

The Business Side of Farming

The Business Basis

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fields and orchards for want of profitable market. The remedy for this is more equitable distribution.

Cooperation and Marketing*

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THERE are several factors entering into successful cooperative marketing. One of the most important of these is to have the goods graded before they leave the farm. At the present time seeds and apples are about the only farm products that are legally graded. There are many other products which could be graded to advantage. When eggs are sixty cents a dozen, the sixty cents helps to pay the poor

farmer for the bad eggs that are marketed and for the handling and candling that is necessary to detect them. Grading on a farm would to a large extent prevent this large waste, and both the farmer and the consumer would be benefited accordingly. To illustrate the benefit of grading we might take the case of three barrels of apples, graded numbers 1, 2 and 3 respectively. If these are taken and mixed up and then put on the

market, they would not bring as much as if marketed under the different grades.

Efficient marketing is another essential. In order to secure the highest price for his produce, the farmer must have it properly presented to the customer. Farmers do not pay enough attention to this part of their business. They should be very careful in selecting the right package and in making their produce look as tempting as possible to the consumer.

After a market is secured, great pains should be taken to keep it. There should be uniform grades for the community, and when production slackens it may be necessary to fill orders from outside quarters. Community effort in organizing grades should receive every encouragement.

Whenever possible the manager should be a business man. The average farmer is a producer, not a produce dealer or a business man. For that reason it is generally best for him to attend to the producing end of the work, and to hire a man to handle the business end of it. The manager, of course, should be at all times work under the control and supervision of the officers of the organization.

Cooperative marketing schemes work all right if they are properly organized. Failures are generally due to a wrong system of organization. In the first place, a club should not be organized unless the need of it is urgently felt, and on the constitution there should be a clause that contracts for the member's loyalty. In handling the farmers' produce it is a wise policy to pay part cash and to build up a reserve for this purpose. Start with handling one line of produce and spread out as the opportunity presents itself.

Our present system of marketing farm produce is inefficient, wasteful and costly. We must have a better one, and cooperative marketing is proving that it can greatly assist in solving our present marketing difficulties.

*Synopsized report of an address given at the School of Rural Leaders, Ontario Agricultural College, Guelph, August 3, 1915.

necessary. A very ordinary cause of sterility is an inflammation of the mucus lining of the womb which causes a discharge from that organ. Another cause is chronic inflammation of the vagina, often called "whites," in which case the discharge is from the vagina. The treatment in these cases is to flush out the parts with a five per cent. watery solution of carbolic acid or creolin till the discharge ceases. Sometimes a crop of blisters will form in the vagina, which will prevent conception for a time, but which usually soon disappear.

Cows which have suffered from contagious abortion are not likely to breed till all unnatural discharge from the vulva has ceased, which usually takes from two to three months. Some farmers have had difficulty with cows which have aborted coming in heat again in two or three months after being bred. The chances are those cows conceived all right, but aborted in a month or so, and then came in heat again. Such cases are most likely to cure themselves in time, as after a few abortions a cow usually becomes immune to the action of the contagion, and will carry her calf full term.

Sometimes barrenness is due to bacilli in the vagina, in which case the "yeast" treatment is often effective. It consists of adding to an ordinary yeast cake sufficient warm water to dissolve it, and allowing it to stand in a vessel for about 12 hours, then adding enough water to make a pint, and injecting it into the vagina about an hour before breeding. In the case of sterile mares, a watery solution of bicarbonate of soda (baking soda), one ounce of soda to a pint of warm water, has been strongly recommended, injected into the vagina about an hour before breeding. The theory of this treatment is to counteract an excessive acidity in the secretions of the mucus lining of the vagina. The same treatment has been used with success in cows, and other preparations, such as soap, carbolated soda, creolin, and other alkaline agents, have given good results.

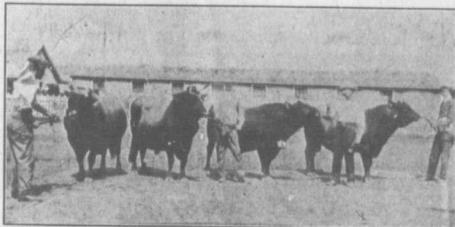
Incurable Sterility

Incurable sterility may be due to a variety of causes, such as an absence of the ovaries or a diseased condition of those organs. Sometimes the ovaries are only imperfectly developed, and in other cases have become shrunken and hardened, and occasionally we find an occlusion of the ovarian cavity, which hinders the egg from getting out of the ovary. The trouble is sometimes situated in the womb, which is occasionally very imperfectly developed and quite small; in other cases, the size of the organ is normal, but it is hardened by disease. Chronic inflammation

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UP to now, the farmer has almost entirely disregarded the business end of his work, leaving this quite largely to his banker. Numerous agencies have succeeded quite largely in placing farming upon a scientific basis, but we have now reached the point where farming must be placed upon a business basis as well.

The problem confronting us to-day is not so much that of increasing production as it is disposing of the produce at equitable prices. Both producer and consumer complain—the producer that he does not receive a fair price for his pro-



Jersey Bulls That Got in the Money at Toronto.

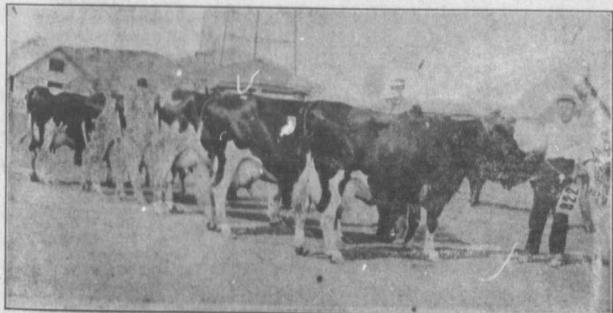
From left to right in order of merit they are: Olympia's Majesty, exhibited by R. J. Fleming; Sultan's Beauty, B. H. Bull & Sons; Brampton Mayor Lila, Herbert Colten, and Calendar, R. J. Fleming. Those who know pronounced this a strong class.—Photo by an editor of Farm and Dairy.

ducts, and the consumer that he pays too much for them.

When the farmer has raised his crop he has accomplished but half of his work. The other half is selling and this determines his year's profits. In marketing his produce he comes face to face with his greatest problem.

The largest cotton crop and the largest corn crop in the history of our nation have yielded the producers of these crops less than former crops of less production and during this time of heavy yield prices paid by consumers have not reflected in a proper degree the low prices paid to the farmers.

It is evident that there is lack of an efficient system of distribution and marketing of agricultural products. While one market is suffering from congestion caused by over-supply, another may be suffering from death, even though tons of food at the same time may be wasting in



Who Would Not Be a Dairyman Were Cows Such as These Available to All.

We here see the mixture Holstein cows in milk as they stood up at Toronto after Prof. Barton had placed his awards. In the front of the string is Bell Hansen, a 52 pound cow sold by A. G. Harde at public auction a few months ago. Next to her is Rowland Count De Koi Lady Pauline, who has produced 26,000 lbs. of milk in the last 10 months. The others in the line are right good animals and more of the same kind do not get in the money at all.—Photo by an editor of Farm and Dairy.