

THE CONSUMER AND HIS RELATION TO THE PURCHASE OF FARM PRODUCTS FOR CONSUMPTION

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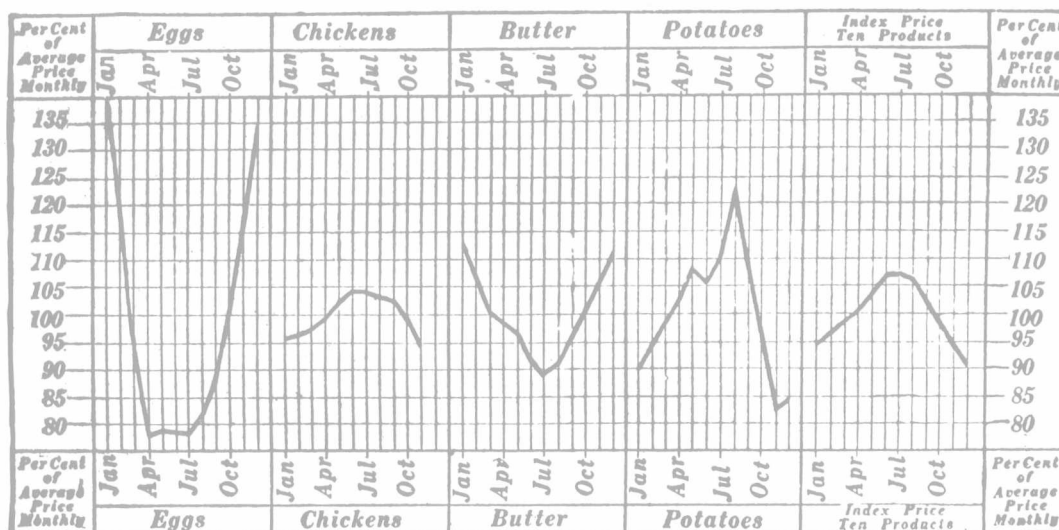
We have referred to the three principles directly responsible for the High Cost of Living, as far as food products are concerned, and have placed them in the order of Producer, Dealer and Consumer, because food products pass in this order from the producers to the consumer.

In this issue we deal with the Consumer, leaving the Dealer's or middleman's case for a later issue.

Dealing with the Producer, we have pointed out the necessity of specializing in Production and Marketing, and the need of recognized standards for food products which would enable the producers to properly prepare for their work in advance, and have ready for market these standards of food products at the season of the year when they are in greatest demand.

The High Cost of Living is felt more keenly in large congested cities possibly than anywhere else, and to give one reason for this, let us, take as an illustration an apartment house, accommodating sixty families. Each family, as a general rule, does its own buying, as evidenced by the not uncommon sight of six to ten different milkmen, eight to twelve different butchers and ten to fourteen different grocers, all delivering to this same apartment, and each one, with perhaps the exception of the milkmen, calling several times a day. It is folly on the consumer's part to think that it does not cost more to have a quarter of a pound of boiled ham ordered by telephone, delivered, than it would cost if the purchase was made at the store direct, when no delivery cost would be entailed. We do not refer to a single instance but rather to the general practice, day

Seasonal Fluctuations in Food



The above chart shows the seasonal price movements of eggs, chickens, butter and potatoes in contrast

From a producers' standpoint it is quite evident that there are many grades of all products required to meet the consumer's varying demand, and without the aid of proper standards it is impossible for those who would specialize to secure the recognition that such services warrant, and should demand. The consumer, more than either the producer or dealer supplies the evidence for a great deal of discussion regarding the difference between the prices paid to the producer for his product, and the ultimate price paid for the same product by the consumer. To enable us to proceed with the discussion from a consumer's standpoint, we will assume, for the time being, that the differences in these prices are exorbitant, and we will endeavor to show that the consumers are more largely responsible than anyone else for these marked differences.

after day. This delivery cost must be borne by the consumer, alone, hence it should be made as small as possible, by the adoption of some method of ordering supplies, which would enable an economical system of deliveries to be carried out, which would mean just that much cheaper supplies to the consumer. If every home would order its supplies for a week and have deliveries made on Tuesday, Thursday and Saturday's which could be done, it would revolutionize present conditions in a very short time.

Added to the necessity of some better system or methods in the ordering and delivering of supplies, we would like to mention the present method of payment by which the dealer has to wait from one to four months for his money. Some person has got to pay to carry these debts and the consumer who contracts them eventually