

## MARKETING SMALL FRUIT

**I**T is a season such as we have this year which tests the grower of small fruits. Many growers find little trouble in so caring for their bushes and cultivating their land that a fair crop results each year if the weather conditions are not too unfavorable. As a rule it is not difficult to find a ready market if the crop is not very heavy. But when a bumper crop comes the business ability of the grower is put to the test and that grower who is the shrewdest and pays the most attention to supply and demand on the different markets usually obtains greatest returns for his labors.

An attempt has been made by The Horticulturist to find out how some of the leading growers in the Niagara district sell their crops and from what markets the greatest profits are obtained.

"This year," said Mr. J. A. Pettit, of Grimsby, "there was good money in the home market for strawberries. I always sell my fruit to local buyers unless it is evident they are not paying enough. I also ship some. The Ottawa market suits me best, because it is handy to ship by Dominion express from here. I seldom sell to the canners and never make a contract with them. This year the canners have paid \$1.32 per crate, but when they contract for many crates from certain growers they do not always get the best berries as the growers can make more money out of the best on the local market or perhaps by shipping them."

### CANNERS PAY BEST.

"Selling berries to the canners," said Mr. J. W. S. Nelles, of Grimsby, "pays best all through. Many growers claim otherwise,

but 'a bird in the hand is worth two in the bush.' In many cases if they ship to a distant market they are not sure what price they may get. Many buyers here have bought whole patches to ship. It will not be long until the buying will all be done at the growing point."

"For the Marlboro raspberry," said Mr. W. H. Spera, of Bartonville, "I find best money in selling on the Hamilton market. It comes in early and demands a high price. Sometimes I ship to Ottawa or Montreal if I find localities better located for supplying those cities have not a sufficient crop. As a rule, however, the home market pays best. There is more work, however, about supplying the home market, as when the berries are shipped all that is necessary is safe delivery to the train. The Cuthbert is firmer and a better canner and greater returns are obtained by selling it to the canners, as this variety comes in after the earlier varieties have lowered the price on the open markets.

### MONEY IN CURRANTS.

"My land," continued Mr. Spera, "is specially suited to growing currants. I usually sell the red currants in Hamilton at about \$1.75 per crate, but if the demand is not good there I look for other markets. I have shipped direct to Buffalo, and after paying freight and a duty of one cent per box, besides commission merchant's fees, have cleared over \$1.75 per crate. Black currants generally bring 90 cents to \$1 per 11-quart basket. For me the canning factory in Hamilton pays best because I have a big lot to sell. On the local markets a higher price might be obtained, but only 10 to 12 baskets could be disposed of at a time."

A great deal of fertilizer can be profitably used on strawberry plants if applied at proper intervals, as follows: In the early spring before planting, again late in the summer or early fall around the plants, and again in the winter or very early spring directly over them.

What interests me most in The Horticulturist is the names of the different kinds of fruit that do well in latitudes similar to Owen Sound. These articles are a far better guide in selecting fruit trees or plants than the fruit agent with his picture book. —(John Thomson, Owen Sound, Ont.