



# FARM AND DAIRY & RURAL HOME



We Welcome Practical Progressive Ideas.

The Recognized Exponent of Dairying in Canada

Trade increases the wealth and glory of a country; but its real strength and stamina are to be looked for among the cultivators of the land.—Lord Chatham

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## The Marketing Work of the Live Stock Branch

The Part It Hopes to Play in Developing the Industry—By H. S. Arkell, Acting Live Stock Commissioner

**A** VERY prominent manufacturer once told the writer that the only business of the farmer was to produce and that somebody else would do his marketing, or, at least, do whatever was necessary in finding an outlet for the farmer's product. I didn't agree with this opinion, and frankly told him so. Such a theory leaves the producer in the position of very unsatisfactory isolation in which the author of the statement just quoted would evidently be quite prepared to have him contentedly remain.

A more significant comment upon the exact situation was made to me by another gentleman in the same line of business. He pointed out that present-day commerce has become organized, and is under the control of a few powerful directing minds. This is true of transportation, of finance, of manufacture and of the great business of food distribution. Speaking of the latter trade, particularly, he emphasized the fact that the distributors of food products are amongst the most powerfully organized concerns on the continent. They control such an amount of capital and carry on such an enormous trade, that they are able to exercise an influence and an authority which works continuously to their advantage in dealing with every other industry to which their business relates. They employ the best brains that the country can produce. They are able to perfect an intelligence system which keeps them in constant and immediate touch with every turn of the trade, at home and abroad. They are continually developing an organization which now represents one of the most powerful commercial factors in present-day commerce. "Against such an organization," the question was pertinently asked, "how may the individual farmer expect to successfully compete?"

### Agriculture the Biggest Business.

It is not too frankly admitted that agriculture is the biggest business in the country. It may not be generally known that, even during the period of the war and for years previously, the exports of agriculture have amounted to more than fifty per cent. of the total exports of the country. In other words, our agricultural export trade has exceeded in value that of all other industries combined, including manufactures and munitions of war. The farmers of Canada possess, even if they do not control, the biggest business asset of the Dominion.

In Western Canada the grain trade is in the hands of, or is at least controlled by, a very powerful organization. It is a farmer's organization. Its purposes have been dictated by, and its activities have been directed in, the interests of the producer. The results of its work have prevented fraud and intimidation at country points, and have enabled the individual grain grower to secure protection and a square deal in market-

ing his wheat at his own railway centre. Had such an organization not come into existence, the local farmer would have been at the mercy of a system which would have multiplied a thousand-fold the abuses and irregularities which were experienced or were coming into being prior to its formation. The grain growers' organization is at least now powerful enough to successfully compete with its most aggressive competitors in the grain trade, and to hold the enormous business carried on under that trade in proper and legitimate channels.

To the aid of the producers' organizations have been contributed the activities and authority of the Grain Commission of Canada. No one now questions the benefit of this Commission's work. No one doubts the need for its existence. That its authority and activities have constituted a

potent and influential asset in the interests of the grain grower is freely admitted. It has helped to create and maintain standards. It has assisted in regulating trade. It has been successful in preventing fraud and abuse at the interior and terminal elevators. It has contributed legal protection and legal authority where nothing else would have availed. The need and value of the control which it has exercised over the grain trade is but the more emphasized by the problems and difficulties which beset the live stock industry in this country.

### The Live Stock Industry.

This latter industry, through its output of cheese, bacon, butter, beef, eggs, poultry, wool, may be made to constitute one of our greatest financial assets. Our resources in this direction have been only partially developed. The war demand and the extent of the market for these products is fully recognized. It may not be so generally understood that our export trade in this direction, when orders for war munitions are discontinued, when the channels of manufacture are undergoing the difficult process of adjustment to peace conditions, when the great wheat growing areas of the world again contribute their normal quota of product to the big consuming markets of Europe, may easily be found to constitute, through the critical period of reconstruction, the basis upon which the economic and financial credit of this country may be maintained and established. I believe that the live stock industry of Canada may be so developed as to become perhaps the most important contributing factor in re-creating the credit and re-establishing the commercial position of this country after the war is over.

This can only be done on a basis of confidence. It is an admitted truth that confidence is the life of business. The farmer must have confidence that he is getting a square deal in marketing his produce. He must have confidence in the elasticity and stability of the market. He must have confidence that he is working under such a business or trade system as will determine him in the assurance of satisfactory and reasonable profits through a period of years. Only under these conditions will he be prepared to extend his breeding operations and exert his utmost effort, working thus to the capacity of his land.

### To Establish Confidence.

How may this confidence be secured or given? It is our firm opinion that the methods to be followed should be considered under four heads:

1. Cooperative organization amongst farmers.
2. The establishing of a complete and reliable markets intelligence system.
3. The improvement of our trade connections with our export markets.

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### Show-Fair Day.

**S**HOW-FAIR day! What a hurry and bustle!  
Up with the sun and our shoes are all shined.

Buggy's new washed, milkin's done in a twinkie,  
We're off to the fair, nor a soul stays behind.

Our ears are assailed with a medley of noises,  
As into the fair grounds we jostle our way,  
Chickens and ducks make a fearful commotion  
And sheep bleats are drowned in the horses' shrill neigh.

Folks from all round congregate at the show-ring,  
Crops are discussed, or the nigh horse's hock,  
Sleek cattle, sheep and swine vie for the prizes,  
Ribbons are passed to proud owners of stock.

Fairground's a maddening riot of color,  
Hawkers are hawking their peanuts and pop,  
Merry-go-round and the hoopla are busy,  
A talkative man sells a patent floor mop.

Evening draws on e'er the day seems half started;  
But mother seems tired—I'm also, I fear—  
So home through the dusk to the chores that are waiting—

The show-fair is over again for a year.

—S. R. N. H.