

Buying Eggs Loss Off

The New System in Winnipeg and What It Means

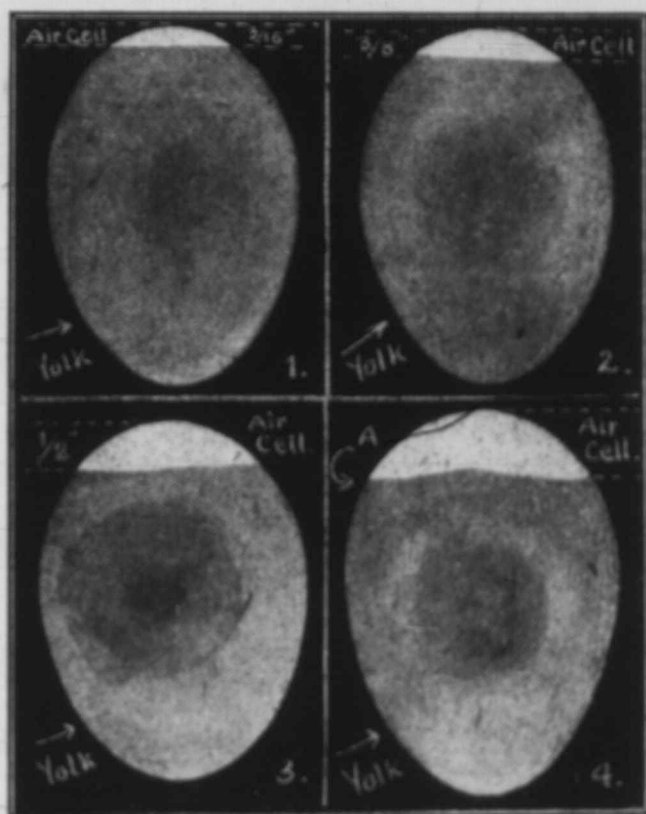
The large wholesale grocery houses and produce dealers in Winnipeg, with one exception, have agreed to purchase all eggs during the coming season on what is known as the "Loss-off" basis. This basis is defined as follows:

"Loss-off" from January 1 to April 1 in each year will mean deduction for "cracked," "leakers," "rots," and any other eggs unfit for food; from April 1 to June 1, the period during which the receipts are heaviest and the average quality is highest, will mean deduction for "cracks" and "leakers;" from June 1 to January 1 the deductions will be the same as between January 1 and April 1; these periods to be subject to adjustment due to weather conditions in any year.

Posters and literature of various kinds have been sent out in order to acquaint the storekeepers and produc-

ers with this new system of marketing. This should not ultimately impose any hardship upon either producer or local shipper and should do wonders toward improving the quality of eggs placed on our market. By working earnestly toward the establishment of better marketing conditions in order that care in the handling of the product may be encouraged by making provision whereby those exercising such care will receive their proper reward, a much higher standard can be secured. Nothing, under this system, will be paid for bad eggs; cracks will not fetch as much as un-cracked and leakers will bring a still lower figure. All prices will be governed entirely by actual market values.

Under the old system many storekeepers and farmers found it to their advantage to hold back shipments dur-



Grades of fresh gathered eggs as adopted by the Third Annual Convention of Canadian Produce Association in 1915.

The white part on the top of each egg shows the shrinkage in various grades. No. 1 to 4 "Special," the air cell is only 3-10 of an inch in depth with the yolk firmly stable and white firm and clear. No. 2 is an "Extra" the air cell is 1/2 of an inch wide and yolk slightly stable but firm. No. 3 in the illustration is "No. 1" grade. Here the yolk is more stable and the air cell one 1/2 inch wide. No. 4 in the illustration is a "No. 2" egg, with a very large air cell, weak watery white and heavy yolk.

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The importance of this movement from the standpoint of the farmer is considerable, in that it is but a step in the direction of a much more desirable arrangement, viz., "Quality Payment." For many years it has been the custom of the dealers to purchase all eggs on what is known as the "Case Count" or "Straight Receipt" basis. This method consisted in paying a flat price per case for all shipments, irrespective of the number of dozens or the quality of the product. Needless to state such a system has done much harm to the poultry industry of this country for, under such an arrangement absolutely no encouragement or inducement was

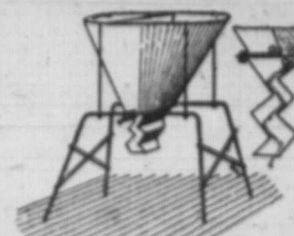
ing seasons of heavy production so as to take advantage of the better prices prevailing during times of scarcity, practically no attention being paid to the fact that the eggs were gradually deteriorating in quality.

Storekeeper and His Egg Trade

The system of trading eggs for groceries and other goods at the local stores has also been an important factor in lowering the average quality of the eggs marketed. Many storekeepers make no pretence at having the egg end of their business self-supporting, but make use of same as a bait to catch trade. They will accept eggs knowing them to be of an inferior quality and pay as much for them as if they were strictly fresh. When questioned concerning this practice they are quite frank and state as their reason that they cannot afford to risk offending their customers by penalizing them for supplying bad eggs, as the loss of the patronage of the offended customer is of much greater consideration than is the question of the difference in the value of the eggs. However, times are changing and farmers generally should realize that they must sell their produce on a graded basis if they are to build up a satisfactory and remunerative market. The adoption of a little tact on the part of some storekeepers

Continued on Page 30

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BOOK DEPT., GRAIN GROWERS' GUIDE WINNIPEG, MAN.

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Offer Still Open

Potatoes are out of sight, they have gone up 80 cents a bushel in two weeks. American buyers are securing the country, and there is a danger of a shortage in seed. The Guide has been fortunate in securing a limited quantity of registered seed potatoes. We have for distribution "Table Talk" and "Irish Cobbler." These registered seed potatoes if bought on the market would probably cost you from \$3.00 to \$3.50 per bushel. Both varieties have been grown under the rules of the Canadian Seed Growers' Association and are registered stock, which means that they are the very choicest and best quality seed. Every tuber is perfect, and none of them weigh more than six ounces nor less than three ounces, and they are absolutely free from all spots, scabs or disease of any kind. Any person who secures either of these varieties will be entitled to use them as foundation stock for producing registered seed, and can join the Canadian Seed Growers' Association. "Irish Cobbler" potatoes are excellent cookers, they mature later than most varieties, their keeping qualities are good, and at the Provincial Fair at Saskatoon, in January, "Irish Cobbler" took first prize as an early white potato. "Table Talk" is a smooth white potato with shallow eyes and an excellent cooker. As a table potato it has no superior, and it always brings a good price on the market.

Our "Table Talk" potatoes will be put up in one and a half bushel sacks, and "Irish Cobbler" in one bushel sacks. In both cases the sacks will be sealed with the official seal of the Canadian Seed Growers' Association.

We have only a limited quantity of these potatoes, and those who wish to secure some of them will need to act quickly. We are giving these potatoes away to any person who will collect a few subscriptions to The Guide in their own locality. Any person who will collect four yearly subscriptions to The Guide, new or renewal, at \$1.50, and send \$6.00 in cash to The Guide office, will be entitled to one and a half bushel sack of "Table Talk" or a one bushel sack of "Irish Cobbler" potatoes, or if you can collect any two-year subscriptions at \$3.00, we will count them the same as two one-year subscriptions at \$1.50. Your subscriptions may be sent in all at one time or at different times.

With the price of potatoes steadily advancing there is no doubt that the demand for this registered seed will be tremendous and that our small supply will soon be exhausted. If you want some of these potatoes, get your subscriptions in at once.

Address all correspondence to Circulation Department—

Grain Growers' Guide

Winnipeg