

## THE FUTURE OF DAIRYING.

Now as to the future. What is the industry going to amount to. That depends entirely on the farmers—upon the patrons and those who will become patrons. Of course this is essentially a grain growing country, and farmers on the plains will not, I anticipate, go into this important branch of farming in the immediate future. But there are districts all over the province where the country is particularly adapted to this branch of farming, and these districts should, in my opinion, get all the encouragement that can be given them. We must, in looking at the future, also look back and see what mistakes have been made that can now be avoided. One of the greatest difficulties encountered in organising a creamery association has been in the disposing of the creamery stock. It is very easy to get the first stock taken or subscribed. Everyone is enthusiastic then. We are going to have a creamery here, "Sure, I'll take some stock." But when the next one comes, how many there are who drop out! I don't know why it is, but it is one of the difficulties that we have had to contend with that should be safeguarded against in the future.

If a good percentage of subscribed stock had to be paid in cash and the balance secured by approved note it would prevent people from hastening to join a company without first having considered the matter. If they are not in earnest about it there is no use in having them in the company at all. Requiring the balance of the stock to be secured by approved notes would make it much easier to finance the enterprise.

There is something else that could very well be done. I do not think our creameries and the results they secure receive enough publicity. In some places the local papers publish just what the creamery has been doing, and even what each man has received for his cream. You all get your statements, of course, and you know just what you are making, and while it may not be advisable to let everyone know that much, yet I think it would be well to secure more publicity for your creameries. I don't think you will find any trouble along this line. Your local papers will be glad, judging from what experience we have had, to get your statements. It always makes good readable copy and I think you will find that you won't have to pay advertising rates for it.

## WHERE IMPROVEMENTS MAY BE MADE.

The next task for the future is an improvement in the source of cream supply. So far we have gone on with just our home stock, and that was quite right. I don't think we could have done otherwise; but if you have decided that it is a good industry, and that it will pay well to make it a permanent one, then I think our herds should be improved. Every one knows that you can't make the best out of the dairy business without keeping dairy cows. Improve your stock, so that you can get more milk and more cream and the creameries will take care of themselves. There are two requisites for the foundation of a creamery. The first one is clean cream and the second is more and cleaner cream.

With the improvement of the herd must also be considered the quality of the butter, or, speaking more directly to you, the quality of