

15. It is the opinion of the majority of Canadian egg dealers, that the Canadian Egg Trade sustains a loss of at least 17 per cent. This means that for every 30-dozen case marketed, there is a loss equal to the value of five dozen eggs. This loss is very largely the result of defective methods of production and marketing.

16. The chief fault of the present method of marketing eggs is the "case contract" "flat rate" system of buying and selling the product.

17. Eggs should be bought and sold on merit. The price received or paid should be strictly in accord with the quality of the product.

18. To allow as much for inferior eggs as for eggs of the highest quality is practically the same as placing a premium on careless and dilatory methods.

19. The basis of payment of an Egg Selling Association or an Egg Circle is that of quality. Only first-class eggs receive a first-class price. All eggs are paid for according to their grade, as shown by the process of candling.

20. In an Egg Circle, members have the advantages of more frequent marketing, cheaper transportation, the elimination of unnecessary middlemen, access to the latest and best in poultry knowledge, and expert salesmanship, all of which naturally result in the elimination of loss, a higher class product, a keen demand for their product, and larger net profits.