FARM AND DAIRY & RURAL HOME

We Welcome Practical Progressive Ideas — *The Recognized Exponent of Dairying in Canada*

Trade increases the wealth and glory of a country; but its real strength and stamina are to be looked for among the cultivators of the land.—*Lord Chatham.*

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Intelligent Marketing Made Possible Through Cooperation

How Nova Scotia Fruit Growers Have Overcome Trade Conditions.

By A. E. ADAMS, Secretary, United Fruit Companies, Limited, Berwick, N. S.

LET me demonstrate how cooperative marketing is carried out by the fruit growers of our Valley. In the first place, statistics are gathered giving the management complete information as to the crop in all apple producing countries. European conditions are taken into consideration and a decision is arrived at as to whether the year is one in which to prosecute sales, or whether better results can be obtained in other ways.

When apple shipping starts, complete lists of all varieties on hand are gathered from all companies. Conditions are closely watched. Our European office keeps us advised daily as to the pulse of all markets. We are kept regularly advised of what apples are going forward from all North American ports and to what markets they are going. We are kept informed regularly what the holdings are on this side of the Atlantic and what they are at each market on the other side.

Marketing With Mathematical Certainty

We know, therefore, that say next week there will be sent to Liverpool from New York, Boston, Portland, Montreal, and Halifax, 50,000 barrels, and from the same ports there will be sent to London 40,000 barrels. Glasgow is getting 20,000, Hamburg 20,000, Bristol 4,000. We marshall these facts and take into consideration our cable advices. We note carefully how these various markets are clearing up, we keep in mind the size and condition of the British, French, and German crops, and refer to our charts showing how these markets have been affected in years gone by, with shipments of varying sizes. We review the situation in the markets on this side of the Atlantic and finally decide to adopt a certain course. Whatever course we adopt is adopted on a basis of scientific calculations; it is not mere guesswork.

Having a large quantity of apples under our control we can withhold or forward to various markets just whatever quantity these markets can carry. If we see that a certain market is going to be overcrowded we can relieve it and every shipper benefits.

We have a second safeguard. Say, for instance, that contrary to all indications a market takes a wrong turn after our apples have gone forward. We are not by any means at the end of our resources. We have our European representative who is in constant touch not only with us, but also with every market.

For instance, London unexpectedly slumps; we have a large parcel almost there. These are all consigned to our office, which immediately takes steps to tranship that fruit or such of it as will stand reshipment to other markets—Hull, Copenhagen, Hamburg, Paris, and so on, where prices may be better. Such action saved us large sums last year, and will always do so when such circumstances arise.

How Markets Are Held Steady

Last year over and over again we saved the situation on certain markets by withholding our apples from certain boats, knowing that had we put them on, the market would have gone to pieces and would have been a long while recovering.

> **What Cooperation Will Do**
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> **Cooperative marketing is the only method whereby the shipment of the produce of the farm can be so regulated as to not overcrowd certain markets and leave other markets bare.**
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> **It is the only method whereby our apples can be placed in right quantities on the markets to realize the highest prices.**
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> **It is the only method whereby new markets can be developed to the profit of the grower instead of the operator or speculator.**
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> **It is the only method whereby the grower can have his apples marketed at a fair cost.**
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> **It is the only method whereby the grower can get right to the actual wholesale dealer in Europe.**
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> **It is the only method whereby the grower can get into direct touch with the really big buyers, the buyers who will take whole cargoes.**
>
> **It is the only method whereby large combines and organizations can be effectually dealt with.—A. E. Adams.**

Two striking instances occurred within one month. We were advised that if a certain boat carried more than 20,000 barrels the market would decline badly, and our estimates of future shipments indicated the same thing. We therefore withdrew our apples and the boat sailed with 18,000 barrels. Had ours gone forward, she would have carried 26,000, which would unquestionably have put the market in a pretty bad state. Instead of doing so, we brought in a C.P.R. boat which sailed seven days later, arriving after the market was cleaned up and bare, and giving us the market entirely to ourselves with splendid results. Through our action the ordinary shipper was saved and the market was kept steady for the benefit of not only ourselves, but for all. Without cooperative centralization markets never could be regulated in this way and thousands of dollars would be sacrificed.

Now for some of the results achieved in this season of bumper crops and short markets. While Nova Scotia depends more on the British market as an outlet for her fruit products than any other fruit producing district on this side of the Atlantic, it is curious that she appears to be the least affected by the present unfortunate war. While all other districts seem to be panic-stricken, and while thousands of barrels of good apples will never be packed and marketed, Nova Scotia's apple "business is carried on as usual." The cause of this splendid confidence is to be found in its cooperative organizations working through their central association, the United Fruit Companies of Noca Scotia, Ltd.

During the first nineteen days of its operations this year (from September 11th to 30th) this organization shipped 70,000 barrels of apples and marketed them so well that good returns were obtained for the whole. In addition to this, over $70,000 was distributed to its members by October 3rd as an advance payment for fruit shipped. That is an accomplishment that the writer feels safe in stating has not been equalled by any similar organization in the Western Hemisphere.

Transportation Matters Well Handled

The manner in which this organization met the threatened increase of ocean freight rates by the international combine is now a matter of history, but its other transportation operations are not perhaps so well known. Its western shipments were handled with a despatch that establishes a record. The United Fruit Companies is never content to do things as others do them, and therefore when it had apples to ship west it never considered for a moment the old method of shipping cars as they were ready and then keeping a tracer after them.

It adopted other methods. On September 11th it started 29 of its 47 warehouses packing Gravensteins. On September 12th it started a special train of 29 cars from the Valley to Winnipeg.

Arrangements had been made with the C.P.R. for specially fast haulage for that train. The C.P.R. sent special men to various divisional points where delay was likely to occur to prevent it. It was 5 o'clock in the afternoon when that train left the Valley; at 8.30 p.m. the next day it had passed St. John, having negotiated the weakest link in the chain the transference from the D.A.R. to the I.C.R. at Truro and the divisional point at Moncton and delivery to

(*Concluded on page* 16)