

BACON

The situation which exists with respect to the supply and sale of bacon on the British market, illustrates very clearly the upheaval in trade relationships caused by the war. It, however, suggests the opportunity now presented to Canada, applicable not only in the case of bacon, but of many other products as well, of initiating and developing a trade on practically equal terms as against the competition of other nations. Countries which have been engaged in the business for years, now possess no particular advantage over their younger rivals. Commercial connections and other trade assets which they formerly possessed, have been largely broken down and nullified within the last eighteen months. A new trade era is being established. This, stated concisely, is one of the most important and significant features to be borne in mind in any propaganda which may be entered upon, looking toward the extension of our business abroad.

The Danish Supply.

Danish bacon has hitherto and even yet continues, nominally, to set the standard for all bacon consumed in the United Kingdom. Denmark has been obliged, however, for various reasons, to very appreciably reduce her killings and the swine industry in that country has been seriously interfered with. Proximity to the war and her inability to obtain American corn and Russian barley, have operated to reduce the pig stock of the country. Moreover, sales to Germany, which country, it is understood, is paying forty cents per pound for Danish bacon, have opened up the promise of a new market and may result, temporarily at least, in a gradual discontinuance of shipments to the United Kingdom.

Notwithstanding the greatly increased value of the 1915 product, Denmark exported to England considerably less than in 1914, while for the month of December, 1915, the value of her exports to Great Britain amounted only to £703,704 as against £912,614 for the similar period in 1914. The wholesale price of Danish bacon is at present one hundred and five shillings per hundred weight. Although this price is twelve shillings in excess of that for any other bacon offered, it is in some sense but a nominal quotation, the supplies being so short as not seriously to affect the market. People who have used Danish bacon for years have now been obliged, owing to the short supply, to fill their weekly order from supplies available from other sources.

Increase in Imports.

One other fact is noteworthy. Great Britain has enormously increased her imports of bacon since 1913, the values being as follows: for 1913—£17,428,881 and for 1915—£25,441,460. This increased importation is attributable to two causes—First, the very heavy purchases by the British War Office for Army use; Second, the increased home consumption of meat due directly to the high wages offered and paid in the most important classes of employment in the United Kingdom. It is confidently expected that, even after the war, the meat consumed in Great Britain per capita, will considerably