

Cheese Department

Makers are invited to send contributions to this department, to ask questions on matters relating to cheesemaking and to suggest subjects for discussion. Address your letters to The Cheese Maker's Department.

Some Factories Closed for the Season

Reports from Eastern Ontario indicate a large falling off in the make of cheese. Several small factories have closed for the season. The supply of milk will not be large enough to keep them running. It looks now as if the Canadian Dairyman and Farming World's estimate of 200,000 boxes as the shortage in this season's make as compared with that of 1907 would be far off the mark. At present prices for cheese this will mean a loss to the farmers of Canada of \$2,000,000.

A peculiar feature of the situation is that the price of cheese is not as high, by half a cent a pound, as it was the last week of August, before the dry season began, and this is the season when September cheese, usually the highest priced cheese of the year, is being marketed. It can only be accounted for by the fact that the trade in England has refused to follow the advance in price of a month or two ago. Receipts begin to show a large falling off and it looks as if the market should take a sharp turn upward very shortly.

Chief Instructor Publow reports the quality of the cheese being made this fall as being very fine. It usually is at this season as conditions are favorable for making cheese of the finest quality. There is, however, not the striking difference between summer and fall cheese there was a few years back. The quality is more uniform throughout the season, and the summer make is gradually being brought up to the standard of the finest September. For this work of the instructors is responsible. As patrons learn to look after the milk the cheese of any month will gradually approach the quality of the best. There is more uniformity not only in the quality of cheese made in different factories, but in the quality made any time during the season.

Cost Nothing as Compared with the Benefits

Editor, The Canadian Dairyman and Farming World.—In regard to pasteurizing whey, I am only too glad to give my experience. This is our first year in pasteurizing. We have been sending some of the whey back to the patrons for about seven years. Last season it all went back and we did not pasteurize it. We were very much troubled with "yeasty" or bitter flavor. Our patrons were very dissatisfied with the conditions of the whey, the acid being very hard on the cans and the cream would not mix, some would get none and others all of it.

This season we are pasteurizing the whey and our patrons are well satisfied with it. We are trying to do the best in the best possible way. We get each day's whey away the following day before the new whey is ready. Just as soon as the new whey starts to run off the vats we start the pump to elevate it to the upper tank. We then turn on the steam just enough to heat it as fast the whey is elevated. Heated at this stage the whey is almost as sweet the next morning as when drawn from the vats. We heat it to 150 degrees. The tank is covered and the whey the next morning goes into the cans is at about 120-35 degrees. Everything is in solution. There is no cream. We stir the whey several times during loading by turning on the steam.

Our patrons say that the cans are much easier washed and we know the tanks are nothing to clean as com-

pared with what they were last season. As regards the bitter flavor we have been entirely free from it so far this year and we are delighted with that part of it.

I believe pasteurizing the whey will pay in the saving in the cans alone, apart from its better feeding value. Pasteurizing saves the sugar and also the fat and each patron gets exactly the same quality of whey.

In regard to the care of the milk on the farm there has been great improvement. But there is room for quite a bit yet, as we get too much acidic milk during the hot weather. This is a loss to the patrons, as it takes much more milk to do of cheese when the milk works too fast.

I have given you in a rambling way what our experience has been with pasteurizing whey. I believe it is the only proper way to send whey back to the farms from the factory. It takes a lot of steam but the cost is nothing as compared with the results gained. Wm. A. Bothwell, Cheesemaker, Strathallan Factory, Oxford, Ont.

The Home Cheese Trade—No. 5

In closing this discussion on the home cheese trade a reference to the fancy brands of cheese made in Canada is in order. There are a large number of these fancy brands more numerous than there were a few years ago. There must be a demand for them at profitable prices if manufacturers would not be continued. They are, however, as we have stated in previous issues, a luxury and bought mostly by the well-to-do, who like something out of the ordinary.

It is just a question whether there are not as many of these fancy brands being made and in sufficient quantities to supply all the market there is for them. True, our cities are growing and the number of people who can afford luxuries, increasing every year. But as they increase fast enough and are they now in sufficient numbers to warrant any extended effort on the part of our dairymen to take up this line of manufacture? I doubt it very much. It would not take much enlargement on the present output to overstock the home market, and less there was an outlet elsewhere the article would be a drag. For the present at least it will pay the rank and file of our dairymen to confine their attention to making the regular cheese. Here is a field that Canada has been very successful in and practically controls the world's trade in Cheddar cheese to-day. It would not be good business to give up a good thing for something less stable, though possibly returning a larger profit to the manufacturer, who can get a large profit. However, a fancy brand that will appeal to the more well-to-do of our people and command ready sale is a money-maker. Of the fancy brands of cheese made in Canada, MacLaren's "Imperial" and Miller's "Paragon" are the best known. It is nearly twenty years since these two brands came to the market, both appearing about the same time. The process of manufacture has never been made public and it is not necessary to go into it here. They are cream cheese put up in jars, which, as compared with what the ordinary cheese sells for, bring fancy prices. The last name is now sold in prints, like butter, only of different sizes. This method was adopted to lessen the cost. The fancy jars, in which the cheese had been sold, are costly and increased the price to the consumer very much.

MacLaren's "Imperial" Cheese has had a very successful career. It is

as well, if not better known outside of Canada than in it. It's largest market is in the United States, where a factory is in operation for its manufacture. It is found in almost every civilized country the world over, and a trade has been established that is likely to continue so long as the quality is maintained at a high standard. Travellers speak of seeing it on the bill of fare on railway dining cars, and in first-class hotels in Europe, Australia and other countries. It is perhaps the best advertised and the best known of any food product made in Canada. The originator of the brand was Mr. A. F. MacLaren, M. P., Stratford, Ont. That it is so widely known to-day is largely because of his personality and his splendid advertising ability, though the article itself was of a kind that would appeal to the class of customers it sought for. Mr. MacLaren retired from active connection with the business a few years ago. While a large and profitable business has been built up for this brand of cheese, it has been at the expense of more time and money than any ordinary individual could give to it.

There is, and there always will be a limited demand in this country for foreign brands such as Roquefort, Edam, and the like. There are people who buy this cheese because it comes from a foreign country. Perhaps, if they knew more of the conditions under which some of it is produced, their taste for it might wane. The MacLaren "Imperial" Cheese people now put up a brand of Roquefort Cheese in jars, that appears to meet with ready sale. Other foreign brands could be produced here in like manner, but it is very doubtful, without one were specially engaged in this line of work, whether it would be profitable. The demand, as we have already said, for this kind of cheese, is limited and some risk would be attached to a venture in a field where competition is strong, considering the extent of the market. Some fancy brand made to sell at a price within reach of the many might be made to go, but considerable capital would be required to carry the enterprise until the market was established. The ordinary factoryman is not in a position to do this but he can by supplying a better quality and better matured Cheddar cheese greatly increase the market for this product.

A dairymen's convention will be held in Chicago during the National Dairy Show which takes place Dec. 2-10, inclusive. Subjects of national importance will be dealt with by men well capable of doing so. These subjects will be of the highest interest to dairy farmers.

Can you suggest a new and better name for The Canadian Dairyman and Farming World? If so, do so and win a prize. Notice our announcement on Page 3.

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