

## COFFEE MISSION'S IMPRESSIONS

### Official Statement Praises Work of DNC, Evidences of Scientific Care and Skill, Warehousing Technique, and Approves Coffee Burning

Staff Correspondence

SÃO PAULO, August 18, 1934.—Upon the completion of the tour of the Brazil coffee fazendas arranged by the D.N.C., Mr. Herbert Delafield, Chairman of the North American Coffee Delegation, issued the following official statement to the press, giving the delegation's impressions of the trip and expressing appreciation of courtesies received:

"The delegation is extremely grateful that the skill and thoughtfulness of Dr. Armando Vidal and Drs. Alcebiades Oliveira and Alcides Lins, the president and directors of the National Coffee Department, has made it possible for them to secure such an accurate picture of the nature and tremendous extent of coffee production in Brazil.

"Moving as we did from the newer producing zones to the older fazendas we secured a most graphic impression of the tremendous vigor of the Brazilian people in maintaining and improving the productive capacity of the nation.

#### SCIENTIFIC SKILL AND CARE

"We were particularly glad to note the scientific skill and care with which the new areas are being brought into production. Since with the inevitable reduction of production from the older plantings it will fall to the new areas to provide as rapidly as possible coffees of similarly high quality.

"We could not fail to note everywhere the effect of the work done by the DNC and the Coffee Institute in making available to planters both large and small the latest improvements science can offer in the production and handling of coffee.

#### SPLENDID WAREHOUSING TECHNIQUE

"The delegation has been frankly amazed at the efficiency of the Department's office. Especially when it was demonstrated to us that the office could locate a sample picked at random from the samples representing 17 million bags stored in the Department's warehouse, and in the unbelievable time of one and one-half minutes.

"We have been most gratified to see the splendid warehousing technique evident in the Reguladores. The careful grading, the care in ventilation of stored coffee, and the wide aisles for handling leave us with the conviction that this work is handled with the utmost efficiency.

"On the fazendas the efficient machinery in use and the practice of hand picking the coffee must, we believe, result in even wider world appreciation of Brazil's coffees.

#### ON COFFEE BURNING

"We have visited the yards where coffee unfit for world markets is destroyed and have witnessed the burning, which has attracted so much attention throughout the coffee world. Here, too, we noted the utmost evidence of good faith on the part of Brazil with her customers. The destruction policy

once decided on has been carried forward with determination and success. Nothing has been left to doubt. Even, we found, the actual handling of the coffee destined for destruction has been left to independent agencies, whose report on amounts destroyed must be taken as entirely accurate and unbiased.

"In our own country, as well as in Brazil, the problem of crop diversification has been paramount in many sections. We were glad to see wide evidence of such diversification here, knowing that the use of other crops will lend a desirable economic stability and will eventually serve to bring down the cost of coffee production.

"To return to the policy of coffee destruction, we were convinced from our examination that the coffees actually destroyed did not represent types that would have improved Brazil's standing in the world markets and their retention here, we believe, will inevitably work to Brazil's advantage as a producer of fine coffees.

"The more positive side of this forward looking policy we found in the system of preferential quotas which was extremely interesting to us, especially because of our conviction that a market is available for all Brazil's highest grades of coffee.

"We have been highly gratified to note the splendid appreciation evidenced by President Vidal and directors Oliveira and Lins of the needs of consuming markets and their evident willingness to vary necessary regulation to meet changing conditions. We have been most pleased, too, to note the grasp of conditions in consuming markets evidenced by the officers of the DNC—an understanding which will make any modification necessary of maximum usefulness.

#### BRAZIL'S UNIQUE POSITION

"From close association with Messrs. Vidal, Lins, and Oliveira, we have every reason to expect, confidently, the maximum development of Brazilian-American trade. Everywhere we find evidence of hard work, sound judgment, and a firm grasp on realities. These qualities have been responsible, surely, in some measure for the generally splendid general conditions we noted everywhere.

"Surely Brazil holds now a unique position among the nations of the world. There seems to be an actual shortage of labor in place of the widespread unemployment found elsewhere and the financial condition of the coffee producers is apparently far more happy than is found among producers of other agricultural products everywhere.

"Finally, on our way to the hotel this morning we noticed on the street cars a slogan which may be the key to the splendid position in which Brazil finds herself—'To produce good coffee is a patriotic duty.'

#### APPRECIATION OF COURTESIES

"Many of us had been to Brazil before and, with others, stories of Brazil's hospitality were well known. Even with this preparation, however, the reception we have received has been beyond all expectation. It is hard to conceive how any greater kindness could have been shown by our hosts. Nor how the trip could have been made more productive for us either in the instruction we have received in all the details of their production problems or in the enjoyment we have felt merely through the opportunity of visiting this great country.