

Since writing the foregoing I have ascertained, with much pleasure, that the negotiations for the establishment of a permanent Canadian Exhibition here in London are nearing a practical result. The Canadian Government has entrusted them to the Minister of Agriculture and to Professor Robertson, now with us, and these two officials are much pleased with the reception which has been given to the proposal by the Anglo-Canadian traders. The object of the scheme, I learn, is to arouse a keener interest in Canadian products and a more practical comprehension of the Dominion's natural resources. The Australian colonies, I believe, were the first to suggest the establishment of these colonial exhibitions; but, while they have hesitated, Canada has acted.

Quality all Important with the British Consumer.

In discussing Professor Robertson's visit to Great Britain and the developing of that market for Canadian farm products, our English correspondent points out that quality is the important thing to be considered. This fact cannot be too strongly impressed upon the producers of this country. No matter what the article is, if the quality is not the best it is only a waste of energy to try and export it at a profit. The British consumer is very particular about the quality of the food he eats. In fact no other people in the whole world give so much attention to the nature and quality of the food they eat as do the great consuming classes of the Mother Country. Other producing countries recognize this fact and so must the Canadian producer if he wishes to obtain a profitable market for his products in Great Britain. The British consumer may be imbued with a strong love for every portion of the great Empire to which he belongs, but his convictions in this particular are not strong enough, nor will they ever be strong enough, to induce him to purchase an inferior quality of food products from one of her colonies when he can get a better quality elsewhere. Not must the Canadian producer run away with the idea that the growing popularity of Canada and things Canadian in England during the past year or two will enable him to palm off any kind of a product upon the consumer there. All that we have a right to expect is, that, if our products are equal in quality to those produced in a foreign country, he will give us the preference over the latter when buying. To get him to do this, however, we must be in a position to assure him that the quality is right and always will be right. If we deceive him once on this point it may be a very difficult task to regain his confidence.

Another important point touched upon by our correspondent is the establishment of a permanent Canadian exhibition in London. Through the efforts of the Hon. Mr. Fisher and Professor Robertson this is likely to be done. The establishment of a permanent exhibition of Canadian food products in the business centre of the great metropolis should prove an excellent medium for reaching the dealers who cater to the consuming classes in Great Britain. It would be a means of advertising Canada and her products in every part of the United Kingdom. The provision dealers in the provincial cities and towns frequently make trips to London in the interest of their business, and if the exhibition were well advertised throughout the country, many of them would visit it on such occasions. There are many other ways also in which a permanent exhibition of this nature would be useful and effective in placing Canada and her products prominently before the British consumer.

The Deadlock in the Western Cheese Markets.

A couple of months ago the members of the cheese markets in Western Ontario made an effort to remodel the rules and regulations governing the selling and buying of cheese with a view to

making it compulsory for all factories using the privileges of the market to sell their cheese on the board only, and getting all the local boards to unite in the matter. The scheme seems to have progressed very well for a time; but a serious hitch occurred when one of the markets refused to join with the others. It now appears that the last state of some of these markets is worse than the first, and buyers and sellers are at a deadlock, making the meeting together to sell and buy cheese the worst kind of a farce.

It is to be regretted that the plan as first outlined was not carried out and adopted by all the boards, as we feel sure that both the salesmen and the buyers would have been well satisfied with doing business under the new regulations had they been carried out in their entirety. We are of the opinion also that the buying and selling of cheese at the local markets, especially in the western portion of the province, will never give the best satisfaction to all concerned till both factorymen and buyers agree not to buy and sell cheese only at the regular markets under the "call" system. Everything is then done "above board" and each one knows what business has been done and what is being done. Even if the regulations at present in force were strictly adhered to there would be some satisfaction in doing business, but where all parties use the market as a kind of a "feeler" the business of disposing of our cheese cannot be done satisfactorily.

The Future of Cattle Breeding.

Every thoughtful reader and careful observer will be convinced that the future of the beef cattle breeder will be much brighter than it has been during the past few years. When we speak of the beef cattle breeder we do not mean the fellow who breeds scrubs, but the breeder of really prime, first class cattle fit for putting upon the British market. It is too true that during the past decade we have had too many breeders of scrub cattle in this country that are not good enough for the export trade, and hardly good enough for the local trade. We are reaping the fruits of this line of policy on the part of our farmers in the large supply of inferior stuff that is being constantly offered for sale at the local cattle markets. It is hard to find a profitable market for such stuff in any case, and if the price is low it is almost unsalable.

In speaking, therefore, of the future of the beef cattle trade, we have only in view the breeder of high class cattle. For any other kind it is risky to forecast. Nor do we pretend to forecast what the exact future will be in regard to the better quality of stuff. All we can do is to give our own views and let them be taken for what they are worth. We have referred frequently in these columns to the growing demand in the Western States and in our own Northwest for the highest types of the beef-producing strains for breeding purposes. This trade is capable of further development, which development will depend largely upon our breeders themselves. If they will keep the quality of their herds up to the top mark, so that purchasers in the west can depend upon getting the kind of animals they want to head their herds, there will be a still greater expansion of this trade in the future than we have had during the past year and a half.

But the greatest opportunity for doing business will likely be in our own country. The next five years will probably decide whether the Canadian export cattle trade—whether it be in dressed meat or in live cattle—is going to become one of our prominent industries or not. The decision in this particular will depend almost entirely upon the quality of the beef cattle that this country will produce during that period. The question of freight rates and transportation facilities is important, but it makes no difference how advantageous these may be, no good results will be obtained unless the quality is at the top. Other countries, such as Argentina and the United States, are forging ahead in point of quality, and we must keep

up with them or we will go behind in the race for a place in the markets of Great Britain.

Canada is now in high favor among the people of the Mother Country, and the time would now seem most opportune for making a special push in the way of developing our export beef cattle trade. But, as every shipper and exporter knows, there is no use of making this push unless we have the quality of product to back us up. Our farmers and feeders must realize this also, and, no doubt, will make a greater effort than ever before to produce the kind of cattle required for this market. If they don't, our export cattle trade will soon go to the wall.

To supply the demand for better breeding stock that must result from a desire to extend the export trade will be the breeder's opportunity, and for which he must be prepared. For this purpose it will be necessary to make more importations than have been made in the past in order to keep the herds up to the highest possible standard of excellence. As we have previously stated, there are now too many inferior cattle in the country, and so an effort should be made at once to get a better quality. It will cost as much to raise and feed a poor steer as a good one, while the latter will bring nearly double the price. It may be that the development of dairying in this country has had something to do with the over-supply of poor beef cattle. If so, an effort should be made at once to remedy the evil. This country is big enough for both the dairyman and the beef producer; but both must work along different lines. The dairy cow and the dairy bull may produce a scrub steer, but it requires the cow and the bull of the beef strains to produce a steer fit for the export market.

Line-breeding from a New Standpoint.

Mr. Wm. McFadden, Secretary of the American Poland-China Association, comes out pretty strongly in a recent article on the system of line-breeding practised by many breeders. He begins by noting the number of swine breeders who are making crosses in their herds, and, to use his own words, "with more thought as to what the pedigree would look like than the probable results in the form and characteristics of the animals to be produced." We wonder if this is true of Canadian breeders? A pedigree is important, but it may not be the all-important thing in breeding. May there not be a danger of looking more to the pedigree of an animal than to the real qualities of the animal itself?

In another part of his article Mr. McFadden makes this strong statement: "Whenever a breeder decides that it is necessary to begin line-breeding, the decline of his herd begins from that time." The inference seems to be that the decline is not due to the mating of closely related animals as to the fact that when the breeder begins line breeding it is because he has become a partisan of some particular family or strain, and has thus narrowed the field from which to select animals for the improvement of his herd. No doubt breeders delight to have animals among their herds whose pedigree can be traced back to some noted animal of the past; but has it ever occurred to them that the pedigree of this noted animal may have been of uncertain character? All animals that have gained prominence in the past, have done so not because of their pedigree, but because of what they did, which goes to show that no matter how valuable a pedigree an animal may have its future reputation will depend upon its performance.

The Export Butter Trade.

Canada's export butter trade seems to be growing in importance every week. Not only is this the case in regard to the increased exports, but in regard to the quality of the output. Every week brings with it new evidences of the growing favor of Canadian butter in Great Britain. This season the report that Canadian butter is equal in quality to the best Danish, or that it has sold for as high