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What shall be Our Standard Apple Box ?

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THE proper size of the apple box is a subject I approach with a good deal of caution, both because I have given the matter considerable thought and because advocates of one size or another have accused me of bias in the opinions I have expressed. It will be my endeavor to present the argument both ways as fairly as I can, leav-

ing the readers of *The Canadian Horticulturist* to draw their own opinions from the presentation of what I believe are the facts. I suppose all will admit that the box package must be suitable to the commodity, to the market, and to the packer, providing that cost and convenience are kept in mind throughout. The experience of the Pacific coast enables us to eliminate all but two widely used sizes—the Californian, which is 20 x 11 x 10 inches, inside measurement, and the Northwest Standard, which is 18½ x 11½ x 10½ inches. It is as to the adoption of one or other of these, or of both, that the present discussion throughout Canada is about. Fruit growers generally express a wish to discover and adopt the most suitable size now, rather than wait through future years, until the weight of custom makes any change, however desirable, almost impossible.

Two strong arguments favoring the value. This is perfectly true but, unfortunately, the result so far has been discrimination against our box, and consequently our fruit, rather than for it. The short box is well and favorably known, and the Canadian market believes it to hold more fruit than the long box.

Advocates of the short box have claimed as an advantage for it that it holds



An Evidence of What Ontario Can Do in the Box Packing of Apples. A Portion of the Essex County Exhibit at the last Ontario Horticultural Exhibition.

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sible 2,200 cubic inches." The law does not require any particular size or capacity for sale in Canada, but the export requirements have led to the adoption of this box almost universally for our home markets.

BOTH STYLES TRIED

Before the Act was passed, the box now known as the "Northwestern Standard" (18½ x 11½ x 10½ inches) was used in British Columbia, but on the passing of the Act, the legal export box was adopted for all purposes, except in the Similkameen Valley. Since that time our packers have all been trained on the long box, the growers are accustomed to it and many of them have developed a sentiment in favor of it.

It is true that the use of the long box distinguishes it from American fruit on all our competitive markets. The distinctiveness so imparted to our product, as against that of the Northwestern States, has, perhaps, some advertising

from three to five pounds more fruit, while some advocates of the long box, now used in Canada, have claimed as an advantage for it that it holds three to five pounds less than the other. Neither is correct. Painstaking investigation has proved that the same apples, packed with equal tightness, will go into one or the other box with equal facility. If our American competitors have put more fruit in their box, it has been solely due to tighter packing and a fuller bulge. The boxes are approximately the same in cubic capacity and properly packed hold the same amount of fruit.

The apple box is in favor of the West very largely because its neat appearance has an advertising value. Advocates of both styles claim that theirs is the neater and the more attractive. It is the general consensus of opinion in the grocery stores, however, that the short wide box has a plumper and fuller appearance, which appeals to the customer in a way