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THE TRUTH, THE ROAD, AND THE DEVIL
AS CONCERNING BEEKEEPERS.

THE TRUTH

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and Better Marketing.

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THE NEW ZEALAND Honey Producer

Our Motto :

"BETTER BEEKEEPING and BETTER MARKETING"

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No. 7

Editorial

AN APPEAL.

So far we have 264 readers who have subscribed or promised to do so. There are about 900 to whom we have been sending the Journal in the hope that they will either subscribe or intimate that they do not want it. If beekeepers do not want a New Zealand Journal it would be doing us a kindness to say so. Amongst those we have not heard from are many of the larger producers, of whom a number were at the Timaru Conference. If they have any fault to find we should be pleased to hear what our faults are. We feel sure, however, that there are at least another 300 readers willing to do their share towards establishing the Journal on a sound basis. We should like to hear from them as soon as possible, so as to cut down the cost of mailing to 600 deadheads. Unless the Journal is able to pay out-of-pocket expenses the first year, it is unlikely to run a second year. If beekeepers could realise the amount of study and thought required for each issue they would not add to the financial burden by withholding support. On the producing side, too, the Journal is being starved. We get practically no assistance from readers

by way of news items, information as to seasonal conditions, markets and meetings. If readers are getting tired of too much of one person's writings it is because no one else seems willing to do anything towards relieving the monotony. Beekeepers seem to be content to leave the willing horse to do all the work. The National, too, is a striking example of this tendency. But for the Government subsidy it would have dropped out of existence before now.

In this issue we reprint an article on Organised Marketing which appeared in "Gleanings in Bee Culture" in April last. The writer, Morley Pettit, is one of the best known beekeepers of North America, and his analysis of the subject is one which will bear re-reading several times. We would ask our readers to read it again and yet again, and while doing so bear in mind the conditions existing in New Zealand. He puts forward the idea of artificial restriction of production as something to think about. At first glance it may appear that compulsory organisation may lead to the necessity for artificial restriction. On the other hand,

lack of organisation will lead headlong for natural restriction.

It is a good axiom not to jump your fences before you come to them. Though we have arrived at the fence of over-production we have not tried organisation to help us over it. If organisation fails to get us over it, or the fence appears again later on, then we shall have the organisation to restrict production. There is another alternative, i.e., to cheapen production, but there is no need to worry about this fence till we come to it.

The facts as we see them are that more honey is being produced here and elsewhere than there is a demand for, and to find further consumer demand honey has to compete with sugar. Now sugar is firmly established as a customary food, it is sold at standard prices, and it is also being over-produced, so much so that growers have been forced, first by economic laws and lately by mutual agreement, to reduce production.

Now, if the beekeeping world is satisfied to take the lines of least resistance, it will continue to let sugar interests set the pace and follow down the scale of prices. Tariffs on one or the other may be resorted to as a local expedient, but in the long run they are useless. Not many countries will stand for as high a tariff on sugar as on honey, so honey has the worst of it from an importing point of view. Honey is already handicapped by its greater cost of distribution. However, the main producing countries find their tariffs useless in maintaining prices. They are all importing to countries which have low or free tariffs and dense populations with low purchasing powers. The consequence is that they are taking world competitive prices, and their internal prices are governed by the export prices,

and not the tariff. To sell more honey we have either to sell it as cheap as sugar or persuade the public to buy it at the higher price in preference to sugar for the sake of its superior qualities as a food.

Organised marketing is the only logical course to follow. It means something more than the standardising of prices and the regulation of distribution. It embraces the means of developing the demand to keep ahead of production. Developing the demand is the alternative to restricting production. How is it to be done? Certainly each one of us can put considerable individual effort into the campaign, but there is no guarantee to the individual that a price-cutter will not come along and reap where he has sown. It takes time and money to develop the demand, but with proper organisation to maintain prices and distribution at an economic level the cost will not fall on the producer. But without organisation the cost will fall on, firstly, the producers who spend time and money on creating a demand, and finally on all producers by way of lower returns through price cutting.

AMERICAN COMPETITION.

The burning question is, How are we going to organise? Beekeepers must face the facts squarely. They have let their only organisation—the H.P.A.—down on the local market, which should be their best outlet. On the export market they are up against economic conditions over which they have no control. New Zealand has done wonders in developing a demand for a high-class article. New Zealand is the only country or body of producers that has set out to increase the demand for honey by boosting its virtues. Unfortunately, other countries' organisations will not follow suit, though urged to do so.

by their commercial representative, as in the case of Canada, and by price cutting they are reaping where they do not sow. On the world's markets, countries are the individuals of a local market. The Californian honey quoted on the European markets is the middle Western States' honey shipped through a Californian port. The honey exported from the United States is virtually subsidised by their Government, though it will not be long before it will be frankly called a subsidy. The Federal Farm Board makes supplementary loans of up to $2\frac{1}{4}$ cents per pound "on such a basis that they are no burden to the associations." It looks as if the organisations securing these loans can use them as a margin to cut prices, and thus pocket a subsidy. In the States it is called a loan, but in Europe the agents call it a subsidy. Californian honey is offered in London at 48s. per cwt., equal to $10\frac{1}{4}$ cents. Freight from the inland State to shipping point would easily be 2 cents, and sea freight, landing, storage, and brokerage charges would run to another 2 cents, leaving $6\frac{1}{4}$ cents for honey, on which $7\frac{1}{4}$ cents has been advanced. If we are wrong, we hope our friends overseas will correct us.

DIFFICULTIES AHEAD.

The industry has to face the fact that the export market cannot achieve the impossible. Finance is not forthcoming as readily as it was in the past. At the last meeting of the H.P.A. Directors it was decided to cut the advances in half for this season, but even that decision may have to be revised before the season commences. Much will depend on what the Control Board's representative, Mr. Rentoul, can do towards reducing the stocks on hand at present.

In order to ease the situation at the other end, producers should make a special effort to dispose of the greater part of the present crop in New Zealand. The

FAILURE OF THE MARKETING PROPOSALS

is a calamity to the industry, as it is now more important than ever that a strong organisation should take hold of the marketing problem at once to prevent a panic. It is difficult to analyse the reasons for the failure of producers to sign the recent proposals. This Journal gave the subject enough publicity to ensure a proper understanding of the scheme. Very little criticism came forward. Only 250 of the necessary 1200 signed the contract. Surely there cannot be 950 producers so indifferent that they would neither sign nor give a reason for not signing. To the Maxwells who are afraid of the after flow of unsigned producers we would point out that a number of those who did sign are men who have commenced beekeeping this year, and not being on the registered list, their names count nothing for the 75 per cent. Also nearly every man who has taken up commercial beekeeping during the last few years has joined the H.P.A. To others whom we know would not come into the open to state their case we say they were merely quibbling when they claimed that 75 per cent. was not enough for safety.

There is still the H.P.A. left as an organisation to deal with the local market, which it could do if every producer would supply his whole output; but it would be too much to expect 950 producers who could not show their trust in their fellow-beekeepers to come forward to the last man and say, "Here, we trust you to do your best." There are at least five large producers who did not sign the contract, and two of

these are not members of the H.P.A., so it does not look very hopeful for the H.P.A. being given the opportunity to regulate the market.

ALTERNATIVES.

What alternatives are there? The proposed apiary tax is one. A tax of, say, fourpence per hive on every producer who sells honey would raise a tidy sum, at least £1000, to be expended on developing the demand. For a precedent we have the Orchard Tax, and lately the Wool Levy. Every producer would be made to pay towards the cost of propaganda and advertising necessary to increase the demand. The weakness of this method is that production already being greater than demand, there would be no machinery to regulate sales and distribution to avoid glut prices.

Probably the best alternative to a voluntary scheme or a tax would be a Compulsory Marketing Act, such as that in force in Queensland and other Australian States. It would provide the wherewithal to carry out a campaign to develop the demand and also give the necessary power to regulate the prices and distribution. Although nothing can be done on these lines in time to meet the present situation, the idea is worth thinking and talking about.

During the last month the weather has been so broken that, except in a few localities, no surplus has yet been stored. At present it looks as if Dame Nature is going to solve our troubles for this season. If, however, a fine spell sets in, it is not too late yet for a fair crop to be gathered. Until such time as producers can agree as to what lines they will organise on, we suggest the following points for consideration of sellers:—

Don't disclose your whole crop to buyers. Try selling small

quantities, and if they want more, suggest you can get it from neighbours if the price is right.

Don't cut the retail prices to consumers.

Don't sell at wholesale to a retailer.

Don't try to sell your whole crop at once.

Remember that you have no organisation to inform you as to crop statistics (probably your own fault), therefore you are in the dark when selling, so go canny.

Above all, don't start cutting prices.

ARTIFICIAL COMB.

Signor A. Bonaldi, of Brescia, Italy, has applied for British patent rights for a machine to make a full depth honeycomb out of flexible materials, such as cellulose, paper or wood veneer. It is a most ingenious device for crimping the material together to form one side of the comb. The two sides are backed together on a centre sheet. The whole is then dipped into a bath of melted beeswax.

While we can admire the ingenuity which succeeds in imitating the bees, we venture to say that the invention has no practical utility. Naturally-built combs are cheaper, and though they may not have the same strength as the other, they have this advantage, that they can be repaired by the bees, or if beyond repair or diseased, the wax is easily recovered, sufficient to pay for the renewing of the foundation.

THE MARKETING CONTRACT.

In our last issue we published the names of those who had signed it, in the hope that seeing the names of neighbouring beekeepers would encourage others to sign up. In this issue we publish a supplementary list, so that all can see who are the beekeepers that have the interests of the industry at heart.

The result is very disappointing to those who put so much time and energy into furthering the scheme.

List of Signatures to Contract.

NELSON. J. Allan

WESTLAND.

R. Clark.

A. C. Norton

R. V. Glasson

C. Quibell.

CANTERBURY.

C. Annett

W. B. G. Frampton

Mrs L. Adamson

J. L. Gray

J. Andrews

Mary Graham

S. Attewell

R. Geddes

H. F. Bickerton

F. W. Hanschild.

C. R. Brunton

H. M. Hall

C. H. Barbour

F. J. Heald

Barrett and Bray

G. L. Hight

R. C. Buller

E. B. F. Hight

W. Booth

C. V. Hart

J. T. Bull

Mrs E. A. Hotchkin

R. P. Castier

Heney and Son

W. J. Cattermole.

J. Irving

W. Carson

G. H. Keen

R. J. Collis

W. D. Kingston

G. E. Collard.

A. C. Kimber

T. U. Cooper.

W. H. Mitchelmore

M. P. Daniel

H. B. Morton

C. Dalgety.

J. Maitland

J. Dempsey.

W. J. Mead.

J. G. Donald

A. S. McConnell

A. A. Down

A. F. McArthur

A. W. Ellis

D. C. McArthur

W. A. E. Elliott

J. McDonald.

C. W. Edwards

V. Nelson

J. Forster

C. A. Oldman

C. A. Pope

D. J. Pemberton

T. F. Penrose.

T. E. Pearson

C. R. Prestidge.

L. F. Robins

F. W. Reid.

Rintoul and Westropp

L. W. J. Ross

Miss M. A. Shepherd

J. F. Simpson

R. Suckling

E. Simpson

V. Thomas

H. A. Taege

G. Tatt

D. Tong

C. Unwin

T. Widdowson

C. W. Wendelkin

G. J. Webb.

W. Watson

T. E. Willis.

H. J. Wooding

J. E. Yeoman

OTAGO AND SOUTHLAND.

Mrs C. M. Aitchison

A. R. Henderson.

William Reed

J. J. Allan

W. T. Herron

G. H. Saville.

Thomas Barr

Jean Houston

J. Sim

A. S. Burns.

C. L. Irwin

S. Sim

W. Carter.

C. Larson

D. A. Smith.

D. Collie.

C. S. Marsh

J. H. Steel

R. J. A. Clark

A. J. May

R. Stewart

W. L. Dodd

Mrs E. A. McDonald.

H. Stansfield

Dunn and Wylie

D. G. McDuff

R. Sloan

J. Findlay

B. B. McEwan

P. F. Stallard

J. Froggatt.

J. McLeay

G. Swanson.

R. Gibb.

J. C. Neill.

A. C. Toshach.

H. N. Goodman.

A. W. Ogilvy

A. Venables

L. K. Griffin

C. R. Paterson

A. C. M. Ward

A. Hain

J. C. Painter

Jessie Walker.

J. Hamilton

J. Paterson.

J. H. White

D. G. Hamilton.

J. Robb

R. Wilson

T. V. Hardy.

A. H. Rawson.

C. F. Yeoman.

F. Hemmingsen

R. S. Robertson

P. J. Zwimpfer

AUCKLAND.

J. M. Adams.

P. A. Hillary

G. F. Page

R. Abbott

E. A. Higgins.

T. Reeves Palmer

C. A. Barnes.

F. D. Holt

C. Parr

J. D. Ballantyne	C. F. Horn	W. W. Raff.
V. J. Bowman	H. F. Housler	J. C. Ross
J. S. Bates	R. E. and A. W. Hansen	J. N. Schmidt
J. Birrell.	T. C. Horner	D. S. Shaw.
E. C. Browne.	J. P. Horner	H. C. Small.
E. R. Clark	G. Houghton.	R. N. Stanley.
J. Clark	J. P. Ireland	F. E. Stewart
J. C. Clark	A. R. Jones	Mrs L. Stewart
A. E. Deadman	E. E. Jones	H. Speary
A. H. Davies	D. A. Jones.	W. J. Trownson
P. J. Darby	A. Jamieson	Miss E. M. Thorp.
C. P. Darby.	T. J. Mannix	H. Thomas
W. A. Forsyth	J. Melling	J. B. Unsworth
G. V. Gow	R. W. McLennan	C. F. Watson
E. Goodall	P. C. McNeill.	W. Walsh.
J. F. Glennie	W. W. Nelson	L. Wintle
G. Hall	G. G. M. Osborne	H. G. Westbrooke.
G. H. Hill	I. G. Pullin.	R. Woodburn

HAWKE'S BAY AND WAIRARAPA

W. J. C. Ashcroft	J. H. Duffy	A. Lowe
H. Bannister	H. E. Ellis	T. W. Michell
C. R. Benton	C. J. Fisher	D. M'Culloch
Benton and Harland	E. J. S. French	R. W. McInerny
J. P. Boyle	W. H. Gleye	R. H. Nelson
H. Bryan	Heyhoe Bros	F. G. Parkes
H. Candy	R. Hill	F. J. L. Rombach
T. J. Cullinane	J. L. Judd	H. Shepherd
C. E. Cassie	W. F. Lenz	A. J. Smith

TARANAKI AND MANAWATU.

A. J. Anderson	H. B. Nicholas	H. Smith
C. A. Barrett	H. B. Owen	C. G. Surrey
A. R. Bates	H. R. Penny	W. D. Stout
J. A. Clark.	N. L. Phillips	J. Walworth
J. L. Dawkins.	D. H. Proffit	A. G. Whittaker
B. N. Gillespie	F. C. Raikes	C. E. Wildbore
H. E. Lloyd	F. W. Riddle	J. C. Young

Later.—A further list of 26 names from the southern Waikato district came to hand too late for publication. The total is now 276, of whom 19 are beginners whose names are not yet on the official list.

The Annual Field Day of the Hamilton Branch will be held at the Ruakura Apiary on Wednesday, February 19 next. A good programme is assured for this popular event.

Casual Advertisements for the Wants and Exchange Column will be received at the rate of One Penny per Word. Minimum, 2/-.

HONEY PUMP.

I never liked a honey pump, and now I see that the Colorado Honey Producers' man feels as I do, for he writes in "Thebesto Bee":—"Your honey can easily be spoiled for bottling purposes by the careless use of a honey pump. If you must use a honey pump, run it slow, and pump from a sump, making sure that the pump only runs when there is honey in the sump. The constant churning up of a mixture of air and honey creates a cloudiness in the honey that nothing will remedy."

Yes, and we may remember also that air in the honey helps to evaporate those volatile essential oils which come from the blossoms and give the honey those fine flavours which differentiate it in taste from plain man-made sugar. Don't use a honey pump if you can help it.—"American Bee Journal."

Work for the Month.

The weather for the past month has, in most parts of the country, been so wet and changeable that the bees have been practically marking time. As the season advances there seems to be still more rain, till everyone wonders whether the summer will ever come. If a general honey flow does come it will be a late one. In Canterbury the clover came early, and considerable surplus was stored before the weather broke. Some have commenced extracting in between whites. Clover is now more abundant than ever, and only a fine spell is required to ensure a further flow. The weather has interfered greatly with queen-rearing operations, but there will be a chance yet to make up for the time lost. In fact, towards the close of the honey flow is as good a time as any to rear queens to replace old ones. The old queens can be killed and a ripe cell inserted. There may be a few losses of virgins on their mating flights, but extra nuclei should be made up to provide for such. The layout of an apiary has a considerable influence on the number of missing virgins. If the hives are too close together and face one way in regular rows, the virgins easily miss their way home and get into the wrong hives with fatal results generally. The neat, orderly apiary has a very effective appearance, but it has practical disadvantages.

There is a better chance of getting the queens purely mated after the flow is over if one or two pure Italian colonies are dequeened and kept queenless before the slaughter of the drones commences. They will hold their drones, as will also all colonies with virgins.

When removing honey for extracting, the brood nests should be examined for disease. It is probably a month or two since the brood was inspected, and in that time disease has had a chance to develop. If it is not discovered at extracting time it will likely be spread further by the combs going through the extractor. It is not just sufficient to return the combs to the hives they came from, a proceeding which makes extracting a laborious and complicated job. If any disease is discovered, the hive should be closed down at once and left to be extracted at the last. The greatest of care must be taken that no robbing occurs. The entrance should be reduced to the minimum and the

whole of the honey extracted. The combs should be returned late in the evening to be cleaned up, and by morning all should be quiet. The honey from these colonies should be kept separate so that the main crop is free from taint. It is not a fair thing to pass this honey on to the general market, where it may lead to a further outbreak. This is a delicate subject to discuss in public, and beekeepers can do the honey business considerable harm by talking about "diseased" or "infected" honey. The public are very shy of such words connected with foods, and it is useless trying to explain that such honey is harmless as a food for anything but the larvae of the bees. It is better to say nothing about it, and also to give the beekeeper who can't hold his tongue no chance to squeal. But the question is what to do with such honey. Well, there are institutions where honey is a very acceptable gift, and if sent there it will soon be used up.

But to come back to the cleaning up. The extractor and all utensils must be thoroughly washed. The colonies that were extracted bare will clean up every comb thoroughly, and be ready finally to succumb to starvation. Late in the season when all brood rearing has ceased the bees may be shaken on to combs of honey that are fully sealed, if it is desired to save the colony, but otherwise they should be destroyed when their honey is about done. The combs which are absolutely clear of honey and have not had brood in them can be saved and the remainder rendered down for wax. There may be safe combs which have had brood in them, but I am not advising saving these because a diseased cell may be missed by any but an expert, and these notes are not written for experts. In fact I fancy the experts will condemn me for advising anyone to monkey about with diseased colonies. They will say, "Burn them." But human nature being what it is, many will not heed such advice when it concerns perhaps a hundred pounds or more of nice looking honey. Therefore I feel it is better to suggest a way of saving the honey without undue risk and letting the beekeeper have the satisfaction of saying, "I have got rid of the last of it this time." If he can't make a success of it this way after a few tries, then the fire remedy will suggest itself to him.

W. B. B.

Steps in Organised Marketing.

Various Attempts to Modify the Ancient Law of Supply and Demand.

By MORLEY PETTIT.

It used to be considered that a spring number of a bee journal should deal almost exclusively with the spring management of bees. That was before the production of honey had outgrown the autumn demands of the beekeepers' neighbours, in the golden days when beekeeping was beekeeping, and not a grim struggle to make that part of one's activities contribute its fair share toward the sustenance of life according to American and Canadian standards of living. Increased production has made of beekeeping largely a marketing problem, and the "open season" in literature and conventions for merchandising topics extends throughout the year.

This time I want to present three phases of organised marketing of agricultural products in general, and a possible fourth. The first two have been applied successfully to honey, the third to other primary products, and the other is the logical fourth in the series. All depend for their success on education, and education, and again education. They must be supported by suitable legislation, which in itself must be backed by favourable popular opinion. The latter is formed and maintained by education, and that only, which brings us back to the mainstay of all civilisation, education built on the right spirit.

I heard a preacher remark recently that as soon as the Volstead Act became law all teaching of temperance in schools and Sunday Schools stopped right there. I have often remarked in Ontario that if the former zeal for building up a public sentiment against strong drink had continued after the passing of the Ontario Temperance Act it might not have been found necessary to revert to the public sale of the objectionable under Government control. In commercial matters like the control of agricultural pests and diseases it is found advantageous to make the educational campaign stronger than ever after securing the necessary legislation.

EFFECT OF GOVERNMENT GRADING.

The simplest form of organised assistance to marketing is Government grad-

ing. Eggs in Canada are one outstanding example. When a Dominion grading law was passed recently there was much complaint from dealers; but education and persistence brought them into line, and to-day Canada is the greatest egg-eating country per capita in the world, and egg production is more profitably accordingly. Ten years ago the State of Wisconsin passed a law that no honey could be sold in the State without being labelled to show its origin and grade. Mr. C. D. Adams, a well-known beekeeper, was appointed honey inspector and adviser to the trade, and reports that the system has worked well. He has found that Wisconsin people would rather buy Wisconsin honey if they can depend on its quality.

The administration of the law has changed a badly disorganised honey marketing area to one in which honey appears on all grocers' shelves along with other products sold under well-known brands. No exportable surplus is produced, and little or none is imported. But note this—The honey inspector is in personal touch with all dealers and beekeepers. He has gained their confidence, and goes to all their meetings. Sometimes the law has to show its teeth; but it is education mainly that has made it a success.

VOLUNTARY CO-OPERATIVE ORGANISATIONS.

The second step in organised marketing which I wish to discuss is the co-operative stock company. These companies have been tried repeatedly in the marketing of many primary products, and some of them have been more or less successful. The Sunkist Orange organisation and the Sunmaid Raisin Company have been held up as bright and shining lights in co-operation. I do not know how the former is getting along now, but Sunmaid Raisins are selling in the stores of Valdosta, Ga., to-day at 10 cents for the pound package. Last year I exclaimed about a temporary bargain at two for a quarter; but those were expensive raisins compared with this year's regular prices. Now these are not just "raisins." They have been processed and packaged, and have become "Nec-

tars," yet fancy name and carton, and advertising and transportation and a couple of profits, and a pound of dried fruit sell for a dime! What about the poor grower in California? Does he receive a living wage for his labour and interest on his investment? He should, because he has an approved co-operative organisation, held up as a model to all producers by college professors with comfortable salaries.

I believe Florida citrus growers are organised, too, and we are now buying their delicious oranges for one cent each. The grower brings his truck load perhaps 150 miles overnight and appears on the market early in the morning. The merchant takes them, and adds his profit, then retail two dozen or three dozen, according to the size, for 25 cents. No California orange ever equals them for sweet juiciness either.

Coming back to honey, it is no worse than any other primary product. We have in Ontario one of the most completely organised co-operative stock companies that have ever been formed for merchandising this product. And what have we? A good grading system, standardised and advertised brand and packages, excellent connections with the trade in Canada and Europe, and financial returns just barely enough above the cost of production and packing, and this selling service to keep stringing the faithful producer along like a bunch of hay hung on the end of a pole in front of a mule's nose to keep him moving. With a protective tariff and a good export market established for our surplus, the domestic price of honey in Canada should be from two to three cents per pound higher than export returns for the same grade of honey. At present there is very little difference, yet 1928 honey sold out freely.

What is wrong with co-operative marketing? Faithful members say it is the independent producer. I am told that this is what broke the raisin market, and I know that many Florida growers play fast and loose with the Citrus Exchange. The grain pools in the North and West have their own troubles, too. In Canada last year one producer who controlled two carloads of Ontario honey is blamed for the loss of two cents per pound on the whole Canadian crop of light honey which moved in carloads. It happened to be a neighbour of mine, and he was very sorry when he found out what he had done. I do not hold it against him personally, as some other independent would have done it if he had not.

The point is that under voluntary co-operation an organisation of producers

can spend great amounts of money and time building up public confidence in honey, and exporting the surplus at a considerable loss over domestic prices—in short, doing the expensive spade work that is necessary to lay the foundations of profitable marketing. When results begin to appear the independent producer can undersell the organisation just a little so as to sell out for cash entirely on the profitable domestic market, avoid the cost of the selling service, and escape the low export returns. The only way out of such a situation seems to be for the organisation to allow the domestic price to sink to the level of export returns, until such a time as a better system of controlled marketing can be secured.

COMPULSORY CO-OPERATIVE MARKETING.

This brings us to the third step in organised marketing of primary products. The fruitgrowers of British Columbia found that no voluntary co-operation would hold a satisfactory market for their fruit, so they had a law passed by the local Legislature which provides for a Market Control Board, elected largely from among the producers themselves. And now British Columbia fruit may be marketed only when, where, and how this Board directs. A British Columbia grower told me recently that he had opposed this law as being contrary to the spirit of personal liberty, yet he had to admit that it had greatly improved marketing conditions for all concerned.

In the State of Queensland, Australia, the honey producers have just been voting on the question of "Compulsory co-operation," and I have not yet heard of the decision. In New Zealand they have Government control of the exporting of honey, but I do not understand that it applies to local and domestic sales. The system in Queensland is unique, and is well worth careful study. The Director of Markets, Mr. L. R. Macgregor, has just sent me his annual report, and after our experiences here I have found it most interesting reading. The marketing problems of "primary producers" on the other side of the world are very much the same as ours, and to read Mr. Macgregor's comments one would think he was writing about Ontario beekeepers instead of Queensland producers of eggs, butter, and other products.

The Act provides that the producers of any primary product may bring their marketing under a Control Board for a term of three years by a two-thirds vote of all those engaged in producing that commodity. At the end of each three year period a fresh vote

must be taken and the idea carried by the same majority if the system is to be continued. The Board is elected by the producers themselves, and has absolute control of the marketing of all that is produced by every producer in the State, whether he is in favour of such control or not. A study of these conditions will show that there is no breach of the spirit of democracy. It is simply majority rule—"the greatest good to the greatest number." In talking co-operation one is often met by the remark that it would be all right if everyone would join, but no use unless they all do. Here is a case where all would, provided two-thirds were willing.

ARTIFICIAL RESTRICTION OF PRODUCTION.

I wish that space would permit me to give the gems of thought and experience which Mr. Macgregor has jotted down in his report; but I must be content with a brief sketch of the fourth step in organised marketing, which he suggests as being the logical development of the Queensland system. He writes:—

"Some Boards by the very advantages which they make available to their constituents increase their own difficulties. For instance, the country producers of eggs have experienced very great benefit from the operations of the Egg Board. The consequence has been an increase in the number of suppliers and of the quantity of country eggs coming on the Brisbane market. In the month of June about two years ago the number of metropolitan and country suppliers was 658, and this year the number is 1200. This means that the improvement of conditions induces a bigger supply, which bigger supply in turn increases the difficulties of the Board which seeks to bring about stabilised conditions. This experience is not peculiar to the Egg Board. Further, this phase of the situation may become an important one in other industries in the not distant future."

So long as producing conditions are good this is bound to happen, and one is sometimes tempted to say that all organised marketing is a mistake, and that Nature should take its course and let the fittest survive. Of course this is rank heresy, which I do not believe, so I will give you Mr. Macgregor's proposed solution, the fourth step in organised marketing, by quoting one further sentence from his report. He says:—

"While artificial restriction of production is a step which should only be taken under special circumstances and after full consideration, the time has,

in my opinion, arrived when the establishment of the system of growing certain products **under license** (black type mine) should be considered with respect to small industries in Queensland."

I am not advocating this, and Mr. Macgregor is on the other side of the world, so you cannot get at him. I am just showing you logical steps and the ultimate conclusion of organised marketing so you can think about it.

Valdosta, Ga.

—"Gleanings in Bee Culture."

"ACORN" Comb Foundation

"Good as the best, better than most."

PRICE LIST—SEASON 1929/30.

Medium Brood—25 lbs. and over, 3/2; 10 lbs., 3/4; 5 lbs., 3/6; 1 lb., 3/9 per lb.
Thin Super (26/28 sheets per lb.)—5 lbs., 4/3; 1 lb., 4/6 per lb.

YOUR OWN BEESWAX CONVERTED:

Medium Brood—25 lbs. and over, 8d. per lb.; 10 to 24 lbs., 10d. per lb.; under 10 lbs., 1/- per lb.
Thin Super—10 lbs. and over, 1/9 per lb.; under 10 lbs., 2/- per lb.

The above prices are nett cash, free on rail Christchurch or f.o.b. Lyttelton. Wax of superfine quality only will be accepted for conversion into Thin Super.

BEESWAX.—I am paying highest market rates for good Beeswax in any quantity. Write for quotation, stating how much you have for sale.

BEE SUPPLIES.—I can supply almost anything that the Beekeeper needs—Hives, Frames, Honey Tins and Cases, Honey Tanks, etc.

Write for Price List.

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WAX MADE UP AT CURRENT RATES.

"The Bee World"—The leading bee journal in Britain, and the only international bee review in existence. Speciality: Reports of anything new in science or practice the world over. Specimen copy 6d. N.Z. stamps. The Anis Club, Brookhill, London Road, Camberley, Surrey, England.

FOR SALE—"Deliver the Goods" Queen Bees. One year tested Italian queens of high grade. Price 5/- each or 5 for £1. Delivery during month of February only. No South Island orders accepted.
H. R. PENNY, Okaiawa, Taranaki.

Correspondence

ITALIAN BEES.

Sir,—As a large number of your subscribers probably keep only black bees, I thought I would write to advise them to re-queen with Italian queens. This is looked upon as an expense, but it would be a saving in the long run, as one good Italian hive will store as much as three blacks. I have proved it so. It is twenty-seven years since I started to keep bees in frame hives, and, of course, they were black bees. Later on I bought some Italian queens. I lost the first one, but had better luck with the next one. Then I bought four from Mr. Lenz, of Masterton. These turned out to be a first-class strain.

For my own part now, I would go out of bees if I had to keep black bees to make a living. For the small beekeeper the advantage of the Italians is this—he is always hard up for time to work his bees. Finding he does not make much out of them, he is inclined to leave them alone still more except to hive the swarms. Blacks are pretty good at throwing numerous small swarms. Now, by keeping Italians, less hives need be kept, thus saving time attending to them, but more honey will be obtained.

It is a pleasure to work with a good strain of Italians. To work with blacks after being used to Italians makes one feel like setting fire to them to save the cuss words. Odd black hives will do very well, but they are few and far between. The Italian bees use more honey in the winter and spring, they have a larger brood nest, take more super room, but make better use of it as they store more honey, which I think is proof that they are better bees than the blacks. They have longer tongues to work the red clover and other flowers that the blacks cannot reach.—I am, etc., A. B.

VACANCIES FILLED.

Mr. L. Rieseter has been appointed Apiary Instructor for the East Coast district, in place of Mr. Barry, resigned. His headquarters will be at Hastings. Mr. G. F. Page has been appointed to Greymouth, in place of Mr. Crichton, deceased. His district will cover Westland, Nelson and Marlborough.

The Editor would be pleased to have Copies of August Issue from those who do not intend to subscribe.

MANCHURIAN BEEKEEPING.

According to a report which appeared in the "Madras Mail" describing beekeeping conditions in Northern Manchuria, the modern frame hive is in general use there. Beekeeping experienced a boom period, but during the last few years it has been declining. One reason given for the decline is the disorganised sale of honey, resulting in very low prices being obtained. The Chinese have their troubles too.

DON'T CUT PRICES.

"You can save the day by selling as much honey right at your home market, direct to consumers, as you can. Push sales by every legitimate means, but **don't cut prices**. Selling a ten-pound pail of first-class honey at less than double the price per pound of honey in car lots is foolish."—"American Bee Journal."

EXPORT WEIGHTS.

The General Secretary of the Beekeepers' Association advises that the authorities have decided that in future 2½ pounds will be allowed for the tare of the tin.

FOR SALE Quality

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At Lowest Rates.
All Grades BEESWAX Bought.
Send Sample and Weight for
Quote.

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HILLCREST APIARIES,
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Excellent Quality.
Write for Quotations.

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CLAUDELANDS.

Selling Honey.

Beekeepers are frequently asked how much a pound is honey worth. At the present time honey is worth, say, fourpence in the tank. If he says fourpence, the questioner will expect to buy at 4d or he will consider a retail price of 9d to 1s sheer robbery. On the other hand, if the beekeeper replies 9d to 1s, his questioner does a little mental arithmetic and concludes the beekeeper is making a fortune quickly. The best way is to say that the value depends on the point of delivery and style of container and quantity sold. It is then the beekeeper's turn to ask how much is wanted and explain the prices of the various sizes.

This question of quoting prices is perhaps the most important problem the beekeeper is up against, as on it depends the success of his business from the financial side as distinct from the production side. Many a good beekeeper can successfully produce large crops, but his lack of business acumen deprives him and his fellow producers of the full value of the crop. There are really three sets of prices for honey, and before quoting any it is necessary to know to whom you are quoting. To a person requiring a small quantity for household use the ordinary retail price of the various packages should be quoted. The customer may demur and even say he would expect to get it direct from the producer at a cheaper rate. In a polite but firm manner it should be explained to him that you depend on the grocers to sell the bulk of your crop and it would not be fair to undersell them, and in any case each small sale takes a certain amount of time, which is money. It is not a good policy to encourage consumers to come to the beekeeper by selling at a price below the grocer's, because there are any amount of times when the customer would like honey but would not trouble to go to the beekeeper for it. Thus a sale is lost. But if the prices are uniform the honey is bought as often as it is wanted, because the grocer is on the job all the time. The honey habit is more likely to grow that way.

Another mistake that some beekeepers make is to encourage the idea that many people have, that honey from the groceries is not as good as from the beekeeper. While some may not actually encourage the idea, they do nothing to discourage it. Some

even go so far as to imply that the grocers' honey is not pure. The only attitude for the beekeeper to take up is the honest one. He knows that there is no such thing as adulteration and he should say so. He should be honest enough to say that all honey is good. It is not dishonest to add that some are better than others, and that, as the flavours vary according to the source of the honey, the customer should ascertain the brand that appeals and stick to that brand. Every care should be taken to establish the consumer's confidence in honey in general before trying to prejudice him in favour of one honey in particular. I am often asked why my own brand of honey is so much better than others. I reply, "Because its flavour probably appeals more to your taste and because I endeavour to keep the quality uniform by blending the variations." If the liquid honey is referred to, I explain that liquid honey appears to have more flavour because the full value of the flavour is obtained directly the honey touches the palate. In this way I do not knock other honeys; yet I retain the customer's confidence in my own brand, which is the main thing in establishing a firm market.

The greatest difficulty fronting the producer is to know how to quote for trade quantities. There are three classes of trade buyers—the packer, the wholesaler, and the retailer. Sometimes the packer is the wholesaler, too, and sometimes the retailer is the packer. Then there is the wholesale-retailer, that is the retailer who does a sufficiently large business to buy large lines at wholesale or quantity discount prices and retails them at little more than his competitors pay for the same goods. He sets the pace for the smaller retailers by buying at two profits, wholesale and retail, and giving his customers the benefit of one. He does not do it with every line, but he features as many as he can to draw custom. Unfortunately for the beekeepers, honey is one line which he is able to feature.

Take the case of one large grocer in the city selling the pound carton at 9d. He buys the honey from the beekeeper at 5d and sends his pots out to be filled. The beekeeper fills the pots and probably finds the cases and pays the freight. The honey costs the grocer 6.1 pence per carton in his store.

Selling it at 9d, with a 5 per cent cash discount, he makes a profit of 27 per cent on turnover—that is 27 per cent of his selling price is profit. If the small grocers can get a profit of 20 per cent on turnover they are satisfied. They are not making a fortune out of that, because it must be remembered that all their expenses have to come out of that profit. Had that beekeeper got fivepence for his honey through the ordinary trade channels it would have retailed at 11d. The wholesale price would be 8½d to sell at 11d, giving a profit of 22 per cent on turnover. Let us analyse the wholesale price at 8s 6d. The discount of 10 and 2½ per cent takes 12½ pence, dozen cartons 13 pence, labour, casing and freight at a farthing per lb for each item, 9d, advertising at 1d per lb 12d, makes a total of 3s 10½d, leaving 4s 7½d for 12lbs of honey, a shade over 4½d. This is a shade better than the price obtained in the first case if allowance is made for labour, cases and freight, out of the fivepence.

So here we have two retail prices of 9d and elevenpence and the producer getting the same net return. But the larger price allows for advertising, which will help to sell still more honey. However, here is where the real trouble comes. The 9d cut price is featured by the big grocer and the disparity in price puts people off buying the dearer line in the suburbs. The housewife postpones buying honey till she goes to town, and in the meantime a sale is lost. A disparity in prices is a curb on consumption and actually nullifies the good of advertising.

Now suppose the 9d retail price established by the cut price wholesale retailers becomes general. Let us analyse the results for the producer. The wholesale then becomes 7s 3d. The discount of 10 and 2½ per cent absorbs 10½d, pots, labour, casing and freight are the same, 13d and 9d, which leaves 4s 6½d for the honey—4½d per pound. The nett results are the same, but there is nothing for advertising to increase the consumption of honey. Result is stagnation of the honey trade. The following year Mr Wholesale Retailer must buy lower still in order to get his price below his competitors, and so the merry game goes on.

Mr Wholesale Retailer (W.R.) claims that selling cheap increases his sales. From his point of view that may be all right, but it decreases the sales in hundreds of other shops. The bad influence of a disparity in price has a

reaction on all the small grocers, and they lose interest in a line which is cut. Now honey is not in such keen demand with the public that it is always re-membered in the grocery order every week. We need the help of the grocers to feature the line. But they are not going to take any interest in it unless prices are firm and standard. If the line is being advertised they are much more interested in it.

I know of a manufacturer of a much advertised line who began giving large order discounts to Mr W.R., who at once featured the line and made the discount his profit, thus selling at the ordinary wholesale price. After a while the manufacturer became perturbed at the slowness of business. He analysed his sales and found that he was losing far more of the smaller grocers' orders than he was gaining with the large order discounts. He at once made his prices firm all round for large or small orders alike, and his business recovered. In twelve months he again analysed his sales and he found that business done with the small grocers was worth many times the business done with Mr W.R.

If beekeepers could get the figures on the total of honey sales they would find the same result. But the trouble is they do not view the market in the right perspective. Mr W.R. is a buyer of tons and looms large in each beekeeper's eye. They all stalk him to make a sale. He smilingly sits back till he finds the weakest holder and then the price is really set for the season for the whole crowd. Now the point of all this is to remember that when quoting honey to any dealer the price must be according to his position in the trade. If he has a retail shop or a series or chain of shops, then the wholesale price must be quoted. If he is a bona fide merchant who sells to the retail trade then quote the wholesale price again, with this addition, less 10 per cent and 2½ per cent. The wholesale price is the price at which the merchant sells to the grocer. He allows the grocer 2½ per cent cash discount. Therefore in quoting a wholesale price to the merchant you are fixing the price at which he sells to the grocer and you fix his profits when you quote 10 per cent for himself, and the 2½ per cent which he passes on to the grocer for cash.

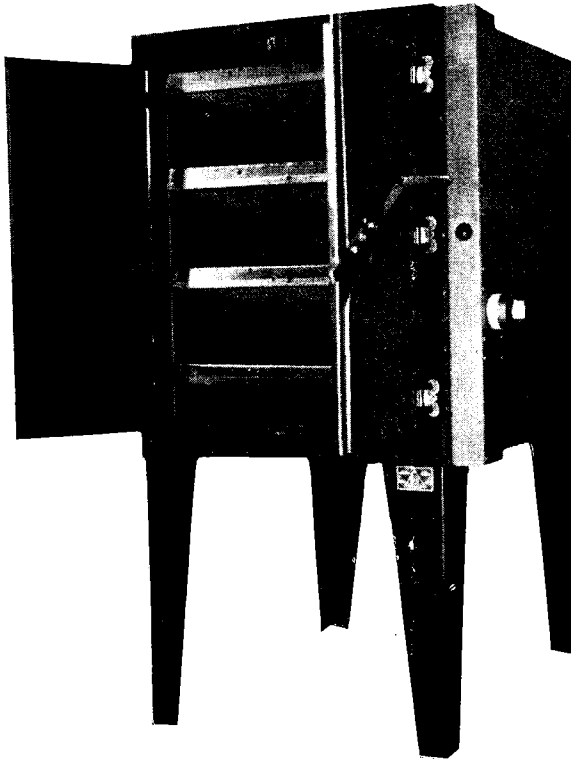
It is most important that a beekeeper bears in mind the distinction between a merchant and a retailer.

W.B.B.

(To be continued.)

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The only Melter that does not impair the quality of the Honey.



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NOTE:—Trays and Separator Tank not shown in illustration.

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