

20th Aug. 47.

SV Farmer speaking.

For years a housewife has been paying for her vegetables up to 10 times the price which we have got for growing them. Both the housewife and the grower have been exploited mercilessly, by the middleman and by most retailers.

SCU

This year, although food is as badly needed as in wartime, we have been almost forced to plough our crops back into the ground. And so a group of growers - we growers, decided to get together and market our produce direct to the consumer, at prices which would give us a fair living and make the housewife happy.

CU

And so, a group of us got together and decided ^{that we would} ~~to~~ market our produce direct to the consumer at prices which would give us a fair living and make the housewife happy.