

able proportion of the English dairy products, during the last six or eight years, has been sold at high prices mainly owing to the prejudices of consumers in favour of home made articles. I will put a statement in here to show you the value of such work as we are undertaking.

I find that nearly one-fifth of the fine Canadian cheese sent to England, is still sold on the counters of English shops as English Cheddar Cheese ; and under that name it brings nearly four cents per pound more than the same or similar cheese when offered for sale in the same shops under the name Canadian cheese. That is after all, a value which is given to the article on account of prejudice and preference on the part of the consumer. I have gone to shops and have found English cheese, and Scotch cheese, and Canadian cheese on the same counter, being sold at prices varying from twenty cents to twelve cents, the Canadian being the lowest. Yet the Canadian cheese in many instances was superior in every sense, in nourishing qualities and flavour, to the twenty-cent-per-pound cheese, which was branded and was "home made." We hope to gain for our own producers, the full value of their cheese and butter, by overcoming the prejudice of the consumers by encouraging the manufacturers of our finest cheese and creamery butter to brand them "Canadian."

Notwithstanding the advantages which that prejudice has given to the English and Scotch dairymen, they have found the need of doing some experimental dairy work ; for after all, no trade can be sustained very long if its profits rest upon such a basis as prejudice. The Imperial Parliament has made a grant during the last few years of £5,000 stg. to promote the work of dairy instruction.

Very few dairy stations are in operation, but all over the south of Scotland and in a few districts in England, the work of travelling instructors has been prosecuted. They have besides, in Scotland, only one Experimental Dairy Station or School, which is bonussed and sustained to some extent by the Government grant. The effect of that work has been this, and I have it from the wholesale merchants in the article there :—That the general quality of dairy products, mainly cheese, through the west of Scotland has been improved to an increased value of twenty-five per cent. within the last three years, and that is nearly all due to the instructions of Canadian instructors who have gone there engaged to do this work.