

important centers, particularly in Lins, Rio Preto, Bauru, Araraquara, Ribeirao Preto, etc. At present the banks will advance \$50000 a bag to any owner or operator, and it seems to be an easy matter to find another 10\$000 or 20\$000 a bag—therefore it is quite possible for operators to contract coffee purchases on a shoestring, paying out of their own pocket only about 10\$000 a bag (or 85 U. S. cents). Owners often refuse to sell when they have the opportunity to do so, which means that they will probably want to sell when nobody wants to buy. I understand that in many cases, buyers for Santos firms are refused samples to be forwarded to Santos, so that buyers there can confer with their principals. On the other hand, I was advised in Franca, on the upper Mogyana Railroad, that while formerly it took such samples from three to five days to reach Santos for examination, they now leave Franca by airplane at 7 A.M. and are delivered to the Santos addressee 6 hours later.

"Some planters and traders in the Interior are constantly hanging around the radio. Thrice daily the latest quotations on produce, exchange and stock markets are broadcast, and every advance of one point in New York is interpreted as the beginning of a boom in coffee. The difficulty of business under such conditions, can be readily understood. Due to these conditions, and to the dominating position of the Government regarding coffee, the whole formerly flourishing coffee export business in Santos is now in a state of transformation. It is interesting to note how the former centers of coffee trading, such as New York and important European ports were displaced during the past 20 years by Brazilian export markets, such as Santos, and how these markets, in their turn, are now losing business to the Interior, all in the frantic desire to eliminate the middleman, which is becoming more and more apparent the world over, in all lines. One large commodity after another is gradually losing its backbone—the distributing trade of the past.

#### SOFT BRAZILIAN COFFEES

"Another problem likely to be faced by Brazil in the future, is the lack of strictly soft coffees which will be felt more and more as production decreases in the older districts. Brazil needs about 6,000,000 bags of really soft coffee a year. These were not difficult to find during the past year in the large stocks resulting from excess crops, the balance of which was destroyed. What will happen from now on, it is difficult to say, because, even though Brazil has greatly improved on her methods of preparation, the production of a sufficient quantity of soft coffee, should crop totals decrease, remains an open question. We have been repeatedly assured from the most competent sources that the "hard" taste of coffee can be absolutely avoided by technical treatment. In this regard, planters are likely to broadcast extensive propaganda during the coming months.

#### NEW ZEALAND COFFEE DUTY

Special Correspondence

LONDON, August 20, 1934.—New Zealand has made a new tariff rate on imports of coffee, effective July 10, as follows (British preference in brackets): Coffee, roasted, per lb., 6d. (2d.); chicory, per lb., 5d. (2d.). This a lowering of 1d. from the preceding preferential rate—the general duty remaining the same.—MINCING LANE.

## CUBAN COFFEE INDUSTRY

### Gradual Growth of Late Years—Yield Is Sufficient for Home Consumption, with Some Surplus for Export

Special Correspondence

HABANA, August 20, 1934.

ACCORDING to the statement of Mr. C. R. Cameron, American Consul General at Habana, the consumption of coffee in Cuba is between 65,000,000 and 70,000,000 pounds annually—home production supplying this at present, with an appreciable quantity left over for export. With a population of approximately 4,000,000, the per capita consumption is around 17 pounds—comparatively high among the consumer countries. At one time coffee was one of the leading crops of the Island—production in 1846 reaching 50,000,000 pounds. This declined enormously during the war for Cuban Independence and later due to the ascendancy of sugar and tobacco as the primary crops of the country. Imports were necessary to supplement the native crop, a substantial part coming from the United States, chiefly Puerto Rico. This trade in 1920 amounted to 27,000,000 pounds.

#### COFFEE INDUSTRY IS REVIEWED

With the decline of sugar prices in 1921, however, and the continuation of low prices since that year, coffee growing increased—the industry gradually expanding until Cuba now produces practically all home requirements. In fact, in 1932, 6,088,932 kilos of coffee were exported; in 1933, 3,353,507 kilos. Imports of unground coffee in the same years were, respectively, 144,978 and 57,192 kilos. Ground coffee imports were negligible.

Coffee is grown to some extent throughout Cuba, but the industry has attained first importance in Oriente Province—the eastern tip of the Island—with the Province of Santa Clara—central Cuba—ranking second in production. Of the 462,653 quintales (quintal = 101.41 pounds) of coffee produced in Cuba in 1927, 437,148 quintals came from Oriente Province and 23,937 from Santa Clara Province. Since that year the National statistics refer only to the production of Oriente Province.

#### COFFEE GROWING IN ORIENTE PROVINCE

Figures covering only the Oriente Province coffee industry in 1933 (1932 in brackets) follow: Area cultivated, hectares, 55,724 (56,001); in production, hectares, 42,576 (41,316); non-productive, hectares, 13,148 (14,685); number of plantations, 4,457 (4,462); small producing plantations, 3,698 (3,693); large producing plantations, 760 (769); yield, quintales, 514,801 (578,426); number of employees in harvesting, 25,845 (27,268); average wages, per day, \$0.60 (\$0.50); average selling price by grower, per quintal, \$12.00 (\$8.00); average yield, per hectare, in quintals, 12 (13); total estimated value to grower, \$6,117,612 (\$4,627,408).—A. B.