AN ECONOMIC STUDY
OF
THE LYNCHBURG COMMUNITY MARKET

A Thesis

Submitted to the Department of Agricultural Economics

and

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Definitions of Terms

1. "Radius" (plural of radii) is used to designate distance from the market.
2. A "grower" is a person selling his own produce on the market.
3. A "renter" is one who rents a stall for a period of time as specified.
4. A "consumer" is a person buying produce for the purpose of preparation for human consumption, including home consumption and public eating places.
5. A "record" is the information taken from a producer on a blank form.
6. An "attendant" is a person tending the sale of produce in a stall.
7. "Layout" pertains to the physical arrangement of the place or thing mentioned.
8. "Stores" refers to those stores within Lynchburg.
9. "Other places" means towns or cities other than Lynchburg.

Source and Method of Collecting Data

During September, 1933, each individual producer on the market during that time was personally interviewed for the purpose of securing the record data. A blank for Public Market Survey work, found in Appendix A of "A Survey of Some Public Produce Markets in Up-State New York" by F. P. Weaver, was used to record the information. One-hundred nine producers were interviewed. The information from five of this group was considered of no value because of either a lack of knowledge of the business in some cases or a lack of a desire to give such information.

The questions asked led to a determination of such facts as the size of business the average producer was operating, the amounts each producer sold on the market, the area from which the produce came, the effects of

distances upon the amounts, types, and values of produce, and the attitudes of the producers toward the market.

The records covered the entire business of each producer, the place of sale of his produce, frequency by weeks of market attendance, and suggestions as to changes they would like to have made in the market which might lead to its improvement.

The information taken was tabulated without any attempt to estimate additional business that was carried on in the market during the year. The reason for this was the fact that September, as shown by later tabulation, is the peak month for numbers of producers on the market, and included in the group interviewed were practically all of the regular attendants. Minor, occasional attendants would be only day renters, and therefore quite difficult to get any estimates from.

The data obtained were estimates of the growers, as very few of them kept accounts, and these were not referred to. To the estimated amount of produce a money value was applied from a price list representative for the period. The estimated total years' sales (estimate of growers) checked to within $170 of the calculated total years' sales. This furnished a good demonstration of the accuracy of the survey method of obtaining this kind of data.

The Establishment of the Market

Originally the farmers started driving their wagons against the curb on Main Street between 12th and Washington Streets, and selling their produce on the street. The butchers and grocery store proprietors soon saw that the value of their business was being lowered. As a result an ordinance was passed by the city prohibiting such stopping of wagons on the street because they blocked traffic. The ordinance provided that farmers could not peddle on down-town streets below Federal Street until after 12:00 M. The evening trade was light. This included also the present stadium site, which some of the producers had received permission from the city to use. This condition existed until someone of several producers were taken into court for violation of the city ordinance. Judge of the Court, F. P. Christian, in a decision squashed the ordinance. Being free to go back into the business section some of the main producers started agitation for some kind of a city public produce market. In the meantime the farmers needed shelter. A number of them got together, some of them guaranteeing the rent, and rented the Old Paces tobacco warehouse from the Lynchburg Tobacco Warehouse Company. Only sufficient fees were charged to pay the rent. Within a short time a full Saturday market was established. This continued for about 15 years. Then the city purchased the site of the Old Paces Warehouse and built the present new Armory and City Market. A committee was appointed by the City Council in March, 1929, to study the situation. The committee was composed of L. P. Mann, chairman, Allen Cucullu, H. E. Steptoe, and R. W. B. Hart, city manager. They made recommendations for the establishment of the market in the present stadium site, after having conferred with Mr. H. E. Crouch, market-

ing specialist, of New York. This recommendation was overruled when the plan for combining the construction of an armory and a market together came up.

The combined cost of the armory and market was $200,000 including the land. The land cost was $10,000. The cost of construction applicable to the market was $35,000. Thus we may say the market cost approximately $45,000.

The city does not operate the market on a profit-making basis, but merely tries to make revenue from rents of stalls and the Armory hall sufficient to take care of the upkeep of the entire, combined plant. The budget figures for the market and armory are $5200 per year.

Location of the Market in the City

The location of the market is on the west side of Main Street in the block between 12th and 13th Streets. The main entrance is from Main Street with a back entrance from Church Street. This section is spoken of as the lower end of Main Street, where we find hardware and feed stores located, or in general, where the heavy merchandising is carried on.

The Armory faces on Church Street, and is on the street level. The market has its main entrance off Main Street. The floor of the Armory forms the ceiling of the back part of the market, which extends in an open driveway sided by sheds out to Main Street. The market floor is on a level with Main Street, and an inclining side driveway opens onto Church Street.

Usually traffic is quite heavy on Main Street past the market entrance. This is an undesirable feature. It often delays the producer in getting on the market promptly. It slows up the movement of traffic through the market because it is necessary to wait until Main Street is clear before

entering from the market drive. This keeps many consumers off the market because of their dislike and fear of getting into traffic jams.

The location is by no means a central one. The residential section of White Rock Hill is most readily accessible to the market. However, this is one of the smaller sections. The residential section of Rivermont, which is one of the largest, both in number and in buying power, has no choice other than passing entirely through the business section of the city to reach the market. The sections of Fort Hill and West End may avoid passing through the business section of the city by using 12th Street and the Church Street entrance. Because of the distance they travel, however, the market is not central to them. Using these last three sections named, which represent Lynchburg's greatest population and buying power, we find that the market is sitting off in a corner from them.

From the standpoint of the producers we can not say that the location is central to them on a basis of distance travelled to the market after reaching the city limits. Amherst, Nelson, Rockbridge, and part of the Bedford producers have to pass through the business section of town. The Campbell, Charlotte, Halifax, Pittsylvania, and the remainder of the Bedford producers must travel the entire length of 12th Street, passing through the district in which a large number of consumers live. However, it does place the producer near the supply stores, convenient for him to get grain, seeds, fertilizer, and various needed supplies.

The market is convenient for hotel and restaurant proprietors of the down-town section.

With respect to lighting, sanitation, and law enforcement, the location is very good. Buildings around the market are not too close, and not very high, so ventilation is very good.

Parking space on the present location is a problem that will be hard to solve, and one which will be discussed later.

Nature of the Source of Goods and Sales on the Market

The type of seller and buyer on the Lynchburg market is easily explained. The sellers consist of growers, and the buyers consist of consumers.

Growers make up the seller group and have for sale produce grown by themselves on land they either own or rent. Often several members of the same family had produce on the market being sold by only one member. Such sales were made for no profit and could be classed only as producer sales. Another variation was that of a grower bringing produce to market and selling it for a neighbor. Supposedly there was no profit involved in such cases. The fact that the city requires persons to pay a license fee to sell produce other than that grown by themselves keeps such selling down considerably. We are safe in saying that the Lynchburg market is purely a producer market.

The sales on the market are made to consumers, mainly to private families. Housewives do a good part of the buying, ofttimes accompanied by a male member of the family. Representatives of the more financially independent families may be found on the market in the mornings from about 9 to 11 o'clock. During these hours they get the choice produce before it has been picked and pulled over. During lunch hour, from 12 to 1 noon, store clerks, and other working classes, may be found on the market. Sales are slow in the early afternoon until factories begin letting out. Trade is usually brisk all day Saturday with a mixture of classes of consumer buyers.

Hotel and restaurant representatives are usually on the market early. They buy produce in larger quantities, according to their expected needs for the day. Many of these representatives have standing orders with particular growers. Such buying is greatly limited on this market, caused perhaps by an uncertainty of supply of a particular product at a particular time. Such buying should be encouraged.

Saturday is the big day for both grower and consumer. Over-crowded conditions exist. This will be discussed later. Mondays and Fridays have light attendance on the part of growers and buying is slow, especially on Monday. Tuesdays, Wednesdays, and Thursdays vary in attendance by growers and in buying by consumers from week to week and from season to season. Growers contend that they would come to the market more often and more regularly if the consumers would come and buy. The consumers say they would come to the market more often and more regularly if they knew the produce was there.

The Attitude of the City Toward the Market

The city does not seem to desire to make the market a money making proposition. The construction of the market and armory was at public expense. The desire of the city officials seems merely to charge enough in renting stalls, and occasional renting of the hall in the armory, to take care of the operating expenses and upkeep of the building. It is about on this basis now, since the market has become more popular than when it was first opened in 1932.

Citizens who patronize the market like it. They seem satisfied with its operation and are glad of a supply of fresh produce. They seem to enjoy the personal contact with the grower, and like to know the person

from whom they buy their food. Such patronage is becoming more popular, which will of course mean more produce is likely to be handled later.

City officials have considered that this market would develop truck growing in the area surrounding Lynchburg. Such a development, they reason, would naturally call for more buying on the part of the growers, which should in turn increase their purchasing power. Also it should, on increasing the amount of produce, give to the consumers of Lynchburg a supply of fresh products cheaper and fresher than if they had to be shipped in from some other sections. Such a development is slowly taking place.

It was hoped that the establishment of the market would help to stabilize prices of produce as between growers at a particular time. Perhaps this may be true in the future; at present, however, the variation is great.

By grouping the growers there is a tendency to create an improvement in the produce handled, and the methods of handling. This fact was realised and is working out. Much discussion of a graded market has been held, with the outcome that each individual gives more attention to the sorting of his produce, and in some cases vary the price to correspond to the quality of the produce. As yet the process is not satisfactory, although it is being encouraged.

The city employs a market superintendent whose job, as far as possible, is to coordinate the demands and needs of the producer and consumer on the market, to encourage regular supplies of goods by the producer, and to advertise the market and encourage consumers of the city to patronise it.

Upon the whole the attitude of the city toward the market is encouraging. It is new and modern and they are proud of it, along with the realisation of the benefits mentioned above.

The Area Furnishing Produce to the Market

Table 1 gives the relative importance of the various counties in furnishing produce to the Lynchburg Community Market. Campbell county took the lead by furnishing $39,371 worth of produce, which proved to be 55.21 per cent of the total amount sold on the market. The average total yearly sale of $1,027 per grower in Campbell, however, took the lowest rank.

In general, the average amount of produce sold per grower increased as the distance from the market increased. This fact would exist because of the necessity of a larger load to justify the increased distance travelled. The fact that the larger growers came a greater distance also justifies the fact.

Bedford county followed in second place with a total yearly sale of $30,491, or 25.72 per cent of the market total. At $1,424 the average total yearly sale per grower from Bedford was the second largest. Appomattox county was third with total yearly sales of $17,756, or 14.97 per cent of the market total. At $1,594 this county was third for the average total individual sale. Amherst county sold a total of $11,999, or 10.12 per cent of the market total, taking sixth place for the average total individual sale at $1,214. Charlotte county held fifth place for total yearly sales at $10,206, or 8.61 per cent of the market total, having an average total individual sale of $1,503. Pittsylvania county was in sixth place for total sales at $5,276, or 4.45 per cent of the market total, and holds first place in average total individual sales, at $1,759.

Halifax county had $1,265 total sales, or 1.07 per cent of the market total, with the fifth lowest average total individual sales of $1,265. Rockbridge county sold $1,145 worth of produce, or .96 per cent of the market total, with the seventh lowest average total individual sales of $1,143. Nelson county had only one grower on the market and his total yearly sales were $1,051, or .89 per cent of the total for the market.

Table 2 presents facts relative to the importance of the different distance zones as sources of supply for this market. The 30 to 35 mile zone had the largest total years' sales, amounting to $24,955, or 21.05 per cent of the market total. The total average sales per individual were $1,939. This amount ranked second in size among the distance zones. The 20 to 24 mile zone made the second largest total sales, amounting to $23,282, or 19.64 per cent of the market total. With $1,524 the average total individual sale for this zone held third place. The 15 to 19 mile zone was third with total yearly sales of $20,254, or 17.07 per cent of the market total. The 25 to 29 mile zone took fourth place in total sales with $20,229, or 17.06 per cent of the market total. The 10 to 14 mile area held fifth place with $10,771 in total sales, or 9.09 per cent of the market total.

Thus we find that Campbell, Bedford, Amherst, Appomattox, and Charlotte were the most important sources of supply. These counties fall within the 5 to 34 mile zones.

Table 1.- Growers' Sales on the Lynchburg Community Market Classified by County of Origin, 1933

County	Number records	Value of producers' sales		Per cent of total sales for market
		Total	Average	
Amherst	11	$ 11,999	$ 1,214	10.12
Appomattox	15	17,756	1,594	14.97
Bedford	24	30,491	1,424	25.72
Campbell	41	59,571	1,027	55.21
Charlotte	9	10,206	1,303	8.61
Halifax	1	1,265	1,265	1.07
Nelson	1	1,051	1,051	.89
Pittsylvania	5	5,276	1,759	4.45
Rockbridge	1	1,145	1,145	.96
Total	104	$118,556	$ 1,140	100.00

Table 2.- Growers' Sales on the Lynchburg Community Market Classified by Mileage Zones, 1955

Miles from Market	Number records	Value of producers' sales		Per cent of total sales for market
		Total	Average	
0 - 4	2	$ 1,341	$ 671	1.13
5 - 9	9	7,155	796	6.02
10 - 14	7	10,771	1,451	9.09
15 - 19	22	20,254	1,162	17.07
20 - 24	25	25,282	1,524	19.64
25 - 29	15	20,229	1,515	17.06
30 - 34	14	24,955	1,959	21.03
35 - 39	3	1,699	566	1.45
40 - 44	3	1,412	471	1.19
45 - 49	4	5,620	1,004	5.05
50 - 54	2	3,900	1,950	3.29
Total	104	$118,556	$1,140	100.00

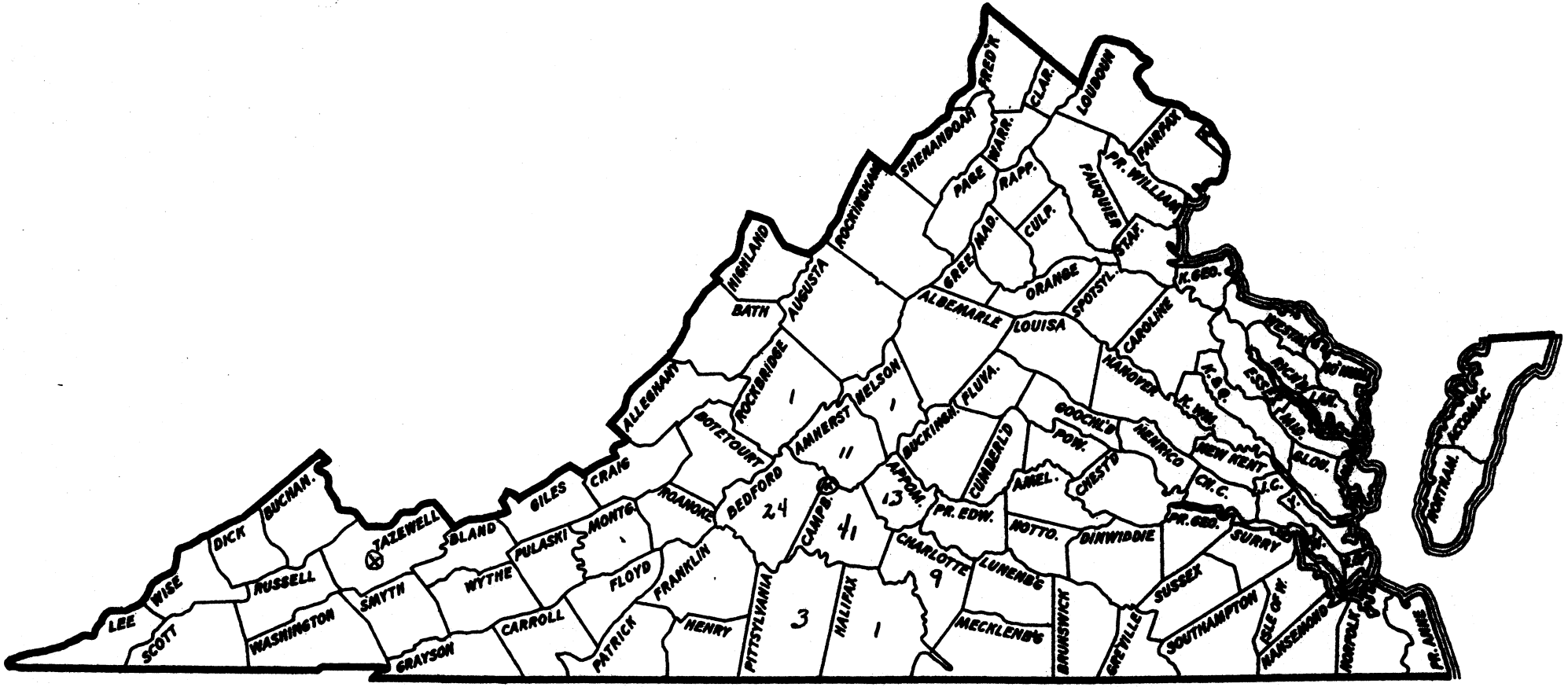

Figure 1.- Sources of Supply of Produce for the Lynchburg Community Market, 1933. Numbers indicate growers from each county.

Relative Importance of Truck Crops, Berries, and Tree Fruits on Farms Supplying Produce to the Lynchburg Public Market

With the exception of Rockbridge we find that the more remote counties have the largest average size farm represented on this market. Charlotte county leads the group with an average size of farm of 450 acres, but with 4.9 acres falls to third place in the average acres in truck crops, and with an average of 2 acres ties with Campbell and Appomattox for fourth place for acres in tree fruit. Rockbridge county farms have less than one-tenth of an acre in berries.

With an average of 258 acres Pittsylvania county growers delivering produce to this market had the second largest average size farms, and with 5.7 acres they had the second largest average area in truck crops. Growers of this county had less than one-tenth of an acre per farm in berries. It had an average of 8 acres per farm in tree fruits, the same as Rockbridge county. Halifax county farms averaged 234 acres in size. With 15 acres per farm this county had the largest average acres in truck crops, with no acreage in berries, and 3 acres in tree fruits. Nelson county had the fourth largest average size farms, but had no truck crops, berries, or tree fruits. The remaining counties arranged in order of average size of farm were Campbell, Appomattox, Bedford, Amherst, and Rockbridge. (Table 8.).

The 50 to 54 mile zone had the largest average size farm, 1,250 acres, the largest average acres in truck, 15 acres, and the third largest average acres in tree fruit, 3 acres. They had no berries. The 5 to 9 mile zone had an average size farm of 196 acres, an average acreage in truck of 5.6, an average acreage in berries of 0.2, and a one-acre average in tree fruit. Of all the areas this zone had the highest per cent of the farm in truck, berries, and tree fruit

Table 5.- The Average Size of Farm and the Average Acreage per Farm of Truck Crops, Berries, and Tree Fruits, Classified by Counties Delivering Produce to the Lynchburg Community Market, 1933

County	Number of records	Average acres of farm	Average acres in truck crops	Average acres in berries	Average acres in tree fruit
Amherst	11	95	5.5	.2	4
Appomattox	15	145	1.9	*	2
Bedford	24	132	2.9	*	1
Campbell	41	175	5.5	*	2
Charlotte	9	450	4.9	*	2
Halifax	1	254	15.0	.0	5
Nelson	1	200	.0	.0	0
Pittsylvania	5	258	5.7	*	8
Rockbridge	1	80	2.7	.0	6
Total	104	176	5.4	*	2

* Less than one-tenth of an acre.

Table 4.- The Average Size of Farm and the Average Area per Farm in Truck Crops, Berries, and Tree Fruits, Classified by Distances from the Market, for Produce Delivered to the Lynchburg Community Market, 1955

Miles from market	Number of records	Average acres of farm	Average acres in truck crops	Average acres in berries	Average acres in tree fruit
0 - 4	2	20	7.5	.0	1
5 - 9	9	196	5.6	.2	1
10 - 14	7	116	4.1	.1	6
15 - 19	22	149	2.4	.1	2
20 - 24	25	151	5.4	*	2
25 - 29	15	170	1.5	.0	1
30 - 34	14	214	5.8	*	2
35 - 39	5	86	1.5	.0	1
40 - 44	5	250	2.0	.0	1
45 - 49	4	128	5.7	.0	4
50 - 54	2	1,250	15.0	.0	5
Total	104	176	5.4	*	2

* Less than one-tenth of an acre.

The average size farm of all growers was 176 acres, of which an average of 5.4 acres was in truck crops, less than 0.1 acres in berries, and an average of 2 acres in tree fruits.

These facts, which are presented in tables 3 and 4, bear out the conclusion that the growers covering the greatest distance and coming from the more remote counties operate the largest size farms. Their acreage in truck runs high in several cases, which is explained by the fact that they produced more bulky and less perishable products, such as melons which require greater acreage. However, in spite of the fact that the sizes of the farms were found to decrease as the city was approached, the per cent of the farm in truck crops, berries, and tree fruit increased. The type of product changed, as will be shown later.

Relative Size of Area in Truck Crops, Other Crops, and Other Area Suitable for Truck Crops

Table 5 gives the total and average of the acres in truck crops, other crops, and additional acres suitable for truck crops, according to counties. On the farms from which the records were obtained the following data exists, as grouped by counties: Amherst county farms had an an average 4 per cent of the area in truck crops, 17 per cent in other crops, and 20 per cent suitable for truck crops. Appomattox county farms had 1 per cent of the area in truck, 17 per cent in other crops, and 25 per cent suitable for growing truck crops. Bedford county farms had 2 per cent of the area in truck crops, 16 per cent in other crops, and 15 per cent suitable for growing truck crops. Campbell county farms had 2 per cent of the area in truck crops, 16 per cent in other crops, and 15 per cent suitable for growing truck crops. Charlotte county farms had 1 per cent of the area

Table 5.- Relative Size of Area in Truck Crops, Other Crops, and Additional Acres Suitable for Truck Crops on Farms Supplying the Lynchburg Market, Classified by Counties, 1933

County	Number of records	Acres in truck crops		Acres in other crops		Additional acres suitable for truck crops	
		Total	Average	Total	Average	Total	Average
Amherst	11	35.8	3.5	178	16.2	210	19.1
Appomattox	15	24.4	1.9	522	24.8	454	33.4
Bedford	24	68.9	2.9	521	21.7	439	18.5
Campbell	41	141.7	3.5	1,141	27.8	915	22.3
Charlotte	9	44.0	4.9	921	102.3	1,810	201.1
Halifax	1	15.0	15.0	40	40.0	40	40.0
Nelson	1	.0	.0	30	30.0	30	30.0
Pittsylvania	3	17.0	5.7	217	72.3	325	108.3
Rockbridge	1	2.7	2.7	10	10.0	70	70.0
Total	104	349.3	3.4	3,380	32.3	4,271	41.1

in truck crops. Halifax county farms had 6 per cent of the area in truck crops, 17 per cent in other crops, and 17 per cent suitable for growing truck crops. Nelson county farms had none of the area in truck crops, 15 per cent in other crops, and 15 per cent suitable for growing truck crops. Pittsylvania and Rockbridge counties had 2 and 5 per cent of the areas of their farms in truck crops, 28 and 13 per cent in other crops, and 42 and 88 per cent suitable for growing truck crops, respectively.

Table 6 gives information similar to that presented in table 5, but classified by distance from the market rather than by counties. In general it was found that the farms nearer the city, and those located in the section from 50 to 54 miles away, had the largest average area in truck crops. In the 30 to 34 mile zone there was the largest total additional acreage suitable for truck. The largest average per farm was found to be in the 50 to 54 mile zone.

From the data presented in tables 5 and 6 we may conclude that the more remote counties and the areas located at the greatest distance from the city have the largest proportion of their acreage in other crops, and that the per cent of the acres in truck crops to the acres in other crops is greatest close to the city. An average for the entire group of growers was found to be 3.4 acres in truck, to 32.5 acres in other crops, with 41.1 acres additional which were suitable for growing truck crops. This suggests the possibility that the area which now supplies the Lynchburg Community Market is capable of expanding its acreage in truck crops many times where the need for such expansion arises.

Table 6.- Relative Size of Area in Truck Crops, Other Crops, and Additional Acres Suitable for Truck Crops on Farms Supplying the Lynchburg Community Market, Classified by Distance from Market, 1955

Miles from Market	Number of records	Acres in truck crops		Acres in other crops		Additional acres suitable for truck crops	
		Total	Average	Total	Average	Total	Average
1 - 4	2	15.0	7.5	23	11.5	5	1.5
5 - 9	9	52.4	5.6	157	15.2	169	18.8
10 - 14	7	28.4	4.1	144	20.6	132	18.9
15 - 19	22	53.1	2.4	629	28.6	365	16.5
20 - 24	25	86.1	3.4	552	22.1	585	23.5
25 - 29	15	19.1	1.5	340	26.2	315	24.2
30 - 34	14	52.7	3.8	706	50.4	1,136	81.1
35 - 39	3	4.0	1.3	89	29.7	105	35.0
40 - 44	3	6.0	2.0	197	65.7	270	90.0
45 - 49	4	22.7	5.7	88	22.0	195	48.8
50 - 54	2	30.0	15.0	475	23.8	1,000	500.0
Total	104	349.5	3.4	3,380	32.5	4,271	41.1

Relative Importance of Types of Produce

Table 7 shows the value of each kind of vegetable sold on this market during 1935. The volume is somewhat proportional for each individual vegetable. Cantaloupes and watermelons headed the list. Inasmuch as the city prohibits the stopping of trucks on Main Street to sell produce, the larger melon growers have had to sell from stalls in the market.

The melon sales were followed closely by sales of such staple vegetables as tomatoes and potatoes, with shelled beans, sweet corn, green beans, and peas following in that order. Cabbage sales were only $895, or 2.96 per cent of the total vegetable sales. Very little spinach, parsnips, carrots, lettuce, kale, and okra was found on the market. One grower from Amherst county made a sale of a few bunches of asparagus. Consumers seem to be eager to get fresh vegetables. It seems likely that much greater sales could be made of the more unstaple vegetables if they were produced and put on the market with more regularity.

With few exceptions the vegetables on the market were found to be in good condition. Very little or no sorting or grading was done. This, of course, had a tendency to hurt the appearance of the entire lot. Cleaning of the vegetables before bringing them to market was one outstanding characteristic. The distances travelled were not great enough to cause heavy damages, which allowed the growers to pick the vegetables the evening of the day before so their freshness was quite noticeable. No common or regulatory methods of handling vegetables exist on this market. Each producer differed in his method of handling vegetables between the farm and market. Preparation of some of the vegetables, such as shelling beans, was done on the market. This utilized the grower's time and also put a fresh product on display where otherwise it would have been dried out and blackened.

Table 7.- Total Value of Vegetables Sold by Growers on the Lynchburg Community Market, 1955

Vegetable	Value	Per cent
Cantaloupe	$ 6,225	18.26
Melons	4,652	13.65
Tomatoes	4,477	13.13
Potatoes	4,026	11.81
Beans (shelled)	2,611	7.57
Sweet corn	2,611	7.57
Beans (green)	1,900	5.57
Peas	1,162	5.41
Peppers	1,122	5.29
Cucumbers	1,009	2.96
Cabbage	995	2.92
Squash	781	2.29
Onions (dry)	459	1.35
Turnip greens	371	1.09
Turnips	340	1.00
Beets	305	.89
Egg plant	266	.79
Kale	216	.63
Lettuce	180	.53
Okra	149	.44
Onions (green)	136	.40
Carrots	102	.30
Pumpkins	66	.20
Dills	48	.14
Radishes	28	.06
Parsnips	25	.07
Spinach	15	.04
Rhubarb	5	.01
Total	$34,084	100.00

The total vegetable sales amounted to $54,064, and 57 per cent of that was made up of the sale of cantaloupes, watermelons, tomatoes, and potatoes.

The total sales of fruit, including berries and tree fruits, was $10,289. (Table 8). Of this amount apple sales made up $5,615, or 54.6 per cent of the total. Peach sales totalled $5,322, or 52.5 per cent of all fruit sales. Figs were found to be a minor fruit, being brought in by only two growers, one from Bedford and the other from Charlotte county. One grower only sold cultivated blackberries on the market. The berry sales other than strawberries and raspberries were found to be of the wild varities which were picked on the grower's farm and brought to market. This, of course, makes the acreage of berries low in proportion to the value of berry sales. Apple cider was included in this group because it was a fruit product, and its sales amounted to 2.2 per cent of the total for fruit.

The total value of poultry, dairy, and meat products sold on this market amounted to $86,795. (Table 9). This amount is larger than that mentioned for the two previous classes of produce.

Out of this total it was found that eggs formed 36.5 per cent, or $32,250.

Beef sales were also important, making up 15.9 per cent of the total, or $14,162. Beef sales were mainly on Saturday. Very little fresh meat is sold during the week as compared with Saturday.

Broiling and frying size chicken sales were found to be $11,461, or 12.9 per cent of the total for the meat and poultry group. Very few ducks were sold.

Table 8.- Total Value of Fruits Sold by Growers on the Lynchburg Community Market, 1933

Fruits	Value	Per cent
Apples	$ 5,615	54.6
Peaches	3,322	32.3
Pears	565	5.5
Strawberries	352	3.2
Blackberries	252	2.4
Cider (apple)	228	2.2
Raspberries	150	1.5
Huckleberries	50	0.5
Damsons	10	0.1
Plums	5	0.1
Figs	2	*
Total	$10,289	100.0

* Less than 0.1 per cent.

Cheese was sold by three producers from Campbell, Amherst, and Bedford counties, respectively. The cream sales noted were made by two producers, one from Bedford and the other from Campbell county. This cream was sold mainly for cooking purposes and for whipping cream. It was marketed in pint bottles, these being kept in a zinc tub of cracked ice.

During the summer months the producers handling butter followed the practice of keeping it in tin containers, usually buckets, with a block of ice under it to keep the butter firm. The producers selling fresh meats had to furnish means of caring for it. Some of them displayed the meat in show cases, and others merely spread it out on tables. This method of open display of meat is quite unsanitary and should be replaced entirely by the use of show cases.

The products which could not be included in one of the above groups are listed in table 10. Their total value amounts to $4,155. Of this total honey forms 57.09 per cent, or $2,371. Honey was sold in the comb in one-pound blocks, and also in one-half and one gallon containers. Two growers seemed to specialize in honey production.

Sorghum molasses was sold in one-half and one gallon containers.

The cake and pie sales totalled $751, or 18.08 per cent of the total of the miscellaneous group. The pies were sold at a unit value, while the cakes were sold both by the unit value and by weight.

Corn meal sales totalled $104. Meal was sold by the pound, being brought to market usually in cotton bags.

Jams and jelly sales, which amounted to only 0.72 per cent of the miscellaneous group, were made in small, odd, glass containers, such as dressing and fruit jars.

Table 9.- Total Value of Poultry, Dairy, and Meat Products Sold by Growers on the Lynchburg Community Market, 1953

Product	Value	Per cent
Eggs	$ 32,250	36.5
Beef	14,162	15.9
Broilers and fryers	11,461	12.9
Fresh pork	9,555	10.7
Hens	5,864	6.6
Butter	5,451	6.1
Veal	4,248	4.8
Cured pork	3,751	4.3
Turkeys	1,091	1.2
Cream	612	0.7
Cheese	329	.4
Ducks	81	.1
Total	$ 88,793	100.0

Table 10.- Total Value of Miscellaneous Products Sold by Growers on the Lynchburg Community Market, 1953

Product	Value	Per cent
Honey	$ 2,371	57.09
Sorghum (syrup)	897	21.60
Cakes and pies	751	18.08
Corn meal	104	2.51
Jams and jellies	30	.72
Total	$ 4,153	100.00

A large part of the sales on this market were made of products commonly thought of as being staple food products. Little fancy produce was sold. The tables mentioned above bear out this fact. The methods and practices of handling the produce are quite simple and involve little expense.

Relative Importance of Truck Crops, Fruit Crops, Poultry, Dairy, and Miscellaneous Products

Table 11 shows by counties the money value of truck crops, fruit, poultry, dairy, and miscellaneous products sold on the Lynchburg Community Market. Truck and fruit crops sold from Amherst county were about of equal value, while dairy, poultry, and meat product sales were less important.

In Bedford, Campbell, Appomattox, and Charlotte counties, poultry, dairy, and meat products sales led others by a large margin. For these four counties last named fruit sales were comparatively light.

On Halifax county truck crop sales the amount was $1,115 with minor sales of fruits amounting to $22, and sales of poultry, dairy, and meat amounting to only $42.

Sales from Nelson county were entirely of dairy, poultry, and meat products, amounting to $1,067.

Sales of farm produce from Pittsylvania county were mostly of dairy, poultry, and meat products, amounting to $4,518. They had small sales of truck and fruit crops, and miscellaneous products amounting to $462, $69, and $95, respectively.

Sales from Rockbridge county were mainly in fruit, amounting to $900, leaving truck crop sales of $154, and dairy, poultry, and meat products sales of $75.

In the 1 to 9 mile zone the sale of truck crops was greater than the sales of any of the other classes of products. (Table 12). Dairy, poultry, and meat product sales followed in second place with very light fruit sales and only $97 worth of miscellaneous products sales. The largest sales of poultry were made from the 15 to 44 mile zone.

In the 45 to 49 mile zone truck crop sales were the largest, amounting to $1,475 and the second largest sales, made up of dairy, poultry, and meat products, amounted to $1,060. In this zone fruit sales amounted to $957 with a sale of miscellaneous products of only $55. In the 50 to 54 mile zone dairy, poultry, and meat products sales were the largest, amounting to $2,275. The only other sales were of truck crops, amounting to $1,550. Of the total, the sale of dairy, poultry, and meat products amounted to $81,128. This was approximately three times greater than the sale of all truck crops. Truck crop sales were approximately four times greater than fruit crop sales, and approximately eight times greater than miscellaneous sales. Thus we find the order of importance being (1) dairy, poultry, and meat products, (2) truck crops, (3) fruit crops (4) miscellaneous products. Egg sales were by far the most important single group of commodity sold on this market.

Time Taken up for Market Attendance by Growers

Campbell county had such a large majority of the growers on the market that it is only natural to suppose that more man hours were actually spent in travel to and on the market from that county than from any other. Their total combined time in travel to and time on market amounted to 442 man hours, or 40 per cent of the total.

Table 11.- Relative Value of Kinds of Produce Sold on the Lynchburg Community Market by Producers, Classified by Counties, 1935

County	Truck crops		Fruit crops		Dairy, poultry, & meat products		Miscellaneous	
	Value	Per cent	Value	Per cent	Value	Per cent	Value	Per cent
Amherst	$ 4,024	14.87	$4,550	67.42	$ 5,085	5.80	$ 200	5.65
Appomattox	2,814	10.40	575	8.52	13,192	16.26	626	17.68
Bedford	6,670	24.64	175	2.56	25,339	28.77	185	5.22
Campbell	9,589	35.42	425	6.27	28,568	35.21	1,951	54.55
Charlotte	2,242	8.28	37	.55	7,244	8.93	506	14.29
Halifax	1,113	4.11	22	.32	42	.05	—	—
Nelson	—	-	—	-	1,067	1.32	—	—
Pittsylvania	462	1.71	69	1.02	4,518	5.57	93	2.65
Rockbridge	154	.57	900	13.34	73	.09	—	—
Total	$27,068	100.00	$6,749	100.00	$81,128	100.00	$3,541	100.00

Table 12.- Relative Value of Kinds of Produce Sold on the Lynchburg Community Market by Producers, Classified by Miles from Market, 1933

Miles	Truck crops		Fruit crops		Dairy, poultry, & meat products		Miscellaneous	
	Value	Per cent	Value	Per cent	Value	Per cent	Value	Per cent
1 - 4	$ 1,246	4.60	$ 5	.07	$ 51	.06	$ —	—
5 - 9	5,671	15.56	205	3.04	3,124	3.85	97	2.74
10 - 14	3,824	14.13	3,595	55.28	2,978	3.67	20	.56
15 - 19	4,555	16.82	1,462	21.66	13,649	16.82	1,455	40.47
20 - 24	4,869	17.99	286	4.24	17,341	21.37	658	18.02
25 - 29	1,913	7.07	188	1.30	18,001	22.19	221	6.24
30 - 34	3,532	13.05	119	1.76	20,481	25.25	726	20.50
35 - 39	239	.88	22	.33	1,335	1.65	52	1.47
40 - 44	198	.73	30	.44	833	1.03	301	8.50
45 - 49	1,473	5.44	937	13.88	1,060	1.31	53	1.50
50 - 54	1,550	5.73	—	-	2,275	2.80	—	-
Total	$27,068	100.00	$6,749	100.00	$81,128	100.00	$3,541	100.00

The growers from Halifax and Rockbridge counties spent the greatest average time in travel to the market at two man hours each, and also the longest average time on the market, 12 hours each. Bedford county producers followed those of Campbell county from the standpoint of the number of hours in travel to and on the market. Campbell county growers spent on an average per grower of 1.1 hours in travel to market and 9.7 hours on the market. Bedford county growers, on an average per grower, spent 1.1 hours in travel to the market, and 10 hours on the market. Growers of Amherst county spent .6 hours per grower in travel to the market, and 9.5 hours per grower on the market (Table 15).

By distance from the market, as shown by table 14, it was found that the average time in travel to market increased as the distance increased. The growers of the zone 1 through 4 miles spent less than .5 hours per grower in travel to the market, and spent an average of 9.5 hours per grower on the market. The growers of the zone 20 through 24 miles spent, on an average per grower, 1 hour in travel to market and 10.2 hours on the market. Growers from the zone 50 through 54 miles spent, on an average per grower, 2 hours in travel to market and 11 hours on the market. The fact is shown that the time spent on the market per grower increases as the distance from market increases.

The totals for the group show 116 man hours spent in travel to, or an average of 1.1 hours per grower per day. Total time on the market per day averaged 9.7 hours per grower. The combined total shows 1,125 hours per day.

The growers begin arriving at the market about 7:00 A. M. and continue coming in until about 2:00 P. M. in the afternoon, except on

Table 15.- Hours Spent by Growers Per Day in Travel To and On the Market, Grouped by Counties, 1933

County	Number records	Time in travel to		Time on market		Combined time on and travel to	Per cent of total
		Total	Average	Total	Average		
Amherst	11	7	.6	103	9.5	110	10
Appomattox	15	15	1.0	112	8.6	125	11
Bedford	24	28	1.1	242	10.0	270	24
Campbell	41	44	1.1	398	9.7	442	40
Charlotte	9	15	1.6	92	10.2	107	9
Halifax	1	2	2.0	12	12.0	14	1
Nelson	1	1	1.0	8	8.0	9	1
Pittsylvania	5	4	1.3	50	10.0	54	5
Rockbridge	1	2	2.0	12	12.0	14	1
Total	104	116	1.1	1,009	9.7	1,125	100

Table 14.- Hours Spent by Growers Per Day in Travel To and On the Market Grouped by Distances, 1933

Miles	Number records	Time in travel to		Time on market		Combined time on and travel to	Per cent of total
		Total	Average	Total	Average		
1 - 4	2	*	*	14	7.0	14	1
5 - 9	9	8	.9	78	8.6	86	8
10 - 14	7	6	.8	62	8.8	68	6
15 - 19	22	22	1.0	215	9.6	255	21
20 - 24	25	25	1.0	256	10.2	281	25
25 - 29	13	14	1.1	128	9.8	142	13
30 - 34	14	21	1.5	134	9.5	155	14
35 - 39	5	5	1.0	50	10.0	55	5
40 - 44	5	5	1.6	28	9.5	33	3
45 - 49	4	8	2.0	44	11.0	52	4
50 - 54	2	4	2.0	22	11.0	26	2
Total	104	116	1.1	1,009	9.7	1,125	100

* Less than .5 hour.

Saturday, when the market is usually filled by 8:00 A. M. During the week very few growers remain on the market after dark, but on Saturday sales continue on until between 7:00 and 8:00 P. M. However, if a grower happens to sell out early he usually leaves at that time, so there is a thinning out beginning in the middle afternoon.

Value of Products Sold on the Market Compared With Those Sold at Stores and Other Places by Growers Selling on the Lynchburg Community Market

Table 15 shows a comparison of the sales of producers at all markets. The stores spoken of refer to those in Lynchburg. Amherst county growers made the largest sales of produce at home, perhaps because they sold considerable fruit which is often easily salable at the home farm. Amherst growers also made large sales at stores, such sales amounting to $2,671. They sold very little produce to stores at places other than in Lynchburg.

Appomattox, Campbell, and Rockbridge county growers made sales of $140, $23, and $56, respectively, at home, which was small when compared with their sales made on the market.

Nelson and Rockbridge county growers had no sales at the Lynchburg stores, Nelson growers selling none, and Rockbridge producers selling $85 worth at places other than in Lynchburg.

Charlotte and Halifax county growers made no sales at home or places other than in Lynchburg, having sales amounting to $1,550 and $158, respectively, at stores.

Bedford county growers sold no produce at home, only selling $751 worth at stores, and $1,568 at places other than Lynchburg, a

Table 15.- Relative Value of Produce Sold on the Market, at Home, at Lynchburg Stores, and Other Places, Grouped by Counties 1/

County	Sold on market	Sold at home	Sold at stores	Sold other places*
Amherst	$ 11,859	$1,925	$ 2,671	$ 80
Appomattox	17,207	140	2,625	1,950
Bedford	30,367	-	751	1,368
Campbell	40,511	25	5,028	1,720
Charlotte	10,029	-	1,550	-
Halifax	1,177	-	158	-
Nelson	1,067	-	-	-
Pittsylvania	5,042	-	52	517
Rockbridge	1,127	56	-	85
Total	$118,386	$2,142	$11,015	$5,720

1/ Values figured by price list found in the Appendix.
* Other than in Lynchburg.

greater part of which was sold in Bedford City. Campbell county growers sold little produce at home, $5,028 at stores, and $1,720 worth at places other than in Lynchburg, a better part of which was sold at Altavista.

Table 16 repeats the information of table 15 by miles from market rather than by counties. Growers from the 10 to 14 mile zone made the greatest volume of sales at home. The largest sales at places other than Lynchburg were made by growers in the 20 to 24 mile zone. This may be explained by the fact that the growers in this zone are located near Bedford, Altavista, and Amherst Court House. Being located nearby they would naturally make sales on these markets when possible. However, such sales would not justify travelling great distances.

Sales at Lynchburg stores by the growers were somewhat evenly distributed, these sales being made largely of excess produce and engagements of a past date. Next to the total value of produce sold on the community market were the sales at stores amounting to $11,015. These were followed in order by the $5,720 sales at places other than Lynchburg, and the $2,142 sales made by growers at home. These data bear out the fact that the Lynchburg Community Market gets 84 per cent of the produce grown by the producers patronizing the market. Lynchburg is the only market of reasonable size in that particular section, the next closest being Roanoke.

Market Attendants of Lynchburg Community Market

It was found that the growers usually attended the market in person. In busy seasons often the wife of the grower would tend the

Table 16.- Relative Value of Produce Sold on the Market, at Home, Stores, and Other Places, Grouped by Mileage Zones 1/

Miles	Sold on market	Sold at home	Sold at stores	Sold at other places*
1 - 4	$ 1,302	$ 9	$ 125	$ -
5 - 9	7,097	-	429	507
10 - 14	10,417	1,500	3,228	-
15 - 19	21,097	757	691	562
20 - 24	25,154	-	1,855	5,518
25 - 29	20,825	25	1,112	412
30 - 34	24,856	17	1,866	656
35 - 39	1,648	-	-	-
40 - 44	1,362	-	39	-
45 - 49	5,525	56	158	85
50 - 54	5,725	-	1,550	-
Total	$118,586	$2,142	$11,015	$5,720

1/ Values figured by price list found in the Appendix.
* Other than in Lynchburg.

stall, having one of the children drive the car or truck. Three growers were employing attendants as day help, these being the larger producers of such commodities as watermelons and cantaloupes. On Saturdays there were usually two attendants to a stall being, in most cases, an owner and his wife. Several cases were found in which the wife attended the market regularly and seemed to manage the business. The owner attendants, however, were by far outstanding.

The attendants usually spent their time preparing articles for sale, such as shelling beans, when they were not busy waiting on customers. During spare time they conversed with one another, and seemed to enjoy the association with fellow growers.

Upon the whole it was found that these growers were very pleasant, showed an interest in the improvement of the market, and seemed anxious concerning the outcome of this study.

Streets Travelled by Growers

Campbell Avenue, over which it was found that 56.76 per cent of all loads came, amounting to 58.22 per cent of the total value, had the growers from Campbell, Appomattox, Halifax, and Charlotte counties using it as an approach. Fort Avenue, over which was hauled 24.10 per cent of the total loads, amounting to 29.91 per cent of the total value, had growers from Pittsylvania and Bedford counties using it as an approach. Seventh Street, over which was hauled 17.92 per cent of the total loads, amounting to 10.92 per cent of the total value, had growers from Amherst and Nelson counties using it as an approach.

Rockbridge county growers used Rivermont Avenue entirely, along with several growers from Bedford county.

These are four of the five main avenues of approach to Lynchburg. Traffic is usually heavy on these streets. Fort and Campbell Avenues both lead into 12th Street, which leads directly to within a half block of the market, avoiding the heavy down-town traffic. Both Rivermont Avenue and 7th Street lead into Main Street, and from these two the growers have to move through the entire length of the heavy down-town traffic. The growers using 7th Street usually went down Commerce Street, which is parallel to and one block from the river side of Main Street, thus avoiding traffic lights. (Table 17).

Transportation Used to Haul Produce

A majority of the growers on this market are selling produce from a small cash crop, and few of them are really involved in it in a large measure. This being true, one can readily see why the family car was used to haul produce to the market. Of the 104 different vehicles used the passenger car made up 65.46 per cent of the total.

The second most generally used type of transportation was found to be the half ton truck, which in most cases was the roadster type car with a truck body built on the back after the removal of the closed compartment. The Ford was the most generally used make. This class formed 19.25 per cent of the total.

Fourteen growers, or 15.47 per cent of the total, owned and used a one-ton truck to haul their produce. There was usually a lot of

Table 17.- Main Avenues of Approach to Lynchburg Public Market Used by Growers, 1935 1/

Avenue or street approach	Number of loads	Value of produce*	Per cent of total loads	Per cent of total value
Campbell Avenue ———	5,624	$ 68,924	56.76	58.22
Fort Avenue ———————	1,539	35,409	24.10	29.91
7th Street ———————	1,144	12,926	17.92	10.92
Rivermont Avenue ——	78	1,127	1.22	.95
Total	6,385	$118,386	100.00	100.00

1/ This allotment is not specific.
* Produce sold on market.

dead space in these trucks. The reason for their use was, in most cases, due to the fact that the grower used the truck in some other business and it was his main way of hauling. Two growers used 1½-ton trucks. These two were a large melon and a large fruit grower, the latter from Campbell and the former from Amherst county. The two growers using the one-horse wagon were both doing a good trucking business. They lived very close to the city, which enabled them to get on the market early in the morning.

Of the passenger cars used, practically all of them were in the low priced field, varying widely in make. Sedans, both two-door and four-door, were used. The rear seat would be removed and the back part of the car loaded with the produce. (Table 18).

Equipment Furnished by the City

A small amount of equipment was furnished by the city. It consisted of a table 118 inches long by 50 inches wide, which was divided in the center by a partition connected to an upright piece 1½ inches by 5½ inches, 58 inches high. This upright was the support for a cross piece of the same dimensions 36 inches long, running lengthwise with the table, and at each end was found a hook for the growers' scales. Figure 2 shows a drawing of this table. The timber of which it is constructed is yellow pine. The top of the table is of six by two inch pieces. Each producer furnishes his own scales, paper, and bags. The main part of the market has curtains over the openings which may be let down in cold or bad weather. The electric lighting is good, having high voltage bulbs equipped with reflectors.

Table 18.- Type of Vehicle Used by Growers on the Lynchburg Public Market to Haul Produce, 1953

Type of vehicle	Number of vehicles	Per cent of total
1-horse wagon	2	1.92
Passenger car	66	63.46
Half ton truck	20	19.23
1 ton truck	14	13.47
1½ ton truck	2	1.92
Total	104	100.00

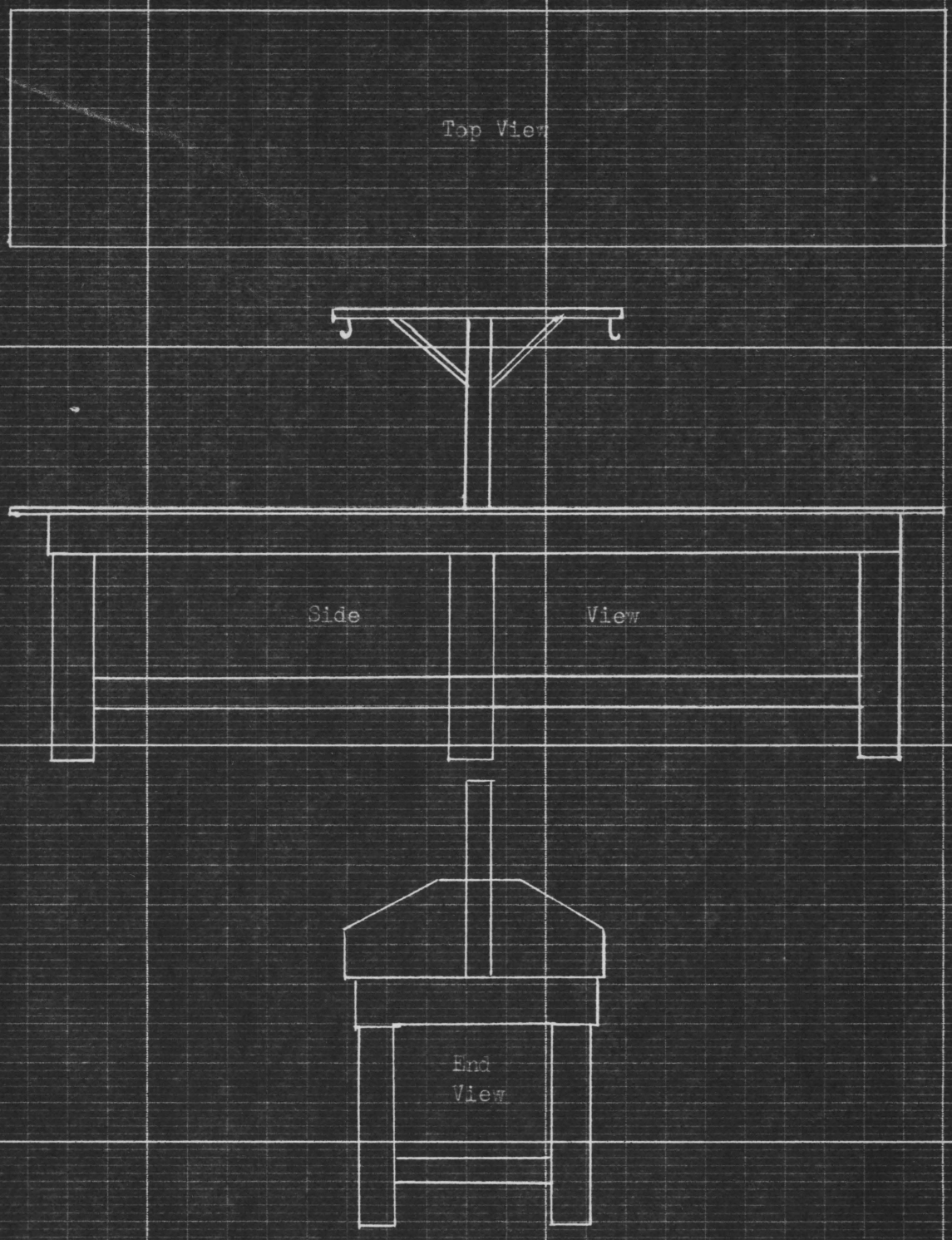

Figure 2.- Diagram of Table used on the Lynchburg Community Market.

Scale = $\frac{1}{20}$

Heating in the main part only is done by steam pipes suspended from the ceiling. Name plates are furnished each grower to be hung above his stall.

The cost of operation of the market to the city was $8,200 for the year beginning August, 1932, and ending July 30, 1933, while receipts amounted to $5,057.

The Market Layout

The market consists of a main floor 150 by 295 feet, a main entrance from Main Street 150 feet long and 92 feet wide, and an end entrance to Church Street. The main entrance to Main Street is flanked by stalls and a walk on both sides. On the main floor there are two rows of stalls in the central part of the place, with a row of stalls along the back and ends. A driveway surrounds these central stalls. The stall includes a table and selling aisle and a space for parking the grower's truck. There are 95 regular stalls and 20 basket stalls on the floor, the basket stalls being fitted in in narrow spaces back of aisles and at the end of regular stalls. The market manager's office is located on the back side of the main floor, and consists of one room about 10 by 14 feet. White and colored men's toilets are located side by side on the north end of the back side of the building. A white woman's and a colored woman's rest room and toilet are located on the inside end of the rows of stalls flanking the main entrance, the white woman's being on the north and the colored woman's being on the south side of the drive. The selling aisles are raised about five inches higher than the rest of the floor, which is entirely of cement. Figure 5 gives

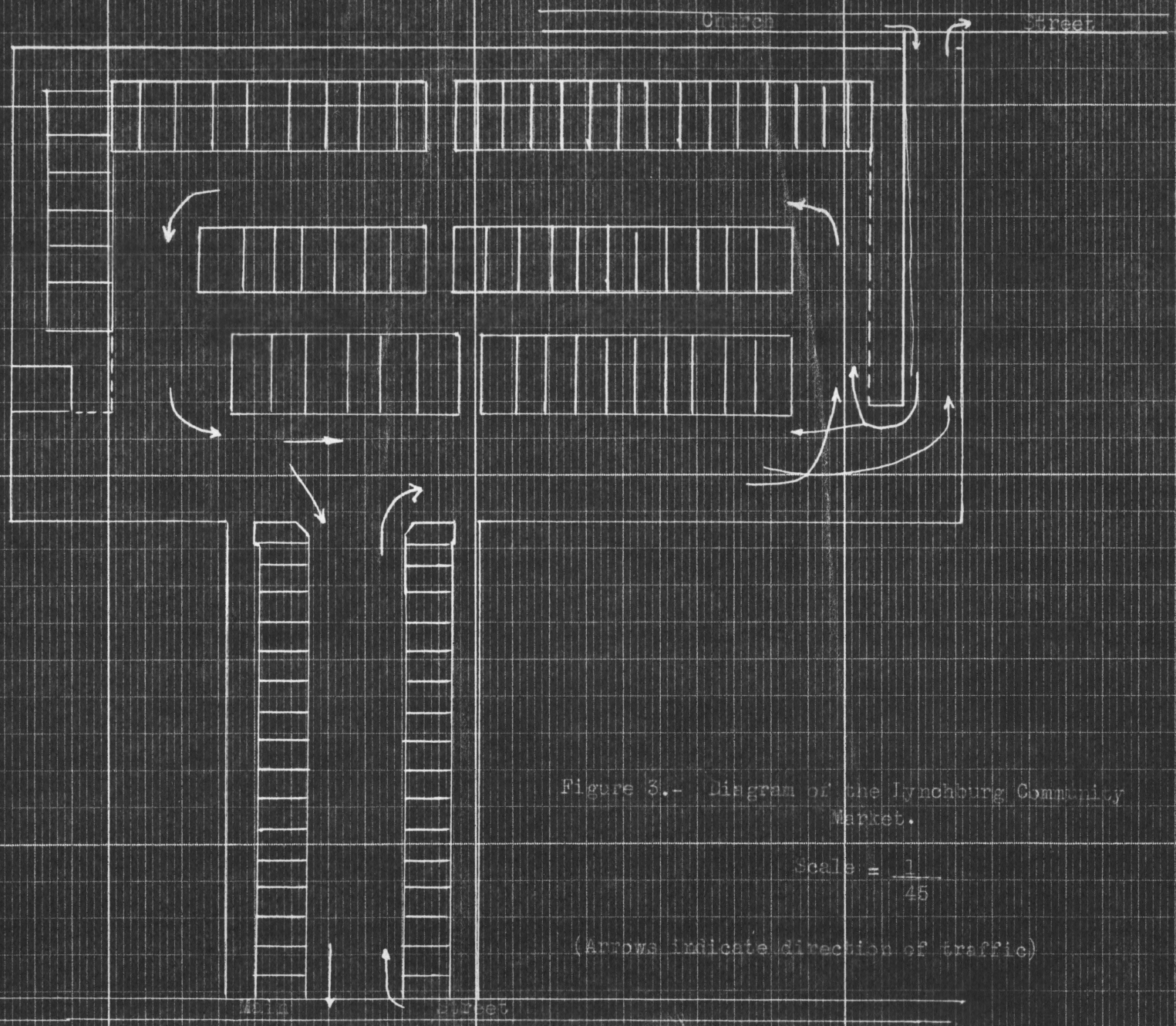

Figure 3.- Diagram of the Lynchburg Community Market.

Scale = $\frac{1}{45}$

(Arrows indicate direction of traffic)

an illustration of this layout. Traffic follows the direction of the arrows, there being only one-way traffic on the inside driveway.

Table 19 gives the rates charged for stalls on the market. These rates are the ones originally set and have not been changed. It is doubtful if the average grower would be able to determine from this chart the amount which he might be able to save by renting by the year rather than by the day. The principle behind this chart works on the basis that the longer the time bargained for and the more frequent the times are on the market the lower the cost of the stall becomes. This may be interpreted as an incentive to encourage the growers in coming to market more often and more regularly. Because of the few growers on the market during the week, Saturdays are the days bargained for in advance by a large number of producers.

There are classes of stalls, and between these classes the rates vary. That is explained by the favorable location of the stall. Some of the back stalls in a corner or on the end are not as favorable as those located on the front of the main floor, and on the north side of the main entrance, since most of the consumers come in on that side and buy up all of the produce they need before reaching the back side of the floor.

Effects of Some Factors on the Market

Effect of Distance

Table 20 gives a picture of the location of the growers by distance from the market. The largest number of growers from any five-mile zone was that from 20 to 24 miles, totalling 25 growers,

Table 19.- Rate* Sheet Used on the Lynchburg Community Market, 1955

Stall Number	For Every Day in the Week					For 5 days per week	For 2 days per week
	Per Day		Per week	Per month	Per year	Per month	Per month
	Saturdays (only)	Week days (per day)	Every day	Every day	Every day	5 days per week for 1 month	2 days per week for 1 month
31 to 65 incl. 82 to 97 incl.	.60	.50	2.00	6.00	60.00	5.50	5.00
1 to 29 incl.	.50	.50	1.70	5.00	50.00	5.15	2.85
66 to 81 incl.	.40	.40	1.50	4.50	45.00	5.00	2.75
Basket stalls							
	.30	.20	.80	2.50	25.00	2.00	1.85

* This table is a copy of the one on display in the office of the market superintendent.

Table 20.- Distance Travelled by 104 Growers Going to the Lynchburg Community Market, 1955

Miles	Number of growers	Number of miles travelled	Average	Per cent of growers in each group
1 - 4	2	5	2.5	2
5 - 9	9	69	7.6	9
10 - 14	7	80	11.4	7
15 - 19	22	367	16.6	21
20 - 24	25	540	21.6	24
25 - 29	13	339	26.0	12
30 - 34	14	447	31.9	13
35 - 39	3	111	37.0	3
40 - 44	3	124	41.3	3
45 - 49	4	188	47.0	4
50 - 54	2	100	50.0	2
Total	104	2,370	22.7	100

or 24 per cent of the total number. These growers travelled a total of 540 miles in going to market, or an average of 21.6 miles each. Twenty-two growers, or 21 per cent of the total number, came from the 15 to 19 mile zone. These growers travelled an average of 16.6 miles each in coming to market. If a curve were drawn for this distribution it would show a slight skewness to the left, whereas another curve drawn for the total number of miles travelled to would show a skewness to the right. This, of course, is explained by the increasing distance from market. The total number of miles travelled by the group of 104 growers was 2,370. The average grower travelled 22.7 miles in coming to market. (Figure 4).

The Value of Loads

The total average load of the group of growers in table 21 will give an idea of the value of the products brought to market in one day if the growers were all to be on the market at the same time. From this table the average individual, which is weighted on the basis of the group for that distance, shows that as the distance from the market increases the value of the individual load increases. This is logical in view of the fact that the cost of hauling is greater and the average load has to be larger to utilize the energy of the haul. The largest average individual load was found to be from the 50 to 54 mile zone, while the total average of the group showed to be only three per cent of the total, as a result of there being only two growers from that zone.

For the total of 104 growers the total average per day sales of the group were $2,062, while the weighted average individual sale was $20 per day.

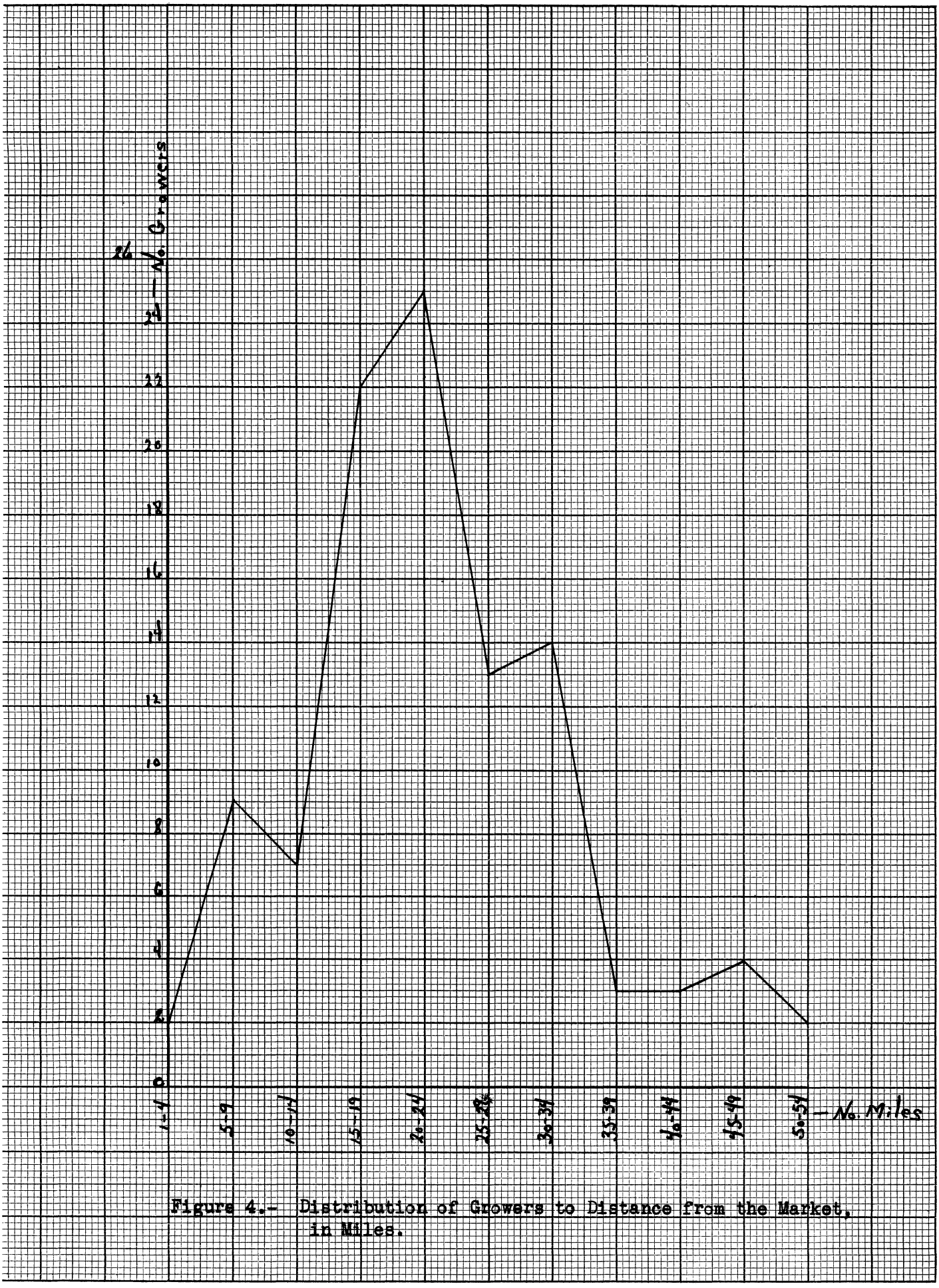

Figure 4.- Distribution of Growers to Distance from the Market, in Miles.

Table 21.- Value of Average Load Brought in by Producer, with Growers Grouped by Counties

Miles	Number of records	Group total		Weighted average individual load*
		Value	Per cent	
1 - 4	2	$ 22	1	$ 11
5 - 9	9	138	7	15
10 - 14	7	72	3	10
15 - 19	22	381	19	17
20 - 24	25	472	23	19
25 - 29	15	401	19	31
30 - 34	14	369	18	26
35 - 39	3	38	2	13
40 - 44	5	55	2	11
45 - 49	4	69	3	17
50 - 54	2	67	3	34
Total	104	$2,062	100	$ 20

* Weighted on the basis of the total group to distance radius.

Both the weighted average individual sale, and the average miles travelled per grower are found to be approached by the growers of the 20 to 24 mile zone.

Total Sales

The largest total sales, amounting to $24,955, were made by the growers in the 50 to 54 mile zone. This was 21 per cent of the total. The average individual sale amounted to $1,781. The lowest total sales were made in the 1 to 4 mile zone, amounting to $1,341, or 1 per cent of the total. The average sale per grower amounted to $671. With the exception of the 40 to 44 mile zone, this amount was the lowest per grower of any of the distance zones. The growers having the largest average total sales of $1,950 were from the 50 to 54 mile zone. In general it is to be expected that as distance to market increases the average size of individual sales would also increase. However, all of the cases do not bear out that conclusion. It was found that the growers on the market from these more distant areas were operating a larger general farming business than the average group near the market. As the distance to the city declined it was found, generally, that the farming activities of the growers became smaller. (Table 22). (Figure 5).

Type of Produce Handled

Table 23 shows vegetable sales to be scattered over the entire area, being somewhat heavy from 5 to 34 miles from town. Berry sales were made by growers living comparatively close to the market. This

Table 22.- Total Sales of Growers on the Lynchburg Community Market, Grouped by Distance from Market

Miles	Number of records	Total sales of group*	Average total sale	Per cent of total
1 - 4	2	$ 1,341	$ 671	1
5 - 9	9	7,155	794	6
10 - 14	7	10,771	1,539	9
15 - 19	22	20,234	920	18
20 - 24	25	23,282	931	20
25 - 29	18	20,229	1,556	17
30 - 34	14	24,935	1,781	21
35 - 39	3	1,699	566	1
40 - 44	3	1,412	471	1
45 - 49	4	5,620	905	5
50 - 54	2	5,900	1,950	5
Total	104	$118,556	$1,140	100

* Estimated sales by growers.

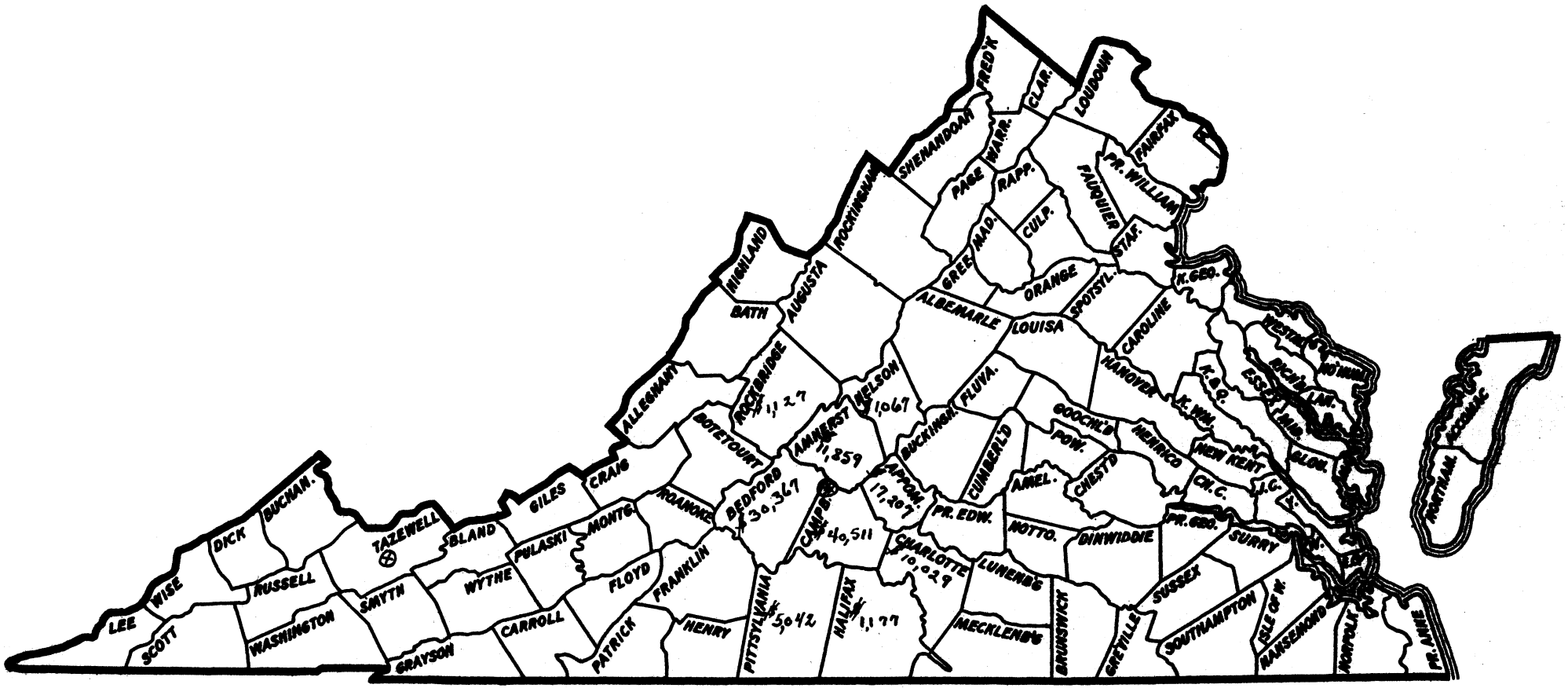

Figure 5.- Value of Produce Sold on the Lynchburg Community Market, 1933.

Table 25.- Type of Produce Sold on the Lynchburg Community Market by Growers, According to Miles from Market *

Miles	Number of records	Average per seller							
		Vegetables	Berries	Fruits	Poultry and eggs	Dairy products	Meats	Miscellaneous	Total
1 - 4	2	$ 1,246	$ ——	$ 5	$ 50	$ 1	$ -	$ -	$ 1,302
5 - 9	9	3,671	51	154	2,606	120	398	97	7,097
10 - 14	7	3,824	128	3,467	2,570	70	358	20	10,417
15 - 19	22	4,555	568	1,094	6,808	1,585	5,258	1,455	21,097
20 - 24	25	4,869	84	202	9,952	1,794	5,615	638	23,154
25 - 29	15	1,915	57	31	7,775	1,421	8,807	221	20,225
30 - 34	14	3,552	60	59	9,006	1,065	10,412	726	24,858
35 - 39	3	239	6	16	702	75	560	52	1,648
40 - 44	3	198	——	30	678	110	45	301	1,362
45 - 49	4	1,475	——	957	1,055	20	5	55	3,525
50 - 54	2	1,550	——	—	2,000	50	225	—	3,725
Total	104	$27,068	$ 754	$5,995	$45,160	$6,505	$31,665	$3,541	$118,586

is due to the fact that berries are very perishable and will not stand long hauling as will many of the vegetables. Other fruits were also brought in from nearby areas.

Poultry and egg sales originated from widely scattered areas. This is probably due to the fact that they can be hauled considerable distances without loss or damage. They are also comparatively concentrated. Dairy products were found to be scattered, and for the same reason as poultry and egg products.

Little meat was hauled more than 55 miles. This may have been caused by the fact that a large percentage of the meat handled was fresh.

Miscellaneous products which were non-perishable were found to be generally scattered in point of origin.

Number of Times on Market Per Week

Table 24 gives the number of times the growers from the various counties were on the market per week with produce, grouped according to counties. The number of times on the market per week was found to vary from month to month. This, of course, is brought out most clearly in the more representative counties, that is, the counties having the largest number of growers. For example, from Campbell county, having 41 growers interviewed, the average number per week ranged from 55 in January to 77 in August. On the other hand, Nelson county had only one grower on the market per week steadily throughout the year, and this grower was the only one found on the market from that county at the time of the survey. The counties in order of

Table 24.- Loads Per Week on the Lynchburg Community Market, Grouped by Counties

County	Number of records	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Ave.
Amherst	11	16	9	10	10	15	27	31	34	34	25	23	18	21.0
Appomattox	13	10	10	11	11	12	12	15	17	20	14	10	10	12.5
Bedford	24	22	22	22	22	22	31	35	36	37	30	21	21	26.7
Campbell	41	35	35	35	37	42	48	55	77	75	58	39	37	47.4
Charlotte	9	6	6	7	7	7	8	8	14	14	14	8	6	8.7
Halifax	1	—	—	—	—	—	—	—	6	6	2	—	—	1.1
Nelson	1	1	1	1	1	1	1	1	1	1	1	1	1	1.0
Pittsylvania	5	2	2	2	2	3	4	4	4	4	3	3	2	2.9
Rockbridge	1	2	2	1	—	—	1	2	2	2	2	2	2	1.5
Total	104	92	85	89	90	102	152	149	191	195	149	107	97	125.0

importance, relative to the number of growers on the market per week, were Campbell, Bedford, Amherst, Appomattox, Charlotte, Pittsylvania, Rockbridge, Halifax, and Nelson, having 47.4, 26.7, 21.0, 12.5, 8.7, 2.9, 1.5, 1.1, and 1.0, respectively.

By distance from the market in miles, as shown by table 25, we find again that in the more representative groups the number of growers on the market per week increased up to late summer and then fell back to the late winter level. The zone 20 to 24 miles averaged the largest number of growers on the market per week with 26.0. The 15 to 19 and 10 to 14 mile zones followed in order, with the former having 22.0 growers and the latter 20.6 growers per week. The lowest average number of growers per week was 2.5 from the 40 to 44 mile zone, followed closely by the 55 to 59 and the 50 to 54 mile zones, each having 2.5 growers per week.

Figure 6 shows the seasonal variation by number of loads on the market per week throughout the year. February was found to be the low attendance month, with September the high attendance month. The growth in attendance from February through May is somewhat steady, with an abrupt but rapid rise from June through September. From September through January there was a rapid and levelled out decline in attendance. This variation may best be explained by saying that attendance picks up as vegetables and fruits begin coming in. In later summer the vegetables are ripening hurriedly and the market attendance is at its height. Vegetables and fruits gradually give out until frost, at which time meat sales become large, and gradually lessen until February.

Table 25.- Loads Per Week on the Lynchburg Community Market, Grouped by Mileage Zones

Miles	Number of records	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Average
1 - 4	2	1	1	1	1	5	6	6	6	6	5	5	2	5.2
5 - 9	9	4	4	4	4	7	10	14	29	29	17	8	4	11.1
10 - 14	7	17	11	15	15	14	24	27	32	31	27	20	19	20.6
15 - 19	22	18	17	17	17	19	26	27	32	30	25	18	18	22.0
20 - 24	25	21	21	22	24	25	27	30	34	35	29	25	22	26.0
25 - 29	15	11	11	11	11	11	12	13	13	15	15	12	12	12.0
30 - 34	14	12	12	13	13	16	17	21	22	24	17	13	12	16.0
35 - 39	5	2	2	2	2	2	5	5	5	5	5	5	2	2.5
40 - 44	5	2	2	2	2	2	5	5	5	5	2	2	2	2.3
45 - 49	4	5	5	5	2	2	5	4	10	10	6	4	5	4.4
50 - 54	2	1	1	1	1	1	1	1	7	7	7	1	1	2.5
Total	104	92	85	89	90	102	152	149	191	195	149	107	97	125.0

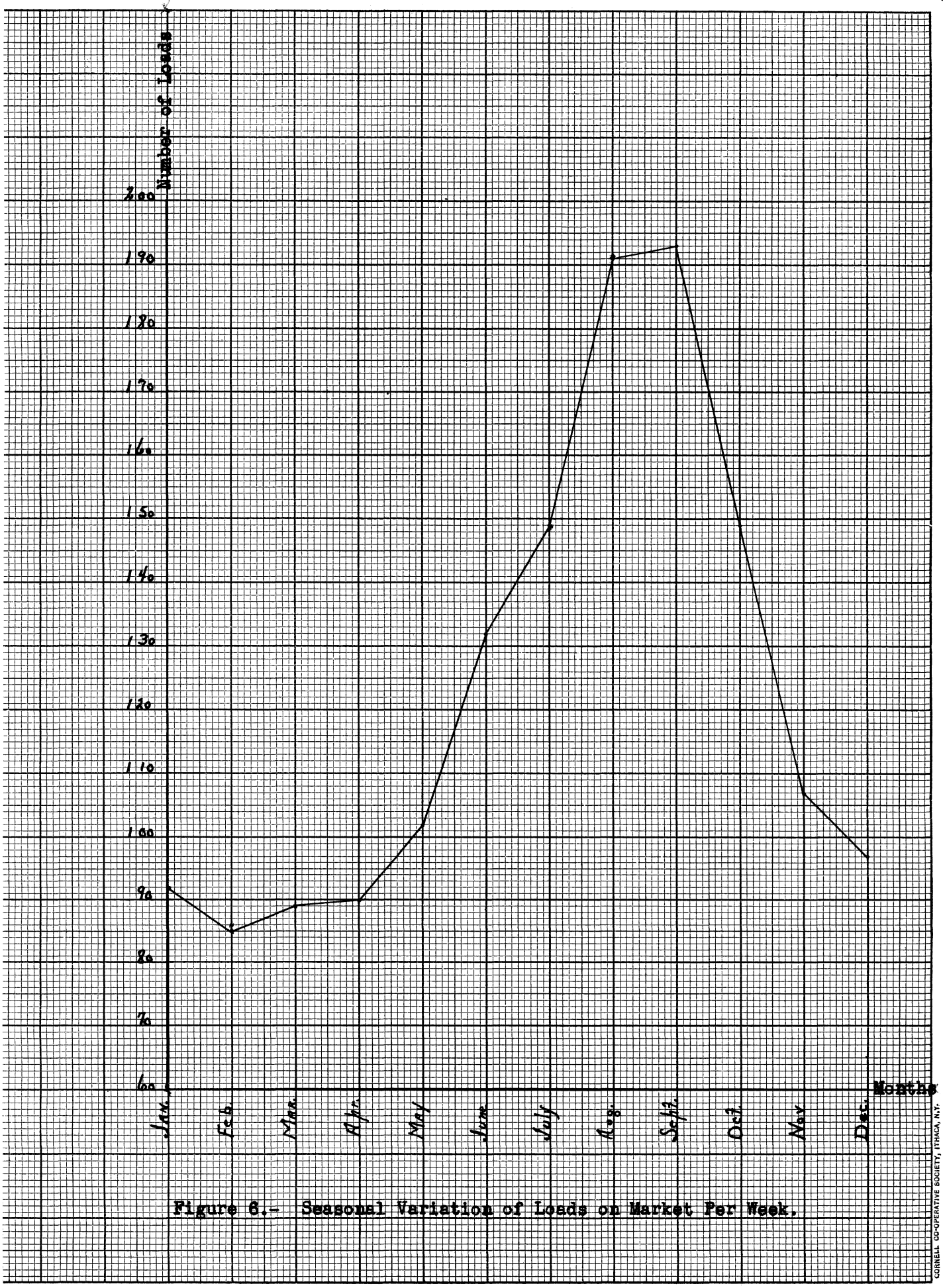

Figure 6.- Seasonal Variation of Loads on Market Per Week.

Summary and Conclusions

Description of the Market

The value of eggs was higher than any other single commodity sold on the market. The value of fresh meats, including beef, pork, and veal was large. Butter sales were of importance, not only from the standpoint of value but also because of the fact that approximately every grower sold butter on the market at some time during the year.

Fruit sales, of which a large part was composed of apples and peaches, came in as a ~~second~~ third important type of produce handled. Berry and other small fruit sales were comparatively small. Growers stored apples in cold storage and carried on sales throughout the winter months.

Truck crop sales, from the standpoint of the value sold, were ~~third~~ second in importance. Of this class of produce melons, tomatoes, potatoes, beans, and peas were the most important individual products. Very little celery, asparagus, and spinach was sold on the market. These truck crop sales were the heaviest during the middle and latter part of summer.

Berries and such highly perishable produce came from the zone close to the market, which also furnished the bulky products such as beets and turnips, on which the value is low.

Meats, poultry products, apples, and melons were sold on the market by growers from the more distant zones. The value and durability of these products justified a larger haul.

The zone ranging from 15 to 35 miles from the market furnished the greatest amount of produce to the market. The produce that came from this zone included some of all of the classes.

Possibility of Expansion of Trucking in the Area Now Selling on the Market

On the farms from which records were taken there were 549.5 acres in truck, and 4,871 additional acres suitable for growing truck crops. These figures show that there may be an expansion of the area in truck crops on the farms studied to 12 times its present size. Such an expansion would largely take care of the demands of the consuming public of Lynchburg, which is the only market of importance within a reasonable distance of this area.

By regular scheduled attendance the space on the present market floor would allow an increase in market attendance of approximately four times its present frequency. Such scheduled attendance would more nearly assure the consumers of Lynchburg a regular supply of fresh produce, which in turn would probably increase the buying proportionately.

Suggestions on How the Market Might be Improved

Table 26 lists the opinions of the growers relative to the various conditions of the market as mentioned.

Location. Six growers were not satisfied with the present location of the market. A part of them suggested moving the market to a more central location, while the others suggested the stadium site as being more favorable. The remaining growers claimed the location to be as good as could be had in the city. Possible locations are somewhat limited because of the layout of the town.

Space. Considerable dissatisfaction was shown relative to the inadequacy of space. The Saturday growers especially were interested

in enlarging the floor space. Suggestions were made to move all buildings off the entire block and have the market cover the entire space. To increase the space a few suggested locating another market in the city and dividing the crowd. An increase in floor space on the present site seems impossible. The thought of locating another market within the city is probably a good suggestion.

Layout. Only two persons were not satisfied with the present market layout. One of these suggested enlarging the stalls, saying that they were not large enough, and the other wanted an arrangement for more space for the consumers to park their cars in. The latter seems a worthwhile suggestion, which could be carried into effect only by having the city mark off certain portions of the streets nearby for such parking, as there is no chance of enlarging the space within.

Conveniences. Four growers mentioned improving conveniences. Two of them wanted the toilets and rest rooms enlarged, while the remaining two mentioned the need for storage space for the growers. General satisfaction was expressed on this point, the majority of growers being very well pleased.

Equipment. A comparatively large number of growers mentioned furnishing curtains to the outer sheds. These curtains are needed to keep out the evening sun and blowing weather. Many growers wanted the tables enlarged so that they would meet end to end rather than leave a space between them of about three feet. One grower wanted display racks furnished so as to be able to show his produce better than by merely spreading it out on a flat table top.

Hours. There is no regulation as to the hours on the market. This was entirely satisfactory, and the growers governed themselves by the length of time that buyers were on the market.

Charges. Eleven growers of the 104 were dissatisfied with the rates charged. Suggestions were to reduce the present charges as much, in some cases, as 50 per cent of the present charge. Others wanted a flat rate per day of about 20 cents, while others wanted uniform prices for all, regardless of the location of the stall. General satisfaction existed with the present system, a majority of the growers thinking it very reasonable.

Letting Stalls. The man bargaining for the stall first is the man who gets it, with the rates set according to table 19. Only one grower made a suggestion relative to this point, and that pertained to doing away with the ruling that a man's stall which he has rented over a period of time shall be forfeited if he is not on the market by 9:00 A. M.

Traffic Facilities. Traffic facilities are governed by the city police force. This was found to be satisfactory. Two growers complained about people driving through the market for no purpose other than cutting through the block. Saturday traffic is heavy, which causes it to be slow, but it is handled well.

Price Fixing. The greatest dissatisfaction existed relative to price fixing. The market manager makes out a suggestive price list, which is not at all compulsory. Growers vary from this, and considerable price cutting was found. The growers themselves seem to be to blame for it, and the market officials do not interfere.

Regulations

Public regulations exist to the effect of each grower having to fill out a blank stating that he or she sells their own produce, and

Table 26.- Suggestions by Growers for Improvement of the Lynchburg Community Market, 1935

Interest	Number of growers satisfied	Number of growers not satisfied	Representative suggestions of growers
Location	98	6	Move to a more central location. Change to stadium site.
Space	89	15	Enlarge the market to cover the entire block. Enlarge the market to sufficient size for Saturday crowd. Locate another market in the city.
Layout	102	2	Enlarge stalls. Enlarge parking space for consumers.
Conveniences	100	4	Improve and enlarge rest rooms and toilets. Provide storage space for growers.
Equipment	93	11	Enlarge tables. Build display racks. Furnish curtains for outer sheds.
Hours	104	—	
Charges	93	11	Reduce charges to 20 cents a day. Reduce charges to 50% of present. Reduce charges 10% and make uniform charge ruling on forfeiture of stall at 9:00 A. M.
Letting stalls	103	1	
Traffic facilities	102	2	Control traffic driving through for no purpose.
Price fixing	84	20	Set and enforce a definite price as a market rule. Cooperate to set a uniform price. Stop practice of price cutting.

do not expect to buy and sell produce for a profit from anyone. Rules prevent leaving debris in or about the market and require the usual rules of cleanliness to be followed. As long as conditions seem so satisfactory from this point of view it does not seem advisable to enact more such regulation.

Cooperatively speaking, no rules exist. I should suggest that such rules are needed to improve mainly the condition of price cutting. They could also largely govern market attendance and supply of produce by cooperatively setting up a list of rules.

APPENDIX A

BLANK FOR SELLER DATA, PUBLIC MARKET SURVEY

Virginia Polytechnic Institute

Seller on the _____Market

in _____(City)

No._____ Date _____195__

Name_____ P.O. _____ County _____

State_____. Location of farm, township _____

road_____. Acres owned _____

Acres rented_____ Acres in berries_____ Truck crops, muck_____

other_____ Additional acres suitable for truck crops, muck_____

other_____ Acres in tree fruit_____

Distance to this market_____miles. Distance to_____market

_____miles. Time required to go to and from market_____hours. On

market_____hours. Who attends market_____

Make of truck_____. Size of truck_____tons. Other vehicle_____

Streets travelled in coming to market_____

_____

Times on the market per week in	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	___	___	___	___	___	___	___	___	___	___	___	___

	Per cent of sales on market made to:			
	Intercity truckers	Huck-sters	Other retailers	Con-sumers
Truck crops				
Berries				
Fruits				
Poultry products				
Dairy products				

Total sales for year _____ Ave. value of load _____

Where produce was bought, and miles and hours required: _____

_____

Times per week for each route: _____

RECORD OF PRODUCE HANDLED IN YEAR ENDING _____ 195 ___

	Acres	Cost Plants	Cost fer-ti-li-sers	Amount Grown	Amount Pur-chas-ed	Amount Total	Per cent sold on this mar-ket	Per cent sold at farm	Per cent de-liv-ered to store	Other sales (place and per cent
Asparagus										
Beans, dry										
Beans, shelled										
Beans, green										
Beets										
Broccoli										
Cabbage										
Carrots										
Cauliflower										
Celery										
Cantaloupe										
Chinese cabbage										
Citrons										
Cucumbers										
Dill										
Eggplant										
Endive										
Fennel										

(continued)

	Acres	Cost Plants	Cost fertilizer	Amount Grown	Amount Purchased	Amount Total	Per cent sold on this market	Per cent sold at farm	Per cent delivered to store	Other sales (place and per cent)
Horse-radish										
Kohl-rabi										
Kale										
Lettuce										
Melons										
Okra										
Onions, green										
Onions, dry										
Parsley										
Parsnips										
Peas										
Peppers										
Potatoes										
Pumpkins										
Radishes										
Rhubarb										
Romaine lettuce										
Sage										
Squash, summer										
Squash, winter										
Spinach										
Sweet corn										
Swiss chard										
Tomatoes										
Turnips										
Turnip greens										
Vegetable oyster										
Corn meal										
Apples										
Apricots										
Cherries										
Peaches										
Pears										
Plums										
Prunes										
Quinces										
Grapes										
Blackberries										
Currants										
Gooseberries										
Huckleberries										
Raspberries										
Strawberries										

(continued)

	A.	Cost Plants	Cost fertilizer	Amount			Per cent sold on this market	Per cent sold at farm	Per cent delivered to where	Other sales (place and per cent)
				Grown	Purchased	Total				
Pies										
Cakes										
Honey										
Sirup										
Jams and jellies										
Eggs										
Broilers										
Fryers										
Mature chickens										
Ducks										
Geese										
Turkeys										
Butter										
Cheese										
Meats										

Suggestions on how market might be improved in respect to:
Location: _____

Ownership and control: _____

Space: _____

Physical Layout: _____

Provision for farmers, dealers, and hucksters: _____

Equipment:
- Buildings _____
- Closed market houses _____
- Open sheds _____
- Stalls _____
- Selling aisles _____

Weighing: _____

Hours: _____
Charges: _____
Price Fixing: _____
Letting stalls: _____

Traffic facilities: _____

Parking: _____
Location of Colored Growers: _____
Any other: _____

APPENDIX B

Average Price of the Commodities Sold on the Lynchburg Community Market During the Month of September, 1933

Commodity	Unit	Price	Commodity	Unit	Price
Beans (shelled)	bu.	$ 3.50	Apples	bu.	$ 1.00
Beans (green)	bu.	.60	Peaches	bu.	1.00
Beets	bunch	.05	Pears	bu.	1.00
Broccoli	-	—	Plums	gal.	.20
Cabbage	lb.	.03	Blackberries	gal.	.40
Carrots	bunch	.10	Huckleberries	gal.	.40
Cauliflower	-	—	Raspberries	gal.	.40
Celery	bunch	.10	Strawberries	gal.	.40
Cantaloupe	bu.	2.00	Dewberries	gal.	.40
Chinese cabbage	-	—	Honey	lb.	.20
Citrons	-	—	Sirup (sorghum)	gal.	.50
Cucumbers	bu.	2.00	Cakes and pies	lb.	.30
Dills	bu.	2.00	Jams and jellies	gal.	1.00
Eggplants	each	.10	Corn meal	bu.	2.00
Endive	-	—	Eggs	doz.	.25
Fennel	-	—	Broilers and fryers	lb.	.20
Kale	bu.	.50	Hens	lb.	.20
Lettuce	bunch	.10	Ducks	lb.	.20
Melons	each	.25	Turkeys	lb.	.20
Okra	bu.	3.00	Butter	lb.	.20
Onions (green)	bunch	.05	Cheese	lb.	.20
Onions (dry)	bu.	.80	Cream	pint	.10
Parsnips	bunch	.05	Cured pork	lb.	.15
Peas (shelled)	bu.	2.00	Fresh pork	lb.	.15
Peppers	peck	1.00	Veal	lb.	.20
Potatoes	bu.	1.50	Beef	lb.	.18
Pumpkins	each	.25			
Radishes	bunch	.05			
Rhubarb	bunch	.10			
Squash	bu.	3.00			
Spinach	bu.	.50			
Sweet corn	bu.	1.40			
Tomatoes	bu.	1.60			
Turnips	bu.	.80			
Turnip greens	bu.	.50			

Prices quoted are at retail.