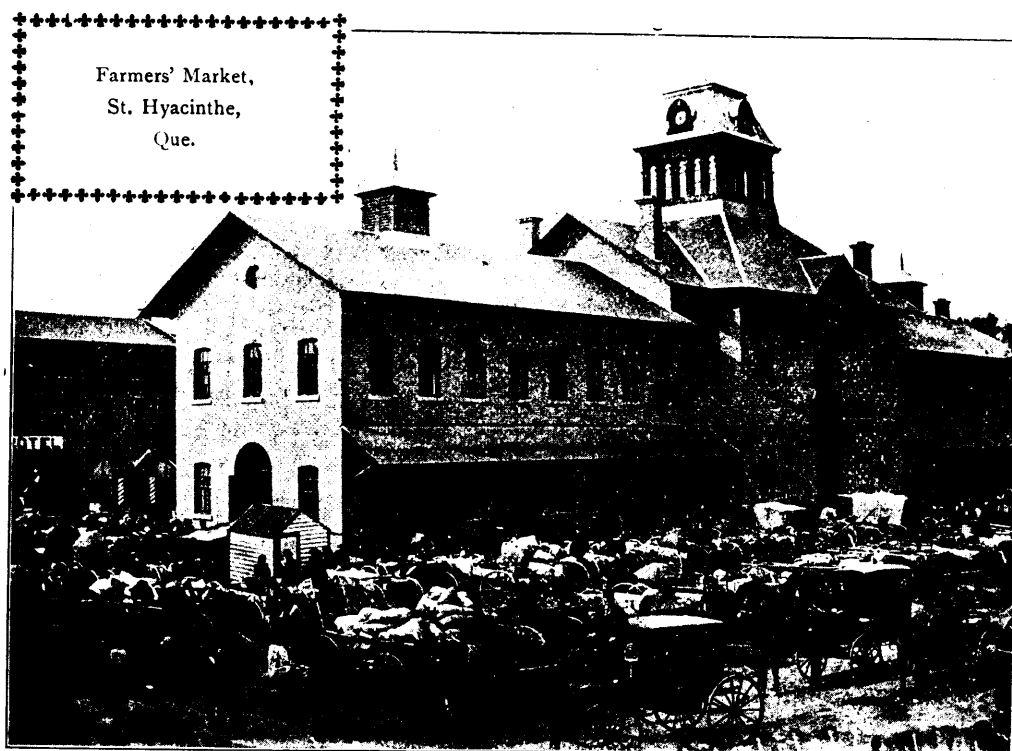


ward; a good article will act in the opposite direction from a poor one. When Great Britain or any other country has been importing an inferior article for consumption, and we can replace it by a better, as I believe we can, then we may hope, especially in a thickly-populated country, to increase the import. I have before me a reliable article from the *Australian Agriculturist*, quoted, I believe, from an English paper, and this article states that the average importation of honey into Great Britain for the past five years has been two and a quarter million pounds per annum and the average price $3\frac{1}{4}$ d. per pound, or $6\frac{1}{2}$ c. per pound, which is no small sum.

THE BRITISH MARKET.

There appears to be an excellent field for honey in the British and other foreign markets, and this being the case we might well ask ourselves what has been done to develop them. I am, of course, not conversant with all that may have been done in Canada along this line, but the Government statistics give the export of honey for the year ending June the 30th, 1898, at 5,213 pounds, valued at \$507, and of this the British Empire took 2,093 pounds, valued at



\$193, Great Britain taking 2,000 pounds, Newfoundland 93 pounds, while the United States took 3,121 pounds of this quantity. Ontario exported 3,003 pounds, Quebec 2,182 pounds, Nova Scotia 8 pounds, and Prince Edward Island 21 pounds. There have been small individual shipments from time to time with greater or less success, and has as far as I understood the price realized was equal to if not better than seven cents per pound.

I have not the date, as a fire destroyed the records of the Company, but quite a few years ago The Goold, Shapley & Muir Co., or rather the then E. L. Goold & Co., of Brantford, sent a shipment of honey to England in sixty pound cans, without any regard to source, aside from the fact that it was light, or as we call it, white honey of good quality. It was Linden, Thistle and Clover, and this shipment turned out unsatisfactory, the price realized being considerably less than the wholesale price here. About three years ago, several bee-keepers joined in a shipment to England; in all some 10,000 pounds were sent, the Company sending about 6,000 pounds, and the balance was made up by several bee-keepers, but I have no record of who they were, and I may not remember all of them, but so far as my memory serves me, shipments were sent by George Harris & Son, Dungannon, and F. J. Oakwood. Each man's

honey was lettered, the different qualities were lettered, and a record kept by the Company of the quality and corresponding letter. Clover was sent, some Linden was sent, but very little, and the entire shipment forwarded to a firm recommended by reliable authorities, and this shipment was also highly unsatisfactory. We invoiced it by letter, but a long while after we found that the cans had been stripped of all their wooden boxes and crates, and the quality was mixed up and the different senders' lots of honey had not been kept separate.

TRIAL SHIPMENTS.

This shipment was reported to be of a minty flavor and unsaleable. Prof. Robertson, Dominion Commissioner of Agriculture, when visiting England two years ago, had this honey inspected, and he reported that it did not have a minty flavor. This honey after lying there about two years was sold at a very heavy loss, to get rid of it, and having charge of the bee department for the Company, I advised another trial from many reports I had had. I knew that honey no better than ours sold at much better prices, but I thought that the honey had not been properly

introduced, and that this matter was of such great importance to Canadian bee-keepers, that it should be tried again and in a different way, and they consented. Long and urgent correspondence with Hon. Sydney Fisher, Dominion Minister of Agriculture, and with Professor Robertson, resulted in their consenting, if the Company supplied the shipment and ran their own risk.

Owing to the greater price of Canadian glass and the increased freight rates we did not think it would pay to send honey from here in small packages. But to see at what price this honey would sell wholesale when put in original packages we sent the largest part in glass; four dozen one-pound bottles in a box marked

Canadian honey with the Goold, Shapley & Muir Co., Limited, Brantford, Canada, plainly printed on the label, and in one corner a Queen Bee and Preferential Trade Brand. This was to catch the eye of the British public, and this shipment was sent over to England, the gentlemen before mentioned agreeing to interest themselves in the matter.

The Company asked them to use a portion of the shipment whenever they thought it could be used and to attract people to Canadian honey and develop the market. This was done to quite an extent and with marked success. High officials and influential papers freely commended the honey, and not alone was this of value to Canadian honey, but it was of value to Canadian agriculture, and therefore to Canada as a whole. Every agricultural product that Canada can and does put upon foreign markets, and add to her list of products, so long as it reaches a high standard, the better the impression of the country. The shipment was Clover honey, and from various sources, and was the only light honey wanted, and I came to the conclusion that consumers and dealers called the Linden flavor minty, and this I know, because by sending two samples, Linden and Clover, the Linden was rejected. The honey in bottles sold at a price to net some-