

OUR APPLES IN THE BRITISH MARKETS

(Address by W. S. Blair at the Nova Scotia Fruit Growers' Convention)

One of the objects of my visit to Great Britain was to find out whether Nova Scotia apples as at present packed are likely, in the future, to return profitable prices to the grower.

When your fruit lands in Great Britain all of it is not just what you would wish it to be. The appearance is very often unattractive, both as to barrel and fruit, but fortunately the quality of the fruit is satisfying to the consumer.

The extent of the markets available in that country of some forty-five million people may be better understood by a reference to importations which according to the Ministry of Agriculture amounted to about 276,000 tons, or nearly four million barrels.

We have a very great advantage because of being near this great market, and it is safe to say we can keep in the apple business with profit longer than any other country because of this fact alone.

If we are to secure top prices an improvement in appearance is necessary. The offerings of Virginia, Maine State and Ontario apples in barrels was small indeed, but when these were put up for sale there was no uncertainty as to preference.

The bulk of our fruit has a dull appearance, not the bright, highly finished look of that from many other places.

measure be due to spraying with sulphur preparations but doubtless our Maritime climate does not admit of the fine maturity so evident on more inland grown apples.

It is necessary therefore, for us to give all the attention we can to appearance and we should consider whether we are not now at the point where work should be started looking toward the development of varieties of high colour more suitable for our country than those we now have.

The box apple trade was given considerable attention. Certainly prices of box apples during this season have not been sufficiently above the prices obtained for similar grades in barrels to lead us to think that we could make more out of our fruit in boxes.

You are sustaining a great loss because of barrels arriving with apples slack. There does not appear to be any one cause alone for this, but many factors may contribute.

- 1. Lack of care when harvesting.
2. Over-ripe fruit.
3. Faulty judgment when packing.
4. Rough or unnecessary handling during transportation.
5. Too deep tiering on ship.
6. Too high temperature during shipment.

The relative influence of these can be determined only by experimental work, and it would seem wise to take steps to solve this question and remove the loss now resulting from "slacks."

A study was made of the fruit supplies from English sources with the hope of determining to what extent this increasing industry may from year to year affect our returns from fall shipments.

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and not of high colour, to advantage.

It seems desirable that we should go carefully in extending plantings of fall apples beyond that required for local markets, except of sorts which because of appearance and quality will always find a ready market.

The Crystal Palace Fruit Show offered an excellent opportunity for a study of English varieties and a careful survey was made of the varieties now considered to be leading English sorts.

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The affect of shipping immature box fruit was fully demonstrated during the past season in a shipment from the Pacific province of Wealthy which little more than cleared expenses of transportation.

As to marketing there is little doubt but what the two systems, that of private sales and sales by auction work out to the advantage of the grower.

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ances the other and over a full season there is little likelihood of one method averaging superior to the other. There seems to be the desire on the part of the various selling organizations to increase their trade, and no one realizes better than the English tradesman that to do this the best service possible to each and every shipment must be given.

to the conclusion that only an exceptional year can we expect to profit from large shipments of fruit below the No. 1 and No. 2 grades.

A correspondent asks: "Do hogs pay?" Some do and some don't. Some hogs subscribe for a paper, read it for a few years for nothing and then send it back to the publisher, marked "Refused."

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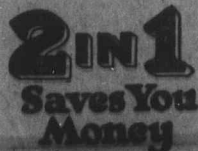
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Prize Editor, F. F. DALLEY COMPANY OF CANADA LIMITED, HAMILTON, CANADA