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# The Plan Proposed by the Florida Citrus Exchange for Orderly Markeing throughControlotDistributionin which All Growers and Marketing Agencies may Join Hands 

Conditions in the citrus industry have brought home to every grower and to every shipper the need for increased consumption of Florida grapefruit and oranges and the necessity for the orderly marketing that can be assured only through control of distribution.

As by far the largest of the Eastern marketing agencies in the state, the Florida Citrus Exchange has been profoundly impressed by the obligation resting upon it to lead the way in providing ways and means for correction of the unfortunate situation that has prevailed this season.

Officers and members of the Florida Citrus Exchange have considered the subject of better arrangements for handling the state's citrus crop with due humility a nd a sincere desire to arrive at sane and sound conclusions. They have freely sought constructive counsel, both from inside and outside the organization.

Every suggestion offered has been carefully weighed and all ideas advanced have been painstakingly investigated. In the final analysis, it appears that the policies and practices of the Florida Citrus Exchange may properly be changed or modified in three importa nt respects to harmonize the present situation. Consequently the members of the organization have been called to meet in special session to make such changes in the charter and by-laws as will provide for the following:

First, permitting privately owned marketing agencies, corporate or individual, to sell their output through the Florida Citrus Exchange, each such agency to function as a subexchange at large, without in any degree losing its identity, sacrificing its brands or otherwise changing the conduct of its internal affairs except as to selling.

Second, elimination from the operations of the Florida Citrus Exchange of every activity not specifically connected with selling the products of members, creating demand therefor and providing proper inspection, transportation, and accounting, all other forms of service to growers, local associations or sub-exchanges to be directly controlled by such of them as support these forms of service.

Third, placing representation upon a box basis.

## COMMENTS EXPLANATORY OF THE PROPOSED CHANGES IN THE ORGANIC LAW AND PrACTICES OF THE FLORIDA CITRUS EXCHANGE TO EMPHASIZE THE MEANING OF THESE MODIFICATIONS

The purpose of the first modification is to make it practicable for private marketing ngencies to sell through the Florida Citrus Exchange without change in ownership or in the direction of their aftuirs.

The Sul-Exchanges as at present constitutes separate cooperative corporations, controlling their own operations and using the Florida Cltrus Exchange only to provide an orderly system for marketing the crops of members.

Under the new systeñ, any privntely owned marketing agency may become a sub-exchange at large, absolutely in control of its houses, house brands and nll other facto:s having to do with the production and packing of fruit.

Second the changes provided for is that which will hereafier con fine the operations of the Florida Citrus Exchange purely and simpto
The Florida Citrus Exchange was foymed to function primarily ns a marketing agency. This particular modilication of the charter or
If there has grown up in the ocganization any paternalism or participation in matters foreign to the main issue of the Exchange's existence, amendments of the organic law under this head will both correct conditions that may now exist and urevent their recurrence.

Placing representation upon a box basis, as provided for in the thl:d change, will give control of their own husiness to growers who produce p through the Forida Cirtus Exchange.
Box basis representation will guarnntee that a privately owned ag ency operating as a sub-exchange at harge will have exactly the same volce in the management as a cooperative sub-exchange with the same volume.

In lecoming alfiliated with the Florida Citrus Exchange hy mak ing the latter its sales outlet, no privately owned marketing ageney will need to change in any way whatever its plan of proceedure except its relates to selling.

The machinery of the Florida Citrus Exchange is of sufficient elasticity to provide quick expansion for meeting any situation and the members of the hoard of directors of the Florida Citrus Exchange are unanimous in believing that the changes in its charter and by-laws, as described herein, open the way for a coordination of interests that will benefit all without injuring any - the highest type of cooperation. They feel that all serious objections to the Florida Citrus lexchange on the part of growers and shippers not previously affiliated will be entirely removed by the procedure p rovided. They are confident that with the control of distribution, demand can be developed to fully keep apace with increased production. They know that en larged volume can be made to give increased efficiency of operation at a lower per box cost. They hope for a prompt and hearty response from growers and shippers who want to see the citrus industry of Florida permanently prosper.

Affirmative action on this proposition by prominent growers and shippers will lead to speedy improvement in present marketing. The whole situation can be readily changed for the better in a few days' time. Further information will be cheerfully supplied by the business manager of the Florida Citrus Exchange, Tampa, Florida

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