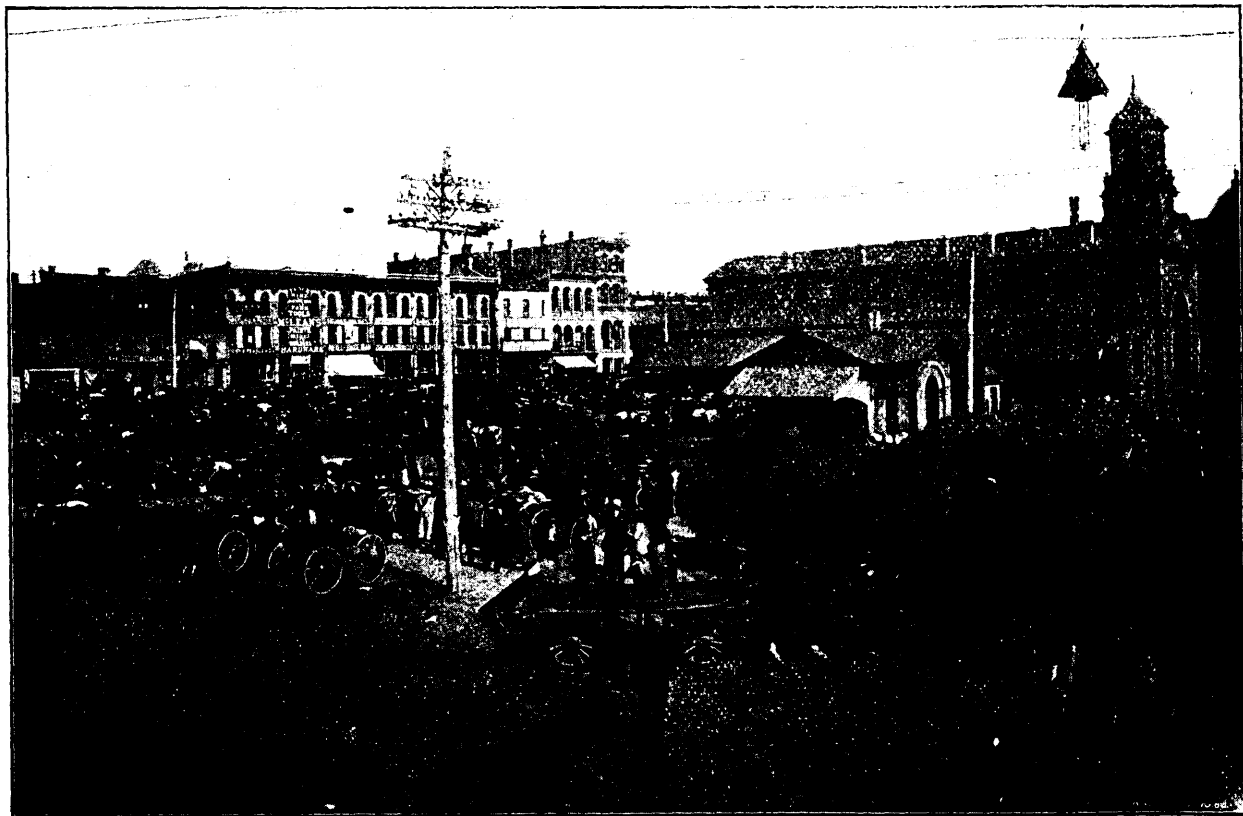




The Farmers' Market, London, Ont.

BACON AND HAMS

Canadian bacon and hams are now advertised on large placards at railway stations, on busses and in shop windows. They are getting a good hold on the British markets. They are making headway. Any tendency towards fatness or softness is an occasion for fault-finding with buyers, from the housekeeper who wants enough for a breakfast, to the wholesale dealer who takes five or ten boxes in a lot. Every year I observe that British buyers become more exacting in requiring that all goods, in any one lot under one brand, shall be without exception precisely what they are represented to be. One large buyer of bacon said to a Canadian packer: "You may think me too particular, but when I buy five or ten boxes of your No. 1 bacon, I want every side of it to be of No. 1 quality. If there is one side of No. 2, or one side soft, I don't want it, and there is sure to be trouble."

BUTTER.

The butter trade is growing. I compared some Canadian creamery in the same warehouse with Danish butter. The finest Danish was still superior to the Canadian; but the Canadian was better than the second quality of the Danish. In Denmark it is the general practice to pasteurize the cream before it is ripened for churning. In Canada few buttermakers do that in the summer months.

I found one large importer complaining that Canadian butter was too dry to suit his customers. He said a butter more moist in body, with a mild flavor, would sell better and to the best class of customers. The demand for a heavy-bodied butter, which used to be constant in the old days when there was no cold storage, is now limited to only a few districts. The butter from France, which fetches the highest price of any butter imported into Great Britain, is soft in body, almost salvey, and mild and quick in flavor. The exports of butter from the port of Montreal from 1st May to week ending August 19th, this year (1899), have been 191,849 packages, against 69,306 packages for the same time in 1898, and 3,223 packages for the similar period in 1894.

CHEESE.

Canadian cheeses are suiting the trade better this season

than last. A Dundee merchant said to me he did not think we needed to improve them any further. In passing let me mention a characteristic which I noticed in merchants in Scotland with whom I discussed our products. They praised the good points which they found in them. The English merchants take particular pains to point out all the defects and to find fault. I suppose the English are afraid to praise things lest Canadians should want more money for them. The aim in our cheese trade now should be to keep up evenness of rich quality and get a milder, cool flavor by curing them at a temperature of between 60 and 65 degrees Fahr.

FLOUR AND OATMEAL.

Canadian flours and oatmeals are taking the lead wherever they are known. As yet few bakers know that Canadian flour is superior for bread-making to any flour imported into Great Britain. Independent and reliable tests show that Canadian flour contains about ten per cent. more gluten than other flours; and its bread making qualities are also in that proportion, both as to the quality and quantity of the bread.

Canadian oatmeals are making a good place for themselves, particularly in England. The Scotch people are partial to the porridge and oat cakes from the home-grown "corn." As a matter of fact, the consumption of oatmeal in Scotland seems somewhat on the decrease, while it is greatly on the increase in the cities of England. A beginning has been made in sending Canadian oatmeal in 2-lb. packages. It is superior in flavor, in substance, in freedom from seeds, and in appearance to any of the oatmeals in packages going from the United States. Theirs are advertised most conspicuously, I am told to the extent of several hundred thousand dollars a year. By its superior quality, Canadian oatmeal should take the best of that trade in the course of a few years. The climate is on our side, and climate counts for very much in the quality of a food which a country is able to produce.

EGGS.

The Canadian egg-case, which was objected to a few years ago, is now the favorite egg-case on the market. The