

DIRECT SHIPMENTS OF FRUIT TO DUBLIN

It seems quite possible the value of Ireland as a market for Canadian fruits has been overlooked in the past by Canadian growers. With the object of learning something concerning the possibilities of this market Mr. W. T. Macoun, horticulturist at the Central Experimental Farm, Ottawa, made a trial shipment of Duchess apples in boxes on August 11 to Belfast. The shipment was made as the result of a letter received from a Dublin buyer asking for trial shipments.

Writing to The Horticulturist Mr. Macoun says:

I am sending you a copy of a letter received from J. H. Sheridan, Dublin, Ireland, in which he holds out inducements to Canadian Fruit growers to ship their fruit direct to Ireland. We have already arranged to make several experimental shipments of apples to Ireland this year in boxes. The first shipment of Duchess apples was sent to Belfast, August 20, in cold storage, via Liverpool. This plan may prove too expensive, but as the rates between Liverpool and Belfast are very low, and the fruit can be sent across in a few hours, we are sanguine of the success of the shipment. Further shipments will probably be sent direct. The shipments are being made to Hugh Gordon, 41 Victoria street, Belfast, Ireland, who is a well known commission man.

Yours Truly, W. T. MACOUN.

THE DUBLIN MARKET

The letter received by Mr. Macoun asking for these shipments read as follows:

Home Villa, Columbus Road,
Drumcondra, Dublin,

Dear Sir:

I would like to be put in communication with fruit growers in your district that I may endeavor to arrange with them to send their fruit direct to this market for sale, thereby avoiding the expense, etc., they at present incur by dealing with agents and brokers in Canada and England. I believe that it would

be more advantageous for growers to pack and consign their crops to a market direct where good prices can be secured, than by depending upon the prices offered by agents for the wholesale dealers.

All the fruit on these markets coming from Canada is received through firms in England and Scotland, and then sold in the fruit markets to the retailers. Owing, therefore, to the number of people handling the fruit and the heavy freight rates from Canada to England, and thence to Dublin, fruit is sold here at very stiff prices, but the growers have no benefit out of it as they usually dispose of their crops at fairly low prices.

We have a good market in Dublin for Canadian fruits of all classes, as the home-grown supply is very limited. It is, therefore, open to Canadian growers to establish a good trade with this country which would be to the advantage of both growers and consumers. There would be no difficulty in sending consignments direct to Dublin, as they could come by, say the Head, Lord, or other lines touching this port, and as to getting a profitable market I have no hesitation in saying that I can dispose of all fruit sent me to good advantage. What we require here is steady consignments, and a guarantee that the fruit will be of good uniform packs throughout. I am in a position to dispose of 1,000 to 1,500 barrels of apples per week.

Were I sure that I would receive steady shipments of good quality, I would easily increase this amount, as of course, being here on the spot, I am in a better position to dispose of consignments than the firms in Liverpool, London, or Glasgow, and to better advantage. I wish, if possible, to make the necessary arrangements before the season is too far advanced. As to my bona fides, my solicitors, Mr. Joseph McDermott, 16 Fleet street; Mr. John Coyne, 7 Halston street, or T. J. O'Neill, wine merchant, 63 Dorset street, Dublin, will give any particulars required.—Yours faithfully,

J. H. SHERIDAN

A FRUIT TRADE EXHIBITION

SAMPSON MORGAN.

A remarkable exhibition of fruit packages may be seen in the foreign fruit market at Covent Garden, England. The display is arranged under the auspices of the French government by Mr. Michael Garcia, the head of the firm of Messrs. Garcia, Jacobs & Co., of London. Canadian fruit growers may know that this firm has a branch at Liverpool under the name of Messrs. Simons, Shuttleworth & Co., and at Glasgow under the name of Messrs. Simons, Jacobs & Co., Michael Simons, Esq., J. P., the head of the firm, being a noted authority on fruit trade matters.

The package which attracts the most attention is an iron frame-crate, containing shelves covered with strong wire netting. The fruits in it are grapes, pears, greenhouses, peaches, etc. The greenhouses are put up in dome boxes, and the tomatoes in rush baskets. The large iron

frame-crate is a returnable package; the small boxes and baskets are sold with the fruit.

In these days fruit producers must market evenly-graded, large, high colored fruit of choice quality, really put up in small packages if they expect to get the highest prices. For such the demand in the British market is limitless. The Paris agents send their best well grown greenhouses in little boxes containing 40 fruits in two layers. In each layer there are five rows containing four greenhouses each. They ship early-forced grapes to Covent Garden in boxes of about the same size. The most experienced French shippers recognize it as an important part that the small and attractively filled package plays in respect to sale. Canadian fruit exporters have in many instances still much to learn in this connection. Possibly these notes on the fruit package exhibition may set some thinking.