

POPULISM – THE FARMERS' MOVEMENT OF THE 1890s

The rise of industrialization and Big Business had a direct and profound effect on the nation's farmers. Many independent farmers came to feel powerless. Despite producing as they always had, other forces now seem to determine whether they would be able to survive financially. Financiers and "middle men" now tell them how much their crops are worth. The price they receive for their crops seems to have no relation to the amount of money and work they had put into raising the crop.

Their fate is out of their own hands, and, given that the whole point of being a farmer had been to achieve **economic independence** (to be "self-sufficient"), their "dependence" on the impersonal forces of the free market comes as an especially hard blow.

In fact, more than any other group, farmers suffer during the mid-1880s through the 1890s.

Unlike industrial workers, farmers lived in isolation. Lacking access to information, particularly economic knowledge, they did not understand how they could be working harder, growing more, and yet making less profit.

Late 19th century farmers ask, "Why am I still poor, even though I'm working harder and producing **more?**"

To combat their feeling of isolation, farmers hope to establish connections with other farmers. In 1867, a small group of government workers in Washington, DC (none of them themselves farmers) found an organization known as the GRANGE and begin a nationwide campaign to encourage farmers to join. Their aim is eventually to make the Grange part of the Department of Agriculture so farmers will have an "inside track" to lobby the federal government for protection.

Initially, however, the Grange is more of a social group that brings farmers together and alleviates their isolation. Farmers are attracted to some of the "secret rituals" of Grange membership and the sense that they are joining forces against those who they believe are depriving them of a fair living – railroad companies, grain wholesalers, and speculators.

Once they started talking, they found that they shared two problems:

1) persistent and accruing debt

and

2) railroads and other "middle men" taking advantage of them

Let's look at the DEBT problem first....

Farmers found themselves piling up debt from the moment they purchased their farm. There were numerous start-up costs beyond the cost of the land. Farmers generally spent their savings on a down-payment for their land. This often emptied their cash reserves, and so to buy materials and equipment to plant their crops, they needed to borrow money (and pay interest on the loan they took for their land).

Normally, you would borrow money from a bank. And, in the cities, one had the numerous local

banks from which to choose. In isolated rural areas, however, there were few (if any) reliable banks and so farmers had to look for other sources of credit. Often the local merchant doubled as a lender.

Farmers borrowed money from the merchant to buy supplies at that same merchant's store. Since there was often no competing merchant in the area, the farmers were left with little choice but to pay the local merchant's prices and abide by his terms of credit (this usually meant high prices and high interest rates). Undoubtedly, some merchants, to exploit the farmer's lack of leverage, charged inflated prices and gave unfair terms for credit. This enriched the merchants, but hardly endeared them to the farmers.

Occasionally, a cycle of debt developed. A farmer, already in debt, might produce a disappointing crop, or in some cases, due to lack of rain or an infestation of insects, the entire crop might be destroyed. This meant the farmer reaped no profit from his labor and could not pay his debt to the merchant. Meanwhile, interest continued to accrue.

The farmer could, in theory, abandon his land and run from his debt. But this left him with nothing. Most farmers chose to stay on their land and once again borrowed from the merchant to finance the next year's crop. On the bright side, one didn't have as many expenses the second year – no need, for example, to buy a new tractor or thresher or draft animals.

BUT, since the farmer had proven a "bad risk" (by not being able to pay his debts on time) the merchants often charged a higher interest rate the second year. The farmers believed this was unfair because their inability to pay their debts was due to forces beyond their control. Merchants replied, in essence, "take it or leave it." Most farmers took the merchants' terms, but they were not happy.

To insure they could pay off their mounting debts to the merchants, many farmers then planted more crops, believing this was the only way to generate more profit. If the weather was good and they produced a bumper crop, farmers hoped, they could pay off their entire debt and still turn a profit.

A bumper crop, however, could be just as disastrous as a failed crop. Why? Because if all the farmers in the region produced a large crop of, say, wheat, the oversupply of wheat would drive down the price of wheat! Farmers, having produced more, would see less profit. Just as was the case with Rockefeller and the various oil refineries, cut throat competition drove down prices and profits.

As a result, despite the good crop, the farmers would not have enough profit to pay off their debt and would then go even further into debt the next season when they again had to borrow money for seeds and other supplies.

That said, most farmers saw no reason to plant a smaller crop. To them, this made no sense since there would be less product to sell, and thus less money. Also, if their neighbors did not reduce production, there was little point in their being the only farmer to plant a smaller crop.

One solution might have been to "diversify" – to plant several different crops (cotton, wheat, soybeans, corn) so they would have a better shot at profiting and not face the risks of the prices for their one crop plummeting – yet this posed problems too.

Most farmers grew only one crop (a "staple" crop). They choose to grow a staple crop because they could do so more efficiently. It's easier to focus on one crop than on a variety of crops. The most prosperous farmers had always focused on ONE staple crop. (The wealthy planters in the South before the Civil War, for example, had focused on cotton.) Still, if the price of that one crop drops,

they go broke.

Moreover, certain staple crops quickly deplete the minerals in the soil. A good crop depletes the soil more quickly, so farmers risk having a poor crop the following year if they plant on all of their land. Nonetheless, most do plant on all of their land, convinced they must do so in order to make enough to pay their debts.

Indebted farmers come to resent that they are subject to numerous risks, while at the same time they have little control over how much their crops will yield or what prices they will bring.

Beyond debt, Farmers felt cheated by RAILROADS AND OTHER MIDDLEMEN

Farmers often found that they had access to only one railroad line to ship their goods, and the railroad charged high prices for transport. When the farmers protested, the railroads, much like the merchants, said "take it or leave it." Once again, the farmers had to take it. And some took it pretty hard!

GRAIN ELEVATOR OPERATORS also gouged the farmer when he goes to have his crops weighed. The farmer might know that the weight was being reported incorrectly, but he had little choice but to accept the "official" weight. Even worse, sometimes the elevator operator owner worked for the railroad line so the farmer was cheated twice by the same company! Sometimes the operator was the local merchant, and the same thing happened.

SPECULATORS AND TRADERS

Market forces beyond the farmer's control – forces that he did not comprehend and could not control – also determined his fate. For example, the size of the cotton crop in Egypt could affect what cotton sells for in Georgia – regardless of how much or how little the Georgia farmer produced. Also, financiers and speculators "bet" on the future price of commodities. They reap profits through speculation, rather than by producing anything themselves.

The people who set prices for the farmers' crops but themselves PRODUCE nothing tell the farmers they are "overproducing." They basically tell the farmers they are to blame for their own fate.

The farmers respond that the problem is NOT overproduction but under-consumption. This is an important difference, even though the two might sound like the same thing.

The middle men who buy the farmers' crops turn around and raise the price of the crop. The wholesaler who buys the crop then raises the price when he sells it to the food producer. The food producer then raises the price before he sells it to the retailer. By the time the farmers' wheat makes it to the consumers as bread, the price is so high that the consumers cut back on how much they buy because they can't afford the high price of bread. The consumer, in sum, is "under-consuming" because the price of food has been inflated so that middlemen can reap high profits. Most importantly, the farmer is not seeing any of this profit – instead, the middlemen are reaping all the profit. The farmer reasons that he, who has done the work to produce the food, cannot have any say over the price he receives for it while others, who, in his view, have not produced anything set the prices and reap the profits.

This resentment breaks down into a producer vs speculator dichotomy:

The "Producer ethic" holds that those who produce tangible goods are the backbone of the country. Without them, all the middle men would be out of jobs.

Financiers (bankers, crop brokers, futures market speculators) in particular are parasites – they shuffle paper, they don't produce anything.

To use a farm-related metaphor, the western farmers feed the cow, the eastern middlemen, bankers, and financiers milk all the profits. [See powerpoint cartoon]

So...HOW TO GET AROUND THE MIDDLEMEN? Two basic answers:

1. "Self-help" or COOPERATIVE ACTION

Farmers **pool their resources** to buy supplies from local merchants. For example, if one farmer can afford 1/5 the price of a tractor, he finds four other farmers who can afford the same amount. Then all five pool their money to buy one tractor that they share.

Farmers also try to **bargain directly with wholesale manufacturers** to get cheaper prices on supplies. To do this, they form "co-ops." (Similar to when Rockefeller suggested that cooperation would save businessmen from competition.) When the farmer "co-op" buys big ticket items in bulk, they can get better prices from the manufacturer than if each individual farmer pays the merchant's retail price. Reapers for \$175 not \$275; wagons for \$90 not \$150. The farmer co-ops then pass on the cheaper prices to their fellow farmers. In time, the co-ops open their own stores to compete against the over-priced local merchants who must now lower their prices to remain competitive.

Taking cooperation even further, Granges **buy their own grain elevators, mills, and production plants** and in doing so cut out the middlemen – a kind of vertical integration reminiscent of Rockefeller's attempts to "centralize."

In Iowa, local Grangers even begin to **manufacture** their own farm equipment.

Also, Granges sponsor education and public relations campaigns to bring the farmers' plight to the attention of more people and also to show farmers the benefit of cooperation. Local GRANGES become regional FARMERS ALLIANCES which then become national ALLIANCES.

It isn't long before the merchants begin to resent the farmers "going around" them. They devise their own strategies to recoup their lost business and profits. The most important thing they realize is that the farmers lack cash. So, even when they pool their resources, they may not have enough to buy equipment or to set up their own elevators and production facilities. Some merchants take a page out of Rockefeller's book. Since they have more cash or access to credit, they can afford to lower their prices and undercut the farmer co-op stores, knowing these co-ops will go out of business before they do. In essence, merchants risk short term losses to undercut the prices the co-ops are offering.

Similarly, they pressure banks and other creditors not to lend money to the farmer co-ops to purchase supplies.