

fruit; then the cover is put in place and kept there by use of six fasteners. These fasteners hold the baskets firmly together also. An attractive, oval-shaped, bright-red label is put on the end of each basket, announcing that these cherries are from the "Leavens Orchards," of Prince Edward Co. This label serves as a modest advertisement for our fruit, and a guarantee to the purchaser that the contents of the package are what he paid for.

After the orchardist has invested his money in trees and land, has cultivated, pruned and sprayed for a number of years without returns, and he at last has a crop which he thinks will reward him for his trouble, he comes face to face with the proposition which brings failure or success to his venture. His problem is to get sufficient of the consumer's dollars to have a margin of profit on his investment.

Profits from an Apple Orchard*

WHAT returns may be expected from an apple orchard? Whether a definite answer can be given is a debatable question, but a very close approach is the statement of ten years' profits from Auchter orchard near Rochester, N.Y. The experiment was conducted by the Geneva Experiment Station. In a ten-year period any unusual conditions which might arise in a single season would be lost sight of in the general average.

The trees are Baldwins, now thirty-seven years old, just entering their prime. For the whole period the average yield per acre was 116 barrels, of which seventy-nine were barrelled stock and thirty-seven evaporator and cider stock. The latter was unusually high because of two heavy windstorms, yet these are to be expected. Reduced to a tree basis the average yield was 4.33 barrels total, 2.93 barrels barrelled stock, and 1.4 barrels evaporator.

INTEREST ON INVESTMENT

Interest on investment is a difficult factor to arrive at. In this case the orchard was valued at \$500 an acre, which at five per cent. is twenty-five dollars an acre or twenty-one cents a barrel for 116 barrels.

Taxes were rated at \$1.50 an acre or 1.2 cents a barrel.

No charge was made for depreciation of outfit, but the orchard was debited with cost of work and workmen which the Station hired. For the average orchard the items would probably be Team, \$400; spraying outfit, \$250; harness, \$50; waggon, \$75; other equipment, \$225; total, \$1,000. At twenty per cent. for depreciation and interest,

I cannot answer the question of direct shipment to the consumer satisfactorily. In a small way one can sell direct to the consumer but with any considerable quantity of perishable fruit, like the cherry, some other means of marketing must be employed. Consumers might help themselves sometimes by clubbing their orders and sending direct to the farm for supplies.

Edison says that it requires fully as much genius to make money out of an article after it is invented as it does to invent it. The same is applicable to fruit production. When we can sell direct to the retailer, in my opinion we are getting as close to the man who eats the fruit as we may reasonably expect, there being then only two bites out of the cherry between the orchard and the table, those of the express companies that convey, and the shop keeper who distributes.

seventeen cents a barrel would need to be added to the cost.

The annual cost of tillage was \$7.39, an acre, equal to 6.3 cents a barrel. The orchard was plowed each spring, rolled and then harrowed an average of seven times each season. Teaming was hired at \$4.50 a day. The cover crop was usually red clover, the seed of which cost \$2.74 an acre or 2.3 cents a barrel.

Pruning was done at a cost of \$3.56 a year per acre—equal to 13.1 cents a tree or three cents a barrel of apples. The wages paid for labor was two dollars a day of ten hours.

The Station paid three hundred dollars a year for superintendence of the work.

This is equal to thirty dollars an acre, \$1.10 a tree, and twenty-five cents a barrel.

The apples were sorted and packed in the field, then hauled one and one-half miles over a country road to the station. For these operations 24.4 cents a barrel was allowed. Barrels were purchased at an average price of thirty six cents.

COST OF BARREL OF APPLES

From the foregoing data the cost of a barrel of apples at the shipping point is compiled as follows:

Interest on investment	\$0.21
Taxes012
Tilling063
Pruning03
Spraying096
Cover crop023
Superintending orchard25
Picking, packing, hauling...	.244
Cost of barrel36

Total\$1.29

During the ten years the average price received for barrelled stock, which includes firsts and seconds, was \$2.60. For evaporator and cider stock seventy-two cents was received. Subtracting \$1.29, the cost of production, from \$2.60, the selling price, there remains a profit of \$1.31 a barrel for firsts and seconds. Multiplying by seventy-nine the number of barrels an acre, there was a net profit of \$103.49 an acre for barrelled stock. No barrels were required for the evaporator stock, which cost ninety-three cents a barrel. As these sold at seventy-two cents a barrel, there was a net loss of twenty one cents on each of the thirty-seven barrels, or \$7.89



Sorting and Packing Cherries at Hillcrest Orchards, Kentville, N. S.

*Summary of a bulletin by U. P. Hedrick, of the Geneva Experiment Station, N.Y.