

MARKETING BOARDS

A marketing board is a co-operative organization made up of a group of farmers growing or producing a particular product. Sometimes marketing boards are overseen at the federal level of government, but usually each state and province oversees many different boards – wheat growers, milk producers, beef producers, vegetable growers, and so on.

One of the main objectives of marketing boards is to regulate the supply and the price of certain products so that all producers of that product will get a fair price.

Many farmers like marketing boards because they are guaranteed a reasonable profit for their labour. Other farmers believe marketing boards prevent competition – they would like to be able to control the sale of their produce themselves.

CLASS DEBATE

(Divide the class in half)

FIND OUT ABOUT ONE MARKETING BOARD IN YOUR AREA, STATE OR PROVINCE. (If you can't find information in your school library, try your public library or search the Internet.)

Half the class will argue that the marketing board is a good thing for the farmers.

Half the class will argue that the farmers would be better off without the marketing board.



AFTER THE DEBATE

How many in the class believe the marketing board you researched is a “good thing” for farmers?

How many believe it is not?

Did anyone change his/her mind about the value of the marketing board to farmers?