

Hints for Beginners

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Selling Granulated Honey.

In The Canadian Bee Journal for November there is an article from my old friend, Mr. Chalmers, of Poole, under the above heading, where the method of selling granulated honey in blocks is endorsed and priority is claimed by Mr. Chalmers. As far as I know I did not claim priority. This in most instances is a questionable assertion; and, after all, what does it matter? Might say, however, that previous to the date mentioned by Mr. Chalmers, when with the Goold, Shapley & Muir Co., Limited, I sold four barrels of buckwheat granulated honey to a small confectionery store, instructing them to strip off the barrels and sell it in blocks. This they did, and disposed of the lot in less than two months. The objection I have to the smaller package is that small barrels would cost more according to their capacity than the larger ones. One object in having the large barrel is to attract attention, which is a very important item in selling goods. The smaller package does not do this to the same extent. Of course, in a very small place the smaller package might be better, but it is surprising how much of this honey can be sold in even a small place, and I am not looking for the smaller sales when I can make the larger. As to granulation, I never knew that a barrel was less inclined to granulate to the centre. I have opened many barrels, I have asked others if they thought there was any difference, but they stated that their experience was the same as mine. I feel sure there is nothing in this. However, if we want to sell the most of well-ripened honey, let us sell and advocate the selling of it in the granulated form. Let us tell people that only well-ripened honey will stand such a method, unripe honey granu-

lates too coarse and watery. If we do this our sale of honey will increase enormously. We are not selling the one-hundredth part of the honey that might be sold in Ontario.

There must of necessity be much in these hints, which are applicable to more than beginners. To all I would say have your honey well ripened before extracting. A honey mixed with what we call inferior grades, if well ripened, is more palatable than that from better sources, such as clover and linden, taken out of the hive before being ripened. Next, after extracting, keep the honey from the atmosphere, otherwise it will draw moisture, then sell it in the granulated form and you will have pleased customers and an increasing market. If I cannot convince a customer that he will be pleased with the honey in the granulated form, I simply tell him that if it is not satisfactory I will take it back. He runs no risk, neither do I, for I have never yet had to take it back, and dealers have told me that sales of honey have doubled and more. No one who has tried this method of selling honey has ever gone back on it. Sell your honey locally as much as you can. A person who has only one or two thousand pounds has no need of shipping it to large centres. Congestion there in two or three houses, as is done now, depresses the market over the entire Dominion. What I mean is this, that bee-keepers at present largely send their honey to half a dozen houses in Toronto and Montreal. These receive more than they can conveniently handle, and they reduce the price, which price becomes the market value, and, Toronto and Montreal being the centres from which emanate the leading Canadian papers, their market reports tend to depress the prices over the entire Dominion. Such a method is foolish in the extreme, yet we do it. Bee-keepers sometimes are a very foolish people, and as long as we are content with present methods of marketing, will not receive the best returns for money and labor. We are in bee-keeping where dairying was 20 years ago, when all grades of butter sold in the country stores as low as 8 and 10c per pound. To-day more butter is produced and at a less cost, and a better price is secured. Let us take a lesson not only from the ant and the bee, but also from the dairy industry.

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