

BUTTER

100 lbs. milk, testing 4 per cent. butterfat, makes 4 $\frac{2}{3}$ lbs. butter, which at 30 cents per pound, nets \$1.40 per cwt. on milk.

There is a difference, on our markets, of from 6 to 10 cents per pound between poor butter poorly marketed, and the best of dairy or factory butter properly and attractively marketed. Consumers are willing to pay this difference to get quality and satisfaction. You can reach the top price. The requirements are:

1. Good, sweet, fresh butter, not too salty.
2. Even grained butter, not greasy.
3. Good coloured butter (not over coloured) and free from mottled appearance.
4. Printed butter. The 1-pound print is most convenient and in greatest demand.
5. Good parchment with a neat design of the maker's farm, name, and address.
6. A carton or cardboard box for each print for select trade is profitable.
7. Good transportation crates. Much good butter is made dirty, unattractive, and of less market value by lack of same.
8. As a rule, butter can be made cheaper and of better quality in a good factory than on the farm. For this reason factory butter almost always commands the highest price and universally averages a higher price than dairy butter. If you are marketing milk as butter, why not thoroughly organize a good creamery? Co-operative creameries are far beyond the experimental stage and are established as one of the most profitable methods of marketing milk.

For further information and bulletins write to your nearest Experimental Farm. or to the Dominion Animal Husbandman, Central Experimental Farm, Ottawa.