

# The Canadian Horticulturist

NOVEMBER, 1905

VOLUME XXVIII



NUMBER 11

## METHODS OF SELLING FRUIT

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**A**FTER visiting all of the principal fruit markets in England and Scotland, I am more convinced than ever that cooperation among the growers and shippers of Canada and other countries is an absolute necessity if the growers are to retain that market and receive a share of the profits on the products of the orchard. I saw some dickering in Great Britain last summer that could scarcely be called square dealing, in fact, it was anything but square. Who was the loser in this particular transaction? No one but the shipper. The commission merchant had his commission and was at no loss. The time is coming when our fruit and other produce will be sold F.O.B. here, instead of by consignment.

Retail merchants I saw expressed themselves as very much pleased with our method of cooperation in packing apples, and agreed that all products should be sold direct, and not handled on commission.

I interviewed several retail fruiterers in regard to shipping apples in boxes. A number of them had had no experience with boxes, but said they were willing to give them a trial, believing that they would be very convenient for their trade. Others who had handled apples in boxes were perfectly satisfied that it is the right package for the finer sorts.

During the short time that I was in Europe I had no difficulty in arranging with

reliable parties to take all their requirements from our cooperative association F. O. B. here. If the right kind of man was over there one season he would be able to place nearly all the apples grown in Ontario by straight sales to reliable parties. It does not pay to send anything to Europe but first-class goods. When good fruit was offered the buyers vied with each other in bidding, but when the goods were inferior bidding was slow.

It is a great mistake to mark the barrels wrongly. I saw some apples on Covent Garden market, London, put up at Colborn, Ont., marked XXX Duchess. I opened some of the barrels and found one marked XXX Duchess which had not a Duchess in the barrel. They were green apples without a particle of color. Another barrel contained Duchess, but only number two, and marked XXX. This kind of packing will not do. It can be prevented cooperation in packing.

The need for greater cooperation on the part of Canadian growers becomes more apparent every year. Cooperation will mean better packing and higher prices and will strengthen the fruit industry in all its branches. Wherever it has been given an honest trial in Ontario it has been a great success. The more of these associations we can have the better for the growers of the province.