

BROSIOUS

Mushroom News



Mushroom News

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WALTER L. GMUER
Executive Director

JOHN CALIGIURI
President

MARTIN PESILO
Chairman

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ON THE COVER

One mushroom photographed more than one time makes an interesting line for this month's cover.

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Comment

The Mushroom Canners Committee of the Pennsylvania Canners and Food Processors Association have taken on a rather difficult, if not at times disheartening, job keeping the pressure on the Government to limit exports of canned mushrooms from Taiwan. Their efforts have been many and have spanned a considerable length of time. This pressure is needed; if it were to be forgotten after each refusal from the Government to comply with their requests, then we could expect the influx of Formosan mushrooms to gradually increase and the Government would get the idea that we in this country no longer cared and would be even less prone to take any action than they seem to now.

We would, however, caution against putting too much time and money into such efforts. To keep the pressure on is one thing but to pin too high hopes and expect great good to be forthcoming from this type of action would be folly. Keep the pressure on but put the money and time where it will do the most good. This would be in the field of promotion. Only this way can the mushroom growers and canners get to the housewife, the one person who is going to buy our products.

When consumer demand is increased then and only then will sales go up. The money spent in trying to get the government to tighten up on tariffs is doing no good so far as the consumer is concerned. This is where the bulk of our efforts should be aimed: at the housewife.

By way of explanation, we would point out what a small group of mushroom growers on the West Coast is doing in the promotion field. Four years ago only 20% of the stores in the Los Angeles area were buying mushrooms. By plugging mushrooms at the store level and the merchandising methods used, this group has been able to increase by 70% the number of stores now handling mushrooms. A fine example of just what a very few growers and processors can do.

The Avacado Industry, a \$10,000,000 enterprise, spends \$400,000.00 on promotion; the mushroom industry, a \$50,000,000 operation spends only \$28,000 on promotion or almost 20 times less than that spent by an industry that is 5 times smaller than our own. Why? The Avacado Industry has realized the benefits of promoting their product and also realized a much larger share of the produce market than would normally be theirs.

These examples are cited only to show what can and should be done with the money that is sometimes wasted on efforts flung too far afield. Mushroom growers certainly have a group to thank for the tremendous help they have given to them. The canners and processors of mushrooms take a goodly portion of the mushrooms that are raised and without their capacity to take all that they do, the growers would surely be in a sad state of affairs. But what we need is a more unified effort of *all* those in the business to pool our resources and put this money to work in the promotion field, thereby increasing the demand for our products and realize a fine return for the money spent.

Crop Reporting Marks

Century of Service

From "Market Horizons"

A hundred years ago the U. S. Department of Agriculture was getting ready for the first step in a new and daring venture.

Preparations were being made to gather facts about crops and—even more daring — to publish these facts.

Officially, it was to be the beginning of the nation's crop reporting service.

But unofficially the U. S. department was 11 years late. The first published agricultural statistics had appeared in 1855 . . . in the second annual report of the Pennsylvania State Agricultural Society.

Perhaps the presence of a Pennsylvanian at the helm of the very young U. S. Department of Agriculture had something to do with the decision to issue crop reports.

The real reason will never be known, but it is duly recorded that the first commissioner of the Department of Agriculture — Isaac Newton of Pennsylvania — topped his list of seven objectives with this goal.

"Collecting, arranging, publishing, and disseminating, for the benefit of the nation, statistical and other useful information in regard to agriculture in its widest acceptance."

Newton had managed two farms in Delaware County and operated an ice cream shop and confectionery in Philadelphia. Early in 1861 — as the clouds of civil war were gathering — Newton was appointed superintendent of the agricultural division of the Patent Office.

A year later, on May 15, a separate Department of Agriculture was organized, and on July 1, 1862, President Abraham Lincoln appointed Newton the department's first commissioner.

Four years later, under Newton's guidance, crop reporting was begun by the department. From that beginning, the work of "collecting, arranging, publishing, and disseminating" agricultural statistics and data has reached astronomical proportions

—more than 700 separate reports a year.

Now, a hundred years later, preparations are nearly completed for another big step — observance of the 100th anniversary of crop reporting. It begins July 1 — and Pennsylvania will have a big part in it, naturally.

MUSHROOMS

Overnight, very
Whitely, discreetly,
Very quietly

Our toes, our noses
Take hold on the loam,
Acquire the air.

Nobody sees us,
Stops us, betrays us;
The small grains make room.

Soft fists insist on
Heaving the needles,
The leafy bedding,

Even the paving.
Our hammers, our rams,
Earless and eyeless,

Perfectly voiceless,
Widen the crannies,
Shoulder through holes. We

Diet on water,
On crumbs of shadow,
Bland-mannered, asking

Little or nothing.
So many of us!
So many of us!

We are shelves, we are
Tables, we are meek,
We are edible,

Nudgers and shovers
In spite of ourselves,
Our kind multiplies:

We shall by morning
Inherit the earth.
Our foot's in the door.

—Sylvia Plath

Published in July, 1960

issue of *Harper's Magazine*

Congress Moves Steadily

Toward Changes in

Fair Labor Act

The Congress is determined to produce a bill amending substantially the Fair Labor Standards Act. The Senate Committee on Labor and Public Welfare is expected to take up the minimum wage bill about the first or second week of August, in the form approved last Friday by its Labor subcommittee. Major changes from the bill already approved by the House are summarized here:

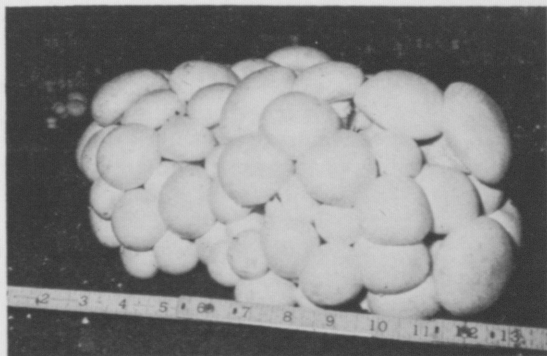
First, the general \$1.60 an hour minimum wage set by the House for February 1, 1969, would go into effect February 1, 1968. Next, a child labor provision has been added, applicable to farmers. Employment of minors outside school hours would be permitted under certain specified conditions of age, employment by parents or on neighboring farms, and so on.

Under the Senate committee bill, farm workers would be covered by minimum wage legislation if employed by a farmer who used more than 500 man days of labor in any quarter during the preceding year. Certain workers are excepted. The minimum wage for farm workers would be \$1.00 an hour for the first year, \$1.15 an hour the second year, and \$1.30 an hour thereafter.

Agricultural processors of a seasonal commodity would be exempt from overtime during any 14 weeks during a year for up to 10 hours in any day and 52 hours in the week. Processors of a perishable commodity would be exempt from overtime during any 14 weeks during a year for up to 10 hours a day and 48 hours in the week. Processors handling a commodity both seasonal and perishable would get an exemption from overtime for 10 weeks up to 10 hours a day and 52 hours a week, and an additional 10 week exemption up to 10 hours a day, and 48 hours a week.

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President's Corner

By MARTIN PESILO, *Chairman*

It would be fair to say that I was born in the mushroom business. My father preceeding my birth was in the mushroom business by at least 10 years. At least 37 years of my father's life has been dedicated to the mushroom business. His name is Roxy Pesilo and his plant is located in the south eastern outskirts of West Chester and contains approximately 30,000 sq. ft. which is adequately operated on a 2 crop basis. I have been associated with him all my life and as a youngster of 5, I started in by papering baskets and doing the various odd jobs that a child might be capable of doing with proper supervision. During my high school years and before graduating I have spent all my extra hours after school working with my father. Since graduating from high school, through my parents' influence, I completed a Business Administration Course at Goldey Beacom School of Business. During my 2 years at school I spent half of my time working with my father and since graduation I have spent substantially my full time in the mushroom business.

I found this association with my father and under his guidance and supervision we might be termed successful mushroom growers. My interest in the mushroom business was somewhat sidetracked some years ago because of a delicate operation that precluded me from doing excess of manual work in our operation. Because of this problem I sought the advice of our dear old family friend Ray Waldron, who is generously known to most all the older mushroom growers. He being the owner of a large real estate and insurance organization, advised me because of my precarious physical condition to devote a generous amount of my time to the real estate business. I have since followed his recommendation and for the past 4 years my mushroom operation and real estate business have shown no conflict of interest. It has however helped me in subsidizing my small profits in the mushroom business.

Just about 1 year ago I was selected as a sectional director of the A.M.I. I have gained a world of knowledge in what the A.M.I. means to a mushroom grower. Both my father and I have been active members of the A.M.I. since its inception. My father also had the privilege and honor of serving the Institute as a director for a period of 3 years.

The old adage, in union there is strength, surely works among we mushroom growers. Individually it would be practically impossible to merchandise our production. We are most grateful that a large amount of our crop production goes to the local canneries and we are equally grateful to have many of the chain buyers in the field, along with the soup companies and we believe the fresh market with the commission men are well organized to merchandise our fresh product.

I as a member of the A.M.I. believe the work of the A.M.I. in the future is cut out for us provided we have the support of all growers in strengthening our organization.

Factors Affecting The Use Of Mushrooms

By Robert O. Herrmann
Assistant Professor
Agricultural Economics
Penn State University

These comments were given in part, during the annual Short Course this June at Penn State. It is being printed here that all members might have the advantage of what is contained herein.

Three market research studies recently completed for Penn State shed new light on who uses mushrooms and how they use them and also suggest some ways that mushroom sales could be increased. The three studies were conducted for Pennsylvania State University by the Market Research Corporation of America and investigated the characteristics of users of fresh and processed mushrooms, the ways mushrooms are used in family menus and the availability of mushrooms in supermarkets in metropolitan areas.

Information of the use of mushrooms and attitudes toward mushrooms was obtained in a survey of about 400 housewives in each of five cities, Richmond, Virginia; Columbus, Ohio; Portland, Oregon; Denver, Colorado, and Philadelphia, Pennsylvania, in June, 1965. Additional information on the use of mushrooms in family menus and the characteristics of mushroom users was obtained from special tabulations of data the Market Research

Corporation of America had collected in 1962-63 in a nationwide Menu Census. The information on the availability of fresh, canned, frozen and dried mushrooms was obtained in a survey of 2,282 supermarkets in 54 cities throughout the country, between April and June, 1965. The information on the availability of fresh mushrooms obtained in this survey was discussed by W. T. Butz in the June, 1966 issue of *The Mushroom News*.

Most American housewives have served fresh or processed mushrooms to their families at some time or other. About 90 percent or more of the housewives in each city in the Five City Survey reported that they had served mushrooms to their families. The reason the limited number of non-users mentioned most frequently for not using mushrooms was that some of the family members did not like them.

THE USE OF FRESH MUSHROOMS

Although about a third of all

American families use fresh mushrooms, most of these families use them rather infrequently. About half of the families in the Five City Survey who used fresh mushrooms were found to have last used them over two months previously.

About 3.3 percent of the nationwide sample reported using fresh mushrooms in a typical two week period in the 1962-63 Menu Census Survey. Usage rates for fresh mushrooms were found to differ greatly between income levels and geographic locations. Usage rates were above the national average in families with incomes over \$10,000 which lived in the towns and cities of the North East and in the cities of the North Central region and the West. The heads of these families worked in white-collar jobs and had 13 or more years of education.

The most frequent reason mentioned by fresh mushroom users in

(Continued on Next Page)

Factors

(Continued)

the Five City Survey for not using them more often was that fresh mushrooms are "too expensive." The other reasons mentioned frequently were that other types of mushroom products were more convenient, that fresh mushrooms were not always available and that some family members did not like mushrooms. Difficulty in obtaining fresh mushrooms was the reason mentioned second most frequently by Richmond and Denver housewives for not using them more often. This response is not too surprising since the Store Availability Survey found fresh mushrooms in stock in only 44 percent of the supermarkets in its Denver sample.

Fresh mushrooms seem to occupy a somewhat special place in family meals. They were found to be served more often on Sunday than on any other day of the week, and usually were served at the main meal of the day. Despite this special place, fresh mushrooms weren't reserved only for special occasions. They typically were served at regular family meals rather than at parties or special meals. Although fresh mushrooms are popular with adults, many children do not like them. The Menu Census found that children up to age 18, refused the fresh mushroom dishes offered to them about half the time. Despite this, the percent of households using fresh mushrooms differs little between those with and without children.

often as a separate dish or along with steak, rather than as an ingredient in other dishes such as casseroles and sauces. Frying or braising was the most popular method of preparing fresh mushrooms, although many housewives in the Five City Survey reported that they had cooked their mushrooms right along with steaks. Those who used fresh mushrooms as an ingredient used them in a wide variety of dishes. One of the most frequent uses was in hot meat dishes such as casseroles and creamed meat dishes. A number of the dishes in which fresh mushrooms were used were of Italian origin, such as spaghetti, pizza and chicken cacciatore.

(Continued on next page)

Following are the CANNED MUSHROOM IMPORT FIGURES for JULY, 1966, along with figures for the same period in 1965:

Country	JULY — 1966		JULY—1965	
	Pounds	Value	Pounds	Value
France	43,431	37,746	53,068	42,320
Japan	17,613	10,608	19,350	14,984
Taiwan	1,493,171	765,306	1,734,299	875,515
Other Countries	22,438	20,687	22,500	14,123
Total — All Countries	1,576,653	834,347	1,829,217	946,942

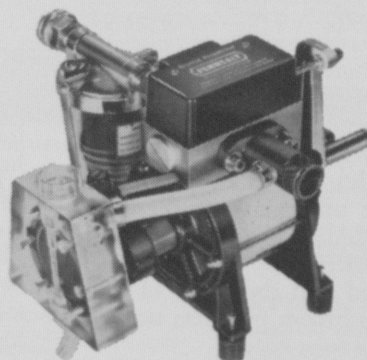
Country	7 MONTHS—1966		7 MONTHS—1965	
	Pounds	Value	Pounds	Value
France	387,228	330,209	632,854	495,582
Japan	168,869	105,896	269,138	190,089
Taiwan	8,172,825	4,295,638	7,568,001	3,743,855
Other Countries	99,485	74,123	161,408	123,614
Total — All Countries	8,828,407	4,805,866	8,631,401	4,553,140

Country	Year — 1965	
	Pounds	Value
France	1,073,564	845,798
Japan	352,526	246,889
Taiwan	11,569,517	5,844,897
Other Countries	222,366	178,689
Total — All Countries	13,207,973	7,116,273

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Factors

(Continued)

THE USE OF CANNED MUSHROOMS

Although canned mushrooms are widely used, many families use them rather infrequently. Canned mushrooms were used by about 80 percent of the homemakers in each of the cities in the Five City Survey except in Richmond in which only 62 percent reported having used them. Forty percent or more of the homemakers in Columbus, Denver and Portland reported having used canned mushrooms in the last two weeks. Only 30 percent of the homemakers in Richmond and Philadelphia reported using canned mushrooms in the last two weeks. About a quarter of the homemakers in each of the five cities who used canned mushrooms had not, however, used them in the last two months.

Canned mushroom usage is highest in much the same type of families in which fresh mushroom use is high. Canned mushroom use is above average in upper income families in cities and towns outside the South and among middle income families who live in large cities outside the South.

When housewives who used canned mushrooms were asked why they did not use them more often, most of the homemakers in the Five City Survey did not give any specific reason. This suggests that many housewives have no particular resistance to canned mushrooms and may only need to be reminded to use them more often. Many of those who did give reasons for not using canned mushrooms indicated that some family members did not like mushrooms. Among the other reasons that were mentioned less frequently were that canned mushrooms were "too expensive" and that the flavor of other types of mushroom products was preferred.

Like fresh mushrooms, canned mushrooms were served more often on Sunday than on any other day of the week and were used chiefly at the main meal of the day. In contrast to fresh mushrooms, canned mushrooms were used chiefly as an ingredient in other dishes and less frequently as a separate dish. The most frequent uses of canned mushrooms were in meat hot dishes, grav-

(Continued on Page 9)

The San Francisco Convention

500 Home Economists
Meet Mushrooms

The San Francisco convention of the American Home Economics Association was one of the finest and busiest places where the A.M.I. has had an exhibit, with 5000 home economists swirling past and stopping to visit during four entire days.

The star attraction of the A.M.I. booth, as always, was the sample mushrooms, with the honors divided between raw and fresh mushrooms to be dunked and eaten, and marinated canned buttons to be speared and munched.

Each year the Home Economics convention is in a different part of the country, drawing a different segment of the 40,000 members to the meet, so that over the years mushrooms have told their story to virtually the entire home economics industry. In turn the nation's home economists have told their students in high schools and colleges how to buy, handle and cook mushrooms. The writers and editors in the group have increasingly used mushrooms as a basis for recipes and even meals.

At the convention to help in the booth were Susan Adams and Robert Kornfeld from the Robert Kornfeld Associates, Inc., of the New York promotion agency for the A.M.I. In their off hours they made innumerable contacts with other exhibitors for joint promotions and tie-in publicity, extending the value of the convention.

Most of the new wives in the United States, of which there are hundreds of thousands a year, have taken a home economics course in high school. Thus, over the years, through the A.M.I.'s years of work with their teachers through these conventions, millions of young women have learned to use mushrooms in their home-making.

The color transparencies of mushrooms prepared in various ways and the display of fresh and canned mushrooms drew added interest and thousands of recipe leaflets and fact sheets were picked up and carried away by visitors to the A.M.I. booth.

A Visit with the Southern California Mushroom Growers In Los Angeles June 1966

By SUSAN ADAMS

At A.M.I. Board meetings and committee meetings for months the subject of closer contact with all the Mushroom Industry has come up for discussion. Executive Director Walter Gmuer, (who should sensibly be quintuplets) has planned to go to the West Coast "next month," to Chicago area "next month," to upstate New York "next week," and to cover Pennsylvania this week — especially today.

Anyhow who ever planned the days for a big interesting job surely short-changed us on hours. We all run out of 'em daily. So, since I was San Francisco bound for the 56th Home Economics Convention, Mr. Gmuer suggested that I take along our prize California portfolio of photos, releases and newspaper clippings plus our recent magazine color spreads and share them with the Southern California growers.

To quiet my fears he assured me that since the Robert Kornfeld Agency had really got all this book together I could tell about it more easily than he could — and anyhow he would be along in the early autumn to talk business things which mere women like to avoid. (This last is my own interpretation, not his words.)

Now I must say this is a great group of Mushroom growers in Los Angeles. I was very interested in the way they handle their Mushroom promotion; deeply impressed with what they have accomplished in 4 years of activity; delighted with their goal and the way they are continually working toward it. In addition I fell in love with the whole bunch and their lovely wives.

At this special gathering the minutes of the previous meeting were read, so I had facts to judge from. One extremely interesting fact is their store level promotion and merchandising at the direction of Sybil Henderson. Here they have certainly done a bang up job.

Factors

(Continued from Page 8)

ies and sauces and poultry hot dishes. When used as a separate dish, canned mushrooms usually were cooked with steak, but also were fried or braised separately by a number of homemakers in the Five City Survey. Canned mushroom dishes were found to be popular with both children and adults.

THE USE OF OTHER MUSHROOM PRODUCTS

Mushroom soup probably is the most widely and frequently used of all mushroom products. Eighty-five percent or more of the homemakers in each city in the Five City Survey reported using mushroom soup and almost half of all those surveyed had used mushroom soup within the past two weeks. Mushroom soup was most frequently used as an ingredient in other dishes, rather than as soup itself. Only in Philadelphia was it used more frequently as soup. Mushroom soup is used in a wide variety of dishes, with most homemakers reporting they used it in more than

one way. The ingredient use mentioned most frequently by homemakers was with meat loaf, meat balls and other ground beef dishes.

Frozen mushrooms were used by relatively few of the homemakers in the Five City Survey and most of the homemakers who had used frozen mushrooms had not used them in the last two months. Usage was most frequent in Columbus and Philadelphia, but only a small number of the homemakers surveyed in the other three cities had ever used frozen mushrooms. Those homemakers who had used frozen mushrooms had used them chiefly as a separate dish or with steak. This suggests that frozen mushrooms are a substitute for fresh mushrooms, and are not used in the same way as other forms of processed mushrooms.

Relatively few homemakers in the Five City Survey reported having ever used dried mushrooms and most of these users had not used dried mushrooms in the last two months. Usage was highest in Philadelphia, where 17 percent reported having used dried mushrooms. Dried mush-

rooms were used most frequently as an ingredient in other dishes, rather than as a separate dish.

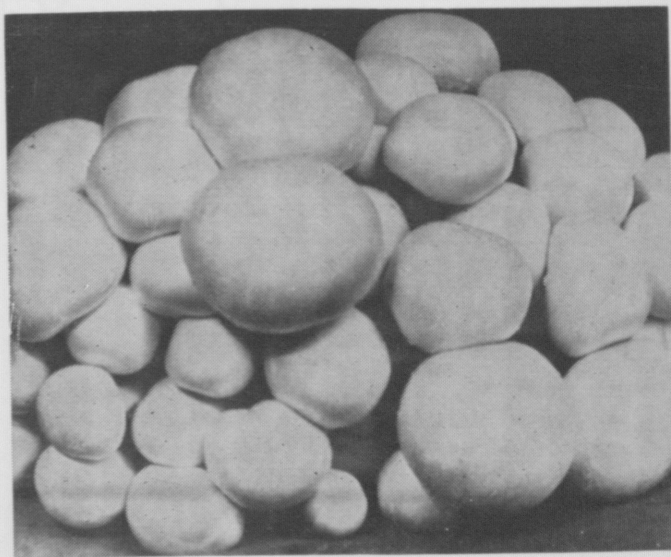
INCREASING SALES OF MUSHROOMS

Sales of any product may be increased by selling more units to present users and by increasing the number of users of the product. Many families already use mushrooms, but a large proportion of these families use mushrooms rather infrequently. Sales to these families probably can be increased by advertising and promotion reminding them to use mushrooms more often.

Sales also can be increased by recruiting new users for mushrooms. It appears that the higher income families of the urban South are an important potential market for both fresh and processed mushrooms.

Housewives need to be reminded repeatedly to use mushrooms since most do not use them frequently and are not in the habit of buying them regularly. Housewives also need to be reminded to use mushrooms be-

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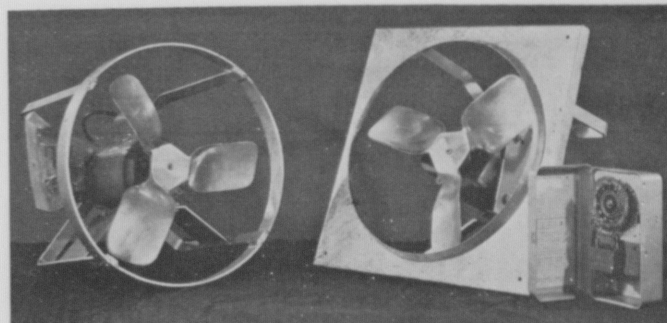
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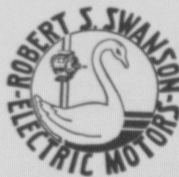
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Miss Grace Ann DiAndrea, daughter of Artilio D'Andrea who is Assistant Secretary of the A.M.I., is shown with her 4th grade teacher and a display she entered in a science fair recently. Her father started the spawn in the basket and the display turned out to be a big hit.

Factors

(Continued from Page 9)

cause most probably do not keep processed mushrooms on hand in their pantries and because fresh mushrooms must be purchased specially each time they are used. These reminders should reach housewives at home, rather than in the store, since mushroom purchases typically are planned before reaching the store. A study conducted for the University of Delaware in 1961 found that about three-fourths of the decisions to purchase fresh or processed mushrooms were made before the housewife entered the store.

Several factors probably tend to limit the use of mushrooms. Mushrooms are used, in large part, with steak or in complicated dishes which require extra effort by the homemaker. In addition, mushrooms are regarded as expensive by many homemakers. Before the homemaker can be expected to make the extra effort and spend the extra money required, she must be convinced that the effort

(Continued on Next Page)

IT'S A

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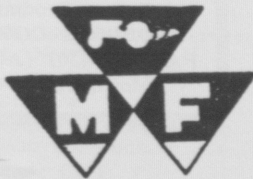
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(Continued from Page 10)

and the extra expense will be appreciated by her family. In his talk on selling mushrooms to this year's Mushroom Workshop, Dr. M. E. John of Penn State suggested promoting the use of mushrooms, even in small amounts, as a finishing touch employed by good cooks who want to please their families, as one method of overcoming these concerns.

In order for mushroom sales to increase, more housewives must be aware of mushrooms and want them and, in addition, mushrooms must be readily available in the stores in which they normally shop. Canned mushrooms are widely available — over 99 percent of the supermarkets in 54 cities checked in the Store Availability Survey had canned or jar mushrooms in stock. The average store, in fact, offered 10 different canned items. Fresh mushrooms are not, however, widely available in stores in a number of major cities, especially those in the South and in the Plains and Rocky Mountain States. In his article in the June issue of *The Mushroom News*, W. T. Butz pointed to Dallas-Ft. Worth as one major market that obviously was under-supplied. Only 10 percent of the stores checked in Dallas-Ft. Worth in the Store Availability Survey were found to have fresh mush-

rooms in stock in the April-June period in 1965. It is clear that any promotional efforts to increase fresh mushroom sales in under-supplied areas must be coordinated with improvements in availability. Butz also noted that fresh mushrooms were not available in many stores in Philadelphia, the fourth largest market in the U. S. and one located right in the backyard of many growers. Only 43 percent of the Philadelphia supermarkets in the Store Availability Survey had fresh mushrooms in stock.

Mushrooms Sold In Pack With Handle

A covered corrugated basket with a retractable wire handle is being used to ship and display mushrooms marketed by a mushroom firm in Pennsylvania.

Replacing the splint wooden basket, the corrugated shipper (20x9¼x6" — capacity 10 pounds) eliminates splintering and puncturing of the product and can be stacked nine high in the cooler without sagging.

The new basket is said to add to product appearance and commands more attention in retail stores. It is a product of the St. Regis Paper Co.

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Following is a copy of the letter Lewe B. Martin, Legal Counsel for the MCC, received from William M. Roth of the Executive Office of President Johnson. The letter is self-explanatory in stating why the MCC Petition to President Johnson on January 27, 1966, to negotiate with the Taiwan Government to limit canned mushroom imports to the United States, IS NOT WARRANTED AT THIS TIME.

Office of the Special Representative
For Trade Negotiations
Executive Office of the President
Washington

August 15, 1966

Dear Mr. Martin:

The President has asked me to respond to the petition you submitted on behalf of the Mushroom Canners Committee of the Pennsylvania Canners and Food Processors Association. That petition requested that, under section 204 of the Agricultural Act of 1956, the President enter into negotiations with the Government of the Republic of China in an effort to obtain an agreement limiting exports of canned mushrooms from Taiwan to the United States. After a careful review of the situation, it appears to me that such action is not now warranted.

This conclusion has been arrived at in the light of information from a number of sources, including an economic analysis of the domestic mushroom industry prepared by the Tariff Commission. Much of this analysis is contained in the Commission's report to the President of January 1965. This report, as you know, was in response to an earlier appeal by the mushroom canning industry for an escape-clause action under the Trade Expansion Act of 1962. This Office has also consulted with other interested Government agencies and has received from them additional information and views.

The information thus obtained

has provided a comprehensive picture of the domestic mushroom canning industry. The highlights of the situation are the following.

Profits on domestic canning operations have not generally fallen below the level which prevailed before imports from Taiwan became significant. Some of the domestic canners incurred reduced profits in 1964, but the decline was attributable principally to poor returns from their venture, into distributing imported canned mushrooms. Although initially, increased imports of canned mushrooms from Taiwan tended to depress prices, there has been no erosion of prices in most recent years. Domestic production, after a temporary decline, has resumed its upward trend. Furthermore, there is no significant unemployment problem; the industry appears in fact to be prepared to hire additional workers.

Accordingly, negotiations with the Government of the Republic of China, as envisaged in your petition, would not be appropriate at this time.

Sincerely yours,

signed/William M. Roth

Acting Special Representative

Mr. Lewe B. Martin
Pope Ballard & Loos
888 Seventeenth Street, N.W.
Washington, D.C. 20008

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Alco Produce Distributor Inc. 338 Wash. St., N.Y., N.Y.	212-WA5-0223	
American Mushroom Corp. P.O. Box 2556, Union St. Station, Wilmington 5, Del.	302-OL2-3751	
The Great Atlantic & Pacific Tea Co., Inc. Kennett Square, Pa.	215-268-2266	
Bay State Produce 18 North Market St., Boston Mass.	617-227-1778	
John J. Biscanti, Inc. P. O. Box No. 31, Temple, Pa.	215-929-5781	
Brandywine Mushroom Company West Chester, Pa.	215-696-1000	
Carbone Bros., & Co., Inc. Washington & N. Moore St., New York City, N.Y.	212-WA5-2260	
S. J. Cardile P. O. Box 391, Kennett Square, Pa.	215-444-4120	
The Cavalier-Gulling Wilson Co. Cleveland, Ohio	216-431-2117	
Chester County Mushroom Sales Corp. Avondale, Pa.	215-268-8554	
Chicago Mushroom & Produce Distributors 24 S. Water Market, Chicago 8, Illinois	312-HA1-3520	
Robert T. Cochran & Co., Inc. 366 Washington St., New York 13, N.Y.	212-WA5-2340	
Concord Mushroom Co., Inc. Box 142, Concordville, Pa.	215-GL9-0791	
DeMase & Manna Co., 207-209 Catanzaro Bldg. 21st & Smallman St., Pittsburgh 22, Pa.	412-281-8880	
DiCecco Inc. Avondale, Pa.	215-268-2241	
Angelo DiGiacomo Philadelphia, Pa.	215-DE6-3920	
DiGiorgio Mushroom Corp. Temple, Pa.	215-926-2139	
Donohoe's Fresh Mushrooms Kennett Square, Pa.	215-268-2114 ***	
The Ebbecke's Toughkenamon, Pa.	215-444-5200	
Elite Mushroom Co., Inc. Avondale, Pa.	215-268-8542 ***	
Fresh Mushrooms, Inc. Temple, Pa.	215-929-9439	
George M. Gates Nottingham, Pa.	215-932-2678	
John M. Gibson Kennett Square, Pa.	215-444-5670	
Goldberg & DeCurtis Commission Merchant 321 Washington St., New York, N.Y.	212-WA5-6425	
John E. Gray P.O. Box 84, Oxford, Pa.	215-932-2426	
Great Lakes Mushroom Cooperative 23950 Ryan Rd., Warren, Mich.	313-SL 7-0888	
Grocery Store Products Co. West Chester, Pa.	215-696-6300	
Hub Mushroom Co. 7-8 North Market St., Boston, Mass.	617-227-1452	
R. L. Irwin Company Kennett Square, Pa.	215-444-2751	
Iron City Produce Co. Penn Ave., Pittsburgh, Pa.	412-471-4484	
George R. Jackson Box 154, Oxford, Pa.	215-932-8778	
Kennett Canning Company Kennett Square, Pa.	215-444-5820	
Harry Klein & Company 199 Franklin St., New York 13, N.Y.	212-WA5-0458	
Level Produce Distribution 395 Greenwich St., New York, N.Y.	212-WA5-1581	
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Peter McClees 300 Washington St., New York, N.Y.		212-WA5-6430
Mt. Laurel Canning Corp. Temple, Pa.		215-929-3288
Mushroom Growers Association Sales Co. 18 So. Water Market, Chicago 8, Ill.		312-HA1-7088
Mushroom Sales, Inc. Kennett Square, Pa.		215-444-5854
The Myers Canning Company P.O. Box 276, Temple, Pa.		215-929-5761
Nottingham Canning Company, Inc. Nottingham, Pa.		215-932-8415
Oxford Royal Mushroom Products, Inc. Kelton, Pa.		215-869-2404
James H. Paxson Landenberg, Pa.		215-274-8391
Penn Eastern Mushroom Corp. Avondale, Pa.		215-268-2225 ***
Penn White Mushroom Company, Inc. R.D. 1, Kennett Square, Pa.		215-444-5557
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Post & Taback, Inc. 341 Washington St., New York, N.Y.		215-WA5-0298
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Felix Rocco Co. 20 Produce Bldg, Providence, Rhode Island		401-331-1600
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Shapiro & Cohen 286 Washington St., New York-13, N.Y.		212-BE3-1651
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J. B. Swayne & Son, Inc. Kennett Square, Pa.		215-444-2770
William B. Tanzola 106-108, 3300 Galloway St., Philadelphia, Pa.		215-DE6-5220
John Taxin Company Food Distribution Center, Philadelphia, Pa.		215-DE6-1313
Temple Mushroom Transportation Temple, Pa.		215-929-2141
Tim's Packing Co. Kaolin, Avondale, Pa.		215-268-2228
Toledo Greenhouse Association 24 North Huron St., Toledo, Ohio		419-CH6-6071
Tusco Mushroom Products, Inc. Route 21 & State Route 212, Beach City, Ohio		216-756-3052
D. Vincenti & Co. Kennett Square, Pa.		215-388-7337
C. B. Weaver & Company 59-61 Twenty-First St., Pittsburgh, Pa.		412-471-5678
Wilson Mushroom Co. P. O. Glen Mills, Pa.		215-GL9-2367 ***
World Wide Products Co., Inc. 10 Oregon Ave., Philadelphia, Pa.		215-HO 5-7500
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A Visit With the SCMGA

(Continued)

A survey was made four years ago of all the stores in Los Angeles area. At that time just 20% were buying mushrooms. A survey this spring in the identical area showed that 90% are now buying Mushrooms. Now I never was any good at algebra but maybe you are. If 7 members and wives can do this in X area What can the whole industry do in the XYZ area of USA?

Answer: More than we have dreamed of, I bet—SA.

They listened and looked with in-

terest and appreciation at our presentation of all the photos and recipes and stories we have sent to the West Coast newspapers as part of our national coverage. Each member was definitely impressed with our magazine coverage and all asked thoughtful questions. Of course we took along all our magazine color spreads and pointed out repeatedly that here is national coverage we get because the AMI is a National organization.

In every way possible the National focus of all industries was stressed. I insisted that the AMI needs every bit of their support and ideas and growth — and they need the impact of the whole industry's efforts as A.M.I., which will naturally further their own local growth.

Because I represent the A.M.I. they met me at the airport; they included me in their business meeting; they wined and dined me and they took me back to the airport. My impression then and my perspective now is that all this adds up to a mighty alert, cooperative group of business men who are mushroom growers.

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