

PAYMENTS TO GROWERS

The Board advised the Minister that the cost of production for the 1949 season was assessed at 9s. 1-8024d. per case, and the Minister declared the standard cost of production to be 9s. 2d., and fixed the overall average price at 9s. 6d. per case, wrapping extra.

This in effect meant that the industry had an overall guarantee of 9s. 6d. for the 1949 season plus actual wrapping-costs.

As previously pointed out, the Board has the power to pay to growers in districts other than Hawke's Bay and Nelson an amount additional to the general guarantee, and the rates determined for the 1949 season were as follows:—

				Per Case.	
				s.	d.
Auckland	1	3½
Taranaki	1	0
Wellington	0	6
Marlborough	1	1
Canterbury	2	1
Otago	2	4½

If the apples and pears purchased by the Board are sold for a sum greater than that paid to the industry, the surplus, after the deduction of all authorized costs and expenses incurred by the Board, is to be retained as a reserve fund to be used in offsetting any deficiency that may occur in a subsequent season.

Table 1 gives the details of consolidated charge, net market return, amount of Government subsidy and overall average payment to growers for the seasons 1940 to 1948 inclusive, together with an estimate of consolidated charges for the 1949 season.

CROP

It is estimated that the crop figures for the 1949 season will be 1,955,900 cases of apples and 291,300 cases of pears, giving a total of 2,247,200 cases of which 2,219,000 cases have been received up to 30th September. The crop, therefore, appears to be nearly 675,000 cases below the crop of the previous season. In general, the quality of the fruit has been much higher than was the case in 1948. Details of yearly receipts from growers are given in Table 2.

DISTRIBUTION

The normal selling policy was continued and endeavours were made to effect an equitable distribution over town and country areas.

Due to the smaller crop in 1949 the export programme was curtailed. The following table shows the distribution:—

		1948.			1949.		
		Apples.	Pears.	Total.	Apples.	Pears.	Total.
Export	..	999,100	21,900	1,021,000	524,100	..	524,100
Dominion	..	1,597,300	303,300	1,900,600	1,431,800	291,300	1,723,100
Total	..	2,596,400	325,200	2,921,600	1,955,900	291,300	2,247,200