

In order to pay the producers of cream the highest price the market affords, we must be prepared to offer the trade butter equal to any on the market. We must not only produce butter of good flavour when it is churned but we must produce butter which will retain this flavour until it reaches the table, whether it be one week or one year.

Anyone who has had experience in the making or marketing of butter knows how impossible it is to manufacture butter of good keeping quality from over-ripe or badly-flavoured cream. It quite frequently happens that 90 per cent. or more of the cream received at a creamery is of good quality but if one or two bad lots are taken in and mixed with the better cream, the keeping qualities of the whole churning is seriously injured. It is easy then to realise how difficult or how impossible it is to produce high grade butter of good keeping properties unless the cream is graded and steps taken to prevent the inoculation of the butter with these undesirable flavours.

The possibility then of supplying the market with uniform butter of good keeping properties which will bring the highest price depends upon selecting the cream. No other method will produce the desired result.

From the financial standpoint of the farmer as well as for the reputation of the dairying industry, the grading of cream is right in both principle and practice.

#### REPUTATION OF CREAMERY BUTTER MADE IN SASKATCHEWAN.

The reputation of creamery butter made in Saskatchewan is now in the making. Much depends on the next few years. We have the assurance of the best dealers that if we maintain the uniform high standard that government creamery butter has reached it can be disposed of at a price in excess of that paid for the regular run of creamery butter. This means a direct gain to the farmers who produce the cream, for it costs no more to manufacture No. 1 butter than it does butter of an inferior grade.

The possibility of obtaining the higher price rests largely with the farmers who produce the cream. The Dairy Branch has a staff of competent creamery managers engaged to protect the farmers' interests in manufacturing their cream into butter.

To enable shippers to produce cream of the highest quality it is necessary for them to know the best methods of caring for dairy utensils and for cooling the cream. Information in regard to these matters will be supplied free of charge to any one sending his name to the Dairy Branch, Regina. Ask for Bulletin No. 15 on "The Care of Cream."

Dairying in Saskatchewan has almost unlimited possibilities. The Dairy Branch working alone cannot hope for success, but with the co-operation of the farmers of the province success is assured.