

## THE MARKETING OF FRUIT

COMMISSION dealers who handle fruit on a large scale are often in a position to note methods of marketing, which result in the securing of advanced prices for fruit. Differences in the shape and size of packages, and of their construction, often materially affect the prices obtained for the fruit. In this connection some interesting information was given a representative of *The Horticulturist* recently by the manager for Messrs. McWilliam and Everist, commission dealers, of Toronto.

"It often pays handsomely," said this gentleman, "to have a lid on the fruit case. Where covers are nailed on they are frequently broken off by the customers in their desire to look at the fruit before making a purchase. Other customers who examine this fruit see broken covers and get the idea that the fruit has either been tampered with or rejected for some good reason by a previous intending buyer, and they immediately receive the impression that there must be something wrong with the fruit or that it is not as good as it appears. Where a case has a lid which can be readily lifted, any number of buyers may examine the fruit without in any way injuring the appearance of the package.

### THE BEST STRAWBERRY CASES.

"For the marketing of strawberries, 24, 27 and 36 quart cases, non-returnable, are preferable to the 54 quart case. They have a much better appearance and are always fresh and clean looking. They also save a great deal of trouble on the part of the consumer, who is not put to the bother of looking after the return of the packages.

After a 54-quart case has been used a couple of times it soon looks the worse for wear, especially if the customer, as some do, has used it for the holding of potatoes. A nice clean looking case of fruit will often bring a better price than better fruit marketed in dirty boxes, although good fruit

and good packages are both required to obtain the best prices.

### TOO MANY DIFFERENT SIZES.

"There are too many sized baskets used in the marketing of cherries, grapes, peaches, plums and pears. These include all sizes, from the 6-quart to the 14-quart baskets. The best and most popular sized basket is the 12-quart for the larger size and the 8-quart for the smaller one. It is well to have at least two sizes like this, for some buyers desire a large basket, while others prefer a smaller one.

"One of the greatest objections to having too many different sizes of baskets is the difficulty experienced in filling large orders with fruit packed in uniform baskets. It does not look well to fill a customer's order with different sized baskets. It always complicates matters when we are unable to fill our orders with baskets of the same size as those upon which we quoted prices, when taking the order. Confusion is also caused sometimes among the growers, who hear that we are paying one grower more for his baskets than we have been paying them. These men do not realize that the difference in the size of the baskets is responsible for the difference in price paid.

"The Ontario Fruit Growers' Association would take a progressive step were it to adopt a uniform basket in the same way it has adopted a uniform apple box. The same reasons which led the association to adopt a standard apple box apply in the case of the basket.

"Where there is uniformity in the size of the packages buyers order with more confidence as they know just what they will receive.

### WHERE LOSS OCCURS.

"One great objection to putting up cherries in large quantities is the tendency of this fruit to heat, which results in great injury to the quality. A great deal of money is lost by growers through lack of care in