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THE POULTRY INDUSTRY OF CANADA

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What It Was, What It Is, and of What Vast Importance It Will Be—A Great and Comparatively Underdeveloped Asset.

THE Poultry Industry of Canada, past, present and future, is one of the most important subjects that can engage the attention of the poultryman, be he producer or consumer. It is easy to say "Oh! the poultry industry surely keeps pace with our rapidly expanding country." But does it? There are grave reasons to conclude that it does not. The production of poultry and eggs, although much greater in recent years, has not kept pace with the demand. There are some phases of the past and present markets for poultry and eggs, that must be taken into consideration before we can arrive at a correct estimate of what the future of these markets is likely to be.

First.—What was the nature and value of past markets? *Second*.—Some interesting features of the present day markets and their value. *Third*.—What the future of these markets is likely to be.

It requires a man of years and experience to give you any thing like a correct answer to this first query. Twenty-five years ago there was a mighty small winter market in and about the large cities, for eggs and poultry, for there was very little product and few purchasers. People did not expect to get, and did not ask for new laid eggs. Forty cents a dozen for fresh eggs was considered out of the question! And, then, you were apt to be told, the eggs had been kept by some secret process to be launched on the unsuspecting customer during winter. "Any way," it would often be said by a prospective purchaser, "we are sure of the forty cents and we are not of the eggs." The superior quality of poultry was as little appreciated.

FEATURES OF PRESENT DAY MARKETS

There is a feature of the present day markets for poultry and eggs that is positively unique, and in this way. If you were to say to a business man that we had increased home production in the past few years and decreased exports, he would at once say, that you have a home market of very little value. That would be a most likely result. But such, extraordinary to state, is not the case. We actually have in the face of increased home production and decreased exports, increased prices.

As compared with the export of poultry and eggs for the year 1904, amounting to \$1,250,197, those of the succeeding year 1905, show a considerable falling off. The first inclination would be to attribute the decline in exports to a lessened demand on the part of the English consumers. But the reverse is actually the case, for Canadian eggs and poultry of first quality, were never in greater request or in better repute than they are at present. What then the cause? Why the increased value of the home market, or, in other words, "increased home consumption with increased prices?"

DEVELOPMENT OF HOME CONSUMPTION
What has caused the home consumption to so



Free Range and the Hopper System of Feeding
The introduction of the hopper system of feeding has greatly lessened the labor necessary in caring for chicks. It has also proved to be a very successful means of raising them. Scene in the orchard at the Ontario Agricultural College, Guelph.

rapidly develop—in the face of increasing prices?

1. A rapidly increasing population in rapidly developing cities. 2. The high price of meat. 3. The convenience and despatch with which eggs may be prepared in restaurants, quick lunch counters, &c., as well as in our homes. 4. Less waste in a dozen eggs than in many cuts of steaks, roasts, &c., even at the same cost. 5. The frequency with which eggs are now prescribed by physicians in many forms of illness. 6. It is a nutritious and toothsome article of food, a fact which is being more generally appreciated than heretofore. 7. The knowledge, the extra care and effort necessary in the procuring of the strictly new laid egg, and the number of producers who are so situated as to permit of their placing the strictly new laid egg in the hands of the city

dealers. 8. The comparatively new summer market of high prices for the strictly new laid article.

Experience and close observation have shown me that the foregoing are factors to a greater or less extent in causing the increased value and rapid development in recent years of our home market.

PROGNOSTICATIONS AS TO THE FUTURE

The future of the poultry industry I hold is a bright one and for the following reasons:

A. It will offer still larger margins of profit than at present, and in this way: If, under present conditions, the average output from each hen is 60 to 90 eggs per annum and this permits of 100 to 150 per cent. of profit, what will that profit be when trap nest selected hens lay, on an average, 160 to 180 eggs each a year? Think of the results in poultry and eggs! Think of what this will mean to the future poultry interest of the country!

B. There is surely a bright future for poultry because our Eastern country is not only becoming better populated, but the people are becoming more advanced in home comforts and in their tastes for still better food and more of it.

C. There is likely to be vast populations in the new and rapidly developing cities of the West. This means a great drawing on the surrounding districts for food and fuel. Depend upon it, that food will not be of second quality. Poultry of the best description and eggs of undoubted flavor will be a large part of that food. Politicians talk of the teeming millions that are to find homes in New Ontario, Manitoba, Saskatchewan, Alberta and other provinces. And doubtless these millions will eventually be found there.

D. Did any reader ever think of what a large area of surrounding country a great city such as Montreal, Toronto, Hamilton, Winnipeg, Vancouver, Victoria, and our progressive City of Ottawa are assuming tiny proportions? Other smaller cities are rapidly growing up. Did it ever occur to you in connection with these cities, particularly the greater ones, that in recent months a vast number of restaurants, Chinese and otherwise, quick lunch counters, &c., have sprung up. Why, in our tiny little City of Ottawa nearly a dozen lunch counters have been established within the past few months. In these places you will find eggs in every form of cooking are in very great demand, and closely following comes chicken, or, chicken and ham sandwiches. This means an enormous demand in the various centres of population, and it is a demand that is