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HOME FRONT
FARMERS MOVE TO BRISK PRICE MARKET

Britain's food growers declare war on vegetable prices. At East Grinstead, Pathe visits Market Gardener Bear. It's been a bumper crop for him. Cabbages, beans, turnips, peas - all have been plentiful. Yet Mr. Bear hasn't been able to sell his produce. According to his distributors have either refused to buy it or offered so low a price that it didn't cover the cost of getting it to market. As for the housewife in the queue - she had to buy her vegetables at sky-high prices.

Cucumbers - the barrow boys price is 1/- each. The grower was offered 1/- for 56 pounds. So they were ploughed back into the land. But Jim Addison had an idea. He decided to sell to the public direct.
SOUND

At Croydon's Kennard Arcade, Jim Addison and his market gardener friends set up their own stalls. Their prices - Ridge cucumbers 3d. each, beans and peas 6d. a pound, cabbages 2d. each, giant marrow 4d., tomatoes a shilling a pound, apples threepence a pound. In two hours 2,000 Croydon housewives, sick and tired of paying exorbitant prices, bought up 12 tons of vegetables.

Some wholesalers said the vegetables couldn't be sold. But the market gardeners are now a permanent trading association. This is what the housewives say:
SOUND

The movement has spread to other centres. In Wensleyshire, farmers are now supplying Birmingham.

In this sub-tropical summer, market gardeners have had their best harvest for many years. The public cannot afford to buy at inflated prices. Direct sales may be the answer. The housewife will decide.