-time farms used in this study and how they are related to farming activities are examined from three aspects: (1) age of operator, (2) size and composition of the families, and (3) proportion of the farm labor performed by various members of the families.

Age of Operators

Nearly 75 percent of the 106 part-time farmers were between the age of 35 and 55. In contrast only 46 percent of all farm operators in East Tennessee were within this age range.[4] Over 36 percent of all farm operators in East Tennessee were 55 years of age and older, while slightly over 12 percent of the part-time farmers represented in this study were 55 years of age and over. The average age of all farm operators in East Tennessee was 49 years as contrasted with 43 years for the 106 part-time farmers.

The rather striking differences in the average age of 106 part-

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[3]For an excellent discussion of this relationship see E. J. Long and K. H. Parsons, "How Family Labor Affects Wisconsin Farming," Bulletin 167, Agricultural Experiment Station, University of Wisconsin, Madison, Wisconsin.

[4]U. S. Bureau of Census, 1950 United States Census of Agriculture, Vol. I. (Washington: Government Printing Office, 1952).

time farmers and all farmers in East Tennessee can be explained largely by two factors. In developing the sample of farms to be used for this study, a minimum of 30 man-work units was used as a basis for limiting the study to part-time farms likely to be involved in marketing of some farm products. As a result many farmers which might be termed residential part-time farmers, producing a few farm products for home use only, were excluded.

As indicated above, previous studies have shown a marked relationship between farm operator's age and farming activities, with a decline in farming activities occurring rather rapidly after age 55. It is likely that this decline is even more pronounced on part-time farms. Thus, the relatively small percentage of part-time farmers in the 55 and over age group is probably due to the fact that at this age and beyond many part-time farmers have decreased their farming activities to a level below the minimum level used in this study, or may even have curtailed farming activities altogether. Since physical demands on a man at his off-farm job are likely to be somewhat the same throughout his life cycle, it seems probable that the farm would be the first place at which his activities would be curtailed due to advancing age.

The relationship between age of operators and farming activities is indicated in Table III. Even though the average man-work units per farm increased with age groups up to the 55 and over age group, differences between groups were small and within group variations were great. As a result differences were not statistically significant. To further test the degree of relationship between age and the extent of farming activities, a statistical correlation was computed. A correlation

TABLE III

AGE OF OPERATOR RELATED TO FARMING ACTIVITIES, 106 PART-TIME FARMS, EAST TENNESSEE, 1950

Age of operator (years)	Farms reporting		Man-work units per farm	Sales per farm
	Number	Percent		
Less than 25	0	-	-	-
25 - 34	15	14	57	$515
35 - 44	46	44	67	524
45 - 54	32	30	71	560
55 and over	13	12	62	421
All farms	106	100	66	$521

coefficient of .04 was not statistically significant at the 95 percent level of confidence.

Family Composition

The families of part-time farmers were larger than all families in the counties from which the sample was taken. The average size family on the sample of part-time farms was 4.5 as compared with 3.8 for all families from the six counties from which the sample farms were taken. On the part-time farms the size of family varied from two to 11 (see Table IV for distribution of family size).

The fact that the group of part-time farmers in this study were younger on the average than all the farmers in the areas involved undoubtedly had some effect on family size. Young families would have a larger proportion of their children still at home than older families. Another factor related to size of family on part-time farms is the increased need for producing food for the family on farms with large families as contrasted to farms with small families. A man with a non-farm job and with a large family would more likely engage in part-time farming than a man with no family or a small family. Also, among the larger families more labor would be available for doing farm work.

Despite the fact that part-time farmers in general have larger than average families and the need for farm products for home use would be greater as the size of the farm family increases, farming activities on the 106 part-time farms were not a functional relationship of the size of the family. A coefficient of correlation between man-work units and number of persons in the family of .09 was not statistically significant.

TABLE IV

SIZE OF FAMILY RELATED TO FARMING ACTIVITIES,
106 PART-TIME FARMS, EAST TENNESSEE, 1950

Size of family (number)	Families		Man-work units per farm	Sales per farm
	Number	Percent of total		
2	17	16	62	$474
3	22	21	71	663
4	18	17	58	425
5	20	19	58	385
6	13	12	79	675
7 and over	16	15	74	527
All farms	106	100	66	$521

Relationship between size of family and farming activities is shown in Table IV.

Who Does the Labor on Part-Time Farms?

Since most of the operators of the 106 part-time farms worked substantially full time at an off-the-farm job, it would seem reasonable to assume that part-time farming activities on a particular farm would be largely carried on by other members of the family. However, such was not the case.

Estimates were obtained during the survey relative to how much farm labor was performed by various members of the family. As indicated by Table V, approximately 49 percent of the farm work was performed by the farm operator, 26 percent by the farm wife, 22 percent by children and three percent by others. Practically no hired labor was used. Very little difference existed in proportion of labor performed by various members of the family between families in the Kingsport area and families in the Chattanooga area. In most cases labor of the wife and children was largely supplemental to the operator's labor rather than replacing. Many of the operators expressed the feeling that other family labor was very helpful in carrying on the farm program but that the responsibility of planning, initiating and directing of the work on the part-time farm were largely vested in the operator.

Farm Enterprises

A milk cow, one or two hogs for home use, a few chickens and a small garden were the predominant farm enterprises on the 106 part-time

TABLE V

ESTIMATED DAYS OF LABOR PER FARM PERFORMED BY VARIOUS MEMBERS OF THE FAMILY, 106 PART-TIME FARMS, EAST TENNESSEE, 1950[a]

Family member	Kingsport Area		Chattanooga Area		All Farms	
	No. days labor	Percent of total	No. days labor	Percent of total	No. days labor	Percent of total
Operator	59	50	46	47	55	49
Wife	31	26	24	24	28	26
Children	24	21	26	27	25	22
Other	4	3	2	2	3	3
Total	118	100	98	100	111	100

[a]The estimates were obtained directly from the family during the interview. It appears that the total number of days labor was overestimated. Estimated days of labor performed was 68 percent greater than man-work unit estimates indicate would be needed for present enterprise combinations. Man-work unit estimates were based on the enterprises on the farm. Despite this overestimation, it is likely that the relative amount of labor performed by various members of the family was fairly accurate.

farms. Tobacco was an important enterprise in the Kingsport area but not in the Chattanooga area. Cotton and truck crops were important cash crops on some farms in the Chattanooga area. Truck crops, other than a garden, were reported on approximately 10 percent of all the part-time farms (Table VI).

Milk cows were reported on 92 percent of the farms but over half of these farms had only one cow. Hogs were reported on 83 percent of the farms but half of these farms had two hogs or less. Ninety-one percent of the farms reported a poultry enterprise but only six farms had over 50 hens. Of the 106 farms, 96 reported gardens which were almost exclusively for home use. The productive organization indicates very strongly that these part-time farmers were interested mainly in providing food for home consumption. In most cases, sales from the part-time farms were largely surplus production from home use enterprises rather than from commercial enterprises. The major exceptions to this were the tobacco and cotton enterprises.

The predominance of certain farm enterprises was more pronounced in the Kingsport area than in the Chattanooga area. Four enterprises, milk cows, hogs, poultry, and garden, were reported on over 90 percent of the farms in the Kingsport area. In the Chattanooga area, a garden was the predominant enterprise and was found on 89 percent of the farms. Milk cows were the only other enterprise reported on over 80 percent of the farms in the Chattanooga area. Of the 11 major enterprises found on the 106 part-time farms, nine were more predominant on farms in the Kingsport area than farms in the Chattanooga area. Cotton and truck crops were the only two enterprises that were reported more frequently in the

TABLE VI

KIND AND SIZE OF ENTERPRISES ON 106 PART-TIME FARMS, EAST TENNESSEE, 1950

Enterprise	All farms		Kingsport Area		Chattanooga Area	
	Percent of farms reporting	Size of enterprise per farm reporting	Percent of farms reporting	Size of enterprise per farm reporting	Percent of farms reporting	Size of enterprise per farm reporting
Livestock		No.animals		No.animals		No.animals
Milk cow	92	1.8	96	2.0	84	1.5
Other cattle	50	3.2	52	2.9	46	3.8
Hogs	83	2.3	91	2.2	68	2.4
Poultry (hens)	91	29.6	99	33.0	76	21.4
Crops		Acres		Acres		Acres
Garden	91	.5	91	.4	89	.6
Tobacco	54	.6	78	.6	3	.5
Corn	65	4.0	71	3.9	57	4.2
Hay	59	6.6	60	6.2	59	7.2
Small grain	12	5.7	19	5.7	0	-
Cotton	6	3.1	0	-	16	3.1
Truck crops (other than garden	10	1.2	4	.9	22	1.4

Chattanooga area than in the Kingsport area (Table VI).

Off-Farm Employment

Most of the farm operators interviewed were employed at a full-time, off-the-farm job. In fact, 85 percent of the farmers worked off the farm 225 days or more during 1950 (Table VII). Consequently, farm work performed by the operator was largely a matter of weekends, days off, and labor performed before and after work each day. As a result, the timing of farm jobs most likely would be determined largely by when the operator had spare time from his off-farm employment rather than when the particular job needed to be done.

Practically no relationship existed between the number of days the farm operator worked off the farm and farming activities. Man-work unit estimates and sales per farm varied little with the number of days the farm operator worked off the farm (Table VII). A correlation coefficient between days work off the farm and man-work units of -.01 was not statistically significant. Farming activities of a particular part-time operator seemed to be a product of the individual's desire and initiative rather than the spare time available for farm work.

Nearly 60 percent of the part-time farmers were employed at nearby industrial plants. Over half of these were employed at a single plant in the Kingsport area. Twenty-three percent were employed in service trades such as bus and truck drivers, mechanics, postal service, teaching, etc. Fifteen percent were self-employed carpenters, painters, saw mill operators and similar occupations. Three percent were engaged in miscellaneous employment.

TABLE VII

DAYS WORKED OFF FARM RELATED TO FARMING ACTIVITIES,
106 PART-TIME FARMS, EAST TENNESSEE, 1950

Off-farm work (days)	Farmers reporting		Man-work units per farm (days)	Sales per farm (dollars)
	Number	Percent		
Under 225	16	15	71	$454
225 - 249	40	38	67	549
250 - 274	31	29	68	565
275 and over	19	18	58	448
All farms	106	100	66	$521

CHAPTER III

MARKETING ACTIVITIES

The marketing of farm products from part-time farms is not very important from the standpoint of the total market economy. Volume of sales is too small to have any appreciable effect on such things as total market supply, prices, and seasonality in any particular area. Any importance attached to marketings of farm products from part-time farms must lie in what these sales and the resulting income mean to individual farmers. Consequently, the marketing activities of this group of farmers will be viewed and analyzed from the individual farmer's standpoint.

Volume of Sales

Over 98 percent of the part-time farmers included in this study reported marketing some quantity of farm products in 1950. The volume of sales varied considerably from farm to farm and from area to area. On all farms reporting sales, volume of sales varied from $10 to $2760. Average sales per farm was $530. However, there was a concentration of farms in the lower sales range (Table VIII). The modal value of sales per farm was $328. On the other hand, approximately 20 percent of the farms reported sales of farm products in excess of $900.

Variation in sales between areas was also quite evident. Sixty-seven farms in the Kingsport area reported sales averaging $698 per farm as contrasted to an average of only $228 per farm for 37 farms in the

TABLE VIII

SALES PER FARM AND VARIATION IN SALES BETWEEN KINGSPORT AND CHATTANOOGA AREAS, 104 PART-TIME FARMS,[a] EAST TENNESSEE, 1950

Range in Sales	All Farms			Kingsport Area			Chattanooga Area		
	Number farms reporting	Percent of farms	Sales per farm	Number farms reporting	Percent of farms	Sales per farm	Number farms reporting	Percent of farms	Sales per farm
$1 - $300	46	43	$139	17	25	$148	29	78	$133
$301 - $600	23	22	450	19	28	462	4	11	393
$601 - $900	13	12	726	10	14	733	3	8	704
$901 - $1200	22	21	1320	21	30	1339	1	3	909
Total	104	98	$530	67	97	$698	37	100	$228

[a]Two farms in the Kingsport area reported no sales in 1950.

Chattanooga area (Table VIII). Over 78 percent of the farms in the Chattanooga area sold less than $300 of farm products from their farms in 1950. Only one farm reported sales in excess of $900. In the Kingsport area 25 percent of the farms had a cash income from sale of farm products of less than $300 while over 30 percent of the farms reported sales in excess of $900 (averaging $1339).

Products Marketed

Tobacco was the main source of farm sales on the part-time farms accounting for nearly 42 percent of all sales. Fifty farms grew an average of .6 acre of tobacco and reported sales which averaged $463 per farm. Of all farmers reporting tobacco allotments, only two failed to grow any tobacco. For various reasons a few of the farmers failed to grow their entire allotment. The acreage allotment program in effect on burley tobacco probably led many part-time farmers to grow tobacco who would not have otherwise. The value of growing a crop of tobacco on a farm results not only from the income derived in any one year from sale of the crop but also from retaining the acreage allotment for future years. Provisions of the allotment program are such that farmers who fail to plant their allotment do so at the risk of taking a reduction in the tobacco allotment on their farm. The acreage allotment of tobacco for a farm is also to some extent incorporated into the capital value of the farm. Several of the farmers expressed that their main reason for growing a tobacco crop in 1950 was to insure keeping their allotment for future use.

Cattle and calves sales, occurring on 69 percent of the farms, were reported more frequently than sales of any other product. Seventy-three farms reported cattle and calves sales averaging $174 per farm. Over two-thirds of these sales (average of $120 per farm reporting) were the sale of veal calves, largely the offspring of the family cow. However, a few farmers were following the practice of acquiring an additional calf to raise to veal size on the dairy cow. Slightly over 10 percent of the farms reported this practice in 1950.

The sale of milk and milk products were reported on 27 percent of the farms. Sales per farm averaged $355 for those reporting such sales. Ninety-five percent of milk and milk products sales were the result of milk sales and five percent from butter, buttermilk and cream. Eight farms reported milk sales in excess of $500.

Poultry and egg sales were reported on over half of the farms, but volume of sales per farm was low, averaging only $63 per farm for the 56 farms reporting such sales. Sales of other products such as truck crops, cotton, grain and hogs were important on a few farms. For example, one farm reported the sale of pole beans to the extent of $810. A Bradley County farmer sold a cotton crop for $300. Another farmer reported the sale of 150,000 strawberry plants for an income of $450.

TABLE IX

KIND AND VALUE OF PRODUCTS MARKETED FROM 106 PART-TIME FARMS, EAST TENNESSEE, 1950

Product	Farms Reporting Sales			All farms	Percent of all sales
	Number	Percent	Average sales	Sales per farm	
Tobacco	50	47	$463	$216	42
Cattle and calves	73	69	174	120	23
Milk and milk products	27	25	355	85	16
Grain and Hay	15	14	177	25	5
Truck crops	16	15	110	22	4
Hogs	17	16	124	19	4
Poultry and Eggs	56	53	63	22	4
Other	10	9	117	11	2
Total	104	98	$533	$520	100

Contrast in Products Sold in the Chattanooga Area and the Kingsport Area

Sales from 69 farms in the Kingsport area averaged $682 per farm as contrasted to only $228 per farm for 37 farms in the Chattanooga area. Most of the differences were accounted for by burley tobacco and milk sales (Table X). Seventy-one percent of the part-time farmers grew and sold a tobacco crop in the Kingsport area (average value per farm of $468) while only one farmer reported selling a tobacco crop in the Chattanooga area. The explanation of this difference can be largely found in a more natural adaptation of the Kingsport area to tobacco culture and the consequent establishment of acreage control which now restricts tobacco acreage on all farms. Since burley tobacco was the important source of income on part-time farms in the Kingsport area, the lack of such acreage allotments on most farms in the Chattanooga area somewhat restrict economic possibilities of part-time farmers in this area as compared to the Kingsport area where a large portion of the farms do have allotments.

Sale of milk and milk products was the other important factor contributing to differences in sales between the two areas. For all farms milk sales averaged $120 per farm in the Kingsport area and only $21 in the Chattanooga area. The differences between the two areas was largely due to volume of sales per farm rather than the proportion of farmers selling milk and milk products. Nearly 41 percent of the farms in the Kingsport area reported milk and milk product sales as compared to 32 percent of the farms in the Chattanooga area. Sales per

TABLE X

CONTRAST IN KIND AND VALUE OF PRODUCTS MARKETED, 69 PART-TIME FARMS, KINGSPORT AREA AND 37 PART-TIME FARMS, CHATTANOOGA AREA, 1950

Product	Kingsport Area			Chattanooga Area		
		Sales per farm			Sales per farm	
	Percent selling	Farms selling	All farms	Percent selling	Farms selling	All farms
Tobacco	71	$468	$332	3	$204	$ 6
Milk and milk products	41	297	120	32	123	21
Cattle and calves	72	200	145	62	117	73
Grain and Hay	17	171	30	8	200	16
Hogs	14	111	16	16	151	25
Truck crops	10	44	4	30	181	54
Poultry and Eggs	55	41	23	51	52	18
Cotton	-	-	-	14	119	8
Other	7	165	12	8	99	8
Total	98	$698	$682	100	$228	$228

farm averaged $297 in the Kingsport area and $123 in the Chattanooga area. Most of the sales in the Kingsport area were to manufacturing plants (99 percent) while most of the sales in the Chattanooga area were to relatives and neighbors (one farmer sold to a cheese plant). The presence of milk routes for collecting ungraded milk in the Kingsport area which reach most of the farms as contrasted to practically no such outlets in the Chattanooga area probably account for much of the differences in milk and milk product sales. This factor further limits the economic possibilities of part-time farmers in the Chattanooga area as contrasted to those in the Kingsport area.

Truck crops and cotton sales were more predominant in the Chattanooga area. Eleven of the 37 farms in this area reported truck crop sales consisting largely of strawberries, beans and potatoes. A few farmers reported truck crop enterprises of commercial scale. Sales of truck crops in the Kingsport area were mostly surplus products from garden enterprises. Five farmers in the Chattanooga area reported cotton enterprises with sales averaging $119 per farm. Sales of cotton indicated a rather low productivity, averaging only $40 per acre on five farms as compared to $87 per acre for all Hamilton and Bradley County farmers growing cotton in 1949.[1]

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[1]Data on cotton sales on Bradley and Hamilton County farms for 1949 taken from 1950 United States Census of Agriculture, op. cit.

Scale of Marketing by Size of Enterprises

The volume of agricultural product that is marketed at a particular time will determine to a large extent how much effort a farmer can profitably expend in marketing his products through highest price outlets. A farmer who has 100 dozen of eggs to market on a given day has enough to gain by an additional five or ten cents per dozen to warrant consideration of alternative markets, to transport his product considerable distance to a better market and to bargain for higher price. On the other hand, a farmer with only one or two dozen of eggs to market at a particular time has little justification for expending much effort to market his products at any other than the most convenient outlets. Egg prices at the neighborhood grocery may be considerably lower than in the city but the difference not sufficient to pay for the additional transportation and other costs associated with moving his product to the city market. If a convenient market is not available, in many cases marketing costs on small volumes may be too great to justify marketing at all.

The volume of sales from part-time farms is small. Such sales result largely from surplus production from an enterprise, the size of which is largely geared to home use purposes. This means that sales will not only likely be small in volume but are also likely to be seasonal and irregular. Marketing of this sort cannot be conducted in a very efficient manner.

With the exception of the tobacco enterprise, the size of most enterprises on part-time farms was such as to provide products primarily

for home use and sales were somewhat incidental to the home use purpose. Consider for example the dairy enterprise. Ninety-nine of the 106 farms reported one or more dairy cows. However, in 83 percent of the cases the dairy enterprise consisted of two cows or less and only 14 percent of these cases reported any sales (Table XI). Only nine farms reported over three milk cows. Milk was sold mainly in the spring and early summer and usually in small daily amounts (2-3 gallons). Butter, buttermilk, and cream sales were reported on 12 farms, usually to neighbors or relatives. All of the 12 farms had three milk cows or less. Except for a few cases the sale of milk and milk products was of such small scale or volume that efficient marketing of these products was of little concern to the part-time farmer.

The poultry enterprise offers still further evidence of the lack of market orientation of enterprises on part-time farms. Even though 91 percent of the farms reported a poultry enterprise, none of the farms had a commercial flock. All flocks contained less than 100 hens, and 76 percent of the farms reported flocks of 40 hens or less (Table XII). The average size flock on the farms reporting poultry was 31 hens. Exactly half of the farms reported egg sales averaging only $32 per farm. In most cases egg sales involved only one or two dozen eggs at any transaction. Sixteen of the farms reported other poultry sales averaging $32 per farm. Both the proportion of farmers selling and volume of sales per farm increased as the size of the flock increased (Table XII), but even on farms with 40 hens or more, sales were not significant enough to create any real market concern among the part-time farmers.

TABLE XI

SIZE OF DAIRY ENTERPRISE AND MARKETING OF MILK AND MILK PRODUCTS, 106 PART-TIME FARMS, 1950

Number of milk cows	Farms reporting	Farms selling milk	Farms selling other dairy products	Average Sales Per Farm	
				Reporting sales	All farms
0	7	-	-		
1	56	7	6	$ 45	$ 9
2	26	6	4	131	50
3	8	5	2	193	168
4	3	3	-	490	490
5	3	3	-	410	410
6	2	2	-	796	796
7	1	1	-	860	860
Total	106	27	12	$355	$ 85

TABLE XII

SIZE OF POULTRY FLOCK AND MARKETING OF POULTRY AND POULTRY PRODUCTS, 106 PART-TIME FARMS, EAST TENNESSEE, 1950

Range in number of hens	Farms reporting	Egg Sales		Other Poultry Sales	
		Number farms	Sales per farm reporting sales	Number farms	Sales per farm reporting sales
0	9	-	-	-	-
1 - 20	30	2	$ 17	2	$ 31
21 - 40	42	28	26	5	25
41 - 60	23	20	43	7	35
60 and over	3	3	25	2	40
Total	106	53	$ 32	16	$ 32

Hogs, the third most important enterprise, was reported on 83 percent of the part-time farms. However, only 16 percent of the farms reported sales, and only four farms reported over four head of hogs. A school janitor had the only commercial hog enterprise. He fattened and sold 14 hogs, finished largely from garbage obtained at the school and other local eating establishments. Except for this unusual situation hog sales were an unimportant source of income. Sales occurred so seldom that any extra effort with regard to such factors as selection of high price markets, planning to take advantage of seasonal market peaks and marketing at most profitable weights would not have been warranted. Over three-fourths of the farmers had two hogs or less.

Sale of veal calves from part-time farms with different size dairy herds is shown in Table XIII. Prices for veal calves were very favorable during 1950, averaging $28 to $30 per hundredweight for animals marketed from these farms. However, since marketing of this sort was largely confined to sale of the offspring of the family cow, it is unlikely that any change in price or market situation would be of any great concern to the part-time farmer.

Methods of Marketing

The method of marketing various products from part-time farms is shown in Table XIV. Convenience of outlet was the primary reason given by farmers for choosing particular outlets. Market price considerations were mentioned in a few cases. Part-time farmers' interest in convenience of market rather than price is largely the result of small volume and the

TABLE XIII

SALE OF VEAL CALVES FROM DAIRY ANIMALS, 106 PART-TIME FARMS, EAST TENNESSEE, 1950

Number of milk cows	Farms reporting	Farms selling veal calves from dairy cows	Number sold	Sales per farm selling
0	7	-	-	-
1	56	33	38	$ 63
2	26	22	48	128
3	8	7	24	188
4	3	3	9	191
5	3	2	8	256
6	2	2	7	212
7	1	1	10	600
Total	106	70	144	$120

TABLE XIV

MARKET OUTLET OF SPECIFIC FARM COMMODITIES, 106 PART-TIME FARMS, EAST TENNESSEE, 1950

Commodity	Market Outlet	Percent of Commodity[a]
Cattle and calves	Livestock auction	54
	Buyer at farm	43
	Neighbor	3
Milk and milk products	Relatives and neighbors	6
	Manufacturing plants	91
	Other	3
Eggs	Local store	52
	Stores in nearby towns	12
	Relatives and neighbors	26
	Place of employment	10
Hogs	Buyer at farm[b]	42
	Livestock auction and markets	49
	Other	9
Tobacco	Tobacco auctions in nearby towns	100
Truck Crops	Farmers market	50
	At the farm[c]	31
	Freezing plant	12
	Other	7

[a]Based on dollar volume of sales.

[b]Some fat hogs were sold to buyers for resale. Pigs were usually sold to neighbors for fattening purpose.

[c]Principally to neighbors and at roadside markets.

associated diseconomies of expending additional effort in getting the product to a higher price outlet.

Over 71 percent of the farm products were marketed away from the farm. All of the tobacco, which accounted for over 40 percent of all sales from part-time farms, was sold at nearby tobacco auctions. Tobacco auctions involved were located at Johnson City, Rogersville, Greeneville, Tennessee, and Abington, Virginia. Farmers expressed the feeling that the tobacco markets were well-organized with practically no price variations between different markets for identical grades.

Ninety-seven percent of milk and milk products sold were marketed at the farm. Most of this was sold to manufacturing plants and was collected at the farm daily. All of the milk and milk products sold were ungraded. Grade A milk production is not a meaningful alternative on part-time farms. The small volume of production would not justify the relatively large capital investments necessary to meet the sanitary requirements established for Grade A producers.

Slightly over half of the cattle and calves sold were marketed at livestock auction markets in Bristol, Johnson City, Greeneville, Kingsport, Dayton, Cleveland and Chattanooga. However, only 14 percent of the animals were actually taken to market by the owner. In most cases the owner either sold the animal directly to a buyer at the farm or hired the animal transported to market by a neighbor. Since livestock auctions are operated on somewhat an impersonal basis, most of the operators felt that presence at the sale was not necessary to insure a fair price. Over 43 percent of the cattle and calves sold were marketed directly to buyers

at the farm. Some farmers following this practice reasoned that prices received were probably slightly lower, but that time demands of their off-farm job prevented marketing through regular livestock auction sales.

Eggs were sold principally to a local store or to relatives and neighbors. Over half of all eggs sold were marketed at the local store, usually in trade for groceries. Many admitted that price was low, but that small volume limited the use of other outlets. Nearly 10 percent of all eggs sold were marketed by the operator at his place of off-farm employment. Price per dozen averaged 41 cents for eggs sold at local stores, 44 cents to relatives and neighbors, 44 cents in nearby cities and 49 cents for those sold at place of employment.

CHAPTER IV

MARKET PROBLEMS AND IMPLICATIONS

The sale of farm products from part-time farms must be viewed and evaluated from the standpoint of existing marketing structures. Lack of a good market for specific products produced on part-time farms does not in itself indicate a defect in the market mechanism. The burden of providing farm commodities in the right form, at the proper place and at the right time consumer demands dictate, rest with the producer. Difficulties of selling products in a form for which there is little or no consumer demand does not constitute market inadequacy. Rather it is a failure of the producer to adapt his productive organization to best advantage with respect to market demands.

Since part-time farmers market products in such small quantities and at irregular intervals, specific markets which might serve the needs of this group of farmers usually are not justified. Rather they must make use of existing market channels which serve commercial farmers. Problems encountered by part-time farmers in marketing surplus farm commodities from their farms are in some respects the same problems encountered by any farmer marketing small quantities. Lack of bargaining power, high market costs in relation to volume, and to some extent a lack of concern for using the most efficient market outlets are problems common to any group of farmers producing on a small scale.

Problems of Volume and Scale

A farmer usually rates a given market as excellent, good, fair, or poor based on his evaluation of adequacy of market price. Price depends to a large extent upon the market outlet and upon the bargaining position of the individual. Price variations between different market outlets are often considerable, and a farmer who has knowledge of these variations and is in a position to choose among several outlets is in a preferred position relative to a farmer who has only one economical market outlet available. Bargaining position of an individual in the market depends mostly upon volume and to some extent on regular patronization of a certain market.

Because of his small volume and high degree of irregularity of sales the part-time farmer is in a relatively poor position both from the standpoint of being able to choose between markets and in his bargaining position. Convenience of outlet, in most cases, must take priority over price considerations. Unit transportation costs will limit shipment or transporting products to more distant and perhaps higher price outlets.

Poultry and eggs, milk and milk products, and truck crops are products particularly limited in this respect. The commercial poultryman marketing several cases of eggs per day can often contract for special markets for his eggs at premium prices. The part-time farmer, marketing only one or two dozen of eggs at any one transaction usually finds it to his advantage to choose the nearest or most convenient outlet regardless of market price differentials. Milk is usually marketed

in such a small daily volume that only the presence of a market at the farm, either in the form of a milk route for ungraded milk or direct sales to relatives and neighbors, makes it economical to market milk at all. In the case of truck crops, the absence of some convenient market often results in no marketing at all and indirectly to no production for sales purposes. The small volume of sales from part-time farms restricts bargaining for higher price which often accompanies large volume sales.

The market outlets available and prices received for some products marketed by part-time farmers are much the same as for other farmers. Tobacco, the main source of cash income on the part-time farms studied, was all sold at tobacco auction markets. It is unlikely that part-time farmers would suffer any price discrimination in markets of this sort. Since transportation cost in relation to value is low on tobacco and markets are well dispersed throughout the area, distance to market was not a problem. About half of the livestock sold from part-time farms were sold at livestock auction markets. Prices received by part-time farmers at such markets are likely to be comparable to those received by commercial farmers in the area. Since markets are available in most of the small towns in the areas, inconvenience of market was no problem. As sales at most of the markets occurred only on certain days of the week, off-farm employment often conflicted with getting the animals to market on sales day. Some farmers by-passed this problem by selling to local buyers at the farm.

The home-use orientation of the productive organization on part-time farms intensifies the problem of small scale and associated marketing

difficulties. Most part-time farmers produce small amounts of several farm products, and as a result volume of production of either product is too small to contribute to the most orderly type of marketing. It is possible that a part-time farm organized to produce one or two commodities for which an adequate or a special market was available would realize more returns for his efforts than by producing primarily for home use. For example, a special egg market at the place of employment might justify a part-time farmer specializing in producing eggs instead of producing a wide variety of products.

Demands of Off-Farm Employment Conflict With Efficient Marketing

Many of the production and marketing problems on part-time farms are labor problems. Since most of the operators of the part-time farmers included in this study were employed off the farm 225 days or more, farming activities were largely spare time projects and were relegated to a secondary position with respect to the full-time job. Any conflicts in time demands between the off-farm job and farm tasks would likely be resolved in favor of the off-farm job. If most efficient marketing of a product involved taking a day off work, chances are that the product would be marketed at a more convenient outlet or not at all.

Conflicts between time demands of the off-farm employment and orderly marketing, in some cases, actually restricted production of certain products. Truck crops is an example. Timeliness of marketing is very critical with most truck crops because of perishability. At

maturity, marketings must occur rather regularly and with little flexibility as to when to market. The spare time available from an off-the-farm job often does not coincide with time demands for orderly marketing of truck crops. This factor of time conflicts between off-farm job and marketing of farm products acts as a deterring factor to producing any product on part-time farms where timeliness of marketing is important.

Lack of Interest in Efficient Marketing

Since most part-time farmers view their farm operation as a home-use proposition, some do not approach the problem of disposing of surplus farm products from an economic viewpoint. Unconcern for most efficient marketing results in marketing of products at low price outlets, or in some cases of not marketing certain products at all even though a market outlet may be available. This was particularly true for eggs, milk, fruit and truck crops. One person interviewed stated she would rather give her surplus eggs away than go to the trouble of trying to sell them. Several indicated that some quantities of fruits or truck crops had been given away or wasted on the farm. Reasons given usually were "I didn't raise them to sell," or "I didn't want to fool with it." Lack of knowledge of a market opportunity or overestimation of the effort that would have been involved in marketing may have been the real reason in some cases.

Since part-time farmers' livelihood comes primarily from non-farm employment, marketing of farm products is not as likely to be viewed in

as strict an economic sense as on full-time farms, where the farmers' welfare depends on his farm income.

Availability of Markets

The absence or presence of certain markets in an area affects the economic possibilities of all farmers, part-time and full-time. On part-time farms production possibilities are rather seriously limited because some enterprises (such as dairy and grain) are not adapted to efficient production on a small scale basis. Market production possibilities are further limited because some enterprises (such as truck crops and hay) are not well adapted to producing on a "spare" time basis. Adequate markets for products which can be produced on a part-time farm basis is a must if efforts to produce for sale on part-time farms are to be worthwhile.

Average sales per farm on 69 part-time farms in the Kingsport area were nearly three times as great as sales on 37 part-time farms in the Chattanooga area. Most of the differences were accounted for by differences in production and marketing possibilities between the two areas. Ungraded milk sales accounted for approximately 25 percent of the difference in sales. Routes for collection of ungraded milk cover most of the Kingsport area while such market outlets are practically non-existent in the Chattanooga area. Approximately 75 percent of the difference in sales between the two areas was due to tobacco sales. This difference is likely to exist as long as the tobacco acreage allotment program continues in effect.

The marketing of truck crops was much more prevalent on part-time farms in the Chattanooga area than on farms in the Kingsport area. A curb market in Chattanooga and a freezing plant in Dayton were the primary truck crop outlets in the Chattanooga area. No similar markets for truck crops were available in the Kingsport area.

In some cases a part-time farmer is in a position to develop a special high-price market outlet for limited quantities of farm products not available to many full-time farmers. For example, the price of eggs sold at the farm operator's place of off-farm employment averaged over 20 percent higher than those sold at local stores and over 10 percent higher than city market outlets. It appears that more part-time farmers could profitably investigate this type of market possibility. Many part-time farmers live in rather well-populated areas and possibilities for developing a market for small quantities of such products as milk, eggs and truck crops among nearby residents are worth consideration. The economics of producing for sale on part-time farms is largely dependent on the availability of adequate markets for products which fit well into a part-time farm organization. The availability of such markets vary considerably from area to area and from one farm situation to another.

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