History of the Louisiana Farm Bureau Federation.

Daniel Ray Robertson

Louisiana State University and Agricultural & Mechanical College

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HISTORY OF THE LOUISIANA FARM BUREAU FEDERATION

The Louisiana State University and Agricultural and Mechanical Col.  Ed.D.  1982

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HISTORY OF THE LOUISIANA FARM BUREAU FEDERATION

A Dissertation

Submitted to the Graduate Faculty of the Louisiana State University and Agricultural and Mechanical College in partial fulfillment of the requirements for the degree of Education Doctor

in

The Department of Extension Education

by

Daniel Ray Robertson
B.S., McNeese State University, 1971
M.S., Louisiana State University, 1973
December 1982
From the very beginning of the United States of America, agriculture and the farmer have been the backbone of this great industrialized country. The unequaled strides made by American agriculture freed manpower and other natural resources to pursue industrialization and to create the greatest country in the history of the world. Every life in the U.S. and most of the world is affected by the farmer either physically and or politically, although in America today farmers comprise less than 4% of the total population.

While the Cooperative Extension Service has worked with farmers to create the finest food and fiber producing system known today, Farm Bureau since the early 1920's has had a pronounced effect on United States agricultural policy. No other single voluntary farm organization has influenced farm legislation as has Farm Bureau. Although Farm Bureau provides insurance, tires, batteries, marketing services, etc., to its' members, the primary function of the Bureau is to influence legislation that effects farm families. The membership of Farm Bureau provide a grass roots united voice on political matters.

The National headquarters for Farm Bureau is located in Chicago, Illinois with a branch office in Washington, D. C. It has state chapters in every state of the Union and most counties have a county farm bureau within each state chapter. The organization is similar to the Extension system of agents in each parish or county. The purpose of both is to
educate as many people as possible.

In Louisiana it is hard to talk about Farm Bureau without talking about the Louisiana State University Cooperative Extension Service. In the 1930's the Extension Service appointed a specialist to actually re-organize and develop Louisiana Farm Bureau. From this early beginning, Louisiana Farm Bureau has grown to a farm organization with over 64,000 member families.

Over the years, the Louisiana Farm Bureau Federation has greatly affected Louisiana agriculture policy and political events in the Louisiana political arena. However, no one at any time, has written the history of Louisiana Farm Bureau Federation. No other agriculture organizations have influenced the lives of Louisiana farmers as have the L.F.B.F. and the L.S.U. Extension Service. It would be of interest and great value to the culture, history, education and agriculture interest in Louisiana to have on record the origin of Farm Bureau and its effects on people and policies for the last sixty years.

A printed history of the Louisiana Farm Bureau is non-existent. This History required personal interviews with early leaders and organizers. Valuable information was obtained on tape from Mr. Carl E. Kemmerly, Jr. who worked for L.S.U. Extension and was primarily responsible for the early organization of Farm Bureau. Interviews from all remaining past and present presidents and Farm Bureau leaders were taped and used. A great deal of information was obtained through the use of the Louisiana Farm Bureau Federation Newspaper and other secondary sources.

History of Louisiana Farm Bureau is a descriptive history of Farm Bureau in Louisiana. Hopefully I was able to use the knowledge gained
from Extension Education, Sociology, Ag-Economics, Economics, and personal experience having worked for Louisiana Farm Bureau and L.S.U. Cooperative Extension Service to show how Farm Bureau's history has influenced the lives and policies of Louisiana farmers for the past sixty years.

Also, Mr. H. C. Sanders was of great assistance in obtaining information. I hope it is an interesting and useful document and representative of the organization it represents and also representative of the work that went into the preparation.
ACKNOWLEDGMENTS

The author expresses his sincere appreciation to Dr. Bruce Flint, the author's major professor, for his help and guidance during the graduate program and preparation of this dissertation. Appreciation is also extended to Drs. Edward W. Gassie, J. H. Jones, Jr., Kenneth W. Paxton, and Jerry M. Law for their assistance in preparation of the manuscript.

The author also expresses his grateful appreciation and thanks to Dr. Barbara Hyde and Dr. Clyde St. Clergy for their valuable advice and hard work in editing the manuscript.

Appreciation is also due Mr. and Mrs. Carl E. Kemmerly, Jr. for their hours of work in providing information, also Mr. H. C. Sanders, Director Emeritus of the L.S.U. Cooperative Extension, Louisiana Farm Bureau President James D. Graugnard, and the many agriculture leaders who provided valuable information toward this History.

Appreciation is also extended to Ms. Terry L. Hamilton for her excellent work in typing and editing the manuscript.

To my mother and father, a sincere thank you is expressed for their continued encouragement and support throughout this and prior periods of study.

To my family and friends whose faith in me and encouragement kept me going, a tremendous debt of gratitude.

To my wife, Beverly who made many sacrifices; Thank you.
A very special word of appreciation and thanks to my daughter Gloria (gg) and my son Kyle for the sacrifices made during the research and writing of this manuscript and especially for their love, support and constant understanding.

A sincere thank you to the Editorial Department and others in the L.S.U. Cooperative Extension Service for their assistance.

Finally the deepest gratitude is due the Louisiana Farm Bureau Federation for the support and faith shown to me by the encouragement to write their History; Thank you.
This Book is Dedicated to the
Hard Working, Voluntary
Members of the
Louisiana Farm Bureau
Federation
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ABSTRACT

Farming is big business in Louisiana and the Nation. It is essential for the well-being of the United States. The Farm Bureau Federation is the largest voluntary farm organization in the world and has guarded the farming community's welfare during the last sixty years. The Louisiana Farm Bureau Federation was started in 1921 on the Dodson farm near Baton Rouge, Louisiana by a handful of dedicated farmers. Today it has grown into an organization with over 64,000 member families.

The purpose of this study was to record as completely as possible the History of the Louisiana Farm Bureau Federation. The objective of this study was accomplished by taping personal interviews with Farm Bureau leaders and other leaders in Louisiana agriculture. Secondary resource information such as newspapers, reference books, and annual reports from Extension files also provided information.

The organization of the Louisiana Farm Bureau Federation was brought about in the early 1920's due to a need for farmer representation and the need to improve market conditions. For the first twenty years the organization was primarily a marketing organization. From the early 1940's through the early 1960's the L.F.B.F. served primarily as an educational and legislative organization. In 1963 James D. Graugnard was elected L.F.B.F. president and serves to the present in that capacity. The organization now serves its' members not only in
education and legislative areas but also in areas of marketing, insurance, safety, commodities, supplies and other vital areas. L.F.B.F. now has millions of dollars in assets.

The growth and success of L.F.B.F. is primarily due to the hard work of its members and the fact that the organization is member controlled. Policies that represent the views of L.F.B.F. are developed from the grass roots farmer. This is one reason for the great success enjoyed by Farm Bureau.

It is a work that was very difficult to research and prepare, however, the growth and success of L.F.B.F. is one of the great success stories in agriculture.
CHAPTER I
IN THE BEGINNING

Woodrow Wilson as president of the United States had just led this nation through the First World War, a victory which, it had been promised, would "make the world safe for democracy." Business titans like J. P. Morgan, who flung his millions about, and Henry Ford, who reinvested his profits in an expanding industry and was the first to give his workers five dollars per day, were riding the economic arc on Morgan's slogan: "Don't sell America short." (Colby, E. M., 1968, p. 2) Samuel Gompers had succeeded in forming a labor organization potentially able to hold its own against the industrial giants of the times. Babe Ruth hit 50 home runs in 1920 to salvage baseball from near death at the hands of the Chicago Black Sox scandal. The economy was jumping up and down like a young boy on a pogo stick. Businessmen took advantage of both bull and bear markets.

But for the man on the land trying to make a living for his family after World War I, prices moved in one direction only, downward, leaving him with an appalling fear of the future. Farmers had always been a very independent, adventuresome breed, often choosing to remain strongly opinionated and independent in their decisions. But hardships were forcing them to see that to better themselves and their families they must start to align themselves with fellow farmers to approach the problems of the times.

In Louisiana in the 1920's cotton was king with sugarcane and rice following the trend of wheat and corn in the midwest where farmers were struggling to make ends meet.
Hard Times

The turmoil of the 1920's was rooted in changes that had gotten under way in the preceding decades. Before the turn of the century, the rural agrarian society of the United States had a stable agriculture-dependent economy. This type of society had characterized the United States from the beginning westward settlement to the early 20th century.

Then like a changing tide, people started leaving the farm and going to the cities for higher wages brought on by the industrial revolution which was exported to the United States from England. The cities were becoming vast social complexes where rising living costs were a matter of course. The city laboring man was learning how to use his union to negotiate or coerce his case for higher wages and shorter hours. A man employed in management saw the cost of production determining selling price, profit and salary. If wages and working conditions were out of line, the laborer had the unions to negotiate for him.

On the other hand, the farmer in most cases could not name the price for the products he sold. The farming business, being very basic, was then and still is the nearest thing there is to perfect competition in the marketplace. Because of this status, farmers felt the pinch of economic fluctuations more than any other sections of the economy. While farmers were paying the ever-rising prices brought on by the industrial revolution for the materials they used in production, they were facing steadily declining prices for their production. Times were hard and getting harder down on the farm.
The first World War drained the youth off the farm for military service. Many of those who returned from the war did not remain on the farm. They ventured off for "greener pastures." The hit song of the time "How You Goin' to Keep 'Em Down on the Farm?" was a true reflection of the times. This movement of farm boys to the city left farmers short of labor. They had to buy expensive machinery to replace labor once supplied by their now-departing sons. By 1926, the rural population had a troublesome imbalance. There was a disproportionately large number of children under fifteen to educate and a shortage of those in the productive age bracket of fifteen to forty-five.

Voices of Hope

Prophets of a better future seem to arise from every American crisis. This time was no different, and the way for the farmer's survival would lie in education and organization, they said. Louisiana provided a fertile ground for the cultivation of such proposals.

Leaders across the state sought to better the lives of Louisiana farmers and started looking for new farming methods through education and organization. "As is man's want, hungry minds were reaching out for learning beyond their narrow confines. The introduction of the county agricultural agent and his new knowledge of farming, which at first seemed like magic to some but only dubious 'book larnin' to others, broke the back of inefficient farming. Men who had planted by the moon or as their fathers had done, now began to see new methods demonstrated and seed stocks improved in a vast growing promise of better things to come." (Colby, E. M., 1968, p. 6) The old shell of
isolationism that had long stigmatized farmers was being punctured by inquiry and interest on every hand.

The war had proven that people could work together effectively if they had a common cause. In addition to agriculturalists, farm leaders were urging farmers to organize "across the board" for educational, legislative and social reasons, and to do anything else that was honorable to improve the business of agriculture. "The greatest phenomena of our American Republic are our voluntary organizations," said one of America's leading industrialists. They represent the genius of Americans for achieving by working together. (Sturgis, A., 1958, p. 1)

Just Farmers

The need for social recognition provided a strong impetus for the movement to organize. In Louisiana, as in the rest of the states, many nationalities of emigrants made up the farming community. People from all over the world had come to Louisiana to better themselves in the land of opportunity. The old concept in Europe, from which many of their ancestors had emigrated - the concept that a farmer was no more then a peasant - was fiercely resented by American farmers who occasionally heard themselves referred to as "just farmers." They were not "just farmers"!!! They were distinguished individuals and proud citizens. They had dared when others had quavered. They had cleared the forests and seeded the fields, while lesser men sought sheltered occupations. They were America itself! (Colby, E. M., 1968, p. 10)
Very Important Person

With the food he produces, the nation is fed,

With the fiber and wool, it is dressed.

Since feeding and clothing both rest on the farmer,

The farmer himself cannot rest.

(Sturgis, A., 1958, p. 2)

Their smouldering force of resentment caused by being called "just farmers" forged itself into developing the first Farmer Associations, later to be called Farm Bureaus. This breed of farmers spelled out its character and purpose in these words:

An organization of the farmers, by the farmers, to protect the interest of farmers; and by education, legislation and other honorable means, to promote the largest good for all the people. (Colby, E. M., 1968, p. 11)

Farmers need much more, however, than a vehicle for social contact and an instrument for building social prestige. They desperately needed a way to get attention and consideration in the legislative halls as well as the forum of public opinion.

In all of the states in 1919, including Louisiana, farmers attitudes were similar to those of Indiana farmers expressed in Colby (1968, p. 12):

While the National Grange had been in existence many years prior to this time, Indiana farmers regarded it as a wholly respectable but fraternal organization. What they needed now, and desperately, was a voice to represent them before the
lawmaking bodies of their state and nation, and one strong enough to promote their economic interest. (Colby, E. M., 1968, p. 12)

Among the early national leaders in the movement to establish a stronger farm organization was Liberty Hyde Bailey of Cornell University. In fact, the first national meeting that had an effect on incubating Farm Bureau was held at Ithaca, New York, where Cornell is located.

The idea took hold like a prairie fire. Farm Bureau was being born. On November 19, 1919, at the LaSalle Hotel in Chicago, Illinois, the American Farm Bureau Federation was formed. Farmers in the states were also organizing, and Indiana was the first state to join the new American Farm Bureau Federation.

Aiding in this organizational effort to provide equality for agriculture were the county agriculture agents, who saw in it a tool which they could use in getting extension information to farmers. For more than a decade they had tried to contact the farmer individually on his land, an insurmountable task when one considers that there was only one agent for every two or three thousand farmers, and then only in counties that hired extension agents. County agents called groups of farmers together for educational means and called them Better Farming Associations. These were also called Farm Bureaus. The word Bureau came into use from government parlance during World War I.

Cooperative extension agents working with fiercely ambitious farmers were the backbone of the modern Farm Bureau with its 3.5 million member families nationally and 65,000 members in Louisiana. Men like Carl Kemmerly of the Louisiana State University Cooperative
Extension Service devoted their lives to building Louisiana Farm Bureau Federation and thereby benefiting all farmers in Louisiana. Kemmerly's determination coupled with the efforts of farmers like H. G. Chalkley of Lake Charles, Robert Amacker of Lake Providence, James Percy of Alexandria, Phillip Wemple of Cheneyville, D. Y. Smith of Sterlington and other leaders such as H. C. Sanders of Louisiana State University and many others to be covered in later chapters, caused the Louisiana Farm Bureau to grow from a struggling but confident idea into the most vibrant, effective, farmer organization in the state.

An Early Challenge

The establishment of the American Farm Bureau Federation did not immediately solve all the farm problems. In fact, the infant organization found itself facing a cruel environment in which adversities seemed to be growing as fast as the organization itself.

"The farmer .....found himself faced with higher operating costs, higher prices for clothing for his family, higher salaries for school teachers, higher fees for the doctor and dentist. Yet he was producing more food per man hour of labor than ever before, without receiving a parity price for his products, or a price considered fair when measured by its purchasing power in the general economy." (Colby, E. M., 1968, p. 15) Farmers who had produced an abundance of food and fiber during World War I and were praised and lauded for doing so were now faced with surplus that would plague them for years to come.

When agriculture's contribution to the gross national product declined, and the farmer's purchase of city-made supplies stopped dead,
the entire economy became strangled in the Great Depression. National farm income dropped from 9 billion dollars in 1920 to 2.5 billion dollars in 1932. Times were real hard. The farm parity ratio in 1920 stood at 105. In 12 months it had plummeted to 82. By 1932, corn sold for 12¢ per bushel, cotton for 10¢ a pound, hogs for 25¢ a pound, and wheat for 32¢ per bushel. Farmers' costs of production were not being met at these prices. During the Great Depression, six percent of the farms changed ownership involuntarily. In 1939 there were 740,000 farm families on relief in the U.S. However, the character of the U.S. farmer was showing through;

"In the midst of despair farmers did not quit producing. It can truthfully be said they fed the nation out of their own pocketbooks, when prices were below the cost of production." (Colby, E. M., 1968, p. 19)

Things were so bad in 1932 that a farmer had to sell fifty dozen eggs to pay his Farm Bureau membership dues. Some farmers were burning commodities to heat their homes because it was cheaper than burning wood. Many times shipping livestock to market wouldn't pay the transportation cost.

An Idea Emerges

The situation in Louisiana was no different than the rest of the U.S. It can best be described by a quote from the county agent in Bienville parish, Mr. H. C. Sanders, who later became Director of the L.S.U. Cooperative Extension Service.
To most people the great post World War I depression began with a collapse of the stock market on Black Thursday in 1929. But to the cotton South, the depression began approximately 10 years before. I am told that spot cotton was sold on the streets of Arcadia in the fall of 1919 for 39¢ a pound, and there were some people who thought that it would go up to 50¢ a pound. It had been a bad year for harvesting cotton and good cotton of the grade of middling or better was scarce. However, by May of 1920, that cotton was worth only 10¢ a pound. There were very few times in the next ten years when the price of cotton went as high as 20¢ a pound. (Sanders, H. C., August 1981)

Because of the chaotic conditions in Louisiana Agriculture, the university officials from the College of Agriculture invited the American Farm Bureau Federation to send a representative to Louisiana to establish the organization in the state. They believed that some efforts were needed beyond those that could be rendered in the field of education. I have been told that county agents were asked to bring one or two good farmers to a meeting on Dean Dodson's farm near Baton Rouge and that 100 farmers came to the meeting. There they met with a representative of American Farm Bureau. After considerable discussion, the organization was established. (Sanders, H. C., 1980)

Because of the conditions of the commodity markets, they decided that the first order of business would be to establish cooperative marketing organizations to cover the major crops of Louisiana. Here they organized the Louisiana Cotton Cooperative Association to market cotton. They also organized a cooperative for marketing lespedeza seed, one for rice, one for Perique tobacco, and others. These were the first of many marketing efforts established by the Louisiana Farm Bureau Federation. Some of these marketing efforts were unsuccessful but most were successful. Marketing was but one service that this young dynamic organization would implement through the years of bettering the lives of Louisiana farmers. Farmers helping farmers was badly needed in the 1920's just as it is needed in the 1980's. Farm Bureau is still meeting the challenge!
CHAPTER II
EARLY YEARS -
A Struggling Organization

With the intense fluctuations in the marketplace, farmers throughout the United States were finding it necessary to organize for the first time in the country's history. A dedicated group of agriculture leaders immediately started to organize chapters in every state to begin building what was to become the largest voluntary farm organization in the world. Farmers had to unite in order to survive the rapidly changing policies in agriculture, production and marketing. The Farm Bureau was the vehicle for survival. The process was started by making policies obtained by gathering ideas from the "grass root" farmers. The emphasis was on making the member and his family the most important individual(s) in Farm Bureau. The Farm Bureau rapidly became the organization of the farmer and started meeting the challenge of the times.

The great voluntary groups, like Farm Bureau perform functions so important and so unique to this country that they are an inseparable portion of the American way of living. Their greatest contribution is in solving problems - community, state and national problems - not by appeal to government, but by group thinking and united action. (Sturgis, A., 1958, p. 1)

To most people during the 1920's, the depressed farm situation was as real as 17¢ per pound cotton and 9¢ per pound cattle. Many people at the time were extremely skeptical as to the farmers ability to organize to solve his problems. The individualistic character of farmers had already been documented. However, independent farmers were
always the first to tackle problems. This trait is probably one reason they choose farming, with all its risks and uncertainties, as an occupation. The serious economic and political situation of the time conceived the hard work and cooperation of U.S. farmers that initiated the "magic" of Farm Bureau. This magic was due to hard work and self help through organization. Farm Bureau started making its voice heard whenever policies were being made that affected the lives of members. People outside the Farm Bureau listened because Farm Bureau never waivered from its basic philosophy.

The philosophy of Farm Bureau is simple, traditional to America, idealistic, practical. Its source is the Christian faith. Its lodestar is the conviction that Freedom of the individual is indispensable to man’s well-being and development - a sacred right which comes from the Deity, not as a gift from government. (Sturgis, A., 1958, pgs. 17 - 18)

From the very beginning, Farm Bureau members realized that they had a great responsibility as well as a priviledge. Individual member families received certain rights. Along with these rights, however, came important duties to be performed in order for the identified goals of the organization to be realized. In her book Your Farm Bureau, Alice Sturgis lists some of these rights and responsibilities.

Rights of Farm Bureau Members

1 - To be notified of meetings
2 - To receive official Farm Bureau publications
3 - To attend meetings
4 - To present motions or resolutions for consideration by Farm Bureau members
5 - To discuss questions at Farm Bureau meetings and to advocate and work for whatever action you think best
6 - To vote
7 - To nominate candidates
8 - To be a candidate for Farm Bureau office
9 - To consult official records of the organization
10 - To insist on the enforcement of the rules and procedures of Farm Bureau
11 - To share equally in all benefits offered by Farm Bureau

(Sturgis, A., 1958, p. 29)

To enjoy the success of the organization and to realize the goals set forth, the individual Farm Bureau member also had certain responsibilities listed as "Obligations of Farm Bureau Members."

1 - To study and vote on Farm Bureau issues
2 - To participate in developing Farm Bureau policies
3 - To abide by the decisions of the majority of the members
4 - To support Farm Bureau policies
5 - To carry out duties which may be assigned to you
6 - To work within the structure of the organization according to its' policies and rules.

(Sturgis, A., 1958, p. 30)

Farm Bureau's strength rests with its members. Farm Bureau members hold that freedom of the individual is dependent on the upholding of certain basic rights. They believe that every man is entitled to earn money honestly, to save, to invest, and to spend his money as he pleases; that his right to private property must be respected and maintained. The beliefs that the rights of the individual to speak his mind, to assemble in meetings, to choose his leaders, to share in operating his government, to worship as he pleases, are each fundamental to his freedom. (Sturgis, A., 1958, p. 19)

With this groundwork laid the organization sought to emphasize a concept which has made a significant contribution to the past and future success of the Farm Bureau. The individual family is all important to
the organization. Membership numbers are based on family members instead of the individual farmer or rancher. The family has always been the strength of this country and the strength of Farm Bureau. The early organizers realized this and made special efforts to make the farmer and his wife and children part of the organization. Farm Bureau has always adopted policies that benefit all members of the family.

Farm Bureau is an organization in which nine-year-old Sally, twelve-year-old John, Mother and Dad are all active and interested participants through their family membership. (Sturgis, A., 1958, p. 24)

Women have always been recognized by Farm Bureau as an integral part of the organization. Louisiana has always valued the tremendous contributions made by her farm women. In the very beginning, the Farm Bureau valued and protected the rights of women, even though the country as a whole did not share the Bureau's feelings concerning the rights of women. "Dr. W. H. Walker of California on March 3, 1920, said it is the sense of this body of delegates that women have all rights on the same basis as the men in every particular as to holding office or on committees." (Kile, O. M., 1948, p. 360)

Farm Bureau recognized that the women and the home were the basis for a sound America, both on and off the farm. Women play a tremendous role both in American Farm Bureau and in Louisiana Farm Bureau, assuring the success of the organization. "We welcome to our councils the farm women of our nation and pledge our full cooperation in such programs for the advancement of our common purpose as shall be within the scope of this organization's activities in its endeavor to promote the
welfare of country life." (Kile, O. M., 1948, pgs. 360 - 361)

 Members of the farm community in 1919 were beginning to feel pride in themselves and their country. Agriculture had carved civilization into North America and the farmer, through Farm Bureau, was once again showing his ability to meet a challenge.

Louisiana an Example

In an article in the Birmingham News, J. R. Howard stated that Louisiana was really the birthplace of the Farm Bureau though the movement was formally started in Broome County, New York, and spread to the Midwest, Howard claimed that farmers formally organized around the principle started in Louisiana around 1902 by Seaman A. Knapp and the Cooperative Extension Service. In an article appearing in the Louisiana Farm Bureau News in March 1922, Howard stated that Dr. Seaman A. Knapp, whose name is still revered in Dixie today, spent 12 years in Louisiana teaching families how to farm. He revolutionized agriculture education and laid the foundation for the extension service by taking the farming techniques developed by our colleges and universities and showing how to use these innovations rather than just preaching them. The "demonstration method" of teaching farmers caught on like wildfire. Soon a request was made for each county or parish to have a county agent. Howard contends that it was this movement that spawned the Farm Bureau idea.

With each county agent having to try to educate approximately 700 to 1,000 farmers in his area, he saw the value of organizing farmers into the Farm Bureau and soon did just that. President Herbert Hoover
saw this as a tremendous force and supported the Farm Bureau and Extension. The force proved a valuable tool to accomplish many things that the president wanted accomplished. Among these were many of the farm programs that farmers operated under for years.

This early relationship between Farm Bureau and Extension would prove to be mutually dependent and beneficial for years to come.

Although the government entirely supported Farm Bureau in its infancy, the organization believed in conservative federal government and served as a watchdog over individual freedoms. "Farm Bureau's philosophy of government follows naturally from this premise of individual freedom. Farm Bureau believes that the highest function of government is to maintain conditions in which individual freedom is stimulated and exercised and in which individual ability and initiative are recognized and can flourish." (Sturgis, A., 1958, p. 19)

**Farm Bureau in Louisiana**

In 1919 Louisiana farmers found themselves in the same economic recession as the rest of the farming community in the United States. Cotton was the main crop, with rice and sugarcane following in monetary value. Cotton in 1922 was selling for 24¢ per pound, up slightly from 17¢ a year earlier. Other commodities were also depressed, as can be seen in the commodity quotes run in the December 1922 edition of the *Farm Bureau News*. (Figure 1)
Louisiana farm and agribusiness leaders began looking for answers to these economic problems. Their answer was the formation of the Farm Bureau in Louisiana in 1921. It was started primarily to form marketing associations that would help solve the financial woes of the time.

Actually the Farm Bureau movement began informally in Acadia parish as early as 1913 when the "Farmers Association Warehouse" was formed in Crowley. This early effort was reflected in an interview with Mr. Carl E. Kemmerly, past organizational specialist and former director of the Louisiana Cooperative Extension Service.

The warehouse was the Farmers Association Warehouse. My dad, C. E. Kemmerly, Sr., was president until we moved to Lake Charles after the war. Mr. Frank Milliken was manager. The warehouse was located on Second Street in Crowley, in the second block away from Parkinson Avenue. This was the beginning of Farm Bureau in Acadia parish and probably the first in the state. This was around 1913. (Kemmerly, C. E., 1980)

Although the Farmers Association in Crowley was not called Farm Bureau, it demonstrated the need for farmers to unite in Louisiana to help themselves. This first association provided a rice elevator and handled feed and supplies for members.

After this early attempt at cooperative buying and selling, leaders in Louisiana examined the fast-growing American Farm Bureau. After much
deliberation over Farm Bureau ideals and seeing the success Farm Bureau was having in forming marketing associations in other states, they invited American Farm Bureau to send a representative to help organize Farm Bureau in Louisiana.

Promoting Farm Bureau

Organizing the Farm Bureau was obviously the result of a tremendous effort by agribusiness people and the Louisiana State University Cooperative Extension Service, then known as the Agricultural Extension Service. When they saw the need for Farm Bureau in the state in 1921, the officials from Louisiana State University invited Harry F. Kapp, representative of the American Farm Bureau for Louisiana, Arkansas, Oklahoma and Mississippi to come to Louisiana to help organize a state organization. W. R. Perkins, director of the Extension Service, saw this as a tool for solving the economic and political problems of farmers. Perkins also knew that his sixty-five county agents could work with Farm Bureau to educate farmers to help themselves.

The county agents responded to the call and after listening to Mr. Kapp and after much discussion, the Louisiana Farm Bureau Federation was born. J. H. Carpenter was elected president of the organization. It was then decided that on November 17, 1921, they would meet to formally draw up the constitution and elect permanent officers.

President - Mr. J. H. Carpenter, Rosepine, La.  
(Temporary President of Association)
Vice-President - Mr. E. Hopper, Zachary, La.
Secretary - M. G. G. Tanner, Baton Rouge, La.
Executive Committee

G. Logan - Hope Villa  
Schell - Washington  
H. Tillery - Montpelier  
B. LeCour - LeCour  
F. Dimmick - Shoteston  
W. Sentell - Bunkie  
F. Milliken - Crowley  
H. Sledge - Kaplan  
W. Turner - Columbia  
M. Scott - Tallulah  
H. Castle - Lake Charles

R. Baker - Napoleonville  
Landry - Lafayette  
Smith - Monroe  
C. McCrory - Hope Villa  
H. Hodges - Elm Grove  
S. Voelker - Lake Providence  
M. Bailey - Oak Grove  
F. Montgomery - Bastrop  
C. Novman - Rayville  
A. Theriot - New Iberia

The Louisiana Farm Bureau on November 17, 1921, in Baton Rouge adopted a constitution. The first dues were $10 per year with 50c of this going to publish a monthly publication, the Louisiana Farm Bureau News. It was to be mailed to all members.

The birth of Farm Bureau started the largest, most effective farm organization in the state. The organization wasted no time in getting its work started. Persuading farmers to join the infant organization, however, proved to be a tremendous job. In November 1921, the first issue of the Farm Bureau News was printed. The cover page from the first publication can be viewed in Figure 2. The minutes of the formal organizational meeting plus the first constitution and a notice of meetings to sign up new members are found in Figures 3 - 6.

Louisiana Farm Bureau leaders set about the task of recruiting members for the organization. Government officials, like Governor John M. Parker and Commissioner of Agriculture Harry D. Wilson and university officials like Dean W. R. Dodson of L.S.U. and W. R. Perkins, Director of L.S.U. Extension, plus banker and agribusiness leaders, as well as media publications from the entire state started telling the Farm Bureau story. Letters of support for Farm Bureau were sent to Mr. A. F. Roft,
A meeting was opened by E. R. Perkins, director of extension, introducing J. H. Carpenter, of Hammond, La., who is president of the temporary state farm bureau organization. Mr. Carpenter spoke a few words on the value of farm organizations and told of some of the things that the American farm bureau has accomplished during its existence. He then asked Mr. Harry F. Kopp, district organizer, to take charge of the meeting. "I have talked with you people before," said Mr. Kopp, and I have not heard the possibilities of the farm bureau before 90%, and I shall not go into details. In all of you are acquainted with the work that has been done, the farm legislation that has been written on the state books by the farm bureau in Congress; the work of the various fruit and grain organizations that are marketing the produce to an organized manner and saving millions of dollars to the farmers. However, how many of you know what is going on in Congress today? I shall endeavor to tell you how some of the other states have doubled their expenditures. The best way is to select one particular county, or parish, and concentrate all forces in it until

(Continued on page 4)

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Figure 2
Figure 3
Louisiana Farm Bureau News

SUGGESTED CONSTITUTION OF PARISH FARM BUREAU

Article I. The name of this Association shall be the Parish Farm Bureau, and its headquarters shall be at

State of Louisiana,

Section 1. The objects of this organization shall be to promote the economic, educational, and social welfare of the Parish, especially those objects are related to agriculture and home economics, to promote the marketing and making effective the work of all agricultural agencies established by law and operating within the Parish.

Section 2. The organization of this Parish Association shall include the representation of community clubs throughout the Parish.

Section 3. By promoting special organizations within the Parish to care for specific problems.

Section 4. By promoting friendly business and social relations between rural and urban communities.

Section 5. By planning and executing, in cooperation with the agricultural Extension Division, the State College of Agriculture, work for the improvement of agriculture and home economics.

Section 6. By preparing and keeping records of the agricultural progress and conditions of the Parish.

Section 7. By promoting, financing, and conducting the intelligent and orderly marketing of agricultural products through cooperation, and by making the distribution of agricultural products as direct as can be efficiently done between producers and consumers.

Section 8. By distributing, through the Parish Farm Bureau, the farm news and information relating to the Parish.

Section 9. By distributing, through the Parish Farm Bureau, the farm news and information relating to farm life.

Article II. Any person interested in agriculture who endorses and subscribes to the aims and objects of the Parish Farm Bureau, signs the membership pledge, and pays the membership fee, may become a member, but no one except both land owners shall hold office or serve on the committee.

Section 2. Any person or corporation not eligible to active membership may be admitted to honorary membership by paying the membership pledge and paying membership fee. Honorary members who may participate in discussions, but shall not vote on any question or be entitled to vote.

Section 3. The taking out of an active membership in a man shall entitle his wife or any other member of his family, acting in her stead, to vote without additional charge provided each member pays an application fee.

Chairman. Petition to vote acceptance of any person as read by Mr. Kapp.

Meeting adjourned.

Figure 4
The Secretary-Treasurer shall perform all duties as generally incumbent upon that office. He shall act as Secretary at all regular or special meetings of the Board, and shall keep a full and complete record of all money received and paid out by the Bureau, and all notices of its meetings and all other transactions of the Bureau. He shall also perform such other duties as may be directed by the Board.

Section 3. The Board of Directors shall meet at least 6 times in advance of all regular or special meetings of such Board. At Treasurer he shall keep a full and complete record of all money received and paid out by the Bureau, and all notices of its meetings and all other transactions of the Bureau. He shall also perform such other duties as may be directed by the Board.

Section 4. The Board of Directors shall meet once a year in the month of January to elect its officers. The Chairman of the Board shall preside at all meetings of the Board, and in his absence, the Vice Chairman shall preside. The Board shall elect a Secretary, Treasurer, and other officers as may be necessary. The Chairman, Vice Chairman, Secretary, Treasurer, and other officers shall hold their office for one year or until their successors shall be elected and qualified.

Section 5. The Board of Directors shall elect its officers at its first meeting. The Chairman shall preside at all meetings of the Board, and in his absence, the Vice Chairman shall preside. The Board shall elect a Secretary, Treasurer, and other officers as may be necessary. The Chairman, Vice Chairman, Secretary, Treasurer, and other officers shall hold their office for one year or until their successors shall be elected and qualified.

Section 6. The Board of Directors shall meet at least 6 times in advance of all regular or special meetings of the Board. At Treasurer he shall keep a full and complete record of all money received and paid out by the Bureau, and all notices of its meetings and all other transactions of the Bureau. He shall also perform such other duties as may be directed by the Board.

Section 7. The Board of Directors shall meet at least 6 times in advance of all regular or special meetings of the Board. At Treasurer he shall keep a full and complete record of all money received and paid out by the Bureau, and all notices of its meetings and all other transactions of the Bureau. He shall also perform such other duties as may be directed by the Board.

Section 8. The Board of Directors shall meet at least 6 times in advance of all regular or special meetings of the Board. At Treasurer he shall keep a full and complete record of all money received and paid out by the Bureau, and all notices of its meetings and all other transactions of the Bureau. He shall also perform such other duties as may be directed by the Board.

Section 9. The Board of Directors shall meet at least 6 times in advance of all regular or special meetings of the Board. At Treasurer he shall keep a full and complete record of all money received and paid out by the Bureau, and all notices of its meetings and all other transactions of the Bureau. He shall also perform such other duties as may be directed by the Board.

Section 10. The Board of Directors shall meet at least 6 times in advance of all regular or special meetings of the Board. At Treasurer he shall keep a full and complete record of all money received and paid out by the Bureau, and all notices of its meetings and all other transactions of the Bureau. He shall also perform such other duties as may be directed by the Board.

Section 11. The Board of Directors shall meet at least 6 times in advance of all regular or special meetings of the Board. At Treasurer he shall keep a full and complete record of all money received and paid out by the Bureau, and all notices of its meetings and all other transactions of the Bureau. He shall also perform such other duties as may be directed by the Board.

Section 12. The Board of Directors shall meet at least 6 times in advance of all regular or special meetings of the Board. At Treasurer he shall keep a full and complete record of all money received and paid out by the Bureau, and all notices of its meetings and all other transactions of the Bureau. He shall also perform such other duties as may be directed by the Board.

Section 13. The Board of Directors shall meet at least 6 times in advance of all regular or special meetings of the Board. At Treasurer he shall keep a full and complete record of all money received and paid out by the Bureau, and all notices of its meetings and all other transactions of the Bureau. He shall also perform such other duties as may be directed by the Board.

Section 14. The Board of Directors shall meet at least 6 times in advance of all regular or special meetings of the Board. At Treasurer he shall keep a full and complete record of all money received and paid out by the Bureau, and all notices of its meetings and all other transactions of the Bureau. He shall also perform such other duties as may be directed by the Board.

Section 15. The Board of Directors shall meet at least 6 times in advance of all regular or special meetings of the Board. At Treasurer he shall keep a full and complete record of all money received and paid out by the Bureau, and all notices of its meetings and all other transactions of the Bureau. He shall also perform such other duties as may be directed by the Board.

Section 16. The Board of Directors shall meet at least 6 times in advance of all regular or special meetings of the Board. At Treasurer he shall keep a full and complete record of all money received and paid out by the Bureau, and all notices of its meetings and all other transactions of the Bureau. He shall also perform such other duties as may be directed by the Board.

Section 17. The Board of Directors shall meet at least 6 times in advance of all regular or special meetings of the Board. At Treasurer he shall keep a full and complete record of all money received and paid out by the Bureau, and all notices of its meetings and all other transactions of the Bureau. He shall also perform such other duties as may be directed by the Board.

Section 18. The Board of Directors shall meet at least 6 times in advance of all regular or special meetings of the Board. At Treasurer he shall keep a full and complete record of all money received and paid out by the Bureau, and all notices of its meetings and all other transactions of the Bureau. He shall also perform such other duties as may be directed by the Board.

Section 19. The Board of Directors shall meet at least 6 times in advance of all regular or special meetings of the Board. At Treasurer he shall keep a full and complete record of all money received and paid out by the Bureau, and all notices of its meetings and all other transactions of the Bureau. He shall also perform such other duties as may be directed by the Board.

Section 20. The Board of Directors shall meet at least 6 times in advance of all regular or special meetings of the Board. At Treasurer he shall keep a full and complete record of all money received and paid out by the Bureau, and all notices of its meetings and all other transactions of the Bureau. He shall also perform such other duties as may be directed by the Board.

Section 21. The Board of Directors shall meet at least 6 times in advance of all regular or special meetings of the Board. At Treasurer he shall keep a full and complete record of all money received and paid out by the Bureau, and all notices of its meetings and all other transactions of the Bureau. He shall also perform such other duties as may be directed by the Board.

Section 22. The Board of Directors shall meet at least 6 times in advance of all regular or special meetings of the Board. At Treasurer he shall keep a full and complete record of all money received and paid out by the Bureau, and all notices of its meetings and all other transactions of the Bureau. He shall also perform such other duties as may be directed by the Board.
shall be published in the Louisiana Farm Bureau News, the official organ of the organization, every other year or after the midannual meeting of the organization, and at such other times as the Board of Directors may determine. Notice of the place and time of meeting shall be given at least ten days before the meeting to each member of the Board of Directors, as well as to other members of the organization who may wish to attend. At the meeting of the Board of Directors, the following actions shall be taken:

Section 1. Committee on General Agriculture:

(a) Instruct the Committee on General Agriculture to continue the work of increasing soil fertility, crop yields, and输入内容。
editor of the farm magazine "Modern Farming" in New Orleans.

These efforts are noted in the May 1922, issue of Farm Bureau News. The total and unified support given Farm Bureau is reflected by the titles given to these letters (Figure 7) — "Governor Sees Vital Necessity," "Best Farmers' Organization," "A Real Power for Great Good," and "Farmers Should Act Without Delay." In an article in the July 1922, Farm Bureau News, Commissioner H. D. Wilson wrote "Organize or Bust" (Figure 8).

Men like W. R. Perkins, H. D. Wilson and other leaders of the time traveled with agents from the Extension Service to community meetings throughout the state to win members for Farm Bureau. They also helped Extension and Farm Bureau personnel with meetings to recruit members for the newly-formed marketing associations. Without the endorsements and physical support of these individuals and groups, Farm Bureau would have had little chance of success.

Harry F. Kapp, the first elected secretary (elected at the first convention, 1922) became a real driving force in pushing the new organization. His articles and speeches were inspirations to farmers. An article on the birth of Farm Bureau written by Mr. Kapp appeared in the second issue of Farm Bureau News in January 1922 (Figure 9).

Articles of inspiration written at this time included the following:

Cooperation within the ranks is the thing that speaks most for the organization. In no other organization of its size is the individual member so important; in the Farm Bureau there is no recognition of inferiors or superiors. If there is a final authority it is the man on the farm. He elects the officers, hires the experts, and directs the policies.
It is not dependent on the personality of any one human. No Napoleonic General is marshalling its progress. In its government it is a true democracy. (Louisiana Farm Bureau News, Vol. No. 5, 1922, p. 4)

Farm Bureau holds that since agriculture is a fundamental industry having to do with the production of food essential to life, that if profit cannot come to the farm, then agriculture fails and with it society and civilization goes down. (Louisiana Farm Bureau News, "April 1922, p. 1)

Along with Mr. Kapp and the Extension Service, farm leaders from all over the state were telling the Farm Bureau story. They met in homes, schools, churches, gins, elevators, and courtyards to tell the story. From the bayous of south Louisiana, to the pine hills of the North, to the Mississippi and Red River deltas the farmers met and joined. From a mere handful of organizers the membership grew to more than 7,000 in two years. The difficult battle was being won. Helped by need, marketing, and purchasing associations, Farm Bureau definitely was catching on! (Figures 10, 11, and 12)

The first annual convention of Louisiana Farm Bureau Federation (now referred to as L.F.B.F.) was held June 12-13, 1922, in Baton Rouge. At this convention Mr. A. L. Smith of Sterlington in Ouachita parish was elected president, (Figure 13); Frank Dimmick, St. Landry, vice-president; Harry F. Kapp, secretary; and W. E. Hopper, Zachary, treasurer. The first executive
THE BIRTH OF THE FARM BUREAU
Its Origin, Organization, Purpose and Plan

By HARRY F. KAPP
Representative of the American Farm Bureau Federation for Louisiana, Arkansas, Oklahoma and Mississippi

The origin of the Farm Bureau is unique. It started by accident rather than purpose. Two years ago last March, a committee of the Chamber of Commerce of Central New York was appointed to carry on an agricultural activity among the farmers surrounding the town. This committee began to do collective work among the farmers and built up a live, effective organization that produced results and attracted attention from other sections of the state. In the meantime, the Farm Bureau was born and named.

From the beginning, the Farm Bureau professed the philosophy that was the source of its organization. It avoided the mistakes of the past. It based its endeavor on broad educational lines. The farmers were urged to build a constructive educational organization that would strengthen agricultural effort and raise the standard of living. It developed slowly for the first few years, but it had no paid organizers, no general plan. The Farm Bureau is dependent wholly on the progress achieved by farmers for its advancement.

As the ability of the Farm Bureau to get results became more and more apparent, it gained momentum and within the last four years it has spread from Canada to the Gulf. There is now a Farm Bureau organization in every state of the United States but two. It has more than one and a half million members. For the first time in the history of American agriculture there is a nationwide organization of farmers with a common cause and working along common lines through a central organization.

New Organization.
The basic strength of the Farm Bureau is its communities. Farmers are brought together and encouraged to take care of their home problems. Each community or school district begins to study its own needs. The important fact is that the individual or community can have his grip alone. There must be collective action. The farmers of the communities have brought together and worked to develop bureaus. This gives cohesion and coordinated strength.

But in the field of wider activities it becomes necessary to bring the Farm Bureau under a general organization. Hence the Louisiana Farm Bureau Federation, composed of parish Farm Bureau organizations, has been created as the interested body for the whole state. The State Farm Bureau Federation represents a number of the American Farm Bureau Federation, the National Federation and the State Federation. The farmers in the respective Parish Farm Bureau organizations are united through the committees and the state and local organizations in an ever-increasing body, and a strong, effective voice is heard in state and national affairs.

Who May Become Members.
The Farm Bureau is a farmers' organization. Those who are actual bread-borne farmers may become members. Others who are interested in promoting agricultural welfare and progress may become honorary members. They may engage in-activities which shall not hold office or permit votes. The Farm Bureau is organized, managed and controlled by the farmers themselves.

Vital Farm Bureau Facts:
1. It is a wholly non-political non-secret organization.
2. It is an educational body.
3. It works for better and cheaper food for the farmers themselves.

Louisiana Farm Bureau News
Published Monthly by and for the Louisiana Farm Bureau Federation.
VOLUME I. No. 1 BATON ROUGE, LOUISIANA
JANUARY, 1923

Assumption Farmers Endorse the Bureau

Hold Meeting and Appoint Committee.

More than seven hundred farmers of Assumption Parish went on record as endorsing the Federal Farm Bureau and all of its principles in a meeting held at Napoleonville on January 8. A. J. Edmond, of Napoleonville, was appointed Judge of the Assumption Farm Bureau Federation, for Louisiana, Arkansas, Oklahoma and Mississippi.

Judge Samuel Laflin, acting as chairman of the meeting and in presenting Mr. Kapp, said that it seemed to him that the only solution of the farmers' troubles was through the farm-bureau plan.

Mr. Kapp told how the Farm Bureau had originated, how it had spread rapidly until every state in the Union except one or two had become affiliated, and the farmers of the millions of dollars that had been saved for the farmers and the country. At the close of his address, Mr. Kapp said in answer to questions that were asked by farmers about the Farm Bureau Federation, all of which were answered.

A committee was appointed to hold a meeting in Assumption and to set a date for the beginning of a membership drive in the Louisiana Farm Bureau Federation. Those appointed were Judge Samuel LeBlanc, Judge Paul H. Taylor, J. H. Magusin, Walter Gore, W. N. Burgan, J. J. Honore, Judge John LeBlanc, Robert L. Baker, Judge Philip H. Fullgren, and Judge H. L. Monjou.

If the farmers endorse the Farm Bureau, what do they expect to do?

1. It is in the interest of the farmers, and is not opposed to any other farm organization or to any necessary business.

2. It is a non-political body.

3. It works for better and cheaper food and improved living conditions.
Gov. Parker Welcomes New Farm Bureau Officers

Figure 10

Workers who are helping put across the Farm Bureau in Louisiana

Figure 11

Officers and directors of the Louisiana Farm Bureau Federation and members of the Extension Department of the Louisiana State University, posing on steps of State Capitol, with Governor John M. Parker and Commissioner of Agriculture, Harry B. Wilson.

Figure 12

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committee of Farm Bureau elected at the 1922 convention was: W. Mercer, Caddo-Bossier; W. H. Sledge, Vermilion; O. H. Castle, Calcasieu; W. B. Scott, Madison; Dr. J. B. Pratt, Natchitoches; and Walter Green, Washington.

The Board of Managers for the Farm Bureau, who were to oversee operations of the marketing associations were: W. E. Hopper, East Baton Rouge; W. R. Perkins, Director of Extension; E. G. Logan, East Baton Rouge; Ovide B. LaCour, Pointe Coupee; and C. C. McCrory, Ascension parish.

The Farm Bureau would eventually have organizations in every parish in the state. In January 1922, right after the first organizational meeting, the parish organization presidents consisted of:
In 1922 the L.F.B.F. was ready to launch its various marketing associations to cover the major commodities produced in the state at the time. This early activity did more to increase membership than any other function. Farmers in Louisiana found themselves faced with over-supply, and depressed prices. Brazil, even in 1922, was a chief competitor to the U.S. for foreign exports. Government regulations were also keeping the farmers from exporting their commodities as depicted in the cartoon appearing in the April 1923, issue of the *Louisiana Farm Bureau News* (Figure 14):
Farm Bureau had to do something to bridge the economic crisis and gain access to markets.

The thing that counts is this: The Farm Bureau Federation, in connection with the L.S.U. Extension department has worked out the most comprehensive scheme yet conceived in this country for the correlation of the two principle phases of agriculture production and marketing.

The selling association, because of its very nature, cannot concern itself to any great extent with production methods. To do this it would be necessary to maintain an expensive demonstration and educational force that would duplicate the efforts of the Extension department. With more than 65 county agents and specialists operating under the Extension department, all of whom are thoroughly in accord with the aims of the cooperative, this can be avoided. Without this force neither the Farm Bureau
or the Cotton Association would be in existence. (L.F.B.F. News, September 1923, p. 1)

Cooperative Marketing
Answers an Economic Problem

An economic crisis affected every phase of national life after World War I. Because agriculture was severely affected, it became very obvious to what great extent agricultural prosperity is the foundation of national welfare. Louisiana farmers started becoming acutely aware of the meager knowledge they possessed of the "business" end of the occupation of farming. "Mostly he paid little, if any, attention to the keeping of books, and the nature of his work was such that in general he considered a proper accounting system a 'luxury' he could not afford." (Sanders, H. C., 1980) Unfortunately he had to learn the hard way, but the farmer discovered that in order to be really successful he must be more than only a tiller of the soil - he must be a "true" businessman as well. The farmer soon realized that he alone of all producers was forced to sell his products at the terms of the buyer. He was forced to single-handedly pit his strength against a well-organized group who said, "We will give you so much for your product, and we know you must sell to pay your debts." Occasionally, the farmer received enough to cover his costs plus a reasonable profit. More frequently however, he barely had enough to pay his obligations and start a new crop. The Agricultural Extension Service quickly set about to eliminate these deplorable aspects of the farming industry by finding ways and means to bring about better marketing conditions.
The farmer had not sufficiently experienced the wartime stimulation that other industries had. With post-war disorganization, the farmer discovered his purchasing power had been reduced 50 to 75 percent. With this realization, he soon became aware that he could not depend on legislation; it was now essential for him to overcome his difficulties by constructive effort on his own part. In addition, he must cooperate with those also concerned with his welfare. All of these experiences forced the farmer to become much more "open-minded" to the concept of cooperative organization.

The history of the cooperative organization movement has a significant place in the story of the evolution of Louisiana agriculture and in the story of agricultural extension. Both stories centered in the Louisiana Farm Bureau Federation which was the parent of the various cooperative organizations in the state. The program designed was an expedient one to meet the economic emergency of the period. The designed plan was not adoptable to a permanent place because the technique of necessity was monopolistic. The individuals within the framework found it profitable, but the independent operator was handicapped. Therefore, resentment and dissatisfaction arose from those who preferred to handle their own business in their own way based on the principle that free enterprise must not be shackled by controls or regulations. The differences that occurred eventually brought the entire program to a stalemate that finally resulted in the disintegration of the different cooperative arrangements as originally conceived. However, certain improvements in marketing methods were born that persisted after the disintegration. Some of these valuable
practices included proper grading and attractive packaging of fruits and vegetables.

This movement for a cooperative farming organization had its beginning in midyear of 1921, when representatives of twenty-eight parishes in which local groups of the American Farm Bureau Federation had already been formed, met at Baton Rouge for the purpose of organizing a State Farm Bureau Federation. A few weeks later another statewide meeting was held at the farm of Dean W. R. Dodson. A temporary organization then was set up, out of which plans were developed for compiling a constitution and by-laws and the formation of a permanent organization. J. H. Carpenter, Rosepine, was president; W. E. Hopper, Zachary, vice-president; and Guy G. Tanner, Baton Rouge, secretary. Harry F. Kapp, who eventually became a potent figure in the Louisiana Farm Bureau Federation, was named organizer of the campaign. Presiding at the meeting was W. R. Perkins, director of Agricultural Extension. At the annual county agents' meeting in January 1922, a systematic scheme was adopted for state-wide Farm Bureau promotions. At the time the permanent organization was effected, there was a total membership of 1,500. When the first annual convention was held a year later, the membership had increased to 5,000. By June 1923, the roster of Farm Bureau members totaled 7,711. Fifty-two of the parishes each had a local organization.

When the second annual convention was held in June 1923, Harry F. Kapp had become secretary-manager of the state federation. In his report to the convention, Mr. Kapp emphasized the close relationship between the Farm Bureau as a cooperative organization and the Agricultural Extension Service. He said, "It has always been urged that the Farm Bureau is an educational factor and that its primary objective is and should be to awaken the farmers of the state to the fact that they and they only are responsible for the progress of a prosperous agriculture. The Farm Bureau was set up primarily to assist the Extension division of Louisiana State University in obtaining economical and intelligent production. Following this, the next great step would be to secure economical and intelligent distribution of farm crops through selling associations set up by the farmers themselves." This philosophy served as a guidepost during the years of cooperative activity.

It was agreed that the accepted procedure for offering general advice to the individual farmer proved unsatisfactory, largely because the farmer possessed no means for keeping in close touch with constantly changing market conditions. Individuals who tried to proceed on that basis found it a somewhat hazardous experiment. However, the situation was different when the growers
combined and turned their products over to a cooperative organization managed by experienced men, daily in touch with the world's markets. The suggested way such organizations could function was to have definite contracts with the producer by which the producers would lend themselves - usually for a period of several years - to turn their crops over to the cooperative association to be sold during the year in accordance with the best judgement of the officers whom the grower elected for that purpose. It was on this basis that farm leaders of the state worked for the formation of cooperative selling groups.

However, there was a serious obstacle that first had to be overcome. Examination of the laws of Louisiana revealed that there was no measure under which a standard contract of commodity selling would have force of legality. Hence, the first work of the Louisiana Farm Bureau Federation was to prepare a legislative measure giving to commodity selling groups under the cooperative plan a legal status in the state. Such a law was devised and submitted to the General Assembly in May 1922, and passed by both houses of legislature. Under this law the Farm Bureau proceeded to set up commodity selling organizations, reaching into most parishes of the state.

The most important of these was the Farm Bureau Cotton Growers Cooperative Association. Without the aid of this group the salvaging of the industry from complete disintegration would have been extremely difficult if not impossible. The market for cotton had reached one of the lowest levels in the state's history, in some cases as low as six or seven cents a pound, which did not cover the cost of production. It was necessary to arouse the cotton-growing parishes to the problem and to effect an organization adequate to meet the situation. Members of the legislature had already manifested their concern over the problem by their unanimous approval of the bill authorizing the formation of commodity-selling cooperatives. One of the leaders in the legislative group taking an active part in supporting Farm Bureau plans was State Senator Norris C. Williamson of Lake Providence, a large cotton planter and a member of the board of directors of the Farm Bureau Federation.

Because of the economic importance of the proposed organization - and especially the need for steering the cooperative group through safe financial channels - Andrew Querbes, president of the First National Bank of Shreveport, was asked to serve as president of the first Cotton Cooperative Association, which he agreed to do until the program was established on a sound footing. Guy L. Wooley of New Orleans was appointed secretary of the association and was loaned by the Hibernia National Bank and Trust Company for the purpose. A. S. England, a cotton merchant of New Orleans, was chosen sales manager. The board of directors was composed of A. L. Smith of Sterlington who had succeeded J. H. Carpenter as president.
of the Louisiana Farm Bureau Federation, Frank Dimmick of Shuteston, W. M. Scott of Tallulah, and J. B. Pratt of Natchitoches. After a year of service, Mr. Scott retired voluntarily and Senator Williamson was appointed in his stead.

TO CONTROL DESTINIES OF COTTON COOPERATIVES

Figure 15

Harry F. Kapp, secretary-manager of the Farm Bureau, aided in promoting organization of the Cotton Cooperative Association with the assistance of the Farm Bureau and the Agricultural Extension Service. An agreement was entered into with the Farm Bureau that Mr. Kapp would conduct the drive for membership in the Cotton Cooperative Association, the latter paying the extra expense to the Farm Bureau. The funds necessary were secured from local banks in the state when farmers signed notes for as much as 1,000 dollars each for a total of 20,000 dollars. These notes were eventually paid off in full. The name "Farm Bureau
Cotton Cooperative Association", which was the first designation applied to the group, was the cause of confusion in the minds of many farmers who did not realize they had two separate organizations; they thought it was "all Farm Bureau." The qualification was later dropped, although both organizations continued to work closely together, a fact which served to keep alive the farmer's feeling that they were all one.

The program of the Cotton Cooperative included an educational campaign in economical production, conducted through cooperation with the Extension Service. The cooperation adhered to the "pooling" system. As cotton was delivered to the association, it was cleared according to grade and staple. Each member received the average price realized throughout the year for the exact type of cotton he had produced. Thus, the higher the quality developed by the individual planter the greater would be the return for his labor. Better cotton culture throughout the state was expected to result. The grading was done by skilled graders employed by the association, whereas hitherto the farmer had been forced to accept the buyer's standard. Besides, it was recognized that uniform grading, with even-matched lots, tended to more ready selling. The problems of warehousing and transportation were to be handled in accordance with approved business practices.

Mr. Querbes served as president of the Cotton Cooperative for two years, without compensation or even expense money. He had become impressed with the soundness of the cooperative marketing principle through the agreements advanced by Mr. Kapp, Mr. Dimmick, Senator Williamson, and some large cotton producers of the state, and was credited with enlisting the active cooperation of Rudolph S. Hecht, president of the Hibernia Bank of New Orleans, and with obtaining a substantial loan from Mr. Wooley. Phil Connell, president of the Louisiana National Bank, Baton Rouge, and L. P. Roy, banker and farmer of Marksville, were also active in promoting the establishment of the Louisiana Cotton Cooperative. Mr. Connell, who was also at that time president of the River Rice Growers Association, added his weight to the efforts exerted in inducing Mr. Querbes and Mr. Hecht to become interested in the cotton cooperative. He served as director by appointment from its organization up to the time of his death and was recognized as a tower of strength to the association on its executive committee. Mr. Roy served on the cooperatives' board as long as it contrived business. When Mr. Querbes retired, A. L. Smith was elected president serving until his death in 1926, when Norris Williamson was chosen for the office, a post he held until the Louisiana Cotton Cooperative Association suspended operations in 1941.

When the association withdrew from the scene after nineteen years' operation, it had accomplished its intended purpose - that of being a bulwark to the cotton industry of Louisiana during an uncertain and stressful period. Though defunct, it still retained
its charter and was free of any obligations to individuals, to banks, or to the government. During the last ten years of its operation the association handled, for marketing, 25½ percent of all the cotton grown in Louisiana.

Cotton was but one of seven different commodities produced by Louisiana farmers that formed the basis of as many different selling organizations functioning cooperatively with the Farm Bureau. One of the first of these was the Lespedeza Growers Cooperative Association, with E. M. Percy as its president and association headquarters at Baton Rouge. A group of interested farmers located mainly in East and West Feliciana, East Baton Rouge, and Ascension parishes joined in an effort to devise means whereby lespedeza seed and hay could be marketed to better advantage with the least individual effort and minimum overhead expense. The organization was formed under the Farm Bureau plan.

Because lespedeza was not generally grown throughout the South, it was necessary to institute and extensive publicity campaign. This was done with the cooperation of the editorial department of the Extension Service which edited and distributed news articles prepared by leading growers, sending them to all the farm papers of the South and to many in the North and West. In addition, stories were furnished the leading daily newspapers in the Southern states besides the weekly paper in areas that were adapted to the growing of lespedeza. Through the efforts of the association, 20,000 bushels of seed were sold to carry over 15,000 bushels of seed that they were unable to sell at any price. The association's seed were sold in twenty-five states, the Philippine Islands, and South America. Members of the association, being under binding contracts to sell only through the cooperative, had an advantage over independent growers and speculators.

Because of their accurate knowledge of the market situation throughout Louisiana and Mississippi - the chief lespedeza growing states - cooperative members were in a position to market the crop with a minimum of difficulty. As a result of its investigation, the Louisiana cooperative made no effort to sell the 1922 crop until January of the following year. Independent growers rushed their crop to the market early, getting an average of $2.75 per bushel. By holding their crop, the members of the cooperative realized as high as $4.54 per bushel, the average for each member being $4.31 per bushel.
The Louisiana Farm Bureau Rice Growers Cooperative Association was organized in September 1922. E. F. Edmunson, New Orleans, prominent in the rice industry, was elected general manager of the organization, and M. C. Graham, who had been identified with the Farm Bureau field service from the beginning of its organization, was assigned to take charge of the field work for the Rice Growers Cooperative. Not all of the rice growers of the state were in sympathy with the cooperative plan, some of the leaders opposing the program saw it as infringing on the rights of the individual grower in marketing his own product. Those who joined the association, however, voiced the conviction that the cooperative organization "permits the members to go about feeding the markets of the world in an orderly manner instead of dumping their product in a short period of time." The rice growing area was divided into thirteen districts, each with a representative on the board of directors. There were two additional directors at large. The largest grower in the group held 1,200 acres, the smallest grower 100 acres. A total of 311 rice growers signed the original contract. Advances of funds were obtained from the War Finance Corporation - which was the practice with all the cooperatives - to enable the grower members to store, mill, and market their crops in the foreign and domestic clean rice trade. Net profits, less actual handling costs, were to be returned to the members on the basis of actual deliveries.
under the cooperative contract. At the annual convention held in 1923, the results achieved by the association in disposing of the 1922 crop were described as "wonderfully successful."

Impressive also was the experience of perique tobacco growers, who formed a cooperative association after the price of their product had declined in three years from a high of ninety cents a pound to a low of forty-five cents in 1922. Perique growing was – and is – virtually a family affair. The people of the perique territory, which is confined to St. James parish, (the only place in the world where this variety is grown) had been producing the tobacco for 200 years and had developed production and curing to a high degree. Father and son worked together and the crop was usually marketed by the head of the family. All told, less than 100 growers were producers of perique tobacco. The annual yield totaled not more than 40,000 pounds, but as much as 2,000,000 pounds of so-called perique tobacco had been shipped out of Louisiana in one season. Investigation showed that certain dealers made a practice of importing Kentucky tobacco to Louisiana, blending it with perique and shipping it out as genuine, because of the premium offered by the trade for the Louisiana product. Thus the market became seriously affected and the price was often depressed.

With the cooperation of J. W. Miles, special Farm Bureau representative, and E. P. Barrios, county agent of St. James parish, a campaign was instituted to obtain, under the Farm Bureau cooperative plan, the signatures of all growers of perique tobacco in Louisiana in order that the cooperative might be assured of permanent control of the perique tobacco market. Sigura Martin was elected president of the Perique Tobacco Cooperative Association and E. J. Joubert, vice-president. Agricole Poche was elected secretary. Sixty-nine growers, almost 100 percent of the perique production in the state, signed contracts to sell their product through the association. The organization saved the industry from extinction and an orderly system of marketing was re-established.

A new era in marketing vegetables was the outcome of the organization of the Louisiana Truck Growers Exchange. The group at once set in motion a program for grading and packing truck crops. This activity served to revolutionize the whole system of marketing. Regulations were set up for the guidance of members in the grading and packing of beets, carrots, turnips, cabbage, endives, parsley, mustard, spinach, and shallots. Not only were better prices assured for Louisiana products, but also the demand steadily increased. Other horticultural products, including strawberries, came under the influence of the marketing system, and each had its own cooperative selling organization in spite of the fact that considerable opposition occurred among growers reluctant to abandon the time-honored practice of individual marketing. Other groups, including sweet potato, Irish
potato, and cane syrup producers, sought recognition in the promotion of their selling plans through the Farm Bureau; however, because of certain problems growing out of their state-wide operations and the methods of distribution, their organization as a cooperative selling group did not come until later.

Another phase of the Farm Bureau program which followed as a matter of course was the creation of a purchasing department for the benefit of members. If the farmer was to enjoy the full advantage of cooperative selling, he also needed aid in cooperative buying. Operations in this field were begun in December 1922, and in the following January, G. A. Foss was chosen purchasing agent to institute a program of obtaining farm supplies by mass buying.

First Cooperative Fertilizer Shipment

This picture shows the cargo of Akeana Hopper, which left March 1923, but was not loaded until April. The 2,500 tons of acid phosphate, at the left, were purchased by the Farm Bureau purchasing department. More than 4,000 farmers participated in the cooperative purchase of this shipment. The Farm Bureau purchased acid phosphate through the Farm Bureau purchasing cooperative for the first time. The acid phosphate was purchased at a unit price of $7.50 per ton. The cooperatives of Louisiana were among the first farmers to benefit from the cooperative buying program of the Farm Bureau. The acid phosphate was used by the members, regardless of whether or not they were members of the cooperative buying program.

Figure 17

A campaign, aided by the American Farm Bureau Federation, resulted in a systematic reduction of freight rates on farming materials and supplies, including fertilizers, which were of enormous benefit to the Louisiana farmer. The particular advantage afforded by the purchasing program was that of obtaining a better quality of fertilizer through cooperative buying. The Farm Bureau organized, bought and supplied what Extension...
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They used the following selling points in meetings throughout the state to obtain members for the marketing associations.

Under the present marketing system we now sell:

1 - Ignorantly
2 - Individually
3 - Helplessly
4 - Dump farm products
5 - In piddling quantities
6 - Without proper grading
7 - Without adequate financing
8 - Selling through untrained producers

But by Farm Bureau Cooperative Marketing we will sell:

1 - Intelligently
2 - Collectively
3 - Powerfully
4 - Merchandise farm products
5 - In large quantities
6 - With proper grading
7 - With modern scientific financing
8 - Selling through the most expert selling agents

This system worked very well and membership in the cotton, lespedeza, and other marketing associations began to grow. The Farm Bureau Cotton Association, as mentioned earlier, was the largest in the state. The Farm Bureau Rice Marketing Association in 1922 had an organization with Dr. J. H. Hass from Opelousas as its director at large and E. E. Edmunson as manager. In 1924 this organization split into two groups because of locality. It was the Louisiana Rice Marketing Association in Crowley and the Farm Bureau River Rice Growers...
LOUISIANA COTTON RALLY CAMPAIGN

STATE-WIDE
COTTON INSTITUTE AND SIGN-UP WEEK

In order to get more cotton contracts, disseminate information to be sold through the LOUISIANA FARM BUREAU COTTON GROWERS COOPERATIVE ASSOCIATION the Louisiana Farm Bureau, the Extension Division of the University of Louisiana and the officials of the Cotton Association will hold

COTTON GROWERS INSTITUTE AND SIGN-UP
during the entire week of

SEPTEMBER 10 to 15, 1923

During this week every cotton contract signer in Louisiana should get at least one more contract signed. Then attend the Cotton Institutes in your Parish. At these Institutes there will be full discussion as to grades of cotton; where to deliver; how to make out bills of lading; how to draw drafts; how to arrange with your merchant or banker if you own money on your cotton; reports from other states will be given. Come out and learn about your cotton business.

HERE ARE THE DATES AND PLACES—

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<tr>
<th>District No. 1</th>
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<tr>
<td>Washington Parish—Franklin, September 11, 1:00 P. M.</td>
<td>E. Baton Rouge Parish—Baton Rouge, Sept. 11, 1:00 P. M.</td>
<td>Caddo Parish—Shreveport, September 11, 1:00 P. M.</td>
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<td>St. Tammany—Covington, September 11, 1:00 P. M.</td>
<td>Iberville Parish—Plaquemine, September 11, 1:00 P. M.</td>
<td>Bossier Parish—Shreveport, September 11, 1:00 P. M.</td>
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<td>Tangipahoa Parish—Laurel, September 11, 1:00 P. M.</td>
<td>East Carroll Parish—Lake Providence, Sept. 11, 1:00 P. M.</td>
<td>Webster Parish—Oak Grove, September 11, 1:00 P. M.</td>
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<td>M. Rabbit Parish—Gretna, September 14, 1:00 P. M.</td>
<td>West Carroll Parish—Oak Grove, September 11, 1:00 P. M.</td>
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<td>Lincoln Parish—Baton, September 11, 1:00 P. M.</td>
<td>Bossier Parish—Shreveport, September 11, 1:00 P. M.</td>
<td>Prairie Grove Parish—New Roads, Sept. 11, 1:00 P. M.</td>
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<td>Franklin Parish—Opelousas, September 11, 1:00 P. M.</td>
<td>Webster Parish—Starkville, September 11, 1:00 P. M.</td>
<td>Avoyelles Parish—Marcadia, September 11, 1:00 P. M.</td>
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<td>Pointe Coupee Parish—St. Gabriel, September 11, 1:00 P. M.</td>
<td>Claiborne Parish—Cedartown, Sept. 11, 1:00 P. M.</td>
<td>Rapides Parish—Rothschild, Sept. 14, 1:00 P. M.</td>
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<td>Red River Parish—Cotton, September 11, 1:00 P. M.</td>
<td>Tensas Parish—Purvis, September 14, 1:00 P. M.</td>
<td>Grant Parish—Cotton, September 16, 1:00 P. M.</td>
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<td>Beauregard Parish—DeRidder, September 11, 1:00 P. M.</td>
<td>East Feliciana—Clinton, September 11, 1:00 P. M.</td>
<td>DeSoto Parish—Mansfield, September 11, 1:00 P. M.</td>
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<td>Calcasieu Parish—Lake Charles, September 11, 1:00 P. M.</td>
<td>Lafayette Parish—Lafayette, September 11, 1:00 P. M.</td>
<td>Bienville Parish—Pineville, September 11, 1:00 P. M.</td>
</tr>
<tr>
<td>Avoyelles Parish—Crowley, September 11, 1:00 P. M.</td>
<td>St. Landry Parish—Opelousa, September 11, 1:00 P. M.</td>
<td>Sabine Parish—Many ... October 4, 1:00 P. M.</td>
</tr>
<tr>
<td>Vernon Parish—Alexandria, September 14, 1:00 P. M.</td>
<td>Evangeline Parish—Ville Platte, September 14, 1:00 P. M.</td>
<td>Bienville Parish—Baton ... September 14, 1:00 P. M.</td>
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Able speakers for each of the above meetings have been assigned from the Extension Division, the Cotton Association and the Louisiana Farm Bureau.

Cotton Growers—You have combated rain, floods and insect pests in producing this crop. It has been a long, hard, nerve-breaking fight. Now come out to three meetings and find the battle and get the full value of your cotton by correct grading, sampling and cooperative selling through your own association. The Extension Division, the Cotton Association, the State Department of Education, the Farm Bureau and the thinkers of the State, the business men, the Bakers, Commercial and other clubs are ready to help and back you up.

Are You Ready to Help Yourself? You and Only You Can Answer the Question.

LOUISIANA FARM BUREAU FEDERATION
HARRY P. HAY, Secretary-Treasurer.
PENRY NICK, President.

LOUISIANA FARM BUREAU COTTON ASSOCIATION
ANDREW JEMEAU, President.
G. L. WOOD, Secretary.

EXTENSION DIVISION, LOUISIANA STATE UNIVERSITY
W. B. PERKINS, Director.
W. R. DIXON, Dean.

Figure 20
Association in Baton Rouge. Unfortunately, at first there was rivalry with the American Rice Growers Association with Mr. H. G. Chalkley as president. He later was to become one of Farm Bureau's strongest supporters and even served as president and rebuilt the organization after the 1941 depression. After a "meeting of the minds", Farm Bureau had a rice marketing contract drawn up by Mr. Aaron Sapiro that was supported by Mr. Chalkley and the American Rice Growers. The American Rice Growers and the Farm Bureau Rice Association worked together to market the 1922 crop.

In 1923 with an office located in Baton Rouge, the Farm Bureau launched its next major campaign. With the help of county agents acting as sales representatives for Farm Bureau, the Bureau started its purchasing campaign where members could buy fertilizer and other supplies at considerable savings to members. This also helped to increase membership.

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**Where The Business Of The Louisiana Farm Bureau Federation Is Carried Out**

Figure 21

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In 1923 at the second annual convention held June 20-21 at the L.S.U. campus Mr. Frank Dimmick of St. Landry parish was elected president.

Figure 22

It was at this second annual convention that the purchasing program was organized. This program was a great success to the individual farmer member. This is graphically shown by a statement from Mr. H. C. Sanders, Director Emeritus of the L.S.U. Cooperative Extension Service who in 1923 was county agent in Bienville parish.

By the fall of 1923 Farm Bureau was ready to begin the second phase of their planned program, that of buying means of production by farmers cooperatively, such as fertilizer. I was county agent in Bienville parish at the time. Fertilizer was very important to the parish. Therefore, the sale of Farm Bureau fertilizer became one of my responsibilities. Of course, there were objections from those who had traditionally sold this material. But the opportunity to save from $1.00 to $2.54 on this fertilizer appealed to our farmers. (Sanders, H. C., 1980)

Although objections were being heard from agriculture supply dealers around the state, the farmers readily supported the Farm Bureau sales program because they were saving much needed money. Even though transportation was difficult in 1923 the Farm Bureau with the help of
the county agents had found yet another way to help the farmer. During the first six months of operations the supply cooperative had saved Farm Bureau members $63,000!

The first meeting I held to present the Farm Bureau's program to the farmers of Bienville parish I will never forget. It was held at a school building in Mount Olive near the center of the parish. The president of the police jury and myself drove to the meeting and it had rained. We got stuck and had to put pine tops in the ruts to get out. When we made it there the farmers had brought their own lanterns and lamps as there were no other lights available. I explained how the program worked. It would be necessary for them to make a deposit of $4 a ton on the super phosphate and $10 a ton on the nitrate of soda. They needed someone to collect the money and order the fertilizer and I was elected. (Sanders, H. C., 1980)

Most of the parish Farm Bureau offices were located in the parish extension offices during this period. County agents served as an officer (usually secretary) to the parish organizations as well as taking orders for the supplies and pushing the marketing associations.

The summer before, the agents in the parishes had been asked to estimate how much fertilizer the farmers in the parish would order so that the State Farm Bureau would know how much fertilizer to contract for. I estimated we would order between 400 to 500 tons in Bienville parish. We actually ordered between 1,400 to 1,500 tons from Farm Bureau. It was the savings on this fertilizer which members of the police jury and school board talked about when it came to appropriations for agriculture Extension work. (Sanders, H. C., 1980)

Obviously the efforts of Farm Bureau were being accepted and appreciated. Therefore, the leaders were anxious to meet their promises.

The first schooner of acid phosphate purchased for the farmers of Louisiana by the Farm Bureau Federation, docked
at New Orleans Sunday, February 11, 1923, carrying 2,800 tons of the 5,400 ton order. The fertilizer, contrary to extensive propaganda spread over the state by enemies of cooperative buying, arrived in New Orleans in good condition, and when tested by experts of the State Department of Agriculture, showed a content of 17.1 percent available phosphate, against the guaranteed analysis of 16 percent. (L.F.B.F. News, March 1923)

Depression Strikes

The purchasing and marketing associations proved to be a great success. By helping to firmly establish the struggling organization, the leaders accomplished much in spite of obstacles at every turn and proved that the associations were the "life savers" for Louisiana farmers during the 1920's and 30's. Tremendous success was enjoyed up until about the mid-1930's, when poor economic conditions leading up to the great depression started causing trouble due to competition and poor economic conditions. Also, some members decided to have two cotton marketing organizations and split from the parent Farm Bureau association. This was to prove to be their downfall in 1941. The county agent of Bienville parish in 1923, H. C. Sanders, revealed some of the problems being experienced by the Cotton Marketing Association at that point.

There were very few members of the Cotton Cooperative Association in Bienville Parish. These associations were organized under the plan that the same quality product would be pooled and sold throughout the year, and the owner shared in the pool according to his contribution. This was fine in theory and under most conditions would have worked well. However, we had a very disorganized situation in the cotton market. We grew in North Louisiana a cotton of short staple. Seven-eighths of an inch and occasionally as short as three-fourths of an inch. There was continuing dissatisfaction with the Co-op
program. In addition, the merchants who had been taking cotton in on debts and who had received a small commission on it felt somehow that it was their divine right to continue to do so. They objected strenuously to the cooperative. The farmers, most of them, were dissatisfied and gradually dropped their membership. Had we been producing a better quality of cotton, the situation may have been entirely different. (Sanders, H. C., 1980)

Because of the continued growth and expansion of Farm Bureau during the 1920's and 30's they expanded their supply associations in the early 1930's to include farm machinery, feed, and seed of every kind. The Farm Bureau, who was selling in large quantities, started buying supplies in large quantities for their members.

Farm Bureau had an office on Lafayette Street in Baton Rouge. They handled farm machinery of every kind you could name; they sold and serviced machinery. Their inventory must have been two blocks long. They probably handled over 100 different items. This was around 1935 and W. F. Williamson was assistant secretary and manager of sales. (Kemmerly, C. E., 1980)

Farm Bureau continued to expand their sales operations as demand from members grew.

Farm Bureau then decided in 1936 to expand even further and started the Louisiana Agriculture Cooperative. They built a building just north of the railroad on Government Street in Baton Rouge. Then they built a building in north Baton Rouge on Choctaw Street where they mixed and sold fertilizer. They then organized warehouses in Alexandria, Opelousas, Franklinton, and other cities around the state. They also had five district field men employed at this time. (Kemmerly, C. E., 1980)

Farmers in Louisiana were enjoying increased income through the Farm Bureau Marketing Associations. They were saving money on
production inputs purchased from the Farm Bureau Supply Cooperative and were also experiencing better production due to the scientific innovations taught by the Extension Service. These organizations reached the goals they had set out to accomplish by getting farmers through the dire economic crisis of the 1920's.

The Cotton Cooperative that had drawn away from Farm Bureau started declining in the late 1930's and early 1940's. Because of business practices, many cotton farmers started leaving the Cooperative. The Cotton Cooperative started charging Farm Bureau members more money for marketing their cotton. One of the dynamic leaders of Farm Bureau, Mr. Carl Kemmerly, who was then organizational specialist for the Extension Service, saw that the Cotton Association was not being fair to its members.

Senator Norris C. Williamson was head of the Louisiana Cotton Cooperative stationed in New Orleans. They started charging Farm Bureau more money and demanding more and more for selling their cotton. To pay off the Association and get Farm Bureau out of the Association, I raised the price of the Farm Bureau News from 50 cents to 1 dollar and this is the way money was raised to pay off the cotton department. (Kemmerly, C. E., 1980)

Because cotton was the largest agriculture crop at the time, many farmers were involved in the Cotton Marketing Association. Therefore, when poor practices and the depression caused that association to fold, many farmers were left unorganized. At the same time the Farm Bureau Supply Cooperative also ceased operations because farmers just did not have money to spend on new inputs. However, to their outstanding credit, it must be remembered that the Marketing and Supply Associations
had proven to be the savior of Louisiana agriculture during a time of great need. They served to establish Farm Bureau as the leading farm organization in the state. Sadly though, the great depression did cause the closing of these two aspects of L.F.B.F.

Unfortunately, people forget all the positive things that L.F.B.F. accomplished during the first eighteen years. Many farmers just remembered the closing of the two associations during the depression; therefore, as times improved, L.F.B.F. had a rough time for many years getting farmers to join. Farmers seemed to only remember 1941-42. This is exemplified by an interview with Mr. James Graugnard, president of L.F.B.F.

I still from time to time, run across people in the state, who were in some of the early marketing associations who did not get out of it what they should have. They were disappointed. Some were in the marketing program and purchasing program, and I guess through the years they had some bad economic conditions and hit some bad years. Some are still upset about what happened. It has left a sour taste. The Farm Bureau today cannot be responsible for something that happened way back then. (Graugnard, 1980)

After 1940, L.F.B.F. became totally a public relations and legislative organization. Many years passed before the other services were able to be reinstated at the request of the membership. However, the L.F.B.F continued to prove its worth and value and adapted to meet the needs of its farmer members as the years passed.
CHAPTER III
FARM BUREAU AND THE EXTENSION SERVICE
Allies in Education

From the very beginning of Farm Bureau in Louisiana, the Louisiana State University Cooperative Extension Service and the Farm Bureau worked together in a close alliance, which has endured through the years. From 1921 until the early 1960's the two organizations were dependent on each other. They have always worked together toward the accomplishment of one goal, the education of farm families toward attaining a better life for all. To accomplish their goal, the two organizations had to work at jointly identifying problems and planning, initiating, and evaluating actions to solve these problems. There were numerous problems to attack. To better solve the problems, Extension realized the value of the organized groups of farmers that belonged to Farm Bureau in each parish. Most of the leaders in Farm Bureau were also leaders in the communities in which they lived. With the leaders' cooperation, parish agents were able to reach large groups of farmers. The opportunity to use the Seaman Knapp method of demonstration teaching was realized and utilized. Whenever the majority of farmers in the parish observed that the Farm Bureau leaders were engaging in using scientific techniques being taught by the Extension Service and that these techniques were successful, they generally adopted the methods themselves because of the success realized and because of the respect they had for these leaders.

As early as 1923 Extension Director W. R. Perkins stated in the Farm Bureau News, "Every section of the state has particular problems
and our specialists and county agents working with parish Farm Bureaus will formulate a definite plan of work to attack each problem."

(L.F.B.F. News, 1923) Director Perkins was speaking of the specific commodity marketing organizations, production supply cooperatives, and legislative policies mentioned in earlier chapters. Here, also, is an example of early advisory committees of the Extension Service designed to identify specific problems for different geographic areas and clientele. Through this type of cooperation the Extension Service and L.F.B.F. were better able to meet the needs of Louisiana farmers.

Joint ventures in marketing, supplies, livestock shows, safety programs, flood control, legislation, commodity referendums, 4-H projects, and a host of other efforts touching every phase of rural life were conducted by the cooperation between Farm Bureau and Extension.

News articles in Figures 23 and 24 indicate the joint educational force that has performed valiantly in teaching Louisiana farmers.

Mutual Support

Farm Bureau and the L.S.U. Extension Service have supported each other over the last sixty years. This included the contribution of speakers, agents, farmers, membership, parish secretaries, purchasing directors, and resource personnel for Farm Bureau. The parish Extension office usually doubled as the Farm Bureau office and meeting place from the 1920's through the 1950's. This early relationship was emphasized in an interview with Mr. Phillip Wemple of Rapides parish. Mr. Wemple served on the State Farm Bureau Board of Directors and Executive Committee for about thirty years. He was a Farm Bureau member for
Emergency loans for farmers

Continued from Pg. 1

been referred to the House Committee on Banking and Currency.

"Many of our state's farmers will be able to plant no crop, or have only a partial crop, this year because of the flooding," Grisham said. He said this will mean that many will have to plant only one crop this fall of 1972, when that year's crop season begins.

In the meantime, he said, they still must pay out a substantial amount of cash to meet financial obligations.

"The emergency loans provided to the FHA are both inadequate and discriminatory," Grisham said.

If it P. Press Jr., president of the Louisiana Farmers Farm Bureau, that the FHA is behind the states on emergency loans provisions.

"We can lose $17 an acre, but seed loans alone will cost $7 an acre and the rest of everything you buy has tripled," he said. "It would take a $25 an acre loan to provide any real help."

County agent Robbie Fountain estimates that about 90 percent of the farmable land in the parish was under water last month, and the loss of farm income will be over $15 million. In the agricultural-related economy of the parish, this means a $31 million impact on the state's economy.

The flood waters are allegedly slowly receding, but the problems now is time limits, about 3,500 acres of cotton and over 20,000 acres of rice have been planted, and it's too late for that crop this year, even in the favorable laying days.

But it's not just the big losses. The crop has been increasing in size and area in Louisiana with 3,000,000 acres planted last year.

"We need help for adequate feeding," says Pete, pointing out that the federal program provides for only $20 per ton transportation cost.

The latest figures received by the LNF Extension Service showed acres of 1,700,000 acres in the state is still under water. The percent of acres not planted is 40 percent, and the state farmers of crops, cattle and timber was estimated over $20,000,000.

Farm Bureau through its parish, state and national organizations are serving support for Bill 123 in Senate Bill 1672 that would allow the FHA to provide the same loans to farmers in the Small Business Administration.

Farm Safety Winner Named

A St. James Parish farmer won the "Small Farm Equipment Operator" award in Louisiana, this year for the second consecutive year last month, as Joe Annore of St. James was honored at the state's annual meeting of the LEFCP convention in Monroe July 22.

Other people were present receiving the award in the overall contest, included W. H. Hammers of Ashland, Parish Extension Adviser of St. James, Louisiana, and E. T. Tipton of St. Mary, director of Agronomy of the Agricultural Safety Council.

Figure 23

Figure 24
almost 50 years.

When I first joined Farm Bureau we met in the County Agents office here in Rapides. If it had not been for Extension back then Farm Bureau would have folded. We had our meeting in the Extension office and that was the beginning of Farm Bureau. Extension held Farm Bureau together. After Farm Bureau was able to make it on its own, Extension stayed with us through the years. They still work closely with us. I have nothing but the best compliments for Extension. (Wemple, W. P., 1980)

Murl McDonald, assistant director of Extension in Iowa said, "Extension and Farm Bureau relations have been mutually helpful, Farm Bureau has helped Extension and Extension has helped Farm Bureau. Cooperative Extension work has been a unique experiment. It has succeeded, period." (Kile, O. M., 1948) Although Extension worked with all organized groups in the state, the great determination that it had to be sure that Farm Bureau was a success can be verified by the efforts of Extension to hire organizational specialists to work with Farm Bureau. In 1923, Floyd Spencer was made Assistant Director of L.S.U. Extension and organizational specialist to work primarily with Farm Bureau and its programs. This he did for many years. In 1941, after the depression years had all but killed membership in Farm Bureau, H. G. Chalkley, then state president of Farm Bureau, demonstrated that he was not willing to let his organization die. He requested help from Extension. In answer to his request, Mr. Carl E. Kemmerly was brought from his position as county agent into the state office and made organizational specialist to succeed Mr. Spencer. Kemmerly started membership campaigns that brought the Farm Bureau from less than 1,000 members in 1941 to over 10,000 members in less than two years. Mr.
Kemmerly, who was later to become Associate Director for the L.S.U. Extension Service, undoubtedly did more to promote L.F.B.F. during his thirty-five year relationship with the organization than did any other one individual. During the 1940's and 50's he pushed the Farm Bureau organization like no other person. He started the membership increase that has continued to build to the present time. Mr. Kemmerly attended 39 consecutive Farm Bureau conventions. Although he was given many honors, Mr. Kemmerly received his most outstanding honor in 1974.

Carl E. Kemmerly, Jr. has been presented the Distinguished Service Award by the Louisiana Farm Bureau during the 52nd Annual Convention. L.F.B.F. president James Graugnard presented the award to the retired Associate Director Emeritus of the L.S.U. Cooperative Extension Service for his lifetime contribution to agriculture and Farm Bureau.

The award is the highest individual honor bestowed by L.F.B.F., and it is not an annual award. In fact, it has only been given once before, to the late Senator Allen J. Ellender in 1972. (L.F.B.F. News, August 1974, p. 4)
Distinguished Service Award

Through the years Farm Bureau presented many other awards to members of the Extension Service as was shown by the presentation of awards to Drs. Loupe and McCormick for outstanding service to the organization. (Figures 28 and 29)
This kind of dedication represents the tremendous respect the organizational specialists, administrators, other specialists, and county agents have for the L.F.B.F. Numerous county agents from throughout the state made certain that Farm Bureau would succeed. These great men and women were always remembered by the Farm Bureau. An example of the sincere appreciation of the Bureau was noted in statements like the one made by James Duncan, President of the Madison Parish Farm Bureau. After the death of Mr. Max McDonald, retired county agent in Madison Parish, Mr. Duncan stated..... "We have lost a great friend. He was the driving force in the formation of our organization. For the first few years he almost single-handedly kept the organization alive."  (L.F.B.F. News, June 1973, p. 1)

New Surroundings

During the first twenty years of operations Farm Bureau obviously achieved great success. However, because of terrible economic times the state office of Farm Bureau in Baton Rouge was forced to close. In 1941 President H. G. Chalkley and other Farm Bureau leaders obtained Carl Kemmerly to work with Farm Bureau through the Extension Service. At this time, they had to find a new home for the Farm Bureau office. This step was noted from an interview with Mr. Kemmerly.

At one time the L.F.B.F. was operating out of offices at the L.S.U. Extension Service. In 1941 we moved to four offices in the Agriculture Center on the second floor on the north side. We had a storeroom under the stairs for Farm Bureau files. We stayed there for about four years. Then Farm Bureau became too big and we moved to a building in downtown Baton Rouge behind the First Baptist Church. (Kemmerly, C. E., 1980)
The L.F.B.F. News was being printed then by the Extension Service press. The address noted at the top of the issues were "University Louisiana." Around this period of time, the parish presidents of Farm Bureau along with Robert Amacker of Lake Providence, James Percy of Alexandria, Malcolm Dougherty of Lindsay, and Larry Lovell of Rapides, with the assistance of Mr. Kemmerly and other officials, started rebuilding the Farm Bureau. Farm Bureau was strictly a legislative and public relations organization for the farmers of Louisiana from the 40's through the present. The early marketing and purchasing cooperatives were now out of existence. In spite of this, the Bureau diligently watched out for the well-being of the farmers. It enjoyed continuous growth through the 1940's and 50's.

Through the years a mutual self-help and respect had developed between Farm Bureau and Extension. Extension had indeed proved to be a valuable asset to Farm Bureau through the years; however, the Farm Bureau also proved itself just as valuable to the welfare of the L.S.U. Extension Service. Being a publically funded institution the Extension Service continuously found itself in need of funds. Because of the great influence of the Farm Bureau with state and national legislation, it always came through with unyielding support for increased funding for Extension. The increased growth and funding for Extension can be credited in a large measure to the efforts of Louisiana Farm Bureau. Farm Bureau wrote numerous letters to legislators supporting Extension funding. Many of these letters were published in the Farm Bureau News. In an issue of the L.F.B.F. News the headlines read "In recent correspondence with Louisiana's Congressional delegation, Louisiana Farm Bureau urged funds for the support of the work of Cooperative Extension
"Service." (L.F.B.F. News, March 1966, p. 2) Probably the greatest friend that L.S.U. Extension has had in Louisiana is the Louisiana Farm Bureau Federation in matters of legislation and policies affecting Louisiana farmers. L.F.B.F. has requested and supported Extension views through the years.

The mutually beneficial relationship between Farm Bureau and Extension begun under the administration of Director Perkins continued through the administrations of Directors Sanders, Cox, and Loupe. They consistently attempted to meet the educational needs of the farmers of Louisiana. The Farm Bureau usually found support from the top leaders in Extension ranks. One individual who had a very close working relationship with the Bureau was former Director John A. Cox. From 1961 through 1978, Director Cox was a valued friend to Farm Bureau on a state and national level. John A. (Johnny) Cox was appointed director of L.S.U. Cooperative Extension Service August 4, 1961. He replaced Director H. C. Sanders who retired July 1, 1961, after 38 years of service to agriculture education in Louisiana. Many of the contributions of former Director Sanders to L.F.B.F. have already been mentioned. On the appointment of Johnny Cox as Director of Extension, former Farm Bureau President L. L. Lovell commented:

I am convinced that our greatest hope for continued progress and freedom in agriculture lies in the efforts of our land grant college system, of which the L.S.U. Agriculture Extension Service is a vital and vigorous component. I am confident that the L.S.U. Board of Supervisors acted with wisdom in selecting Director Cox for this post, and we stand ready to assist him in developing Extension to new heights of service to Louisiana's agriculture. (L.F.B.F. News, July 1961, p. 1)
R. J. Badeaux, who was Executive Secretary for the Farm Bureau in 1961, offered "We in Farm Bureau wish you every success in this new assignment. You have our confidence and support." (L.F.B.F. News, July 1961, p. 1) In accepting his appointment Director Cox remarked:

Assuming the responsibility of the L.S.U. Agriculture Extension Service during an age of tumultuous change and at a time when the use of technology in farming is essential for success is a challenging assignment. Farm people of Louisiana are facing the most critical years of their history.

My basic philosophy is that problems make opportunities and opportunities for the Extension Service to help farm people in Louisiana are legion. Extension agents in Louisiana's sixty-four parishes are dedicated men and women who desire only to serve their communities, parishes and nation to the fullest extent of their abilities.

We believe good programs based on local problems, and properly planned at the parish and community level, are necessary for a progressive Agriculture Extension Service. We realize the strength and soundness of programs designed to help the individual grow in stature.

One of the major educational objectives of the L.S.U. Extension Service is to reflect the positive contributions of agriculture, particularly the farm segment, to the welfare of the nation and to every individual in it. We must continuously advertise the fact that agriculture is not marketing; it is not transportation; it is not processing; it is not manufacturing; it is not consumption; but it is all of these and many more.

We shall continue to work closely with Farm Bureau, with commodity groups, communities and individuals in an effort to further the interest and preserve the dignity of the individuals who make up these groups. Richard Hofstadter observed "The U.S. was born in the country and moved to the city." This is true of the process still under way. However, it is our intentions to see that those who remain in the country enjoy the highest possible standard of living. (L.F.B.F. News, July 1961, p. 1)
In 1964 Director Cox received a one-year appointment as deputy administrator to the national office of Extension Service in Washington, D. C. C. E. Kemmerly, Jr., served as acting director in his absence. The appointment to this high office enabled L.F.B.F. to have input into national matters of interest to their members. "The Farm Bureau Board of Directors passed a resolution at its March 1964 meeting noting the national recognition accorded Cox and wishing him success in his national post." (L.F.B.F. News, March 1964, p. 9)

Dr. Denver Loupe, current Director of the L.S.U. Extension Service, has always worked very closely with Farm Bureau and is continuing to encourage close
cooperation. Both Director Cox and Director Loupe have always been invited to attend L.F.B.F. State Board meetings. This practice began when James Graugnard became president of Farm Bureau in 1963.

The relationship between L.F.B.F. and the Extension Service was so united for forty years that Extension received criticism from groups outside of Farm Bureau for working too closely with this organization. In sections of the U.S., county Farm Bureaus actually contributed funds to the Extension Service. This was not the case however, in Louisiana. Leaders in Farm Bureau were likely to serve on the parish Police Jury and this organization would contribute some funds to the parish Extension agent. A memorandum of agreement as to the county agricultural agents relations to the Farm Bureau were set forth by Dr. A. C. Turner as early as 1921 and supplements were made by other U.S. Secretaries of Agriculture. This memorandum was developed by other farm groups outside of Farm Bureau. The memorandum was necessary at the time, but agents continued to work with Farm Bureau and other organizations as well. "..... it is but natural that county agents work most with the group that is best able to and takes the initiative in working with him. All educational work done cooperatively by the Extension Services and county Farm Bureaus is, of course, available to all farmers of the county whether members of the Farm Bureau or not."

(Kile, O. M., 1948, pgs. 394 - 395)

Growing Up

Most promising, worthwhile young things grow up to be strong, worthwhile adults. This was the case with Louisiana Farm Bureau
Federation. In 1963, with the leadership of President James Graugnard, the L.F.B.F. started standing on its own. As with any normal relationship the "grown up" Farm Bureau was able to stand on its own feet.

At times during the early years of Farm Bureau, Extension had to actively push and support Louisiana Farm Bureau to keep it alive. Now of course it has grown up and can support itself. One of our major policies is our support of Research and Extension. This allows Farm Bureau to go to the State and Federal legislatures for the expansion of funds to keep these vital areas of agriculture operating. (Graugnard, J. D., 1980)

With the change in relations, the L.S.U. Extension Service began to function as advisors to Farm Bureau activities instead of serving in an actual official capacity. Graugnard indicates this fact in an interview.

About the time that I became President of L.F.B.F. in 1963 many of the extension agents were parish secretaries and members of the board of the parish Farm Bureaus. It was agreed to, over the years, that agriculture would be better served if Extension agents became ex-officio and advisors to Farm Bureau. Extension had done their part in training agriculture youth through 4-H and other youth programs to be leaders and run their own organization on the parish and state level. Farm Bureau has always been very close to the Extension Service. It is better this way because on some decisions Farm Bureau has to take a stand on, we do not want to embarrass Extension and vice-versa. We also recommend that Farm Bureau Insurance personnel not be members of parish boards. It has proven to be a better working relationship and has not caused a drift away from our excellent relationship. It allows Farm Bureau to support Extension's request for funds in the legislature without a conflict of interest. (Graugnard, J. D., 1980)

This also allows Farm Bureau to adhere to its policy that only members who make their living farming can be voting delegates and office holders.
L.F.B.F. did indeed come of age in the early 1960's. Today L.S.U. Cooperative Extension personnel continue to serve Farm Bureau as resource people and advisors to numerous committees. Extension specialists are asked to speak to Farm Bureau groups often. For example, Dr. J. H. Jones, Extension Education and Sociology Professor with the Extension Service, spoke on "Membership and Motivation" in 1966 at the L.F.B.F. Leadership Conference in Shreveport. Rarely does Farm Bureau hold a meeting without inviting a specialist from the Extension Service.

As in any relationship, there have been times through the years when there was some tension between the organizations. This was due mainly to personality conflicts between top administrators of the organization.

At one time there was a strain in the relationship between Extension and Farm Bureau due entirely to personality differences between the President of Farm Bureau and the Director of Extension. One of my first efforts as President of Farm Bureau was to put the excellent relationship we had in the past, back together. The differences I think are long gone. I think we have excellent cooperation between the Extension Service, the University, and L.F.B.F. Farm Bureau has a standing rule to invite the Director of the Extension Service or one of his representatives to our State Board meetings. Many times we have questions that come from our membership to the University. His being there does not influence our decision, but at the same time he helps Farm Bureau make a better decision with the information he provides. (Graugnard, J. D., 1980)

Over the sixty years of the L.F.B.F., Extension and Farm Bureau have sufficiently matured to effectively meet the needs of the tremendously complicated agribusiness industry found in Louisiana in 1982. They diligently worked together for 61 years to educate the Louisiana
farmers in order to make life better for all. They are continuing to
work as a team in whatever manner found necessary to upgrade the wel­
fare of Louisiana's farm community. Mr. Paul Ransom, a long time Farm
Bureau member from Monroe, chairman of the L.F.B.F. Cotton Advisory
Committee, and first vice-president of Farm Bureau for about 20 years,
said:

I think the relationship between Farm Bureau and Extension
has always been good. There may have been a lack of communi­
cation at times, but basically I would have to say that through
the years both Extension and Research people at L.S.U. have been
a tremendous help to agriculture. We are where we are today
because we worked as a team; I would like to stress that!
(Ransom, Paul, 1980)

That the American Farm Bureau Federation has also always supported
this kind of teamwork in accomplishing educational objectives is
evidenced in the following statement:

American Farm Bureau Federation feels strongly that this
close relationship and coordination between the county Farm
Bureau and the county agricultural Extension Agent is best for
the agent as well as the farmer and the government. It is the
one outstanding illustration of how the federal and state
government can assist, stimulate, and participate in local af­
fairs without acquiring the bad features of centralized govern­
ment bureaucracy.

Since the present relationship between the Extension
Service and the Farm Bureau is mutually agreeable and since
the Farm Bureau is the dominant farm force in nearly all the
states, the chances of legislation designed to destroy this
relationship are not great, either at the state or national
level. (Kile, O. M., 1948, p. 369)
CHAPTER IV
THIRTY YEARS OF PROGRESS

The period from the early 1930's through the early 1960's was a tremendous transition period in the history of the Louisiana Farm Bureau Federation. One of the strongest characteristics of L.F.B.F. was the ability to adapt to changes in the needs of the members. As times changed and farmers needed help and representation in all areas of agribusiness, L.F.B.F. responded because the farmers who made the policies of the Bureau kept L.F.B.F. well informed of the needs of the farmers. Farm Bureau changed leadership frequently in the early years.

Farm Bureau was actually organized in July 1921, in Baton Rouge, Louisiana, but held its first convention September 15, 1922 in the Old Grumwald Hotel in New Orleans, Louisiana, (now the Roosevelt Hotel).

The first temporary president of the organization was J. H. Carpenter from Rosepine, Louisiana. Carpenter served a short term (1921-22). Some of the first work at that time was increased marketing activity with the small group of farmers trying to establish better market outlets for Louisiana products.

The first official president was A. L. Smith of Ouachita Parish (1922-24). In these early years Farm Bureau entered the field of services to members which included feed, seed, fertilizer and other farm supplies designed to save farmers money on necessary items for production.

During the period of 1924-36 there were two presidents: Frank Dimmick (1924-34) from St. Landry Parish and Wilmer C. Mills (1934-36) from East Baton Rouge Parish. Marketing activities and the service-to-
member program were continued through this period with over eighty items being handled through Farm Bureau. It was not until 1936 that Louisiana Farm Bureau took a turn toward legislative activities and education instead of services and farm supplies. This came about under the administration of H. G. Chalkley (1936-43) from Calcasieu Parish and marked the turning point and a new direction in Farm Bureau. The farm supply program was turned over to the Louisiana Agricultural Co-op, and Farm Bureau made a new approach to the problems facing Louisiana farmers; namely, legislation and education.

The next two presidents, Robert Amacker (1943-44) from East Carroll Parish and Jim Percy (1944-46) from Rapides Parish served Farm Bureau well, continuing the legislative approach.

In 1946 Malcolm Dougherty from East Feliciana Parish was elected president and served until 1956. During his term he continued legislative and educational activities, but also enacted the beginning of the Farm Bureau insurance program in 1950 which was designed to gear insurance to farmers' needs. Larry L. Lovell, Rapides Parish, served as president during the period of 1956-63. Important tax exemptions were obtained through legislative efforts during his term such as the gasoline tax refund for gas used in agricultural production, sales tax exemption on feed, seed, fertilizer and farm chemicals, and also ad valorem tax exemption on farm equipment. Lovell served as president until his death in 1963.

During the depression years of the thirties, L.F.B.F.'s membership suffered just as the entire agriculture community suffered. Dues money for membership during the depression was extremely hard to come by even though dues decreased from $10 for 5 years, and then to $3 per year.
Membership dropped to a dangerously low level in the late thirties and early forties. L.F.B.F. was down but was not out - "Harry Chalkley and a few other prominent men would not permit the Farm Bureau to die during the depression." (Sanders, H. C., 1980) Mr. Chalkley decided a new direction by L.F.B.F. had to be taken to better serve the farmers of the state.

Harry Chalkley

"In 1936 Mr. H. G. Chalkley was named president of L.F.B.F. At the same meeting they decided to get out of the selling, feed, and machinery business. They decided to do just two things. First we are going to do public relations work for Louisiana farmers and second we are going to be actively engaged in legislative matters." (Kemmerly, C. E., Jr., 1980) With this change in direction, Louisiana Farm Bureau was on its way to becoming "The Voice of Louisiana Agriculture." For the next twenty years, Farm Bureau continued to be engaged in legislative matters that were in the best interest of the farmers. It was in the sixties before L.F.B.F. again entered the area of marketing and service to members.

President Chalkley introduced the commodity committee idea to help the state Board of Directors make the best possible decision on legislative matters. Farmers actively engaged in a particular commodity were asked to serve as advisors to the State Farm Bureau Board. Their input was essential in order to make sure that the "grass roots" feelings would be followed in the various commodity areas. This idea proved to be very successful and is still in effect today. A picture of the original eight commodity chairmen is shown in Figure 32.
Figure 32

Louisiana Farm Bureau News
PUBLISHED BY THE LOUISIANA FARM BUREAU AND THE LOUISIANA COTTON COOPERATIVE ASSOCIATION
Vol. XVI
UNIVERSITY, LOUISIANA, MARCH 15, 1939

Down The Corridor . . .

By CALPERS

The Board of Directors of the cotton corporation today agreed upon the formation of the new corporation, the Louisiana Farm Bureau. As a step in the new corporation, to be known as the Farm Bureau, the Board of Directors have appointed a committee of three directors to study the matter of the new corporation, to be known as the Farm Bureau. The committee, which includes Mr. J. D. Johnson, Mr. J. B. Chappell, and Mr. J. C. Kurtz, will meet in New Orleans on Wednesday, April 1, to consider the matter of the new corporation.

Executive Committee Meets to Plan Program

The Executive Committee of the Farm Bureau met in New Orleans on Wednesday, March 1, to consider the matter of the new corporation. The committee, which includes Mr. J. D. Johnson, Mr. J. B. Chappell, and Mr. J. C. Kurtz, will meet in New Orleans on Wednesday, April 1, to consider the matter of the new corporation.

Louisiana Cotton Co-To Elect Officers

Bureau Work Program for 1939 Outlined

Executive Committee Approves Recommendations of Committee

An outline of the Bureau Work Program for 1939 was approved by the Executive Committee of the Farm Bureau on Wednesday, March 1. The outline is based on the recommendations of the Committee on Bureau Work Program, and includes the following:

- The Council of Administration will meet in New Orleans on Wednesday, April 1, to consider the matter of the new corporation.
- The committee, which includes Mr. J. D. Johnson, Mr. J. B. Chappell, and Mr. J. C. Kurtz, will meet in New Orleans on Wednesday, April 1, to consider the matter of the new corporation.
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Smith Cotton Bill Endorsed by Committee

More Money to Increase Market

The committee, which includes Mr. J. D. Johnson, Mr. J. B. Chappell, and Mr. J. C. Kurtz, will meet in New Orleans on Wednesday, April 1, to consider the matter of the new corporation.

Labour-Force Shows Greatest Gain

In Membership During February

The Louisiana Farmers' Union in New Orleans in February was organized in the number of new members, according to records received from the State-Board of the Union on Wednesday, March 1. The Union, which includes Mr. J. D. Johnson, Mr. J. B. Chappell, and Mr. J. C. Kurtz, will meet in New Orleans on Wednesday, April 1, to consider the matter of the new corporation.

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Figure 32

[Image of a map or graph related to the Farm Bureau]
In 1937 the state office of L.F.B.F. was actually located on the L.S.U. campus. The Extension Service published the L.F.B.F. News. Note that the caption (Figure 32) showing the place of publishing shows "University, Louisiana. March 15, 1939." Bentley Mackay was editor of the Farm Bureau News but was employed and paid by the Extension Service. Membership had been fluctuating since around 1928 with mostly a downward trend. With the election of Mr. Chalkley as president three years earlier, the direction of L.F.B.F. started to change. Farm leaders were determined to turn the fortunes of the organization around.

In 1936, twenty leaders representing the various commodity organizations in Louisiana called on Dr. James Monroe Smith, President of L.S.U.; Dean J. G. Lee, College of Agriculture; and Director J. W. Bateman, Agriculture Extension Service, requesting assistance of the University in coordinating the activities of farm groups in Louisiana. As a result of this and other conferences, a Farm Organization Specialist was added to the staff of the Agriculture Extension Service. C. E. Kemmerly, Jr. was hired in this capacity. (Kemmerly, C. E., Jr., 1937, Vol. 593, p. 1)

The University again responded to the call for assistance. Mr. Kemmerly, and other staff members from L.S.U. were assigned to assist the L.F.B.F. organization.

"For the first time, a section devoted to farm organizations was included in the Annual Louisiana Farmers and Farm Women's Short Course held at L.S.U. August 9-13, 1937." (Kemmerly, C. E., Annual Report 1937, p. 6)

"There were 2,472 members in L.F.B.F. by the end of 1937. It is hoped that by the end of 1938 the number will increase to 10,000." (Kemmerly, C. E., Annual Report 1937, p. 7) Membership in 1939 in
L.F.B.F. was 7,016 members with Franklin Parish having the most members at 866, followed by Rapides with 837 and Madison with 528. Although membership had started to increase after the election of Mr. Chalkley in 1936, the L.F.B.F. found itself financially destitute - the Bureau was "broke".

The closing of the cotton cooperative hurt Farm Bureau for a long time - it almost ruined it. Membership fell off and they did not have a dime. I told Harry Chalkley, that I could go to the county agents and I would bet my pay we would raise $25,000 to run Farm Bureau. He said Yes, we should have done that yesterday. I know it was less than sixty days (I've got a list there somewhere of exactly how much each parish put up) and we got $25,000 and turned it over to the treasurer of L.F.B.F. (Kemmerly, C. E., 1980)

With new operating funds, 1940 found L.F.B.F. on the road to recovery. However, it was not easy; World War II proved to be another difficult time for Louisiana farmers and their organization. Mr. Kemmerly and presidents Chalkley, Amacker, and Percy, plus other Farm Bureau staff led the Bureau through the war years. "We went to work like slaves, God Almighty we worked. The five men who were district people for Farm Bureau really performed miracles. Farm Bureau was able to pay them but it was tough in those days." (Kemmerly, C. E., 1980) Membership continued to be difficult to secure. Even though the L.F.B.F. was once more proving its worth to the farmers of Louisiana, membership drives to secure members were a real challenge. You had to "beat the bushes" in those days to obtain members. Membership increased and L.F.B.F. started becoming financially strong by 1945. "I broke loose one year and with R. G. Arnold of the A.F.B.F. secured 4,600 Farm Bureau members in my district." (Sanders, H. C., 1980) Throughout the state
leaders were as determined to build up membership.

Mr. Carl Kemmerly is often referred to as the "Father of Louisiana Farm Bureau Federation" because he, probably more than any one other individual, was responsible for the early success the farm organization enjoyed. Primarily in the forties, he did all one could to to push L.F.B.F. "I was Farm Organization Specialist for the Extension Service and at the same time I was Secretary-Manager of L.F.B.F. I went to the Farm Bureau offices day in and day out to do all the letter writting, all the correspondence, I deposited checks, and whatever else there was to be done." (Kemmerly, C. E., 1980) Mr. Kemmerly possessed the ability to approach anyone involved in agribusiness and secure a membership for the Bureau. Agribusiness persons knew that the fine work being done by L.F.B.F. was advantageous to everyone in Louisiana engaged in agriculture. The entire state, therefore, was benefited. Kemmerly described one particular innovative function he accomplished in the early forties:

To give L.F.B.F. a shot in the area I organized a special train with 100 farm leaders and other agribusiness people who put up $100 of their own money to ride this train through the Midwest and stop at Chicago, Illinois, to visit the A.F.B.F. offices. The last stop north was in South Dakota where the Farm Bureau gave us a banquet and the people on the train were very impressed with Farm Bureau. That trip was one of the early great things for L.F.B.F. (Kemmerly, C. E., 1980)

The organization grew in members and influence through the forties and fifties with the efforts of Mr. Kemmerly and other innovators. He attended every state Farm Bureau convention from the mid-thirties until his death in 1981. His close association with L.F.B.F. lasted for over
45 years. During this time he received numerous awards of appreciation from the organization that he loved so much through all those years.

Telling the Farmer Story

In 1941 the Louisiana Farm Union was started in the state with Mr. C. J. Gille as president and Mr. Kenneth Adams, secretary. This organization, however, never got off the ground because Louisiana farmers recognized the L.F.B.F. as their spokesman. Through policies and legislative action, L.F.B.F. made great strides in bettering the position of the farmers. A letter written by Dean Lee of L.S.U. and published in a 1940 Extension annual report demonstrated the urgent need for organization among farmers as well as the support L.F.B.F. was receiving -

It appears that we have come to the point in our agricultural program when we must make some important decisions. Our farmers and farm people have been, since the beginning of time, individualistic in nature and practice. This policy has been followed to such an extent that they find themselves in a very embarrassing situation. They find that all around them are springing up, or have sprung up, large cooperative enterprises in the commercial and industrial world, and they as individuals have to deal with these large cooperative enterprises. We all know what the results are. It has come to the point when farmers and farm people must organize into organizations which have the interest of the farmer and groups of farmers at heart. These organizations, of course, should be based on the idea of a square deal for all to the end that the farmers and their families will enjoy the economics and social satisfaction which they are entitled to.

Since the Farm Bureau Federation has a strong organization in this state and since it has been largely responsible for such fine educational work done in Washington and in the state of Louisiana, and since it has a forward looking program and more nearly meets the characteristics as outlined above, and stands for the betterment of agriculture not only in this state but throughout the nation, we think that we should work with and through this organization to put over its program.
It should also be our policy to work with the various commodity organizations as we feel that they play an important part in the agriculture development of the state. The membership of these organizations, however, should be impressed with the necessity of supporting a strong over-all organization representing all the agriculture of Louisiana.

Signed J. G. Lee, Jr.
Dean College of Agriculture
(Kemmerly, C. E., Annual Extension Report 1940, p. 1)

Farm Bureau had been the voice of the Louisiana farmer and was to continue to be. In 1942, more than during the previous 20 years of L.F.B.F., the organization found itself ready to concentrate on being the legislative voice for the farmer. "The main purpose I consider for Farm Bureau is to be a legislative and lobbying organization, and also work with the University and research." (Wemple, H. P., 1980) The majority of the farmers of the state appeared to share these opinions. Reorganization in many parishes was essential because the war had been a disruptive factor for Farm Bureau.

Robert Amacker

Mr. Robert Amacker succeeded Mr. Harry Chalkley as president of L.F.B.F. At that time he was a successful cotton and soybean farmer from Lake Providence; and he is still actively involved in farming at Hollybrook, Inc. south of Lake Providence. Mr. Amacker recalls (with fond memories) how challenging being president of L.F.B.F. was:

I was elected president in 1943 - Milton Tainter was executive secretary and Sam Jones was governor. There was a big storm in South Louisiana and Sam Jones sent Milton
and I down there to help with the relief effort as representatives of Farm Bureau. After that we organized the Farm Bureau in every parish and raised about $17,000. The dues then were $2.50. After collecting this money we hired a secretary. I served as president for about a year; then Jim Percy became president. (Amacker, R., 1979)

Even though times were difficult during Mr. Amacker’s term as president, the commodity committees and parish organizations were continuing to advise the leaders of the needs of the membership. The annual convention 1942 was held in Alexandria as were most of the conventions up until the mid-fifties. Mr. David M. Amacker, brother to the president, was a driving force in L.F.B.F. during these years. Although he was a professor at Southwest College in Memphis, Tennessee, he made speeches for L.F.B.F., acted as secretary and even took the minutes at the annual conventions during the forties. Professor Amacker and his brother both believed deeply in Farm Bureau.

President Amacker stressed the help that the county agents gave the organization during his term in office. "The county agents really got to work for Farm Bureau especially under Carl Kemmerly's direction." (Amacker, R., 1979) Farm Bureau was operating on a shoe-string budget. Therefore, help from Extension was essential. The farmer’s voice was being heard in the Legislature. "The greatest thing Farm Bureau did while I was president was to work with Dave Pearce, chairman of the House Agriculture Committee in the legislature, to get a 15 million dollar drainage program for the state. It was very helpful in North Louisiana." (Amacker, R., 1979) L.F.B.F. practically wrote farm legislation for years to come. Much of the success was due to good essential programs from the farmer himself as well as to the help of Dave Pearce.
and Malcolm Dougherty in the State legislature. Robert Amacker was pleased with the progress L.F.B.F. made during his term as president. "Although much more needed to be done, I think we made great contributions on very limited funds." (Amacker, R., 1979)

Jim Percy

James Percy of Alexandria was elected president of L.F.B.F. in 1944 and served for two years. He was employed by L.S.U. Extension Service in charge of seed certification for a number of years. After serving as Farm Bureau president, Jim Percy went to work for Louisiana Seed Company in Alexandria, where he has happily spent the last 30 or so years. He also operates one of the most successful Hereford ranches in the state. Mr. Percy related rewarding memories about his two years as president of L.F.B.F.

I was president for two years. In those days the Farm Bureau did not have the insurance program and we had to go out and drum up memberships. We had meetings, the county agents made their contributions and the regional men from A.F.B.F. came in to help. Things were so tight that we did not even publish the Farm Bureau News then. I had my office in Baton Rouge and my office in Alexandria. We traveled the highways at night, but that's how we operated in those days. I think we had a membership at this time of about 10,000 to 12,000, it varied up and down. Membership dues were $3.00 per year in 1945-46. I enjoyed it! (Percy, James, 1980)

In spite of continued financial stress the organization was able to make outstanding accomplishments in the areas of cotton, sugar, livestock, rice and agriculture policy legislation on both the state and national levels. L.F.B.F. was indeed coming of age in influencing...
legislative matters for the farmers' best interests. Farm Bureau had friends in the Legislature of Louisiana. Men like Dave Pearce and Malcolm Dougherty were able to pass many farmer-oriented bills. Farmers started seeing the good their legislative voice was doing through Farm Bureau. They not only started paying their dues - they started telling the good news to their neighbors.

When I was president we worked altogether in the area of farm legislation. Malcolm Dougherty was serving as our voice in the legislature before he took over as president of Farm Bureau. He had been in the state legislature and he knew his way around. Much of our membership came from programs in the legislature that made farmers interested. For example, Farm Bureau supported starting the Red River and Leesville Experiment Stations. These programs helped build membership. Back in those days we passed a lot of legislation for farmers because Dave Pearce was chairman of the House Agriculture Committee. (Percy, James, 1980)

In spite of limited resources much was being accomplished because the Farm Bureau was right. They, more than anyone else, reflected the true feelings of the Louisiana farmers and, therefore, the majority of the population of the state. Louisiana was rural in 1945; agriculture continued to be the number one industry. Under the presidency of Jim Percy other important bills were passed with the support of L.F.B.F.

Farm Bureau was responsible for passing one of the first drainage programs in the state. Governor Jimmie Davis vetoed it but we succeeded in passing it later. It was a 5 million dollar program. We were able to get many things done that needed to be done. For example, the bill for tax exemption on farm equipment, the first brand commission and the first certified seed program, to name a few of the more important ones. Farm Bureau accomplished a great deal for Louisiana farmers with limited staff and resources. I was the only one being paid when I was Executive Secretary under Steve Munson. After I became president, I did not have an assistant.
The biggest problem I had in Farm Bureau was the division between the rice and sugar industry. The sugar people did not want anything shipped into the country, and the rice people wanted to export. Also, the cotton people had a different interest. It was a hard job bringing those groups together. Each group had their own interest. But we succeeded pretty well in getting all the groups together. (Percy, James, 1980)

The strength of L.F.B.F. was beginning to be exerted in the mid­forties. State and federal legislators increasingly were listening to L.F.B.F.'s views, although some individual commodity interests might cause a conflict. When L.F.B.F. reached a decision it was a majority decision, backed by membership. This comradeship enabled L.F.B.F. to continue exerting a positive influence over state and federal farm legislation. Former president Percy noted an example of L.F.B.F.'s early efforts in federal legislation:

Norman Efferson was an economist at the L.S.U. Experiment Station. L.F.B.F. went to work and had Efferson run some surveys for us on the rice program and I took the figures to Washington, D. C. Overton was senator at the time. They called a hearing and Dave Pearce and Norman Efferson presented the figures. We received about a million dollars or more increase in the ceiling price of rice. This helped Louisiana farmers and increased Farm Bureau membership. (Percy, James, 1980)

Louisiana farmers were indeed enjoying the success of their organization in the political arena. Through L.F.B.F. and A.F.B.F., farmers were talking in a united voice. Things were not easy economically or politically for L.F.B.F. but they were "looking up." Phillip Wemple, a successful cotton, soybean, and cattle producer near Cheneyville who has been active in L.F.B.F. more than fifty years and has served on the State Board and Executive Committee for almost as many years, made
these comments about the early years:

My first association with L.F.B.F. was back in the early 1930's. You had to be a member to buy their services. They had the old Louisiana Cooperative in Baton Rouge about 50 years ago and I bought a carload of fertilizer. That is when I first joined Farm Bureau, but was not active in the leadership until the early 40's when Jim Percy was president and he got me to attend some meetings with him in South Louisiana. O'Neal was president of A.F.B.F. Membership dues were $3.00 per year and Percy and O'Neal came to Rapides Parish to raise membership. Tom Ledbetter and a group of us met at the old Bentley Hotel in Alexandria. We agreed to preach membership and believed so strongly that we even put up the money ahead of time so we had to get out and work. We sold 1,000 memberships. Rapides was one of the first parishes to get 1,000 members. Tom Ledbetter was president of Rapides Farm Bureau and I was on the parish board. O'Neal spoke at our Annual parish meeting. Malcolm Dougherty then became president of L.F.B.F. and persuaded me to take the presidency of Rapides Farm Bureau. We raised the membership but Rapides Parish really became active in L.F.B.F. when Larry Lovell became state president. We didn't have any services in those days and we had to really beat the bushes for membership. (Wemple, H. P., 1980)

Mr. Wemple exemplifies the many volunteer farm leaders who gave time and money to better L.F.B.F. and Louisiana agriculture.

Malcolm Dougherty

Malcolm Dougherty was elected president of L.F.B.F. in 1946, succeeding Jim Percy. He was known as the "Elder Statesman" of Farm Bureau and served as president of L.F.B.F. from 1946 to 1956. The ten years he served as president are credited as having been the "growing up" period in which the progressive foundation was constructed that led to the ultimate respectability that L.F.B.F. enjoys today. He is recognized as being the developer of the interest to further the L.F.B.F.
organization among many future leaders of Farm Bureau. Some of the cornerstones in L.F.B.F. leadership over the next 30 to 40 years that were positively influenced by Malcolm Dougherty were James Graugnard, David Means, Phillip Wemple, Paul Ransom, Alfred Marshall and Larry Lovell.

President Dougherty was an East Feliciana Parish farm leader whose agricultural activities embrace virtually the entire 20th century. When he became president in 1946, the voluntary farm organizations' total indebtedness exceeded its membership. Under his leadership the membership soared from 2,250 to 18,900 member families.

He was a former state legislator who had developed legislation for and helped promote the arsenical "dip", which is credited with launching the Southern beef cattle industry by wiping out the fever tick. Beef cattle were but one of his interests; he was one of the most successful dairy farmers in the state and even organized and developed two major associations of dairymen in the Florida parishes. This remarkably dedicated man was graduated from L.S.U. shortly after World War I. During his prime years, he was cited as both a Master Farmer and as Man of the Year in Agriculture by the Progressive Farmer Magazine. Through the years his unfailing support of L.S.U. appropriations and programs endeared him to L.S.U. and the farmers of Louisiana. Perhaps his greatest love was for L.F.B.F. since he was the first president to serve as long as 10 years and was credited with the organization's "coming of age."

Under the leadership of Dougherty, from 1946 to 1956, L.F.B.F made tremendous progression in the area of farm legislation. Until the early fifties, L.F.B.F. continued to deal primarily with legislation.
The Bureau was virtually able to write state legislation for farmers, primarily because ideas given to the legislature came from the "everyday" farmer. President Dougherty had served in the state legislature. Therefore, he had an awareness of the means for successful legislation. He had served as L.F.B.F.'s legislative director before becoming president, which also enabled him to pass effective legislation. During Mr. Dougherty's term as president, L.F.B.F. had both state and federal legislation enacted dealing with livestock, all major crops, farm credit, farm safety and farm policy. Any and all problems affecting farmers were addressed by L.F.B.F. Dave Pearce, chairman of the House Agriculture Committee, also worked closely with L.F.B.F. As has been
noted, when Mr. Dougherty was elected president in 1946, Farm Bureau membership was very low, around 2,500 members. Membership continued to fluctuate up and down; leaders had to repeatedly solicit members. Mr. Dougherty was extremely talented with the ability to obtain members and reorganize parish organizations. Examples of his ability to successfully reorganize were shared by Mr. D. R. Porche, Sr. In 1950, Mr. Dougherty and Mr. Porche helped organize Jefferson/St. Bernard Parish even though attempts in the early forties had failed. Paul Ransom provided another example from the northern end of the state:

Malcolm Dougherty called me one night and asked me to hold a meeting of farmers in the Monroe area to reorganize the Farm Bureau. I did this and we had around 6 to 8 farmers to come. We reorganized the local Farm Bureau. He then asked me to come to Baton Rouge and testify before the State Senate on the right-to-work bill. The first Farm Bureau convention I attended was in Alexandria in 1952. In 1954 I was elected third vice-president on the State Farm Bureau Board. (Ransom, Paul, 1980)

Paul Ransom became an asset to Mr. Dougherty's efforts. After his election to the Board in 1954, Ransom served on the Executive Committee until the present time. He now serves as first vice-president, a position he has held for many years. He also served as chairman of the L.F.B.F. cotton advisory committee for 14 years. His hard work and personal dedication has greatly influenced cotton and farm policy legislation on both the federal and state levels.

President Dougherty continued the practice of advisory commodity committees. Each commodity's interest was conveyed to the State Board of the Farm Bureau. The majority would rule on matters and then a united front would tackle the problems. Each year at the state
convention the voting delegates who represented each parish Farm Bureau in Louisiana would meet and vote on policy recommendations that had been submitted by various Farm Bureau members. The process by which a policy was created was that the individual member would submit a resolution to the parish organization who, in turn, introduced the resolution to the voting delegates at the state convention. If the majority of delegates approved the measure, it would become a Farm Bureau policy. This is the "grass roots" process which allows individual farmer participation, with majority approval, to influence policy. The state and federal legislators listened to and respected the positions L.F.B.F. held on a given matter because they knew it represented the true feelings of the membership. Other legislative lobbying organizations were not as representative of their membership.

Also during the period under Dougherty, from 1946-56, the Bureau reorganized the committee of women of L.F.B.F. From that period until the present, the L.F.B.F. women's committee has been very active and has continuously grown in influence. Also, the L.F.B.F. News publication was resumed after a period of dormancy. Due to the large number of farm machinery accidents occurring each year the L.F.B.F. started a safety division. More staff was hired as membership grew. Dues in 1950 were raised from $3 to $5. Throughout the years, each time the membership dues of L.F.B.F. were raised additional services were added to justify the increase. The finances of L.F.B.F. were always managed by the L.F.B.F. State Board of Directors. Each board member had to be a farmer.

As more staff were hired, the role of Extension in direct management of the organization diminished. In 1947, R. J. Badeaux was hired
as Executive Secretary and held the position until 1960. As has been noted, under Malcolm Dougherty's direction L.F.B.F. started becoming a self-sufficient, increasingly powerful and influential organization. One thing in particular that he promoted, which proved to started membership upward, was the reintroduction of services to members. This was a highly controversial move because many older members remembered the hard times of the thirties. Without a doubt, the greatest service to members was the introduction of the insurance program.

After much discussion during the 1949 convention, the body decided to try the Southern Farm Bureau Casualty Insurance Company on an experimental basis. The resolution was adopted only after much heated debate because many prominent leaders were strongly opposed to reinstating any type of member services. Legislation in the farmers' interest was the only thing some members felt L.F.B.F. should be involved in.

Farm Bureau had some problems with agribusiness people in the early days because Farm Bureau was in direct competition with them. Jimmy Graugnard got mad at me when I was on the state board because I was opposed to going into the insurance business. Farm Bureau now got along with our agribusiness people and we were a legislative organization and I felt we were spinning our wheels trying to sell insurance. I got up in district meetings and talked against the insurance services. However, I have to admit it made securing membership alot easier. So I had to change my thinking on the services. (Wemple, H. P., 1980)

President Dougherty sought and received help from Bureau members from all over the state in pushing the insurance program. The going was very rocky at first. Paul Ransom remembers early insurance efforts in North Louisiana:
After Farm Bureau had programs in every parish in North Louisiana, we decided to get into the insurance program. We had a meeting here in Monroe. It passed by a very close vote - not unanimous by any means. It has proven very helpful. It kind of put the frosting on the cake. It has helped, no question about it. In recent years the tire-and-battery program has helped as have the other services. All services help if they fulfill a real need. (Ransom, Paul, 1980)

Starting in 1950, the insurance program in L.F.B.F. started catching on; despite heavy opposition the program started to grow. Policy rates started dropping and through the next thirty-two years the insurance program proved to be of tremendous benefit to L.F.B.F. and their farmer members. The insurance company provided farmers with life and casualty insurance at competitive or lower prices. Starting in 1957 fire insurance was added. In later years L.F.B.F. provided health and other specialty insurance needed by farmers that they had difficulty in obtaining from other sources. The program continued to grow through the Lovell and Graugnard years and today it represents a multi-million dollar segment of L.F.B.F. The insurance program indeed helped make L.F.B.F. financially secure. The insurance company - totally controlled by the L.F.B.F. Board of Directors - has paid its own way, has helped farmer members, and has strengthened L.F.B.F. in general. Insurance and other member services are more successful because they are monitored very closely by L.F.B.F. members. No one wants a repeat of the hardships of early days.

The insurance program made the organization grow numerically, but at first I do not think it helped the farmers; it may be that the rates got cheaper as the insurance program grew. The greatest accomplishment of L.F.B.F., I think, was what Farm Bureau was organized for, which was to protect the farmer
legislaturewise, or to fight legislation that hindered them. I think that going into competition with private enterprise hurt Farm Bureau. After the cotton marketing cooperatives folded, L.F.B.F. had a hard time getting membership in the cotton parishes. (Wemple, H. P., 1980)

Because of past experiences L.F.B.F. became extremely watchful of its services— all services and activities were kept under the direct control of the farmer members working through the State Farm Bureau board. Especially under the Graugnard presidency, the services prospered while being closely supervised. Each service paid its own way. The success of the operations even convinced the most skeptical members.

Farm Bureau was really hurting after the depression through the thirties and forties for about 10 years. Other states were doing so well with 50,000 members and we were struggling with 3,000 members and now in 1980 we are above 60,000 family members and it took the service program to do it. (Wemple, H. P., 1980)

With the growing success of the insurance company President Dougherty also concentrated on public relations for the L.F.B.F. Government programs (payments) were in their heyday in the late forties and the fifties. These government programs served to stabilize production and prices and to decrease surpluses. Cotton, sugar, rice and feed grains were all falling under government programs. L.F.B.F. monitored these programs carefully and had tremendous input into the provisions of the programs. It was during this time that some people in the public sector started complaining about the government subsidizing the farmer. Most of the complaints came from misinformed people who did not know the true facts. To alleviate misconceptions, L.F.B.F. and A.F.B.F. performed a thorough educational job to explain the government's agriculture.
programs - "A lot of times when you hear people talk about subsidizing the farmer, it is really not subsidizing the farmer. It is subsidizing the consuming public by providing them with cheaper food and fiber."

(Means, Dave, 1980) Keeping the public informed on vital issues became an ever important function of L.F.B.F. during the Dougherty era and continues today.

Carl Kemmerly in the opening performance of the 1965 L.S.U. Livestock Show and Rodeo, which was dedicated to the late Malcolm Dougherty said, "I know of no man who had made a greater contribution to livestock farming in Louisiana, to the progress of Louisiana agriculture, or to the development of leadership among farm people." Malcolm Dougherty did indeed leave a wonderful mark on L.F.B.F. and Louisiana agriculture.

Perhaps the greatest honor paid President Dougherty was done so after the election of Mr. L. L. Lovell as president of the Farm Bureau in 1956. L.F.B.F. built a new state office in Baton Rouge. In December of 1963, L.F.B.F. dedicated the newly constructed State Board of Directors meeting room as the "Malcolm S. Dougherty Room". (Figure 34) In honoring their beloved leader on this day, L.F.B.F. said, "No organization can maintain such a position for so long except by filling a vital need and rendering competent, valuable service to its members and to the public. And no organization can meet that test over a long period without able and inspired leadership such as that supplied by the man whom we honor today." (L.F.B.F. News, Jan. 1964, p. 5)
Malcolm Dougherty was greatly respected and loved. His greatest pride was in the growth of L.F.B.F. during his 10 years as president. He was also proud of the fact that Louisiana dairy farmers received the second highest price for their milk of all dairy farmers in the United States in 1956. President Dougherty passed away a short time after the dedication of the board room in 1964. His death was greatly grieved by all who knew him.

Larry Lovell

L. L. Lovell of Rapides Parish was elected president of L.F.B.F. in 1956. He was an energetic, tireless worker. Dedicating himself to L.F.B.F., he approached his position as president with the religious fervor of a minister. One of his outstanding features was his remarkable gift of persuasion in addresses to the public. On many occasions he quoted scriptures in his presentations and enjoyed remarkable success as a speaker. President Lovell served as L.F.B.F. president from 1956 until his death in 1963. He is credited with organizing the leadership
system which has enabled L.F.B.F. to progress into an efficient and effective organization. "In my opinion one of Larry Lovell's greatest contributions was establishing the executive system and Board of Directors that L.F.B.F. operates under today." (Means, Dave, 1980) The state Board of Directors consisted of representatives from every Farm Bureau district in the state. The Executive Committee consisted of the president, first vice-president, second vice-president, third vice-president and secretary-treasurer. In 1959 the Executive Committee of L.F.B.F. was as follows: L. L. Lovell, president; Alfred Marshall, first vice-president; Paul Ransom, second vice-president; David B. Means, third vice-president; and James D. Graugnard, secretary-treasurer. By this method of leadership, effective decisions could be made quickly and still be representative of the membership of L.F.B.F.

President Lovell enjoyed continued increases in Farm Bureau membership during his presidency. Even though dues continued to increase (up to $10), membership steadily increased because with every increase of dues came an increase in services provided by L.F.B.F. Some of the new services that began in the late fifties included a Land Sale Service found in the L.F.B.F. News, which was created in order to bring land sellers and buyers together. A five-minute radio program on citizenship was started in 1959, which was the first in a long list of radio and T.V. programs to follow in later years. The L.F.B.F citizenship program was started. In 1958 memorial services were instituted at the annual convention. The Safety Division, headed by V. W. Caves, strengthened in 1952. In addition, a plan for presenting awards to safe farm operators began. Purchase programs were begun for Louisiana sweet potatoes and other Louisiana commodities. These are just a few of the programs.
started during the Lovell era. Probably the greatest contribution by far of Lovell and fellow Farm Bureau leaders was their tremendously effective state and national legislative programs.

The state office of L.F.B.F. in 1959 was located at 628 Florida Street in Baton Rouge. Even though the organization had about grown out of its space, many successful legislative battles were won. On the state level, one of the men working closely with L.F.B.F. was Dave Pearce, chairman of the House Agriculture Committee from 1940 to 1948. He served as Commissioner of Agriculture from 1952 to 1956 and was reelected Commissioner in 1960. His true friendship to the organization was
proven throughout the years. On the national level, it would be difficult to overemphasize how much L.F.B.F. accomplished in the legislative area for Louisiana farmers under the direction of President Lovell and Executive Board members Marshall, Graugnard, Ransom, Means and Wemple. Government programs and legislation on cotton, rice, sugar, sweet potatoes, and feed grains were many times practically written by the ideas conveyed to the U.S. Congress by L.F.B.F. The relationships that L.F.B.F. enjoyed at this time with Louisiana Congressman, Otto Passman and Senator Allen J. Ellender helped legislation considerably. These men were two of the most powerful, influential members of the United States Congress. Representative Passman held great power in the House; Senator Ellender served as chairman of the Senate Agriculture Committee and the Senate Appropriation Committee. Senator Ellender was possibly the most powerful man in the Congress. His value to Louisiana farmers and L.F.B.F. was cited by Wemple:

Senator Ellender was chairman of the Senate Agriculture Committee. Louisiana had an avenue to farm legislation that no other state had. Ellender had the powers, seniority, and the interest. The entire Executive Committee from L.F.B.F. went to Washington and met with him at least once a year. He was always very courteous. He would make notes on our ideas and many times these notes wound up in national legislation. During this period is when Farm Bureau did the most good in legislation. We also took issue with any legislation that hurt farmers. The A.F.B.F. got into it at the national level and L.F.B.F. on the state level. This meant everything to all farmers. (Wemple, H. P., 1980)

For the next twenty-five years, there was not a piece of legislation which affected farmers that L.F.B.F. did not act on or watch carefully. Although actual farmer numbers were declining in relation
to the overall population, their effectiveness in legislation was increasing largely because of Farm Bureau.

President Lovell's view of government can be seen in a January 23, 1959, address before the Southern Farm Forum meeting in New Orleans. "The role of government in agriculture for the next 10 years must be to ensure competition in all phases of agribusiness, and to stop erosion of the dollars purchasing power." (Lovell, L. L., 1959) He was definitely a staunch supporter of free enterprise. It was truly a "way of life" with Larry Lovell. Inflation seriously concerned him in 1959. "It is often difficult to get very excited about the word 'inflation' because it is too abstract a term. But it is the greatest danger facing farmers today, and the real root of our over-production problem." (L.F.B.F. News, Jan. 1959, p. 4) L.F.B.F. under Lovell's leadership believed in a conservative government, as well as hard work to gain success in life. The welfare state of "give-away" programs for those able to work and prosper was one area L.F.B.F. always opposed. An example of this feeling was found in a 1961 issue of the L.F.B.F. News.

Psalm to the Welfare State

"The government is my sheperd; therefore, I shall not work."
"It alloweth me to lie down on a good job."
"It leadeth me beside the still factories; it destroyeth my initiative."
"It leadeth me in the path of a parasite for politics' sake."
"Yea, though I walk through the valley of laziness and deficit spending, I will fear no evil, for the government is with me."
"It prepareth an economic utopia for me by appropriating the earnings of my Grandchildren."
"It filleth my heart with fake security."
"My inefficiency runneth over."
"Surely the government should care for me all the days of my life, and I shall dwell in a fool's paradise forever."

(L.F.B.F. News, March 1959)

Louisiana farmers definitely believed in the great American work ethic; therefore, many of the legislative stands of L.F.B.F. throughout the years reflected this belief. Among the legislative achievements during the years from 1956 to 1963 were unrestricted crop acreage for 1960 Louisiana sugarcane farmers. Another issue of interest, immediate action to lessen the "blood bath" resulting from highway accidents in Louisiana, was confronted by Farm Bureau leaders attending the annual Farm Bureau presidents and secretaries conferences in Alexandria January 19-20, 1959. They adopted six actions, among which were the foundations of safety councils in each parish and a "no fix traffic ticket." (L.F.B.F. News, Jan. 1959) The presidents and secretaries conferences, held to orient parish presidents and office personnel to L.F.B.F. activities, were discontinued under President James Graugnard and replaced by other programs to be discussed in the next chapter. Any legislation concerning labor unions was also of great importance to L.F.B.F. The L.F.B.F. News proclaimed that "....giant labor unions are the greatest monopoly threat this country ever had." (L.F.B.F. News, Jan. 1959, p. 7) Many times throughout the years, organized labor and Farm Bureau found themselves on opposite sides of the fence in policy matters.

Events of value in 1960 to the farmer included the passage of a no-trespass law and the establishment of a cotton research center at Curtis in Bossier Parish. Governor Jimmie Davis signed a L.F.B.F. bill
establishing this and along with the bill, provided a $105,000 appropriation for construction. L.F.B.F. served as a watchdog for farmers interests, as shown by articles such as the following: "The Chairman of the L.F.B.F. Cotton Advisory Committee has charged two officials of the New Orleans Cotton Exchange with 'meddling' in the field of farm legislation. Chairman Paul Ransom also has challenged the authority of middlemen to speak as authorities on farm legislative proposals."

(L.F.B.F. News, April 1959) Again in 1963, a major accomplishment was that "both houses of the Louisiana Legislature gave unanimous passage of Farm Bureau bill H. B. 127 which provides that penalties assured for sub-standard feed and fertilizer be paid directly to the farmer who bought the products." (L.F.B.F. News, June 1963) Dave B. Means served as chairman of the L.F.B.F. fertilizer committee, which was to oversee complaints about fertilizer discrepancies from the early 1960's to the present. "Also, seven years of effort was realized today as $600,000 was appropriated for L.F.B.F. Farmers Market and Terminal to be located in the New Orleans area." (L.F.B.F. News, June 1959, p. 1)
Other important legislation was passed during the Lovell term and additional gains which benefited other commodities were realized.

Women members were extremely active during this period. Mrs. Audrey Currier served as chairman to the women's committee in 1959. At this time the women's committee was striving to begin the L.F.B.F. Annual Youth Contest and Conference that later proved to be a tremendous success.

During 1959 the long standing "brother-to-brother" relationship between L.F.B.F. and the L.S.U. Extension Service experienced some communication difficulties due primarily to personality differences between the leaders of the two organizations. The differences existed for a couple of years. The trouble can be seen in a quote from Extension Director H. C. Sanders:

In the meantime the Farm Bureau tended to become critical of Extension. I tried to stimulate the Farm Bureau and our own people by establishing Parish Advisory Committees. They were to consist of the Home Demonstration Council, the officers and directors of the parish Farm Bureau and the Agriculture Committee of the Police Jury - if they had one. They were to spot these people on a map to see if all areas of the parish were represented and if all crops and livestock were included. If one was not represented we selected someone to fill the gap. I think this helped the Farm Bureau. In fact, at an annual meeting of the L.F.B.F. one parish reported that the county agent had requested farmers to support Farm Bureau. (Sanders, H. C., 1980)

To help get things "ironed out" and back on a positive relationship that was so very important to both organizations as well as Louisiana agriculture, L.F.B.F. President Lovell appointed an Extension Study Committee with Dave B. Means as chairman.
Chairman D. B. Means, Jr., reported that the survey was being undertaken with cooperation from the Agriculture Extension Service. Extension was to get parish level opinions on the effectiveness of local Extension Service activities and parish Farm Bureau activities.

Basic to both surveys was an outline of the purpose of Extension Service and the Farm Bureau as the committee saw it. The parish leadership was requested to analyze each of the purposes as to their present activities, and to make suggestions for change or improvement in each.

The purpose of the Extension Service, as outlined by the committee included:

1 - Education; obtaining and passing on to farmers up-to-date information on farming and farm management, home demonstrations, and 4-H activities.
2 - Developing farm leadership.
3 - Gathering and passing on ideas for future research as related to farmers needs.
4 - Working with farmers on marketing problems.
5 - Working to promote new agriculture industries.
6 - Assist individual farmers to gain a higher income.

In its evaluation of Farm Bureau, the members stated that with the exception of education, Farm Bureau's purposes were identical with Extension's. The committee said the first purpose of Farm Bureau was to get the grass-roots thinking of farmers and to create constructive legislation in the interest of agriculture.

The study committee also stated that it felt the Extension Service should not get involved in politics at any time even to the extent of analyzing proposed government programs as to their long range effects on agriculture. (L.F.B.F. News, Feb. 1959, p. 7)

The above efforts succeeded in solidifying the purpose and relationship of L.F.B.F. and Extension. This relationship grew and prospered over the years because the above committee study well served Extension and Farm Bureau personnel in developing educational and legislative plans.
In his January 1959, Farm Bureau Report Column in the L.F.B.F. News, Duffy Porche, Jr., quoted Alice Sturgis, a noted authority on U.S. organization - "Ms. Sturgis made a complete study of all organizations and reported that Farm Bureau had the highest rating."

(L.F.B.F. News, Jan. 1959)

In a 1960 speech to the L.S.U. Annual Extension Conference at L.S.U. Professor and Head of Department of Agriculture Economics at L.S.U. Fred H. Wiegman, spoke about the changing times in Louisiana agriculture and organizations like Farm Bureau and Extension's efforts to meet the challenge.

The Louisiana Extension Service has a long and illustrative record of serving agriculture and the nation. Over the years Extension has adjusted its programs whenever necessary to meet new needs as they have been reorganized and defined. The growing need for greater economic rationality throughout agriculture has been recognized. Progress is already being made toward serving that need. I have no doubt that the dedicated men and women of Extension Service will fully, faithfully, and successfully meet this challenge as they have all others. (Kemmerly, C. E., Annual Extension Report, 1960)

Farm Bureau mourned the death of two old friends in 1960. Wilmer C. Mills of the Plains died at age 82 in Centerville, Mississippi. He had served as president of L.F.B.F. in the thirties. Another strong supporter of L.F.B.F., Clyde Ingram, poultry specialist for L.S.U. Extension, died at the age of 62.

The 1959 L.F.B.F. Annual convention was held in Monroe with an "All-American" theme. The "All-American" speakers at the convention were A.F.B.F. president Charles B. Shuman; Louisiana Representative Otto Passman; Louisiana Senator Allen J. Ellender; and L.S.U. All-American halfback Billy Cannon. The convention was a huge success.
Final Plans Set for Convention

Event Begins in Monroe July 19

Louisiana Farm Bureau members will begin the 72nd annual convention in Monroe, La., on Monday, July 19. The convention, titled "All-American Team" To Be Banquet Theme, will run through Friday, July 23.

Record Number in Youth Contests

(scores are reported as of June 27)

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<tr>
<td>Decorative</td>
<td>36</td>
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<td>Fashion</td>
<td>40</td>
<td>41</td>
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<td>43</td>
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<tr>
<td>Agricultural</td>
<td>44</td>
<td>45</td>
<td>46</td>
<td>47</td>
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The annual convention is a major event for the nation's farm organizations. The program includes discussions on various topics, such as agriculture, economics, and public policy. It also provides a platform for delegates to interact and share ideas on improving rural communities. The convention typically concludes with a banquet, where awards are presented to outstanding participants. This year's banquet is scheduled for Thursday evening, July 22. The theme, "All-American Team," is expected to highlight the contributions of rural America and its leaders. The final banquet schedule is: 6:30 p.m., Upper Room at the Hotel; 7:30 p.m., presentation of the All-American Team awards; 8:30 p.m., keynote address; 9:30 p.m., entertainment; and 10:30 p.m., closing ceremonies.

11 Commodity Conferences Scheduled for Convention

An extensive program of 11 commodity conferences is scheduled during the convention. These conferences will focus on various commodities, such as corn, cotton, soybeans, and livestock. Each conference will feature speakers discussing current market conditions, production trends, and future outlooks for their respective commodities. Attendees are encouraged to attend the conferences that are most relevant to their interests. The commodity conferences will be held in the convention hall, starting at 9:00 a.m. on Monday, July 19. The schedule includes:

- Corn Conference: 9:00 a.m.
- Cotton Conference: 10:30 a.m.
- Soybean Conference: 12:00 p.m.
- Livestock Conference: 1:30 p.m.
- Dairy Conference: 3:00 p.m.
- Poultry Conference: 4:30 p.m.
- Small Flock Conference: 6:00 p.m.
- Ornamental Conference: 8:00 p.m.
- Landscape Conference: 9:00 a.m.
- Decorative Conference: 10:30 a.m.
- Fashion Conference: 12:00 p.m.
- Agricultural Conference: 1:30 p.m.

The Louisiana Farm Bureau Federation is a strong voice for rural America, representing the interests of farmers and farm families. It works to improve agricultural conditions and policies that will benefit America's farmers and rural communities.
The first Presidents' Trophy was presented to Mr. John Filhol, president of Ouachita Parish Farm Bureau at the Monroe convention.

President Lovell presented the trophy, recognizing the top parish in the state in supporting and pushing L.F.B.F. activities. The second Presidents' Trophy was won by Iberia Parish (Figure 39). This trophy has grown to represent the top award a parish Farm Bureau can receive.

During President Lovell's term the L.F.B.F. held district meetings all over the state on commodity and legislative matters. Since the meetings were in various areas, more Farm Bureau members were able to participate. A report on such a meeting is shown in (Figure 40).
Mrs. L. S. Mobley was elected chairman of the Women's committee at the 1960 convention. One of her first projects was to present a document that revealed the increasing infiltration to leftwing philosophies into the schools and churches. To further demonstrate L.F.B.F.'s pursuit of good government are the following proposed amendments to the By-Laws of L.F.B.F., Inc., at the 1961 convention:

Parish Farm Bureau further should:

1 - Interview candidates to public office as to their viewpoints and actions on Farm Bureau's policies and principles.
2 - Make public to their membership the replies of these candidates as to their stand on such policies and principles.
3 - Emphasize register and vote campaigns among Farm Bureau members.
4 - Publish the voting records of incumbent office holders in regard to their actions on Farm Bureau policies.


The above program of political action was later instituted by James Graugnard at the state level by utilizing the technique of "meet the candidate" meetings.
July 1961, under the Lovell administration, found L.F.B.F. members once again wanting L.F.B.F. to enter the area of marketing activities.

It had been 25 years since the L.F.B.F. Board voted to drop marketing activities. But with changing times, the organization had matured and the voting delegates wanted a committee to consider marketing. A committee was appointed in July of 1961 to report on the development of the L.F.B.F. TRADE DEVELOPMENT CORP. and L.F.B.F. MARKETING ASSOCIATION.

The committee was headed by James Graugnard, L.F.B.F. first vice-president, and included as members Talmadge Bickham, Jr. of Port Hudson, Charles Dill of Abbeville, Ed Lester, Jr. of Coushatta, Warren White of Mer Rouge, Glenn LaHaye of Ville Platte, and Mrs. L. S. Mobley of Lettsworth. On the basis of their reports the voting delegates adopted the following position. The importance of an expanded marketing program to secure the needs of farmers and ranchers is evident. With the concentration of marketing and distribution of agriculture products in the hands of a few buyers, and the resulting dangers of monopolistic practice from such concentration, it has become apparent that it is not only in the best interest of farmers but also in the best interest of our national economy that the marketing power of farmers and ranchers be strengthened. (L.F.B.F. News, July 1961)

The 1961 voting delegates also passed a resolution reemphasizing the L.F.B.F. philosophy.

"F.B. is a free, independent, non-governmental organization, of farm and ranch families, which is local, national and international in its scope and influence, and non-partisan, non-secretarian and non-secret in character."

Among the specific views that F.B. leadership set out for their organization were:

1 - "The furtherance of democratic processes of house rule, individual freedom and rights."
2 - The reflection and transmission of the farmer's basic ideals of government and of his views on local, state, and national politics.
3 - The provision of machinery for developing, centralizing and giving effect to farmer thinking.
4 - The attainment of higher net income for the farmer and the general improvement of his standard of living." (L.F.B.F. News, Sept. 1961)

The sixty-third parish Farm Bureau was formed in May of 1962. The first charter member was Leander H. Perez, Sr., who was a farmer, judge, and spokesman for states-rights in Louisiana.

Figure 41

The introduction of Plaquemines Parish into L.F.B.F. represented the continuing effort of L.F.B.F. to represent all farmers in Louisiana. "Really moving" was the words utilized to describe the L.F.B.F. in the early 60's. Membership, staff and services had grown to the point that something had to be done to expand the physical facilities.

A goal of L.F.B.F. for many years took a long step nearer to reality the night of October 12, 1962, when the L.F.B.F. Board of Directors gave unanimous approval to the construction of a new L.F.B.F. office building in Baton Rouge.
The two-story building is expected to cost in excess of $200,000 and will be located at 9516 Airline Highway about one mile south of Florida Boulevard if present negotiations are successful, L.F.B.F. president L. L. Lovell announced. (L.F.B.F. News, Oct. 1962)

The delegates approved the new building and construction began with the ground-breaking ceremonies in March 1963.

A special reorganization study committee of 11 parishes met in 1962 to decide if any changes needed to be made in L.F.B.F. in order to meet the needs of members and Louisiana agriculture. Another asset at this time was the election of Dave B. Means of Gloster, Third Vice-President of L.F.B.F., to the Board of Governors of the Agriculture Hall of Fame. Means, the owner-operator of Rose-neath Plantation, was a dairyman and a cotton producer. The Executive Committee of L.F.B.F. to which Means belonged in 1962 was L. L. Lovell, President; James Graugnard, First
Vice-President; Paul Ransom, Second Vice-President; David Means, Third Vice-President; and Luke Detraz, Secretary-Treasurer.

The L.F.B.F. had realized a dream—a dream of a new, beautiful, modern building to carry on the work of being "the voice" of Louisiana farmers. The leader who so much helped to make this dream possible, would never see the completion of the building for on June 14, 1963, L.F.B.F. President L. L. Lovell passed away. The eulogy in the L.F.B.F. News best described the feeling of that day.

Hundreds Pay Last Respects to Leader:

"Rain swollen clouds formed a hushed but welcome background for the simple ceremonies which closed the career of the nations' most dynamic proponent of a free agriculture.

Lovell, 51, had been president of L.F.B.F. since 1956. He had also served as a member of the A.F.B.F. Board, and had earned a nationwide reputation as a brilliant and effective proponent of freedom in agriculture. He had served the state organization as Third, Second and First Vice-President and chairman of the Cotton Advisory Committee and numerous other committees on L.F.B.F. and A.F.B.F.

President Lovell used his early biblical training well in his public speaking. He drew frequently from the Gospels for inspiration, but the blood and thunder of the Old Testament had special appeal. Two of his favorite passages were the challenges of the Prophet Elijah, "How long halt ye between two opinions?" and the Prophet Joshua, "Choose you this day whom ye will serve."

Although L.F.B.F. was one of the smallest in the nation at this time, his abilities gave it nationwide influence—and attracted to it what many believe to be the finest array of voluntary leaders in the county. His interest and activities encompassed the whole spectrum of day-to-day living, but back of it all was the unshakeable conviction that economic freedom must be maintained at all cost." (L.F.B.F. News, June 1963, p. 1)
The death of Larry Lovell ended a presidency that had accomplished much for the farmers of Louisiana. Accomplishments had been made in the areas of legislation, commodities, women's activities, membership and services. The new state office building was started during his term.

The new building was completed after his death on September 7, 1963. Parish Farm Bureau presidents from all over Louisiana brought soil to the opening ceremony of the new L.F.B.F. building. The soil was mixed together to represent the unity of L.F.B.F.
With the death of the beloved Larry Lovell, an old era ended. Thirty years of progress had reached a climax. With the new building and a newly elected president, James D. Graugnard, a new exciting era in L.F.B.F. history was about to begin. Before entering this new exciting era in L.F.B.F.'s history it is appropriate to summarize the homes occupied by L.F.B.F. during its history.

Homes of Louisiana Farm Bureau Federation

The first Louisiana Farm Bureau Federation office was located just west of the old Arsenal Museum on the Capitol Grounds. The office was in a fraternity meeting room, which, if it still existed, would be in the foreground of this picture, (Figure 45), part of the old L.S.U. campus. The only employee was Mr. H. F. Kapp. This was the office in 1922 and 1923.
Across the street, to the east, of what is now the Pentagon Courts, (Figure 46) once stood the old Agronomy building, part of the old L.S.U. campus. The Federation's staff had grown to two people, and the office was upstairs on the east end of the twostory brick building. The Extension Service occupied the ground floor. This office was used in 1923 and 1924.

Figure 46

The Federation moved it's office in 1924 to the City National Bank building at 124 Third Street in Baton Rouge. (Figure 47) Third Street is now called Riverside Mall. Still with two staff people, the Farm Bureau occupied one room upstairs in the rear of this building in 1924 and 1925.
The fourth location of the state office was 357 Lafayette Street. (Figure 48) Louisiana Farm Bureau made its home here for 12 years, from 1925 until 1937, occupying the entire first floor with its five staff people and two secretaries. This building is one block from the Capital House Hotel.

In 1937, the Federation moved out to the L.S.U. campus, into the William C. Stubbs Hall in the agriculture complex. (Figure 49) It was just after the Great Depression, and the size of the staff had dwindled to one man and one secretary occupying two rooms on the first floor of this building until 1944. Dean of the College of Agriculture, J. C. Lee, Jr., had his office just three doors down the hall.
Continuing with just one staff man and a secretary, the Federation moved into the John M. Parker Agricultural Center in 1944 and stayed until 1946. (Figure 50) The office consisted of three rooms on the second floor, on the north side of the center. They also had the use of some storage space under the arena seats.

In 1946, the offices were moved to the Eaton building at 534 Florida Street. (Figure 51) In this office, which eventually occupied almost half of the second floor, the insurance program was born, with the staff totaling about 15 people. The insurance services were begun at the insistence and demand of the membership. The office was here from 1946 until 1952.
The Doiron building was the next home of the Louisiana Farm Bureau Federation. (Figure 52) As the membership grew and the insurance programs developed, the size of the office and the staff increased. From 1952 until 1963, the Federation occupied the whole second floor of this building at 636 Florida. There were three staff men, three secretaries, and about 60 insurance personnel.

The present office was dedicated on September 7, 1963, in memory of past president L. L. Lovell. Soil from every parish in the state was brought to Baton Rouge and placed in the flower bed at the entrance to the building for the dedication. (Figure 53) A three story addition at the rear of the original building was completed in November of 1968. And the size was more than doubled again in 1977 with a beautiful new addition. L.F.B.F. now has hundreds of employees.
CHAPTER V
CHANGING TIMES - THE GRAUGNARD ERA

With the election of James Denise Graugnard to the presidency of Louisiana Farm Bureau Federation a new era in the history of Louisiana agriculture and L.F.B.F. began. Few men have had a greater influence on Louisiana agriculture and no man has made a greater contribution or had a more beneficial effect on Louisiana Farm Bureau Federation than Jimmy Graugnard. "Mr. Jimmy" as he is affectionately known by the L.F.B.F. staff is a quiet, humble, yet forceful leader who has voluntarily given his time and vast amount of energy to L.F.B.F. for more than 36 years. He has served as president for 19 years - almost twice as long as any other president.

During a personal interview with President Graugnard he emphasized frequently that he did not want this work to be a book about James Graugnard. It is impossible, however, to write the history of L.F.B.F. without writing a great amount about this man. The Louisiana Farm Bureau Federation and James Graugnard have been virtually synonymous for over two decades. His ideals, honesty, constant striving for improvement, and innovative spirit have been transferred to the organization during his tenure as president. L.F.B.F. has grown in membership from 21,336 in 1963, when Jimmy Graugnard was elected president, to over 64,225 member families in 1982. President Graugnard has not only witnessed the organization triple in membership but has overseen unbelievable growth in activities and services. The demands, pressures, and responsibilities of the position of president have increased each year but his enthusiasm for L.F.B.F. is as great today as it was 19 years ago. Jimmy

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Graugnard's spirit was probably inherited from his father, Fortune A. Graugnard. The senior Graugnard came to America at the age of 16 and then worked for four years to pay for his passage. In his 48th year he had accrued a farm of 2,300 acres in St. James Parish. Jimmy Graugnard obviously was blessed with the pioneering spirit and love of the land that his father possessed.

When President Graugnard speaks on farm issues for L.F.B.F., his audience listens. In addition to representing over 63,000 L.F.B.F. member families, Jimmy Graugnard has been a farmer all his life. After service with the Marines and Air Force during World War II, he returned to the family farm to pursue his life long career in agriculture. He graduated from Louisiana State University in agronomy. He joined his three brothers, F. A., Jr., Eugene, and Marcel to operate one of the most successful farming operations in the state. The four brothers bought the farm from their father at market value and have continued to operate as "F. A. Graugnard and Sons". The farm is one of the most diversified and successful farming operations to be found. They have received numerous awards and honors including the Master Farmer Award given by Progressive Farmer Magazine. Jimmy Graugnard, as well as the other members of the farming partnership, has received other notable state and national honors. One of the primary reasons for the success of the Graugnard farm is the ability of the brothers to work together toward a specific goal. The specialties of F. A., Jr., the eldest, is sugar engineering. Therefore, he is president of the sugar mill operated by the partnership. Eugene, the engineer of the family, is in charge of the farm machinery. Marcel, businessman of the family, is in charge of the
company's store and books. James, the family's agronomist is in charge of crops, livestock, and farm personnel.

Jimmy Graugnard is the "dirt farmer" of the partnership; he successfully manages the day to day operations of the 2,300 acre farm. This first hand experience allows him to be well aware of the everyday problems experienced by farmers in Louisiana and the entire nation. Because of the diversification of his farming operation, Jimmy Graugnard is able to communicate with all types of farmers in the state. In 1961, during a period when many farmers were reluctant to venture into many operations, Jimmy Graugnard's farming operation consisted of 880 acres of sugarcane, 325 acres of improved pasture, 50 acres of corn, 28 acres of wheat, 60 acres of oats, 60 acres of red clover, 30 acres of clover and rye grass, and 100 acres of Allyce clover. His livestock inventory included 400 head of grade Corredale and Hampshire sheep, 10 head of purebred rams, 250 head of high grade Hereford brood cows, 5 registered bulls, 33 brood sows, 4 registered boars, as well as dairy and poultry livestock for home use. His experience with this variety of farming operations enabled President Graugnard to have great communication with his farmer members at this time of hesitancy on the part of many farmers.

Throughout his years as president, Graugnard has maintained excellent rapport with the agribusiness and university community. His interest was cultivated in boyhood when he was very active in 4-H and F.F.A. activities; he won many awards in both organizations. After graduation from L.S.U. in agronomy, he worked in many civic and community services where he received many awards. He always managed to find time to work closely with agricultural research. The Graugnard
farm is used annually for university test plots and his farm participates in the annual agriculture field day. The cooperation President Graugnard has enjoyed with agriculture endeavors can be witnessed in the included photographs. (Figures 54, 55, and 56)
In Figures 54 and 55 James Graugnard is at the St. James Parish field day showing sugarcane test plots on the Graugnard farm to Charles B. Shuman, president of the American Farm Bureau; Joe Richard, assistant director, L.S.U. Extension Service; L. Larry Lovell, president of the Louisiana Farm Bureau; Lloyd Lauden of the Louisiana Sugarcane League; and others. In Figure 56 James Graugnard is showing his swine operation at the field day. The cooperation Jimmy Graugnard has had with farming, business, research and legislative enterprises has enabled him to be extremely effective as the longest tenured president of the largest volunteer farm organization in the state.

President Graugnard is married to the lovely Bertha Haydel Graugnard; they have six children - Mary, Lynn, David, Nancy, Cary and Jimmy. The family represents the typical American farm family. In addition to receiving the Master Farmer Award, Jimmy Graugnard was chosen Outstanding Young Farmer as well as the state's Outstanding
Farmer. Many pages would be needed to list all of the other awards presented to this man. Therefore, let it be sufficient to say that when the President of L.F.B.F. speaks, the "Voice of Louisiana Agriculture" knows his subject from experience.

Progressing Through the Ranks

James Graugnard places the Louisiana Farm Bureau Federation along with his love for God, country, individual freedom and hard work. His first active role was in the St. James Parish Farm Bureau around 1946 when he returned from the war. At that time the total membership was quite small and there was little activity or interest in the Farm Bureau. However, Jimmy served on several committee assignments and became very active in the Farm Bureau. In 1951, he was elected to the presidency of West St. James Farm Bureau. As president, he pushed and guided the West St. James Farm Bureau into an outstanding organization which soon had a growing membership. He was then elected to the State Board of Directors of L.F.B.F. in 1952, was elected secretary-treasurer in 1955 and first vice-president in 1960. He also started serving on the Board of the Louisiana Farm Bureau Casualty Insurance Company in 1952. On July 23, 1963 he was elected to the presidency of Louisiana Farm Bureau Federation, a job he continues to savor in 1982. Jimmy Graugnard "paid his dues" as he came up through the ranks of the Farm Bureau. A picture of Jimmy Graugnard when he was president of West St. James Parish Farm Bureau can be viewed in Figure 57. Mike Schexnayder, membership committee chairman, and members of the parish Board of Directors are also in this print.
In Figure 58 Jimmy Graugnard (2nd from left) was secretary-treasurer of the L.F.B.F. Seated to the left of Graugnard in the first row is Paul Ransom, second vice-president; President L. L. Lovell; First Vice-President Alfred Marshall; and Third Vice-President Dave Means. Seated next to Graugnard on his right is the women's committee chairman. Standing behind the executive committee are the district and commodity chairmen.

President Graugnard is seated at his desk in the state office of Farm Bureau in Figure 59. This has become an increasingly familiar location to find "Mr. Jimmy" as the duties and responsibilities of serving as L.F.B.F. president have increased through the years.
President Graugnard always greets visitors to his office with a warm welcome. Sometimes he discusses how it was "in the old days" when he first joined L.F.B.F.

I went to my first Farm Bureau meeting in 1946. I had just come home from the service and the thing that struck me was that the president of the parish Farm Bureau turned the meeting over to the county agent. I couldn't understand why farmers could not run their own meeting, so I talked to Mr. Joe Lamendola, who was county agent and I told him that the Extension Service had trained Farm Bureau members to be leaders and I thought we could run our own organization. I told him that I had decided to run for parish president the next year. I ran and was elected. Mr. Lamendola became advisory to the board and we got along beautifully. I was parish president for seven years before being elected to the state Board of Directors as secretary-treasurer under Mr. Larry Lovell. (Graugnard, J. D., 1980)
Through this statement one can see the fierce love of freedom President Graugnard has always maintained for himself and the organization. Although his relationship with the University and the Extension Service in particular has been as good or better than any L.F.B.F. president, Jimmy Graugnard has always insisted that farmers control their own organization. "As long as the decisions dictating the policies and directions of L.F.B.F. are made by farmers who make their living farming,
the organization will continue to grow and prosper." (Graugnard, J. D., 1980) As "Mr. Jimmy" talks about his favorite subject, he remembers the hard times in the organization.

At one time we had many members, and after we had our problems with early marketing efforts, we lost membership. I can remember when the membership was down to around 5,000 members. When I became president (1963) we had around 20,000 members. I go back to when we had 7 to 8 thousand members but the problem was that out of those 7 to 8 thousand, we had only 3 to 4 thousand real members and the rest of them were "promises." We used to have to wait until June of the following year to secure all the "promises." When I was elected president the first thing the board told me was that we would not have anymore "promise" members, they would have to be live, kicking, actual members. From that time on this is the way we operate. (Graugnard, J. D., 1980)

The policies of the last 20 years surely can be termed a tremendous success since L.F.B.F. has enjoyed continuous growth over the period. At no other time in its history has this been true. Dues have increased from $2 per year in 1921 to $25 to $30 a year in 1982, depending on the parish. As has been emphasized earlier in this history, each time there was a dues increase there was always an accompanying increase in member services. Considering the inflation rate of today and the benefits received, L.F.B.F. members of today are paying less in actual dollars than 61 years ago. The growth in membership since 1960 indicates that most Louisiana agriculture producers would agree that this is the best money they spend in their farming operation.

<table>
<thead>
<tr>
<th>Year</th>
<th>Membership Growth (Member Families)</th>
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<tr>
<td>1960</td>
<td>20,249</td>
</tr>
<tr>
<td>1961</td>
<td>19,814</td>
</tr>
<tr>
<td>1962</td>
<td>20,459</td>
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With the continued increase in membership came increasing demands on staff and state board members. What was once primarily a legislative and educational organization has over the last two decades become a very big business which includes representation of the farmer on legislative matters.

The duties of a L.F.B.F. member serving on the state Board of Directors has changed tremendously over the last 20 years. When we first started, it was strictly state and national legislation. Now we have added many activities and services to our legislative efforts. All activities are farmer oriented and on a voluntary basis. This has really put more stress and responsibility on the person who serves on the Farm Bureau Board. The responsibilities continue to grow and board members are making decisions that effect many peoples' lives. This is serious business. Through it all, the organization has continued to grow and expand. So far, it continues to be successful..... It is really a challenge. (Graugnard, J. D., 1980)

Strengths

L.F.B.F. has enjoyed unparalleled success in growth and influence during the Graugnard era primarily because of the goals and ideals of its leaders. The freedom spirit, the belief in God and country, and the belief in majority rule is as prevalent in Farm Bureau today as it was in 1921. If anything, 60 years of challenge has only nurtured the
beliefs that founded the organization. No one person believes, lives, and advocates the principles of L.F.B.F. more than Jimmy Graugnard. In his own words we find the essence of L.F.B.F.

I think where Farm Bureau excels is in its belief first in God; second, the belief in this country; and, third, in the free enterprise system. Also unmeasurable strength lies in the terrific amount of effort that so many volunteer leaders have given up in time, money, and hard work to support an all volunteer organization. This is the greatest individual thing in Farm Bureau. (Graugnard, J. D., 1980)

The love and dedication that is necessary in order for farmers to volunteer their time, efforts, and resources to build an organization to represent farm views is one of the greatest success stories of our time. The understanding plus the educational efforts shown by a group of people voluntarily working toward a goal kindles the flame of hope that man can indeed contribute to the improvement of the world instead of its destruction. Farm Bureau throughout the years has developed the system that allows every member a voice in policy decisions. In addition, it holds with a religious fervor the concept that the majority's decision is supreme on an issue. "Tremendous strength is generated when individual members understand how to support the principle of decision by the majority. With understanding comes unified support of Farm Bureau policies, decided by a majority vote of the members, directly or through their elected delegates." (Sturgis, A., 1958, p. 43) Even though it is not always easy to reach a majority decision because of so many varied interests within one organization, a decision can always be reached. It has not been easy for any board or president of L.F.B.F. when it was necessary to reach a decision, because of so many commodity interests involved; none
the less, the majority always reigned supreme. The following is President Graugnard's statement on the system and majority rule:

In an organization with so many different individuals and so many different commodities and interests involved, you have many differences in opinions, but through majority rule a strong unified position evolves through the system. I always challenge our members who find themselves in the minority on an issue to keep working if you believe you are right and someday down the road when you convince enough people that you are right, you'll become part of the majority. Until this time you are much better working within the system than outside of it. Once you go outside the system you have very little influence in changing attitudes and positions. (Graugnard, J. D., 1980)

Top Dog

Who is it at meetings
Who's always the boss?
Who moves things and proves things
with never a loss?

Who makes the decisions,
Who says Stop and Go?
The loud ones? The proud ones?
The President? No.

Then who is the ruler,
The voice of authority?
Who guns things? Who runs things?
Know who? The Majority!

(Sturgis, A., 1958, p. 46)

Because of a democratic process for making policy and majority rule, L.F.B.F. has reached outstanding goals through the years. Moving from an overview of L.F.B.F.'s philosophy for the last 20 years under James Graugnard, some of the accomplishments of L.F.B.F. during the last two decades will be viewed in greater detail.
New Directions

On July 24, 1963, during the general session of the 41st annual L.F.B.F. convention held in New Orleans, James Denise Graugnard was elected president of the Louisiana Farm Bureau Federation. The executive committee elected at this time was Paul Ransom of Monroe, first vice-president; Dave B. Means of Gloster, second vice-president; Bruce Lynn of Gilliam, third vice-president; and H. P. Wemple of Cheneyville, secretary-treasurer. With the exception of Lynn who was succeeded by H. G. Hardee of Gueydan and later Glynn LaHaye of Ville Platte, this executive committee served together for the next 20 years. Shelby Robert of Ascension Parish replaced Phillip Wemple as secretary-treasurer in the late 1970's. Graugnard, Ransom, Means, and Wemple were close friends. Even though they had their differences through the years, they, in conjunction with the L.F.B.F. membership, accomplished more to positively influence Louisiana agriculture policy than any other group or organization. Their effectiveness at influencing state and national farm legislation would rival any state in the nation. President Graugnard has stressed time after time that the success he has enjoyed as president was possible only through the team efforts of the members, state Board of Directors, and Executive Committee that has served with him. "The irony of it all was that Dave Means, Paul Ransom, and I all were in L.S.U. as students at approximately the same time. Paul was a couple of years behind Dave and I, but we have all worked on the Executive Board for years. It has really been a total effort to build L.F.B.F. to what it is today." (Graugnard, J. D., 1980) As with any elected position "friendly rivalry" keeps everyone on his toes and doing his job, according to President Graugnard.
When I ran against Paul Ransom for L.F.B.F. president in 1963, neither one of us had ever been defeated in an election for any Farm Bureau activities. It was a very close race and the first ballot was tied. On the second vote I barely edged him out for the presidency. Mr. Ransom was elected first vice-president. Bruce Lynn was elected third vice-president and Phillip Wemple was elected secretary-treasurer. In 1964 H. G. Hardee replaced Mr. Lynn on the board, as Southwest Louisiana needed a representative. Dave Means was second vice-president and it stood that way for years. When H. G. Hardee decided to step down, Glynn LaHaye from Ville Platte was elected third vice-president and it stood that way until a couple of years ago (1978) when Shelby Robert replaced Mr. Wemple as Secretary-Treasurer. This is the way it is today.

(Graugnard, J. D., 1980)

The new L.F.B.F. state office located at 9516 Airline Highway in Baton Rouge with the newly elected Executive Committee can be viewed in Figure 60.
With the election of new officers and construction of a new office building, the new era for L.F.B.F. was begun. To signify the appreciation of the two immediate past presidents, the new office building was dedicated to the late President L. L. Lovell on September 7, 1963, and the Board of Directors meeting room was dedicated to President Malcolm Doutherty, who served previous to President Lovell. The dedications were fitting tributes to these two men who had served Farm Bureau so well during the rebuilding years.

Much of the success credited to L.F.B.F. over the last 20 years is attributed to the fine staff hired by the Board of Directors. The caliber of people and the quality of experience gained while working for L.F.B.F. is shown by the fact that many of these people went on to serve the American Farm Bureau Federation in Chicago and in other lofty positions in agriculture throughout the United States. President Graugnard stated the following on the subject of staff positions:

I have always tried to look at staff positions and tried to put people where they belong. I always thought that you hire a fellow for his educational background. If you want somebody for journalism you get someone with education in journalism. The agriculture-economics department people are as well trained as any other department at L.S.U. They have as good a background as anyone in the country. So I would rather start in that area, and once you get someone with basically the same philosophy as Farm Bureau then it is easy for them to fit in. Naturally being an L.S.U. graduate I am prejudiced but we do have people from McNeese, Southwestern, South-eastern, etc. and they do a fine job also. (Graugnard, J. D., 1980)

For many years A.F.B.F. and other state Farm Bureaus normally moved people to positions from within the organization, rather than going to the outside to find people. This practice sometimes put people in
positions in which they had little training. L.F.B.F. has influenced
A.F.B.F. and other state Farm Bureaus in changing this practice.

The two decades prior to 1960 saw L.F.B.F. expand its efforts primarily into the areas of legislation and education. In 1963 the voting delegates voted to implement the expanded service programs. This signaled a new direction for L.F.B.F. While keeping agriculture legislation and education as top priority, Louisiana farmers wanted their organization to expand into other services. The insurance program was proving to be very successful, evidenced by its dramatic growth from the time of its implementation in 1950. Now other services were needed to help members through difficult economic times.

In 1963 when I was elected president, the voting delegates voted for us to commence a service company where we would go into the business of selling tires, batteries, disc blades, etc. to members. After a few years we were able to convince the farmers around the state that this was a necessary benefit for them. After success in several parishes it became statewide and now the program is working well. (Graugnard, J. D., 1980)

In 1965 L.F.B.F. started the L.F.B.F. Service Company which today provides such items as tires, batteries, bailer twine, and disc blades to members at reduced rates. Unlike the early sales programs which fell on hard economic times during the great depression, this program has proven highly successful. Although the program met with some opposition from private business, the opposition has been minimal. Today the Service Company saves members thousands of dollars on the purchase of the items that the company handles. The marketing programs came into being shortly after the Service Company as part of the expanded program.
The L.F.B.F. keeps complete control of the branch companies through the state Board of Directors. In the 1920's and 30's a valuable lesson was learned the hard way when some marketing programs broke away from L.F.B.F. Therefore, today the L.F.B.F. farmer members control all divisions operated by L.F.B.F.

In 1964 the new direction really blossomed - L.F.B.F. had "hit the ground running." Activities in the areas of legislation, commodities, training, women's activities, farm equipment sales, and member interest were gaining momentum. Legislation affecting cotton, rice, sugar and other commodities were being greatly influenced by L.F.B.F. resolutions. This was due to the state Board of Directors' excellent relationship with state and national legislators, especially with Louisiana Senator Allen Ellender, who was chairman of the Senate Agriculture Committee. He felt that L.F.B.F. legislation came from the 'grass roots farmer' as is seen in the following:

Chairman Paul Ransom of the L.F.B.F. Cotton Advisory Committee is scheduled to testify before the Senate Committee on Agriculture and Forestry on January 30 to present L.F.B.F.'s program for cotton. Senator Allen J. Ellender, chairman of the Senate Agriculture Committee, stated that grass roots input from Farm Bureau is much needed. (L.F.B.F. News, May 1964, p. 1)

H. G. Hardee, H. G. Chalkley and George Blair are seen in Figure 61 as they met to discuss the landlord-tenant problem before they left to testify before a Congressional Committee in Washington, D. C., on an issue concerning rice.

Governor John McKeithen in Figure 62 is signing a letter to be sent by L.F.B.F. to Washington to support a cotton bill before the
legislature. Many people claimed that L.F.B.F. practically wrote national farm legislation especially in the areas of cotton, rice, and sugar during the later 1950's and 1960's. They continue to exert tremendous influence in 1982.

The livestock programs in the state were not by any means being neglected by L.F.B.F. Livestock advisory committees composed of livestock farmers provided input to L.F.B.F. Farm Bureau members were on most of the livestock committees in the state. The L.F.B.F. News reported in 1964, for example, "Norris Samuel of the L.F.B.F. Dairy Advisory Committee is representing Farm Bureau on the newly organized State Mastitis Council, which will coordinate a statewide mastitis control program." (L.F.B.F. News, September 1964, p. 1)

During 1964 L.F.B.F. started sponsoring parish or area equipment dispersal sales to aid farmers in selling their used equipment.
"Approximately 500 people were on hand for the tri-parish farm equipment sales held near Folsom on March 7. L.F.B.F. officials report that $3,400 worth of equipment was sold to consignors from Tangipahoa, Washington, and St. Tammany parishes. This was the first sale of this type in the area." (L.F.B.F. News, March 1964, p. 1) Parish equipment dispersal sales are continuing to be held at the present time.

L.F.B.F. also worked very hard on the passage of the new Sugar Act in 1964. The sweet potato advisory committee for L.F.B.F. put on a drive to obtain a full-time sweet potato specialist at L.S.U. since Louisiana was the leading state in the U.S. in sweet potato production.

Agriculture legislation was not the only legislative matters being followed by L.F.B.F. during the 60's. In 1964 as well as 1982 L.F.B.F. has gone on record as supporting the state school system. The State Board as well as the Women's Committee constantly monitor and work with school activities. The women's committee established a textbook committee to voice opposition to objectionable books being used in the school system in Louisiana. L.F.B.F. also pressed for teachers' pay raises in the state Legislature. A resolution passed by the voting delegates to urge pay raises for state teachers was published in the August 1964 issue of the Farm Bureau News. Also in 1964, the first annual Leadership Conference was established to train Farm Bureau leaders on L.F.B.F. philosophy and available services.


The two-day conference takes the place of the L.F.B.F.'s President and Secretaries Conference, which annually heads off
The strength of L.F.B.F. is found in the parish organizations. The leadership conference was an attempt to educate the parish Farm Bureau members and to assist them in kindling interest in their respective parishes.

Another method of increasing interest in L.F.B.F. was implemented in 1964. L.F.B.F. News reported, "Talmadge Bickham, Jr. L.F.B.F. board member and president of the East Baton Rouge Farm Bureau has been named to head a special sub-committee which will discuss methods of getting more participation and interest in L.F.B.F.'s annual convention by professional agriculture workers." (L.F.B.F. News, May 1964, p. 2) This committee proved to be successful because the L.F.B.F. annual convention is one of the best attended of all functions by agriculture professionals. L.F.B.F. attempted to improve the convention by implementing other changes — "Mrs. L. S. Mobley headed a special committee to streamline the 1964 annual Farm Bureau convention to be held in Baton Rouge." (L.F.B.F. News, March 1964, p. 1) Many of the changes recommended by this committee are still in effect today. The annual convention has become the highlight of L.F.B.F. activities for the year.

Because of the many new programs that were implemented, 1964 was indeed a dramatic year for L.F.B.F. Despite all of the positive accomplishments of the year, March 30 proved to be one of the saddest days for the organization when Malcolm Dougherty, the much-loved past president of L.F.B.F., passed away. The entire organization paused to pay tribute.
to the man who had meant so much to Louisiana Farm Bureau during the early days. Malcolm Dougherty was 79 years old.

The year of 1965 proved to be a severe test for L.F.B.F. and its members. In the summer of that year, Hurricane Betsy hit the state. She caused $74 million in crop damages. The Louisiana sugarcane and rice crops were almost completely destroyed. The soybean and livestock industries in the southern half of the state were also damaged. L.F.B.F. was instrumental in gaining federal assistance for the heavy losses inflicted by the natural disaster.

While Farm Bureau was the first to support legislation designed to benefit the farmer, it was also the first to criticize unfavorable legislation. Charles B. Shuman president of the A.F.B.F. issued the following critical statement: "The omnibus farm bill approved today by the House Agriculture Committee is anti-farmer, anti-consumer, and anti-tax payer." (L.F.B.F. News, June 1965, p. 1) Farm Bureau would also change positions if necessary. The organization has been historically adamantly opposed to embargo of agriculture products and any actions restricting fair trade among nations. However, they were more opposed to having communism so close to our country in Castro's Cuba. The voting delegates in 1965 called for the continued embargo of exports to Cuba. On the state level that year a resolution was designed to leave legislative opportunities to the people rather than to the Supreme Court. Also, an appropriation to help solve the $25 million problem of cotton bowl rot highlighted the 1965 fiscal session of the Louisiana Legislature delegation for L.F.B.F.

Women's committee activities in 1965 were highlighted by the implementation of the "Freedom Bookshelf" program. This committee sought to
place books in the school libraries covering such subjects as the
American free enterprise system, the dangers of communism, and the her­
itage of our nation. L.F.B.F. reached out to young people in still an­
other way during 1965 by forming the first collegiate Farm Bureau chap­
ter in Louisiana. This was the first of many collegiate chapters to be
formed. "The Northeast Louisiana State University Collegiate Farm
Bureau, a new idea in farm organization, has been officially made an af­
filiate to the L.F.B.F. This is the first of several Collegiate Farm
Bureau leaders received valuable education concerning L.F.B.F. through
this program.

The L.F.B.F. executive committee met with Senator Allen Ellender,
chairman of the Senate Agriculture Committee, and Senator Russell B.
Long, Senate Democratic whip, plus members of the eight-man Louisiana
delegation in the House of Representatives to discuss the hard times fac­
ing Louisiana farmers. This became an annual practice of L.F.B.F. but
as time passed more "face to face" trips to Washington were made as need­
ed. Increased rapport between L.F.B.F. and legislators in Washington
developed as a result of these meetings. Upon returning home from one of
these trips, President James Graugnard discovered hat she had been named
"Man of the Year in Agriculture" by Progressive Farmer Magazine.

The year 1965 found Gerald Simmons leaving the L.F.B.F. staff to
take a post as Assistant Legislative Director for American Farm Bureau
in Washington. Simmons had been employed on the L.F.B.F. staff since
1959. The loss of Simmons to A.F.B.F. was viewed with mixed feelings.
Even though L.F.B.F. hated to lose him this was certainly an opportunity
for L.F.B.F. to have a voice on national legislative matters.
On October 1, 1966 L.F.B.F. added another service for members by making Blue Cross hospitalization insurance available. This insurance was in addition to the already available life, auto, and fire insurance. The increasing cost of hospital care made this service desirable because now farmers were allowed to purchase hospitalization insurance at lower group rates.

All over Louisiana, farmers were receiving the benefits of L.F.B.F. As was the case throughout L.F.B.F.'s history, members as well as non-members experienced the rewards of having an organization like L.F.B.F. representing their interests in all fields of endeavors. The only difference for the members was that they were paying the bill. In 1966 as in 1982 the dues paid by members was probably the best expenditure made toward the farming enterprise. A full page ad appeared in the May 1966 issue of the Farm Bureau News listing the benefits enjoyed by members, (Figure 63) is an example.

The year of 1966 found the organization continuing in new directions as L.F.B.F. launched a program similar to one that had started the organization in 1921. The depression years of the 30's had forced the closing of early marketing efforts despite the several years of its success. The new era found members who were again seeking help in marketing their commodities in order to realize greater financial profits.

Formation of the Louisiana Farm Bureau Marketing Association, Incorporated, has been announced by L.F.B.F. President James Graugnard.

The association, affiliated with the A.F.B.F. Marketing Association, is operating in the field of broiler marketing at the present time. Officers of the Association are James Graugnard, President; Phillip Wemple, Cheneyville, Secretary-Treasurer; Board member Paul Ransom, Monroe; Dave Means,
What Is Farm Bureau Worth?

BY WAYNE A. ANDERSON

STATE FARM BUREAU PRESIDENT

- A service oriented government and the free enterprise system. Farm Bureau has long been recognized as a leader in the battle to preserve and expand the American way of life. The Farmers' Council of the Farm Bureau Federation, through Farm Bureau's efforts, has been instrumental in keeping the American way of life alive.

- A strong, diversified economy. Farm Bureau is an economic service to America, providing services to farmers and ranchers. The Farm Bureau Federation is the largest and most powerful economic service in the world, serving the needs of farmers and ranchers across the country.

- A mentor and guide. Farm Bureau is a mentor and guide to farmers and ranchers, providing them with advice, information, and resources to help them succeed in their endeavors. Farm Bureau is also a partner in the development of new technologies and practices to help farmers and ranchers overcome the challenges they face.

- A voice for the farmer. Farm Bureau is a voice for the farmer, representing the interests of farmers and ranchers in the United States. Farm Bureau is an effective advocate for farmers and ranchers, working to ensure that their needs are met and that their rights are protected.

- A support system. Farm Bureau is a support system for farmers and ranchers, providing them with the tools and resources they need to succeed. Farm Bureau is also a source of information and support for farmers and ranchers, helping them to overcome the challenges they face.

- A community of farmers and ranchers. Farm Bureau is a community of farmers and ranchers, providing them with the opportunity to meet and network with other farmers and ranchers. Farm Bureau is also a source of information and support for farmers and ranchers, helping them to overcome the challenges they face.

- A tool for solving problems. Farm Bureau is a tool for solving problems, providing farmers and ranchers with the resources they need to solve the problems they face. Farm Bureau is also a source of information and support for farmers and ranchers, helping them to overcome the challenges they face.

- A way to make a difference. Farm Bureau is a way to make a difference, providing farmers and ranchers with the opportunity to make a difference in the world. Farm Bureau is also a source of information and support for farmers and ranchers, helping them to overcome the challenges they face.

- A way to have fun. Farm Bureau is a way to have fun, providing farmers and ranchers with the opportunity to enjoy themselves. Farm Bureau is also a source of information and support for farmers and ranchers, helping them to overcome the challenges they face.

The marketing effort, started slowly by marketing broilers for L.F.B.F. members, later grew into a multi-million dollar association encompassing several commodities.

Things were really snowballing for L.F.B.F. during this period. With the new blood and new ideas came increasing demands for additional services, some of which have already been mentioned. "Serving the dues-paying farmer members in the best manner possible" was the bottom line. A resolution adopted at the 1965 annual convention and implemented in 1966 demonstrated the innovative ground-breaking being implemented by L.F.B.F.

We request the Expanded Program Committee recently appointed by request of the L.F.B.F. Board of Directors be asked to conduct a parish-by-parish survey to establish the need for expanding existing programs and establishment of additional programs, then make recommendations to the voting delegate body. The program, if approved, would mean increased strength for parish Farm Bureaus, more emphasis on parish participation in legislative, educational, and information programs, and new economic service-to-member programs, many on a parish option basis. (L.F.B.F. News, March 1966, p. 1)

This was official notice to the L.F.B.F. leaders to continue to improve the L.F.B.F. programs.

The women, not to be outdone, decided to determine how they might improve in their efforts to benefit L.F.B.F. The women's committee of L.F.B.F. conducted their own "Training School on Wheels" in April of 1966. The group chartered a bus to visit Cleveland, Mississippi, and
Searcy, Arkansas, to observe two of the top women's groups in the nation. Another area that the women excelled in so as to benefit L.F.B.F. was in continuing an annual youth conference. Farm Bureau youth from throughout the state met for two days at this conference to hear motivational speeches on subjects like Government, Religion, Education, and Farm Bureau policy. This is only one of the many successful programs offered for youth in L.F.B.F. It continues to prove very popular in the 1980's.

Increasing programs required additional staff to handle directives. In 1966, L.F.B.F. created a separate post of commodity director to work specifically on such matters as organization of commodity groups within Farm Bureau and promotion and marketing of commodities. In addition, he would work with the legislative directors on administrative and legislative problems of the various commodities.

Within the Farm Bureau structure, some 13 commodity advisory committees were established. The committees were made up of farmers primarily engaged in raising these commodities. Representation covered everything in Louisiana agriculture from bees to sweet potatoes. Because this position, proved to be beneficial, several assistant commodity directors were later added to the staff.

Livestock interests received a boost in 1964 when B. F. Lemoine of Avoyelles Parish, chairman of the livestock committee, represented L.F.B.F. on several television shows. He demonstrated how beef and dairy imports were hurting the Louisiana livestock industry.

Sugarcane growers, working with their L.F.B.F. Marketing Association, conducted a study of sugarcane hauling and hoisting cost and allowance during the 1967 hauling season. This study was financed through
the Sugar Crows Fund of the Marketing Association. In addition, L.F.B.F. was able to pass legislation which allowed trucks that hauled sugarcane to the mills to operate under a special load limit regulation. This, of course, was an economical benefit to sugarcane growers.

Farmers who needed income tax assistance were aided by the expanded program in 1967.

A part of the Farm Bureau Expanded Program called for the offering of income tax assistance to the parish membership through the parish Farm Bureau office. To be effective this service would be offered from January 1st to May 1st each year.

A training school conducted by Farm Bureau, L.S.U. Cooperative Extension Service and the Internal Revenue Service will be held to train individuals from the parish who will be responsible for this service. (L.F.B.F. News, October 1967, p. 1)

Membership in L.F.B.F. reached a higher level than ever before in 1967, with 26,600 member families. In recognition of "a job well done", President James Graugnard was elected to the Board of Directors of the American Farm Bureau Federation. He had served only 5 years as president of L.F.B.F. President Graugnard served for many years on the A.F.B.F. Board. Graugnard is being congratulated by A.F.B.F. President Charles B. Shuman in Figure 64.

In 1967, Henry H. Bernard, Jr., was appointed to replace Elmer C. Lolley in the position of assistant to the president. Bernard served as the top staff person in L.F.B.F. for 13 years. Upon completing his law degree in 1980, he became legal counsel for L.F.B.F.

In 1968, Gamma Sigma Delta, the national honor society for agriculture, presented L.F.B.F. President Graugnard an "Award of Merit"
for "outstanding contributions to the progress of agriculture in Louisiana." Membership had grown for the ninth consecutive year and was at 28,744 member families. Because membership and services had grown so quickly, the five-year-old state office building had become crowded. Therefore, a three-story wing was added at a cost of $290,700. Ten years later, in 1978, another addition was needed, which more than doubled the size of the original building.

At the 1968 L.F.B.F. convention, held at the Jack Tar Capitol House Hotel in Baton Rouge, L.F.B.F. paid tribute to the 4-H program of the L.S.U. Cooperative Extension by saluting 4-H members, leaders, and parents. During the Graugnard era, L.F.B.F. has given tremendous support to L.S.U., especially the Cooperative Extension program. The director of Extension Service is invited to attend all L.F.B.F. State Board meetings. L.F.B.F. has Extension specialists as advisors on practically all of their commodity advisory committees. The organization has probably been the greatest supporter for funding for Extension on the state and national level. From the early days, when Extension had to help in order for L.F.B.F. to survive, to the modern era, when the help
is mutual and beneficial to both, the two organizations have been extremely close. In 1963, President Graugnard discontinued the practice of Extension personnel serving on Farm Bureau boards, committees, etc. Extension personnel became advisors to Farm Bureau. This system has proven to be highly successful.

The highlight of national legislation in 1968 was President Johnson's signing of the Marketing Rights Bill, which allowed farmers to form agriculture marketing associations. This move proved to be extremely beneficial to L.F.B.F's young marketing associations. Louisiana farmers began to realize that through organization they could plan and manage their marketing. No longer did they get only what the local dealer was paying on sales day. This one advance in agriculture probably increased the income of the farmer more in the last 15 years than any other new advance in production practices.

A new Collegiate Chapter of L.F.B.F. was formed at L.S.U. in 1968. Wilmer C. Mills was elected the first president. Dr. E. P. Roy, professor of agricultural-economics, and A. M. Mullins, professor of animal science, were the first faculty advisors to the group. Mills later was employed by L.F.B.F. upon resigning from L.S.U.

Mr. Earl Fontenot, Jr., chairman of the L.F.B.F. Sweet Potato Committee, was elected president of the Sweet Potato Council of the United States that year. Mr. Fontenot was able to gain valuable recognition for sweet potato farmers of Louisiana.

L.F.B.F. was leading the fight at this time to keep the federal government from building grain reserve stores and in turn having control over them. It has been proven that when large amounts of grain are in the hands of the government it is able to depress rising market prices
by unloading large amounts of grain onto a rising market, thereby causing prices to fall. L.F.B.F. has been successful over recent years in helping remove the government from the grain storing business. Free enterprise and unrestricted markets have always been among Farm Bureau's most cherished philosophies. This has especially been true in recent history since U.S. exports of agriculture products have been the largest in the world.

The democratic process is at the very heart of Farm Bureau as was shown by an article written by President Graugnard in the January 1968 issue of the L.F.B.F. News.

A Democratic Process - "Farm Bureau is first and last a body of farmers organized to serve farmers. This we do by a gathering of heads, so to speak, extracting from meetings such as the State and National Farm Bureau Conventions, a consensus of opinion.

It's a very democratic process in which the majority determines policy. I might say, also, that Farm Bureau's democratic process is truly democratic in that ideas originate with the individual farmer at the "grass roots" level and work their way upward into policy. This is all to say (or remind) that every Farm Bureau member has a voice in the organization.

Of course, sometimes there are diverging opinions, and this is completely normal. What is it Voltaire said "I disagree with what you say but I shall defend to the death your right to say it."? (L.F.B.F. News, January 1968, p. 4)

An excellent example of the philosophy of Louisiana Farm Bureau appeared approximately one year later in the December of 1969 column "With the President", (Figure 65).

Perhaps one of the greatest accomplishments of L.F.B.F. in the area of commodities occurred in 1969 when they worked extremely hard to conduct the state's first soybean referendum.
Farm Bureau to the largest general farm organization with nearly 1,000,000 members in America, is the largest farm organization in the world. Farm Bureau, like this great country, is not strong because it's big, but rather it is big because it is strong. Though Farm Bureau, families have united (farming families) to analyze their problems and formulate action to achieve social improvement, economic opportunity, and educational improvement. Isn’t this what the early settlers had in mind when they came to America?

Now, let’s examine structure. The foundation of Farm Bureau, as that of those United States, is government. Farm Bureau endorses the democratic process and purpose of involvement of farm families in the community, the state, and nation by free individuals working voluntarily together. Farm Bureau is truly free formed in grassroots organization. It structuresenable the members to every community to join, consider, and decide their own plans because every decision is a decision of the members, either by their own vote or by vote of their locally elected representatives.

Farm Bureau’s philosophy is simple. It is the conviction that freedom of the individual is indispensable to man’s well being and development, a sacred right which cannot be taken, nor as a gift from government. This belief in the freedom and dignity of each individual is the motivating force behind Farm Bureau.

Because L.F.B.F. worked with parish Extension agents to do publicity as well as to conduct a voting referendum of the state’s soybean growers, the referendum passed. The checkoff system, which represents farmers helping themselves in promoting their commodity and working on production problems, is unique to Louisiana. The checkoff system has been so successful that it has been increased in other referendums through the years. Shelby Robert and Joe Elliott are discussing the results of the state’s first soybean referendum in Figure 66.

Louisiana’s soybean growers go to the polls Tuesday, April 1, to decide whether they want to tax themselves one-half cent per bushel for research and promotion of the crop. Passage requires two-thirds approval from those voting. Three representatives each from Louisiana Farm Bureau Federation, Louisiana Soybean Association, and American Grain Association make up the board. Seventy-five percent of the money is to go for overseas promotion, while twenty-five percent goes for instate research. L.F.B.F.’s representatives on the board were Shelby Robert, Edward Jardell, and J. A. McDaniel. (L.F.B.F. News, March 1969, p. 1)

Because L.F.B.F. worked with parish Extension agents to do publicity as well as to conduct a voting referendum of the state's soybean growers, the referendum passed. The checkoff system, which represents farmers helping themselves in promoting their commodity and working on production problems, is unique to Louisiana. The checkoff system has been so successful that it has been increased in other referendums through the years. Shelby Robert and Joe Elliott are discussing the results of the state's first soybean referendum in Figure 66. John McKeithen from a list of names submitted by three different groups. The groups were Louisiana Farm Bureau Federation (L.F.B.F.), American Grain Association (A.G.A.) and the Louisiana Soybean Association (L.S.A.). The first board members selected were: Joe Elliott, chairman, L.S.A.; H. G. Chalkley, vice-chairman, L.S.A.;

L.F.B.F. continued a tradition of helping the organization by having a healthy competition between the parish Farm Bureaus in order to determine who would receive the coveted "President's Trophy." This award is presented annually to the parish organization that excels in all phases of Farm Bureau activities. The trophy is presented each year at the L.F.B.F. convention. Through the years the parishes demonstrated intense competition. In 1969 the top parish receiving the President's Trophy was Calcasieu. Figure 67 shows Calcasieu President John Denison accepting the award from L.F.B.F. President James Graugnard.

The Parent A.F.B.F. organization celebrated its 50th anniversary in 1969. L.F.B.F. President Graugnard is celebrating the occasion with A.F.B.F. President Shuman in Chicago in Figure 68,
Because A.F.B.F. provided valuable assistance in the development of the L.F.B.F. in 1921, L.F.B.F. has returned the favor through the years by helping to build the A.F.B.F. into the largest volunteer Farm organization in the world.

The L.F.B.F. state Board of Directors commissioned Carl E. Kemmerly, Jr., associate director of the Louisiana Cooperative Extension Service, to write a book in 1969 outlining the origin, history, and growth of the Farm Bureau in Louisiana. Due to poor health in his later years of life this gentleman who had given so much of himself to L.F.B.F. was unable to write the history. However, had it not been for
his excellent contributions this manuscript would have been practically impossible to write.

This year also honored a couple who were cornerstones in L.F.B.F. Helen and Laurie Mobley were the recipients of the first "Louisiana Farm Bureau Federation Distinguished Service Award." The Mobleys were from Pointe Coupee Parish. They served for years in the various areas of L.F.B.F. - both in youth activities. Helen was the Women's Committee chairman and Laurie was on several state committees, particularly those dealing with livestock. Laurie was also Parish President for years and they were both on the state Board. President Graugnard presented the award at the 47th annual convention in New Orleans. The inscription read "HELEN and LAURIE MOBLEY - you have given a pledge to the future. You have proven you have faith in our youth. Through encouragement and by example, you have shown them the way to the Truth. With effection and gratitude, The Women's Committee - Louisiana Farm Bureau Federation 1969." These two dedicated servants of L.F.B.F. are indeed examples of the many volunteers (many of whom, unfortunately, cannot be mentioned in this work because of unavailable records) who dedicated themselves to the task of building a great Farm Bureau. They are the spirit and reality of the organization. Mrs. Helen Mobley retired a year later after 10 years as chairman of the L.F.B.F. Women's Committee. Mrs John McIntosh (Melba) of Darnell was elected chairman.

Mr. John B. Whitley, state manager of the Southern Farm Bureau Casualty Insurance Company and executive vice-president of the L.F.B.F. Mutual Insurance Company, celebrated 20 years of service with the organization in 1969. Today, Mr. Whitley remains the highest ranking staff person in the L.F.B.F. Insurance Company.

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L.F.B.F. was totally involved with the legislative activities in 1969. The organization blasted the California grape boycott and fought the repeal of the investment credit on farm equipment.

Outstanding accomplishments of the year of 1970 included the organization of the Louisiana Farm Bureau Marketing Association which Mr. H. G. Hardee and other L.F.B.F. members from southwest Louisiana were instrumental in forming. After the Great Depression forced the closing of the many organized L.F.B.F. Marketing Associations, the organization had gone for approximately 30 years without marketing activities. With the progressive membership and strong board of 1970, it was felt that the time had returned to assist members in this vital area of agriculture. The Rice Marketing Association sampled the rice of its members fairly and impartially and held sales where the state's rice millers offered bids for the lots of rice. This allowed the farmer to receive the highest price for his rice on a fair yield grade rather than by the previous method by which he often sold to the nearest rice mill at the going price on a given day. This program proved enormously successful and is still in operation today. In addition to rice, L.F.B.F. Marketing Association also marketed replacement dairy heifers, expended hens and broiler marketing, and began a beef cattle exchange program. In 1975 the association would expand even further into soybean and grain marketing.

The 1970-71 State Board of Directors and the Offices of the Women's Committee can be viewed in Figure 69.
These members had the courage to plunge ahead in giving support to member programs such as the marketing association. As times changed and the financial and educational needs of L.F.B.F. members changed, the State Board of Directors responded to the needs.

A.F.B.F. and L.F.B.F. saw a favorite son retire from service in 1971. Charles Shuman, President of A.F.B.F. for 16 years, retired after a distinguished career. William J. Kuhfuss was elected as the new president. Carl Kemmerly, Jr., retired in December of 1970 after 38 years service with the L.S.U. Cooperative Extension Service. He had been involved in L.F.B.F. activities for 35 years. Kemmerly's retirement
from the Extension Service certainly did not signal his retirement from Farm Bureau activities because he continued to attend meetings until his death in 1981. No individual has given more of himself to the success of L.F.B.F. than Carl Kemmerly, Jr. Louisiana agriculture lost a gallant disciple with the death of "Mr. Carl".

This year also witnessed the loss of another cornerstone of Louisiana agriculture with the death of Mr. A. B. Curet who had served as county agent in Pointe Coupee Parish from 1916 to 1956. Mr. Curet was also well loved, and he currently holds the record for the longest tenure in one parish for any county agent. Mr. Curet served as Louisiana Cattleman's Association president for two terms; was a member of the National Honor Society; was active in monitoring rural electric cooperatives; was responsible for the cotton pest eradication program; and was a member of many civic organizations. Mr. A. B. Curet fathered Mr. Louis Curet, the longtime attorney for the L.F.B.F. and a partner in the Baton Rouge law firm of D'Amico and Curet.

L.F.B.F. continued its tradition of supporting 4-H and other youth programs, as is shown in Figure 70.

Frankie Sotile, Ascension Parish Farm Bureau president, and Shelby Robert, state Board member, are shown with Carmel Madere and her 4-H steer. The parish Farm Bureau purchased the steer for their annual meeting. Purchasing of steers is one of the many ways L.F.B.F. helps support the youth of Louisiana. Much of the success L.F.B.F. has enjoyed during its history has been due to its family-oriented policies. L.F.B.F. places great emphasis on the youth and the family. Youth conferences, 4-H programs, beauty and talent contests on both the parish and state levels, young farmer and rancher programs and other programs
specifically designed for young members have grown tremendously during the Graugnard era. President Graugnard views the young members activities as investments in the future.

In 1972, commodity interests were again in the priority list of activities. L.F.B.F. actively encouraged Louisiana farmers to help themselves through the support of checkoff programs for each commodity. Taking a small percentage of sales to finance research and promotion activities was how the programs operated. L.F.B.F., along with the various commodity organizations and the L.S.U. Cooperative Extension Service helped to pass or continue programs in soybeans, rice, cotton and pork. Because they proved themselves so successful, these programs obtained almost total participation by farmers statewide.

In addition to the L.F.B.F. checkoff programs, another highly acclaimed program was the commodity advisory committee. L.F.B.F. commodity committees, made up of producers of the particular commodity from all areas where the commodity is produced, make suggestions to the L.F.B.F. state board on policy matters concerning the commodity.
Covering everything produced commercially in Louisiana, these committees have always been important to L.F.B.F. President Graugnard has always stressed the importance of these committees. When L.F.B.F. takes a stand on a commodity issue you can bet it represents the interest "down on the farm." Meetings of all the commodity committees are held annually at the L.F.B.F. state convention. Many of the commodity meetings of the 1972 annual convention are shown in Figures 71 and 72.

Figure 71

SUGAR
Guest speaker for the Sugar Conference, L. L. Sommerville, Deputy Director of Sugar Division, USDA, Washington, D.C., is pictured addressing the meeting. A. Lee Allen was the conference chairman.

MILLION DOLLAR AGENCIES in Agency managers whose agencies produced over $1 million in
insurance during 1971 were honored. Front row, left to right, are Mack Parent of Vermilion, John Baucom
of Lafourche, Charles W. Roy, Lafayette, Lenny Crew of Nakajima, Ray Brown, Arthur Hudnik of Cameron, and
Tommy Wiley of Rapides. Grant O. H. Grant of the back row, from the left, are Leon Fontenot of Acadiana,
Jim Armand of St. Martin, Dr. J. Ed Panlacer of Lafourche, and
D. T. Metz of Tangipahoa Parish.

SWEET POTATOES
Delegates discuss sweet potato recommendations. Conference chairman was Earl Fontenot, Jr., center of table. Each chair, all of the sweet potato delegates participated in a tour on the LSU research farms specializing in sweet potatoes and research.

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SOYBEANS
Conference chairman, James A. McDermott, at podium, conducts the discussion on the
meeting. Guest speaker was Elise Hallinan, Foreign Agricultural Service, USDA, Washington, D.C.
At the conventions, speeches on subjects relevant to the various commodities are featured. Also, L.F.B.F. policies pertaining to the particular commodity are covered in detail. All L.F.B.F. members are invited to these meetings and encouraged to voice their opinions on policy matters. Special meetings are held during the year to discuss any important issues that may arise. L.F.B.F. members who serve on the advisory committees volunteer their time at their own expense, but L.F.B.F. pays travel expenses to and from the meetings. Committee members consider it an honor to be chosen to serve. Every aspect of a
commodity is covered by committees - everything from legislation to embargos to pesticides. It is probably safe to say that no other single program of L.F.B.F. has been more effective in benefiting Louisiana agriculture.

In 1972, a dairy advisory committee was formed to advise the L.S.U. Dairy Science Department. It consisted of 12 statewide dairy organizations. Dave Means was named chairman of the Louisiana Dairy Advisory Board. Means represents the L.F.B.F. Dairy Advisory Committee and is second vice-president of L.F.B.F. The Dairy Heifer program was also started at this time through the L.F.B.F. marketing program in order to help obtain top northern replacement heifers for the state's dairy heads. This program was designed to help retard the decline of the numbers of the state's dairy farmers. The program was highly successful for many years, but it has declined in importance through the years primarily because the state now produces its own top-quality dairy replacement heifers.

"Spent hens" received attention in 1972 as L.F.B.F.'s marketing association developed the "spent hen" program in order to obtain the highest prices possible for the laying hens that were no longer productive.

Golden Anniversary

1972 was a very special year for L.F.B.F. because it marked the 50th year of the organization. In honor of the occasion, L.F.B.F. News (Figure 73) reported, "Governor Edwin Edwards has proclaimed the week of July 9th as Farm Bureau week in Louisiana. The Governor noted the
membership of more than 35,000 member families and called L.F.B.F. the Voice of Louisiana Agriculture." (L.F.B.F. News, July 1971, p. 1)

The 50th annual convention held at the Capitol House Hotel in Baton Rouge the week of July 9th was indeed a special "celebration." It marked 50 years of progress and distinguished service to Louisiana farmers. To celebrate the occasion, a 5-foot-long and 3-foot-tall birthday cake was prepared. It fed over 1,000 persons attending the celebration party. Charter L.F.B.F. member Conrad LeBlanc assisted Carl Kemmerly, Jr., in cutting the first slice of cake. Many awards were given to persons who had contributed to the success of the organization. B. F. Lemoine of Avoyelles Parish accepted the President's Trophy for Avoyelles Parish, which had been the top parish in Farm Bureau activities. The Freedom Award of L.F.B.F. was presented to Mrs. Hines Hoyt, Mrs. Melba McIntosh and President James Graugnard. Governor Edwards received a special gift from Edward Arcement, the Assumption Parish president. Edwards received the mounted "south-end-of-a-north-bound-coon" with an inscription that read "From one Coonie to Another."
Farm Bureau Queen Marie Elizabeth Hymel of West St. James Parish was presented her crown by outgoing queen Mary Graugnard, also of West St. James Parish. The queen's contest is always a highlight of the annual convention. (Winners of various parish contests vie for the coveted title of L.F.B.F. queen.) The Senior talent contest winner for 1972 was Randy Byrd of Columbia; the Junior talent winner was Jill Abadie of Gonzales. The Talk Meet winner was Jennifer Sylvester of St. Landry Parish. These winners represent the finest of the state's young people who spend hours of hard work to gain these awards. These few represent hundreds of young people who were winners in their own rights.

The top award in L.F.B.F., the "Distinguished Service Award", was presented to U.S. Senator Allen Ellender for his outstanding 36 years of service to Louisiana and especially for his support of Louisiana agriculture. Through the efforts of Senator Ellender, L.F.B.F. was able to have more influence on National Agriculture Legislation than any other state organization. It was an extremely fitting memorial because 17 days later Senator Ellender passed away at Bethesda Naval Hospital in Maryland at the age of 81. In the midst of another re-election campaign, Louisiana Farm Bureau lost perhaps its strongest ally in Washington.

Another highlight of the Golden Anniversary Convention was having U.S. Secretary of Agriculture Earl Butz as the main speaker at the General Session. Secretary Butz was one of the strongest allies of the Free Enterprise System of Agriculture and of letting demand, supply and markets determine prices for agriculture production.
The 1972 annual convention proved to be an appropriate celebration of fifty glorious years of the organization. Another sad occurrence in 1972 was the death of Mr. Percy de Gravelles, age 77, of St. Mary Parish. Mr. de Gravelles served as a county agent for 30 years and organized the St. Mary Farm Bureau. He remained one of its strongest supporters throughout the years. He was a leader in the R.E.A. movement and the Louisiana sugar industry. His son, Peter, later carried on his activities in Farm Bureau and the sugar industry.

L.F.B.F. was constantly attempting to better the lives of its members in every way possible. One such attempt was the L.F.B.F. telephone committee, which constantly tried to improve telephone services to its members. A meeting of Farm Bureau members and parish residents can be seen in Figure 74 as they discuss telephone complaints with public officials in Washington Parish.

![Figure 74](image)

Similar meetings were held throughout the state during the Graugnard era in Farm Bureau. L.F.B.F. was a driving force in areas of rural electrification, telephones, highways, flood control, trespass, laws, etc., to better the lives of its members.
1972 was most certainly a celebration year for L.F.B.F., but the business of hard work had to continue. The following leaders were elected during the Golden Anniversary Convention to continue the programs of L.F.B.F.

JAMES D. GRAUGNARD, President..................St. James, La.
PAUL RANSOM, First Vice-President...............Monroe, La.
DAVE MEANS, Second Vice-President..............Gloster, La.
GLENN LAHAYE, Third Vice-President.............Ville Platte, La.
H. P. WEMPLE, Secretary-Treasurer..............Cheneyville, La.
HENRY H. BERNARD, JR., Assistant to the President........................Batou Rouge, La.
CLARK CAVALIER, Director of Insurance Sales......Batou Rouge, La.
REGINAL WALLACE, Information & Public Relations Director...............Batou Rouge, La.
JAMES LAYNE, Information Editor...............Batou Rouge, La.
GLEN LANDRENEAU, Commodity and Marketing Director..................Batou Rouge, La.
JAMES MONROE, Assistant Commodity Director......Batou Rouge, La.
BURL CAIN, Director of Field Services.........Batou Rouge, La.

AREA FIELD SERVICE DIRECTORS, Area I, Felton Vickers, Crowville; Area II, William Crump, Alexandria; Area III, Ted Smith, Lake Charles; Area IV, Jeff Justice, Baton Rouge.

DISTRICT BOARD MEMBERS: District I, Joe Averett, Bossier City; District 2, R. L. Bell, Jr., Mangham; District 3, Ronnie Holloway, Tallulah; District 4, Louis E. Stevens, Colfax; District 5, Leonard Hensgens, Branch; District 6, Richard Sanders, Morrow; District 7, Lee Elssman, Leesville; District 8, Brutus Viator, New Iberia; District 9, Alvis Berne, Loranger; District 10, Shelby Robert, Gonzales; District 11, Dominick Campesi, White Castle.

COMMODITY COMMITTEE CHAIRMAN: Cotton, J. S. Barr III, Oak Ridge; Sugar, A. Lee Allee, St. James; Rice, Gene Wittler, Lake Charles; Market Produce, Shelby Edwards, Ponchatoula; Livestock, B. F. Lemoine, Jr., Hamburg; Dairy, Robert Buford, Gloster; Poultry, Wayne Adams, Logansport; Soybeans and Grains, J. A. McDaniel, Tallulah; Forestry, W. M. Conly, Ringgold; Sweet Potatoes, Earl Fontenot, Jr., Washington; Fishermen and Trappers, Leo Kerner, Lafayette; Nurserymen, Earl Vallow, Youngsville.

FARM BUREAU WOMEN: Mrs. John McIntosh, Darnell, Chairman; Mrs. Shelby Edwards, Ponchatoula, First Vice Chairman; Mrs. C. M. Davis, Jennings, Second Vice Chairman; Mrs. Hines Hoyt, Cheneyville, Secretary-Treasurer.
PARISH FARM BUREAU PRESIDENTS

Acadia: Leonard J. Hensgens, Branch
Allen: Ike Fossett, Kinder
Ascension: Frankie Sotile, Donaldsonville
Assumption: Edward Arcement, Labadieville
Avoyelles: B. F. Lemoine, Jr., Hamburg
Beauregard: Ranson Heath, DeRidder
Bienville: W. M. Conly, Ringgold
Bossier: O. Bryan Mitchell, Doyline
Caddo: Dan P. Logan, Jr., Gillian
Calcasieu: Edward Jardell, Vinton
Caldwell: Harold Cooper, Columbia
Cameron: Alex Beard, Jr., Bell City
 Catahoula: Clarendon Peck, Sicily Island
Claiborne: Fred Smith, Homer
Concordia: R. S. Rife, Jr., Ferriday
DeSoto: Robert Burford, Closter
E. Baton Rouge: Henry Baxter, Jr., Zachary
East Carroll: Troyce Duke, Transylvania
Evangeline: Joseph Robley Foret, Ville Platte
Feliciana: Dennis Bickham, St. Francisville
Franklin: J. B. Eley, Winnsboro
Grant: Ben Littlepage, Colfax
Iberia: Brutus Viator, New Iberia
Iberville: L. C. Adams, White Castle
Jackson: Bobby L. Culpepper, Jonesboro
Jefferson-St. Bernard: Anthony Benedetto, New Orleans
Jeff Davis: Sammy Watkins, Welsh
Lafayette: Nelson Landry, Broussard
Lafourche: Tom Scott, Raceland
Lincoln: Ernest Causey, Ruston
Livingston: Lee Martin, Livingston
Madison: James Duncan, Tallulah
Morehouse: Fred Laing, Mer Rouge
Natchitoches: T. Hunter McNeely,
Natchitoches
Ouachita: John Filhiol, Monroe
Plaquemines: W. H. Childress, Buras
Pointe Coupee: Raymond Schexnayder, New Roads
Rapides: Charles Pearce, Cheneyville
Red River: Dick Gibson, Couthatta
Richland: Donald Chapman, Archibald
Sabine: O. E. Varnado, Jr., Robeline
St. Charles: A. J. Malancon, Hahnville
St. Helena: T. W. Bourgeois, Kentwood
St. James (E): Terry Louque, Paulina
St. James (W): Wilbert Waguespack, Jr.
St. John: Pierre Lanaux, Lucy
St. Landry: Evrard Brown, Opelousas
St. Martin: Dudley Patin, Sr., Breaux Bridge
Because many problems arose for Louisiana agriculture, 1973 proved to be a very busy year for L.F.B.F. A top priority was the writing of the new state constitution during the Constitution Convention. L.F.B.F. had many delegates serving in the convention. Two of the most significant accomplishments of L.F.B.F. with regard to the new constitution were a plan for taxing land based on its use value and a provision to continue having the Commissioner of Agriculture as an elected position.

On the issue of the Agriculture Commissioner, L.F.B.F. News stated, "The Constitutional Convention has approved the article on the Executive Department with a provision that allows the continuation of the election of the Commissioner of Agriculture. This is what the voting delegates to the L.F.B.F. convention in Monroe said should be done. The provision, however, gives farmers the option in the future, should circumstances warrant, to move to an appointed Commissioner if they so desire."

(L.F.B.F. News, September 1973, p. 1) Also in connection with the Commissioner of Agriculture office, which oversees many aspects of Louisiana agriculture, L.F.B.F. started a committee to evaluate the office. The committee studied the office and made recommendations designed to help make the Louisiana Department of Agriculture more
efficient and responsive to the needs of modern agriculture. This committee exemplified the constant striving of L.F.B.F. during the last 20 years to constantly evaluate programs in order to meet the needs of Louisiana's farmers.

The use value concept of taxation placed into the new Constitution will be covered in detail later in the manuscript. L.F.B.F. monitored and influenced all areas of the new State Constitution and the results have proven the efforts worthwhile.

Also in 1973, Louisiana's dairy farmers experienced rough times due to the cost of feed and other inputs, which were rising much faster than the prices that were being received for milk. Figure 75 illustrates how the state's dairy farmers meet to discuss strategies for solving problems.

Facing increasingly declining numbers of dairy farmers, L.F.B.F. expended considerable resources to help the state's dairy farmers through the crisis. The efforts of L.F.B.F. have largely been successful since the state dairy industry has stabilized in recent years.
The L.F.B.F. Fertilizer Grade Analysis Study Committee contributed to the protection of member interests by their continuing to check deficient fertilizer samples. "Dave Means chairman of the L.F.B.F. Fertilizer Grade Analysis Study Committee applauded the Louisiana Department of Agriculture for lifting the license of two fertilizer companies for having a high number of deficient samples." (L.F.B.F. News, April 1973, p. 1) Through the years, this committee has been tremendously successful in making sure that Louisiana farmers receive their money's worth when they buy fertilizer.

While some of the state's other agriculture commodities were having problems in the marketplace, soybean prices made a dramatic rise in 1973. The Bureau newspaper said, "Heavy demand and Mississippi River flooding has been cited for the tripling of soybean prices recently. In a five-day period in late May, prices rose from $9.50 per bushel to $11.00 per bushel. This compares with $3.50 per bushel a year ago." (L.F.B.F. News, June 1971, p. 1) One of the negative aspects of the price rise was that many of Louisiana's soybean farmers were not able to take advantage of the high prices because their land in the Mississippi River Delta was flooded. Soybeans were quickly becoming the top money crop in the state in 1973. Soybeans had been used mostly for hay as late as 1965.

On the heels of good soybean prices came the first of the U.S. Government Export Embargos that virtually wiped out price gains. L.F.B.F. was dramatically opposed to disruption in the market system. An article by President Graugnard in the L.F.B.F. News stated:
The government embargo on exports of soybeans, cottonseed, and their by-products is regrettable. It is another move toward more government intervention in markets, which is not in the best interest of American Agriculture or the American economy.

We are part of a world economy and we must live in such an economy. Prices are the best directives to producers for increased production - not government edicts. Limitations on exports are very disturbing to countries who depend on the U.S. for supplies and may greatly intensify our serious balance of payments deficit.

This universe action of placing an embargo on soybeans, cottonseed, and their by-products needs to be rescinded. (L.F.B.F. News, November 1973, p. 1)

This embargo was enacted for fear of so-called shortages; future embargos would be used as "political weapons" and all had disastrous effects on agricultural markets. In a period when the U.S. government was encouraging its farmers to produce from "fence row to fence row" the farmers responded with record production. However, the government intervention in the markets created a surplus situation that would prove to be disastrous for some producers. Interference by government in marketing has always been vigorously opposed by Farm Bureau, but embargos continued to cause problems throughout the 70's and early 80's.

Rice farmers in L.F.B.F. were enjoying increased rice prices through the L.F.B.F. Rice Marketing Association. According to an August report, "The first sale of 1973 brought an all-time record bid of $17.28 per barrel last month at the Crowley sales office of the L.F.B.F. Rice Marketing Association. It was the first sale to be handled by the new manager of the Rice Marketing Director, James Boudreaux." (L.F.B.F. News, August 1973, p. 1) The rice marketing association continued through the years to obtain top prices for its members.
President Graugnard received an appreciation plaque for outstanding service to the 4-H program in Louisiana. L.F.B.F. was especially beneficial in helping the 4-H program obtain the small animal show barn. Having been an outstanding 4-H member himself, President Graugnard increased the already generous support L.F.B.F. was giving the L.S.U. Cooperative Extension Service.

Other remarkable programs for young people were continued in 1973. The women's youth conference and the L.F.B.F. Collegiate Farm Bureaus were very active. Members of the Southeastern University Collegiate Farm Bureau are seen during their annual tour of agricultural industries in Figure 76.

![Figure 76](image)

The tour allows students to experience first hand how agribusiness operates in the state. Many of the universities around the state conduct Collegiate Farm Bureau's agriculture tours of state businesses.

Sugar growers found themselves in a price squeeze in 1973. L.F.B.F. News commented, "Sugar farmers are being paralyzed while a lawsuit over farm workers wages drags through court in Washington. Over eight million
dollars owed to sugar farmers in payments for their 1972 crop are tied up pending the outcome of the suit."  (L.F.B.F. News, May 1973, p. 1)

During this period, L.F.B.F. had to continually battle Washington bureaucrats in order to keep certain programs that were necessary to save the domestic sugar industry from disaster. Another method in which L.F.B.F. sugar growers were helping themselves was by monitoring the sampling practices of sugar mills.

The L.F.B.F. Sugar Advisory Committee met October 2 and chairman Kenneth Kahao said one of the major things decided was the hiring of Dr. Gerald Guidroz to check sucrose and sampling practices of sugar mills in Louisiana. Most of the mills have agreed to cooperate in this endeavor. Dr. Guidroz will make sure the farmer and mill is being paid on fair sampling and sucrose procedures. He is being paid from the L.F.B.F. Sugar Growers Fund.  (L.F.B.F. News, October 1973, p. 2)

Dr. Daniel Viator had been doing a good job of sampling the mills for the L.F.B.F. Sugar Advisory Committee. Nearly all of the involved individuals felt that this service was extremely valuable to the growers. Dr. Guidroz sampled the mills on a regular basis; he also made "troubleshooting" calls if necessary.

One of the many successful expanded programs of the young Graugnard administration was the L.F.B.F. Service Company  L.F.B.F. News reported:

You cannot group it with CM, IBM, or Xerox, but one of the success stories in the L.F.B.F. has been the growth of its Service Company. This is a corporate affiliate of the Farm Bureau that provides tires, batteries, and other products to Farm Bureau members without going through the middleman the way other brand names do. The L.F.B.F. Service Company is only eight years old and was started with only a capital outlay of $1,000. From that humble beginning it has developed...
into a million dollar a year business, and has saved Louisiana farmers in excess of a million dollars. (L.F.B.F. News, October 1973, p. 1)

In Figure 77 President Graugnard and Robert Alexander, Service Company manager, celebrates the 84th anniversary of the Company.

From the year 1973 the Service Company has grown so that it handle several million dollars a year. It has saved L.F.B.F. members a great deal of money on their tire and battery purchases.

L.F.B.F. continued to support programs and legislation designed to help Louisiana farmers at a time when falling prices in some commodities and rising production costs were placing many farmers in financial jeopardy. President Graugnard commented, "The year of 1973 will become known as the year when consumers and politicians alike discovered that no farmer would invest 10c into producing something that could only be sold for a nickel." (L.F.B.F. News, January 1974, p. 1)
Because of falling prices in 1973, 1974 began as one of the most trying years in the Graugnard era of L.F.B.F.

To show the diversities facing Farm Bureau in 1974 James Graugnard said "It was a year filled with challenges in the legislature, the Constitution Convention, the market place, and the public opinion arena. There was bad weather, inflation, increased world demand for food, export restrictions, price controls, environmental concerns, energy shortage, and consumer boycotts - just to mention a few." (L.F.B.F. News, January 1974, p. 1)

Figure 78 shows the 1974-75 L.F.B.F. Board of Directors who had to face the mounting Louisiana Agriculture problems of this period.

One of the first actions taken by L.F.B.F. in 1974 was to assist the cattle industry in Louisiana. A special tax allowance was made for cattle producers who were forced by natural disasters to liquidate their cattle heads. The News explained, "Farmers who were already devastated..."
by the spring floods last year are now going to be heavily taxed because they were forced to liquidate their heads. The Internal Revenue Service regulation is unfair. Farmers should not be subject to income tax if their liquidation was caused by disease or natural disaster." (L.F.B.F. News, January 1974, p. 2) Louisiana cattlemen were not the only ones in trouble in 1974 because hurricane Carmen ripped through the sugar-producing parishes causing an estimated $90 million in damages to the Louisiana sugar crop. L.F.B.F. led the fight to obtain assistance for these producers.

In spite of the bad economic times, farmers of Louisiana were recognizing the value and accomplishments of L.F.B.F. Membership in 1974 increased to 38,922 member families. The year also found Farm Bureau embarking on a legislative bill that will be recognized as probably the most important legislation ever sponsored and passed by L.F.B.F. The News reported:

Lawrence Noel, III, of Donaldsonville, was recently appointed chairman of the Farm Bureau sub-committee to study the "use value" concept of taxing agriculture land established by the new constitution. Farm Bureau President James Graugnard, is chairman of a ten man committee drafting legislation to define "use value" as it pertains to agriculture and set up a formula whereby farm land may be taxed according to its value as agriculture land. Other members of the sub-committee include Odis Russell President of the Louisiana Assessors Association, Dr. Clyde St. Clergy - Louisiana Cooperative Extension Service, and Louis Curet, Farm Bureau Attorney. These men toiled through the early efforts and reported back to President Graugnard. The reason this legislation was so important is that agriculture land near cities and other public areas would be taxed out of agriculture production if it were taxed on value instead of its use. (L.F.B.F. News, June 1974, p. 1)
The passage of the "use value" legislation, the development of the formula for taxation, and the accompanying educational effort was an accomplishment L.F.B.F.

L.F.B.F. was also diligently working in another area. It was studying the reorganization of the Louisiana Department of Agriculture, which had been receiving increasing amounts of criticism. The News explained:

The L.F.B.F. was told recently in Baton Rouge that the initial step in reorganization of the Louisiana Department of Agriculture had been taken. H. G. Farlee chairman of a special Farm Bureau committee studying the reorganization of the Louisiana Department of Agriculture said that farmers have long been concerned with the department's image. "Agriculture is Louisiana's number one industry", says Hardee, "and the Department of Agriculture is the regulatory arm of that industry. It is for farmers and consumers alike for Louisiana to have the best Department of Agriculture possible." (L.F.B.F. News, March 1974, p. 1)

L.F.B.F. has always had good rapport with the Commissioner of Agriculture. However, the organization constantly watches the functions of the Department as it does all areas of the state's agriculture. During the term of Gilbert Dozier as Commissioner, a slight amount of tension arose between the two groups primarily due to communication problems. The next Commissioner, Bob Odom, enjoyed a fine relationship with L.F.B.F. L.F.B.F. has always worked closely with the Department of Agriculture as has been witnessed in earlier chapters.

Low prices for cattle and other commodities caused the continued need for better marketing. Another successful L.F.B.F. marketing program during this period was direct farmer to farmer marketing. In
Figure 79 Shelby Robert, member of the State Board of Directors, is seen with a group of young bulls he purchased from the program.

Farmer to farmer marketing programs have been developed in recent years by Farm Bureau on both the State and Federal level - an effort, says one farmer, that is proving economical for the buyer and seller. Direct marketing is a real economic service to farmers, says Shelby Robert, who recently purchased two shipments of breeder cattle from the Kansas Agricultural Marketing Association (A.F.B.F. associate). (L.F.B.F. News, October 1974, p. 8)

Figure 79

Action was occurring in many areas of L.F.B.F. in 1974. L.F.B.F. proposed changes in fertilizer laws, use value tax formulas, and commission changes at livestock auction barns while opposing changes in milk pricing formulas and rice programs. The L.F.B.F. Flood Control Committee journeyed to Vicksburg, Mississippi, to study flooding on the Mississippi River. They made several recommendations to the State Board which were adopted. Other areas such as laws on needed pesticides and herbicides by the Environmental Protection Agency were receiving constant attention from L.F.B.F. OSHA (the Occupational Safety and Health Act), along with E.P.A., appeared to be trying to regulate the farmer out of business. This battle continues in 1982. Fertilizer and fuel shortages were increasing prices of inputs while government regulations and embargos were causing price declines.

L.F.B.F. took progressive steps to issue farmers enough fuel and fertilizer to farm since they were essential resources to the welfare
of this country.

L.F.B.F.'s safety program helped Louisiana farmers by constantly providing safety information. Another example of how this particular department of L.F.B.F. has been of benefit is shown in the following caption. "January is the month in which farmers should complete their Occupational, Safety, and Health Act (OSHA) Form Number 102, the summary of occupational injuries, reports Dick Beyer, L.F.B.F. Safety Director." (L.F.B.F. News, January 1974, p. 2) This department closely monitors the extremely difficult regulations of OSHA and assists members in following the regulations.

Throughout the life of L.F.B.F., members have been selected for positions of national prominence in all areas of agriculture. An article appeared in January of 1974 about one of L.F.B.F.'s most ardent supporters, J. A. "Jim" McDaniel of Tallulah.

Louisiana Farm Bureau leaders are active throughout United States agriculture. For example, James A. McDaniel of Tallulah, Louisiana, Chairman of the L.F.B.F. Soybean Advisory Committee and active in all phases of L.F.B.F., was recently re-elected President of ASI (American Soybean Institute). In 1973 he also received the L.F.B.F. Soybean Division award for the man contributing most to the Louisiana soybean industry during 1973. (L.F.B.F. News, January 1974, p. 2)

In Figure 80, McDaniel receives his award from President Graugnard at the 1974 L.F.B.F. Winter Farm Forum.

L.F.B.F. helped promote the major commodities in Louisiana through active continuing support of the various promotion boards in the state.
L.F.B.F. published the financial statements of the Louisiana Rice Research Board, Louisiana Rice Promotion Board, and the Louisiana Soybean Promotion Board. L.F.B.F. supports and assists these boards functions by providing, in some cases, L.F.B.F. staff personnel to serve as secretaries on some of these boards and also hold elections along with the L.S.U. Extension Service to continue these boards. These boards are very worthwhile in that they take checkoff money from Louisiana farmers and allot it to L.S.U. and other institutions to work on specific Louisiana problems relating to these crops. It is a prime example of how L.F.B.F. through supporting promotion boards is helping farmers help themselves. (L.F.B.F. News, February 1974, p. 3)

L.F.B.F. always recognized various news media around the state who gave outstanding news coverage to Louisiana agriculture. The media are extremely valuable in educating the public to the problems and accomplishments of agriculture.

The Women's Committee of L.F.B.F. held an annual Youth Conference in 1974 utilizing outstanding speakers that included the Reverend Bob Anderson and Astronaut Donald Peterson. Activities included a talent contest, and a speakers contest on Americanism.

Figure 81 pictures the Louisiana delegation from the L.F.B.F. Young Farmer and Rancher Committees in Orlando, Florida, attending the A.F.B.F. Young Farmer and Rancher Conference. Young farmers from all over the
nation have the opportunity to meet and exchange ideas on problems facing today's young farmers.

A young economist joined L.F.B.F. as the Assistant Commodity Director in 1974. He had previously held a position as Research Associate for the Agriculture-Economics Department at L.S.U. Daniel R. Robertson served L.F.B.F. for 3½ years in the areas of commodities and marketing. He later returned to the L.S.U. Cooperative Extension Service as a marketing economist and in 1978 was commissioned by L.F.B.F. to write the "History of the Louisiana Farm Bureau Federation."

Marketing activities took a giant step forward in L.F.B.F. in 1975. Two new marketing programs were introduced through the Louisiana Farm Bureau Marketing Association because they were requested by the voting delegates. One program proved to be the first and only disappointment in marketing during the Graugnard era; the other program was one of the greatest success stories of Louisiana Farm Bureau.

In 1975 the rice producing members of L.F.B.F. wanted to go beyond the very successful rice sales auction in Crowley and venture into the rice milling operation. The desire of the rice producers was to control their product from production through all processes to the grocer's
shelf. H. G. Hardee and other prominent L.F.B.F. members in the rice industry devoted many weeks of their time to make this venture successful. The results are found in the words of President James Graugnard:

About 1975 the rice farmers wanted to expand the rice marketing efforts to include rice milling. L.F.B.F. used staff to obtain loans, legal services, and secure membership for the co-op mill. The mill, located in Rayne, had L.F.B.F. people as ex-officio advisors but actually no vote or control of the board. After a year or so of successful operation, rice prices and management difficulties caused the mill to close. It was very unfortunate, but L.F.B.F. learned a valuable lesson. The voting delegates voted that from that time on any venture the Farm Bureau entered into with their name and resources would be in the control of the Farm Bureau. In our present marketing association Farm Bureau has complete control. (Graugnard, J. D., 1980)

Not totally unlike the old Farm Bureau Cotton Marketing Association of the 1920's and 30's, "Farm Bureau Rice, Inc." was a fine idea to help the rice farmers. Many of the farmers committed rice to the new co-op mill because of L.F.B.F. efforts at securing membership and because the L.F.B.F. name was combined with the effort. The News said, "Approximately 300 rice farmers have already committed rice acreage and subscribed for preferred stock in a new Farm Bureau direct marketing effort. The aim is to establish a rice marketing co-op to mill, process, and market direct to consumers. The Association is formally organized and is known as Farm Bureau Rice, Inc." (L.F.B.F. News, May 1976, p. 1) The rice mill enjoyed initial early success. However, after a very successful first year, many decisions by management did not have the support of the membership.
It is easy to get farmer support and participation when they know that they will be running or have control over an operation. One problem we have found is that when L.F.B.F. starts a satellite operation, many times they financially become larger than Farm Bureau itself. But by having good businessmen - farmers on the L.F.B.F. Board of Directors and, therefore, in control over these operations, they become very successful and are supported by the membership. This is not the case many times when management takes over an operation. (Graugnard, J. D., 1980)

As Farm Bureau Rice, Inc., ran into trouble, L.F.B.F. realized that they were almost powerless to remedy the situation due to the power structure. The mill closed operations shortly after this. As was the case when the costly Cotton Marketing Association had "gone its own way," some members had hard feelings toward L.F.B.F. for being associated with the mill, if only in name. Most of the members of the rice mill were able to recover investments. Therefore, hard feelings were not as prevalent as they had been in the 1930's. Through this endeavor, the modern Farm Bureau of Louisiana learned a valuable lesson! The voting delegates of L.F.B.F. voted to never lend the name, support, or resources of L.F.B.F. to another satellite operation unless L.F.B.F. was to have complete control.

The closing of the Farm Bureau Rice, Inc., mill did not affect the rice sales office in Crowley and today it remains one of L.F.B.F.'s most successful programs.

Other marketing efforts begun in 1975 have few equals. The Louisiana Soybean Marketing Association is an affiliate of Louisiana Farm Bureau Crain, Incorporated. From its early beginning as a partner of the rice sales office in Crowley, the Soybean Marketing Association grew tremendously in just a few years. An article appeared in the May
The 1978 issue of the Farm Bureau News described the L.F.B. Soybean Marketing Association.

Originally based in Crowley, the home office is now at Farm Bureau headquarters in Baton Rouge, where Tony Hickman, manager of the Association, heads an office staff of three. When the base of operations was moved from Crowley to Baton Rouge in early summer of 1977, Hickman employed a second marketing specialist to man the Crowley office.

In November of 1977, in order to encourage more participation in the north part of the state, the Soybean Marketing Association expanded still further by opening a third office in Winnsboro. Each office is equipped with Retail Grain and Livestock Report service, and each maintains daily contact with Louisiana export facilities for up-to-the-minute market information and prices.

"The Soybean Marketing Service was started as a member service," Hickman says. "We're here for one reason - to use the principles of volume trading to command a better price for our producers."

Is it working? To answer that, one needs to consider only one example. In January of 1978, a large exporter called Hickman late one Friday afternoon and told him he needed a half-million bushels of soybeans to honor a prior commitment, and he was willing to pay a substantial premium in order to get them. Over that weekend, Hickman and his two specialist put together a total of 580,000 bushels and made the sale. The premium? Thirty-five to forty cents over Chicago January!

"The buyer came to us because he knew that if anybody could deliver that volume of soybeans, it would be the Soybean Marketing Association." Hickman explained "It would have been virtually impossible for the exporter to buy that much tonnage from individual producers in that period of time, but with the marketing network the Association has we were able to do it and reap the benefits for our members who took part in the sale. The fact that the exporter came to us first proves that we're succeeding in what we set out to do - .....we've become a force to be reckoned with in the Louisiana export market."

The Soybean Marketing Association charges a 3c per bushel marketing fee, and for that fee it will market a producer's crop, provide him with free market information, sample and grade his stored soybeans, arrange trucking, and keep him up to date on market happenings through a regular newsletter put out by the Baton Rouge office.
"A lot of people are put off at first by our 3¢ fee," Hickman says. "But most of our buyers pay the Marketing Association a 5¢ premium because of our volume, so that by selling his beans through the Association the farmer will net 2¢ more per bushel than he would by selling his beans to the same buyers on his own. Looking at it that way, in effect we're paying him to market his beans through us and all the other benefits are free."

The Soybean Marketing Association is actively seeking new members. From 1.7 million bushels marketed in 1975, the volume grew to 3.2 million in 1976, and appears likely to top 5 million bushels this year. With the growth comes increased strength and the ability to do an even better job in the future.

Hickman invites anyone interested in discussing the program to write him at Post Office Box 15361, Baton Rouge, Louisiana 70895, phone (504) 926-1944. In southwest Louisiana contact Curt Weyerman at 705 West First Street, Crowley, Louisiana 70526, phone (318) 783-4508. In north Louisiana the man to see is Jim Spencer, Post Office Box 769, Winnsboro, Louisiana 71295, phone (318) 435-5404.

"Try it," Hickman says, "You'll like it." (L.F.B.F. News, May 1978, p. 5)

The success of the Soybean Marketing Association has been nothing short of phenomenal as the association expects to market around 1.5 million bushels in 1982 valued at around $100 million. In Figure 82 from left to right is L.F.B.F. President James Graugnard, Vice Chairman of the Soybean Marketing Committee Norvin Fagan, Chairman Raymond Schexnayder, and Soybean Specialist Tony Hickman. The L.F.B.F. Soybean Marketing Association is totally controlled by the L.F.B.F. Board of Directors. The Board is advised by members of the L.F.B.F. Soybean Marketing Committee which is made up of members who use the service. A person utilizing the services of the Marketing Association has to be a Farm Bureau member. Control is maintained by L.F.B.F. Since over 60 percent of all U.S. soybean exports are shipped from the ports of Baton Rouge and New Orleans there is a bright future ahead for the L.F.B.F.
Soybean Marketing Association. In addition to soybeans, the Association handles wheat and feed grains for its members.

Another of L.F.B.F.'s outstanding accomplishments active in 1975 was the L.F.B.F. Information Department. Headed by long-time communications specialist, Reginal Wallace, the department has always rendered an excellent performance by presenting the farmers story to the general public while at the same time keeping farmers abreast on markets, legislation, and other events effecting their lives. The department has had production equipment for radio and in recent years has expanded into television. Daily market and news stories are presented on radio stations of the Louisiana Network several times during each day. A weekly television program about Louisiana agriculture is presented in addition to news tapes prepared by L.F.B.F. that are utilized by television stations across the state each week. The information department
of L.F.B.F. also publishes the *L.F.B.F. News* monthly. The growth of the information department has paralleled the growth of Louisiana Farm Bureau during the Graugnard era.

The expansion of women's activities, legislation, and commodities was also noted during 1975.

In 1976, L.F.B.F. instituted a monumental project in an attempt to help the farmers of Louisiana eliminate fertilizer shortage problems that had occurred in the early 1970's. L.F.B.F. was instituted by a mandate from its voting delegates to obtain a fertilizer plant to produce fertilizer for Louisiana farmers. At no other point in the history of the organization was there much more effort extended by both the State Executive Committee and the President in order to accomplish the wishes of the membership. The effort encompassed endless meetings with the Governor, legislators, fertilizer representatives, congressmen, and financial advisors. In early 1976, *L.F.B.F. News* stated:

> Governor Edward W. Edwards has reaffirmed his commitment to secure state "in-kind" natural gas for a fertilizer plant to supply Louisiana farmers with an adequate supply of fertilizer as soon as possible. During a meeting with the Governor and the L.F.B.F. Executive Committee on December 19, the Governor reiterated his support of the project.

> L.F.B.F. President James Graugnard said the Executive Committee had been working with the Governor the last few months since the project to build a L.F.B.F. fertilizer plant was announced. (*L.F.B.F. News*, January 1976, p. 1)

> The magnitude of the effort to secure the plant was summarized by Paul Ransom, L.F.B.F. first vice-president, "We worked tirelessly for three years to establish a fertilizer production plant in Louisiana.
dedicated to supplying Louisiana farmers much needed fertilizer at a reasonable cost." (Ransom, Paul, 1980)

The reason for this concerted effort in the beginning was the fact that Louisiana supplies tremendous amounts of natural gas to the entire United States. Ammonia fertilizer is made from natural gas. Therefore, it was upsetting to Louisiana farmers to pay high prices and experience shortages of fertilizer when Louisiana supplied most of the gas to produce fertilizer. The entire effort to build a plant was hinged on the promise from the governor that the plant would be supplied natural gas from state-owned gas resources. After years of hard work and preparation, the L.F.B.F. fertilizer plant was about to become a reality when tremendous price increases occurred for natural gas. Because of rising prices coupled with declining state gas resources the proposed L.F.B.F. plant was unable to secure adequate amounts of natural gas at a feasible cost. The abandonment of this project was described by L.F.B.F. Second Vice-President Dave Means -

There was a mandate from the voting delegates to work to establish a fertilizer plant. At that time no one could foresee the tremendous increase in natural gas prices. This made the plant unfeasible. The Good Lord was with Farm Bureau, he had a guiding hand on us and thank God we're not in the fertilizer business today. If prices had stayed stable it would have been a great thing for Louisiana agriculture, but due to these unseen factors it would not be feasible today. (Means, Dave, 1980)

Although L.F.B.F. is not in the fertilizer business today the effort expended to establish the feasibility of having such a business by the leaders of Farm Bureau was indeed remarkable.
Efforts like this one contributed to L.F.B.F. being named the Top State Farm Bureau in the nation in 1976 at the A.F.B.F. Annual Convention in St. Louis Missouri. Figure 83 shows the Louisiana delegation at the convention.

The L.F.B.F. was selected as the Top State Farm Bureau and received nine awards during the A.F.B.F.'s 57th Annual Convention in St. Louis, Missouri on January 4-9, 1976.

The only other state in the southern region to receive more than one award was Texas with two. Michigan was the runner-up state.

President Graugnard termed the award a tribute to local parish leadership and said they reflect the Federation's effort to institute and develop programs to meet the needs of its farmer members. (L.F.B.F. News, February 1976, p. 1)

Being named the most outstanding Farm Bureau in the country was a fitting tribute to L.F.B.F. since they have consistently ranked in the top five Farm Bureaus in the U.S. throughout most of the Graugnard era (1963 --).

Market News Service was instituted in 1976 and has proven to be a most successful service to members. "Answering machines" are placed in parish Farm Bureau offices and the state office that members can call in to receive up-to-date commodity prices and any other significant news item effecting agriculture. This has proven to be a valuable service to members because many areas of the state did not have access to updated market information. This allows farmers and ranchers to make accurate decisions on marketing strategies.

In April of 1976 the L.F.B.F. finalized the plan for assessing farm land for tax purposes. The News reported:
The L.F.B.F. has presented a proposed plan for assessing farm land to members of Governor Edwards panel studying a new property tax system for Louisiana.

Farm Bureau's plan was explained by the organization's attorney, Louis Curet, and Dr. Clyde St. Clergy of the L.S.U. Cooperative Extension Service. These two along with the late Mr. Odis Russell, former president of the Louisiana Assessors Association, worked in conjunction with a committee of farm and timber representatives to draft the proposal.

Under guidelines of Farm Bureau's proposal, agricultural, horticultural, marsh, and timberland will be assessed for tax purpose based on use-value, rather than market value. This is in keeping with provisions set down in the new state constitution, according to James Graugnard. L.F.B.F. President Graugnard serves on the Governor's tax study committee. (L.F.B.F. News, April 1976, p. 1)

The Farm Bureau plan was accepted by the Legislature and the Governor's office. Through the years millions of dollars will be saved by Louisiana farmers. In addition, large amounts of agricultural land will be farmed that otherwise could not have been cultivated.

Raymond Schexnayder of Pointe Coupee Parish and long-time active member of the Farm Bureau Board, officer in the Soybean Promotion Board, officer in the L.F.B.F. Soybean Advisory Committee, and officer on the L.F.B.F. Soybean Marketing Advisory Committee was presented the L.F.B.F. Soybean Award for his outstanding contribution to the soybean industry of Louisiana.

President Graugnard and the L.F.B.F. Board of Directors continued their support in 1976 of the young people in Farm Bureau with the Young Farmer and Rancher Committee and the Women's Annual Youth Conference. The News commented that year:
L.F.B.F.'s Young Farmer and Rancher program is young farmers and ranchers between the ages of 18 and 30, single or married couples. It is young people who are concerned about the future of farming and ranching. It is young people who want to build a better Farm Bureau on a local, state, and national level.

Young farmer and rancher means "Growth and Development for Tomorrow's Progressive Future Leadership." Through this program we can be guaranteed of leaders who will work for the benefit of Farm Bureau and the future of tomorrow's farmers and ranchers. (L.F.B.F. News, April 1976, p. 1)

The women's committee annual youth conference continues to work with youth from all over Louisiana in the areas of citizenship, Farm Bureau, and Americanism. Scenes from the 1976 conference are shown in Figure 84.

L.F.B.F. leaders realize that the future of agriculture and the future of America is found in its youth.

Another activity in the commodity area in 1976 was L.F.B.F.'s push to have rice traded on the futures market. This would greatly benefit both producers and millers. Success in this area was realized a few years later with the opening of the New Orleans Commodity Exchange. Rice was one of the commodities traded.

In the area of cotton research and promotion, L.F.B.F. worked closely with the National Cotton Council to increase the cotton check-off to 4/10 of 1 percent of the gross sales price for each bale of cotton. The funds generated by the check-off goes for research and motion of cotton. The program has been highly successful.

A column by President Graugnard on the importance of Farm Bureau is in Figure 85. Also shown in the figure are the 1976 officers of L.F.B.F. and other leaders.
Figure 84

Opening Luncheon...
This committee was very effective in making the farmers problems associated with flooding known to the Corps of Engineers. 1976 was a mixed year for Louisiana farmers as sugarcane, rice and livestock farmers were hit hard by depressed prices while soybean and cotton farmers fared much better in the marketplace. Production input costs continued to rise to 5 percent above 1975. L.F.B.F. continued to push for the betterment of the farmer's conditions and success was evident in many areas of activity. The newly constructed Concordia Parish Farm Bureau office is seen in Figure 87. Many new offices were constructed statewide as membership continued to increase in 1976.
Louisiana farmers faced fertilizer shortages in 1976 due primarily to the shortage in natural gas. L.F.B.F. conducted a fertilizer price watch to make sure that no one used the shortage to charge unfair prices and put the squeeze on L.F.B.F. members.

It was also a year in which Farm Bureau worked diligently to help bolster sagging sugar prices by seeking to have imports of sugar lowered. They pushed for imports of sugar to be reduced to 4.27 million short tons as opposed to 7 million short tons. L.F.B.F. continually worked in all commodity areas during the Graugnard era. At no time in the history of the organization was so much accomplished in the commodity area. For example, during this period blackbirds were causing serious damage to the Louisiana rice crop. L.F.B.F. requested emergency use of avitrol for controlling blackbirds in rice through the Governor's office. Another result of L.F.B.F.'s earlier planning and effort was evident when the Louisiana Soybean Promotion Board presented a check for $155,367 to L.S.U. for soybean research, (Figure 88). The success of the various checkoff programs was primarily attributed to the support provided by L.F.B.F.
The women's committee was very active in 1977; they appointed a new committee to monitor the mass media for inappropriate materials.

A Mass Media Monitoring Committee has been appointed with Mrs. A. C. Ray of Madison Parish as its president. The purpose is to not only research the problem but to serve as a steering committee to assist in organizing parish sub-committees to monitor the media. (L.F.B.F. News, June 1977, p. 1)

The organization of this committee follows along the lines of the book monitoring committee in the public school systems.

In keeping with the L.F.B.F. policy of supporting the L.S.U. agricultural program, the organization pushed for funds for new Dairy Science Department facilities.

Dairy farmers from throughout Louisiana met with Governor Edwards June 22 to seek aid in getting funds for the L.S.U. Dairy Science Department. "Our dairy farmers have been actively supporting this proposed expenditure, but we need your help, Governor," Dave Means the group's spokesman told Edwards. (L.F.B.F. News, July 1977, p. 2)

Along with the new Dairy Science Department, L.F.B.F. was a significant driving force in having the new Veterinary School built at L.S.U. "The new L.S.U. Veterinary Medical building was recently dedicated at its
site on the L.S.U. campus. The L.F.B.F. can be shown to have been among the motivators that led the L.S.U. Board of Supervisors in 1962 to resolve to establish an autonomous School of Veterinary Medicine in Baton Rouge." (L.F.B.F. News, December 1978, p. 1)

In the area of aid to the sugar industry L.F.B.F. arranged a meeting with sugar farmers and Senator Russell Long. "Saying that he was impressed by the sugar farmers around the meeting room, U.S. Senator Russell Long said he would request President Carter to meet with them about the problems plaguing the sugar industry." (L.F.B.F. News, September 1977, p. 1) A bright spot in the sugar situation was the success of L.F.B.F. in getting special hauling permits which allowed trucks hauling sugarcane to the mills to carry heavier loads, thus cutting transportation costs.

1977 was an anniversary for one of the dedicated individuals who contributed a great deal to the success of L.F.B.F. during its modern history. Figure 89 shows L.F.B.F. attorney, Louis Curet, being presented a plaque of appreciation for 25 years of service as L.F.B.F.'s attorney.

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Figure 89

LFBF attorney Louis Curet was honored last month upon completing 25 years as the legal counsel for the organization. President John Creamer presented Mr. Curet with a plaque at a dinner in honor of the association in Baton Rouge. Pictured here are, left to right, Pamel Creamer, Mrs. John Curet, Mr. Curet, and daughter Janice Curet. In accepting the plaque, Mr. Curet said briefly of the many leaders he has worked with, and said Farm Bureau is more than a client, "It's more like a way of life because of my agricultural background."
Curet stated that the association with L.F.B.F. was more like that of an old friend instead of a client because of his extensive agricultural background.

In the beginning of 1978, prices being received by farmers for their commodities continued to be extremely low. Because production costs were continuing to increase, many farmers found themselves in financial difficulty. The situation for Louisiana farmers was no different than those in other areas of the U.S. Farmer marched on Washington, D. C.; the Farm Strike occurred. The Farmer's Union - a more radical farm organization in the Midwest - was the primary sponsor of the strike. The Farm Bureau was definitely sympathetic to the striking farmers. However, Farm Bureau chose to work through the system to improve the overall position.

Concerning the low agriculture prices and the Farm Strike, the L.F.B.F. passed a resolution with 10 points to send to the Carter Administration. Basically, it defended the free market system. It did not support the strike but did support the farmer's right to strike. They believed that in the emotion of the strike the real issues could be overlooked, hurting farmers more. (L.F.B.F. News, January 1978, p. 1)

L.F.B.F. is the nation's strongest supporter of the free enterprise system, but in order for the free enterprise system to work the production and consumption side of the market must be allowed to properly function. Government restrictions and embargos cannot restrict sales while encouraging production. Over-supply and low prices are the result. Farm Bureau adamantly opposed government intervention into the market system. With government intervention came harder times.
for the farmer. The farmers of today continue to suffer from poor
governmental decisions concerning agriculture.

L.F.B.F. did make progress in 1978 in the control of pests found
in major crops. "The state has allocated emergency funds to begin re­
search to find permanent methods of controlling worm infestation in
cotton, soybeans, and other Louisiana crops. L.F.B.F. had requested the
funds for L.S.U. research and thanks Charles Roemer for his assistance
in obtaining the funds." (L.F.B.F. News, January 1978, p. 1)

David B. Means, Jr. of DeSoto Parish, second vice-president of
L.F.B.F., was named "Man of the Year in Service to Louisiana Agri­

Also in 1978, Dr. Denver Loupe of the L.S.U. Cooperative Extension
Service was given a special award by L.F.B.F. for his outstanding ser­
vice to the sugar industry in Louisiana. Dr. Loupe has since been
selected as Vice-Chancellor and Director of the Louisiana State Uni­
versity Cooperative Extension Service. L.F.B.F. and the Extension
Service continues to enjoy a great working relationship under Dr. Loupe.
He has worked extremely well with leaders of L.F.B.F. throughout the
Graugnard era and continues the cooperation in 1982.

L.F.B.F. continued in 1978 with its policy of helping to promote
Louisiana products by actively supporting two very important checkoff
referendums. Louisiana rice farmers voted to continue assessing them­selves a checkoff for research and promotion while Louisiana cattlemen
approved a 25¢ per head checkoff for market research and promotion.

L.F.B.F. published commodity and market outlook information in the
October, 1978, FARM BUREAU NEWS — Page 3

Market Outlook...

Soybeans

By TONY BICKMAN

USDA is scheduled to release their next report on soybeans on Nov. 15. But government and overall world supplies may not reach projected levels here again. Demand, as expected, is high. The key to long-term price stability is additional 7.5 percent production of world soybeans, which can be achieved by implementing the new standards that USDA recently announced. The Senate action came as a response to pressure from cotton farmers, particularly in areas where the dust problem is severe. The House of Representatives would have to agree with the Senate bill before the delay would be effective.

Cotton

By TONY BICKMAN

New cotton standards would add approximately 9.3 cents per pound to the price of lint per bale, according to John F. Harrington, chief economist with the U.S. Department of Agriculture. The standards would also remove the option to force the price of lint below the minimum price of 10 cents per pound, which is currently set at 10 cents per pound. The new standards would be implemented gradually over the next five years, with the minimum price increasing from 10 cents per pound in 1979 to 12 cents per pound in 1983.

Rice

On Oct. 8, the Louisiana rice crop was estimated at 1.7 million acres, which is down from the earlier estimate of 1.9 million acres. The yield is expected to be around 113 pounds per acre, which is down from the earlier estimate of 120 pounds per acre. The total production is expected to be 1.9 million bushels, which is down from the earlier estimate of 2.1 million bushels. The market outlook for rice is still uncertain, with prices expected to remain stable in the short term.

Soybeans

The market outlook for soybeans is also uncertain, with prices expected to remain stable in the short term. The estimated world supply of soybeans is 175 million metric tons, which is down from the earlier estimate of 180 million metric tons. The estimated world demand for soybeans is 170 million metric tons, which is up from the earlier estimate of 165 million metric tons. The estimated world trade in soybeans is 15 million metric tons, which is down from the earlier estimate of 18 million metric tons.

Grain Bins

Large grain bins are becoming a common sight in Louisiana, as farmers appear to be taking little risk. There are numerous hazards you should be aware of. Accidental suffocation often occurs during the unloading of a bin, when the grain may bridge or come out and you have to get down to it. Safety should be a main concern in the unloading process. It is always best to go down the unloading process and work in the floor area of the grain bin, rather than going up the side of the grain bin. Always be aware of the grain level and make sure to keep the grain level down. Keep the auger and any other equipment away from the grain bin. The bin should be dry and free of any other material. Always be sure to keep a safe distance away from the grain bin.
In the October 1978 issue of *L.F.B.F. News*, Figure 90 were articles presenting market outlook to the members. On the same page of this issue appeared an excellent article by President Graugnard concerning O.S.H.A.; a noteworthy safety article, and a list of members of the 1978 L.F.B.F. Board of Directors.

Without question one of the greatest accomplishments of L.F.B.F. during the Graugnard era was the growth of the communications department. Perhaps the greatest challenge to those involved in agriculture is getting the farmer's message across to the general public. From the one page publication that started in 1921, the L.F.B.F. has grown to an elaborate communication system. An excellent article depicting the growth of L.F.B.F.'s public relations department is seen in Figure 91.

The continued growth of services such as the communication department, marketing, commodities, insurance, etc., caused the need once again for the physical plant to be expanded. With the continued growth in membership throughout the Graugnard years, the L.F.B.F. building had to be expanded three times. The latest expansion took place in 1978 with the addition of a three-story structure which more than doubled the capacity of the then existing building.

Figure 92 shows the two-story portion of the building to the right was the portion of the building built in 1963. The raised portion just behind the oak tree was the addition added in the early 70's and the portion of the building to the left of the oak tree plus the three-story addition was added in 1978. If growth is a mark of success, then L.F.B.F. was a highly successful organization during the Graugnard era.
La. Farm Bureau makes P.R. progress

Farmers and ranchers are concerned about their public relations image, and rightly so. More farmers make up less than four percent of the total population, and yet they are the ones responsible for feeding the public and meeting the needs of agriculture in general and farmers in particular.

In recent years, the state Farm Bureau and the American Farm Bureau have taken several steps to improve the farmers' image. Some of these steps include public relations training, public relations programs, and the production of public service announcements.

The Louisiana Farm Bureau, for example, has produced a weekly television program that is broadcast on 46 stations across the state. Each program features a different issue related to agriculture, and it is broadcast five days per week.

Other states have also taken steps to improve their public relations image. In Texas, for example, the Texas Farm Bureau has produced a television series called "The Farmer's Story," which features interviews with farmers and their families. In addition, the Farm Bureau has produced a series of public service announcements that are broadcast on radio stations across the state.

In conclusion, farmers and ranchers must take steps to improve their public relations image. This can be done through public relations training, public relations programs, and the production of public service announcements. By doing so, farmers and ranchers can improve their image and better serve the needs of agriculture in general and farmers in particular.
U.S. Secretary of Agriculture Bob Bergland spoke to farmer groups from Oklahoma, Texas and Louisiana in 1979 in order to establish national dialogue. At this meeting, Glenn LaHaye, third vice-president of L.F.B.F. and a rice and cattle farmer, spoke on the need for farm credit and the problem of urban encroachment.

The L.F.B.F. Women's Committee continued to work very hard during the year 1979 and because of their hard work Mrs. Melba McIntosh, chairman of L.F.B.F.'s Women's Committee, was named Director of the Southern Region of the A.F.B.F.'s Women's Committee. Mrs. McIntosh has served L.F.B.F. extremely well; her leadership has helped the Women's Committee lead the way in such areas as E.R.A., Youth Programs, and in essence all areas of Farm Bureau interests.
Women have made great advances in L.F.B.F. throughout the years. The first woman Parish President was Gertrude Spell of Lafayette Parish. Ms. Spell served as Parish President from 1940 to 1952. Presently Mrs. Jerry Hoyt serves as president of the Rapides Parish Farm Bureau and is very active on the Women's Committee. The emphasis on the entire family being involved in L.F.B.F. has been demonstrated by the opportunities afforded for every family member to actively participate.

All areas of L.F.B.F. continued to grow in the years 1979-82. There is no success story as significant to Louisiana Agriculture as the growth of the Louisiana Farm Bureau Federation over the last 20 years. L.F.B.F. has rightfully won the respect of all who come into contact with it. President Jimmy Graugnard has several views on the reasons for the success of L.F.B.F.

Farm Bureau's strength lies in its grass roots organization - each parish is an affiliate of the state organization and each state organization is an affiliate of American Farm Bureau. At no time will L.F.B.F. tell a parish organization what to do, and at the same time A.F.B.F. will not tell a state organization what to do; it can only recommend direction. In each instance there is a memorandum of operations developed through the voting delegates made up of Farm Bureau members. When L.F.B.F. and A.F.B.F. take a position on an issue it is developed from the individual county or parish offices all the way through the state and A.F.B.F. This is why Farm Bureau's voice is so respected in the legislation. (Graugnard, J. D., 1980)

L.F.B.F. has a policy on a wide range of subjects from E.R.A. to grain embargos - all major issues that affect the lives of its members. All of the policies are developed through the system and must be supported by the majority. This is the means of making the organization very effective. Farm Bureau's Policy Highway is sketched in Figure 93.
Figure 93

Farm Bureau's Policy Highway

American Farm Bureau Federation

Parish Farm Bureau

Community

Louisiana Farm Bureau Federation
I think that it is most important as time goes on for the farmer to speak with one voice as much as possible. There are always differences because people are different, but in Farm Bureau the majority rules and the majority speaks with one voice. Times change rapidly and Farm Bureau has to change its position on an issue as the situation dictates. (Graugnard, J. D., 1980)

President James Denise Graugnard is seen at his desk in the L.F.B.F. State Office in Figure 94.

No man has volunteered more of his time and resources to the betterment of the farmers of Louisiana and to the people of Louisiana than James Graugnard. Also contributing enormously to the success of
L.F.B.F. is the L.F.B.F. Executive Committee, which has been composed of virtually the same members over the last 20 years. Each Farm Bureau leader is responsible for the direction and spirit of the organization.

"The thing that always impresses me is that in Farm Bureau each position of leadership is an elected position. Over the years I have noticed that volunteer Farm Bureau members have always elected leaders who have been successful. This has caused Farm Bureau to have a solid organization." (Graugnard, J. D., 1980)

In the past, L.F.B.F. has learned a valuable lesson by lending their name and support to efforts they did not control.

Anytime you have farmers controlling an organization - grass roots control - then you will not get into trouble. For instance, if tomorrow I am no longer president of L.F.B.F., then I would no longer be president of the many affiliates, or the president of the Insurance Company, the Southern Casualty Company, or the other boards that I serve on. Another farmer would take my place. This keeps one on his toes and keeps control with the members. (Graugnard, J. D., 1980)

President Graugnard has made many friends all over the United States during his tenure as L.F.B.F. President. Many of these friends have helped President Graugnard obtain programs to help Louisiana farmers. One such friendship is the one enjoyed with the U.S. Secretary of Agriculture, John Block.

I've known Secretary John Block for about 20 years. We are very good friends and I have a great deal of respect for him. He will make mistakes like everyone else but he is a farmer and believes in the free enterprise system. He is definitely for the good of the farmer and agriculture. He has a tough job ahead of him. (Graugnard, J. D., 1980)
The expanded program — in fact, literally the success of L.F.B.F. during the Graugnard Era — has in part been due to the ability of President Graugnard to choose the right staff people for the different jobs of L.F.B.F.

We have had many people from our state staff hired by A.F.B.F. This upsets us to loose good people but to me it's always an honor. I would hate to know that we had a staff of people that nobody wanted. This also speaks highly of L.S.U. and the Department of Agricultural-Economics and Agribusiness at L.S.U., for many of our staff have come from there.

(Graugnard, J. D., 1980)

The growth and success over the years have been truly remarkable — from an organization in 1942 that had just gone through years of farm depression and closing of marketing affiliates to an organization in 1982 that is handling millions of dollars of business for the farmers of Louisiana.

The L.F.B.F., right now (1980), operates on a budget just over a million dollars per year. The affiliates, such as the Soybean Marketing Association operates just under 100 million dollars this year. The Rice Marketing Association operates on around 40 million and the Service Company on around 3 million. The Insurance Companies have assets of billions of dollars. So it is very important that they are set up to be controlled by the voting delegates of L.F.B.F. (Graugnard, J. D., 1980)

There is no teacher like experience, which is why L.F.B.F. presently keeps the many large financial companies it controls under the guidance of L.F.B.F. membership. The dedication and honesty of the volunteer leaders of L.F.B.F. is indeed remarkable.
If a group of leaders could have shared in this and then separated, they could have helped themselves financially. This is why Farm Bureau was set up the way it is, that control always stays in the hands of those presently elected. Each one of us has the same interest, which is one share. Even though you are president of the affiliate you have only one share. The individual member in the back forty has one share also. If you get out of leadership, you continue to have only one share. Control stops with the membership. (Graugnard, J. D., 1980)

Policies such as these have helped cause the remarkable growth of L.F.B.F. during a period when the numbers of individuals involved in farming have steadily declined. The L.F.B.F. dues have gone from $2 per year in 1921 to $25 or $30 per year in 1982, depending on the parish. This is not a very high increase in over 61 years compared relatively with the cost of other items. But the increase in services provided members is astounding. When asked his opinion of what should be stressed in the history of L.F.B.F., Second Vice-President Dave Means said, "I want you to show the continued growth in membership. Also each time we had a dues increase an increase in service was provided at the same time." (Means, D. B., 1980) The numerous programs have previously been discussed in this manuscript - The Service Company, the Marketing Association, the Insurance Company, and the other affiliates are a few of the very successful programs of L.F.B.F.

Our present soybean and rice marketing programs have been very successful. These are controlled by the Farm Bureau Marketing Board. We have an advisory committee made up of members who use the association. We ask their input, advice, and recommendations on matters concerning the marketing association. Final decisions come back to the marketing board which has members of the Executive Committee on it. This gives Farm Bureau complete control. The soybean and rice programs have been very successful and a great service to our members. One of the things I always ask L.F.B.F. members who are using the
services is, "Are you satisfied with the program? Do you want to keep it?" I have always received a resounding, "Yes. We are very pleased with the program." (Graugnard, J. D., 1980)

It goes without saying further that the expanded programs have been extremely successful. However, the greatest accomplishment of L.F.B.F. during the Graugnard era has been the success in the areas of legislation. The 1982 L.F.B.F. Board of Directors, many of whom are responsible for the legislative successes enjoyed by L.F.B.F. in recent years, is pictured in Figure 95.

1982 L.F.B.F. Board of Directors

Figure 95
Standing, left to right, are H. L. Poole of Enterprise; Wilson Viator of Youngsville; Morris Crochet of Pierre Part; James Pruitt of Minden; John Treme of Elton; Jude Plauche of Hamburg; David McCarty of Bastrop; and Ronnie Anderson of Ethel. From the left seated, are J. B. Eley, Jr. of Winnsboro; Alvin Klien of Oberlin; Mrs. Melba McIntosh (Women's Committee Chairman) of Pioneer; Terry Louque of Paulina; and Y. F. & R. Chairman Wayne Guillot of Crowley.

The L.F.B.F. Executive Committee for 1982-83 is pictured in Figure 96.
From the left standing, Third Vice-President Glenn LaHaye of Ville Platte and Secretary-Treasurer Shelby Robert of Gonzales. Seated left to right are First Vice-President Paul Ransom of Monroe, President James Graugnard of St. James and Second Vice-President Dave Means of Gloster.

The Directory of the L.F.B.F. State Offices of 1982 is presented in Figure 97.
As the work continues, the effort put forth seems to increase with each passing year. Jefferson Davis Parish received the 1982 President's Trophy for the Top Parish Farm Bureau in the state at the 60th Annual Convention of L.F.B.F. held in New Orleans. Membership is now at 64,255 member families, compared with 16,000 member families in 1963 when Graugnard became president. Jimmy Graugnard's record of accomplishments speaks for itself. No one is more proud of L.F.B.F. than President Graugnard.

We are very proud that all of our programs, marketing programs, our safemark program and our insurance program stand on their own feet. We do not use Farm Bureau membership dues to run these programs. We use staff personnel to get them started and sometimes small amounts approved by the Board of Directors have been used but ultimately all programs must stand on their own feet financially. All are fully controlled by the Board of Directors, which means that actually they are controlled by the Farm Bureau members in Louisiana. (Graugnard, J. D., 1980)

I heard one time that nobody can predict the future but a fool. There is a lot of merit to that comment. But I do know that the real future of Farm Bureau lies in the structure that will deal effectively with any problems that might arise for agriculture. L.F.B.F. is set up with decisions coming from the grass roots farmer and with a majority consent of the members working through the system to solve problems. I have faith that this will continue. (Means, D. B., 1980)

The Graugnard Era, beginning in 1963, has already lasted almost 20 years. The accomplishments of L.F.B.F. during this period in all areas are enormous. Louisiana agriculture owes L.F.B.F. a tremendous "Thank you" for improving the lives of farmers throughout the state. However, the battle has not ceased; farmers will be facing extremely difficult situations in the immediate years ahead as soybeans, wheat,
corn and other commodities face new record low prices. Credit costs and other production costs are putting farmers in as tight a cash squeeze as they have experienced in many, many years. The challenge facing L.F.B.F. today is to educate the farmers and the general public about ways to help themselves out of the growing financial situation. There is no doubt that James Graugnard and L.F.B.F. are ready to meet this challenge.

Some people may worry about what will happen to L.F.B.F. after the present senior leadership steps down. I think that some young people could come in here and change things, run it differently maybe, but I don't think they could ruin it.

It's a challenge; being the president of Louisiana Farm Bureau Federation has been the most challenging thing in my life. I have not lost my enthusiasm. I am really as enthusiastic right now as I have ever been. (Graugnard, J. D., 1980)
CHAPTER VI

LEGISLATION

Louisiana Farm Bureau Federation is first and foremost a legislative organization. It is the "Voice of Louisiana Agriculture" on all legislative issues. For this reason, this chapter will focus on some of the legislative accomplishments of L.F.B.F. After the closing of the Marketing Associations in the early 1940's, H. G. Chalkley, then president of L.F.B.F., and other farm leaders of the era decided that L.F.B.F. would be strictly a legislative and educational tool of the farmers. It has remained basically as such. Throughout the Graugnard era legislation has continued to be the primary function of L.F.B.F. Over the past 60 years, no other organization anywhere has had as much effect on the laws of the state as has L.F.B.F. Farm legislation has not been the only item of interest to L.F.B.F. The L.F.B.F. policy book carries policies concerning all aspects of the farmer's life, from public education to communism. Therefore, all major legislation is monitored by L.F.B.F. (the organization serves as legislation director for opinions of the membership).

Because most of Louisiana's population was rural during the first 40 years of Farm Bureau, the legislative voice was extremely effective since farmers had a great many votes. As farm numbers declined, farmers made up less and less of the population. While not as great a force as it once was, the L.F.B.F. continues to be extremely effective in the legislative area. Most legislators realize the importance of agriculture to the well being of the state and nation.

Early legislative activities encompassed all areas of a farmer's
life. During the 1920's, 30's, 40's and 50's, L.F.B.F. made great accomplishments in the areas of commodities, taxes, Government regulations, education, and Farm credit. Because government programs were such an important part of farmers' lives during this early period, many of the legislative efforts were aimed at influencing these regulations. It has been said that much of the farm legislation on the national level during the 1940's and 50's was practically written by L.F.B.F. Otto Passman and Allen Ellender were influential in presenting the L.F.B.F. position.

In the 1940's, L.F.B.F. really started to become a dynamic force in legislative matters. The primary driving force in L.F.B.F.'s early efforts was Malcolm Dougherty, past president of L.F.B.F. Having served in the Louisiana Senate, Mr. Dougherty knew his way around the Legislature. He was able to pass a great deal of legislation benefiting Louisiana farmers with the help of Dave Pearce, eventually Commissioner of Agriculture, and other L.F.B.F. leaders.

During the 1920's and 1930's legislation was focused primarily on laws enabling farmers to set up marketing associations and to market their products collectively. Farm credit was also very important to early legislators. Malcolm Dougherty and L.F.B.F. went even further and passed flood control measures, research funds for L.S.U., laws to eradicate the fever tick in Louisiana, which virtually saved the livestock industry, and many other laws important to the farmer.

Because it is essentially impossible to mention all legislation sponsored or influenced by L.F.B.F., certain aspects of legislation will be highlighted. L.F.B.F. has had input into a majority of the legislation passed in the last 60 years.
Legislation concerning trade laws and restrictions and agriculture credit were significant in the first 20 years of L.F.B.F.'s involvement in legislative matters. Other topics soon receiving L.F.B.F.'s attention were appropriations for agriculture research, flooding, R.E.A., tax exemptions on fuel, equipment and other sources of production. The eradication of the fever tick, crop payments, and land allotments are just a few of the many important areas focused on during the 1940's and 1950's.

Very little legislation was passed in those days without L.F.B.F.'s support and/or testimony.

I got to know Malcolm Dougherty real well. He had been a member of the state Senate and that gave him access to the Senate and the House. He called me one day to testify before the House Appropriations Committee. Malcolm, T. K. McKnight, and myself were there. We told them we needed $100,000 for the poor people of the state and we needed it today, not next week - They said, "ok." (Kemmerly, C. E., Jr., 1979)

Through the years, both state and national legislators valued the testimony of Farm Bureau because they knew that those who spoke up represented the true feelings of the majority of the farmers. All farmers, whether they were L.F.B.F. members or not, benefited from the legislative efforts. Unlike participating in the service company, insurance program, and marketing program, where you have to be a member of L.F.B.F. to participate, when L.F.B.F. passes legislation everyone in agriculture and agribusiness benefits whether they are paying Farm Bureau members are not." (Means, D. R., 1980)

In 1960, Amendment 32 was passed to remove tax on farm equipment. The equipment on the tax rolls at that time had an assessed value of
over $3,000,000. The passage of this bill saved Louisiana farmers a great deal of money.

Sugar legislation received top priority in 1962 under L.F.B.F. president L. L. Lovell. The current Sugar Act at that time was expiring and L.F.B.F. desired an extension of that current act. In that same year President Shuman of A.F.B.F. voiced protest to President John F. Kennedy because public employees of the Agricultural Stabilization and Conservation Service were being called to Washington to lobby for passage of the Farm Bill. A.F.B.F. saw this as a definite conflict of interest. Because this was such a controversial farm bill, it was opposed by Farm Bureau. An article in the May issue of the L.F.B.F. News read:

Through the efforts of Farm Bureau, the Louisiana legislature passed a resolution reading in part "Now therefore be it resolved that the Senate of Louisiana, the House of Representatives concurring, respectfully ask each and every member of the Louisiana Congressional delegation to vigorously oppose and vote against the enactment of the Administrations' 1962 Farm Bill." (L.F.B.F. News, May 1962, p. 1)

This is just one situation which demonstrated that L.F.B.F. never waivered from taking on Washington if the situation called for a fight.

L.F.B.F. enjoyed excellent rapport with the state and national Congressional delegation through most of the years. One brief period of tension occurred during Mr. Lovell's tenure as L.F.B.F. president.

When Mr. Lovell was president, he and Senator Ellender did not get along. Senator Ellender thought that Lovell was going to run against him. We now, however, have a very good relationship with all the Congressional delegation. We have a much greater relationship with some than with others. We also work very closely with each Congressional staff. It really helps to have this kind of relationship. (Graugnard, J. D., 1980)
Legislators in Washington know that L.F.B.F. will provide them with accurate information on a subject despite their opinion on an issue. "Many times we have U.S. Senators and Congressmen calling to ask what the views of Louisiana farmers are on a particular issue, so we have to be accurate with the information we give them." (Graugnard, J. D., 1980)

Beginning with the Graugnard era in 1963, L.F.B.F. started holding District Legislative Meetings in order to keep members informed on key legislative issues affecting them and to receive input from the members. These meetings of members from the various areas of the state proved to be a very effective means of informing farmers of key issues.

Another practice of L.F.B.F. that proved very valuable through the years, was to muster farmers from all over the state to the state capitol in order to lobby their representatives when key legislation was being voted on. The importance of this was reflected as one farmer was overheard saying, "There's just something about someone from back home watching as the votes are being cast on an important issue."

Two important bills were passed by L.F.B.F. in 1964. One of those bills was to have powdered milk and other processed milk products labeled according to grade. Another extremely important bill pushed by Senator Lantz Womack, a long time supporter of L.F.B.F., allowed sales tax exemptions for Louisiana farmers on purchase of insecticides, herbicides, and pesticides used for agriculture production.

In 1966, L.F.B.F. opposed unnecessary federal intervention in local affairs. An article reflecting such an issue appeared in the April 1966 issue of the L.F.B.F. News. "L.F.B.F. President James Graugnard testified for the A.F.B.F. before the Senate Agriculture Committee in
March opposing the Community Development Act of 1966 as a measure that would further confirm the whole question of the relationships of Federal agencies to area planning." (L.F.B.F. News, April 1966, p. 1) This is one example of how strongly L.F.B.F. rejects government regulation and control over individual freedom. Farm Bureau always strives for more individual freedoms and less governmental bureaucracy.

An important measure proposed by L.F.B.F. in 1967 was the exemption of state sales tax for liquified petroleum gas and diesel fuel used on farms. It was passed by the State Legislature and then vetoed by Governor John McKeithen, but it was later passed.

The old saying "There's no place to hide" is especially true of the way a legislator stands on an issue concerning L.F.B.F. During the Graugnard era, the practice of publishing the voting records of U.S. Senators and Congressmen on key issues was started. This practice is continued today, giving L.F.B.F. members the opportunity to see in black and white how their representatives are voting.

A classic example of an issue in which Farm Bureau disagreed with the administration and encouraged farmers to voice their opinions is shown in an article in the L.F.B.F. News in June 1967. Farm Bureau was opposed to some of the policies of then U.S. Secretary of Agriculture Orville Freeman at an Alexandria, Louisiana, "Shirt Sleeve Conference" sponsored by L.F.B.F.

We had disagreed with the observers who had predicted, before the meeting that Secretary Freeman was somehow showing a great amount of bravery in presenting himself in an open face-to-face meeting with farmers.
This type of thinking would seem to imply that farmers felt violent about Mr. Freeman personally. Of course, this is not the case. No group disagrees more with some of his policies than L.F.B.F., but we could see no benefit to be gained by engaging in a shouting contest or by hurling insults at the Secretary. We do not play that way! (L.F.B.F. News, June 1967, p. 1)

Another area in which L.F.B.F. excelled in 1967 was in pushing of Taft-Hartley Section 14-B which would continue to permit states to have "right-to-work" laws. L.F.B.F. was influential in later years in passing a "right-to-work" law in Louisiana, a highly labor-unionized state.

An oversimplified explanation of "right-to-work" is that a worker can hold a job without being forced to join a labor union.

Another "dear-to-the-heart" legislative issue supported by Farm Bureau surfaced again in 1967. L.F.B.F.'s opposition to gun control and its belief in an individual's right to keep and bear arms is legendary. An article in the 1967 issue of L.F.B.F. News expresses this belief.

The A.F.B.F. and L.F.B.F. has asked Congress to consider the needs of farmers and ranchers in developing legislation dealing with control of firearms. "Most American farmers and ranchers keep one or more hand-guns, rifles, and shotguns on their farms and ranches for sporting purposes, for use against predatory animals, and for protection of their lives and property should the need arise. (L.F.B.F. News, November 1967, p. 1)

In 1969 an important issue that L.F.B.F. had been addressing was settled. The Louisiana Supreme Court ruled that expropriated land for a right-of-way is to be paid for considering land value and the value of the crop growing on the land if it is farmland.
Southern Farm Bureaus, especially L.F.B.F., were in a great position in 1971 to do an effective legislative job in Congress because the chairmen of the powerful Senate and House Agriculture Committees were from the South. L.F.B.F. had long been able to pass favorable legislation because Allen Ellender was the chairman of the Senate Agriculture Committee. Now, because of another Southerner in the House Committee, they were to receive a little help from their friends.

Senator Ellender is pictured in Figure 98 at a testimonial service in Monroe with L.F.B.F. leaders. No other man in national farm legislation had a more important impact on agriculture throughout the years than did Allen J. Ellender.

Also in 1971, L.F.B.F. supported Anti-strike laws in order to prevent a recurrence of the dock strike that crippled the rice industry in 1969. In addition, Congressman John R. Rarick sponsored legislation designed by L.F.B.F. which would keep foreign strawberries from the domestic market. Most of the imported berries were government subsidized.

Another reason L.F.B.F. was able to enjoy legislative success throughout the years was the cooperation of Representative Otto E. Passman. An article in the June 1972 issue of the L.F.B.F. News read:
U.S. Representative Otto E. Passman (D-Louisiana) has been commended by L.F.B.F. officials for his contributions to agriculture over the years. "We have always felt free to request action from you because your record of cooperation with Farm Bureau and all of Louisiana agriculture is outstanding," L.F.B.F. President James Graugnard stated in a letter to the Congressman. ([L.F.B.F. News, June 1972, p. 2]

Governor-elect Edwin Edwards, for the most part, always supported L.F.B.F. legislation. For instance, Figure 99 shows the Governor with L.F.B.F. leaders as he addressed the Avoyelles Parish Farm Bureau. He told the group that he supported the L.F.B.F. legislative package for 1972.

![Figure 99](avoyelles-annual-fig99.jpg)

He was also made an honorary member of the group at the meeting. Governor Edwards had a great record of supporting Louisiana farmers.

Also in the 1972 Legislature, L.F.B.F. sponsored bills making it more difficult for municipalities to annex farm land. A trailer brake bill and grain bonding laws were also passed by the Legislature.

In Figure 100, Louis Curet, L.F.B.F. attorney, presents L.F.B.F. testimony on trailer brakes. The passage of these bills made it easier for Louisiana farmers to transport their products.
A sad occurrence in 1972 and a real blow for Louisiana agriculture was the death of Senator Allen J. Ellender on July 22. Ten days previous to this sudden death, he was presented the L.F.B.F. Distinguished Service Award (Figure 101).

While presenting the award, L.F.B.F. President James Graugnard praised the Senator for his 36 years of service to Louisiana, especially for his support of agriculture. Upon hearing of Senator Ellender's death, President Richard Nixon said that Ellender "left a deep imprint on the legislative history of the country, and proved himself a representative not only of Louisiana but of the nation, and was determined to do what he considered was right for America."

(L.F.B.F. News, August 1972, p. 8)

Reflecting the importance of Senator Ellender to Louisiana agriculture, L.F.B.F. First Vice-President Paul Ransom said:
I would have to say that the man we worked the closest with was a Farm Bureau man, the late Senator Allen J. Ellender. I think that he was completely reasonable. Senator Ellender was President Pro Tem of the Senate and chairman of the Senate Agriculture Committee and Public Works Committee. Jimmy Graugnard and myself had built a great rapport with him. He absolutely trusted L.F.B.F.'s opinion as to being unbiased, unselfish, and reporting the facts as we saw them. Farmers were able to make tremendous strides when he was chairman of the Senate Agriculture Committee. In my opinion he was Farm Bureau's strongest ally of any elected official. Not that he did everything that we asked him, but we had a deal. We trusted him and he trusted us. As a matter of fact, I go to meetings today and people remind me that they thought Senator Ellender was perhaps one of the greatest friends to the American Farmer. (Ransom, Paul, 1980)

In 1973 the Constitutional Convention was held to write the new state constitution. The L.F.B.F. News commented on the results, "Farmers will continue to be exempt from ad valorem taxes in the new constitution. L.F.B.F. was responsible for passing this law which exempts farmers from ad valorem taxes on anything they produce or tools used in producing their products." (L.F.B.F. News, April 1974, p. 6) Fertilizer laws, farm milk pricing formulas, use value, auction barn commissions and securing seats on the stream and air control commission also highlighted legislative action in 1974.

One of the strongest fights ever fought by L.F.B.F was in opposition to the proposed legislation of the E.R.A. (Equal Rights Amendment).

In Figure 102, the Women's Committee Chairman, Melba McIntosh, is testifying in opposition to the E.R.A. amendment. An article appearing in the May 1974 issue of the L.F.B.F. News states the L.F.B.F. position on the E.R.A. Amendment.
"Farm Bureau is strongly opposed to the ratification of the so-called Equal Rights Amendment (E.R.A.) to the U.S. Constitution by the Louisiana Legislature," states Mrs. John McIntosh, Chairman of the L.F.B.F. Women's Committee and a member of the L.F.B.F. Board of Directors. Farm Bureau has always supported women's rights and decontrol of federal jurisdiction and power. Passage of E.R.A. would allow Congress and the Supreme Court to ultimately decide every issue concerning women's rights and many Louisiana women would find themselves losing ground in many areas. The Farm Bureau Women's Committee is given credit for leading the fight in defeating E.R.A. in Louisiana. "You cannot legislate equality." (L.F.B.F. News, May 1974, p. 3)

L.F.B.F. Women's Committee is given credit for defeating E.R.A. in Louisiana. This was due to great effort exerted by the L.F.B.F. women. The support L.F.B.F. gives women in order to have equal positions in L.F.B.F. is a matter of record.

Figure 103 reveals a familiar sight around the Louisiana legislature when it's in session. L.F.B.F. President James Graugnard and Second Vice-President Dave Means discuss milk legislation before testifying at a House Agriculture Committee hearing. Dave Means has spear-headed much of L.F.B.F.'s lobbying efforts during the last 20 years.
Figure 103

L.F.B.F. also sponsored a bill in 1974 designed to make unauthorized timber cutting a criminal offense.

Use value is the most important single piece of legislation ever passed by the L.F.B.F. The bill authorized under the new constitution allowed L.F.B.F. to develop a formula by which agriculture land could be taxed on its use rather than market value. If it were not for this legislation, thousands of acres of farm land would be taxed out of production. Through the administration of several years of hard work by L.F.B.F., the reality of the use value concept will save Louisiana farmers thousands of dollars over the years. Dr. Clyde St. Clergy of the L.S.U. Cooperative Extension Service and Louis Curet, L.F.B.F. attorney, prepared the legislation and tax formulas adopted by the state Legislature.

The Louisiana Tax Commission recently adopted the tables to be used by assessors in determining assessed valuation of farm and timber land for ad valorem tax purposes. These tables indicate the use value of the land (value of the land based on its production capacity for farming or growing trees).

The tables were prepared by Dr. Clyde J. St. Clergy, Division Leader, Economics and Resource Development (L.S.U. Cooperative Extension Service), in accordance with a law enacted last year by the state Legislature.

The Tax Commission action in adopting the tables represents the culmination of several years of work by the L.F.B.F. (L.F.B.F. News, June 1977, p. 1)
L.F.B.F. Measure-the-Candidate Meetings are held all over the state to provide opportunities for L.F.B.F. members to see candidates for public office face each other on key issues. This has been a highly successful program.

Figure 104 pictures 6th District John R. Rarick and challenger Jeff LaCaze with Moderator Talmadge Bickham, Jr., at an L.F.B.F. Measure-the-Candidate Meeting.

In Figure 105 Governor Edwin Edwards is signing one of the many bills that have been successfully passed by L.F.B.F. during the legislative session. Edwards has always given good support to the interests of Louisiana farmers.
L.F.B.F. has enjoyed excellent relations with most of the state's Governors and U.S. Presidents during its 60 years. Figure 106 is a picture of L.F.B.F. President James Graugnard with President Gerald Ford at the 1976 A.F.B.F. Convention in St. Louis.

![Figure 106](image)

Legislative accomplishments like those previously mentioned plus excellent performance in eight other areas of Farm Bureau interest, enabled L.F.B.F. to win the Top Farm Bureau award for 1976. The 9-star award was the highest ever presented a state in the history of A.F.B.F. In Figure 107, President James Graugnard accepts the award from A.F.B.F. Secretary Roger Fleming.

![Figure 107](image)
As successful as L.F.B.F. was in all areas, the job was still at hand for helping Louisiana sugar farmers, who were continuing to experience rough times. An article in the June 1978 issue of the L.F.B.F. News stated, "James Graugnard, president of the L.F.B.F. and member of A.F.B.F. Board, recently told a Senate Finance Sub-committee that the Sugar Stabilization Act of 1978 meets most of our policy objectives for a sound domestic program. He added that such a program is badly needed to bring a measure of stability to the industry." (L.F.B.F. News, June 1978, p. 1) In addition to testifying in Washington, L.F.B.F. sponsored meetings where U.S. legislators like Senator Russell Long (Figure 108) would meet with Louisiana sugar farmers.

Meetings like this one have been very effective through the years in getting the message to legislators. The Louisiana sugar industry had to have help if it was to survive. L.F.B.F. leaders were able to present the seriousness of the situation. New sugar legislation was passed by a congress that had previously been turning a deaf ear to the problems of the sugar industry.
The L.F.B.F. bill that totally exempts motorized farm equipment and attachments from the state sales tax, passed in 1979. Passage of this bill was a significant victory for farmers. Two items that received priority attention in 1980 were the closing of grain elevators and the extremely high inheritance taxes that caused the sale of family farms. L.F.B.F. successfully promoted laws dealing with both problems in the early 1980's.

Even though excellent relations were enjoyed with all the Louisiana Congressional delegation, the man most responsible for listening to the L.F.B.F. message in Washington was Congressman Henson Moore. He was a member of the House Agriculture Committee and was a very effective voice for Louisiana farmers during the 1970's and 80's.

Figure 109

Congressman Moore is meeting with the L.F.B.F. Executive Committee discussing proposed legislation in Figure 109. Although Congressman Moore did not have an agriculture background when he ran for U.S. Congress, he recognized the importance of agriculture. He also recognized L.F.B.F. as being the voice of the farmer, and after his election he kept his promise to serve on the Agriculture Committee. He recognized that
L.F.B.F. would provide accurate, honest information and he has worked very closely with L.F.B.F. through the years. Congressman Moore is pictured in Figure 110.

One of the areas that L.F.B.F. has excelled in is the information we furnished to members of the Legislature, government branches, etc. The information is accurate and well-documented, and the Legislature has confidence in its being correct. If anyone uses the information they can stand on it. Much of our information is furnished to us by L.S.U. and our staff people document all information. L.F.B.F. has developed the reputation for accuracy over the years. (Graugnard, J. D., 1980)
There were so many legislative victories for L.F.B.F. through the years it would be impossible to mention all of them. Paul Ransom who has been in on many of the battles since beginning in the 1950's indicated what he considered to be the top legislative accomplishments of L.F.B.F.

In my opinion the top three pieces of legislation that Farm Bureau had passed to benefit Louisiana farmers were: (1) The passing of the new State Constitution, not only the passage but writing in language that gave Louisiana what no other state in the South had. (2) The passage of the taxation of land on its use rather than on market value. This in terms of dollars and cents savings is super fantastic, and (3) the passage of the gas refund tax on farm equipment use back in 1952 was very monumental. In modern times Henson Moore has been a tremendously valuable ally in Congress. We also have excellent relationships with the other representatives and their staffs. (Ransom, Paul, 1980)

L.F.B.F. Second Vice-President Dave Means of Gloster who led many of the legislation fights along with President Graugnard and the other State Board members had this to say about legislation:

Some of the greatest bills sponsored by L.F.B.F. in the Legislature to benefit farmers have been the sales tax exemptions for farmers and ranchers. We had to get support from a lot of people outside of agriculture because only 4 to 5 percent of the people in Louisiana are involved in farming. By getting the support of people outside of agriculture we were able to pass these bills. (Means, D. B., 1980)

When asked what he thought was the most important of all the legislative accomplishments of L.F.B.F., Mr. Means, like many others, mentioned use value taxation.
The land use tax was quite an accomplishment, it is something that will have long-lasting effects in helping agriculture. If agriculture land was placed on the tax roles today at its market value rather than its use value, I don't think agriculture could survive. I think that one of the reasons, again, that we were able to pass the use value tax on land is that L.F.B.F. was able to convey to other segments of the economy that agriculture could not survive and provide food and fiber to the population without this concession. (Means, D. B., 1980)

Figures 111 and 112 show Dr. Clyde St. Clergy of the L.S.U. Cooperative Extension Service presenting testimony concerning L.F.B.F.'s use value tax proposal.
Dr. St. Clergy and L.F.B.F. Attorney Louis Curet were the authors of the use value bill. President James Graugnard states.

I think that L.F.B.F. putting taxes on land based on its use rather than on its market value, this to me is the greatest contribution L.F.B.F. ever made. Over the long run it is going to be the most beneficial legislation ever sponsored by L.F.B.F. It will save millions of dollars for the farmers of this state. (Graugnard, J. D., 1980)

When asked about other important legislation, President Graugnard stated, "I think the second most important legislation sponsored by L.F.B.F. is the sales tax exemption. Farmers were paying taxes on the raw product and then paying taxes on the finished product, which amounted to double taxation. The legislation exempted farmers from these taxes." (Graugnard, J. D., 1980)

One of the reasons that L.F.B.F. has been so effective in legislation on the state and national scene during the Graugnard era is its ability to communicate with Government officials and legislators. President Graugnard and his Executive Committee have had tremendous success in this area. In Figure 113, President Graugnard is with his long time friend, U.S. Secretary of Agriculture John Block.

The relationship between the two men enabled L.F.B.F. to enjoy a good relationship with the Reagan Administration during a very difficult period for Louisiana farmers. One of the reasons for this difficult time is government manipulation of markets.

On a national basis, L.F.B.F. is committed to protect the free market system from government and from those who would like to manipulate farm prices for the benefit of persons.
other than farmers. We see more and more effort for government to use farm products as economic and political weapons with the farmer always coming up with the short end of the stick. (Ransom, Paul, 1980)

Because of all the tremendous legislative successes, L.F.B.F. legislative efforts have done more to better the Louisiana farmers than any one other influence. The fact remains that L.F.B.F. is and will continue to be the spokesman for Louisiana farmers. President Graugnard sums it up:
Another important thing L.F.B.F. does is to get the name of Farm Bureau accepted by people outside of agriculture. When someone has a question about Louisiana agriculture and asks, "Where should I go?" the answer will be to go to L.F.B.F. The same as if I had a question about labor I would go to the AFL-CIO. This is the role of L.F.B.F. to be "THE VOICE OF LOUISIANA AGRICULTURE." (Graugnard, J. D., 1980)
CHAPTER VII
SUMMARY

From the first humble meeting of farmers and county agents on Dean Dodson's farm in Baton Rouge in 1921, the Louisiana Farm Bureau Federation has grown into the largest, most effective farm organization in the state. From a small handful of dedicated farmers grew an organization of more than 64,225 member families. It has become the "Voice of Louisiana Agriculture" and the educational liaison between agriculture and the general public.

L.F.B.F. has had nine presidents. It has also had nine different homes, with its present home being the beautiful, modern building at 9516 Airline Highway in Baton Rouge. L.F.B.F. and Cooperative Extension Service worked practically as one during the first 40 years of its' life and they continue to compliment each other by working together. However, from the struggling organization developed to help the disastrous economic conditions of the 1920's, the organization has grown into the dynamic multi-million dollar organization it is in the early 1980's. Unfortunately, today L.F.B.F. is once again facing terrible economic conditions as the situations seem to have come full circle.

The accomplishments of L.F.B.F. through the years have been too numerous to list in any publication. It is necessary, however, to name just a few of the more important ones. During the first 20 years the marketing associations and the passing of legislation implementing marketing by farmers was the most significant accomplishments of L.F.B.F.

During the 40's and 50's legislation and education dealing with tax exemptions for farmers, and national farm policies, were the
dominant accomplishments. Also during this period the L.F.B.F. insurance program was implemented.

During the last 20 years of L.F.B.F., perhaps the most important single piece of legislation ever introduced by L.F.B.F. to benefit Louisiana agriculture was passed. This was the "use value" concept for land taxation. Many important legislative bills were passed dealing with policy, commodities, check-offs, international trade, taxes, and other important issues in agriculture. Women and youth activities became increasingly important. While the insurance program continued to expand the service company, marketing and marketing associations were begun and became very successful. These programs were requested by the L.F.B.F. members and have certainly proven to be of great benefit. The physical facilities and staff have continued to expand as the organization has grown. L.F.B.F. will continue to grow and prosper in the future.

The greatest strength of Farm Bureau is its members - those volunteering, courageous, "dirt farming" Americans, who had the courage and desire to help themselves. Louisiana Farm Bureau Federation will continue to do the job for Louisiana agriculture for years to come - the solid rock foundation has been laid for 60 years with hard work, perspiration and dedication.

Farm Bureau is sound, democratic and good for the nation. It must grow, develop and continue to serve.

This democratic nation cannot survive without a permanent, productive, progressive, prosperous and free agriculture.
That which constitutes SUPREME WORTH IN LIFE is not WEALTH, nor POSITION, nor POWER, nor FAME, nor EASE, not even HAPPINESS, but HELPFULNESS, SERVING OTHERS WELL. (Kemmerly, C. E., Jr., 1969)
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VITA


From 1966 to 1967, he attended McNeese State University, Lake Charles, Louisiana. From 1967 to 1968, he was employed in Baton Rouge. In 1969, he re-entered McNeese and received his Bachelor of Science Degree in Agribusiness from this University in 1971.
In September, 1971, he enrolled and accepted a graduate assistantship in the Department of Agricultural Economics and Agribusiness at Louisiana State University. He received his Master of Science Degree in 1973 from this department.

From 1973 to 1974 he was employed as a Research Associate in the same department. From 1974 to 1977 he worked as assistant commodity director and director of marketing for the Louisiana Farm Bureau Federation in Baton Rouge.

From 1977 until present he was employed as an Extension Assistant in Marketing for the Louisiana State University Cooperative Extension Service. He was also enrolled as a Doctoral Candidate in the Extension Education Department from which he is now a candidate for the Education Doctor Degree in Extension Education.
EXAMINATION AND THESIS REPORT

Candidate: Daniel R. Robertson

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Title of Thesis: History of the Louisiana Farm Bureau Federation

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Major Professor and Chairman

Dean of the Graduate School

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Date of Examination:

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