



Organized Marketing on a Business Basis Means Increased Profits for You

It can be done, too—that's certain, because Ontario Farmers are doing it now

There are at present upwards of 200 GROWERS' BUSINESS ORGANIZATIONS helping in the MARKETING OF ONTARIO FARM PRODUCTS, besides scores of farmers' clubs which buy or sell co-operatively. These associations and clubs now handle:

Fruit	Beans	Live Stock (for Butcher)
Potatoes	Vegetables	Live Stock (pure-bred)
Onions	Seed Grain and Corn	Poultry and Eggs

Here are some encouraging results of last year's operations:

	Value of Products Sold.	Average Sold.
23 Fruit Associations	\$442,775.70	\$19,251.11
14 Egg Circles	111,035.22	7,931.68
12 Farmers' Clubs	178,624.39	14,855.36

THESE FACTS EXPRESSED IN FIGURES SPEAK FOR THEMSELVES. They prove that an efficiently organized farmers' marketing association PAYS, AND PAYS WELL. But again, this must be emphasized—the association must be efficiently organized.

THESE FACTORS MAKE FOR SUCCESS

Grading Comes First

Farm products are generally graded before they reach the consumer—and are sold accordingly. But they are seldom graded on the farm—too often they are sold ungraded and at a flat rate. That means that the high class products command the same price as the low grade, while all are sold for what the medium product really is worth. This system is manifestly unjust—it discourages the good farmer and encourages the careless farmer. Only graded products sell at their real market valuation.

Then Packing and Finish is Important

Consumers buy very largely what appeals to the eye. An attractive and suitable container, a neat pack, and the proper finish, make for quick sales and increased prices. It is always good business to give the consumer what he wants, the way he wants it. Superior packing and finish bring the superior trade.

Continuous Supply—A Vital Factor

When the supply diminishes, prices increase and the



demand lessens. Superior products will sell at this time profitably; besides they make for regular and permanent trade. As long as the demand lasts the customer should not be disappointed, and the market lost for lack of supply.

Study Markets and Market Conditions

Markets are, in the final analysis, simply consumers, and they have their preferences and their dislikes. It is good business to study and to cater to these. Then, too, often the local market becomes glutted; a knowledge of more distant markets, their demands, the best and quickest means of transportation, and the most efficient methods of selling are essential for the profitable sale of the surplus products.

THERE IS NOT A DOUBT but the most efficient way of supplying these principles in the case of the vast majority is by CO-OPERATIVE SELLING, ORGANIZED UPON A ROCK BOTTOM BUSINESS BASIS.

Working Together for Mutual Benefit

A Co-operative Marketing Association establishes the reputation of the district—the association's name and brand stand for quality.

It eliminates the low-grade product—successful egg circles, for instance, have already eliminated the 17% of bad eggs in their districts. It encourages community breeding of live stock and community specialization generally in those crops best adapted to prevailing local conditions.

Because of this, it attracts buyers to the district and increases prices. This in turn creates a greater interest in, and a greater knowledge of, markets, market demands and conditions, and, in consequence, new markets are developed and products are sold that would otherwise be wasted. Thus, for instance, where no co-operative fruit association exists apples may waste on the trees or be fed to hogs while the consumers' demand is strong and organized societies make ready sales.

Co-operation, in short, PAYS, AND PAYS WELL, and despite all prevailing obstacles is being applied upon an increasingly important scale in Ontario. Is the time yet ripe to organize an association in your own district?



ONTARIO

Practical and Timely Information

If you wish full information upon any of these questions or upon any others concerning practical co-operation in Ontario, or if you wish assistance in organizing an association in your own community, write the office of the Commissioner of Agriculture, Parliament Buildings, Toronto.

For general information upon the subject of organizing a co-operative society, write the office of the Commissioner of Agriculture for Bulletin No. 234—Co-operative Marketing Association.

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Parliament Buildings, Toronto

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