

sions. The time of year at which it is held is not suitable for competition from New Zealand. Full particulars concerning the show, dealing especially with the New Zealand exhibits, were forwarded to Wellington.

ADVERTISING NEW ZEALAND BUTTER.

Owing to entries being so numerous, I was unable to carry out my intention to show a handsome trophy of New Zealand butter which had been prepared for exhibition at the Dairy-farmers' Show. The opportunity was, however, taken of securing space at the Universal Cookery and Food Exhibition held in the Royal Horticultural Hall, Westminster, to make a good display. The trophy occupied a good position in the hall. It was shown in a glass case 6 ft. square and 10 ft. high, and draped with dark-green velvet. At the back of the trophy was a pastoral scene, whilst on each side were baskets of roses interspersed with mottoes such as "Our butter is as sweet as the rose," &c. The effect was excellent, and the display attracted very considerable attention from the numerous visitors who attended the exhibition.

Handbills giving facts concerning New Zealand butter were freely distributed, over 3,000 going into circulation, and if the fact of the many inquiries that were received as to where retail supplies of the butter could be obtained is any criterion to judge by, the effect of the exhibit was most satisfactory.

Unfortunately, however, under present conditions I regret it is quite impossible to tell those making inquiry where retail purchases of genuine New Zealand butter can be made. Butter is not retailed as "New Zealand," but simply as "colonial," which term embraces also butter from Queensland, New South Wales, Victoria, &c. No guarantee, therefore, can be given that New Zealand butter will be obtained when asked for. The sale of "milled" or other secondary New Zealand butters as "New Zealand" also does not help to advance the reputation of the produce of the Dominion. The advertisement and retail distribution of New Zealand butter in this country is a subject well worthy the consideration of the National Dairy Associations in New Zealand.

EXPERIMENTAL SHIPMENTS OF COOL-CURED CHEESE.

During the year two experimental shipments of cheese were received from the Department of Agriculture with the view of testing the advantage claimed for the cool-curing process. These shipments comprised cheese half of which had been cured in cool-store, the other half in the ordinary curing-room. The cheese were landed in good order and condition, having been carried at a temperature of 47°-46° during the voyage. Immediately on discharge the cheese were taken to the warehouse of the agents in whose hands they were placed for examination and report. When sampled, both cool-cured and ordinary-cured lots were found to be of excellent quality, and in well-matured condition. Little difference could be noted between either of the parcels. While it must be admitted that cheese cured in a cool, even temperature is superior to that cured in a room where the temperature is irregular and occasionally rises high, if such cheese as that received cured in the ordinary way can be produced without the aid of expensive plant, the question arises, is the expenditure necessary to instal cold-air plant for cool-curing warranted?

MUTTON.

The most notable feature of the mutton-market during the past year has been the continued small supply of prime Canterbury mutton. The price ruling for this particular grade has been high and remarkably steady. The average price realised for Canterbury mutton has been 4d. per pound— $\frac{1}{16}$ d. less than obtained for the previous twelvemonth. North Island mutton has been plentiful, and the price ruling for that has in consequence averaged considerably less, being 3 $\frac{1}{2}$ d. At no time have values approached the high range reached during the previous twelve months, while, on the other hand, neither were the low values that then ruled touched. Throughout the country the distribution of New Zealand mutton would appear to have become stationary. It cannot be said to be extending. While values for mutton would almost appear to be established at a fair figure, there has not been that growth of distribution in the retail trade that could be desired. Steadiness rather than increase has been the feature of the trade. Although the margin in price between New Zealand and River Plate mutton has been greater of late than it was some time ago, it is fully recognised that the value of the former is largely governed by the price of the latter. Unfortunately, from indications during the past year, it would appear that this unsatisfactory state of affairs is not likely soon to be improved, but, on the other hand, rather to be intensified. For a considerable time large American meat companies that have developed an immense and extended trade in chilled beef have been increasing the supply to their regular customers, of New Zealand mutton, and so have helped in its distribution. For many years it has been the desire, I know, of some of these keen traders to have New Zealand mutton associated and retailed with their chilled beef, which has now a deservedly high repute, and with this object their agents have made purchases of the mutton on behalf of their clients. It has been rumoured on more than one occasion that North American meat companies have endeavoured to get a footing in New Zealand in order to secure regular supplies; but it would appear that they have been unsuccessful in their efforts. That they have been determined to secure mutton-supplies, however, is evident, for Messrs. Swift, one of the strongest and most energetic of these companies, have acquired the La Plata Freezing-works in the Argentine, and have commenced the importation of River Plate mutton on their own account for the supply of their retail customers. This firm has now distributing-depots in all the chief centres of the country, and if the example set is followed by the other North American meat companies, it is apparent that such competition in the mutton-market will be established as must reflect very detrimentally on the New Zealand trade.