

DEVELOPING THE LOCAL MARKET

Editor C. B. J.:

Dear Sir,—A comment by "York County Bee-keeper," in September issue of C. B. J., demands a counter-comment, and I will attempt to give it, although I may not have a tenth of the experience in bee matters that he has. I refer to his comment on the proposed confederation of the West Indies with Canada. It seems to me he must be trying to see trouble rather far ahead. He says: "The Jamaica honey would so far monopolize the manufacturing trade as to seriously cripple, if not ruin, the Canadian honey business." Well, I may be mistaken, but it seems to me that even if the bee-keepers of Jamaica do monopolize the manufacturing trade, there still ought to be plenty of market for our Canadian honey, and right here let me say that, personally, I have no sympathy with this "dog-in-the-manger" protectionery, anyway, aside from any political considerations whatever. I would say, if the confederation of Canada with the West Indies will benefit the people of the West Indies any, even if we may reap no appreciable gain therefrom, let them come into our family of provinces and welcome, and if Canadian bee-keepers do have to hustle a little more to create a market for their product, that may do them no harm.

But it has always seemed to me that if bee-keepers would look after the quality of their product a little better, and would seek to develop their local market more, there would not be any cause for a great deal of the ado that is made about the dull honey markets, and comb-honey lies, etc. Just to give a case in point, from the page of experience, although it is not exactly from experience in the honey business. Some time was when we produced butter of only ordinary quality, and, of course, only received ordinary price, but for a number of years now the quality of our butter has been the best, and the

result is, the price is likewise the best. A number of years ago, when we began to adopt more up-to-date methods of dairying, and the quality of our butter began to improve in consequence, the storekeepers and customers very soon noticed it and began to demand "Taylor's butter," and, of course, price began to rise above the common level and has continued to rise, until, I believe, to-day, and for a number of years now, we have received a price a few cents in advance of any one else in Galt, and we can't begin to supply the demand for "Taylor's butter" at this top price. When people want to be sure of getting good butter they demand "Taylor's butter," because they know that "Taylor's always make good butter," and it strikes me that if bee-keepers would adopt some similar policy they would be rewarded with like results. "Get your name up" in your local market for always producing a superior quality of honey, and always produce that superior quality, and sell nothing else, and I am very much mistaken if you need fear competition from Jamaica. In fact, I am very much mistaken if you will have to ship a pound away in a wholesale way to any large centre, if you have a fair-sized town for your local market. Of course, this shipping of honey away in wholesale quantities to large centres may be the most attractive way for those who like to do business in a wholesale way—who like to make a "big" appearance, you know—but it is not the way that brings in the greatest number of dollars in the long run. But you say, where you may produce three or four or five thousand pounds of butter a year I may produce 20, or 30 or perhaps 50 thousand pounds of honey. Well, what of that? Where there is one man producing honey for market you will find probably 100 producing butter for market, and all kinds of butter at all kinds of prices, too; but it makes no difference what quality of butter Smith