

Fortunes Lying Fallow

Of the many opportunities that present themselves to the intelligent and industrious settler, I should like to refer here to market gardening around Winnipeg, in which occupation there are many substantial little fortunes only awaiting to be gathered up. The first condition of profitable production of anything is a good and sufficient market. All of the advantages of production in the world cannot compensate for the lack of an adequate market; in fact they aggravate the situation by causing a glut that brings prices down so near the cost of production—or even below it—that the producer is pretty soon put out of business.

No such conditions exist about Winnipeg in relation to the market gardening industry. Here is a state of being where soil splendidly rich and thoroughly capable in a market garden sense, lies contiguous to a city that is conceded to be one of the best markets in the world for all kind of goods in which the people indulge themselves, and these be many and varied. One of the many is fresh vegetables. Evidence taken from the wholesale dealer at his depot of supplies, from the retail storekeeper, and from the consumers themselves, all piles up on the same point of proof—that the one hundred and fifty thousand people that make up the population of Winnipeg have hearty appetites for fresh vegetables of all kinds. And more; have financial ability and willingness to pay for what they like in grub, gaiety or gorgeous raiment.

Thus supplied with a good market for his produce, the market gardener who elects to do business in or around Winnipeg finds soil and climate in close accord with the sharp demands of the people for fresh vegetables and plenty of them. Western Canada has the finest summer climate to be found on the face of the earth; its days of enduring sunshine are joined to abundant rainfall, and