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# FARM AND DAIRY

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### THE PROFITABLE MARKETING OF FRESH EGGS

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Some of the principles that must be observed if we would get the best price for our eggs, discussed by an expert. Of the advantages of the egg specialist and of how the farmer, too, can secure the advantage of quality prices.

It has been argued that egg production is the most profitable branch of poultry keeping, but just how much profit is made per dozen of eggs produced depends upon the cost of production, as influenced by the price of grain and the method of feeding and otherwise caring for the flock, and the price received. Much has been said of the relation of supply to demand as the governing factor in controlling the price of all commodities. This feature is of importance when considering the question of marketing eggs. Throughout the whole country the supply of eggs has not kept pace with the constant and increasing demand with the result that prices have advanced steadily during the last few years. There are other causes, however, for the advance in prices and not the least of these is the improvement in the quality of eggs marketed. Following up this question we find that the largest profits in egg production are made in supplying a really fresh egg to a good market. The demand for new-laid eggs in the fall and winter seasons is very great, but the supply is very limited. The person who takes advantage of such a situation and supplies the market with the class of goods it is looking for is the one who makes good.

#### THE NEW LAID EGG

Most people know when an egg is fresh or otherwise. The cook of the house and the chef in the hotel and restaurant is often almost distracted in a vain search for something reliable to serve on the breakfast table. Eggs in some form are considered as an essential breakfast dish by almost everyone, and in the better class of homes and in the high-class hotels and restaurants the highest price will be paid if the eggs can be guaranteed to be strictly new-laid. Commercially speaking a new-laid egg is one not over five days old in the summer time and 10 days old in the winter time. Dietetically speaking a fresh egg is one which possesses that rich, sweet, aromatic flavor and is not in the least tainted with a mouldy or musty flavor. It is one which at once suggests freshness as contrary to staleness. "Yesterday and morrow eaten, of a quality that can't be beaten" paraphrases the products of the Yesterday Egg Farm, a poultry farm which is making a distinct success in marketing eggs of quality.

This implies that the sooner the egg is placed on the table after it is laid the better. The egg is a perishable product and does not improve with age. It is ready for consumption when laid, being done up in a nicely sealed case, but the case or shell is porous and allows bacteria to enter the contents. Consequently the longer the egg is held the more it deteriorates. The whole problem then is to get the egg to market as soon as possible.



#### We Can Produce the Eggs—How About the Marketing?

There are thousands of farm flocks throughout the country that, like the one here illustrated, are producing a goodly average number of eggs each year. Much of the profit, however, that might come to the farmer is lost through faulty methods of marketing. In an adjoining article M. A. Jull, of Macdonald College, discusses this knotty marketing problem. Study his ideas.

—Photo on farm of John Timm, Huron Co., Ont.

Now we have two classes of people to deal with in this matter, the specialist and the farmer. The specialist makes a special business of egg production and caters to a special market. Naturally he must be in fairly close touch with the market and his eggs cannot be expected to take the same course in reaching the consumer as is the case with the average farmer. The specialist is usually located near the city or town and has the best of shipping facilities. He can get his eggs marketed regularly and directly and the eggs do not have to pass through two or three different hands before reaching the consumer. There are many special poultry farms located near the larger cities of Canada which are doing a good business. In many cases the wealthier class of people in the cities rely entirely on these "special" farms for a regular supply of strictly fresh eggs. Having the satisfaction of a regular delivery they are

quite willing to pay a little more for them, particularly when that class of product is scarce.

The White Wings Poultry Farm at Steveston, B. C., is situated about 20 miles from its market in Vancouver, and still that farm established a private delivery route for its customers. The eggs were shipped over the electric line regularly and were delivered throughout the city by the farm's own delivery wagon. The eggs brought top prices and soon established a reputation for the farm. Of course the trade had to be worked up and this entailed considerable expense but in the end it paid. In conducting this kind of business one factor should never be lost sight of, and that is the cost of marketing. If the extra price obtained over and above the average is not sufficient to overcome the extra cost of marketing in this way, then the venture would not be justified.

#### COOPERATION FOR QUALITY

The Aurora System of Egg Farms established in New York State affords one of the best examples of what can be done in the way of building up an egg trade. Many farms cooperate in shipping their eggs to the central farm at Brooklyn and from there they are distributed to the many private customers throughout New York city. The following conditions must obtain between an associate branch farm and the central farm:

1. Eggs to be clean, white, sterile (no male with layers.)
2. Not over three or four days old in cold weather, or two days in warm weather.
3. All to be from your own farm—absolutely.
4. Eggs to weigh 25 ounces to the dozen. All shipments to be weighed accurately by me, and if under standard, payment

to be pro rata. Thus, 23-ounce eggs to receive 23-25 of full price.

5. You to prepay all expressage. Shipping address, 828 Flatbush Ave, Brooklyn, N. Y.

6. Shipments to be numbered consecutively, and postal card notices to be sent to me for each shipment.

7. I am to receive all your eggs, but am not required to accept more than three times as many eggs in the period February 1st to August 1st, as have been shipped me from August 1st to February 1st.

Note.—Condition No. 7 is merely as a protection against those who would make use of us. I have never refused shipments on account of quantity. I have moved the eggs—at certain times at an actual loss.

8. Eggs must be of fine fresh quality. I must remain sole judge on this point.

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