

**INTRODUCING—the University's Food and Fiber  
Marketing and Agribusiness Extension Staff —  
Educational Programs They Have for You.**

**MP 203 1970  
College of Agriculture—Extension Division  
University of Missouri—Columbia**



*Gary T. Devino*

## **Agri-Business— Farm Supply Firms**

### **Clientele**

Primary—Management of farm service and supply firms.  
Secondary—Management of other Agri-Business firms.

### **Educational Objectives**

1. To assist in improving managerial ability in farm service and supply firms.
2. To assist farm service and supply firms in evaluation and application of economic and business science research.

3. To prepare and present information on external forces affecting operations of farm service and supply firms.

### **Major Activities**

1. Workshops and short courses dealing with management principles and techniques will be offered to farm supply firm management.
2. A series of management newsletters is being developed. General management topics will be presented.
3. Consultations on specific management problems will be conducted with managers of farm supply firms.

*For more information, contact:*

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## **Agri-Business Management— Small Business Establishments**

### **Clientele**

Primary—Managers and supervisors of small business in rural Missouri.

Secondary—Specialized groups such as manufacturing firms, construction associations, horticultural groups, forestry groups, and banking people.

### **Educational Objectives**

1. To give leadership to the development and achievement of educational programs for managers and supervisors in small business firms in the town and rural areas of Missouri.

2. To provide these firms with the knowledge and information to facilitate decision making and increased understanding of management techniques needed to keep pace with technological and economic advances.

### **Major Activities**

1. Non-credit short courses.
2. Five-session course in Financial Management (12½ hours).
3. Six-session course in Basic Supervision (18 hours).
4. One-session course in Merchandising (2½ hours).
5. Various modifications and variations of the established programs to accommodate specialized clientele group needs.

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## **Agri-Business Management— Small Business Firms**

### **Clientele**

The primary clientele of the Agri-Business Management Program is managers of both cooperative and proprietary agri-business firms. However, small main street businesses in the rural areas of Missouri also affect the economic well-being of agriculture, and therefore are considered an important secondary clientele.

### **Educational Objectives**

The Agri-Business Management Program is to develop management ability so clientele will be better equipped to

plan and manage their business in face of the structural changes that are occurring in agriculture. Adjusting to these changes will bring about better use of resources in the agricultural marketing complex. Failure to adjust holds threats to present ownership and resource use patterns.

Also included in this program are educational efforts in management, the application and understanding of trade area data, education on physical distribution systems, and director-training for cooperative boards of directors.

### **Major Objectives**

1. Short courses in financial management, planning, and control of the agri-business or rural business firms. Short courses generally consist of five 2½ hour classes, meeting once a week for five consecutive weeks.
2. A short course on Financial Statement Analysis meets two hours a week for three consecutive weeks.

3. The Agri-Business Management Program also coordinates with Dr. Kenneth Flood, Department of Agricultural Economics, UMC, on seminars in Physical Distribution. Distribution seminars are usually held three to four times a year in Columbia.
4. Agri-business firms are assisted in a review of their physical distribution programs through meetings and consultations.
5. The Agri-Business Program staff also has become involved with aiding rural communities to understand the economics of shifting trade areas and the impact of these shifts on the community itself as well as on individual businesses within the community. This activity is coordinated with the Department of Regional and Community Affairs.



*Richard Fenwick*

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## **Consumer Information**

### **Clientele**

Primary Audiences—Consumers, extension personnel, retailers. (food)

Secondary Audiences—producers, processors, and wholesalers of food and fiber products.

### **Educational Objectives**

1. Furnish consumers with knowledge to enable them to make better buying decisions and adjust more rapidly to changes in the economic and marketing situation.

2. Furnish Extension personnel with program helps and knowledge to enable them to further extend marketing information to consumers.
3. Improve communication channels between consumers and all segments of the food industry.

### **Major Activities**

1. Weekly television program relative to food product information: current supply, quality, price, selection, use, and care.
2. Weekly radio program relative to food product information: current supply, quality, price, selection, use and care—85 stations in seven states.
3. Compile Food Marketing Digest monthly for Extension personnel. Write commodity consumer information leaflets.

4. Training Conferences: Assist Extension home economists with information, program helps, and materials to enable them to teach short courses and home study classes to consumer groups.
5. Newspapers—regular and periodic news releases direct to papers and magazines.
6. Assist Extension personnel with special marketing programs for consumer groups.
7. Cooperate with all marketing specialists in developing programs and disseminating consumer marketing information.
8. Provide a variety of program kits, complete with slides and script, suitable for consumer group programs for use by Extension personnel.

*Lorene S. Wilson*



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## **Crops Marketing (Cotton and Grain)**

### **Clientele**

Cotton ginner, grain handlers, grain producers, cotton producers, and trade organizations.

### **Educational Objectives**

1. To teach cotton ginner the technology needed to properly equip and operate cotton gins so that the inherent quality of cotton can be maintained during the ginning process.
2. To teach managerial skills to ginner in order to enhance their competitive positions so that gains can be passed back to producers or forward to consumers, or both.
3. To furnish Extension personnel with knowledge and programs concerning cotton quality to enable them to assist

with producer improvement programs.

4. To improve the efficiency of machine harvesting of cotton so that field losses may be reduced to 5 percent or less and quality maintained.
5. To improve the general quality of grain, reduce waste in handling and processing, and to adjust production to conform with demand.
6. To improve managerial skills of elevator managers to improve their competitive position.
7. To increase handler and producer knowledge of the grain marketing system, including information of futures markets and how they can be used by segments of the grain industry.

### **Major Activities**

Cotton—

1. Individual assistance to cotton ginner in the selection and installation of new equipment to improve their plants.

2. Schools for cotton gin operators are conducted every two years in Missouri.
3. District meetings are held annually with cotton ginners to review progress of the crop and to give last-minute recommendations on cotton gin operation just prior to the ginning season.
4. On-the-spot assistance is given to many cotton gin operators during the active ginning season in quality control and efficiency of operation.
5. One of the main activities in recent years has been to keep producers and ginners informed regarding the latest spinning mill demands for quality cotton.

Grain—

1. Grain Grading Schools are held over the state every other year. From 40 to 70 percent of the grain handlers in the state are usually represented at a series of these schools.
2. Training conferences are held with Extension personnel to

*J. M. Ragsdale*



- acquaint them with basic principles and use of futures markets.
3. Short courses on futures markets are also provided to producers, elevator operators, and others.
  4. Trade organizations are assisted in the operation of associations.

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## **Dairy Marketing**

### **Clientele**

Primary—(1) Dairy producer organizations, (2) area dairy agents and farm management agents with substantial dairy interests, (3) federal milk market administrators, (4) proprietary dairy processing firms.

Secondary—(1) Dairy producers, (2) other Extension staff, (3) DHIA supervisors.

### **Educational Objectives**

1. To assist producer organizations in planning for future action and organization.
2. Provide current marketing information to area dairy agents and selected farm management agents so they are enabled to keep their clientele properly informed.
3. Provide technical assistance to the market administrators for their use in effectively interpreting, amending, and administering their orders.
4. Maintain contact with proprietary dairy processing firms so that they will readily contact the University for information or assistance when needed.
5. Provide assistance to field staff, when requested, in conducting meetings of producers.

6. Provide dairy marketing information to other Extension staff, when requested, through consultation.
7. Provide current marketing information to DHIA supervisors so they can answer questions raised by dairymen.

### **Activities**

1. Publish circulars, news releases, and outlook material on dairy marketing.
2. Work with Associated Dairymen, Dairy Marketing Advisory Committee.
3. Chair Mid-America, Cooperative Payments Committee.
4. Participate with Extension dairymen and Extension economist, farm management in-service training program for area dairy agents and selected farm management agents.



*S. F. Whitted*

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## **Food Distribution, Retailing-Wholesaling**

### **Clientele**

Primary—Management personnel involved in wholesaling-retailing.

Secondary—Manufacturers, processors, handlers, suppliers, architects, engineers and consumers.

### **Educational Objectives**

Assist management in the various firm operations to create efficiencies in areas of marketing of food products.

This involves the availability of current data needed for decision-making in each and all of the various segments of the following operations:

Quality Control

Materials Handling

Development of Practical Operational Standards

Comparative Cost Data

Cost reductions in Operations Involved

Packaging Costs

Personnel Training

Profitability Projections

Construction Design and Layout

Work Schedules

## Major Activities

1. Case studies of the total operations or specific segments.
2. Analysis of price competitions in food marketing.
3. The comparative cost of handling primal beef cuts at retail as compared to side beef.
4. New methods of marketing products—"Turkey-By-The-Piece."
5. Personnel Training Programs with the firm operations.
6. Analysis of structural organizational charts.
7. Management discussion sessions with food merchandisers to study the feasibility of developing programs for the underprivileged with food retailing stores.
8. Analysis of new store development.



*Clyde R. Cunningham*

9. Studies involving consumer reactions.
10. Operational analysis of wholesaling operations.

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## Food Service Management Program

### Clientele

General: All Agri-business food service establishments, designated as any establishments serving meals outside of the home. Examples: restaurants, hotels, motels, drive-ins, hospitals, institutions, nursing homes, schools, colleges, industrial food services.

### Educational Objectives

1. To disseminate information which will assist management of food service enterprises to increase operating efficiency.
2. To assist management of food service enterprises and vendors selling to them to increase the quality, utility, and profitability of their agriculturally derived products.
3. To assist the public in the selection of food service establishments in which they may obtain the maximum value for money expended for food-away-from-home in quality, quantity, nutrition, satisfaction, and sanitation.

### Major Activities

1. On and off campus short courses and seminars.
2. Trade and professional association programs on food service management utilizing the competences of University and other qualified personnel.
3. Preparation of publications and articles in the trade and professional press. Radio and television programs, and information dissemination in other mass media on food service management subjects.
4. Consultation by mail, telephone, or personal visit with Missouri Food Service Operators on individual problems.
5. Case studies in management of individual operations.
6. Cooperation with other educational agencies in the food service and public lodging field.

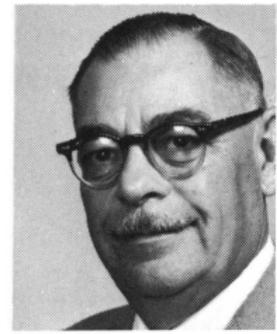
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## Transportation Program

### Clientele

Primary—Physical distribution management personnel of processing and marketing firms; management personnel of common and contract carriers of freight.

Secondary—Area and state Extension personnel and their agri-business clientele groups.

### Major Educational Objectives

1. To increase knowledge and understanding concerning the need and opportunities for improvement and cost reduction in transportation and physical distribution services.
2. To develop the ability of transportation and distribution management personnel to plan and administer cost and service improvement programs.
3. To contribute to the efficiency of physical distribution by developing the technical and managerial competence of personnel handling and moving products.

### Activities

1. Demonstration case studies and management audits of the physical distribution in processing, marketing and transportation firms to illustrate improved methods and technology.
2. Planning, organization, and teaching participation in transportation, traffic, and physical distribution management short courses, workshops and seminars in cooperation with state and local associations and Extension personnel.
3. Provision of program resource personnel and materials on transportation and physical distribution problems for educational programs and activities of agri-business groups.

*For more information, contact:*

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## **Livestock Marketing Program**

### **Clientele**

1. Managers of livestock commission firms, local markets, auctions, stockyard companies and meat packers.
2. Livestock salesmen and buyers.
3. Livestock producers.

### **Major Educational Objectives**

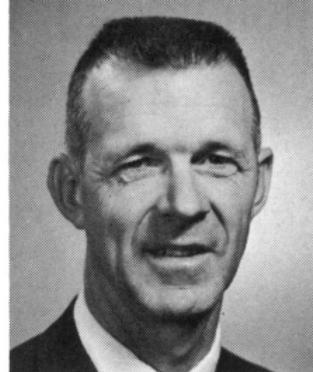
1. Increase knowledge of business management principles.

2. Increase understanding of changes in the livestock industry and need to adjust to these changes.
3. To develop operating cost ratios for functions performed by firms and improve skills in summarizing operating records.
4. To develop knowledge and skills necessary to accurately price livestock.
5. To increase the level of understanding of principles influencing supply and prices of livestock.

### **Activities**

1. Short courses on livestock futures markets.

2. Short courses with livestock buyers and salesmen on live evaluation of slaughter livestock.
3. Short courses with livestock marketing firm personnel on management.
4. Meetings with livestock producers on livestock market information.
5. Short courses on livestock marketing.
6. Feasibility studies.
7. Radio programs on livestock supplies, prices, etc.
8. News articles on livestock supplies, prices, etc.
9. Study on feeding of hogs by packer after purchase while being held for slaughter.



*Glenn Grimes*

10. Regional conference with terminal markets and livestock auction personnel.

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## **Poultry Marketing Program**

### **Clientele**

The clientele for a poultry marketing program includes all the decision-makers in the poultry and egg industries of Missouri and the field personnel of the agricultural extension service.

### **Educational Objectives**

1. Have the poultry and egg industry understand and take steps to improve efficiency through coordinated operations.
2. Impart to industry leaders information on the changing market channels, market organization, and pricing to pro-

vide the basis for effective decisions in the Missouri situation.

3. Give Missouri consumers information on the place of poultry and eggs in the diet and availability of new products.
4. Train field workers in marketing concepts with emphasis on poultry and eggs.
5. Participate in regional research and national committees to attack marketing problems common to Missouri.
6. Conduct problem solving field study research related to the educational objectives.

### **Activities**

1. Contact and meet with the coordinators-of poultry and egg production.
2. Assist local producers who wish to market their own production.

3. Assist the local breaking industry in supply and procurement development to provide a market for Missouri eggs.
4. Work with the turkey processors to try to achieve a better balance between processing capacity and production.
5. Assist the industry in better understanding turkey pricing reports and quotations.
6. Provide information to consumer information specialists and others working with consumers.
7. Participate in short courses for field personnel on understanding the dynamic concepts of marketing.
8. Assist poultry production extension specialists with short course sessions on marketing and contracts.
9. Provide outlook information adapted to the Missouri situation and needs.
10. Encourage broiler contracting leadership to expand production for local live poultry inputs to Missouri processing plants.



*Leonard A. Voss*

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# Dairy Foods Marketing and Processing Program

## Clientele

1. Dairy processing plants of all types.
2. Plants producing dairy-type foods.
3. F.D.A. officials and food law enforcement groups.
4. New product development groups.
5. Dairy organizations such as the American Dairy Association and Dry Milk Institute.

## Major Educational Objectives

1. To assist dairy processors in making their products better and more profitable.
2. To impress upon all dairy food processors the necessity for following good sanitation procedures.
3. To establish personal and written liaison between the University and the dairy processors.

4. To offer the best advice possible toward solution of problems in the field of dairy processing.

## Major Activities

1. Frequent bulletins giving answers to questions, offering formulas, legal advice and other data.
2. Working with groups such as the Institute of Food Technologists and plants laboratory and technical personnel.
3. Assisting dairy processors to interpret and comply with F.D.A. regulations.
4. Short courses and conferences.
5. Assist in programs of any type designed to promote the dairy processing industry.

*For more information contact:*

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# Meat Marketing and Utilization Program

## Clientele

Meat packers and purveyors, Meat processors and locker plant operators, Meat retailers, Producer-consumer-youth groups.

## Major Educational Objectives

1. To assist meat retailers, packers and processors in becoming more aware of current research findings in the area of meat technology that will be beneficial to them in their operations and to assist them in implementing these findings.
2. To teach the economic and public health values of an effective sanitation program in plants where meat is processed and marketed.
3. To increase the level of knowledge of those engaged in meat marketing, about the value of quality control, work methods and merchandising for maximizing efficiency in our meat marketing system.

4. To assist producers in carcass evaluation—producing the kind of product that is most acceptable in all channels of the marketing system.
5. To assist in youth and consumer programs in the area of purchasing, identification, cookery and a general understanding of the processes involved in meat marketing and utilization.

## Major Activities

1. Short courses; Conferences
2. Plant or store demonstrations; analysis
3. Preparing and distributing publications
4. Personal contacts (visits and consultations)

*For more information, contact:*

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## Wood Utilization and Marketing

### Clientele

1. Owners and managers of Missouri wood-using and marketing firms.
2. Suppliers of wood raw materials, including timberland owners and loggers.
3. Users and consumers of wood products.

### Educational Objectives

To improve the utilization and marketing of wood materials to enable the timberland owner to receive higher prices for his product enabling greater intensity of forest management and production, and enable the wood-using firms to contribute at an even greater rate to the economy of the state.

### Major Activities

1. Participate in and actively support the associations of the wood-using industry.
2. Provide through consultation solution to problems of management, manufacturing, waste utilization, and marketing.
3. Hold short courses to train management and skilled labor for the wood-using industry.
4. Find solutions to problems and improve production through applied research.

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*or*

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UMC OFFERS THESE EXTENSION PROGRAMS  
IN  
**FOOD AND FIBER MARKETING AND AGRI-BUSINESS MANAGEMENT**

DEPT. AGRICULTURAL ECONOMICS

AGRI-BUSINESS MANAGEMENT—Cary Devino

Ervin Dauenhauer

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CONSUMER INFORMATION—Lorene S. Wilson

CROPS MARKETING-(Grain & Cotton)—J. M. Ragsdale

DAIRY MARKETING—Steven F. Whitted

FOOD DISTRIBUTION, RETAILING-WHOLESALING—Clyde R. Cunningham

FOOD SERVICE MANAGEMENT—John M. Welch

LIVESTOCK MARKETING—Glenn Grimes

POULTRY MARKETING—Leonard A. Voss

TRANSPORTATION—David E. Moser

COORDINATOR—C.E. Klingner

DEPT. FOOD SCIENCE &  
NUTRITION

DAIRY FOODS—Harold J. Bassett

MEAT MARKETING—William Stringer

SCHOOL OF FORESTRY

WOOD MARKETING—Miles C. Brown

WOOD TECHNOLOGY—Edwin Y. Wheeler