

TITLE...7

REVISED

VEG PRODUCER-TO-CONSUMER STORY

- 1. SV WOMEN BUYING PEAS AT 6d. AND 9d. LB AT KENNARD STORE ARCADE, CROYDON. 5
 - 2. SV TIPPING PEAS INTO WOMAN'S SHOPPING BASKET 5
 - 3. CU SIGN "FARM TO HOUSEWIFE" 4
 - 4. LV WOMEN BUYING FRUIT AND VEG FROM STALL 3
 - 5. CU BOX OF BEETROOT PRICED 2d. LB 3
 - 6. CU BOX APPLES 4d. LB 2
 - 7. CU NOTICE "SAVE THE FOOD - WE ARE FORCED TO WASTE SAY E. GRINSTEAD GROWERS." 3
 - 8. LV MR. DOUGLAS TRIM (EX RAF PHOTOGRAPHER) SITTING AMONGST VEG BOXES - (for voice) 3½
 - 9. LV MR. TRIM SPEAKING: "FOR YEARS A HOUSEWIFE HAS BEEN PAYING FOR HER VEGETABLES UP TO TEN 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." 37
 - 10. LV MASS OF RUINED RIDGE CUCUMBERS FILED UP 5
 - 11. CU DITTO 3
 - 12. LV MAN PLOUGHING IN RUNNER BEANS WITH HAND MOTOR PLOUGH 8
 - 13. CU PAN PLOUGHING IN RUNNER BEANS 7
- Scenes 10-13 Mr. Trim's voice dubbed over
- "THIS YEAR ALTHO' FOOD IS AS BADLY NEEDED AS IN WAR TIME, WE HAVE BEEN ALMOST FORCED TO PLOUGH OUR CROPS BACK INTO THE GROUND. AND SO A GROUP OF GROWERS - WE GROWERS...."
- 14. SV MR. TRIM CONTINUES TO SPEAK: "...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." 20
 - 15. CU PAN THREE WOMEN TYPES SMILING, BUYING VEGETABLES FROM STALL *Kennard side 8 p.m. Blue Perpet Veg*
 - 16. TRAVEL SHOT ALONG STALLS WOMEN BUYING VEG & C. *show r. 25 p.m.*
 - 17. SHOT SMALL GIRL WALKING TOWARDS CARRYING LARGE MARROW PRICED 4d. 4
 - 18. SHOT ~~THE~~ HOUSEWIVES WALKING ALONG STREET CARRYING LOADED SHOPPING BASKET *ad girl marrow* 6
 - 19. CU PAN WOMAN WALKING ALONG SMILING 4