

low prices, which prevailed, starting in 1930, for almost 20 years, compelled many farmers to abandon their plantations (more than 1 billion coffee shrubs were gradually destroyed) and use the land for other crops, pasture or reforestation; and (b) the competition offered by virgin lands in Northwest Sao Paulo and in neighboring States, especially Parana, led thousands of paulista coffee growers to move over to these regions, where per acre yields are higher than at present in most of Sao Paulo's old coffee producing areas. Intensive industrialization, especially in this State's capital is also contributing to the migration of rural workers to urban areas.

But, what is Sao Paulo doing to recover its coffee industry? As will be shown in the next paragraphs, this State is taking measures, probably of no apparent immediate effect, however of basic importance to the stabilizing of its main agricultural activity—coffee—in the not too distant future.

No doubt, Sao Paulo has large areas of excellent soils and of extremely favorable climatic conditions to allow very high yields per acre of coffee of good cup quality. In these areas still hundreds of old

Fazendas exist. Some of these have no coffee left, others still keep part or all of it, the plantations offering all degrees of growth conditions, from almost totally depleted ones to others of fairly high yields.

Crop Diversification Needed

The main problem at present is to promote a profound reorganization of these farms by diversifying crops, introducing or expanding some kind of animal industry on the farm (dairy, poultry, etc.) and by maintaining the coffee acreage on a convenient level, as the goal is to change over from an extensive farming to intensive scientific coffee growing in order to get highest per acre yields of coffee of high quality. If the farm has some reasonably good coffee left, these plots are improved through replanting missing shrubs, preventing erosion through suitable methods and by heavily fertilizing the whole plantation.

But even on these farms, a gradual substitution of all old plots is usually recommended, by entirely new plantations to be established, according to the most modern methods. Where no old plantations are left, the best sites are to be selected for the establishment of small new plantations. The idea is

therefore to organize well balanced farms, where coffee represents only one of the main activities. Small one family holdings, keeping only up to five thousands coffee shrubs, are also being favored and represent an important step in the present reorganization of the paulista coffee industry.

Research Provides Foundation

Very fortunately, enough research on coffee has been conducted, during the last quarter of a century, specially by the staff of the Agronomic Institute at Campinas, to provide the necessary scientific foundation to guide paulista coffee farmers in their pioneer efforts to stabilize the country's main agricultural industry. Some thirty scientists, specializing in various fields, as botany, genetics, cytology, nutrition, soils, soil conservation, irrigation, mechanization, processing, etc. are at present carrying out some 120 different projects, all related to the improvement of coffee growing and processing. The huge breeding project, carried out at six regional experiment stations and comprising more than 60,000 shrubs, has already resulted in the production of excellent, high yielding strains, of which, in the present year, some

COFFEE IMPORTERS SHIP BY BELGIAN AFRICAN LINE

Regular and Fast Freight Steamers

From

LUANDA, BOMA, MATADI AND LOBITO

To

NEW YORK

Direct Service From Angola to New York

Also Calling Angolan Outports as Coffee Offers

BELGIAN EAST AFRICAN LINE

Monthly Direct Sailings

From

DAR-ES-SALAAM, TANGA, MOMBASA

via Antwerp without Transshipment

To

NEW YORK

Itinerary subject to change without notice

General Agents

ATLANTIC OVERSEAS CORPORATION

63 BROAD STREET, NEW YORK

Whitehall 3-4949



For seventy-five years,
serving America with
the world's finest
coffees and teas

Aborn's Coffee Corp.

ABORN'S COFFEE • ABORN'S TEA
HOTEL AND RESTAURANT SERVICE
PRIVATE LABEL BLENDS

ABORN'S COFFEE BAGS
ABORN'S INSTANT COFFEE

NEW YORK, N. Y. • BOSTON, MASS. • EAST HARTFORD, CONN.