

marketed or treated in the same manner as the products of our orchards?

"What we need is more cooperation among Canadian growers and the retail merchants and the consumers in Europe. If the retail merchants of Europe were interviewed, a large trade could be worked up direct between the growers and the retailers and consumers. It is computed that Canadian apple growers are paying away unnecessarily, on the other side, in market dues, tolls, portage, cartage and cataloguing \$500,000 to \$750,000 yearly, and not only unnecessarily, but for the privilege of sending our goods to one or two centres only for distribution, to their disadvantage. The time is not far distant, however, when the growers will wake up to this fact, and, also, to the fact that there may be other and better methods of distribution all ready to their hand beside the auction channels of London and Liverpool.

"Who are the customers of the auctioneers in these cities? Why cannot we ship our goods to them direct? These are questions that growers everywhere in Canada, and in other countries too, are asking themselves. The selling of fruit by auction has a great many attendant evils where there are competing firms, unless one of them has the monopoly of

the article sold, which is possible sometimes, or the exclusive right to the attendance of buyers, which is never possible. The fruit auctioneer, like every other human being who has to work for his living, is naturally looking out for himself, first and last, and in his hurry to get rich he is not always the far-seeing and wise individual he might be. Sometimes he injures the very people he would protect, did he but stop to think for a moment. For instance, I am told the following is a common practice amongst certain fruit auctioneers. When one has got to sell 3,000 barrels of Canadian apples on a certain day, and notifies his clients of the fact by printed bill, and by notice on a large slate placed near his auction stand, a rival firm, who desire to lower their opponent's prices, also advertises a like quantity, although they may not have any to sell. In this way buyers are drawn away from the real sale who are given plausible excuses by the second firm when they find it has no apples to sell. In this way the price of the fruit is kept down and a man does not need to be told what this means to the grower. Such work as this leads to retaliation by the first firm and the injury to the trade is thus extended.

"The apple crop of Canada is fast assuming enormous proportions. Our

population is not increasing with sufficient rapidity to be able to consume the fruit, and consequently the British market must receive each year much increased quantities. The problem we have to face is how to market the fruit to the best advantage. There are signs that growers are becoming more keenly alive to their interests, and that they have a desire to get into more direct touch with the consumer and thus secure for themselves more economic distribution than the present wasteful auction systems of London and Liverpool. Cooperation on the part of the growers is the right key to the situation, and may be the beginning of a system of distribution similar to that adopted and found sound by the fruit growers of Southern California. It may be some little time before the Canadian growers arrive at this ideal stage, but it will come, and God speed the time when their representatives will take the place of the present London and Liverpool auction houses."

Is it not time our Canadian growers were taking action to remedy these matters? Readers of THE HORTICULTURIST are invited to forward their views for publication and to give the results of their experience in the shipping of fruit.

Cooperation in the Annapolis Valley*

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THE only way fruit can be handled satisfactorily is by cooperation. The cooperative movement is bound to result in great financial gain to orchardists.

The fruit industry naturally divides into two parts or sections: First, that of production, and second, that of marketing. It is one thing to grow fruit successfully, but it is another to market it successfully. Production has to do with planting the trees, caring for the orchard and picking the fruit; marketing has to do with preparing for the market, carriage to the market, and selling in the market. We can successfully deal with the former individually, but not so the latter.

Every farmer can attend to his own orchard, and with the information he can get from agricultural colleges, experimental farms, agricultural papers, model orchards and successful orchardists, he should be able to produce the best fruit at the least cost. Each man can cultivate, fertilize, prune and spray his orchard separately and in a certain sense independent of his neighbor, but he should cooperate with his brother farmers to obtain a uniform package, the best and cheapest transportation

service and the best method of disposing of his stock.

Cooperation among fruit growers should have three aims or objects—cooperation in transportation, in packing, and in selling. To cooperate in transportation the fruit would have to be collected from the growers, loaded on steamers and delivered at the point of shipment. Each operation would need to be done in the most systematic and business-like way. To do this would require organization, and to organize properly we should commence at the inside and build outward. If we are to cooperate successfully in Nova Scotia, it will be necessary to have the whole Annapolis Valley, or as much of it as possible, organized. It is better, for purposes of interior economy, that this organization should consist of a number of smaller societies working independently but under one general management, rather than to have one large association covering the whole district. The plan already followed is to form a branch society at each shipping point, or in each locality where it is thought best, and to elect officers consisting of a president, secretary and treasurer.

The duties of the secretary and the treasurer would be to record the min-

utes of the meetings and receive any monies for fees or collections that might be made. The duties of the president would be to look after the apples in that district, notify the farmers when to ship, order cars, attend to the loading and billing of the same, and perform duties similar to the middlemen or shippers of to-day. Delegates could be appointed from these branches to choose a manager. The presidents would form a directing committee to assist and advise the manager in the general direction of the business.

The duty of the manager would be to receive the apples at the point of shipment, take all necessary precautions against frost, look after loading and consigning, and attend to the business generally at his end of the line. He would be expected also to give the members all the information he could in respect to markets, crops and prices, to make the best sales possible, receive and hand the orders over to the presidents, and work entirely for the interests of the grower.

Each association would be incorporated and empowered to make rules and by-laws governing its members. The line of responsibility would run from the grower to the manager. The president would hold each member in his

*Read at the last annual convention of the Nova Scotia Fruit Growers' Association.