

tender fruits in Canada. In thinking over why many people went into fruit growing, one is soon led to the conclusion that the general fall in the prices of cereals a while ago made many give up grain farming, in which they had had experience, and for which they had natural fitness, and go into fruit growing, without either the special knowledge or personal aptitude for making a success of that business. Great areas of Canada are devoted to fruit growing for that reason. When the ordinary operations of farming did not pay well, there was general discussion as to whether fruit growing would not pay better. There was a great deal of information of the most indefinite kind diffused over the Province in regard to the benefits and advantages and profits of fruit growing, and the consequent agitation led a great many men into that business. That was a good thing for agriculture and a good thing for those men, because for a while the fruit growing business paid very well—much better than the land which was devoted to it had paid the occupiers through ordinary farm work.

GLUTTED MARKETS. That leads one in looking over the fruit growing business, particularly in Ontario, to examine into the kind of fruit that these people have been growing and why they grow the kinds they do grow. Most of the men have planted the kinds that can be grown easiest, with least risk, and that yield largely without regard to whether there would be a permanent or large enough demand for that class of fruit. In addition to growing the kinds that I have alluded to, they have grown a great many kinds, and still grow them just because they have some *interesting* characteristics, and because the cuts of them look well in some nice book or catalogue. Just go over a fruit farm and find the kinds that are growing and why they are being grown, and while my statements are rather unpalatable, they are quite true in regard to most farms where fruit growing is carried on. That has led to this state of things in Canada, that the Canadian fruit growers are growing more tender fruits than their home markets take care of. I do not say that they are growing more tender fruits than the people of Canada can and would readily consume if they got the kinds they want in the condition they like them, because we import more tender fruit from California than would fill the pockets of a great many Ontario fruit growers with all the profits they could expect from their business. The markets are glutted not because the Canadian appetite is satisfied with Canadian fruit, but because Canadian fruits have not been of the sort or put up in the way that the Canadian consumer wants; and if not suitable for the Canadian, how much less for the ten times more fastidious Englishman? I want to have you think of that before I speak of the prospects for an export trade in tender fruits.

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 eater and meet his needs. But if a man has to put his products on an open market of this country or Britain, or the general market, then he must not have a whole promiscuous assortment of fruit, but he must have a few definite 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 a good market. Confirmation of my judgment on this subject from the bulletin just published by Prof. Bailey of Cornell University that came to my hands even 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 fruits than our own markets will take care of, can we find an outlet abroad at profitable prices for these varieties of fruit? 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 returns the grower may get. More than that; the man who grows fruit for

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