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HOW CANADIAN FARMERS CAN MAKE MILLIONS OF DOLLARS ANNUALLY

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More Attention to the Marketing of our Poultry Produce would vastly increase the Value of the Industry. Education for the Indifferent and Ignorant Poultry Man, Legislation for the Dishonest One. Co-operation for All Advocated.

THE average producer knows more about growing than marketing poultry. We have all been trying to teach him to grow a good chicken, how to produce lots of eggs; but we have failed to teach him how to market them. There is no part of poultry work that pays as well as the final finishing touches in preparing for market. We would not think of marketing an unfinished steer. All other produce on the farm is properly finished up before being offered for sale, but when it comes to poultry how little attention we pay to it.

Why is it that the marketing of poultry is in such a rudimentary state? There are three causes:—indifference, ignorance and wilful neglect.

INDIFFERENCE IS NOT JUSTIFIED

Our indifference is due to the way in which most of us look at the poultry industry. It is looked on as a small side issue; too small for a full grown man to bother with. But while the returns from individual flocks may be small, the aggregate is large. Last year the poultry production in Canada amounted to \$50,000,000. This is one-half as much as the money realized from our great dairy industry. It is much more than from many industries in our cities that are looked on as important, and which our government is willing to assist by every means in its power. Nothing will pay so well as a properly conducted flock of farm poultry marketed to best advantage. We should all do away with our indifference.

Ignorance plays a large part in the poor marketing of poultry produce. There are many who do not know what a new-laid egg is. I remember well an incident that illustrates this. A friend of mine asked me to call in at a dealer's in Montreal, and inspect a 30 dozen case of eggs that he had shipped. He said they were eggs of the finest quality; and he really believed they were. When candled, of that 30 dozen, 13 dozen were good, eight dozen stale, and two dozen absolutely rotten.

EVEN NEW LAID EGGS GET STALE IN TIME

It turned out that the stale and rotten eggs had been brought from neighbors who had honestly believed them to be fresh eggs when as a matter of fact they had kept them behind the kitchen stove for six weeks. They were new-laid when laid, but—Recently when judging eggs at a show I found in one class with five entries that four of the entries were made up of bad eggs. Both of these cases were due to ignorance on the part of the producer as to what constituted a good egg.

A small class of producers wilfully market bad eggs. I know a producer who is getting grey because of women who are selling him "new laid eggs." One day when I was in his store a woman brought in 10 dozen eggs which she said

were all fresh. When she got outside, she winked at her husband, and said, "He took every one of them." And this is going on all over the country.

This woman was probably honest in all her other dealings. The time is coming when we will regard her as just as guilty of theft as the one who goes out of a store with goods under her



Good Value on Both Sides

Producers and consumers don't dispute when both are satisfied. Both are satisfied when a plump, well finished turkey (or chicken) changes hands. That is the kind of bird the consumer is willing to pay for. It is the kind that we farmers make money on. A well finished bird is more than half sold. We can't afford to glut the market with cheap, lean poultry. There is no money in it.

The time is coming when she will get her deserts.

NO PLACE FOR DISHONESTY

Is there a remedy for our present unscientific manner of marketing poultry produce? We will say that the first factor in any remedy is to be honest. There is no place for dishonest men in the poultry industry. None of us, whether honest or dishonest, will get the most out of it until dealers and consumers can rely on our guarantee as to the quality of the produce we will have.

Next we must have better stuff. We must put on the finishing touches. Why has poultry produce been so low in price this last few months. Dealers tell me there is more poor stuff coming on to the market than ever before. Feed is scarce and the poultry are rushed off to the market just as they are. There is also a larger percentage of old hens being marketed than ever

before. No person can market bad poultry or bad eggs but the market is hurt throughout the whole country.

WE DISBURT OUR CUSTOMERS

One of the most disastrous results of our bad marketing is the decrease in consumption that results. The writer has stood in the market at Montreal and seen women come there with the full intention of buying dressed poultry. In the end 10 per cent. of them would turn away in disgust and go to the butcher and buy meat. We cannot afford to cause our customers to leave us in that manner.

When it comes to eggs we simply must have new laid eggs on the breakfast table. A housekeeper will forgive almost anything but a bad egg and the man who sent it. The bad egg itself is not eaten, nor a dozen after it. Again I recall an incident that illustrates the point. A gentleman who was in the habit of eating two eggs a day, on opening an egg one morning cut off the head of a chicken. For 10 years he did not touch another egg. We cannot afford to put such stuff on the market, or allow others to do it either. If we do we are guilty of criminal negligence.

OUR SYSTEM OF MARKETING IS WRONG

One of our biggest needs is a better system of marketing. We take our eggs to the corner store. Ours are good, our neighbor's are bad. We both get the same price. Frequently when driving around with an egg dealer I have seen the children scatter to the barn and sheds just as soon as they see his rig coming down the road. What for?

The system is bad. It offers no encouragement to those of us who would like to be honest. It is also too expensive in the marketing. Of the \$25,000,000 worth of eggs marketed in Canada the farmer receives \$15,000,000; or it costs 10 cents to market 15 cents worth of eggs. Our eggs go through the hands of too many middle men. We must get consumer and producer closer together.

WHAT IS A NEW-LAID EGG?

No matter what system of marketing we adopt, we must first eliminate the rotten eggs. Our egg goes through the hands of too many middle men. We must get consumer and producer closer together. Seventeen per cent. of the eggs received by our produce men are rotten, which of course means a serious loss to the producer. A campaign of education is needed. We must know what a new laid egg is, and knowing that we will market it. An egg may be considered new laid for five days after being laid in summer or 10 days in winter. Eggs should be shipped twice a week in summer and once in winter. And we must remember that a fresh egg is very seldom a fertile egg. We should keep the males away from the flock except in the breeding season.

It goes without saying that to improve marketing conditions, the egg pedler must be done away with. Cooperation amongst producers is going to come. It is coming already in many sections in Canada.

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