

### THE PERSONAL *versus* THE GENERAL MARKET.

If one grows a great many varieties of any sort of fruit, his only chance to make any money is by having what I will call a particular personal market. The grower can go direct to the home of the eater and meet his needs. But if a man has to put his products on the open general market of this country or Britain, then he must not have a whole promiscuous assortment of fruit, but he must have a few suitable known varieties that they like. Otherwise he cannot make it pay. In promiscuous growing he does not grow any variety on a large enough scale to have his expenses low enough, and he does not have enough quantity of any one kind, to attract attention in an open market. I got confirmation of my judgment on this subject from the bulletin just published by Prof. Bailey, of Cornell University, that came to my hands after I had my subject thought out for this meeting. He makes this very clear in his bulletin, that the kind of fruit-growing which a man may follow with profit, for the personal market where he supplies the fruit to the homes in his locality, is quite different from the kind of fruit-growing a man may follow who puts his fruit on the open general market.

That being so, if we have in Canada now considerably more tender fruit than our own markets do take care of, can we find an outlet abroad at profitable prices for these varieties of fruits? That is the problem, and I will tell you a little of our experience. A man who follows fruit-growing for his home market will find customers who pay special prices for special quality, but the man who grows fruit for a general market can get only the current prices for ordinary good quality. The two markets are quite different in regard to the returns the grower may get. More than that, the man who grows fruit for the home market may carry on the work on a small fruit farm, put a good deal of expenditure into the carrying on of his business, and get paid for that by the specially high prices that people will pay for just the particular things they want; whereas if a man throws his stuff on the general open market he has to take the price which the man who grows fruit on a large scale with the least possible expense is willing to take. If we are to have an export trade for the finer fruits we will have to confine ourselves to a few staples in the fruit foods and get these produced of the best quality and at the lowest cost to ourselves.

### THE DEMAND IN GREAT BRITAIN.

That brings me to the inquiry, Is there any demand in Great Britain? That I take to be the market for which we are catering, when we speak of an export demand. Of pears, Britain usually imports about a million dollars' worth a year, sometimes more, sometimes less; of plums, about a million and a quarter dollars' worth a year; and of grapes about two and a quarter million dollars' worth a year from various countries. I have not mentioned apples because they do not come under the heading of tender fruits. The British market does consume an enormous quantity of tender fruits. The market is only opened for them. It is not by any means developed or supplied. In the past the price of pears has been so high that the demand has not been one-tenth of what it may be and will be if Canadians put their pears on the British market as abundantly as they put their apples on the British market. There is a tremendous demand and market there for high-grade pears, because pears enter into the food of the people, through cooking and in many ways. That is an important consideration when you try to estimate the capacity of the market. On the contrary, grapes are always and only a dessert fruit—not a food fruit; and for them the demand is consequently limited, and also more fastidious, because in dessert fruit people want something