

HAIKU
VV
VIEWS

An Adventure
in Poetry,
17 Syllables
at a Time

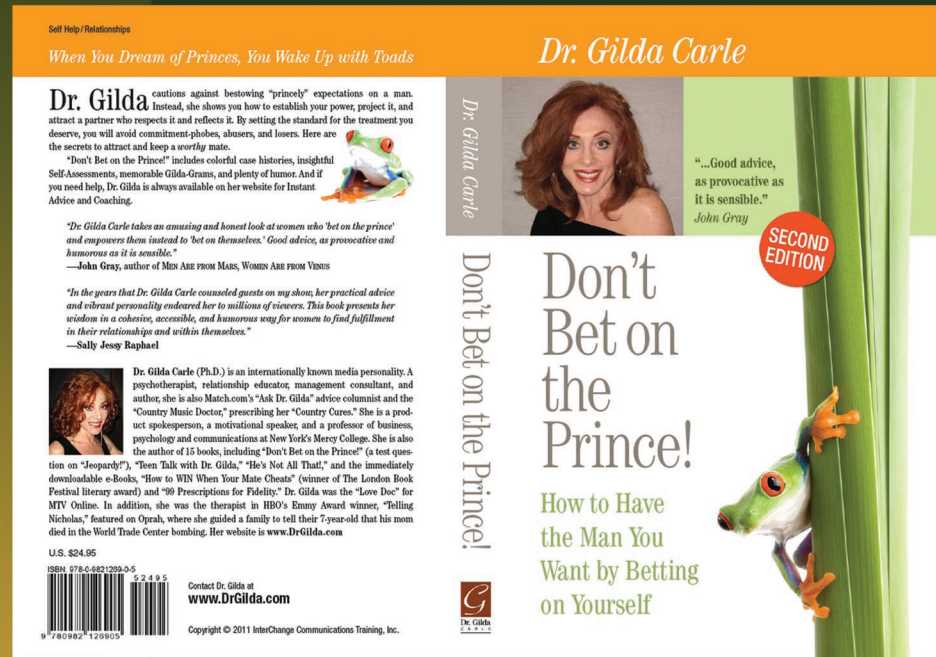
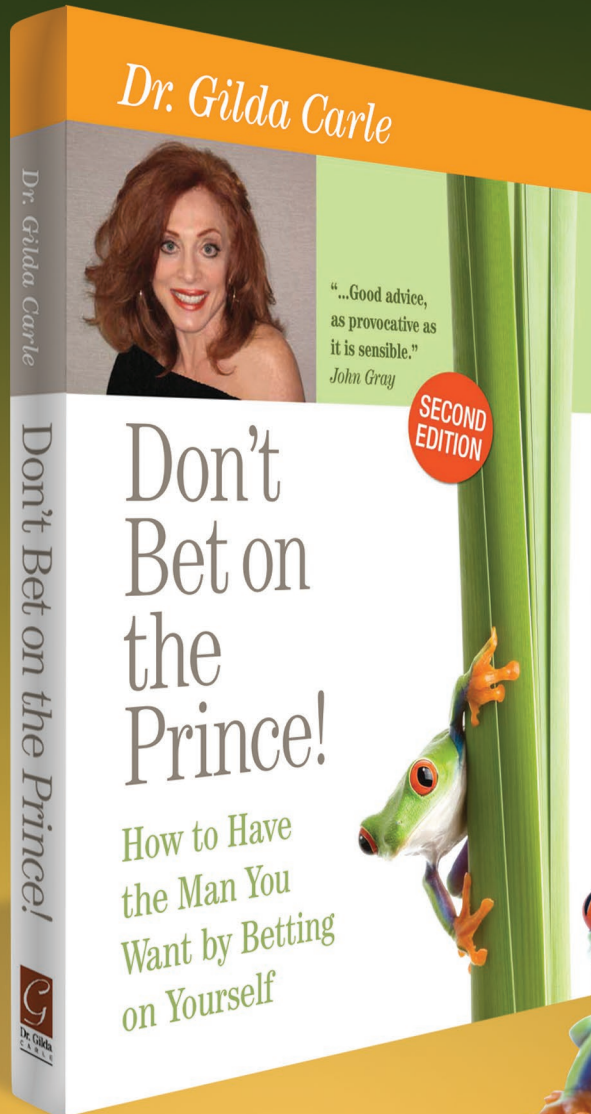


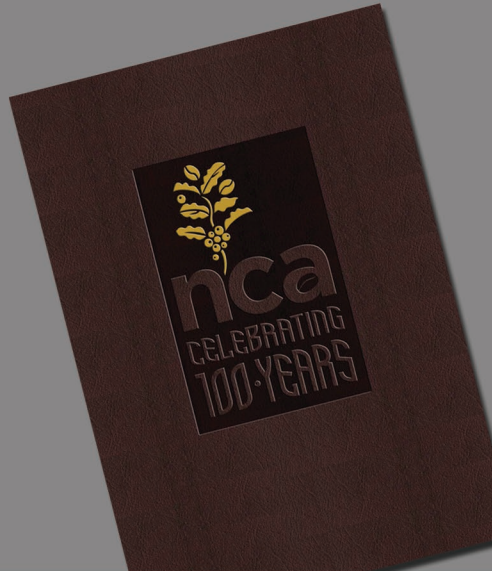
Cheryl Welch



Gathering berries
After the rain greatly falls
Causes falls greatly







ROARING 20s and PROHIBITION

CONSUMPTION RISES THE 1920s ERA WENT BY SUCH NAMES AS THE JAZZ AGE, THE AGE OF INTOLERANCE, AND THE AGE OF WONDERFUL NONSENSE. UNDER ANY MONIKER, THE ERA EMBODIED THE BEGINNING OF MODERN AMERICA. AFTER WORLD WAR I, AMERICANS FELT BUOYED AND THE COUNTRY HAD ALSO SURVIVED A DREADED INFLUENZA EPIDEMIC. IN 1918, THE NEW DECADE WOULD BE A TIME OF CHANGE FOR EVERYONE — NOT ALL OF IT GOOD, THOUGH.

On May 1, 1920, two months before the enactment of the prohibition of alcohol manufacturing in the U.S., the association launched a publicity campaign so that coffee could be promoted as a substitute to intoxicants. Coffee sales boomed. Nonetheless, the association's second decade mirrored the life of a man, characterized by accomplishments as well as disappointments in almost equal proportion. Relations with producing countries went from the heights of complete harmony to almost total incompatibility. Disagreements arose from diverging views about how to handle coffee surpluses and Brazil's valorization schemes, and how to finance consumption campaigns, among others. Still, a realization that the health of the industry depended largely on the well-being of producers became all too clear.



"Historical" and business made the expectation technique a priority at



THE FOUNDING FATHERS

In 1911, trade unions — today's labor unions — were just beginning to emerge from the guild system. There were few trade associations, probably because no one recognized a need for them. But with the expansion of trade and industry at the turn of the century, problems arose that could be dealt with only through mutual cooperation.

The story of how the association came to be was detailed by William H. Ubers in an editorial published by *Coffee & Tea Trade Journal* a few years after the fact.

A yellow fever scare hit New Orleans in 1906, prompting coffee merchants to suspend operations at the port. During the emergency, Benjamin C. Casiano and William T. Jones of New Orleans contacted Carl H. Stolting of St. Louis and, with his assistance, the entrepreneurs obtained sufficient supplies of coffee to carry on their business.

Their friendship led to business ties so close that, in time, they recognized the need for a coffee trade organization which would help solve future problems. At the Flanery's Hotel in St. Louis, the National Coffee Roasters Trade and Pure Food Association was formed in 1911, with 27 coffee roasting firms attending the event.



"In asking you to meet here," said temporary chairman Stolting in his opening remarks, "the St. Louis roasters had in mind certain national questions affecting the entire trade, which they thought could be solved with your cooperation... It's not hoped to form an organization to eliminate all trials of the coffee roasting business, but we feel that an organization primarily social, can incidentally take up any question of interest to the trade and, by doing some things of real benefit to the trade, we can expect general cooperation."

The nascent organization stated its mission as:

"To foster and promote a feeling of fellowship and good will among its members and broad equitable lines, to enhance the welfare of the coffee trade and consumer... to eliminate or minimize abuses, methods, and practices (inimicable) to the proper conduct of business and to assist in the enactment and enforcement of pure food laws which in their operations shall deal justly and equitably with the rights of the consumer and trade."

Twenty-seven coffee roasting firms attended the National Coffee Roasters Trade and Pure Food Association event in 1911



"Our job is to influence the coffee drinking habits of 140 million people."
— Ed Albert



When the NCA annual meeting convened in 1964, many former employees of coffee firms were serving the war in the Pacific. In a stirring address to the convention, Chandler Mackley reminded delegates of these servicemen, urging members to make the organization and the industry stronger so that when they return from war they would find a place of work to support them.

In 1945, the NCA By-laws were revised so that a whole new board of directors was elected, and the system whereby they had been chosen from four separate divisions was eliminated. The new board consisted of 27 representatives of green and roasted coffee firms located throughout the country, some of them harkening back to the genuine board.

Removal of government war time controls was a major objective in 1946. However, the association urged members not to evade controls in the interim. Six weeks later, another grand leader was added to NCA's historical cast when President Robinson announced that "through the expert and untiring efforts of our Decentralized Committee, the industry was freed of the last vestiges of oppressive government control and interference, the first major industry to be able to take its place in the world again as a true example of American free enterprise."

The average retail price for a pound of coffee in a bag in 1946 was 34.4 cents under price regulation, advancing to 49.9 cents in 1949. These price controls were lifted, prices moved up to 51.4 cents in 1949 and 55.4 cents in 1950.

In 1949, two years after actively seeking support from producers, President Robinson requested a new understanding on the administration of an advertisement fund twice as large as any previous campaign. Pan-American Coffee Bureau President Thompson had already announced that the long-sought five cents assessment per bag had become a reality.

EDUCATING THE CONSUMER

James A. DeKamard succeeded Robinson as Association President in 1949. Controlling the quality of coffee brewing had become central to NCA. William E. Walthers, head of the Hotel and Restaurant Committee, negotiated with the National Restaurant Association an agreement to work together on a long-range program to improve brewing equipment and beverage quality in the restaurant field.

Simultaneously, the name Ed Albert continued to be synonymous with efforts to educate consumers in proper brewing techniques. "Our job is to influence the coffee drinking habits of 140 million people," he said in 1949, urging cooperation from every company in the industry and asking that implementation of the program be effected through individual conviction, while at the same time requesting adequate financing for research and implementation of the initiative. These efforts led to the creation of the Coffee Brewing Institute, Inc., four years later.



