

Co-operative marketing has been in successful operation in some European countries for many years and in the United States for several years. These countries will never return to the old way of dumping certain products on the market, with one farmer competing against another. Co-operating marketing in Ontario is in its infancy yet. But results have been so successful that we are convinced that all our products should be marketed this way. We believe that there is a beautiful new world on the other side of the closed door. That door is successful co-operation. When we open it the new world is ours.

Co-operative marketing has not always been a success, but that does not prove that co-operative marketing is wrong. It only proves that in this particular case the management was wrong.

May I remind you that the great co-operative marketing expert, Mr. Sapiro, told us last year how badly the Californian farmer was victimized year after year by speculators, until they were stricken with poverty and their rural towns and villages stagnant and suffering also from financial depression. The bankers and leading business men met with leading agriculturists and decided to try co-operative marketing. In the very first year the raisin growers paid for their buildings and the machinery needed to handle their products, and received a fair price for their product. In short, production was greatly stimulated by the improvement in prices, and at the same time they found the need of an extensive advertising campaign. They educated the public into a greater use of the raisin and as a result the consumer has profited as well as the producer. To-day the California farmers are economically sound. They have fine homes, electric light and plumbing systems. The once stagnant towns and villages share in the farmers' prosperity. No state in the Union has so many fine churches, schools and colleges.

How often we see in many publications, advertisements, coloured plates of various foods; and in large department stores and at large fairs we often see demonstrations, the preparing and giving away or selling for a trifle, of new foods for the purpose of introducing them to the public and to expand their business. Individually we are unable to do anything of the kind, but as a co-operative marketing organization we could advertise as successfully as the California farmer. If we could have some of the delicious and nourishing food and beverages prepared from milk and eggs and sold at large gatherings and fairs, instead of what is called "hot dogs," and those cheap bottled beverages, with little food value, we might double our home consumption of milk and eggs. And if we undertake to educate the public along these lines, we will also educate ourselves. We often suffer from ailments and troubles that our parents and grandparents knew little or nothing about, and, if we are to believe what the doctors say, we should eat more of the plain, wholesome foods, that keep us healthy, and less of the more refined, which we are prone to be fond of.

Co-operative marketing will eliminate a great waste in transportation. We will ship in car lots instead of pounds with expensive express rates. How often we see, particularly in summer, three or four—or perhaps more—trucks or vehicles sent out by local dealers collecting eggs and cream. Except for a month or two in summer, these vehicles are often not half loaded and both producer and consumer pay for the upkeep of them. The local buyer of eggs often has to hold them a day or two before the local wholesaler collects them. Then he handles and candles them and holds them a day or two, or even longer, before he ships them to the city wholesaler. He again handles, candles, and holds them a day at least before they pass out of his hands. Apart from the loss of labour, the eggs are losing their freshness. Nor does this cover all our