THESIS

A STUDY OF ROADSIDE MARKETING
IN
NORTHERN COLORADO

Submitted by

Homer Lucas

In partial fulfillment of the requirements

for the Degree of Master of Science

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I HEREBY RECOMMEND THAT THE THESIS PREPARED UNDER MY SUPERVISION BY HOMER LUCAS ENTITLED "A STUDY OF ROADSIDE MARKETING IN NORTHERN COLORADO" BE ACCEPTED AS FULFILLING THIS PART OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF SCIENCE

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INTRODUCTION

Roadside marketing is a modern development and it is becoming an important economic part of the farming business in Northern Colorado. This is especially true along the well traveled highways in the fruit and vegetable sections. A trip around the "horn",which includes the region from Denver to Longmont,Loveland,Ft. Collins,Greeley and Brighton,will indicate this,especially if the journey is made during the tourist season.

First,let us arbitrarily define the term "roadside market". Perhaps no better definition can be given than that by Gilbert S.Watts in his booklet on the subject.[1] He states,"The motoring public,it seems, have come to think of and expect a roadside market to be a place at the edge of the highway where locally grown,fresh farm products are offered for sale".

A roadside stand would go farther and include the sale of products other than those raised on the farm. It is difficult to draw the line between the two terms as many roadside stands or markets sell both the home-grown produce such as fruits and vegetables,and prepared products purchased for re-sale such as

1. "Roadside Marketing"-Gilbert S.Watts

confections,soft drinks,gas and oil.

The purpose of this study was to discover just what is the economic position of roadside marketing in Northern Colorado and to determine if possible what factors are most essential to its success.

The stands included in this study sell farm produce primarily and are practically all farmer owned and operated. No attempt has been made to secure data from merchants and vendors at stands set up primarily for the sale of prepared products other than those raised on the farm. Wherever such products as confections,soft drinks,gas and oil were sold they were considered as accessories.

These roadside markets range in scope from signs at the roadside listing a few surplus farm products for sale,to the large establishments marketing most of the products from several farms. These latter establishments often require the services of five or six sales people.

All of the available literature that could be secured on the subject of roadside marketing was reviewed,particularly bulletins and circulars from Eastern states that have made surveys of their own on the subject. This literature was rather meager since roadside marketing involves a fairly new field. However, valuable suggestions and hints were secured from them which helped to serve as a guide in this study. A catalogued list of this material will be found in the bibliography at the close of the thesis.

The facts which constitute the basis for this analysis were assembled largely through personal visits. A detailed schedule was used in interviewing each stand owner. A copy of this questionaire will be found in the appendix. Due to the lack of a system of record keeping,a great deal of the data secured was from estimates on the part of the stand owner.

The roadside market was found to furnish an important means of securing income from farm products which might otherwise go to waste. In addition it often made valuable use of the help of farm women and children. In the case of the women folks a roadside market often furnishes the financial means for purchasing that new dress,or the power washer,or some other much desired article.Home made articles ranging from pastry to needle work were beginning to appear at Colorado stands. Such articles,inexpensive as they are,bring an appreciable cash income to the enterprising farm woman. In the case of the children such a market furnishes valuable business training and experience together with a feeling of importance in the general household scheme. To the farmer the roadside market means a regular source of cash income during the season when ordinary pay-days are far between.

Finally comes the feature that cannot be measured in dollars and cents. This is the pleasure which comes from meeting and being of service to many classes of people coming from different sections of the country. Roadside marketing thus adds a new interest to help break what would otherwise be the more or less monotonous drudgery of farm life.

THE LAYOUT

The question arises as to what layout will be advisable for a farmer who is contemplating the establishment of a roadside marketing business. A wide variation was found to exist in the type,cost and location of stands in this area.

A farmer has some surplus fruit or vegetables on hand. He is quite a distance from market but is on a well traveled highway. Several times he has taken a basketful of produce to the local stores and has attempted to secure a satisfactory offer on the lot. One store already has too many baskets of similar produce on hand awaiting purchasers. Another would like to help out but he is dealing with a wholesale concern that will deliver just what he wants at the time he wants it. He sees no advantage in making a change. A third store makes him an offer that is so low he is almost offended. Consequently he is confronted with the problem of merchandising his own produce.

Each year thousands of farmers in Colorado and other states are resorting to this method of solving the problem for themselves. They begin by putting up a sign at the entrance to the driveway,telling of produce for sale within. As the years go on, one of two things happens. Either this simple method is found to be perfectly satisfactory for disposing of all surplus produce or the business is enlarged by putting up a stand and marketing hundreds of dollars worth of produce each year. In the latter case perhaps the busines grows until all the produce of several fruit and vegetable tracts is now marketed through the one establishment. In some cases a simple type of stand is in use while in others a more elaborate layout is needed. In regard to this layout,the first thing to consider is the kind of structure and what it will cost.

The Structure

Information was secured from 55 establishments. Of these, (Figure 1a) 44 had a structure of some sort ranging from a small counter underneath a canopy to the large buildings adapted to year around service. Eleven had no building at all but depended upon a sign at the entrance to the farm telling of products for sale.

The average amount invested in stands and equipment ranged from $28.13 in the Brighton area to $240.94 in the Laporte area. The average investment in stands for all areas (Figure 2) was found to be as follows:-

(See following page)

This roadside market has a rustic appearance.

A place to "fill up".

A large, well arranged display sells itself.

An inexpensive structure.

Flowers add a touch of beauty to the display.

A smile often helps sales.

Area	Average	Low	High
Loveland	$206.34	$32.50	$700.00
Laporte	$240.94	$25.00	$800.00
Greeley	$79.38	$15.00	$200.00
Ft.Lupton	$108.75	$15.00	$200.00
Brighton	$28.13	$0.00	$100.00
Ft.Collins	$54.09	$0.00	$350.00
Longmont	$208.33	$50.00	$500.00
Total	$129.55		

Gaston[1], in a study of roadside stands in Michigan, found that there was little or no relation between size or type of building and volume of sales. He also found that the roadside market should not have the appearance of a city store, suggesting high overhead expense.

A small amount of paint applied at the right time and in the right way will prove an inexpensive asset to the stand business. One operator reported that he gave his stand a fresh coat of paint each year and found that it paid big dividends. Now that the type of structure has been decided upon the question of location on the highway will present itself.

The Highway

It is essential that the stand be located on a well traveled highway. In this age of speed and hurry the motorist will seldom leave the main highway for the purpose of buying produce. If the farm is not on a main highway the advisability of putting up a stand at all is doubtful. There is always the possibility of

1. "Roadside Marketing in Michigan"-Bull.#185-H.P. Gaston

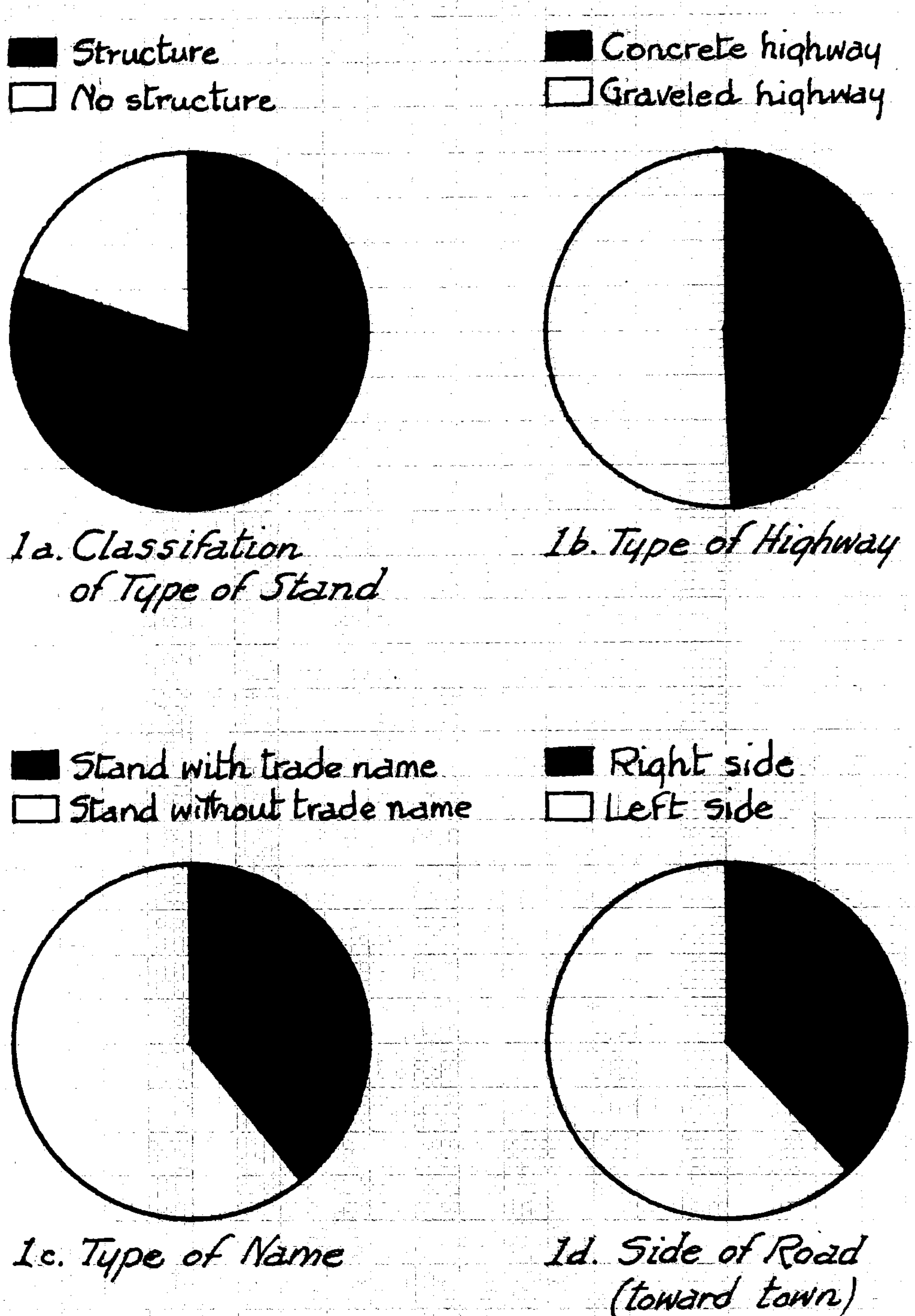

Fig 1 Classification of Stands Based Upon Structure, Naming and Highway Location

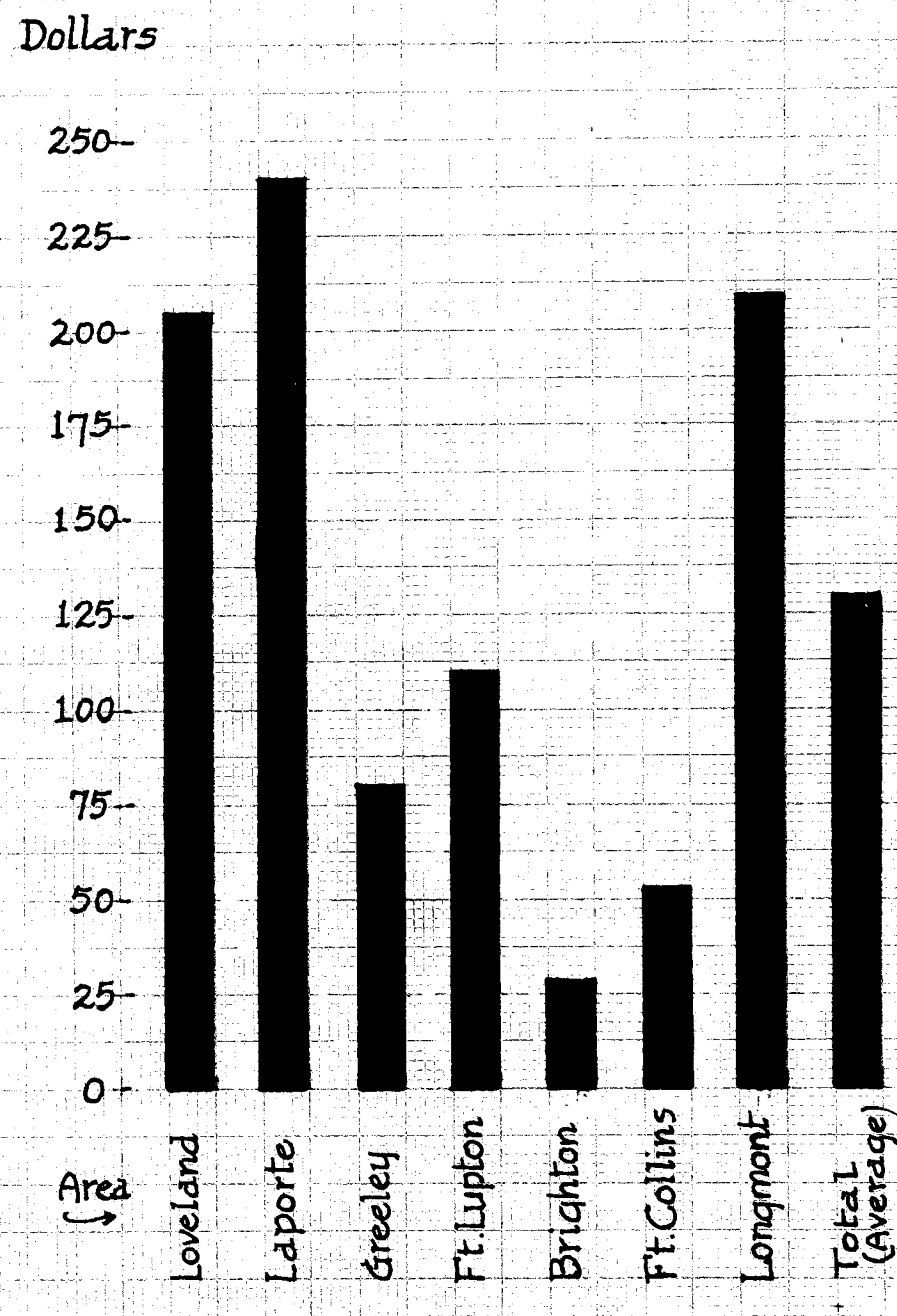

Fig. 2. Average Amount Invested in Stands and Equipment.

following the procedure of one operator who was unfavorably located. This was to lease a plot at the side of the main highway and move his stand there. Although the produce had to be hauled, he reported that the increased trade more than justified the change.

In this survey it was found that 27 stands were located on paved roads, chiefly the Denver-Ft.Collins and Denver-Greeley highways. The remaining 28 were all located on well traveled highways (Figure 1b). After the question of the type of highway on which to locate comes that of the best side of the road for the stand.

Best Side of Road

Where there is a choice the right hand side of the road to homeward bound traffic will prove a more convenient location from the standpoint of the motorist. As he starts out on his drive he may stop to get fruit or refreshments of some sort but it is on the home trip that he buys enough supplies for some time to come.

The Colorado survey showed (Figure 1d) that 21 stands were located on the right hand side of the road toward the nearest town while 34 were located on the left hand side. The 21 stands averaged in sales $898.52 per stand (Figure 3) while the 34 averaged $1372.58, indicating that the right hand side of the road toward the nearest town was not necessarily the best.

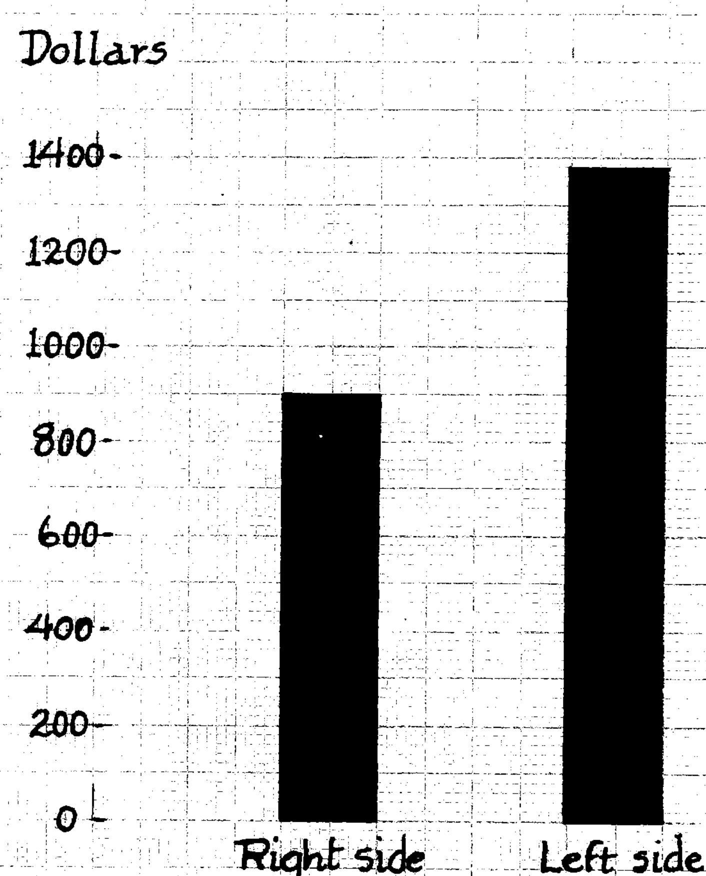

Fig. 3. Average Sales of Stands According to Location on Side of Road (toward town)

Sherman in a study of roadside marketing in the country as a whole, Hauck[1] in Ohio, Gaston[2] in Michigan[3] and Masterman and Crouch at Cornell University[4] all found that the location of a stand on the right hand side of the road toward the nearest town was productive of more trade than the opposite case.

This seeming departure of the Colorado results from the other investigations may be accounted for by the fact that several of the largest stands in the Laporte area were located on the left hand side of the road toward the nearest town but on the right side for tourists entering the mountains for fishing and sight-seeing trips. Often an extended stay was made in the mountain cabins, encouraging the purchase of fresh supplies on the way up. In addition a great many motorists from the Laramie area in the high plains section of Wyoming purchased fruits and vegetables on their way home from Ft. Collins and other near-by cities.

Several of the largest stands in the Loveland area are located between that city and the Estes Park region which attracts thousands of tourists every summer. These find it convenient and pleasant to make purchases of fruits and fruit juices on the way up into the mountains.

1. "Roadside Markets"-U.S.D.A.Leaflet#68-C.B.Sherman
2. "Roadside Marketing in Ohio"-C.W.Hauck.
3. "Roadside Marketing in Michigan"-Sp.Bull.#185-H.P. Gaston
4. "The Roadside Market"-.#193-Masterman and Crouch.

The stands mentioned above had ample parking space in front of or beside their stands which made it convenient for the city-bound traffic to stop as well. This brings up the question of parking space.

Parking Facilities

A wide variation was found in the amount of parking space available at the different stands. The importance of this item can be illustrated. A motorist, speeding down the highway,sees a sign telling of products for sale at the next stand. He slows down preparatory to making a stop but sees a car already occupying all the available parking space so speeds up again. He prefers to take a chance on finding a stand later on where he can slow down and pull off the highway with safety and convenience.There should be ample opportunity to clear the main highway when the auto is parked for the purpose of making purchases. In many cases stand owners are unaware of the importance of this item.

At least one stand was found having a circular driveway around the building and a prominent sign inviting the motorist to drive in. This convenience was appreciated. Along with parking facilities comes the question of approach signs.

The Approach Signs

Often the arrangement,location and wording of the

Wont you have a drink?

Clear and distinct approach signs.

No stand appears necessary,but what happens when it rains?

A "filling" station where ciders are made and sold.

Plenty of parking space.

More fruit juices.

approach signs will determine whether or not the motorist will stop. Such signs as "Ice Cold Fruit Juices-300 Yards" will be certain to interest the motorist on a hot day. Some yards farther on a sign such as "Mrs. Jones' Pure Fruit Juices-Apple,Cherry,Grape and Raspberry-Take Your Choice" will increase the interest and cause the motorist to decide that he is extremely thirsty. As he stops he will notice a clever,pleasing and descriptive trade name over the stand which is of inestimable value from an advertising standpoint.

The Trade Name

Of the 55 stands included in this survey (Figure 1) 22 had a definite trade name. These stands with trade names (Figure 4) averaged $1826.99 in sales per stand while those without such names averaged but $782.39 per stand. This does not indicate that the trade name accounted entirely for the difference in sales shown but no doubt had an important influence in advertising products and in fixing the name and location in the mind of the customer.

In the commercial world manufacturing concerns have long realized the value of distinctive trade names for their products. Although the stand owner may not use such titles for his products he may make an effective use of such a name for his stand.

In a study of roadside markets in Maryland, DeVault and Bouis[1] found that the roadside market should have a name which should be worked into all advertising material such as signs,labels,paper bags and cartons for the purpose of fixing in the mind of the customer where the products were obtained. Masterman and Crouch, in a study of roadside marketing in New York,[2] found that a trade name should emphasize some distinctive and pleasant feature of the stand or its surroundings such as "Far View" or "Big Birches". Eastman in a study of roadside marketing in New Hampshire[3] and Gaston in Michigan[4] came to similar conclusions.

1. "Roadside Markets in Maryland"-Bull.#280-S.H. DeVault and G.E.Bouis.
2. "The Roadside Market"-Bull#193-N.K.Masterman and H.B.Crouch.
3. "Roadside Marketing in New Hampshire"-Bull.#249-Gale M. Eastman.
4. "Roadside Marketing in Michigan"-Bull.#185-H.P. Gaston.

A distinctive trade name.

Trees make a pleasing background.

You will not forget this trade name.

Plenty of parking space here.

Gas sometimes makes a valuable accessory sales item.

A distinctive trade name.

Neatness helps sales.

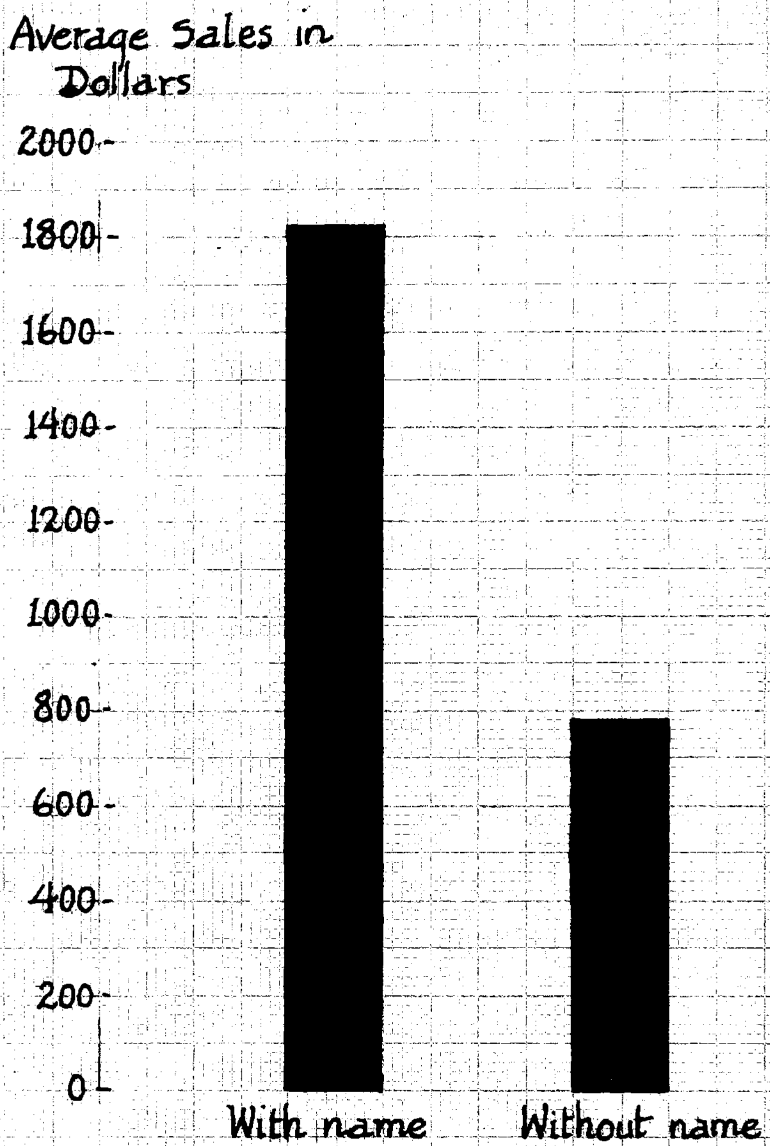

Fig 4. Average Sales of Stands With and Without Trade Names

THE PRODUCTS

A wide variation was found in the kinds of products sold,their value,the arrangement of the display, the amount of grading done and the care of produce on display or in reserve. These products fall into seven fairly distinct groups which are vegetables,fruits, fruit juices,gas and oil,honey,confections and poultry products.

Likewise there were seven distinct areas included in this survey which may be named from the towns about which they are located. They are Loveland,Laporte, Greeley,Ft.Lupton,Brighton,Ft.Collins and Longmont. Each area sold fairly distinct groups of products as will be noted from the data and figures,or charts. Since vegetables lead in total sales value this class of product will be considered first.

Vegetables

The seven areas were compared as to total vegetable sales (Figure_5_),average sales per stand of those reporting any vegetable sales (Figure_6_) and proportion of home grown vegetables in total vegetable sales (Figure_7_). It was felt that in the case of the average sales per stand a clearer picture of the business could be obtained if only those which reported any sales were included in the averages.

Area	Total Sales	Ave Sales	% bought
Loveland	$756.17	$108.02	9%
Laporte	$8305.00	$1038.13	18.7%
Greeley	$8900.00	$1271.43	22.4%
Ft.Lupton	$2634.00	$526.80	33.2%
Brighton	$2210.17	$276.27	9.05%
Ft.Collins	$2399.00	$266.56	0%
Longmont	$745.00	$248.33	0%
Total	$25949.34	$542.54	18.5%

Of those reporting,Greeley leads both in the total amount of vegetables sold and in the average sales per stand. This is probably due to the fact that the soil types and general conditions around Greeley favor the production of vegetables rather than of fruit. In addition the stands at Greeley cater to a large home trade as well as to Cheyenne and Denver motorists.

Laporte is a close second in vegetable sales, catering to Ft.Collins and local as well as to the mountain bound tourist and Laramie trade. Due to the fact that their sales in this line are not very heavy Ft.Collins,Loveland,Brighton and Longmont are high in proportion of home grown vegetables to total vegetable sales. In the case of any of the stands the purchased produce sold comes from local tracts and not from wholesale houses. This helps to insure fresh produce at all times. Since fruit was almost as important as vegetables this product will be considered next.

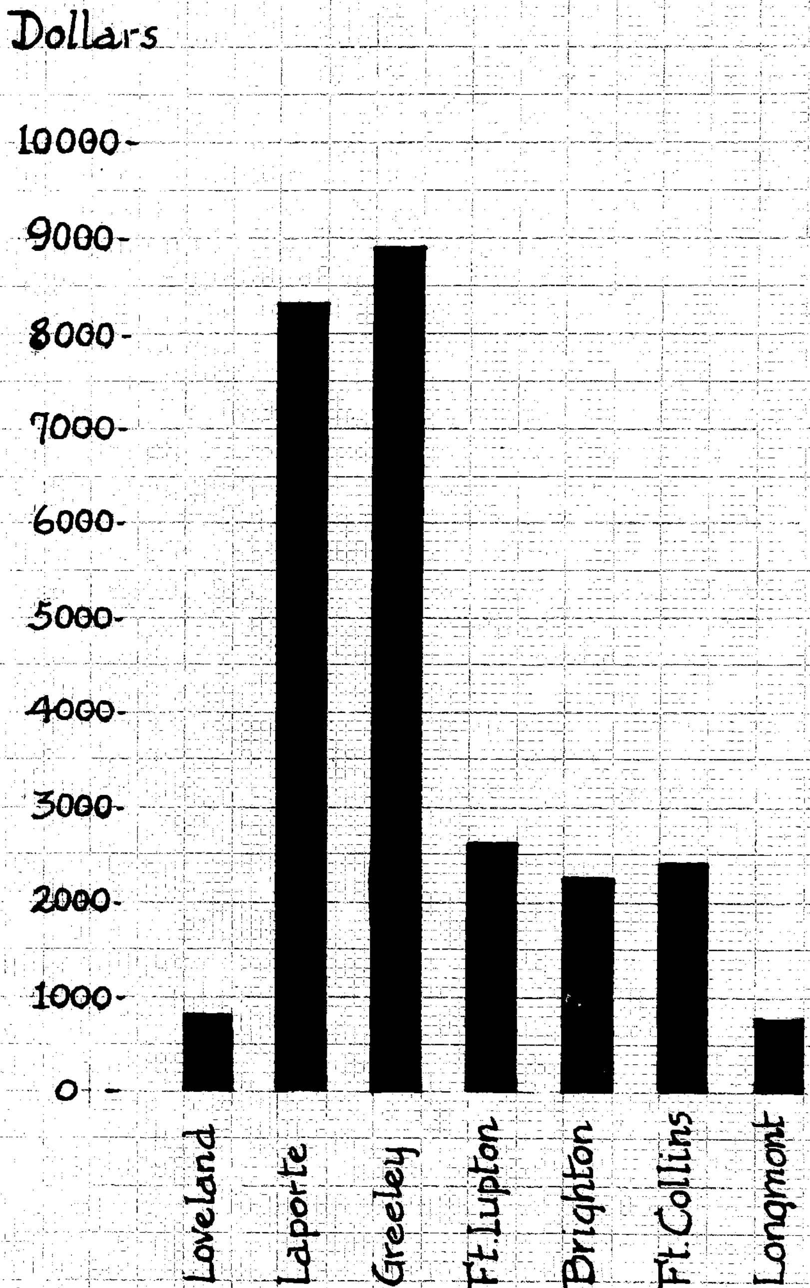

Fig. 5. Total Vegetable Sales

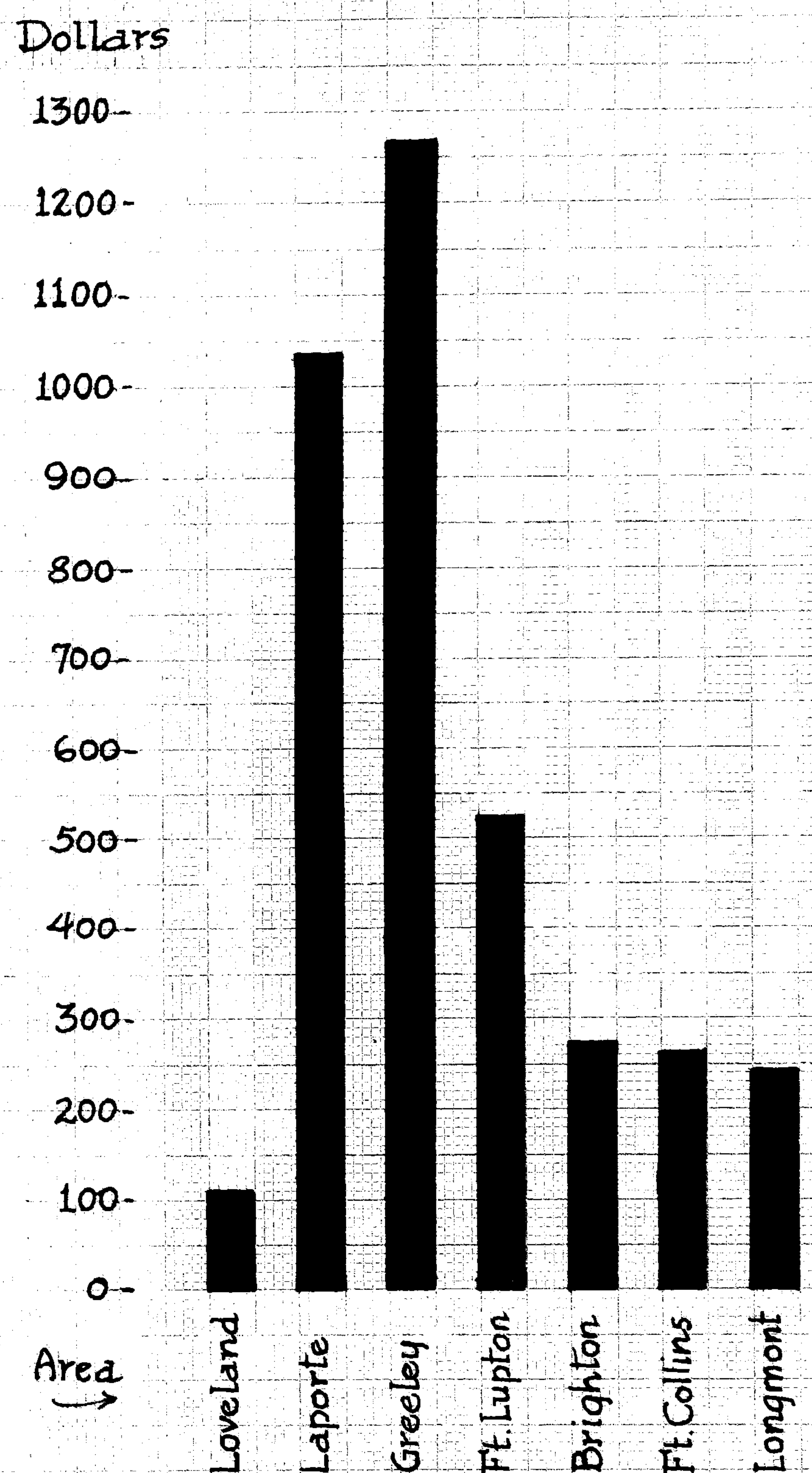

Fig. 6. Average Vegetable Sales Per Stand

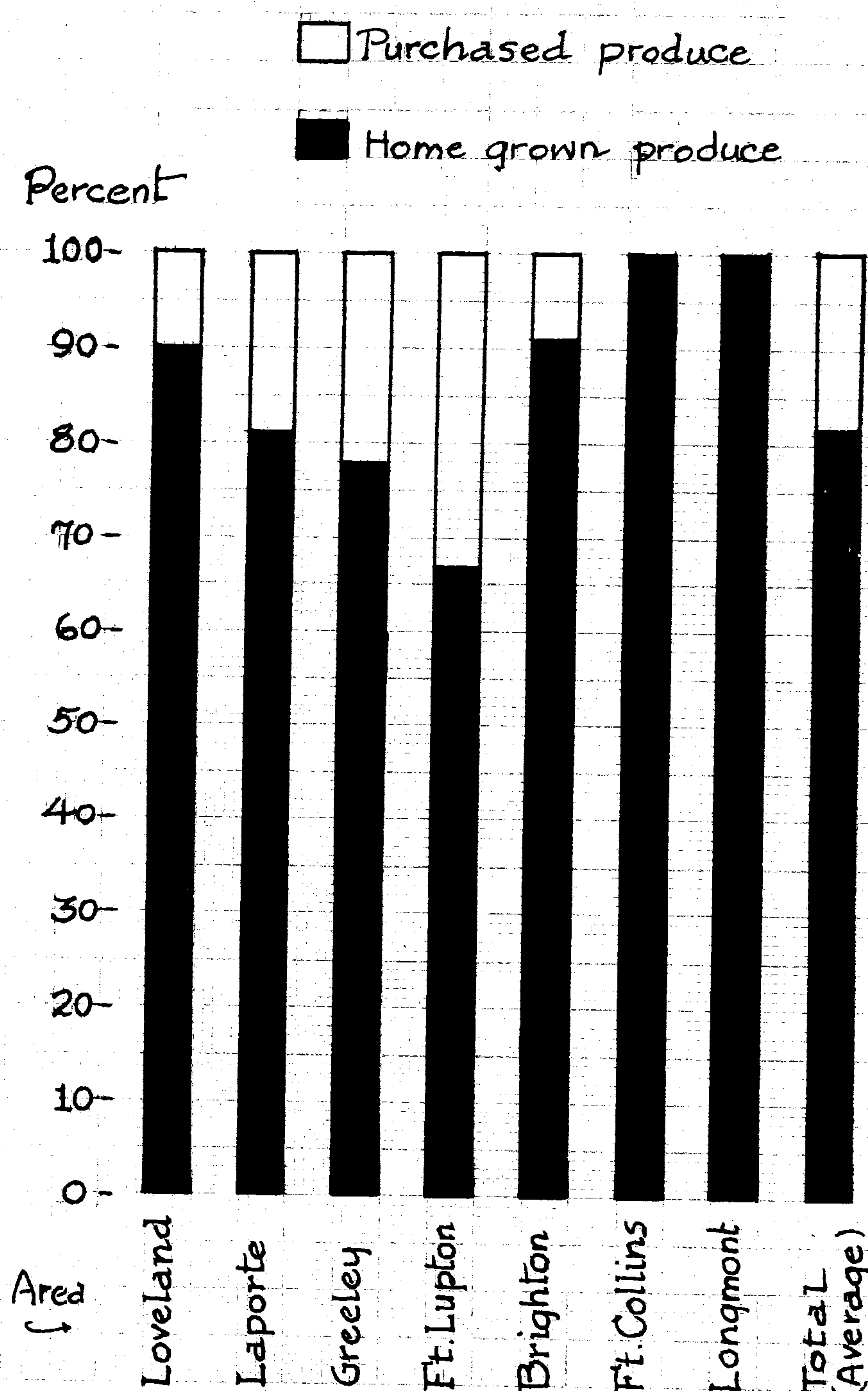

Fig. 7. Proportion of Home Grown Vegetables in Total Vegetable Sales

Fruits

Fruit sales were compared in a way similar to that for vegetables. This included total fruit sales (Figure 8),average fruit sales per stand reporting such sales(Figure 9) and proportion of home grown fruit in total fruit sales (Figure 10).

Area	Total Sales	Ave.Sales	% Bought
Loveland	$6713.81	$516.45	5.9%
Laporte	$10750.00	$1343.75	13.1%
Greeley	$847.50	$121.07	91.7%
Ft.Lupton	$135.00	$45.00	81.5%
Brighton	$755.00	$125.83	23.8%
Ft.Collins	$710.00	$78.88	4.6%
Longmont	$30.00	$15.00	0%
Total	$19941.31	$415.44	14.6%

Laporte leads in total sales of fruit at the stand as well as in average sales. This is probably accounted for in the fact that many kinds and varieties of fruit are raised. In addition,Laporte caters to a heavy Wyoming and mountain bound tourist trade as well as to truckers who come in from other states in the fall to buy apples and plums for re-sale in the dry land areas in surrounding states.

Loveland is second in fruit sales,catering to a mountain bound tourist as well as to a local trade and truckers from other states. All except the Greeley and Ft.Lupton areas raise practically all of the fruit on the farm from which it is sold. These two areas are more

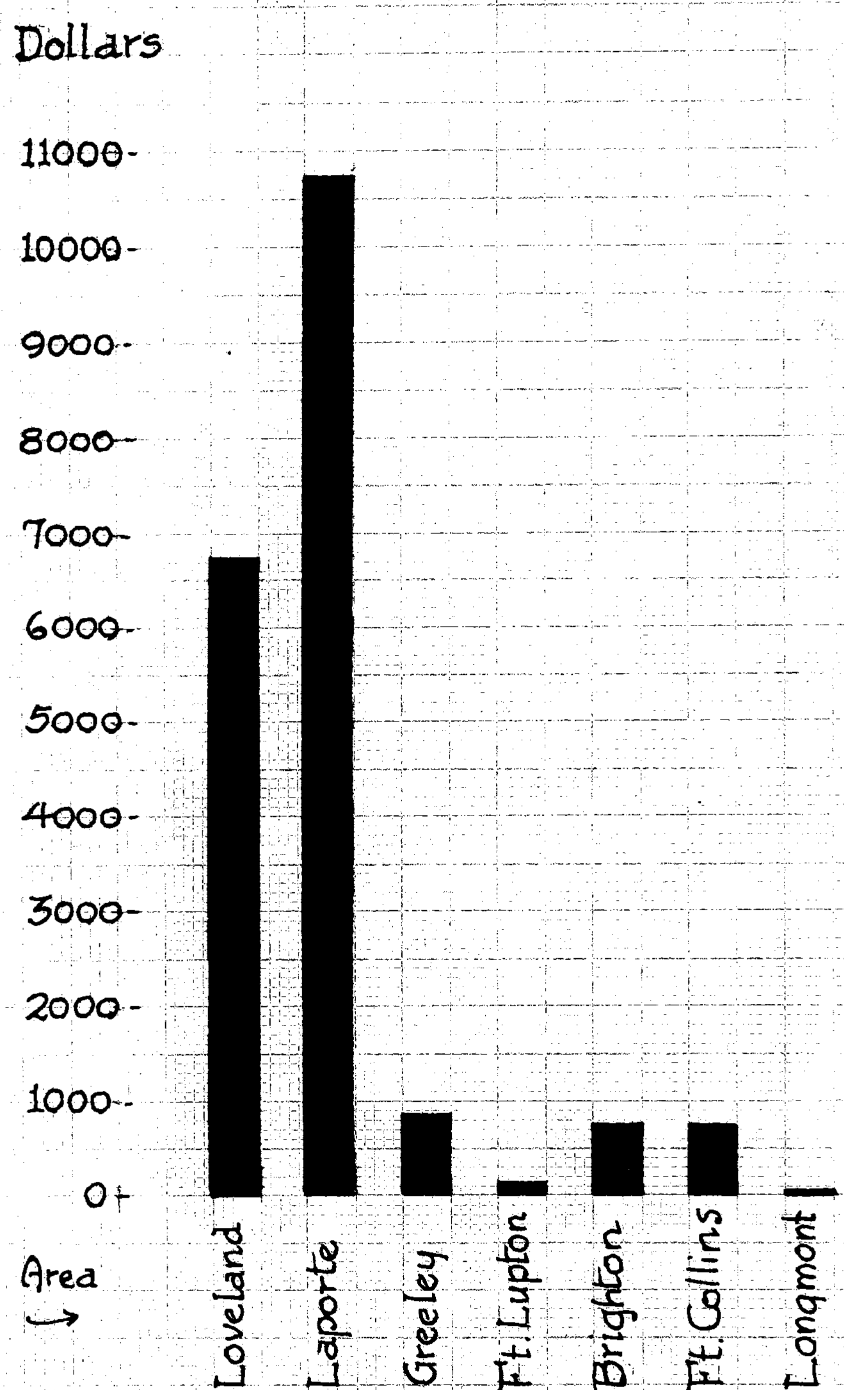

Fig. 8. Total Fruit Sales

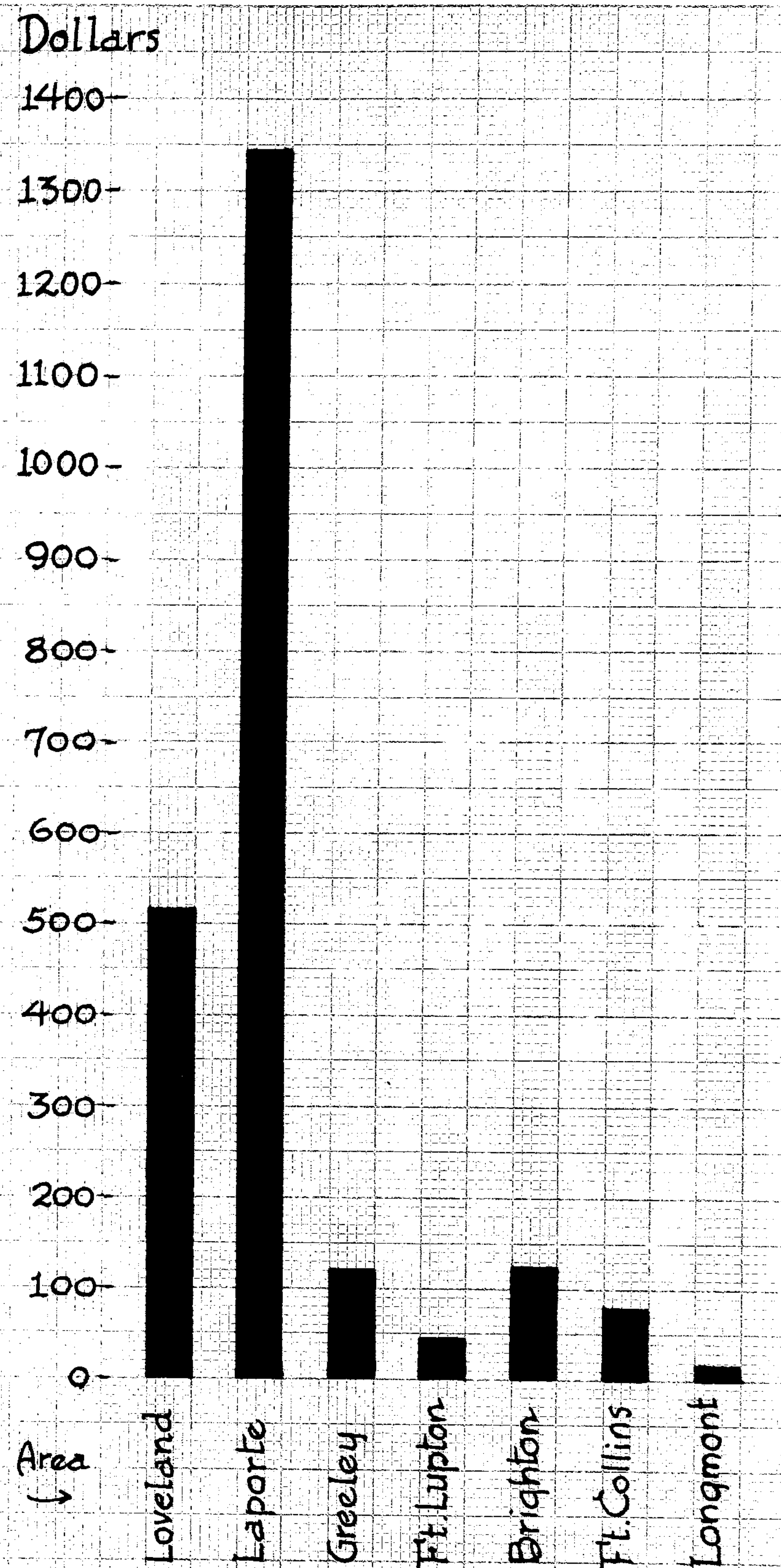

Fig. 9. Average Fruit Sales Per Stand

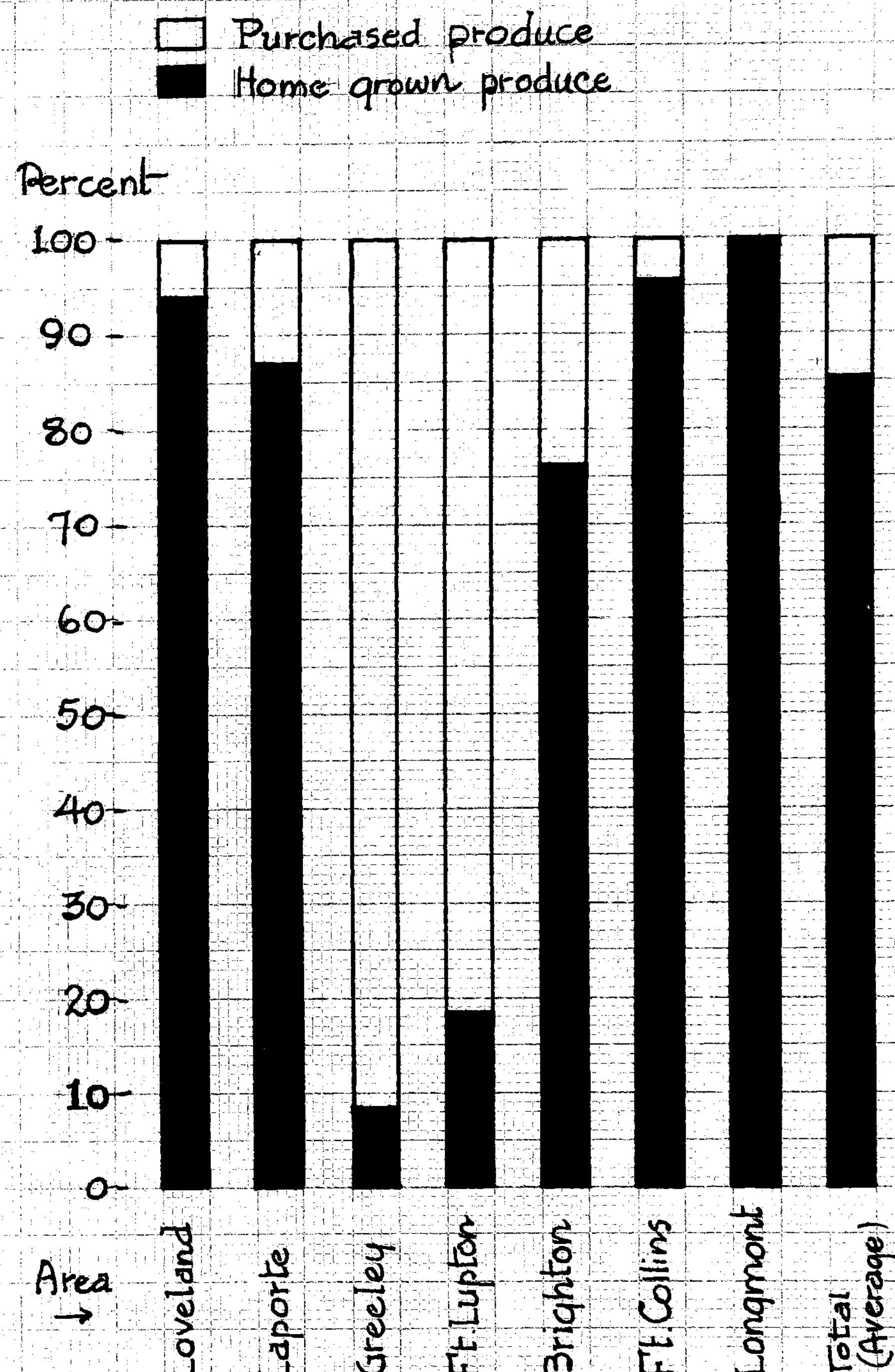

Fig 10. Proportion of Home Grown Fruit in Total Fruit Sales

adapted to vegetable than to fruit growing. Practically all of the fruit purchased by the stands comes from local orchards,or from the Loveland and Laporte areas, rather than from wholesale houses. Closely allied with fruit sales are those of fruit juices. Apple,cherry, grape and raspberry ciders form the chief beverages.

Fruit Juices

Sales of fruit juices for the seven areas were compared as in the cases of fruits and vegetables. Total sales per area (Figure 11) are given as well as average sales per stand reporting (Figure 12) and proportion of home made juices in total fruit juice sales (Figure 13).

Area	Total Sales	Ave.Sales	% Bought
Loveland	$6339.05	$528.25	38.9%
Laporte	$2110.00	$301.43	92.5%
Greeley	$322.50	$107.50	100%
Ft.Lupton	$0.00	$0.00	
Brighton	$0.00		
Ft.Collins	$30.00	$7.50	100%
Longmont	$900.00	$900.00	100%
Total	$9701.55	$373.13	80.3%

Loveland leads in total sales of fruit juices. This is accounted for by the fact that two large plants for the manufacture of fruit juices are located in this area. In addition Loveland caters to the mountain bound tourist trade, the juices being more or less of a novelty to most tourists who are accustomed to soda water beverages. In order to maintain a continual supply of fruit juices for the roadside market trade from year to year,at least one large establishment prepares a reserve supply of juices

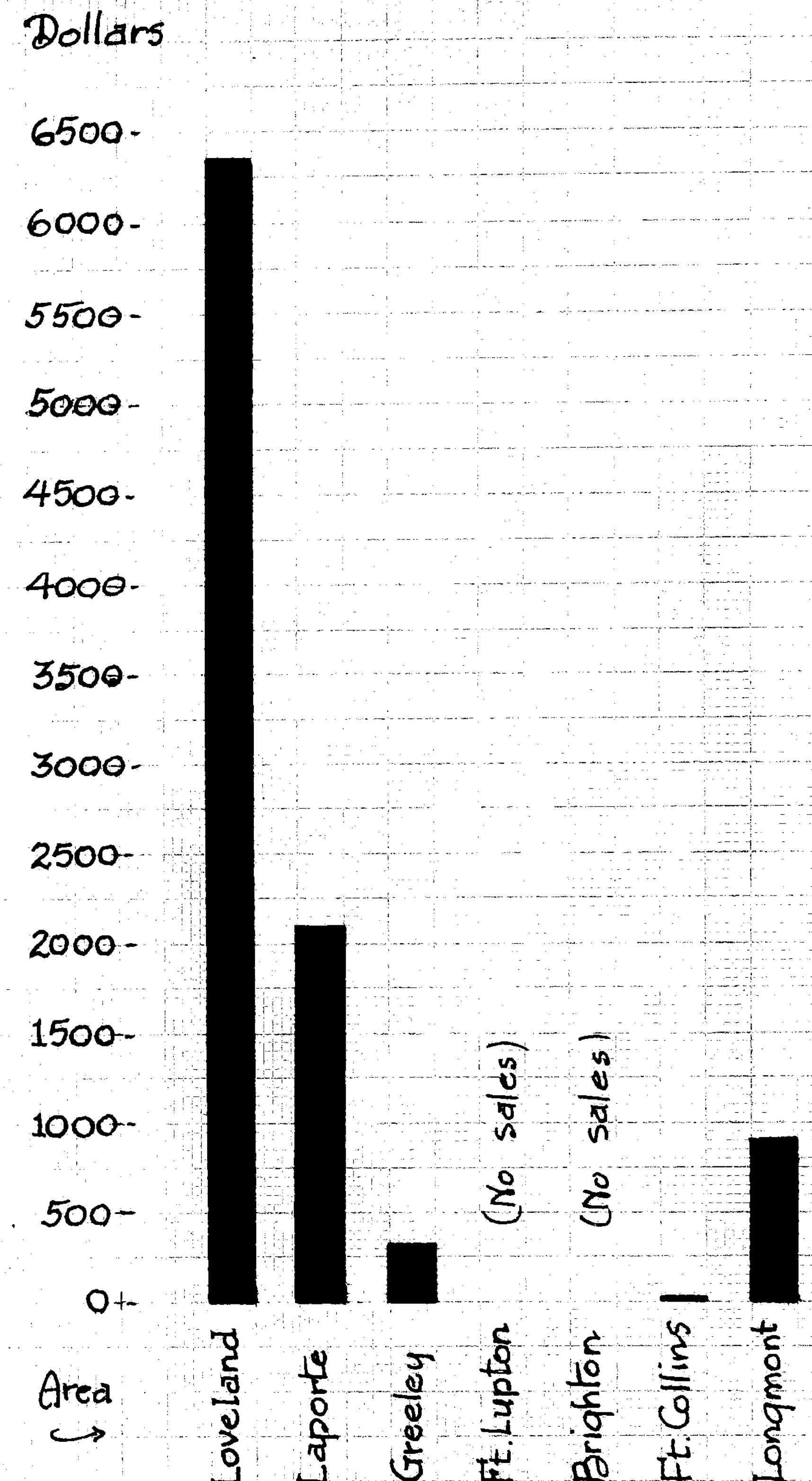

Fig. 11. Total Fruit Juice Sales

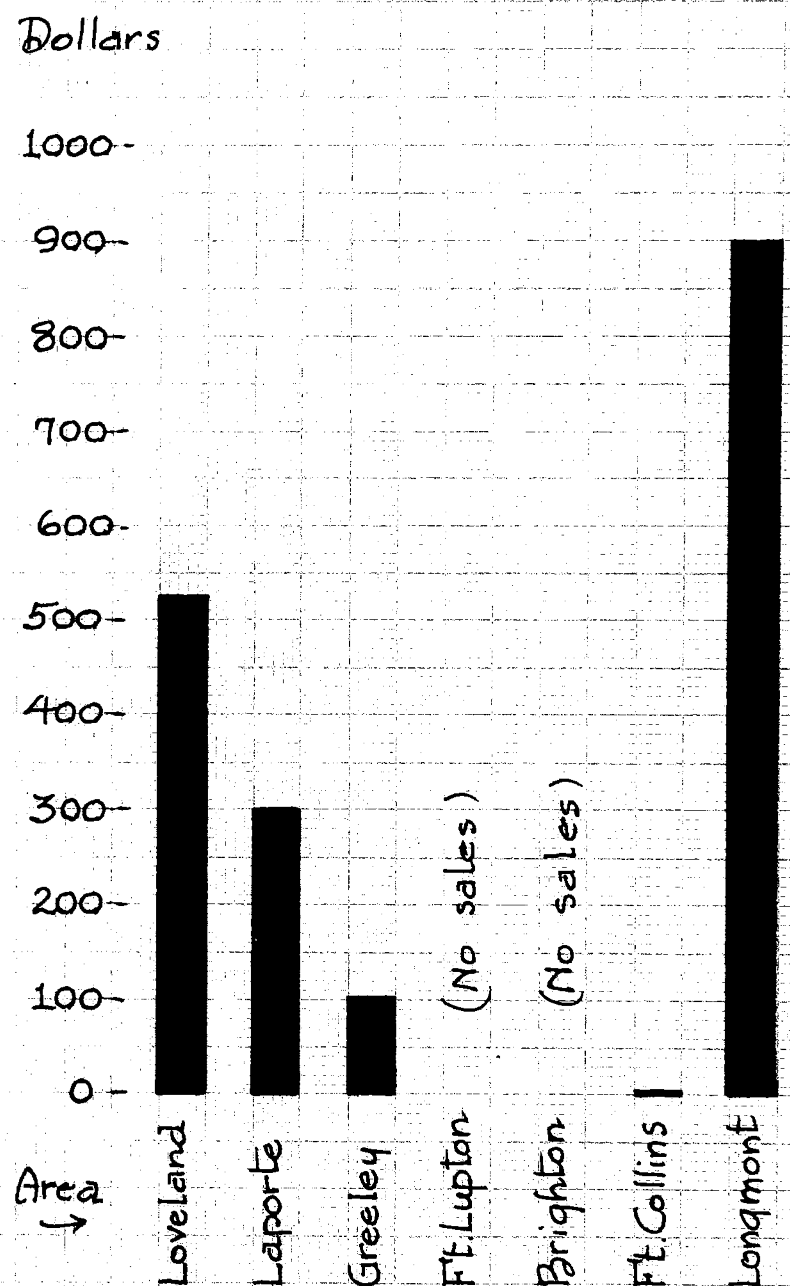

Fig. 12. Average Fruit Juice Sales Per Stand

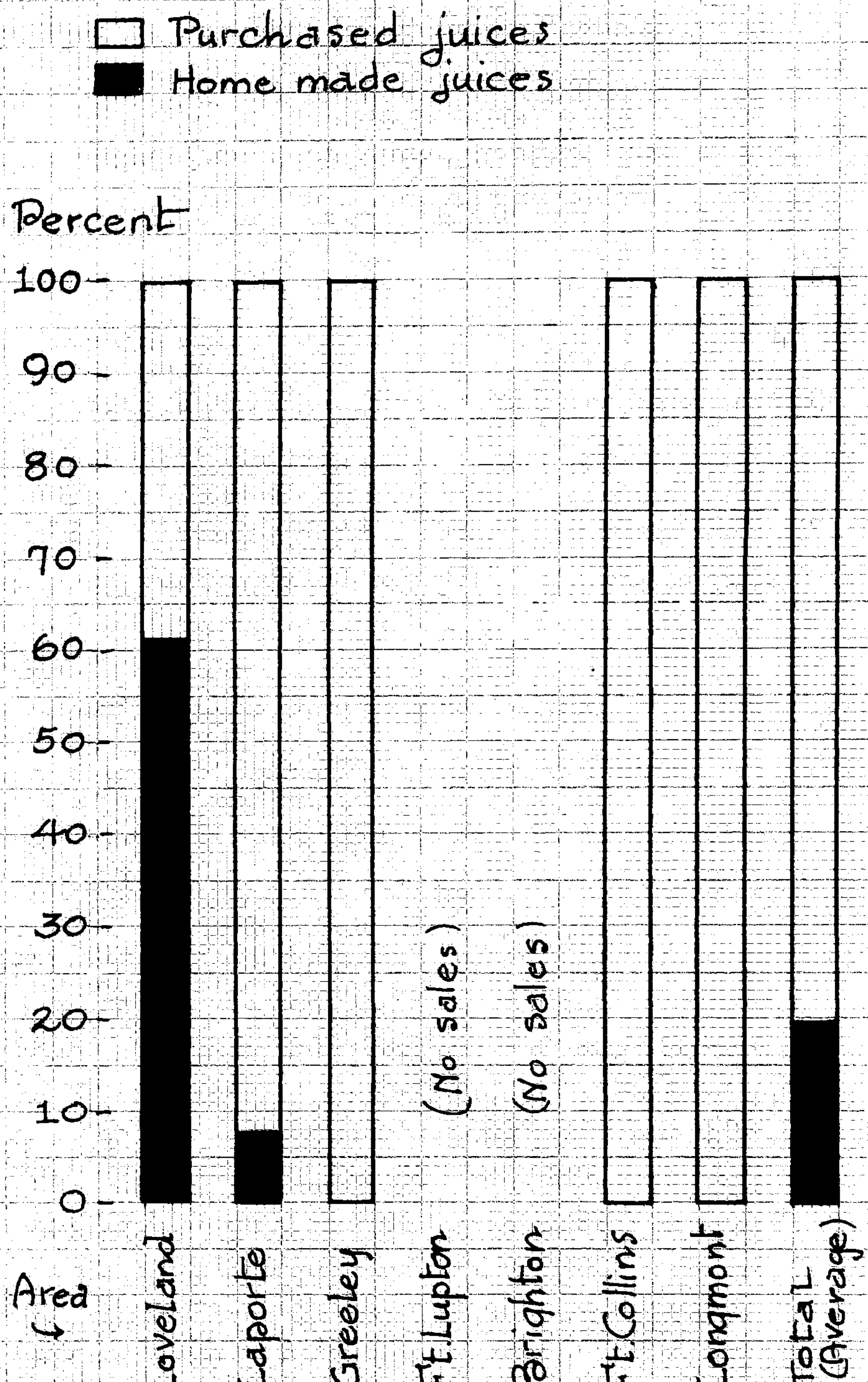

Fig. 13. Proportion of Home Made Juices in Total Fruit Juice Sales

during bumper, fruit crop years. This reserve was utilized during the poor crop years, thus guarding at all times against a shortage of this important product.

Longmont leads in average sales per stand of those reporting. Only one stand in this area reported the sale of fruit juices and the amount sold at that particular stand was large. In regard to the percentage of home made fruit juices Loveland is outstanding. Practically all of the juices sold by stands in other areas came from the two large establishments near Loveland. These two retail about 60% of the amount sold in the whole Loveland area. Practically all of the stands interviewed on the subject reported that fruit juice sales were increasing, as it was a product which literally sold itself. An important accessory to the sales of vegetables, fruits and fruit juices is the income from gas, oil and such accomodations desired by tourists as lunches and use of cabins.

Gas, Oil and Tourist Accomodations.

The seven areas were compared as to total gas and oil business (Figure 14) and average amount of such business per stand (Figure 15) of those reporting.

Area	Total Sales	Average Sales
Loveland	$880.00	$440.00
Laporte	$1100.00	$550.00
Greeley	$580.00	$290.00
Ft.Lupton	$0.00	$0.00
Brighton	$0.00	$0.00
Ft.Collins	$90.00	$90.00
Longmont	$0.00	$0.00
Total	$2650.00	$378.57

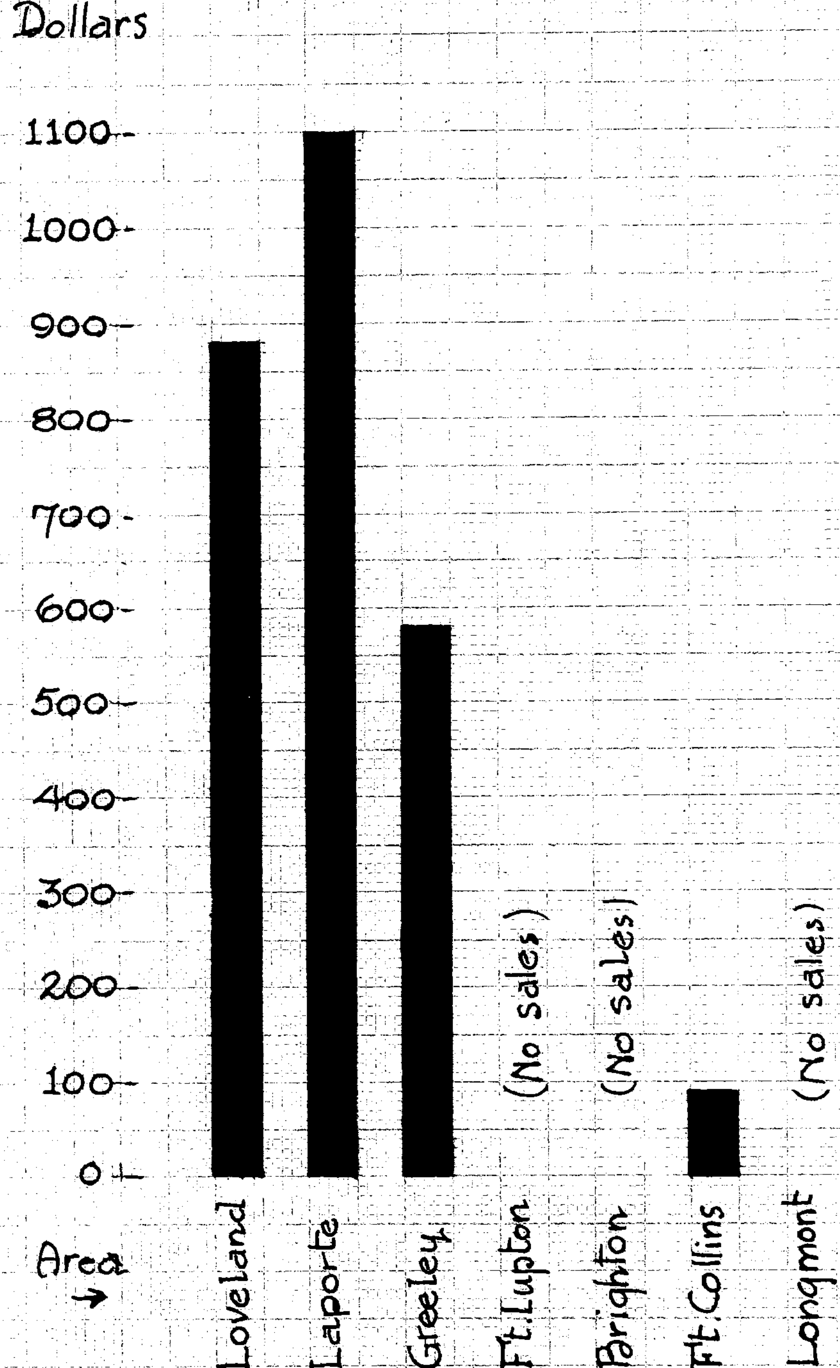

Fig. 14. Total Sales of Gas, Oil and Tourist Accessories

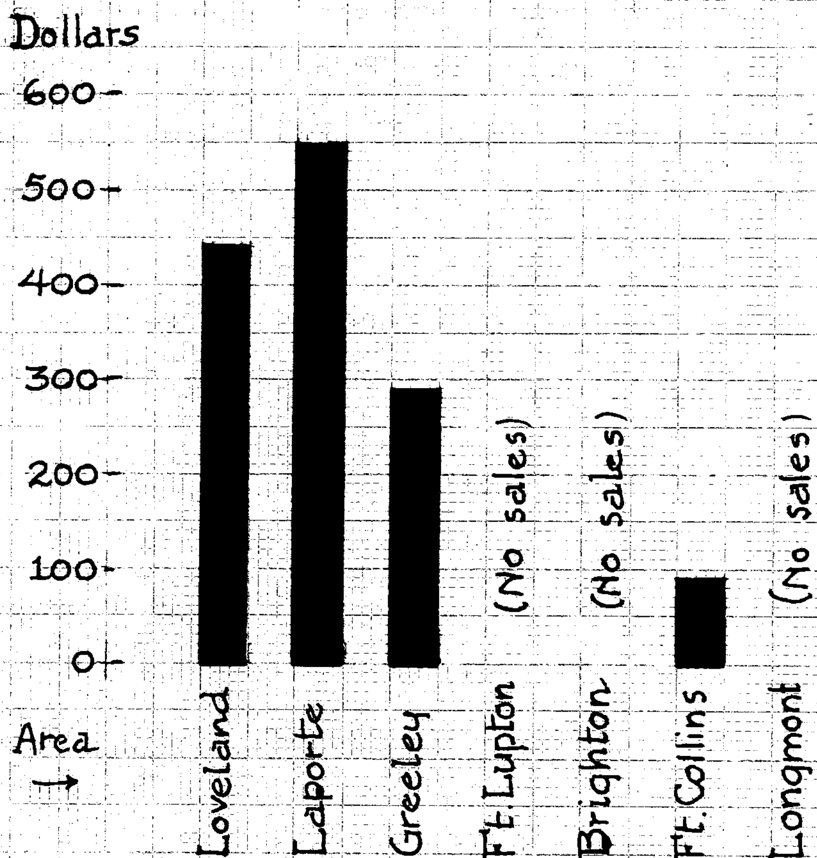

Fig. 15. Average Sale Per Stand of Gas, Oil and Tourist Accessories

No fruit and vegetable stands interviewed at Ft. Lupton, Brighton or Longmont sold gas, oil or tourist accomodations. Such sales are purely accessory to the main stand business, although in some cases they prove a valuable side line. It is sometimes convenient for a prospective customer in the fruit and vegetable line to fill up with gas and oil while making purchases at the stand. On the other hand the prospective customer for gas and oil is often tempted to buy farm produce or fruit juices and confections. Another item which seemed to be finding a ready sale at stands was honey.

Honey

The sales of honey were important enough to make a separate classification advisable for this product. The seven areas were compared as to total sales per area, (Figure 16) and average sales per stand reporting (Figure 17).

Area	Total Sales	Ave. Sales
Loveland	$22.00	$11.00
Laporte	$170.00	$56.67
Greeley	$50.00	$50.00
Ft. Lupton	$55.00	$27.50
Brighton	$60.00	$60.00
Ft. Collins	$151.66	$50.55
Longmont	$235.00	$117.50
Total	$743.66	$53.12

Longmont leads in total sales of honey as well as in average sales. Laporte and Ft. Collins also have comparatively large totals. The figures for total sales of honey do not include the wholesale business carried on

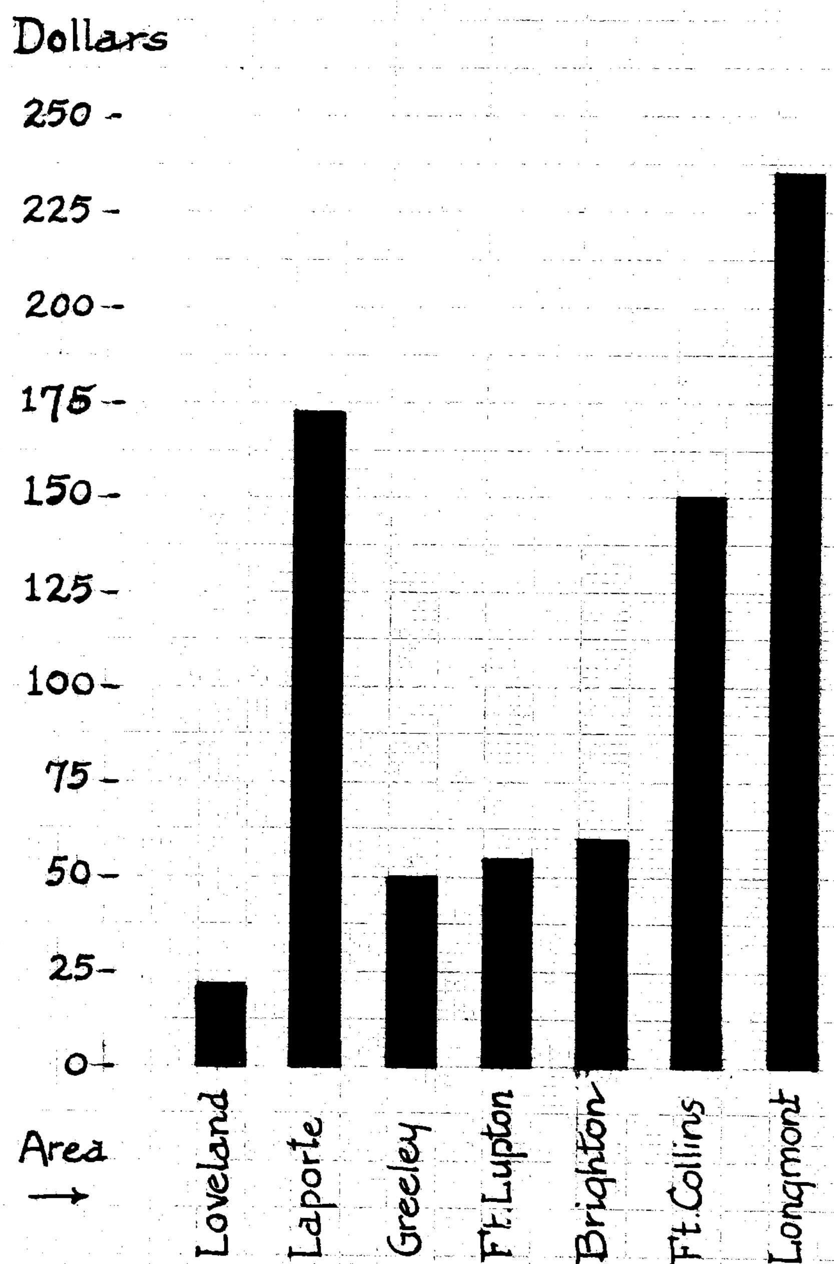

Fig. 16. Total Sales of Honey

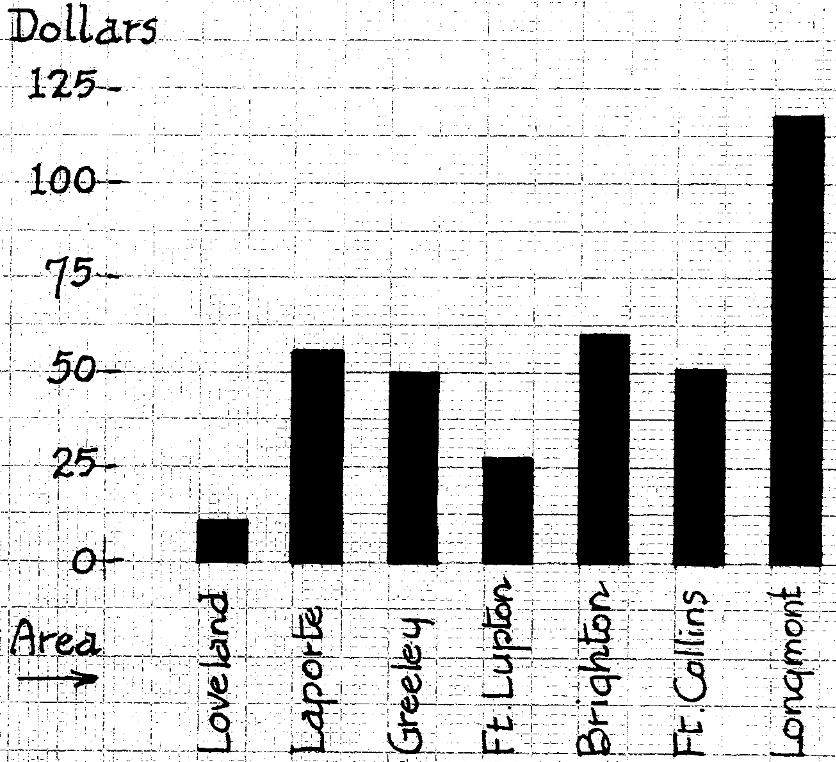

Fig. 17. Average Sale of Honey Per Stand

by some establishments but represents only the sales to customers calling at the place and buying it on a retail basis. Honey in suitable containers makes an attractive offering at stands and in the future should find increasing sales. Other items which add considerably to the income from the stand are classified as confections and miscellaneous.

Confections and Miscellaneous

Sales of candy,gum,pop,tobacco,fishing tackle,pies, groceries and many other small items were included under this heading. The seven areas were compared as to total sales (Figure 18) and average sales per stand reporting (Figure 19).

Area	Total Sales	Ave.Sales
Loveland	$1431.45	$159.09
Laporte	$925.00	$231.25
Greeley	$975.00	$195.00
Ft.Lupton	$12.50	$6.25
Brighton	$192.50	$96.25
Ft.Collins	$563.33	$93.89
Longmont	$340.00	$170.00
Total	$4439.78	$147.99

These sales amounted to a considerable item as accessory to the sales of fruits and vegetables. They were kept more for the convenience of customers than for any large profits they might bring. Loveland leads in these sales,which is probably accounted for by the fact that the same class of tourists who called for fruit juices often bought candy as well. Poultry and eggs form the last classification of products and will be considered

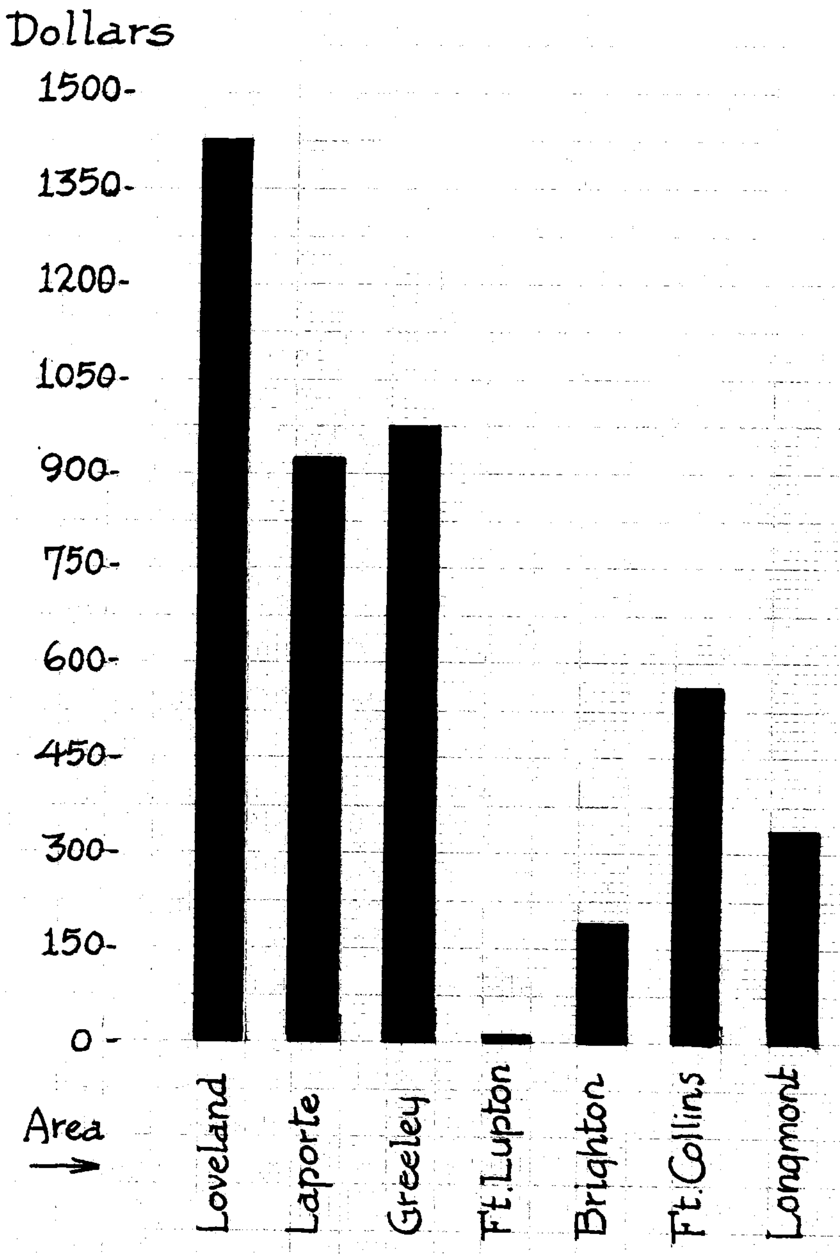

Fig. 18. Total Sales of Confections and Miscellaneous

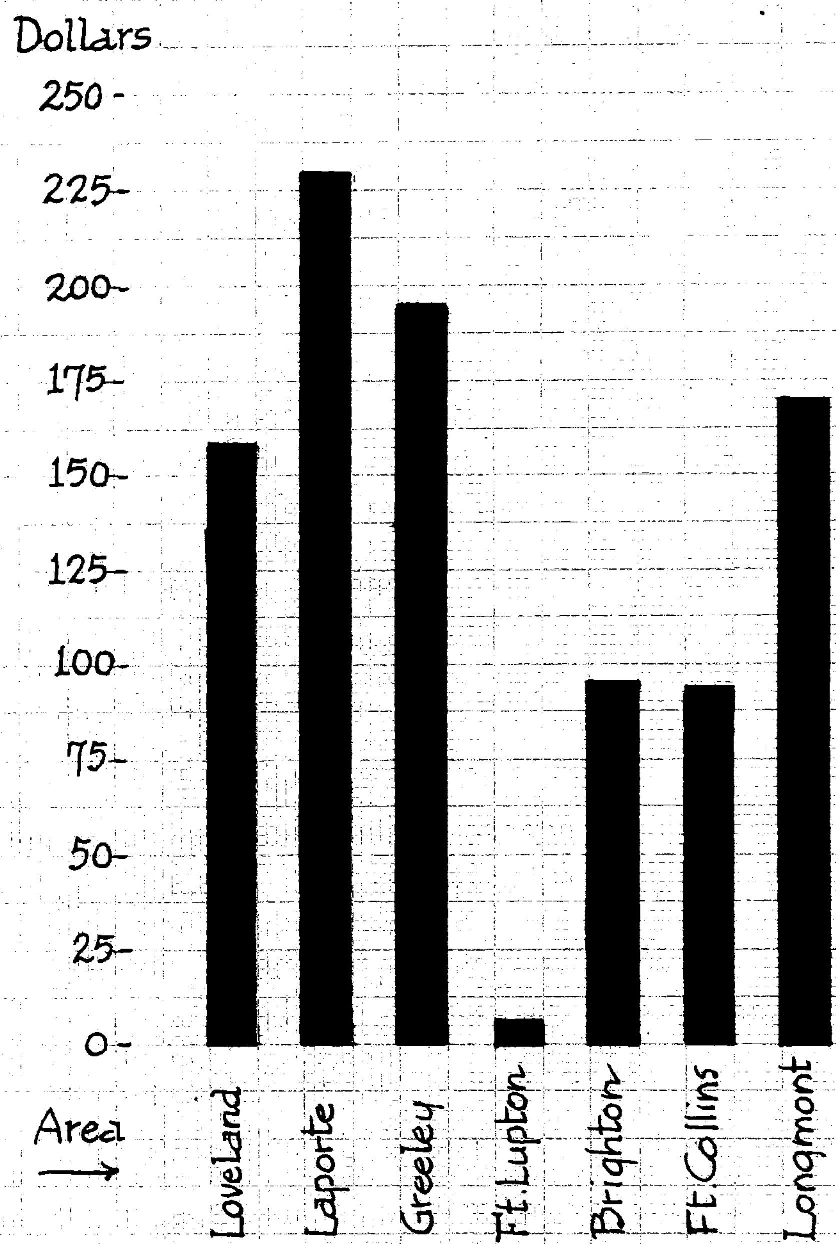

Fig. 19. Average Sales Per Stand of Confections and Miscellaneous

next.

Poultry and Eggs

The seven areas were compared as to total sales of poultry and eggs (Figure 20) and average sales per stand of these products (Figure 21) .

Area	Total Sales	Ave.Sales
Loveland	$402.00	$134.00
Laporte	$340.00	$56.67
Greeley	$0.00	$0.00
Ft.Lupton	$102.50	$51.25
Brighton	$982.50	$122.81
Ft.Collins	$683.00	$113.83
Longmont	$75.00	$75.00
Total	$2585.00	$99.42

Brighton and Ft.Collins are high in poultry and egg sales. This may be accounted for in the fact that the survey in these two areas included many establishments where there was no stand but simply a sign at the entrance to the driveway telling of these products offered for sale. Brighton stands reported considerable trade from Denver customers who stopped in on their return from a drive. These customers were willing to pay higher than Denver prices in order to be certain of securing fresh eggs or live poultry. Both Ft.Collins and Loveland catered to local trade as well as to mountain bound tourists. This leads to a summary of the totals and averages for all stands and all products sold.

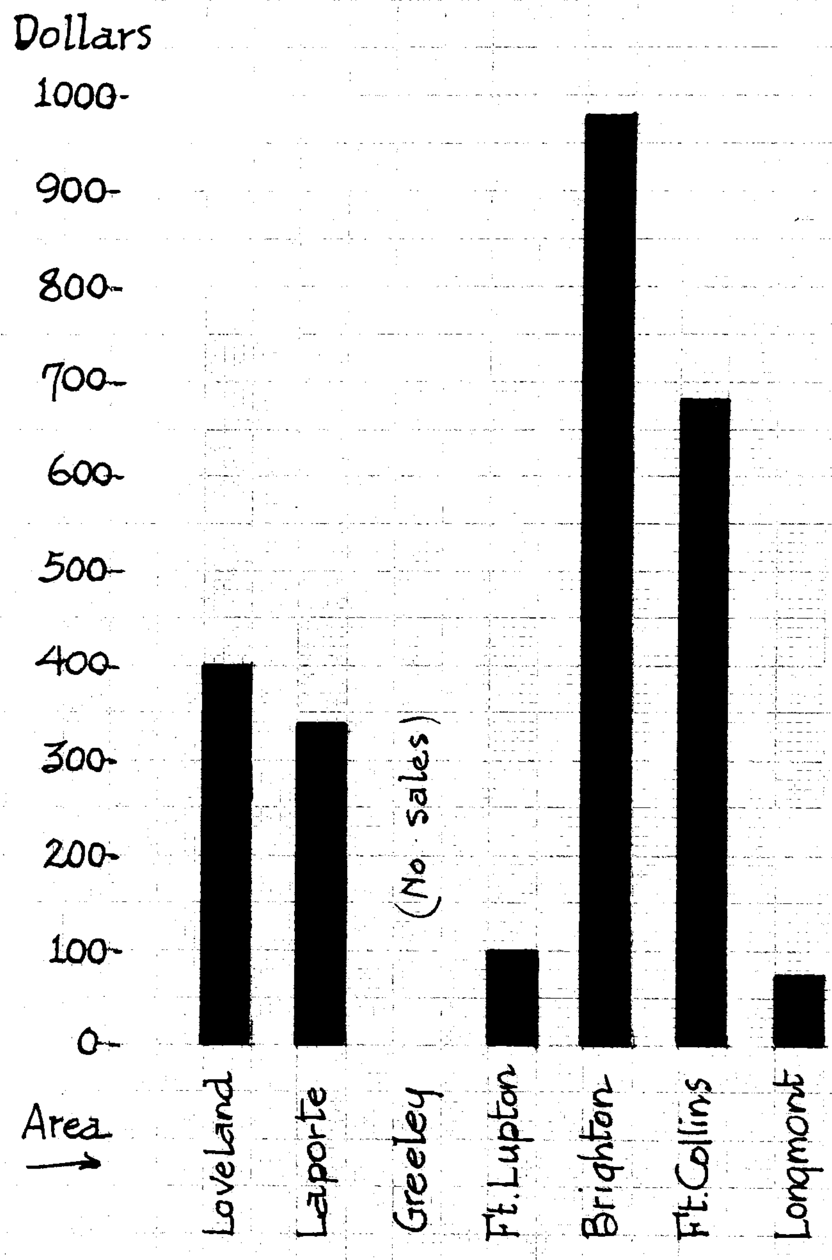

Fig. 20 Total Sales of Poultry and Eggs

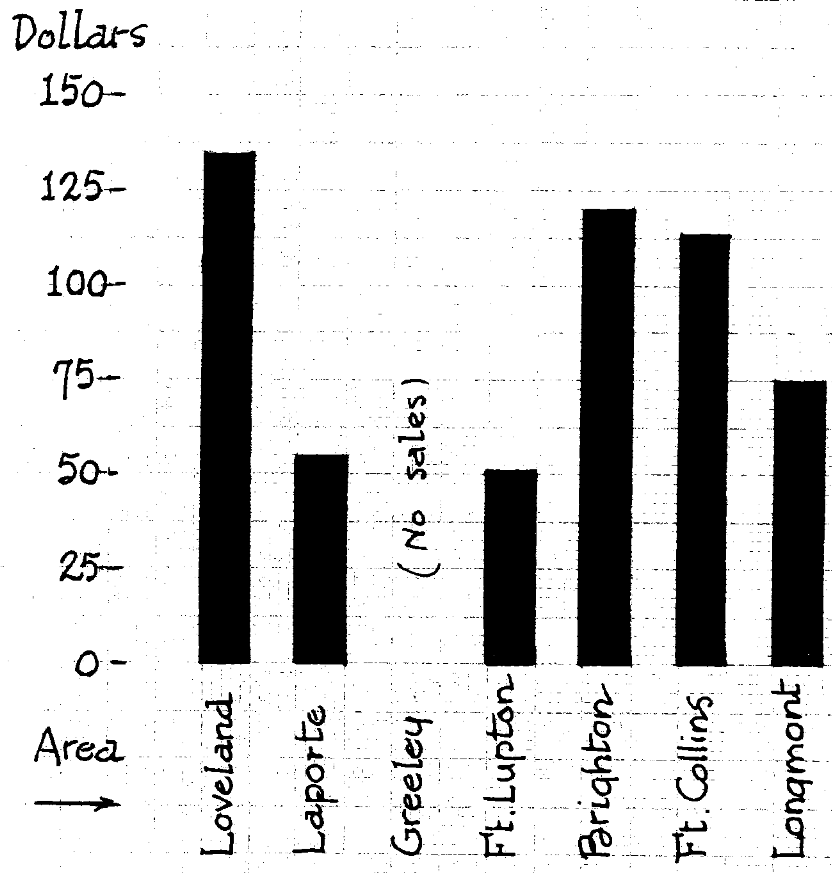

Fig. 21. Average Sales Per Stand of Poultry and Eggs

Totals and Averages

Average total sales per stand per area (Figure 22) showed a rather wide variation. In arriving at these figures all the stands in each area were counted.

Area	Ave. Total Sales (per stand)
Loveland	$1272.65
Laporte	$2962.50
Greeley	$1459.38
Ft. Lupton	$734.75
Brighton	$525.02
Ft. Collins	$420.63
Longmont	$775.00
Total	$1200.19

Laporte leads with its high fruit and vegetable sales. Greeley is next with its high vegetable sales, followed closely by Loveland with its high fruit and fruit juice sales. Distribution of total sales per area (Figure 23) brings out these facts still more clearly.

Prod.	Loveland	Laporte	Greeley	Ft. Lupton
Veg.	$756.17	$8305.00	$8900.00	$2634.00
Fruit	$6713.81	$10750.00	$847.50	$135.00
F. Juices	$6339.05	$2110.00	$322.50	$0.00
Gas, etc.	$880.00	$1100.00	$580.00	$0.00
Honey	$22.00	$170.00	$50.00	$55.00
Conf. &	$1431.45	$925.00	$975.00	$12.50
Poultry &	$402.00	$340.00	$0.00	$102.50
Total	$16544.48	$23700.00	$11675.00	$2939.00

continued

Prod.	Brighton	Ft. Collins	Longmont	Total
Veg.	$2210.17	$2399.00	$745.00	$25949.34
Fruit	$755.00	$710.00	$30.00	$19941.31
F. Juices	$0.00	$30.00	$900.00	$9701.00
Gas, etc.	$0.00	$90.00	$0.00	$2650.00
Honey	$60.00	$151.66	$235.00	$743.66
Conf. &	$192.50	$563.33	$340.00	$4439.78
Poultry &	$982.50	$683.00	$75.00	$2585.00
Total	$4200.17	$4626.99	$2325.00	$66010.64

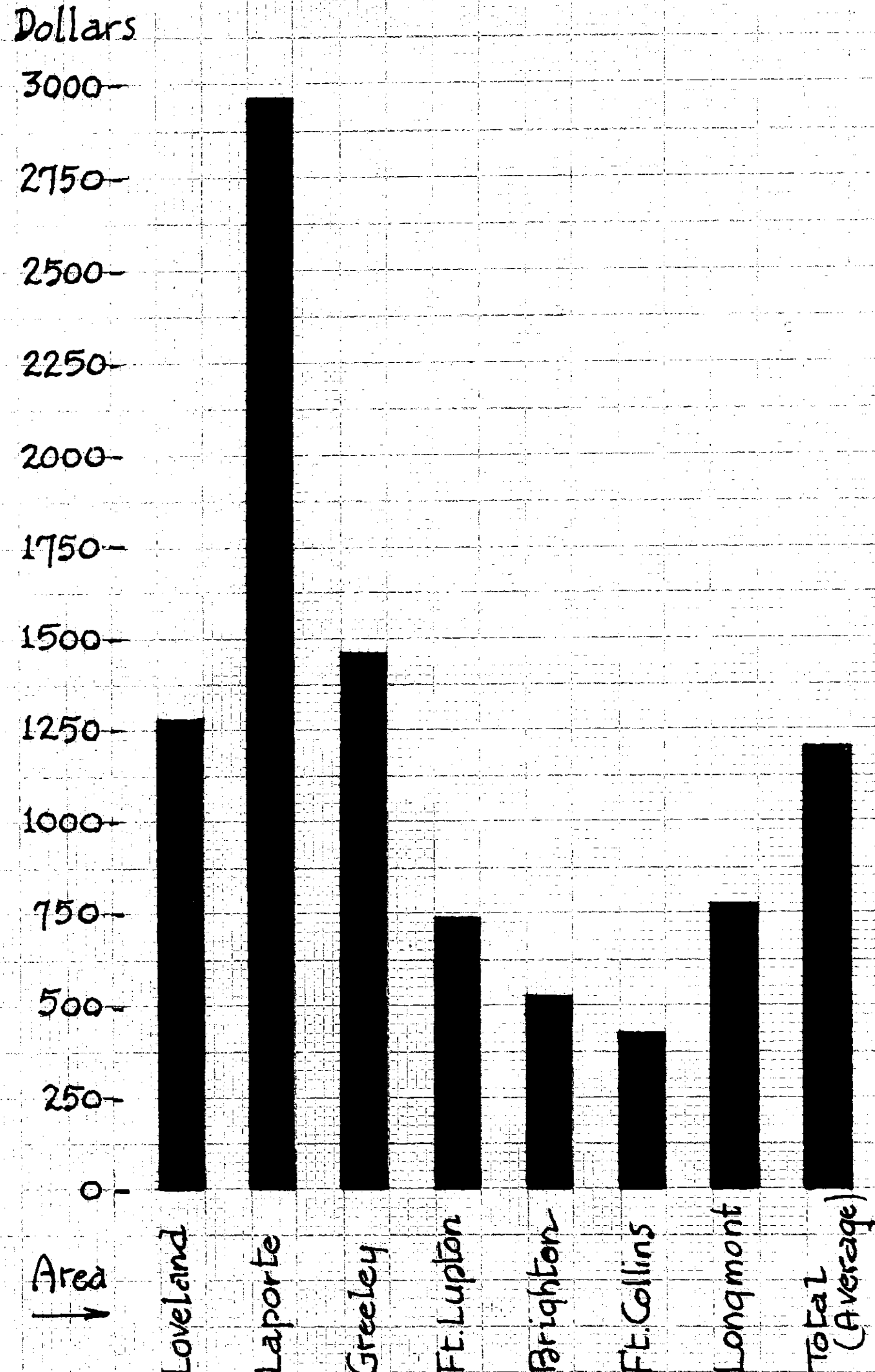

Fig. 22. Average Total Sales Per Stand Per Area

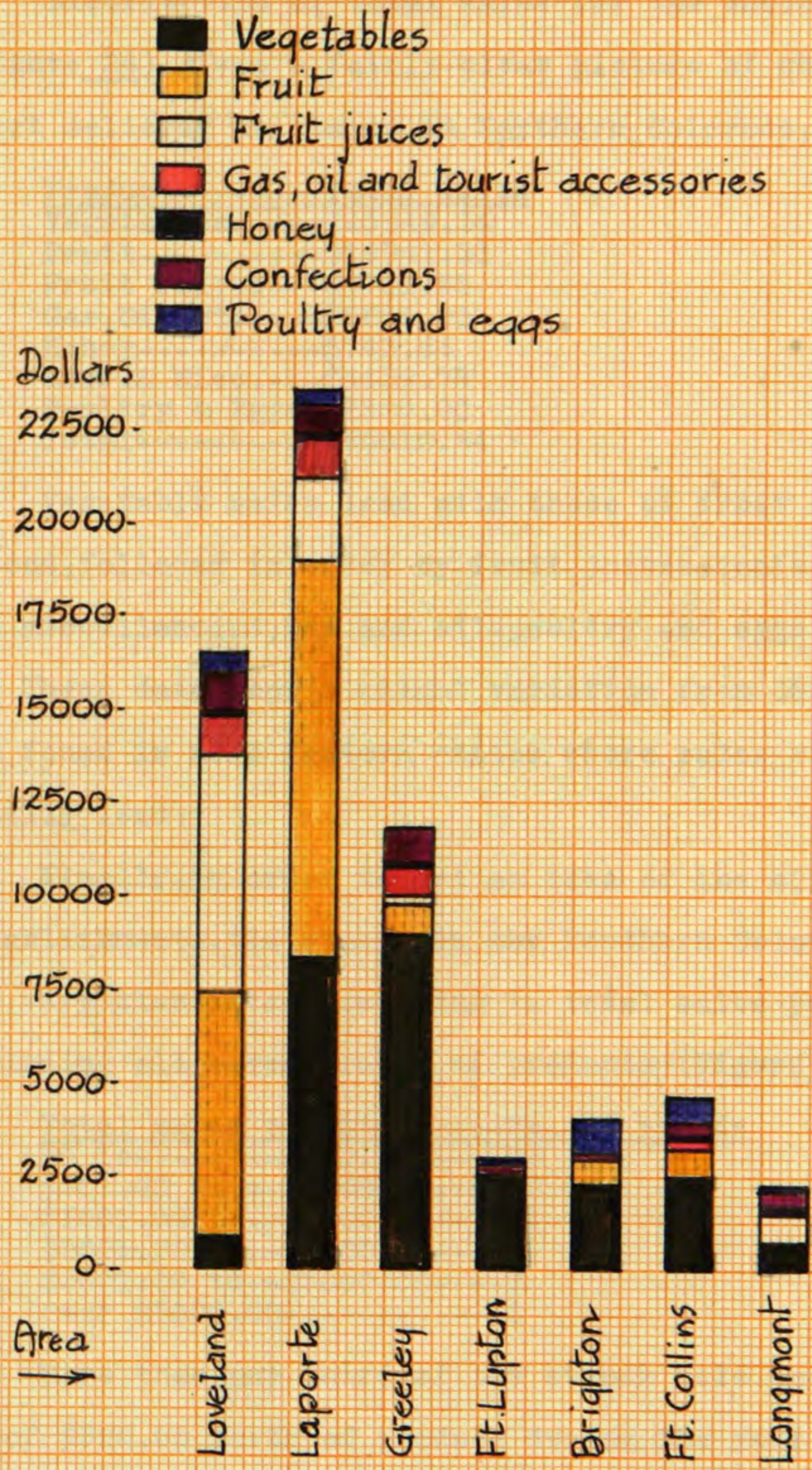

Fig. 23 Distribution of Total Sales Per Area

Distribution of total sales for the whole region (Figure 24) gives a fairly clear picture of what are the "best sellers" at stands in Northern Colorado.

Product	Total sales
Vegetables	$25949.34
Fruit	$19941.31
Fruit Juices	$9701.55
Gas,Oil,etc.	$2650.00
Honey	$743.66
Conf.& Misc.	$4439.78
Poultry & Eggs	$2585.00
Total	$66010.64

Vegetable sales lead with those of fruit a close second,followed in order by fruit juices,confections and miscellaneous,gas and oil,poultry and eggs and honey. These data show a slight variation from the situation found in most Eastern states where sales of fruit usually lead.

Finally,in order to get an idea of the size of the establishments,the stands in the Northern Colorado region were classified according to total sales per stand including all seven groups of products (Figure 25).

Total sales per stand	No. of stands
$0 to--------$500.00	22
$501.00 to---$1000.00	12
$1001.00 to--$2000.00	11
$2001.00 to--$3000.00	6
$3001.00 to--$5000.00	2
Over $5000.00	2

More than one third of the stands sold under a total of $500.00 worth of produce during the year 1929. This may be accounted for by the fact that the survey included so many establishments which sold during but a short season of the year and depended solely upon the

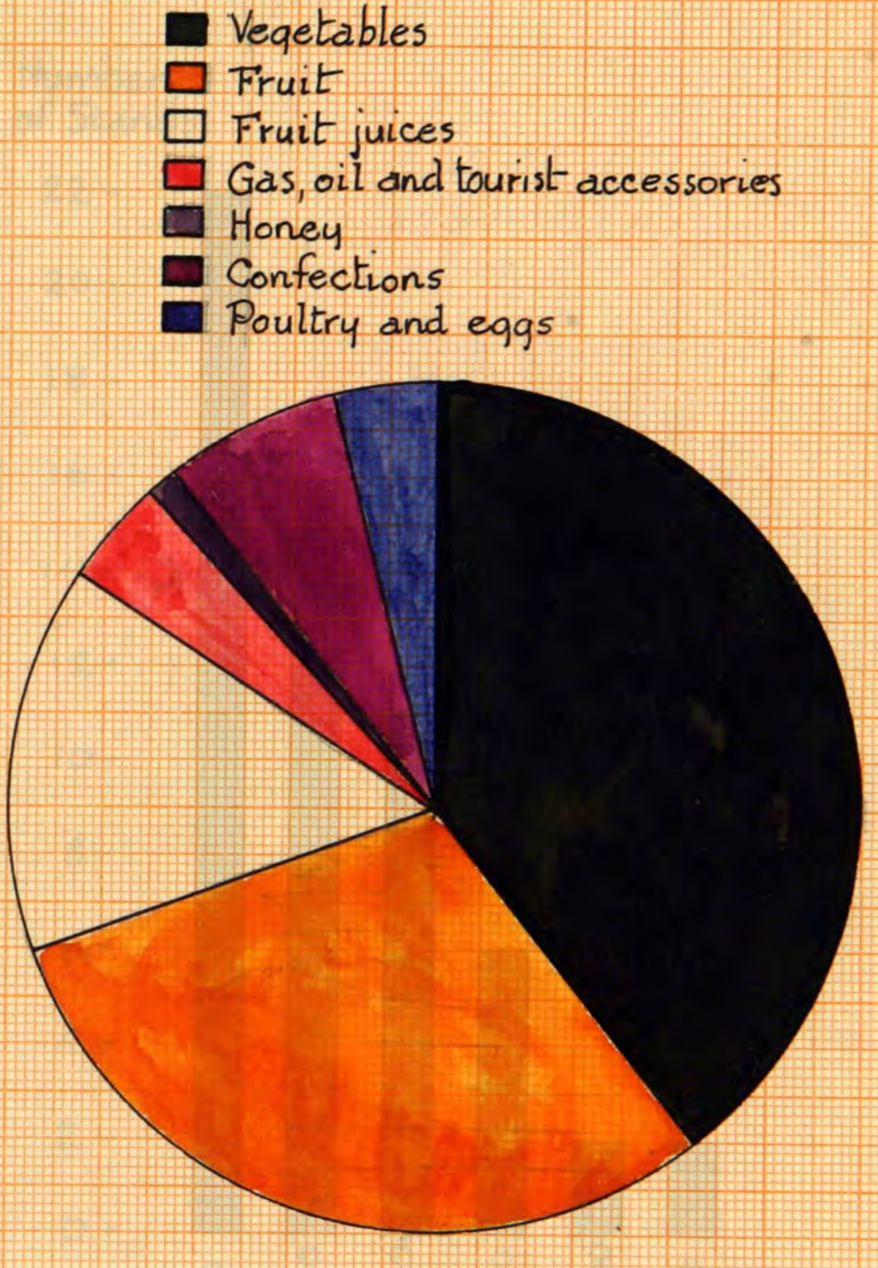

Fig. 24. Distribution of Total Sales

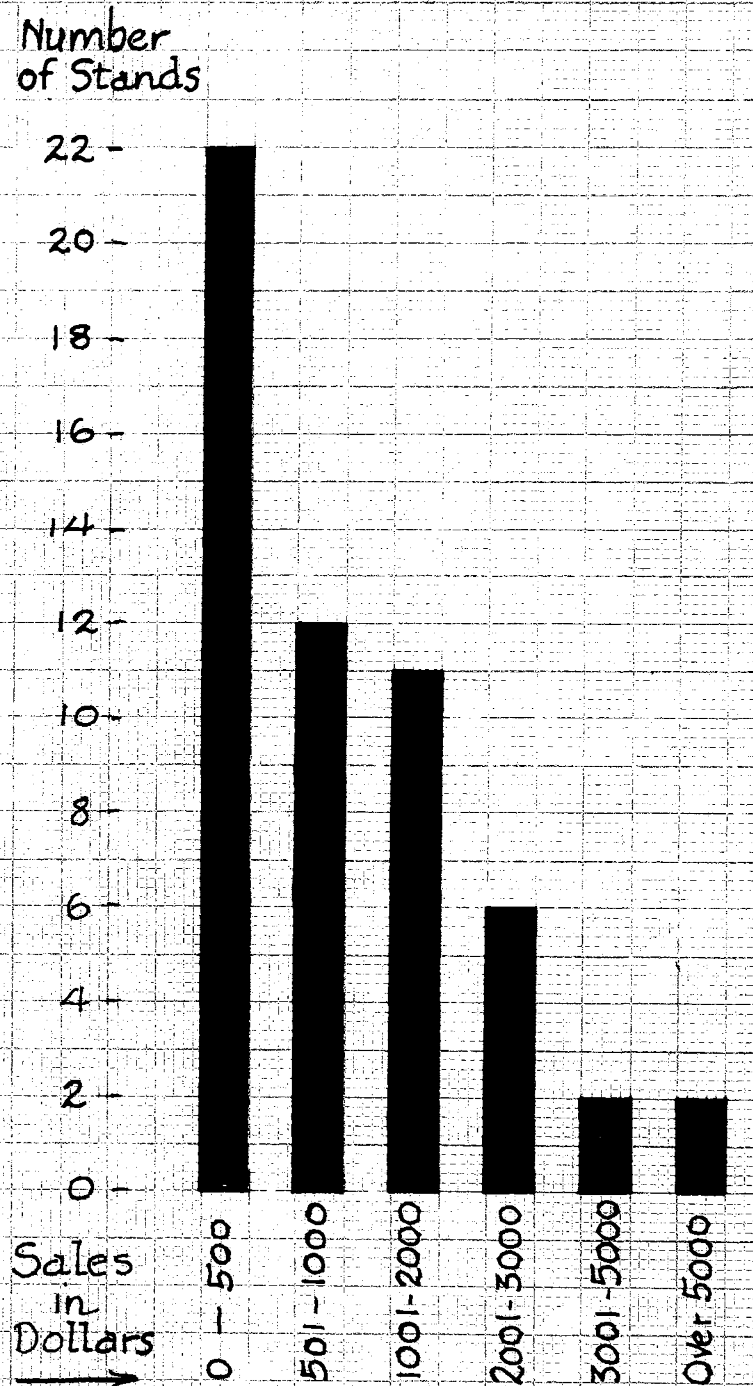

Fig. 25. Classification of Stands According to Total Sales

sign at the roadside for advertising purposes rather than a display of products. This brings up the important problem of display.

The Display

Many different methods were used in display of produce at the stands. In some cases the produce was simply set on the lawn in a basket. In other cases a wide variety of products was displayed on a sloping rack so that the motorist could see at a glance a tempting array of fruits and vegetables. The importance of this item in the sale of produce can well be illustrated.

The motorist has observed the clever and appealing approach signs of the stand telling of "fresh vegetables of all kinds" for sale or "luscious red raspberries now on sale-other fruits in season". He has slowed down and is preparing to come to a full stop. What will determine whether or not he does this or "steps on the gas" once more and resumes his place in the rapidly moving stream of traffic ? Without question it is the effectiveness of the display of produce that presents itself.

Again,what is apt to determine whether he will simply buy "drinks all around" of fruit juices or make sizeable purchases of other products ? Once more the display does its silent but important part.

A clever array of fruits and vegetables is at the same time the most inexpensive yet important forms of advertising. Most vegetables,fruits and fruit juices have naturally attractive and appealing colors Making them admirably adapted to display purposes. Washing such vegetables as beets and carrots and then keeping them wet brings out still further their natural colors and adds to the appearance of freshness. It is for the purpose of securing this very freshness that city people drive into the country to make such purchases.

A consumer survey in Massachusetts[1] disclosed the fact that out of 1672 consumers who considered roadside stands a satisfactory place to buy,1120 mentioned freshness as the reason. Likewisw out of 2024 stopping at a roadside stand,1494 said that they did so because of the display. Goodell[2] in a nation-wide survey found that 45% of the roadside stands which failed in a given year said that they did so because of lack of an attractive display. DeVault and Bouis[3] in Maryland and Gaston in Michigan found the display to be very important from the standpoint of sales.

In addition to freshness and color people like to see a wide variety of produce displayed where all items can readily be seen. Not only does this encourage

1. "The Place of Roadside Stands in Marketing Farm Produce"-Mass.Dep't. of Agriculture.
2. "The Highway Business Analyzed" in "Wayside Salesman" for May,1931.
3. "Roadside Markets in Maryland"-Bull.#280-S.H.DeVault and G.E.Bouis.
4. "Roadside Marketing in Michigan"-Bull.#185-H.P.Gaston

stopping at the market but the purchaser of one product will see a number of others so tempting in appearance and reasonable in price that he will be prevailed upon to buy. In such a case produce literally sells itself.

Watts[1] after years of successful experience at a stand of his own found that the practice of attaching a price tag to each lot on display was a very good one from the standpoint of encouraging sales and facilitating their transaction. This practice not only gives evidence of a "one price to all" method of dealing but enables customers to have their minds made up while waiting for a sales-person during rush periods.

In connection with the matter of variety in display comes that of quantity. The customer likes to see a large quantity of each particular type of produce on hand. Quantity suggests low price and a better chance of securing first choice stuff. A number of stand owners following the practice of keeping a large supply of produce in evidence reported this to be an important item from the sales standpoint. In only one case did a successful operator advise against quantity display and that was with fruit juices. She stated that too much fruit juice on the stand at one time gives the appearance of rather warm drinks and detracts from the sign,"ice cold".

1. "Roadside Marketing"-Gilbert S.Watts.

Gaston[1] made an interesting study along this line in Michigan and the results were striking. He made arrangements with two markets similar in all respects to alternate the size of display of peaches and apples for successive periods of one week each. This was done for five weeks with results as follows:-

Period	Market A Size of Display	Sales	Market B Size of Display	Sales
Aug.14-20	3 bu.	$16	3 bu.	$14
Aug.21-27	3 bu.	$20	30 bu.	$77
Aug.28-Sep.3	30 bu.	$95	3 bu.	$23
Sep.4-10	3 bu.	$29	30 bu.	$141
Sep.11-17	30 bu.	$81	3 bu.	$20

Ave. weekly sales with 3 bu. display--------$20
Ave. weekly sales with 30 bu. display-------$98

This shows a decided advantage in favor of quantity displays which should not be lost sight of. Some stands in the Colorado survey found it a convenient and successful practice to place a stand close to the highway and display there a wide variety of products ,while in the background in a more sheltered but easily visible place were kept large quantities of produce in reserve. In connection with the question of display comes that of grading produce.

Grading of Produce

The grading practices followed by stand owners in Northern Colorado fall into three classes. In some cases

1. "Roadside Marketing in Michigan"-Bull.#185-H.P.Gaston

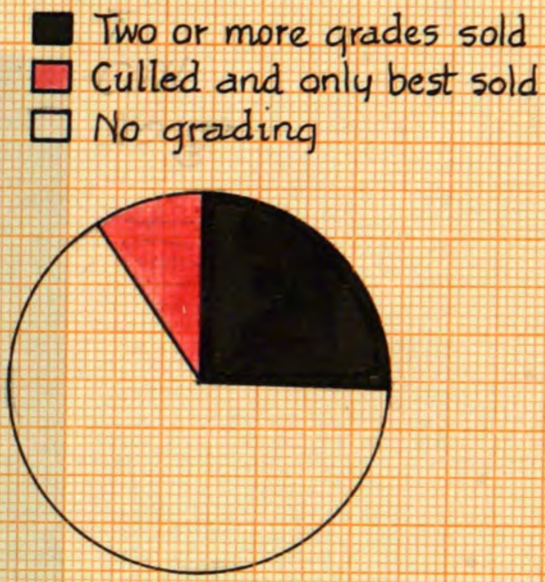

Fig. 26 Grading of Produce

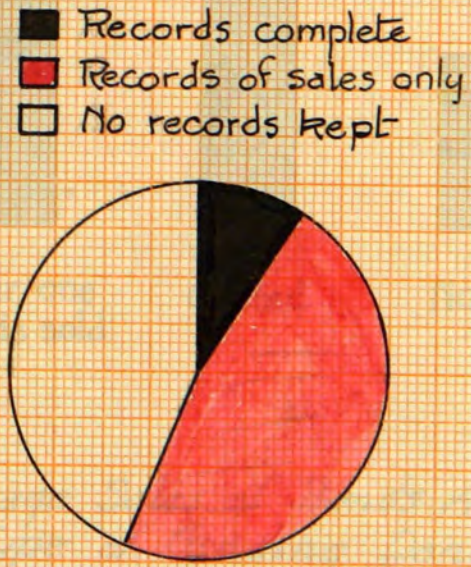

Fig. 27 Classification Based Upon Keeping of Records

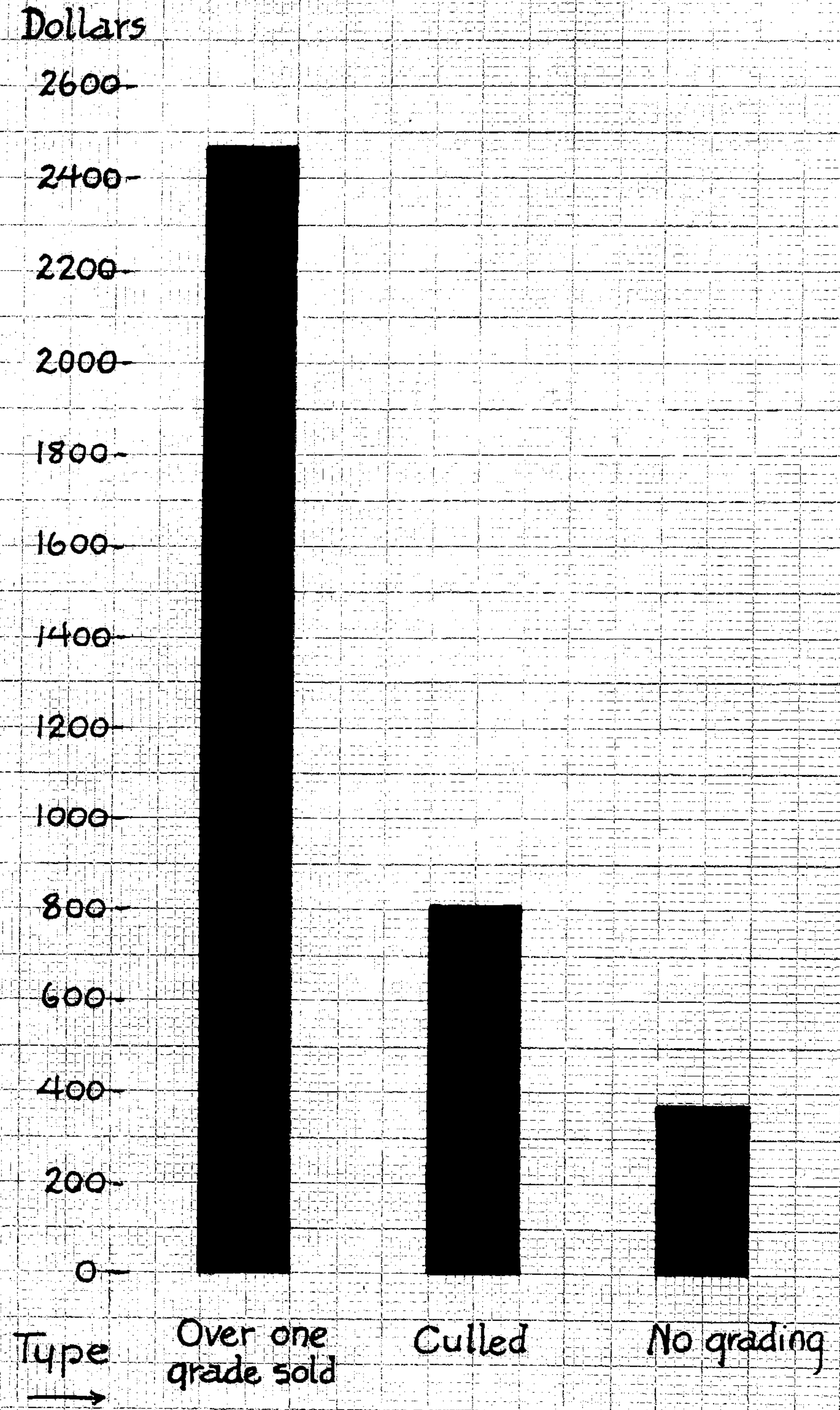

Fig. 28 Average Sales of Stands According to Type of Grading Done

two or more distinct grades of produce are sold, in others the produce that cannot be utilized is culled out while in a third group no grading is done at all (Figure 26).

Amount of Grading	No. of Stands
None	4
Culled only	37
Two or more grades sold	14

An interesting correlation was found between the amount of grading done and the average sales of stands following each method (Figure 28).

Am't. Grading	Total Sales	Ave. Sales
None	$1474.81	$368.70
Culled only	$29957.67	$809.67
Two or more grades	$34578.16	$2469.87

Whether or not the difference in sales between these types of stands is mostly due to the practice of grading is a matter of conjecture. It is certain that grading is an important item, judging from the statements of those interviewed on the subject. These stand owners felt that they were amply repaid for the time spent in grading their produce.

Watts[1] in a study of his own stand business, Gaston[2] in Michigan and Eastman[3] in New Hampshire found that the

1. "Roadside Marketing"-Gilbert S. Watts
2. "Roadside Marketing in Michigan"-Bull.#185- H.P. Gaston
3. "Roadside Marketing in New Hampshire"-Bull.#249- M.Gale Eastman

practice of grading was a very important item from the sales standpoint. In connection with the problems of display and grading of produce comes that of care in handling and storing.

Care of Produce

The care that is given to produce on display or in reserve will help to determine its attractiveness from the customer's standpoint as well as to prevent waste. Produce may suffer from the sun,dust,insects and handling. Cool,shady storage space as well as the sprinkling on of water for certain kinds of vegetables will help prevent wilting and shrinking. Canvas coverings and screenings will help protect from dust and insects.

Produce that has been handled too much should be discarded so as not to detract from the appearance of the lot. Use was being made of the above practices for keeping produce saleable at a few of the stands visited. In connection with the handling of products which are offered for sale comes the problem of conducting the business itself.

THE BUSINESS

A few variations were found in the methods of conducting the business at the stand. As the customer is being impressed by the display of produce,in what way may the operator be of most assistance in bringing about a sale ? This item brings attention to the "party of the first part" in a business transaction.

The Operator

Stand operators reported that they are learning more and more to let the display be the main salesman while they themselves remain in the background,always ready however to be of any assistance to the customer. No amount of high pressure salesmanship can force a motorist to purchase fruits and vegetables that his better judgement tells him he does not want. Customers may easily be offended at such tactics.

It was a pleasure to drive up to many of the stands in this area to make purchases. This was because of the pleasant and cheerful attitude of the operators. In addition they seemed to possess an unlimited supply of patience,a valuable asset in salesmanship.

A number of stand owners reported that when a customer expressed dis-satisfaction with the quality of his purchase they found that it paid to "make good" with produce of better quality and not to ask questions. Most of

It pays to be pleasant.

Who wouldn't stop here?

them,however,hesitate to refund cash for a purchase where the identity of the customer is in doubt. In connection with this discussion of the operator a review of the types and sources of customers patronizing these Colorado stands is in order.

The Patronage.

By far the greater number of customers of these roadside markets came from the so-called middle class with a few well-to-do tourists bound for mountain resorts. The former class wished to secure a good grade of produce at reasonable prices while the latter class seemed interested particularly in fruit juices and fancy fruits. They were not so much concerned with the price.

The stands reported 48.5% of the customers to have been men and the rest from the fair sex,(Figure 30). However the total purchases by men were reported to have been greater than those by women. Most stands reported that men bought more fruit juices and women bought more vegetables,while purchases of fruit were about equally divided.

A few stand operators reported that a little different type of salesmanship was necessary in the case of women than of men. Women were reported to be a little more careful and discriminating in making their purchases than were men.

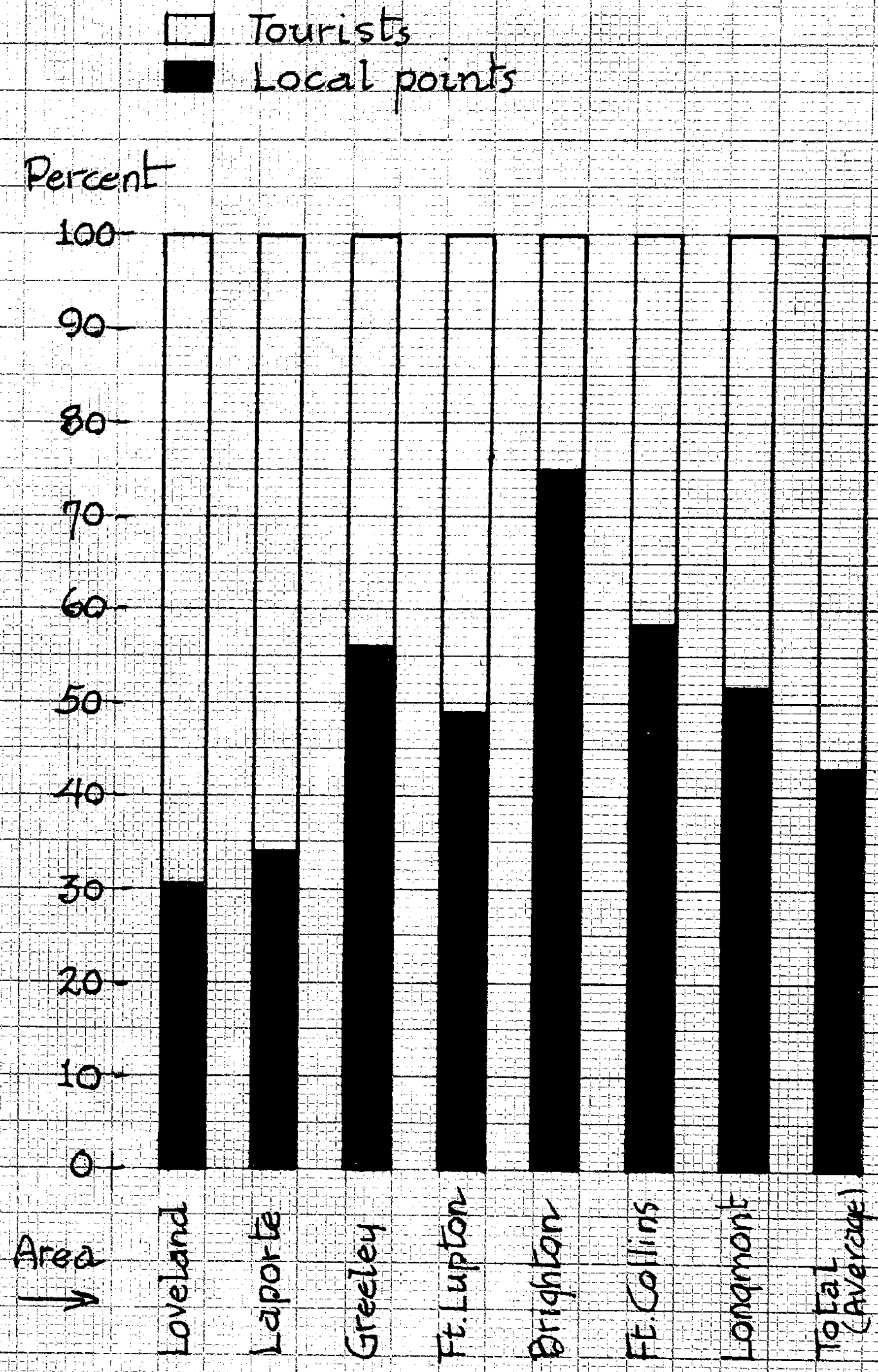

Fig. 29 Source of Customers

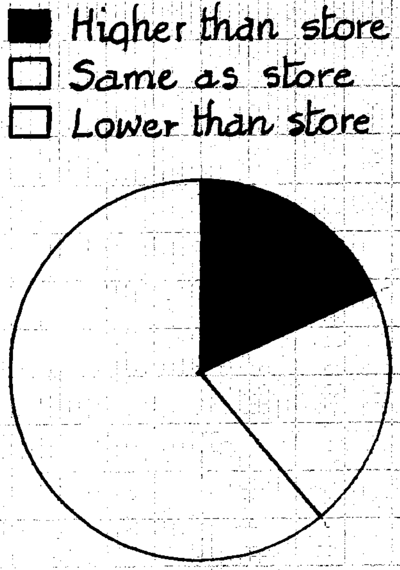

Fig. 30 Stand Prices Compared with Local Store Prices

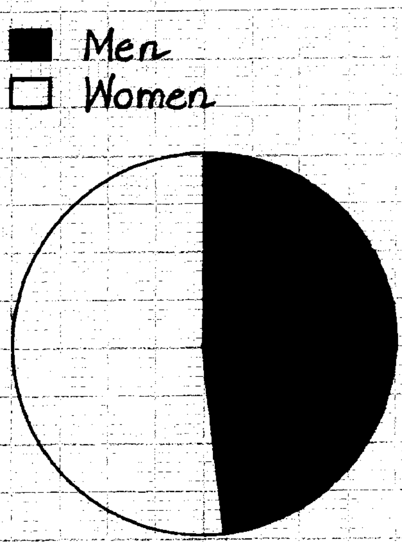

Fig. 31 Classification of Customers

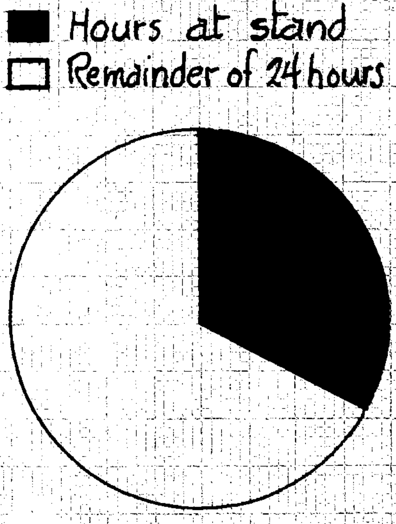

Fig. 32 Average Labor Hours Per Stand per 24 Hours

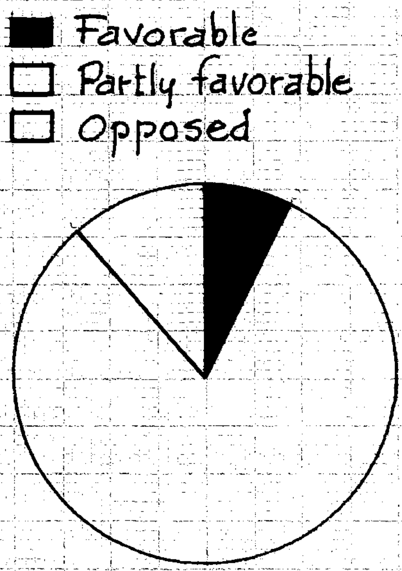

Fig. 33 Attitude Toward Cooperative Stand

Sources of customers at the stands in each area were reported as follows (Figure 29):-

Area	%Local
Loveland	30.5
Laporte	34
Greeley	56
Ft.Lupton	49
Brighton	75
Ft.Collins	58.3
Longmont	51.6
Total	43.08

These figures represent an average of the replies received from stands. By local trade was meant those from points within a radius of two or three hours drive. They usually carried no over-night equipment and often made the trip partly for the purpose of purchasing produce. All others were classed as tourists. Along with types and sources of customers the question of prices to be charged for produce is timely.

The Prices

The question of what to charge for produce was a difficult one for most of the stand owners. It was found that those who sold poultry products chiefly received slightly higher than retail prices while those selling vegetables and fruit often received slightly lower. The greater share of stand owners charged practically the same as retail stores but relied on a fresher grade of produce for their trade. Nine charged more than retail prices, 10 charged less and 30 charged the same (Figure 30)

Watts[1] found that close observance of the reaction of customers to the prices charged from day to day and raising or lowering it accordingly was a better method of price establishment than following local retail prices. Above all, a customer hates to find half a dozen prices at as many stands for a similar grade of produce. Along with the question of prices to charge comes that of the time spent at the stand and in what years the greatest number of new stands is set up.

The Time

The markets studied showed a variation in number of years in operation from 1 to 35 with the majority 4 years or under (Figure 35).

No. of Years in Operation	No. of Stands
1 yr.	10
2	9
3	7
4	3
5	3
6	6
7	1
8	2
9	4
10	4
17	2
20	2
35	1

A comparison was made between general rising and falling prices for fruits and vegetables for each of the years since 1920 and the increase or decrease in the

1. "Roadside Marketing"-Gilbert S.Watts

With → ↓	Increased no. of stands	Decreased no. of stands	Total changes in stands
Increased prices	2	3	5
Decreased prices	4	0	4
Total	6	3	9

Fig. 34 Chart Showing Relationship of Prices and New Stands. (Note that increased prices are associated with a decrease in number of stands and vice versa.)

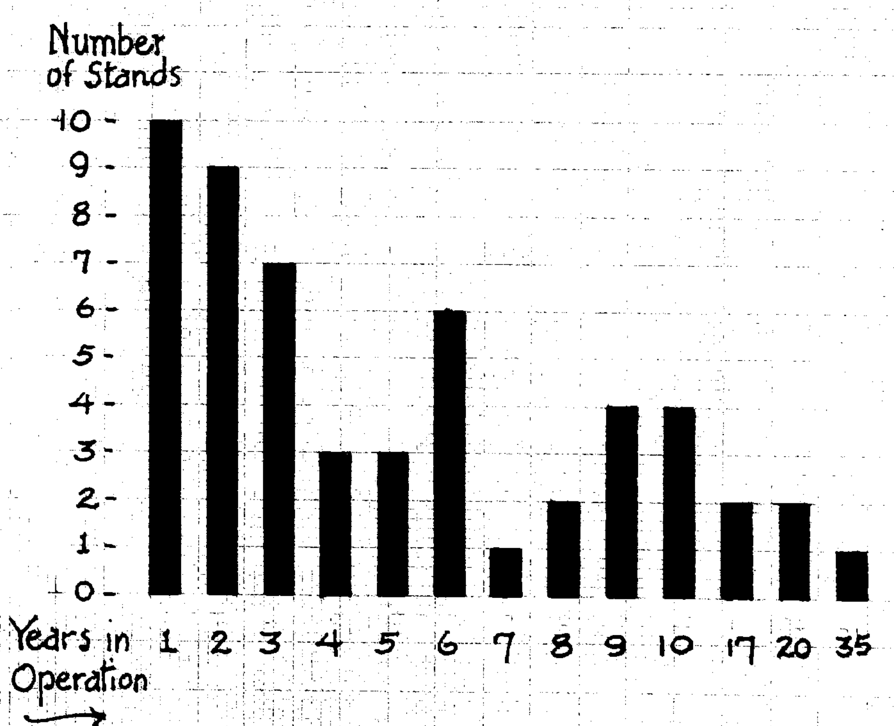

Fig. 35 Classification of Stands to Show Number of Years in Operation

number of new stands erected that year over or under the preceding year (Figure 34). It was felt that a decrease in general prices received for fruits and vegetables in a particular year would have some influence on the number of new stands set up that year as compared with the preceding year. The association or relationship that did exist is shown in Figure 34. Although in the case of the increased price causing a decrease in the number of new stands erected that particular year, there was only a 3/5 or 60% correlation, the correlation in the case of the decreased prices causing an increase in the number of stands erected was 4/4 or 100%.

The above would indicate that during years when prices of fruits and vegetables showed a decrease from the preceding year a definite effort was made to market more of them through subsidiary channels, particularly the roadside market.

If a record could have been kept of the total number of stands started during a year of decreasing prices for fruits and vegetables, perhaps a still more marked correlation would have been shown. However, only those stands still existant in 1930 were included in the study and the "boom" stands that later had fallen by the wayside were omitted. Following years in operation comes the question of how many months the stands were open during the year.

It was found that over half of the stands were open for 4 months or less (Figure 36).

Months open	1	2	3	4	5	6	7	8	9	10	11	12
No. of stands	1	9	14	7	6	2	2	3	1	0	0	10

As to months of best trade (Figure 37) the Colorado survey showed that 20 stand operators reported July as the leading month,19 reported August as best,13 favored September while 1 reported June and 1 October as the best month. This corresponded closely to results found in many Eastern states,exceptions being in the case of those which found August to be the leading sales month.

Stand operators reported that during June early vegetables,some small fruits and refreshments of various kinds are sold. July is a heavy vegetable month as well as one in which small fruits such as cherries and raspberries are sold. August finds a wide variety of seasonal products offered for sale including melons,sweet corn and tomatoes. Plums are sold in late August as well as the early apples. In addition the heaviest sales of fruit juices are made during August with its sultry days,state fairs and vacations for business and professional men. September and October are the heavy apple months along with late vegetables for winter storage purposes.

More stands reported being open for the 3 months from June 15 to September 15 than for any other period.

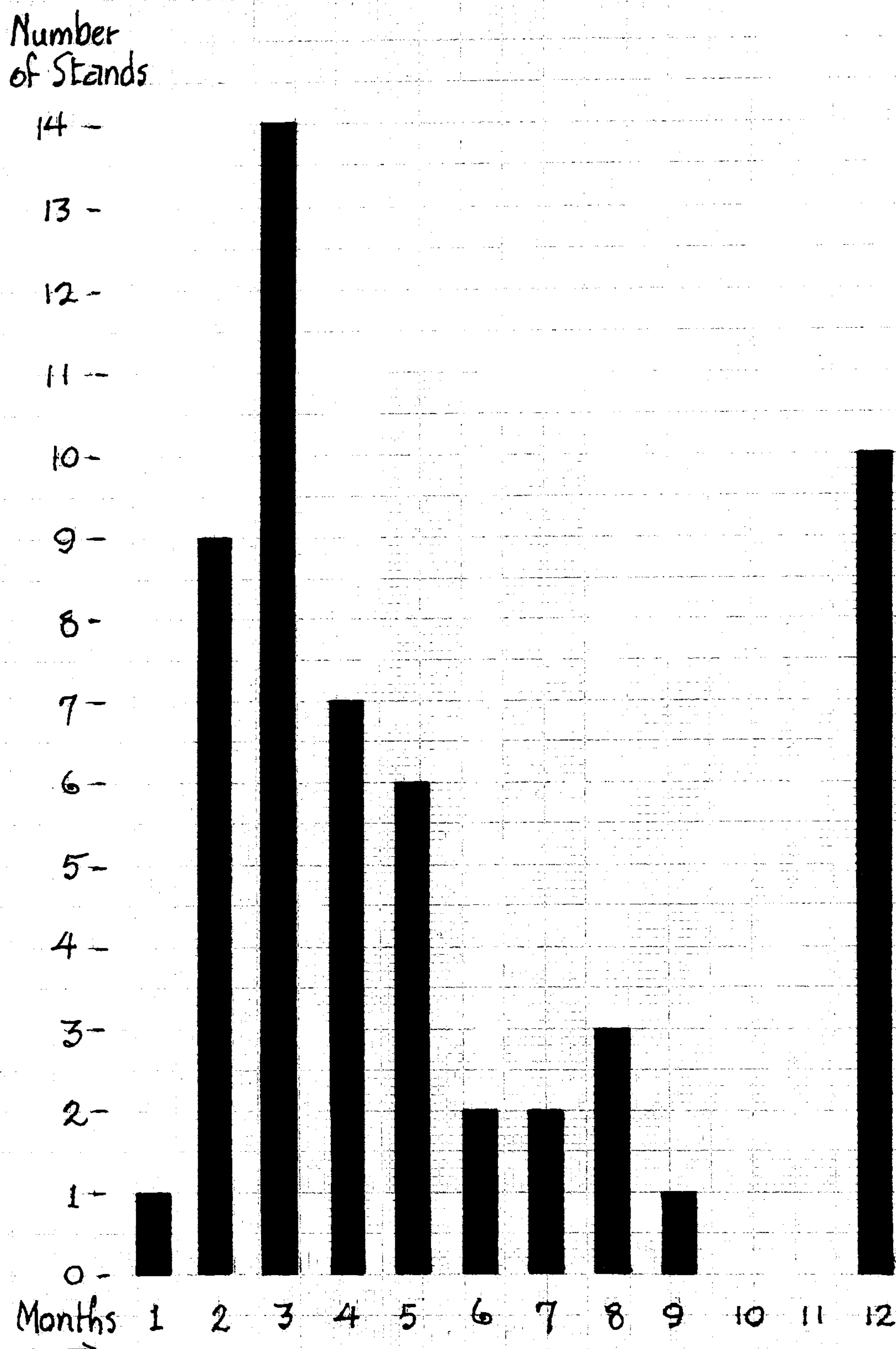

Fig 36 Stands Classified as to the Number of Months They Remain Open During the Year

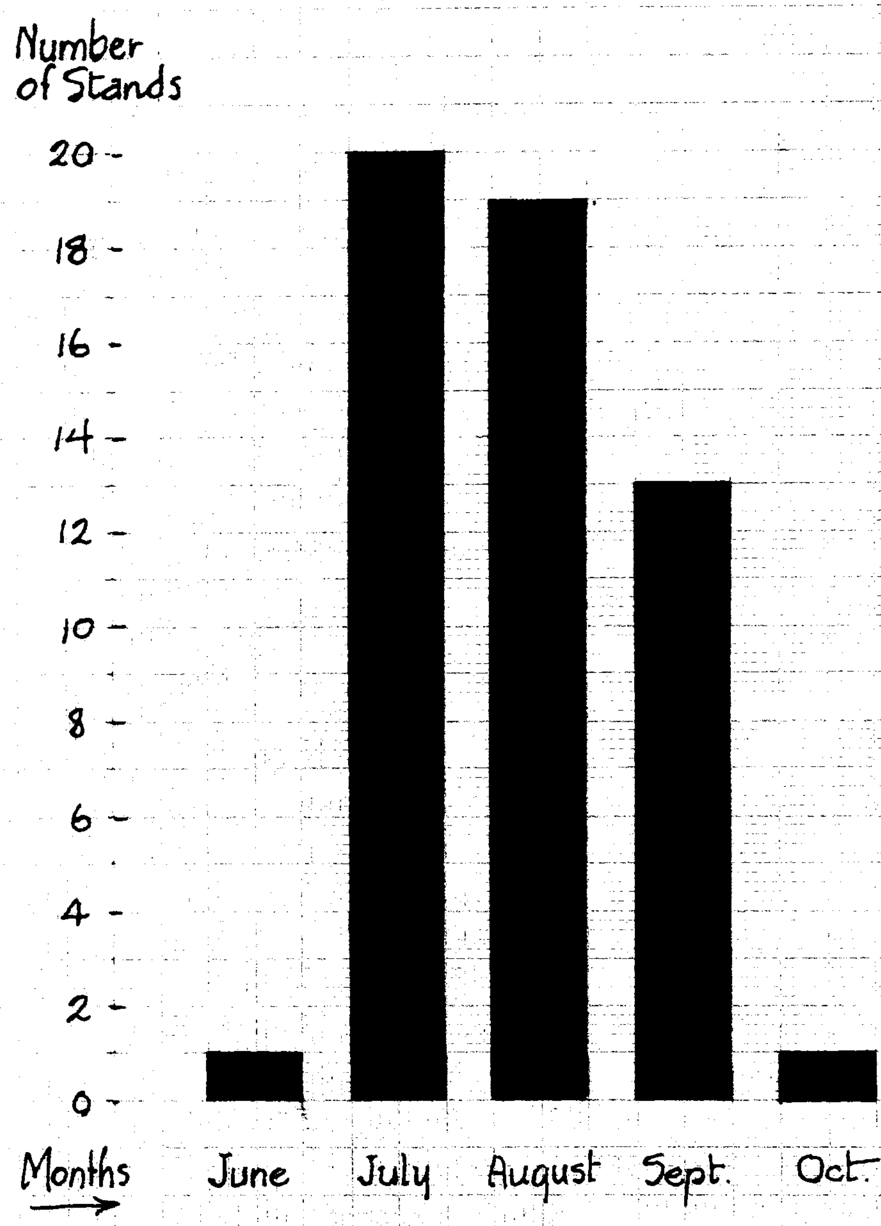

Fig. 37 Best Month of Year for Sales

A number of roadside markets were open for the whole 12 months. These usually sold poultry products and apples and vegetables at their homes during the winter months when it was too cold to run the stand itself.

As to the best day of the week for sales (Figure 38) 38 reported Sunday as leading, 10 reported Saturday best, 3 favored Monday and one each reported Tuesday and Wednesday as best. On some days the stand may be open from 16 to 18 hours as reported by some operators. Other days may find no customers at all.

The average labor hours per stand per day was 7.89 This average included the stands requiring the assistance of several sales-people throughout the day and does not mean that the stands averaged being open that many hours. Along with labor hours at the stand comes one of the most important items in running the business, namely, the keeping of accurate records.

Records

Records kept at Colorado stands fall into 2 general classes, those for sales only and those involving a system of cost accounting. In the Colorado survey it was found that 5 stand operators kept complete records, 26 kept those for sales only and 24 kept no record at all (Figure 27). In addition, a study was made as to the correlation between average sales of stands and types of records kept (Figure 39).

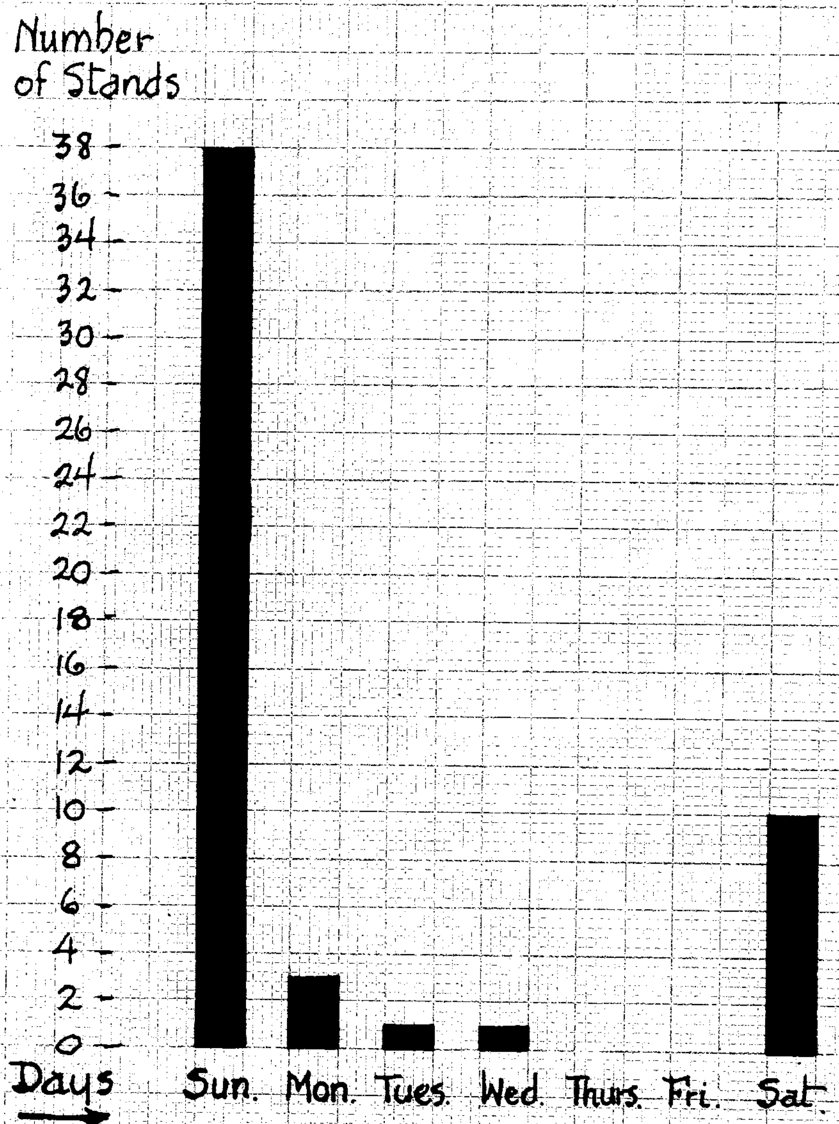

Fig. 38 Best Sales Day of Week

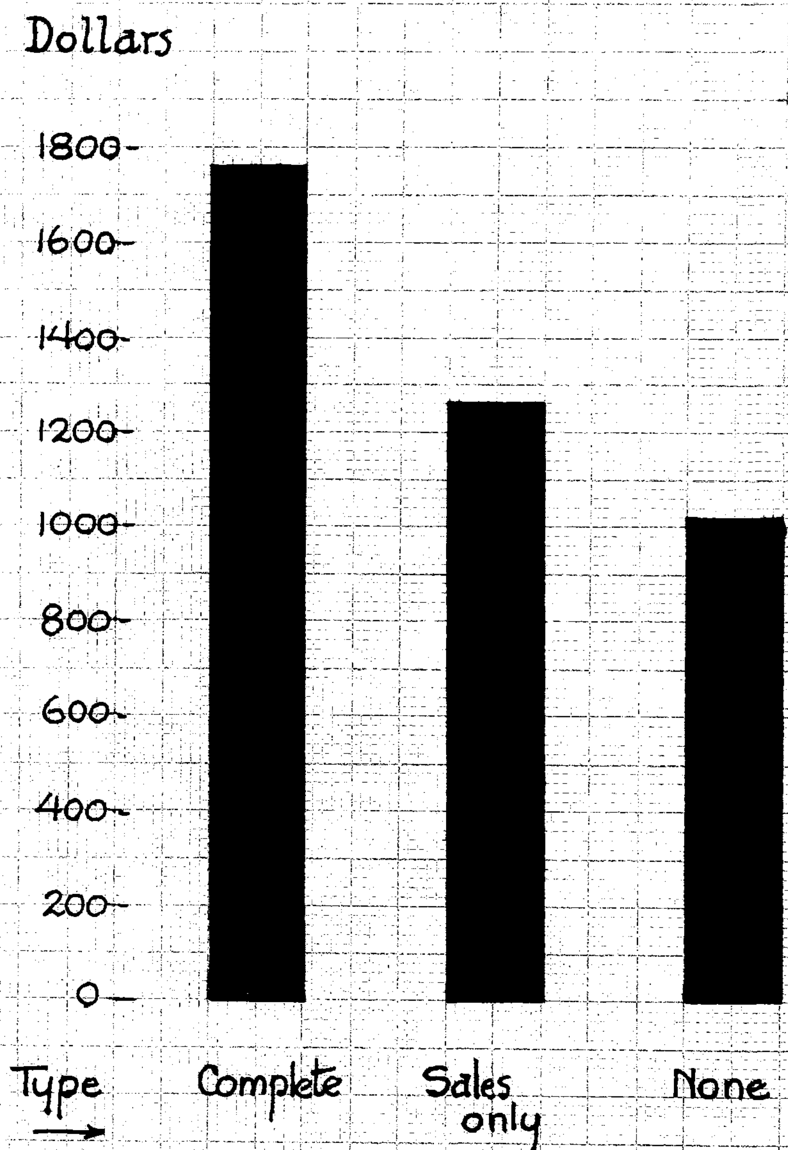

Fig. 39 Average Sales of Stands According to Types of Records Kept

Type of Records Kept	Ave Sales per Stand
Complete records	$1762.00
Sales records only	$1260.17
No records kept	$1018.18

Although the matter of record keeping was perhaps not responsible for this difference in average sales, it was doubtless an indication of other business-like practices in the stand which brought greater returns than would have otherwise been the case.

THE OUTLOOK

The roadside marketing business appears to have held up well despite the general slump in farm prices during the present year (1930).In order to secure an idea as to how the 1930 sales were comparing with those for 1929 a question to this effect was asked of the stand owners. Thirteen replied that 1930 sales were better,19 reported 1929 sales to have been greater while 15 reported them about the same for the two years(Figure 40).

In a similar way the question was asked as to whether stand sales were increasing or decreasing on a long time basis and disregarding 1930 (Figure 41). There were 24 who reported sales to be generally increasing year by year,15 who reported them to be decreasing and 8 who reported them to be remaining about the same.It would appear from this survey that the future holds still brighter prospects for the roadside marketing business.

A number of problems have arisen in connection with roadside marketing in Northern Colorado. Perhaps the one suggested most often by the stand owners themselves was that of price cutting. During the raspberry season,for example,a number of stand owners

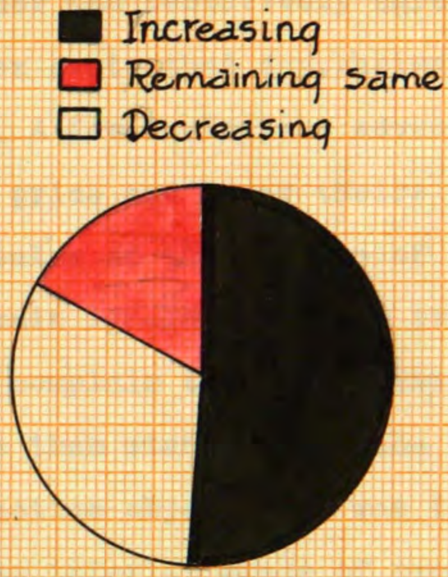

Fig. 40 Long Time Tendency of Sales

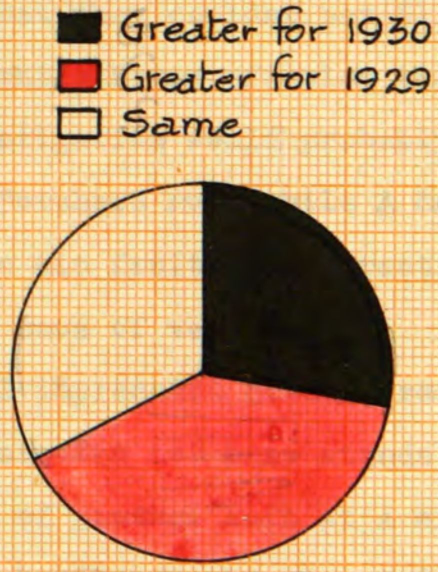

Fig. 41 Comparison of Sales for the Years 1929 and 1930 (Estimated)

would get together and tentatively agree on the price to be charged per crate that day,basing it on that at the local store. A few would take advantage of this tentatively set price and lower theirs sufficiently to secure greater sales at the expense of the others. The latter would remain ignorant of such practices until motorists would complain that they were charging 25¢ higher per crate than stand B down the road.

Another practice objected to was that of some stands selling an inferior grade of produce and charging less for it than most stand owners could afford to take for their first class produce. This was especially true in the case of apples. Truckers would tell stand owner A that they couldnt pay $1.25 for his Wealthy apples while B was offering them at 75¢ per bushel. An investigation would probably disclose that B was offering "orchard run" while A had taken the trouble to grade his fruit. Such practices were also reported in the case of vegetables.

The general impression gained from this study was that there are far too many stands offering a different grade of produce each at a wide variation in prices. This bewilders the motorist who begins to suspect all stand owners alike and finally decides to purchase his produce at the local store where he has definite assurance of fair treatment in case of dis-satisfaction.

Still other objections were voiced against stand operators who take produce from city wholesale houses at bargain prices and sell it along the highway at correspondingly low figures. They pay no taxes on their location and yet compete with locally grown produce. These practices are all harmful to the business of roadside marketing and bring up the question of some system of standardization.

One remedy is the securing of direct legislation requiring grading and labeling of produce and licensing all stands,with a heavier fee for the transient. Such an ideal situation usually takes a long time to attain. However,self regulation may be had through roadside marketing associations.

Roadside Marketing Associations

Farmers who own and operate stands in Colorado would find it entirely possible to band themselves together in a roadside marketing association for mutual protection against some of the above-mentioned practices. Such organizations have been in successful operation in New Jersey[1] and Massachusetts[1] for several

1. "Roadside Marketing"-Gilbert S.Watts.

years. Such an association could draw up a constitution specifying name and system of organization. The by-laws should include some of the following suggested rules.

1. A sign or trademark which is the property of the association may be displayed by members in good standing.

2. This sign may be revoked at any time from a member who fails to measure up to the standards of the association after fair warning has been given.

3. Only farmer-owned stands may exhibit these signs.

4. Members must produce at least 60% of the farm produce they sell.

5. All farm produce purchased for re-sale must come from farms within the locality.

6. Stands must be primarily farm produce markets.

7. No cull stock may be offered for sale.

8. The produce on display must be representative of all the produce sold.

9. Containers shall be of standard sizes and their capacities plainly labeled.

10. These containers may be filled only with produce of uniform quality throughout.

11. Prices must be reasonable and based upon nearby market conditions

12. A small amount shall be paid each year for rental of the association sign.

13. These associations shall be under the direct supervision of ________________________. (State Dep't. of Agriculture, Farm Bureau or some other responsible organization).

The above rules embody most of those already in operation in the Eastern states mentioned with slight changes. The problem of inspection would have to be handled by some responsible organization as mentioned above. Not all of the above 13 rules would need to be included in the by-laws if some were found to be impractical. They are simply suggestions, most of which are backed by experience. In connection with marketing associations a word might be said about cooperatives.

Cooperatives

Evidence of the former existence of a raspberry growers' cooperative was found during this survey. A former member stated that it had failed because members would not stick to the price. Another report indicated that it lacked adequate management.

Each stand owner was asked as to whether he favored cooperative roadside markets. Of the 42 replies received (Figure 33) only 3 were in favor of them, 5 partly favored them and 34 were opposed to the practice. The 5 who partly favored them felt that they were alright under certain conditions but had doubts as to their success. The 34 opposed to them based their replies chiefly on the fact that they did not see how they could be made to work or that they had heard of other types of cooperatives that had failed.

Cooperatives in fact though not in name were found in some Colorado roadside marketing areas. A few large stands now carry on the business where many small ones previously existed. These large stands market the produce of some of their neighbors who have given up their stands and report that such a plan proves more satisfactory all around than was the case before. Perhaps such a plan is the answer to the cooperative question.

A few roadside marketing cooperatives are in existence in other states but the plan is not widespread.[1] Perhaps better methods of organization and management can be worket out which will prove successful and encourage the formation of more of these cooperatives.

1. "The Roadside Market"-N.K.Masterman and H.B.Crouch

SUMMARY AND CONCLUSIONS

In this study an attempt has been made to portray certain facts about roadside marketing in Northern Colorado. The most successful principles and practices of roadside marketing reported by the operators themselves have been included as well as those which have been observed or found through correlation of data.

It is the firm belief of the author that many of the drawbacks in the present roadside marketing system will,in time,correct themselves. Stand operators will find it necessary and desirable to adhere to those principles which have caused roadside marketing to enjoy the position it has held in the past. Chief of these is the rule of treating the customer in the fair way he has a right to expect. The future success of roadside marketing in Colorado lies in "keeping faith" with the patrons of these stands.

The following items stand out clearly as a result of this study:-

1. Roadside marketing has assumed an important place in the farming business of the fruit and vegetable section of Northern Colorado.
2. The stand building should be neither expensive nor elaborate.

3. The stand should be located on a well traveled highway with ample parking facilities.

4. The stand should be on the right hand side of the road to homeward or mountain bound traffic.

5. A good suggestive trade name and approach signs are important.

6. Vegetables,fruits and fruit juices are the main products at most stands.

7. An exceptionally high percentage of the produce sold is home grown.

8. As wide a variety of produce as possible should be arranged in annattractive display,with an ample reserve of produce in evidence.

9. The practice of carefully grading produce more than justifies itself in financial returns.No culls should be sold.

10. Produce should be well protected from sun,dust and insects.

11. The operator should be cheerful,patient and always ready to serve.

12. More men than women patronize stands and the customers are more often from distant rather than local points.

13. Prices should average generally between wholesale and retail and should be guided by surrounding business conditions.

14. The operator will find July and August the best

sales months with Sunday and Saturday the best days of the week.

15. The systematic keeping of records is important to the maximum success of the business.

16. There should be a greater degree of standardization of products, practices and prices throughout the region as a whole.

17. Roadside marketing associations have not been given a thorough trial in Colorado as yet.

APPENDIX

Included here is a sample of the survey blank used for securing the data desired in this study.

Number__________

THE STATE AGRICULTURAL COLLEGE
AND
EXPERIMENT STATION

The Department of Economics and Sociology
Fort Collins, Colorado

A. GENERAL

1. Date__________
2. Name of owner__________
3. Name of establishment__________
4. Address__________
5. Location of establishment__________
6. Which side of road - Toward town__________
   Away from town__________
7. How near to main traffic__________
8. How long in operation__________
9. What months open during year__________
10. Distribution of sales by months__________
11. Distribution of sales by days of week__________
12. What types of records are kept__________
13. Amount invested in business__________
14. Gross sales for 1929__________
15. Expected sales for 1930__________

B. CLASSIFICATION OF STANDS

1. What vegetables are sold______________________________

____

____

2. What were gross sales from vegetables in 1929__________
3. How much was paid out for vegetables to be resold_______
4. How much profit from vegetables bought and resold_______

____

5. Where are vegetables procured__________________________

____

6. What fruit is sold______________________________

____

7. What were gross sales from fruit in 1929______________
8. How much paid out for fruit to be resold______________
9. How much profit from fruit bought and resold __________

____

10. Where is fruit procured ______________________________

____

11. What fruit juices are sold______________________________
12. What were gross sales from fruit juices________________
13. How much paid out for fruit juices_ __________________
14. How much profit from fruit juices______________________
15. Where are fruit juices procured________________________

____

16. What groceries are sold______________________________
17. What are gross sales from groceries____________________
18. How much profit from groceries resold__________________

19. What automobile supplies are sold such as gas, oil, tires, etc.____

____

20. What are gross returns from these supplies_______________

21. How much profit from these supplies______________________

22. Are there tourist accommodations and if so what are gross returns from these______________________________________

23. What other commodities are sold____________________________

____

24. What are gross sales from these__________________________

25. What are profits from these______________________________

26. How do prices on all commodities sold compare with store prices in the nearest town_______________________________

____

C. SALES

1. What share of customers are local_________ distant_________
2. What types of customers do most of buying: men______________ women___________, wealthy_________, well-to-do___________, poor_____________
3. How much time does operator give to stand business__________
4. How much help from members of family________________________
5. To what extent are products graded__________________________
6. What changes in demand are there for various products_______
7. Are sales increasing or falling off yearly_________________
8. What are reasons for increase or falling off of sales_______
9. Would you favor large cooperative stands to absorb and market produce of several small stands?_________________
10. What additional information from operator___________________
11. Notes:

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