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CORPORATIONS WITH FARMING OPERATIONS

Because corporation farming continues to be a subject of widely expressed concern at agricultural meetings in this and other states, the final report of an ambitious study covering the 50 states of the nation has been awaited with considerable interest. The report, issued in June, 1971, includes but does not update data from two earlier studies based on 1968 farming operations.¹ With few exceptions the figures on corporation farming in Nebraska are virtually the same as those cited in an article in the March, 1969, issue of *Business in Nebraska*, based on the first of the earlier studies.

Nebraska corporate farms, numbering 467, among a total of 62,000 commercial farms² constituted only three-fourths of one percent (.075) of all farms in the state. According to the latest report 75 percent of these were family corporations, an increase from 73 percent cited in the previous report. Nebraska's proportion of family farm corporations is considerably above the 66 percent reported for the continental United States as a whole.

NEBRASKA AND THE NATION

Although averages have limited significance, it should be noted that the corporate farming statistics in Nebraska coincide with the average for the 48 continental states in proportion of farm corporations engaged solely or primarily in farming activities, 72 percent; with farming ranked second as an activity combined with other business, 25 percent; and ranked third or lower, 3 percent. In Nebraska there were thus 337 corporations engaged in farming only; 116 having farming as a secondary activity, and 14 as a third or lower ranked activity.

The percentage of farm land in corporate farms is reported to be 4 percent, the same as in the earlier report, in Nebraska and 7 percent in the nation. The average number of acres in all commercial farms, 754, is also unchanged, but the average number of acres in corporation farms, reported previously as 4,453, has been reduced to 4,039. In the nation the average commercial farm is much smaller than in this state, only 551 acres, but the average corporate farm is considerably larger, 4,480 acres. The U.S. average was influenced upward by corporations in the Mountain States which had an average of 11,423 acres per farm and contained more than half of the total land operated by corporations in the 50 states.

¹ *Corporations With Farming Operations*, Agricultural Economic Report No. 209, Economic Research Service, U.S. Department of Agriculture, Washington, D.C., June, 1971. Single copies available on request.

² All farms having annual gross sales of \$2,500 or more.

THE REGION AND THE NATION.

Data on distribution of corporations by type, by extent of business interests, and by year the firm began corporation farming are given on a regional basis, not by individual states. In the Northern Plains Region that includes Nebraska a much smaller proportion of both individual and family farm corporations than in the nation generally came into being before 1960. In this region only 31 percent were incorporated before 1960, 56 percent in the period 1960-66, and 13 percent in 1967-68, contrasted to 46 percent, 46 percent, and 8 percent, respectively, in the continental United States as a whole. The highest proportion of farm product sales of corporation farms in the Northern Plains states, as in the nation, were in the less than \$40,000 category—37 percent in the Northern Plains states and 31 percent in the continental United States; 30 percent in the Region and 29 percent in the nation were in the \$40,000 to \$99,999 category. Thus only 33 percent in the Region, contrasted to 40 percent in the nation, had sales above \$100,000.

THE NATION AS A WHOLE

The national survey reveals that in 1968 there were 13,300 farming corporations operating 7 percent of all U.S. farmland, representing 1 percent of all commercial farms, with California and Florida accounting for about one-third of the total number, including some of the largest corporate farming enterprises.

Family corporations constituted 66 percent of the total, with 14 percent owned and controlled by individuals. The remaining 20 percent, with other types of ownership and control, tended to have larger farming operations than either the family or individual corporations.

It was estimated that corporate sales of farm products amounted to \$3.3 billion, 8 percent of the total sales from all commercial farms in 1967. More corporations were involved in crop than in livestock production, with corporations in the 48 states harvesting an average of 831 acres of crops. Hay was the most frequently reported crop and occupied the largest proportion of cropland harvested by corporations. Beef herds were the most frequently reported livestock enterprise, feed cattle ranked second, milk cows third, and hogs fourth. Corporate poultry enterprises were also very large.

Some 15 percent of all farming corporations in the nation, compared with 17 percent in Nebraska, had farm-related interests. Feed manufacture or sales accounted for 11 percent of the agribusiness activities; livestock slaughter or processing, and fertilizer manufacture or sales, each 10 percent; fruit and vegetable processing and marketing, and farm machinery manufacturing or

sales, each 9 percent; livestock marketing, 8 percent; grain marketing, 5 percent; and marketing of other crops, 6 percent.

Of the corporate firms that included a nonfarm business, 48 percent were various types of local nonagribusiness enterprises. Most of the farming operations of these corporations were small. When a corporation combined farming with other business activities, farming was not generally the major activity. In California, however, farming was primary, with only 10 percent of the corporations ranking farming as a secondary activity.

Of major significance in the study is a survey of state government restrictions on farm corporations, legal requirements of corporation laws, which differ considerably from state to state, and tax regulations. Findings of special studies of corporate farming operations in California and Hawaii, in which much more detailed information was collected than in other states, provide insights into farm corporations in relation to economies of scale.

On the basis of the U.S. Department of Agriculture survey it appears that corporation farming is becoming rather extensive in the Mountain and Pacific Regions and in the state of Florida, but is expanding relatively slowly throughout other parts of the country.

Corporations as a proportion of all commercial farms constitute 9 percent in Florida, 6 percent in Nevada and Arizona, 5 percent in Wyoming and Utah, and 4 percent in California, Montana, and New York. The extent of corporation farming is more fully reflected, however, in the percentages of land in farms; corporation farms account for 31 percent of all farm land in Florida, 28 percent in Utah, 22 percent in Nevada, 19 percent in California, and 17 percent in Wyoming and New Mexico.

SUMMARY

Because the data in the report lag the time of publication by several years, they may not reflect the present situation accurately. Some rather significant developments in corporation farming have taken place in the interim. In the midwest, for example, a number of large business-oriented corporations that had engaged in farm activities for a number of years have recently sold their farm interests, and have indicated that they do not expect to engage in farm enterprises again either as investments or on demonstration bases. On the other hand, capital requirements in agriculture have risen sharply since 1968 and the functions of ownership and use of resources have been separated more fully, which in some instances have given impetus to corporation farming.

An authority on farm economics speaking at an agricultural meeting in Nebraska recently pointed out that the modern farmer must be a "vice president of finance, personnel, purchasing, production, marketing, and many other functions unless he employs the specialized skills of outsiders." The speaker anticipates that management experts, whether through farm cooperatives or corporate ownership of farm enterprises, may be expected to attain new importance in midwestern agriculture of the future. Others have suggested that agriculture of the future may take the form of family farm-collective bargaining, or of corporate-farmhand agriculture in which large corporations will own all resources and hire farm people to perform the labor.

The staggering capital requirements of present-day farming, the low return on investment, plus the risk financing necessitated by considerable dependence on the whims of nature, mean that loan funds must be found. Experience indicates that those who provide the financing are likely to want to exercise some control over expenditures. But even if changes in the structure and orga-

nization of agriculture are inevitable, there is strong evidence that the family farm is an institution so firmly rooted in the American system that it will continue to be dominant.

As capital requirements and demands for credit increase, with the prevailing unfavorable cost/price ratio in agriculture, there has been observable growth in Nebraska as elsewhere, however, in the number of large commercial farm operations in which holders of capital play larger roles in management. To what extent this tendency has taken the form of corporation farming, or will do so in the future, is a provocative subject for further study.

If the corporation proves to be the most satisfactory means of assembling the large amounts of capital required by modern agriculture, this form of business organization will prevail, just as has been the case in the nonfarm area in spite of early efforts to prevent or restrict corporate development. The strong predominance of family and individual corporations in corporate agriculture indicates, however, that this does not necessarily mean demise or decline of the family farm.

DOROTHY SWITZER

WATER

Water use in the United States has doubled in the last fifteen years. By 1980 water shortages, already experienced in some places for short periods, are expected in numerous areas.

On the basis of these facts the Chase Manhattan Bank spotlights the problem of water pollution in one of the articles in the June issue of its bi-monthly publication *Business in Brief*. The bank concludes that there are four ways of dealing with this problem:

1. Economize on the use of water by developing processes that require less or no water and closed systems to use recycled water;
2. Develop less damaging substitutes for serious water pollutants;
3. Eliminate or reduce unintentional water pollution, such as urban and agricultural runoff and oil spills;
4. Eliminate the dumping of raw sewage and other waste water and improve existing sewage and other waste water treatment.

The issues presented in the article are summed up as follows:

1. Technology exists to remedy a substantial portion of the problem, but new techniques are needed to deal with its more complex aspects;
2. More knowledge is needed about the nature of water pollutants and their effects on water bodies and ecological systems in general, so that pollution regulations will be effective but not unduly burdensome;
3. The cleanup will be costly but of substantial social and economic benefit.

Here in Nebraska a comprehensive Framework Study to provide the basis for a state water plan has recently been completed by the Soil and Water Conservation Commission. This plan will deal, not just with the problem of pollution, but with all aspects of this vital natural resource.

The Framework Study, presented to the Legislature in May, is the result of several years of effort. Hundreds of minds have been brought to bear on the facts and issues involved. Coordinated by Mr. James Owen, the Study is published in a volume of 268 pages, which contains a thorough discussion of the problems, alternatives, and proposed solutions.

Nebraskans should acquaint themselves with the plans that are being made for control and management of one of the state's most important assets. Single copies of the study are available on request, which should be addressed to the Soil and Water Conservation Commission, Box 94725, State Capitol, Lincoln, 68509.

E. S. W.

REVIEWS: Regional and Urban Economics

The Economic Future of City and Suburb, David L. Burch, Supplementary Paper No. 30, Committee for Economic Development, 477 Madison Avenue, New York, N.Y. 10022, 1970. Paperback, \$1.00, 44 pp.

If the subtleties of face-to-face communication could be captured in a three-dimensional picture phone and if a cheap overnight delivery could be guaranteed from any door in the United States to any other door, many of the current advantages which form the basis for the projected growth of the inner city, would be lost, says the author of this monograph. Similarly, if the time and money needed to transport a family head from any home to any place of work could be substantially reduced, the present constraints on metropolitan expansion would be reduced.

In the absence of any such changes in technology, however, and assuming only modest government efforts to reallocate income and land use, cities will continue to become specialized economically and residentially and will continue to grow; absolute declines in many types of jobs will be offset by substantial gains in communication-sensitive activities, such as banking, corporate headquarters, educational and health facilities, nonprofit membership organizations, and the specialized manufacturing and service firms that support these growth factors.¹

With economic specialization comes a shifting mixture of population groups; barriers against the movement of the poor and the black are now declining as the incomes of these groups rise; the older people are perhaps the least mobile and tend to remain in the city. Moving in to share the city with this elderly population is a new group—the white-collar workers, whose skills are increasingly in demand in the central city and who are unhappy with rising commuting time from the suburbs. These workers are attracted to the large new apartment houses and condominiums on vacated land, or to renovated, spacious older houses that were built to last in the fashionable neighborhoods of 1900.

The author believes the cumulative effect of these economic and residential changes will be to transfer many of the problems of the central city to the suburbs, particularly the inner suburbs. (In the older regions this is already happening as is revealed by 1970 census tract data. In Massachusetts, for example, there are now more poor in that state's suburbs than in its central cities.)

Any program that raises the income of the poor will accelerate the out-migration of the present city population and thereby facilitate growth of the new, according to Dr. Burch. Similarly, any program that makes it easy to recapture large parcels of central-city land will have the same effect, assuming that the program provides for minimizing personal hardship when people are asked to move. Any change in the pattern of government spending that provides further stimulus to those industrial sectors likely to relocate outside the central city would also, of course, accelerate the movement of jobs and people, but the author believes advances in technology could be of even greater significance in

Regional Economics in the U.S., Alex Kerr and Robert B. Williamson, Bureau of Business Research, Reprint Series in Economics and Business No. 11, the University of Texas at Austin, 1970. Paperback, 25 cents.

A surge of concern about problems of regional economic development, which has gained increased momentum in recent years, makes this review essay of special interest and relevance. (It has been reprinted from an article that first appeared in *Growth and Change*, a journal of regional development, published at the University of Kentucky.)

Dr. Kerr, a reader in economics at the University of Western Australia, and Dr. Williamson, an associate professor of finance at the University of Texas, point out that the concern about regional planning in the United States has grown in response to influences important to overall development, including the nation's economic, cultural, and historical regional identifications. In addition, it has been furthered by advances in traditional city planning, with stress on physical aspects, and by advances in public expenditure theory based on economic welfare.

The authors believe that the urgency of regional and urban problems will generate especially strong demands for further scholarly debate of broad policy issues and for refinement of operational regional economic models of varying degrees of complexity. The emphasis of their essay is therefore on the theoretical approach to regional planning.

The study is nonetheless valuable for readers more interested in practical than theoretical aspects of regional planning because it contains an unusually complete bibliography numbering 137 specific references and covering a broad spectrum of books and articles related to regional economics. D. S.

Regional Economic Development: The Federal Role, Gordon C. Cameron, distributed for Resources for the Future by The Johns Hopkins Press, Baltimore, Maryland 21218, January, 1971. 172 pp., \$4.00.

What to do about regions that are being bypassed by the benefits of economic growth and change is the subject of this analysis in which the author finds justification for short-run Federal subsidies to "ride out" and adjust to severe local situations.

He is convinced also that long-run commitment to a more selective "growth center" approach deflates the belief that development potential is distributed equally over space, and he sees in it the basis for sound development of U.S. distressed areas.

The book provides insights both for those currently engaged in regional planning and for those who will deal with such problems in the future, but even more important, it suggests a viable formula for the evaluation of regional development programs more generally. D. S.

both the immediate and the long-run future.

While the younger and smaller cities will grow more easily, says Dr. Burch, and the older, larger cities will undergo greater pain in transition, the net result will still be growth. He warns, however, that in the process, the central-city crises of the 1960s may arise as the suburban crises of the 1970s; if the quality of life does not improve in the process of relocating blacks and the poor, these inner suburbs can expect to face many of the same problems experienced earlier by the central cities. D. S.

¹The author cites considerable available evidence to suggest that in aggregate the central cities of the nation will continue to experience substantial growth in white-collar, service-type job categories. With respect to the metropolitan areas of Nebraska, analysis of data published in *County Business Patterns 1969*, Bureau of the Census, U.S. Department of Commerce, (Washington, D.C.: U.S. Government Printing Office, 1970) tends to corroborate the author's statement.

Review and Outlook

Nebraska's business activity in April fell slightly below that of the same month last year. Dollarwise, this year's volume index showed only 1.4% higher than last year's. After deflating for the general price level increase, the physical, or real, volume of activity was about 1% lower than that of last year. This depressed situation reflected, however, an admixture of developments, some positive and some negative, in the individual sectors of the state's economy.

Gains over last year were recorded in banking activity and in two of its principal contributory activities, retail sales and cash farm marketings. April's construction activity and life insurance sales were, however, markedly below last year's. The lack of

force in the state's economy is reflected also in the employment situation. "Other employment" in April was not quite 1% above that of last year, after a long period of year-to-year gains of 2% or more. "Manufacturing employment" showed little improvement, remaining, as it has for several months, at a level at least 4% below that of last year.

Comparatively, the state was ahead of the U.S. gains from last year in banking, retailing, farm marketings, manufacturing employment, and gasoline sales. It fell behind in construction, life insurance sales, electricity produced, and other employment. As a result, the gaps between the state's dollar and physical volume indexes and those of the U.S. failed to close.

The dollar volume of April's net (Continued on page 5)

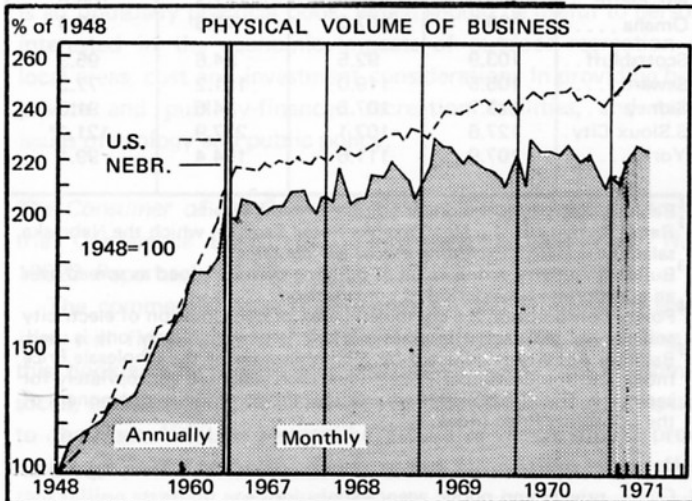
All figures on Table 1 and 2 are adjusted for seasonal changes, which means that the month-to-month ratios are relative to the normal or expected changes. Figures in Table 1 (except the first line) are adjusted where appropriate for price changes. Gasoline sales for Nebraska are for road use only; for the United States they are production in the previous month.

APRIL, 1971	Percent of Same Month a Year Ago		Percent of Preceding Month	
	Nebraska	U.S.	Nebraska	U.S.
Dollar Volume Index	101.4	109.9	98.5	100.7
Physical Volume Index	98.7	104.9	98.0	100.5
Bank debits (checks, etc.)	109.5	108.8	95.9	102.5
Construction activity	87.0	106.5	108.9	101.2
Retail sales	106.9	102.9	100.7	100.8
Life insurance sales	82.3	102.6	89.7	96.1
Cash farm marketings	104.2	98.0	102.6	100.8
Electricity produced	93.1	104.2	102.4	98.9
Newspaper advertising	NA	NA	NA	NA
Manufacturing employment	96.4	94.3	97.2	99.9
Other employment	100.8	101.4	97.4	100.3
Gasoline sales	112.3	102.4	85.4	100.0

APRIL, 1971	Percent of 1948 Average	
	Nebraska	U.S.
Dollar Volume Index	376.9	473.6
Physical Volume Index	222.8	256.2
Bank debits (checks, etc.)	284.4	480.4
Construction activity	216.3	174.0
Retail sales	166.8	190.5
Life insurance sales	376.1	528.3
Cash farm marketings	282.7	173.6
Electricity produced	431.3	558.9
Newspaper advertising	NA	NA
Manufacturing employment	166.7	121.7
Other employment	154.3	179.2
Gasoline sales	209.9	252.0

Region ² and Principal Retail Trade Center	April, 1971 as Percent of April, 1970	Year to Date 1971 as Percent of Year to Date 1970
<i>The State</i>	112.4	105.9
1 (Omaha)	112.2	107.5
2 (Lincoln)	118.8	103.8
3 (So. Sioux City)	107.0	106.4
4 (Nebraska City)	111.3	99.7
5 (Fremont)	115.6	106.6
6 (West Point)	112.3	101.9
7 (Falls City)	112.4	105.1
8 (Seward)	115.9	103.7
9 (York)	116.3	105.6
10 (Columbus)	106.4	102.5
11 (Norfolk)	101.7	101.4
12 (Grand Island)	113.7	105.3
13 (Hastings)	116.1	109.4
14 (Beatrice)	112.1	102.9
15 (Kearney)	120.3	110.6
16 (Lexington)	105.6	104.4
17 (Holdrege)	113.2	106.5
18 (North Platte)	117.7	112.1
19 (Ogallala)	119.8	115.2
20 (McCook)	115.3	104.6
21 (Sidney, Kimball)	108.6	100.6
22 (Scottsbluff)	96.8	102.0
23 (Alliance, Chadron)	107.6	108.0
24 (O'Neill)	119.2	109.6
25 (Hartington)	101.8	97.2
26 (Broken Bow)	120.3	107.8

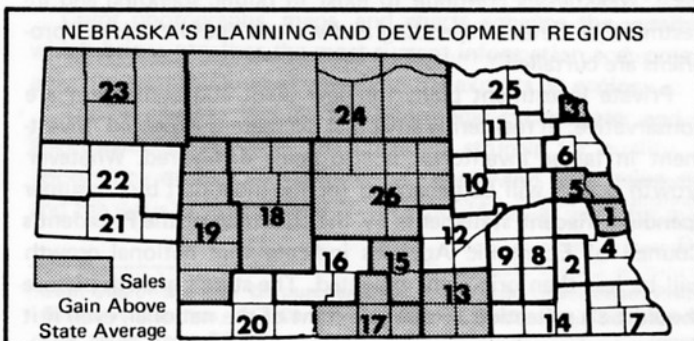
E. L. HAUSWALD



¹Sales on which sales taxes are collected by retailers located in the state, including motor vehicle sales.

²"Planning and development" regions as established by the Nebraska Office of Planning and Programming and shown in the map below.

Source: Compilations by Bureau of Business Research from data provided by the Nebraska Tax Commissioner.



(Continued from page 4) taxable retail sales was 12.4% above last year's. Two factors contributed to this increase. First, there was an increase of approximately 3.6% in the general level of prices of the taxable commodities. The second factor was a rise in the physical, or real, volume of retail trade. This real increase reflected a combination of a seasonal shift in the Easter trading period from March in 1970 to April in 1971 with a year-to-year growth in physical volume of trade.

Regionally, as shown in Table 3 on page 4, April gains over last year in excess of that for the state as a whole in taxable sales were reported in 13 of the 26 regions. Four others had gains equal to or within one-half of one percent of the state's gain. Two regions, those centering on Norfolk and Hartington, reported increases of less than the 3.6% increase in retail commodity prices. Another, centering on Scottsbluff, reported a decline of about 3%. Thus three regions appear to have experienced declines in physical volume of retail activity.

For the first four months of 1971 six of the regions, although reporting year-to-year dollar volumes of taxable retail sales higher than for the same four-month period last year, had gains of less than the 3.6% price rise. Two others, those centering on Nebraska City and Hartington, report taxable sales for the four-month period below last year's levels. Thus eight of the regions had a real volume of retail activity running below that of last year. The shaded areas on the map on page 4 show regions with percentage gains greater than the state average.

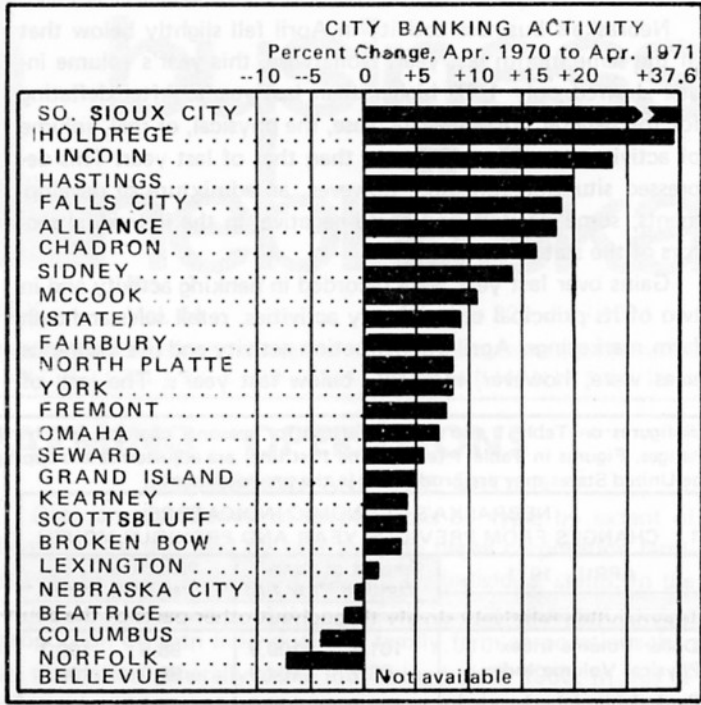
For the state as a whole the April level of banking activity, as adjusted for price level change (which we use as most indicative of the general level of local business activity) was 9.5% above that of April, 1970. As shown in Table 4, 15 of the state's 24 principal trading centers fell behind the state's increase. Four of these, Beatrice, Columbus, Nebraska City, and Norfolk, recorded levels of banking activity this year below that of the same month last year. Since many of the lagging centers showed considerable year-to-year gains in physical, or real, volume of retail sales (in column 2 of Table 4), it appears that there are weaknesses in other sectors of their local economies.

On the positive side, 7 of the 24 trading centers had year-to-year increases of 15% or more. Alliance, Chadron, Falls City, Hastings, Holdrege, Lincoln, and South Sioux City are, however, widely dispersed and form no geographic pattern.

A resume of developments in the national economy should give added insight into the future of the state's economy. The U.S. economy continues to expand, although growth is slow, erratic, and spotty. The comeback of the auto industry after the GM strike has added force. Homebuilding has recovered from the 1969-1970 money squeeze. The rise in consumer spending in March has continued into April, although at a more modest pace. Weaknesses continue to exist in public spending and investment as defense spending and various "public works" programs are curtailed.

Private investment plans for new plant and equipment are conservative; in real terms an actual decrease is expected. Investment in larger inventories is also being disfavored. Whatever growth occurs will be generated for the most part by consumer spending. Recent statements by the chairman of the President's Council of Economic Advisers indicate that national growth will be less than originally expected. The state's growth picture should be a reflection to a large extent of the national, even if it does not mirror the national exactly.

E. L. H.



4. APRIL, 1971, CITY BUSINESS INDICATORS

The State and Its Trading Centers	Percent of Same Month a Year Ago			
	Banking Activity ¹	Retail Activity ²	Building Activity ³	Power Consumption ⁴
	(Adjusted for Price Change) ⁵			
<i>The State</i>	109.5	106.9	92.9	97.0
Alliance	117.8	104.5	225.0	95.4
Beatrice	98.5	108.9	89.4	83.6
Bellevue	NA	116.0	NA	NA
Broken Bow . . .	108.7	115.0	135.3	86.8
Chadron	116.0	102.4	NA	104.2
Columbus	95.8	103.9	70.3	82.7
Fairbury	108.0	104.3	52.8	100.4*
Falls City	118.5	112.3	45.2	85.2
Fremont	107.4	111.3	67.4	116.0*
Grand Island . .	104.8	108.1	86.4	97.4
Hastings	119.5	113.8	72.5	95.7
Holdrege	130.3	121.2	142.9	101.2
Kearney	104.1	112.8	124.2	98.8
Lexington	101.1	103.2	31.8	109.9*
Lincoln	123.0	109.8	104.8	95.0
McCook	110.8	112.5	235.5	90.0
Nebr. City	99.5	115.0	486.3	190.0
Norfolk	92.9	100.3	70.9	100.0
No. Platte	108.0	114.8	172.1	104.6
Omaha	106.5	107.0	79.5	99.4
Scottsbluff . . .	103.9	92.5	84.6	95.3
Seward	105.5	119.0	151.2	77.3
Sidney	113.7	107.5	34.6	91.6
S.Sioux City . .	127.6	107.1	217.9	121.1*
York	107.9	111.6	154.4	99.1

¹Banking Activity is the dollar volume of bank debits.
²Retail Activity is the Net Taxable Retail Sales on which the Nebraska sales tax is levied, *excluding motor vehicle sales*.
³Building Activity is the value of building permits issued as spread over an appropriate time period of construction.
⁴Power Consumption is a combined index of consumption of electricity and natural gas except in cases marked * for which only one is used.
⁵Banking Activity is adjusted by a combination of the Wholesale Price Index and the Consumer Price Index, each weighted appropriately for each city; Retail Activity is adjusted by the commodity component of the Consumer Price Index.

Source: Compilation by Bureau of Business Research from reports of private and public agencies.

REVIEWS: RECREATION

Methods of Measuring the Demand for and Value of Outdoor Recreation, Marion Clawson, 3rd Printing, Resources for the Future, Inc., 1959, 1755 Massachusetts Ave., N.W., Washington, D.C. 20036. Paperback. Single copies free on request.

Merchandising the outdoors is recognized as one of the fastest-growing segments of business in the nation. From the number of inquiries addressed to the Bureau of Business Research in recent weeks it appears that enterprising Nebraskans are eager to claim their share of this economic potential. Attention is called, therefore, to a monograph first published ten years ago and reprinted recently for the third time, which continues to be in demand because it outlines a practical approach to measuring the financial feasibility of recreation-oriented business.

The author brings the bulletin up to date in a preface in which he suggests that: (a) the concept of consumer's demand should be emphasized because it has been demonstrated that people are in fact willing to pay full value for the kinds of recreational facilities they want; (b) economic analysis should include not only the various physical characteristics of the recreation itself, but also such variables as income, age, occupation, and other personal characteristics of potential users; (c) the demand for and value of any site is influenced significantly by the availability and characteristics of other sites; and (d) time as a cost must be fully calculated in any determination of cost-benefit.

A list of recent studies concerned with economic aspects of outdoor recreation has been compiled by the Bureau of Business Research. Although none of the publications answers the specific questions frequently addressed to the Bureau—for which usually there are no definitive answers—it is believed the lists may be helpful to those interested in the business possibilities of outdoor recreation. Available also is a survey of various methods of measuring recreational values; all methods are based on cost-benefit analysis, and all attempt quantification of demand. Readers may address the Bureau of Business Research, 200 CBA, University of Nebraska-Lincoln, Lincoln, Nebraska 68508, for free copies.

Economics of Outdoor Recreation, Clawson and Knetsch, Resources for the Future, Inc., 1755 Mass. Ave., N.W., Washington, D.C. 20036. Hardbound, \$6.00.

The authors issue a forceful and timely reminder that because of proliferating demand for outdoor recreation it is urgent that public policies on use of natural resources be established. This is an unusually practical book, which should be useful to persons interested in the economic impacts of outdoor recreation on local areas, cost and investment considerations in providing both private and publicly-financed recreation facilities, and major issues of ecology and public policy.

The Consumer of the Seventies, Fabian Linden, National Industrial Conference Board, 845 Third Avenue, New York, N.Y. 10022. Paperback, \$1.50.

The commercial aspects of recreation and leisure-time activities will figure significantly throughout the 70s, according to this booklet which gives succinct projections of the economic, social, and demographic dimensions of the consumer marketplace to the year 1980. Workmanlike estimates which should prove useful for broad company planning and formulation of an effective selling strategy are included.

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		<i>Graduate Research Assistants</i>
C. S. Miller, <i>Dean</i>		William Brunsen
College of Business Administration		Michael Cleary
University of Nebraska-Lincoln		Kenneth Greiner

Government Yearbooks* *Contours of Change*

The Yearbook of Agriculture for 1970 is a book about rural America and the forces—some subtle—by which it is constantly reshaped. It is about people, farming, rural areas, conservation and environment, food marketing and processing, developments in technology, agriculture in international trade, and world food problems.

To a greater extent than other issues of the yearbook, this volume is a pictorial as well as a written record. Jack Hayes, the editor, does not exaggerate when he says in the preface:

The photographs bring statistics to life, show the great range of our magnificent country, depict people and place, and dreams fulfilled and dreams unrealized.

All sections of the book are important, but the eight writers who have contributed to "A Look into the Future," have made the concluding chapter extremely relevant. C. E. Bishop, vice president for research and development programs, University of North Carolina, Chapel Hill, makes the summary statement:

A balanced program of development must give consideration to improving the well-being of the people and to improving conditions in the communities. . . Enhancement of the well-being of the people is and must remain the ultimate objective.

River of Life: Water, the Environmental Challenge

The overall position of this beautifully illustrated report is summed up by Senator Henry M. Jackson of Washington:

Water resource policy, like all environmental policy, is policy for people. Its primary concern is with man and his future. The basic principle is that we must strive, in all that we do, to achieve a standard of excellence in man's relationships to his physical surroundings.

Color photographs, maps, and charts enhance the yearbook, which brings together the most current information and, presumably, the best thinking of governmental experts on ecology.

Topics covered include the hydrologic cycle, water and the environmental challenge, the unending struggle for quality, the importance of fish and wildlife to people and their recreation, and the ways in which water is—and should be—at work for man.

D. S.

*Both yearbooks may be purchased from the U.S. Government Printing Office, Washington, D.C. *Contours of Change*, hard-cover, \$3.50. *River of Life*, paper cover, \$2.00.