

1911 surpassed all records, 1,800,000 barrels being shipped; this year was comparatively light, total shipments aggregating 900,000 barrels. Fruit growers confidently expect to see an average export for the next five years of about a million barrels, and this I would consider quite possible. Exports are very largely to England; to a slight extent to the large cities of the United States Atlantic sea ports and to an increasing extent to Montreal, Winnipeg, and the Canadian Prairies. The Baldwin is the first apple in point of production; it is followed by King, Spy, Nonpareil, Ben Davis, Russet and Gravenstein.

The average yield per acre on a well-established orchard is between 80 and 100 barrels. The price of all apples in 1912—Nos. 1 and 2—was \$2.00 per barrel (of 130 pounds); No. 3 averaged 95 cents a barrel. Stock turned into evaporators brought 35 cents to 40 cents a barrel, while that to vinegar factories brought 25 cents.

While the prices indicated seem rather low, the low cost of land, which runs from \$30.00 to \$100.00 an acre ready for planting, and from \$150.00 to \$350.00 an acre for bearing orchard, together with the low cost of production and of handling, make it possible to sell at a comparatively small f.o.b. price.

There is no cold storage in the Valley and no provision for pre-cooling, which would be more or less useful on their Gravensteins, which are about 10 per cent. of the apple crop.

MARKETING METHODS

Up to and including 1906 the crop was handled almost altogether by buying farms and commission houses, which exported to Great Britain. In 1907, Mr. John N. Chute of Berwick, with some others, formed an Association and marketed their own. The low prices paid by speculators made very favorable results possible. The organization was immediately successful and, in consequence, the Legislature in 1908 prepared the necessary Act for the formation of regular co-operative organizations, and in 1909 ten companies were formed and doing business, usually on consignment to auction firms and commission houses in Great Britain. In 1910 twenty-two such Associations were working, without co-operating, however, and in consequence were played one against the other by the speculator buyers, who were, of course, resisting the progress of the co-operative idea. In 1911, Mr. S. B. Chute was the leader in the formation of a tentative selling agency, which, despite lack of capital, opposition and extremely poor support, was able to do some good work. Largely on Mr. Chute's own responsibility, they chartered