

# IT'S COMMUNITY INCOME

Government news releases frequently use the term "farm income," or "gross farm income." The economists use the same term often.

It is easy for readers to get the impression that the dollars represented in "farm income" go into farmers' pockets and remain there.

The truth, of course, is that the farm dollar likes to go visiting — to the seed company, to the bank, to the grocery store, the tax collector, the hardware shop, the dress shop, the automobile agency. In other words, the farm dollar benefits the entire community from which the farm products originated.

The U. S. Department of Agriculture comes along with a study showing just how much a community would benefit when farm income in that area is increased \$100,000. The study area was an Oklahoma county with 5,000 population.

USDA estimates the farmers receiving that additional \$100,000 would spend immediately \$54,362 for goods and services within the county. The "multiplier effect" of this will add \$77,845 to gross receipts in the county, and of this \$16,457 will be added to the net incomes of local non-farm residents.

Dividing that added \$16,457 of net income, local and other governmental agencies get \$3,744; wage earners for private businesses get \$3,491, and the operators of auto agencies, service stations and farm equipment stores put an added \$2,883 in their pockets.

Grain elevators, feed and produce stores, truckers, etc., get \$2,224 added income, while lumber yards, hardware stores and utility companies put \$1,267 in their pockets. Interestingly, lawyers and doctors get a \$1,142 share. Grocery stores and restaurants pick up \$732 in added income; department stores, drug stores and jewelers get \$483, and churches and other civic and social services get an added \$254. Even the barbers and beauticians, dry cleaners and movie theaters picked up an added \$217 of net income.

Who benefits from the added dollars when farm incomes are strengthened? A better question might be: Who doesn't?

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## Cover Picture From Coconino County

Climate makes Coconino County agriculture far different from the agriculture of central and southern Arizona. For Coconino County is both north and in a much higher altitude than the irrigated farming areas of the state.

Symbols of that climate are the San Francisco peaks near Flagstaff, snow-topped in mid-June, after Phoenix, Yuma and Tucson have accustomed themselves to 100-plus tem-

peratures.

Our cover picture, reproduced here, shows Tom Anderson, Oak Creek fruit grower, spraying his Golden Delicious apples to control red spider mites. Coconino growers produce excellent apples for the commercial market, maintaining a rigid spray program to keep insects under control.

Now turn to Page six and read County Agent Bill Brechan's story about the agriculture of his county.



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