

## VI.—THE DANISH BUTTER BRAND ASSOCIATION.

This association was organized in 1900 by 'The Co-operative Creameries' Association,' for the purpose of adopting a common trade brand, to be registered in Denmark and Great Britain for Danish creamery butter. The principal object of this national brand is to afford a guarantee to the consumers of its origin and to prevent the sale of butter manufactured in other countries as 'Danish.'

The brand, known as the 'Lur Brand,' (Fig. 3), is printed on one stave of each butter package together with an individual number, the latter for purposes of identification, and is used by members of the association on all packages containing export butter, as well as for printing on all parchment paper liners, and wrappers, used in this connection.



The Butter Brand Association is divided into twenty local or county branch organizations, the members, i.e. the creameries, of each branch electing a representative to the general board of management to serve for three years at a time; and it is the duty of the representatives to supervise the use of the trade brand within each district. The individual members of the association are held responsible for the safe keeping and proper use of all stamps, impressions, &c., of the registered trade brand. The membership of the association was, on the first of June last, 1,256 creameries, or about 95 per cent of the total number of creameries in Denmark. This satisfactory condition is due to the great work and agitating done by the representatives of the organization, the butter exporters and the public press, in convincing creameries that it is to their advantage to join the movement.

Upon joining this association the creameries pay a nominal fee, equivalent to about \$1.50 each. The working expenses are paid by the members in proportion to the quantity of butter manufactured and exported by each. Efforts are now being made to have legislation passed making the use of the 'Lur Brand' compulsory for all Danish butter whether made for export or for local consumption, and also that all butter imported from other countries, whether for reshipment or local consumption, must be branded in such a manner as to prove its origin and prevent, directly or indirectly, its sale as Danish produce.

These representatives of the creameries belonging to the association elect, every two years, an executive committee consisting of five members, one of whom is elected to serve as president.

The association controls the output of branded staves for the butter packages, the printing of the parchment paper, and the manufacture of stamps and impressions connected therewith; and the creameries holding membership in the association must procure all these supplies from authorized sources or submit to heavy fines. The aim of the Danish Butter Brand Association is to afford a guarantee to the consumers in Great Britain that:—(1) all butter packages bearing the 'Lur Brand,' and these only, contain Danish butter made from cream pasteurized at sufficiently high temperatures to destroy all disease germs, and (2) to establish in an equally clear manner that any butter that does not bear the 'Lur Brand' is not of Danish origin.

## VII.—BUTTER EXPORT ASSOCIATIONS.

Although the great bulk of the butter trade in Denmark is handled by butter exporters, many creameries in recent years have formed themselves into butter export