

# The Marketing of Peaches

A. F. Stevenson, Niagara Falls South, Ontario

AS WE look over our orchards, the questions arise in our mind: "What is the most satisfactory way towards the disposal of our crops?" and "Can we improve upon our methods followed last season?" A number of us will say: "Yes," experience having taught us.

It is a most unfortunate thing for all concerned in the fruit growing business that a closer observation is not made by individual growers respecting the grading and packing of our fruit, particularly noticeable in peach shipments. As far as possible oversee this important branch of the business yourself. No man will look after your interests in the same way.

We should see that the contents of each package is of uniform size—not fine and attractive fruit on top and miserable marbles underneath. Have fruit not too ripe nor too hard. Strike a happy medium. This can be done by making two or three pickings at intervals of a few days. Have fruit in such layers that it comes even with top of basket so that, when it reaches its destination, instead of being bruised and discolored, it will have as sound and fresh an appearance as the express companies will allow.

We have three chances to choose from for the disposal of our fruit—the commission men, retail stores and canning factories. It is a good thing that we have these openings for the distribution of our fruit. If we were confined, say, to shipping to commission men, what would the result be? We would be at their mercy more than ever. As it is in many cases, the consumer pays high prices and the producer does not get barely clearing expenses. Certainly his price is not in proportion to what the consumer pays. We would be only too willing to pay more than the regular 10 per cent. if we were sure of receiving what our produce actually sold for.

There is not sufficient rivalry between commission men. There is too much of a "combine spirit." They are grinding the producer on the one hand and the consumer on the other. Is it any wonder that the growers are looking for a more direct channel for the disposition of their fruit?

The key note to successful marketing is the closer relationship between the producer and the consumer. It would be much better for all concerned and much more profitable for both sides. It insures the buyer a better article at less cost and likewise the producer, if he

and villages. Heretofore, Toronto, and Montreal were the chief distributing centres, our fruit going to these cities, then re-shipped broadcast over the land, this necessitating considerable expense which comes out of both consumer and producer.

The canning factories give the growers a good opportunity for the disposal of large quantities of fruit. A great many of us, who have not the gambling spirit, think a "bird in the hand worth two in the bush," and, consequently, dispose of our entire orchards in this way, knowing that we have no commission and express charges to be deducted from our bills of sale. Our baskets are returned, and there is no packing or grading which is a great saving of money and time.

## Canadian Grapes

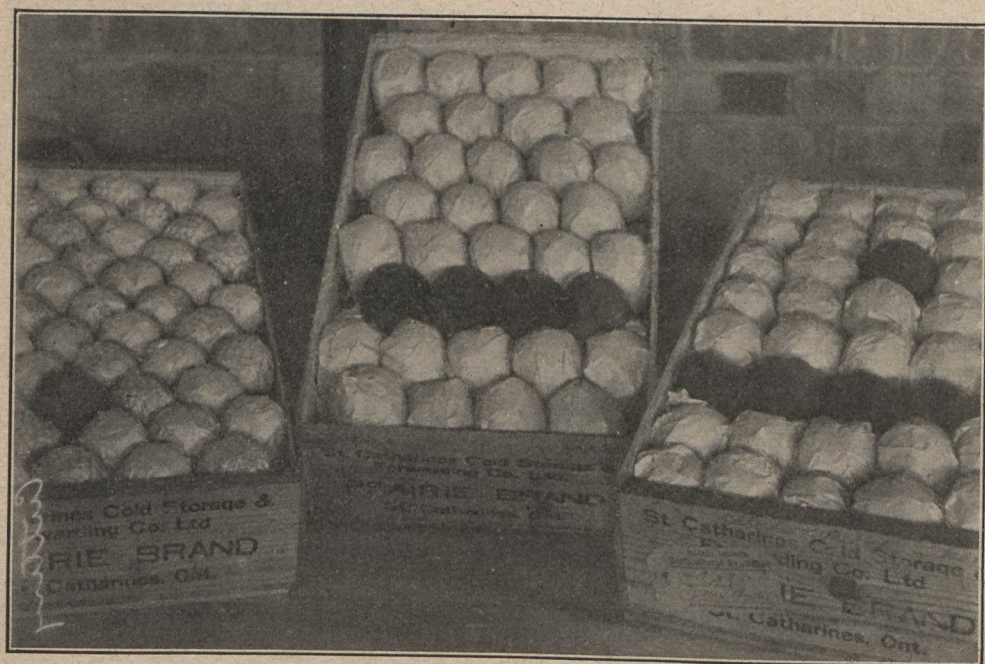
W. T. Macoun, Ottawa

There have been a few grapes originated, some of which are sold by nurserymen and some are not to be found on any trade list. Those which may be mentioned here are the Brant, Canada, Moyer, Kensington, Burnet, Jessica and Northern Light.

Brant and Canada were originated by the late Charles Arnold, Paris, Ont., and are crosses between Clinton and one of the *vinifera* varieties. Both of these grapes are small, and are acid and sprightly, with a pleasant flavor. Their value lies in their earliness and ability to ripen in the north, even in cool seasons. Moyer, while an unproductive variety, is also valuable for home gardens, as it is a sure ripener where most grapes do not mature.

One of the best grapes of Canadian origin is the Kensington, a white grape, originated by Dr. Wm. Saunders, director of the Dominion Experimental Farms. It is a little too late in ripening to be useful at Ottawa, but farther south it should be very desirable. It was originated by Dr. Wm. Saunders, at London, Ont., by crossing Clinton female with Buckland's Sweetwater male. The vine is a strong grower, and moderately productive; bunch, large, long, compact, shouldered; fruit, medium size, oval, pale green, translucent, firm, thin skin, sweet, sprightly, pulp melting, quality, good; season, late.

For the benefit of readers of THE CANADIAN HORTICULTURIST in British Columbia, the October issue will be devoted largely to the fruit interests of that province. Tell your friends about it, and ask them to subscribe this month.



Ontario Peaches Packed for Shipment to the West

Note the different styles of packing. Box at right contains a 5-5 pack and box in centre, a 4-5 pack.

It is a regrettable fact that transportation companies handle our produce as if it were baggage. How often word comes back: "Fruit arrived in poor condition." We are the losers but the companies get their charges just the same.

is shipping to a reputable retailer, receives a more satisfactory price than if his shipments went through a middleman.

A great number of growers are now shipping direct to retail stores in towns