

## Co-operative News

### MARKETS SHOULD BE STUDIED THROUGH EYES OF PRODUCER

#### Farmers Should Know Not Only Where Produce Comes From, But How Far It Goes

THE SELLING end of the farmer's business is the one which he essentially knows least about. This is a fact which compels him to work at a great disadvantage. After the great question of production, it is next in importance. It is somewhat like working in the dark, to go on producing goods from year to year, never knowing with any degree of accuracy, the probable market price which they will command when finished and offered for sale. How great an advantage it would be, if it could only be known, what the probable supply of each variety of farm produce would be, when ready for sale, and what the probable market price. In many lines this would be an impossibility, so long as crops are uncertain, and seasons cannot fail. But it is equally true that there is a great deal of knowledge which might be supplied to him, were an efficient system organized for obtaining it.

This should not be an impossibility in the case of dairy products. A force of experienced men could estimate with considerable accuracy the probable demand for the season, as well as probable supply, for the markets of the world, from all sources. This would put the dairyman in possession of information which would be very useful to him, in determining the character of his plans to meet it. He could know, in a general way, a great deal that would be of advantage to him, and which would mean profit, as well as a better supply of the things which the great consuming world would want the most.

In the case of pork production, the great unsettled question would find practical solution. If it is possible for packers to anticipate to some degree the immediate future of the trade, why not for the farmer? An example of the value of this is to be found in the condition of the trade in Denmark. It is possible that the commission now on the way to that country to investigate the bacon producing business will find nothing better to report than that the Dane lives close to the big markets and can study the situation through the eyes of the producer.

Experienced men could give information equally valuable regarding the marketing of export cattle. They could gather from existent conditions, from supplies of meat at storage, or in transit, the probable scarcity, or plenty, of the goods.

Packers, exporters and dealers in all lines of commodity can afford to spend large sums of money for inside information regarding the home and foreign market conditions. They cannot afford not to do this, for it is in this way that they protect themselves from loss, and ensure themselves a profit.

The fact that the market is studied through the dealer's eyes has new systems which work for him great gain. It is because packers have established cold storage plants, which will safely keep the heavy summer's yield of eggs, that eggs are now 17½c. and not 7c. or less per dozen. The scarcity of winter time is thus provided for and the farmer can market his season's surplus at a good price. Fresh meat on foot is a very perishable article. It requires food and care and money to keep it from spoiling. Fresh meat, after it leaves the cold storage room is about as perish-

able as cut flowers are. But fresh meat in the cold storage is a staple commodity, which may be sold for immediate or future delivery, to destinations near or far away. All this is true, because the packer saw the advantage of studying future market conditions, and preparing to hold his goods to meet them.

But the advantage would be still greater, could the farmer only be placed in a position to study the markets, or to have them studied more exhaustively in his own direct interest.—Toronto Weekly Sun.

#### Flagstaff's Farmers' Meeting

A SMALL crowd turned out to the farmers' meeting. The matter of co-operative buying of binder twine came up and a large order was placed. A great deal of important business is done at these meetings, and steps are being taken to form a district union to handle larger orders and to perfect organization. One item of business at the last meeting was a resolution to enforce the ordinance regarding bulls running on the range.—Flagstaff, Alberta.

See advertisement of John L. Watson Land Co. in another column. The big improved farm they advertise as being close to Winnipeg is a money maker. When in the city, call on Mr. Watson in the Union Bank Building and see his list of farms in Winnipeg district.

### Summer Grain Consignments

## H. D. Metcalfe Grain Co. Limited

Grain Commission Merchants

WE ARE grain specialists and can give you the best service obtainable and the highest price. Every car-load receives our personal attention. Take advantage of our long experience. The price of wheat is high. If you have grain to ship, now is the favorable opportunity to sell. Write us today for market prospects.

Liberal Money Advances on Shipping Bills

421 Grain Exchange, Winnipeg