

Issued  
Each Week



# The CANADIAN DAIRYMAN AND FARMING WORLD



Only \$1.00  
a Year

AGRICULTURE, THE KEYSTONE OF CANADIAN PROSPERITY

Vol. XXVII.

FOR WEEK ENDING NOVEMBER 18, 1908

No. 44

## THE BEEFING BUSINESS AND THE EXPORT TRADE

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**Animals should be forced to maturity at as early an age as possible. Better prices would be obtained in export market if more beef were produced.**

THE palate of the people, both at home and abroad will always demand juicy and toothsome cuts of roasts and steaks. It is the business of the feeder to produce these.

In the past, the greatest drawback to the encouragement of the beefing industry has been the cry that it was not possible to obtain animals which combine feeding and milking properties. However, it is indeed gratifying to notice the gradual awakening which is continually being made more manifest in this direction.

With a proper foundation stock of animals the aim of the feeder should be to furnish such full and appropriate rations as will force the animals to a suitable condition of maturity at as early an age as possible. Early maturity offers the only safe system of profitable beef production. Baby beef is being demanded more and more by the markets both at home and abroad. The practical feeder, realizing, first, that the first office of food is to support the requirements of the animal system, and that it is only from that portion of food over and above this requirement that the animal can profitably digest and assimilate, that will furnish the profit; and secondly: Knowing that when the animal is young and in the active stage of its growth the percentage of waste going on in the animal system is much less than when it approaches maturity, he will thus strive to fit his animals for the block at as early an age as possible. This is also the only way in which prime quality, what is known as "marbled beef" can be produced. We must give the animal during the process of growth such suitable and nutri-

tious rations as will enable it to deposit the fat in the lean tissues of the meat. Then when the carcass is hung up it presents the fine quality of "marbled beef" which is ever in demand.

### ALWAYS IN DEMAND

For such a quality of product there is every prospect of an ever increasing demand. For years it has been known that across the border the finest quality of product is always demanded and consumed in the cities of the eastern States. This same demand is continually growing in Ontario. Not only so, but I am convinced that if Canada, and more particularly Ontario, would only produce a greater percentage of high class fat cattle for the British market our returns would be better than they are at present. Owing to the limited supply of high class export beef cattle Ontario feeders of such do not receive the prices which they otherwise would.

The best quality of Canadian fat cattle command as high prices as any shipped into the British markets but owing to the limited number of these, American cattle are always quoted somewhat higher. In this way prime Canadian cattle are placed at a disadvantage.

From the information at present to hand it seems probable that, if we would only supply the goods, there is more future to the trans-Atlantic trade in live cattle than in dressed beef. Although this may seem to be an illogical reversal of the economic tendencies of the age, and will doubtless surprise many who are not acquainted with the facts surrounding the marketing of our meats in Europe, yet observation and enquiry in

and about Smithfield, Depford and some of the continental markets reveal the fact that this statement reflects the judgment of some of the shrewdest men in the export business, and the facts prove that American exporters are continually handling a larger percentage of our Canadian cattle.

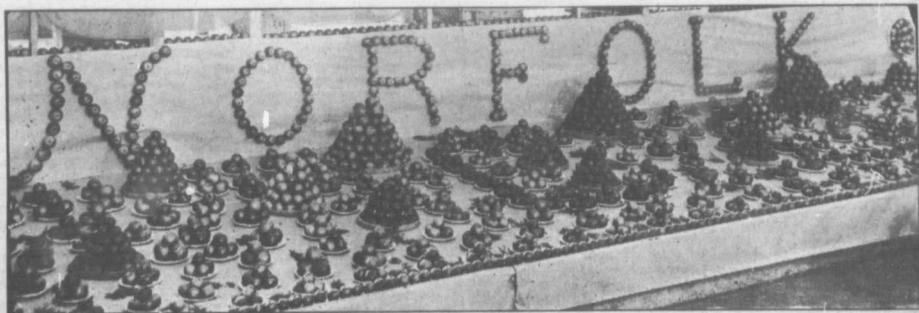
### THEY WANT FRESHLY KILLED BEEF

Many of the London butchers demand a freshly killed beef as against the chilled or frozen imported article. The beef that John Bull's father and forefathers ate was killed at home. It did not come up the Mersey or the Thames stowed away in the capacious holds of ocean steamers. British conservatism dies hard, and especially so when, as in the case of the packing-house products, lurid tales touching the wholesomeness of imported food-stuffs find their way into the public prints and official documents. American packers have found it a weary task trying to regain the business in canned goods so ruthlessly stricken down some two years ago. So between these revelations, and the inborn prejudice in favor of home-killed and home-cured meats, and the ever-present competition from the Argentine in refrigerated carcasses, profits for the cannery have not only been down to the vanishing point, but prospects for the future are anything but rosy.

### A ARGENTINE TRADE IN DRESSED BEEF

It seems certain that within the next few years the Argentine will practically monopolize the dressed-beef business of Europe. When we know that the United States and Canada are the only countries allowed to land live cattle in Britain it should be the aim of Canadian beef producers to shine in the only foreign market, which, practically speaking, is open to them.

With the friendly attitude of Germany and France in their endeavors to secure better trade



One Small Section of the Fruit Exhibit at the Ontario Horticultural Exhibition.

Norfolk County made a wonderful display of fruit, both on plates and in commercial packages, at the Ontario Horticultural Exhibition, in the St. Lawrence Arena, Toronto, last week. The display proved Norfolk to be one of the best fruit counties in the province. The Norfolk Fruit Growers' Association, sent 48 barrels and over 70 boxes of 48 fine apples as could be grown anywhere. There are 26 varieties of apples in this display. It took a barrel and a half of Baldwin to lay the single row for the front border. The side borders are composed of Kings and the end border of Spies. The word "Norfolk" is formed with Alexanders, and on the table is outlined in red apples the word Co. (county). The exhibit was not for competition, being purely for display and for advertising purposes. The credit for the display was due chiefly to the work of Mr. James E. Johnson, of Simcoe, the manager of the co-operative fruit growers' association, who has done most valuable work encouraging fruit growing in that county.