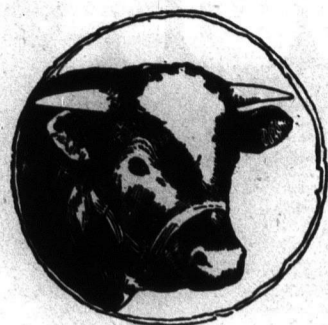


Canada's Great Opportunity In Live Stock



The Dominion Department of Agriculture believes the time is opportune for the extension of our Canadian Live Stock Industry. The importance of this industry to Canada cannot be too strongly emphasized. Our continued prosperity agriculturally will depend to a greater degree than ever on our exports of beef, pork, cheese, butter and eggs.

The European herds of live stock have been seriously depleted. France is short nearly 8,000,000 head; Italy has had to slaughter breeding stock. The Germans not only swept Belgium bare but were forced to slaughter their own herds which have been decreased by probably 22,000,000 head of cattle and hogs. Ireland, which used to kill 18,000 bacon hogs a week, can now supply about 4,000 only. Denmark, which formerly shipped 50,000 hogs a week has had to decrease her herds by 1,873,000 below normal. In countries reporting, there is a shortage of 32,000,000 hogs in Europe. Of cattle, sheep and hogs there is an estimated combined shortage of not less than 115,005,000 animals. This is more than nine times the total of all the cattle, hogs and sheep at present in Canada.

Europe will rebuild her herds but it will require years. Cereal production can be increased more quickly than animal production, consequently the price of feed should decline more rapidly than the price of meats.

The European market is wide open for Canadian meat products and there is a warm spot in the British and Allied hearts for anything Canadian of good

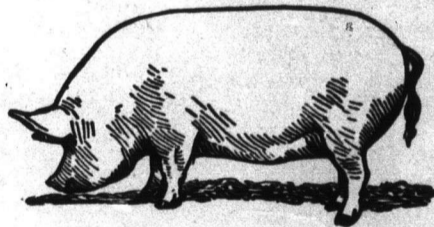
quality. The foundation herds in many European countries have been slaughtered but Canada has her herds intact and must not lose time in cultivating her export trade with Great Britain and Europe. Denmark, the most formidable competitor to Canada in the British bacon trade, is at present practically off the market; if the hog raisers of Canada "cinch" the British market now they will be able to hold it if we maintain the high quality of our product.

In 1916-17 Britain imported 1,261,082,032 pounds of hog products and 1,077,154,000 pounds of beef annually and of this only 130,304,900 pounds of hog products and 29,680,000 pounds of beef were sent from Canada. Britain's domestic supply of hogs is only 75% normal and owing to shortage of feed her farmers were obliged to kill off a large proportion of her hogs before Christmas.

Canada never had such a chance in the European market. We must aim high to supply the present demand and we must maintain quality in order to secure preference over all our competitors. Quantity is necessary but quality is absolutely essential.

Europe will require shipments of meat products far beyond the normal. If Canada is to take advantage of this opportunity all foundation stock must be conserved. But every man must figure out for himself how many animals he can feed and finish.

To secure and hold the British market alone means large returns. History and recent experience reveal the fact that permanent prosperity prevails in those countries where live stock is the basis of agriculture. Therefore, conserve the herds, improve the quality, finish thoroughly.



Arrangements for Marketing

At present, and for some months to come, all bacon and beef products for export are being taken over by the Allied Purchasing Commission at remunerative prices.

It is well-known that Canadian producers receive from one to two cents per pound more now for hog products than American producers.

It is anticipated that by the time the work of the Allied Purchasing Commission is concluded Canada will have an accredited agent in Great Britain to look after the marketing of Canadian agricultural products with particular reference to meat and dairy produce.

Live Stock Branch

Dominion of Canada Department of Agriculture
OTTAWA, CANADA