

SOCIEDADE RURAL BRAZILEIRA

Recent Unofficial Visit to That Body of the Editor and Publisher of The Tea and Coffee Trade Journal

Special Correspondence

SÃO PAULO, October 9, 1934.

ALTHOUGH not on the official list of the American Coffee Delegation during its recent visit to São Paulo, Mr. William H. Ukers,

Editor and Publisher of THE TEA AND COFFEE TRADE JOURNAL, made a call of courtesy upon the Sociedade Rural Brasileira where he was received by Dr. Bento de Abreu Sampaio Vidal, the several-times president of the organization. Founded on May 20, 1919, one of the prime movers of Sociedade Rural Brasileira was Mr. A. Crawford White, then British Consul in São



Dr. Bento de Abreu Sampaio Vidal

Paulo, and several members of Armour & Co., Continental Products Co., Leon Israel & Co., the late Dr. Carlos Botelho (one of the most brilliant of the Secretaries of Agriculture of São Paulo), Prof. Nicolas Athanasoff (present head of the Agricultural School at Piracicaba), Dr. Raphael Sampaio Vidal (later Minister of Finance at Rio), Dr. Mario de Souza Queiroz, Dr. Henrique de Souza Queiroz (president of the International Coffee Conference in São Paulo, April, 1931), Dr. Cesario Coimbra, Dr. Theodoro Quartim Barbosa (one-time director of the Institute), Dr. Oscar Thompson (a former director of the Coffee Council), Dr. Antonio de Queiroz Telles (Editor-in-Chief of the *Folhas* group), Mr. Arthur Diederichsen, and others equally prominent.

THE PRESENT DIRECTORATE

The present directorate is composed as follows: Dr. Bento de Abreu Sampaio Vidal, President, one of the pioneers of agricultural São Paulo and founder of cities; Vice-President Dr. Antonio Augusto de Barros Penteado, Deputy to the Constituent Assembly and member of a prominent Limeira family; First Secretary, Dr. José Cassio Macedo Soares, brother to Deputy José Carlos Macedo Soares and a director in various companies; Second Secretary, Dr. Marcello Piza, member of the board of the Cooperativas, well-known speaker and writer on agricultural subjects and member of many committees; First Treasurer, Mr. Mario de Souza Queiroz, of a prominent coffee-growing family; Second Treasurer, Dr. Arnaldo Oliveira Pinto,

writer on coffee economics. The Council consists of Dr. Henrique de Souza Queiroz, Dr. Theodoro Quartim Barbosa, Dr. Marcílio Penteado (a former and active member of the Coffee Institute), Mr. Arthur Diederichsen (manager of an important coffee firm), Mr. Joaquim Meira Botelho, Mr. Antonio Carlos Abreu Botelho, Mr. Carolino Motta e Silva (a financial man), and Mr. Annibal Paes de Barros.

The Society does not limit its field exclusively to coffee, but maintains active departments for exchange of information and promotion of best methods in dairy farming, fruit growing, bee keeping, fowl raising, and other activities which contribute to the all-round self-contained fazenda. It has sponsored several important movements during its career, such as the creation of the coffee industry, the Agricultural Congress of 1929, the plan of the Council in 1931, and is generally regarded as outspoken and influential.—PAULISTA.

COFFEE GROWING IN BOLIVIA

Extremely Unimportant at the Present Time, But Plans Are Being Made for Its Development

Special Correspondence

LA PAZ, October 10, 1934.

THE American Vice Consul in this city—Mr. John C. Shillock, Jr.—reports the receipt of a communication from the Ministry of Agriculture of Bolivia with reference to the standing of the coffee industry in that country, reading, in part, as follows:

"There does not yet exist in Bolivia any methodic cultivation of coffee, as it only vegetates spontaneously, without the aid of cultivation by men, who are content to plant it as an ornamental feature around their houses or as a hedge to separate cultivated fields and to gather the product that it yields freely in the tropical and sub-tropical zones.

COFFEE PRODUCTION IS UNIMPORTANT

The production of coffee under these conditions can only satisfy part of the demand of the country, so that in some regions—as in the Chaco, the Department of Tarija and the other far-off sections of the Departments of Santa Cruz and the Beni—coffee imported from Brazil and Argentina is used. From statistics of the year 1926 it is seen that from the first of these countries 28,000 kilos were imported and 288 from the latter.

"For this reason the Agricultural Service, at present in its period of reorganization, is about to try seriously to establish Experimental Farms in the Province of Yungas of the Department of La Paz, to test the cultivation of coffee according to the methods recommended by agricultural science. With the results obtained we shall only then be able to give the corresponding data."

Despite the low production, exports of coffee are recorded. For the last years available it is shown that in 1930 1,781 kilos (valued at 1,507 bolivianos), and 1931, 23,430 kilos (valued at 11,234 bolivianos) were exported.—Z. L.