<http://ra.okstate.edu/STW_DASNR/Norwood/IGAscript/video.html>

Who feeds Stillwater?

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| 00:02:10;00  To  00:03:27;00 |  | Intro outside of IGA |
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| 00:06:15;00  To  00:06:32;00 |  | Overview saying grocery store is great  Below is a picture of my favorite grocery store in town: Consumers IGA. Though this store may be my favorite, there are many other stores like it both in Stillwater and across the U.S. In the food aisles of this store you can see the success of modern agriculture. No other people on Earth has had access to food as delicious, as diverse, as convenient, and as affordable as the food in this store. If one is willing to purchase healthy food, no other people have found it so easy to eat healthy. |
|  |  |  |
| 00:07:20;00  To  00:07:24;00  00:21:38;00  To  00:21:42;00  00:25:12;00  to  00:25:19;00  00:35:00;18  To  00:35:10;17  00:36:31;00  To  00:36:33;00  00:37:36;00  To  00:37:41;00 |  | Bananas grown in Guatemala  Eggs from Indiana  Pork from Iowa or NC  Peas from NJ  Shrimp from Thailand  Bread perhaps from OK |
| 00:00:00;00 |  |  |
| To |  |  |
| 00:12:27;00  To  00:13:06;00  00:21:01;00  To  00:21:08;00  00:26:47;00  To  00:27:03;00  00:35:25;00  To  00:35:39;00  00:36:47;00  To  00:37:07;00  00:38:18;00  To  00:38:30;00 |  | Fowler about how he acquires bananas  How get Eggs from Indiana  How get pork  Get Peas from NJ  Get shrimp  Get bread |
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| Add scenes of food to accompany audio | Add audio: with scenes of foods without Bailey in it  If the grocery store manager had to acquire all of the food sold in the store directly from the farmer, there would be much less variety and most of the products would be priced higher. The only way this store manager can bring you food from around the world is if markets bring it to him, just like the only way a Thailand shrimp farmer can sell the shrimp she catches to you is if she sells it in a market. |  |
| 00:33:46;00  To  00:34:30;00 |  | Markets, not farmers feed the world / share of food dollar |
| Add scenes of food to accompany audio  Add this image    [Add talking points at appropriate place]  16% of the value of food occurs at the farm and those who make farm inputs  84% of the value of food occurs from activities after the farm | Add audio  I want to repeat this because it is important. For every dollar you spend on food only about $0.16 goes to the farmer to compensate them for their contribution and the contribution of those who produce farm inputs like fertilizer. The rest goes to food processors, wholesalers, retailers, and the like, suggesting that what happens to food after it leaves the farm is more important than what happens on the farm.  16% of the value of food occurs at the farm and those who make farm inputs  84% of the value of food occurs from activities after the farm |  |
| Add scenes to accompany audio | Add audio:  Markets are the collection of the millions of exchanges occurring between the people who produce raw materials, the people who transform those materials into a consumer product, and the people responsible for bringing those goods to a convenient location to sell directly to consumers. Markets are simply a series of trades, where food is property that changes hands from one person to another until it is finally eaten. |  |
| 00:19:09;00  To  00:20:33;00 | [Add talking points]  Benefits of trade:  comparative advantage | Benefits of trade: comparative advantage  how we trade bananas for wheat using markets |
|  |  |  |
| Add scenes to accompany audio  [Add talking points]  Benefits of trade:  comparative advantage  specialization  Show videos from below when talking about combines, using your discretion  Harvest - Caddo County (6\_29\_13), use scenes from 0:40 to 0:44 and/or 1:00 to 1:07 and/or  1:20 to 1:25 and/or 1:41 to 1:51 and/or 2:32 to 2:41 and/or 2:51 to 2:55  Show videos from below when talking about feedlots, using your discretion  00362 use from 0:0010 to 0:18  FeedTruck3.wmv from 0:18 to 0:25 | [Add audio]  Even if all the regions of the world had the exact same soil, climate, and resources, making each region equally suited for the production of any good, they can still benefit by trading with one another. When a farm—or any business, for that matter—is able to specialize in one or a few goods they are able to hone their skills and purchase expensive machinery that boosts the productivity of labor. A small diversified farmer with 50 acres of wheat and 30 cows could never afford combines and expensive feeding equipment. Instead, some people specialize in wheat production and produce a lot of it with combines, and others manage large feedlots where they feed thousands of head of cattle.  Trade encourages specialization because it gives any one business a larger potential base of customers. Kansas farmers would never raise as much wheat as it currently does if it could only sell wheat to other Kansans. It is because it can sell wheat around the world that it can produce enormous amounts of it with huge tractors and expensive, scientifically developed wheat seed.  The U.S. produces far more wheat than they consume, and it is because of their large output that they can produce wheat at such a low price. We are able to do this because the wheat we do not consume is easily exported to other countries, so without trade, there is less specialization, less technological innovation and development, and less food. |  |
| Add scenes of food to accompany | [add audio]  There is considerable specialization not only in what foods are produced, but one’s specific role in the production of that good. |  |
| 00:27:54;00  To  00:28:13;00  00:41:01;00  To  00:41:24;00 |  | Specialization within a firm, spinach  Specialization, chicken |
|  | [add audio] |  |
| Add scenes to accompany audio, not sure what, maybe just food  [Talking points]  Trade and specialization are primary sources of modern wealth.  In isolation humans can barely survive.  As members of a civilization humans thrive.  Most of what you consume is produced by other people. You could never produce yourself what you consume in one day.  Add picture: Bastiat, with quote underneath  It is impossible not to be struck with the measureless disproportion between the enjoyments which this man derives from society and what he could obtain by his own unassisted exertions. I venture to say that in a single day he consumes more than he could himself produce in ten centuries.  —Bastiat, Frédéric. 1850. *Economic Harmonies*. 1: Natural and Artificial Organization. | In fact, trade is what allows citizens of the modern world to accumulate so much wealth. To illustrate, suppose that you are Robinson Crusoe, alone on an island, and everything you consume you have to produce yourself. Even if you know how to produce everything from grilled fish to pharmaceuticals, the fact that you have to spend so little of your time devoted to each good means that you will never become adept at producing any one good. There isn’t enough time to polish your skills, research new production technologies, or build machinery and tools that improve your productivity.  Though humans are the most intelligent of animals, we only prosper in groups. Alone on an island we stand less chance of survival than a bird, or even a dumb crab. Each of you will go out into the world and specialize in a particular job, and will use the money you earn to buy goods produced by other people. Imagine how long it would take you to personally produce all the goods you consume in a day. One lifetime is not enough. We are prosperous because we specialize and trade, but this is no recent insight of my invention.  It was best said by the French economist Bastiat in the nineteenth century. |  |
| [add talking points]  Technology and trade  Technology allows us to produce vast amounts of food  But these technological innovations are made possible by markets.  -Markets provide monetary incentives to improve technology: like automatic milking machines and driverless tractors  -Technology is usually adopted first by large farms  -Trade and specialization allow for large farms  Patents encourage technological innovation.  [show picture] | [add audio]  If you ask most people why food is so cheap today they are likely to remark on the technological innovations in agriculture, and they would be correct, but they are likely to neglect to add that those innovations are made possible through markets.  Most technologies tend to be useful only to larger farmers. The automatic milking machines used on today’s dairies greatly improves the productivity of labor, but is unprofitable on farms with just a few cows. Driverless tractors are a blessing for farmers with thousands of acres, but they are too expensive to use on a fifty acre farm. As we have seen, large farms and thus better technologies are only desirable if regions can trade with one another.  Technology does not fall from the sky like manna from heaven. Most of the time they are the deliberate attempt of an entrepreneur to make money. That is why governments award entrepreneurs who create new technologies with patents, giving them a monopoly in the sale of that technology for a number of years. Indeed, the first U.S. patent was awarded to Samuel Hopkins in 1790 for his new way of acquiring potash from the ashes of burnt plants. |  |
| Use video at right link  01:18:18;00 |  | <http://ra.okstate.edu/STW_DASNR/>  Norwood/FarmersMarketScript/video.html |
| 01:18:31;00 | Does the grocery store’s low price exclude costs such as …   * soil erosion? * water pollution? * human health harms? * animal welfare? |  |
| 01:19:00;00 | Is organic food cheaper, all costs considered? |  |
| 01:19:10;00 | Is local food cheaper, all costs considered? |  |
| End at 01:19:17;00 |  |  |
| Start at 01:19:48;00 |  |  |
| 01:20:05;00 | Who feeds Stillwater?  Markets feed Stillwater. |  |
| End 01:20:28;00 |  |  |
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A special thanks is given to Charles Fowler of the Consumers grocery store in Stillwater, Oklahoma.

Figures

Image of dollar bill was obtained from the Economic Research Service.

Image of historical marker was obtained from Wikimedia Commons at http://commons.wikimedia.org/wiki/File:Pittsford,\_Vermont\_-\_first\_US\_patent.JPG.