

*Marketing.*—Marketing, as conceived in this report, covers a wide range of activities in relation to food, non-edible agricultural products, and forest products.

The main problem with which FAO is concerned is that of food supply and management, if this be conceived in broad enough terms. In its narrower sense, food management is a question of economy of the home. In its broader sense, which is that used in this report, it embraces national and international food and agricultural considerations. Food management should then be conceived as the direction and development of resources to ensure their maximum use in terms of food value, and to ensure further that all groups of both producers and consumers of agricultural products have sufficient quantities of food of the right kinds.

Marketing is the crux of the whole food and agriculture problem. It would be useless to increase the output of food and it would be equally futile to set up optimum standards of nutrition, unless means could be found to move the food from the producer to the consumer at a price that represents a fair remuneration to the producer and is within the consumer's ability to pay. Similar considerations apply to other agricultural products and to fish and forest products.

It should be the responsibility of FAO to collect all relevant facts regarding both the supply and demand situation. The collection of the facts alone will not be sufficient. FAO must advise the governments that comprise it, and the other international bodies whose activities affect supply and demand, as to the action that should be taken to maintain and increase consumption.

This report recognized that undeveloped countries need immediate advice on how to develop the physical means of marketing—roads, railroads, storage and processing plants. It was recommended that FAO should facilitate the exchange of information between countries on improvements in marketing facilities and in the methods adopted particularly in the more developed countries to reduce marketing costs. It was further recommended that FAO should investigate measures to maintain and improve the purchasing power (in consultation with other United Nations agencies) to meet the nutritional needs of vulnerable groups and those whose consumption of food for any reason is too low, and to stimulate new uses for agricultural products where real surpluses develop. It was pointed out that probably the most important problems of all the activities of FAO is the economic adjustment of international markets. In the field of commodity agreements FAO could participate in the preparation, negotiation and administration of such agreements and provide statistical material on commodity situations.

The publication by FAO of periodic reports on supplies and prices of the principal agricultural products and, where practicable, make estimates of the future position was also recommended.

*Statistics.*—If FAO is to carry out its work successfully it will need to know where and why hunger and malnutrition exist, what forms they take, and how widespread they are. Such data will serve as a basis for making plans, determining the efficacy of measures used, and measuring progress from time to time. Surveys to date amply demonstrate the feasibility of measuring nutritional status and getting data on food consumption of families and other small consuming units and per capita measures of food consumption of countries.

In the field of agricultural production, important changes have taken place during the War of 1939-45 in the use of land for crop production, for pasture, for woodlots and forests, and for other uses. In the post-war period fluctuations in supplies of food and feed crops and the reaction of these upon prices will require