

(d.) Sometimes the country markets were better than the metropolitan, but, as a rule, the reverse was the case. The time of year, the state of the market, supplies, and quality of consignments have to be taken into consideration in deciding whether town or provincial markets are best.

2. *Condensed Milk*.—We know of no consignments having reached this market from New Zealand, nor can we offer any opinion as to which is the best market, and what the probable price, until we shall have seen samples.

3. *Shipping Rates* (on cheese and butter).—Speaking generally, the freight has been paid on the other side, and we have not been informed of the rate. In some instances, however, it has been 1d. per pound, with 5 to 10 per cent. primage. Having regard to the charge made for carrying frozen mutton, this appears to be somewhat excessive. Information on the subject of rates can, however, be most readily obtained in the colony.

4. *Suggestions*.—As regards the details of quality, colour, condition, packages, &c., which must be attended to by shippers in order to meet the requirements of this and provincial markets, we may say that full information has already been conveyed to those interested in the trade through the various branches of this company in New Zealand. A copy of these instructions could no doubt be obtained on application to our office at Auckland or at Christchurch. Speaking generally, the great desideratum is *uniformity* of package, condition, and quality of all shipments made from New Zealand, in order to compete with success against the uniform character of shipments from the United States and Canada. The best months for the sale of New Zealand butter extend from October to March (inclusive), and for the sale of New Zealand cheese from October to May (inclusive). During these periods it is most desirable that shipments arrive regularly here.

Yours, &c.,

HENRY M. PAUL, Manager.

The Agent-General for New Zealand, 7, Westminster Chambers, S.W.

Messrs. REDFERN, ALEXANDER, and Co., to the AGENT-GENERAL.

DEAR SIR,—

3, Great Winchester Street, London, 26th June, 1888.

In reply to your inquiries *re* New Zealand dairy produce, we beg to inform you that from the beginning we have imported, and are still importing, considerable quantities of both butter and cheese; the former has been shipped in kegs weighing 70lb. net, and the latter in cases weighing from 113lb. net to 165lb. net. The wholesale and retail prices have ranged from 8d. to 1s. 4d. per pound for butter which was fit for the table; of course, greasy and very rank butter was only used for confectionery purposes; and from 6d. to 8d. per pound for cheese. London is undoubtedly the best market for the sale.

*Condensed and Powdered Milk*.—We regret to say that we have not been able to obtain any reliable information about these.

*Shipping Rates*.—These have ranged from £3 per ton gross, and 10 per cent. primage, to £9 6s. 8d. per ton net, and 10 per cent. primage, for butter, the latter rate being more general; and for cheese the rates have been from £4 per ton gross, and 10 per cent. primage, to £11 13s. 4d. per ton gross, and 5 per cent. primage.

Feeling great interest in this industry, we collected all the information we could obtain, and this we sent in a general letter to all our friends in the colony early last month. We enclose two copies of this circular, dated the 4th ultimo, which we think will give you all the information you require for future shipments. We cannot too strongly impress upon you the absolute necessity of keeping all shipments even in quality and weight.

We remain, &c.,

REDFERN, ALEXANDER, AND CO.

Sir Francis Dillon Rell, K.C.M.G., C.B., 7, Westminster Chambers, S.W.

[CIRCULAR.]

DEAR SIRS,—

3, Great Winchester Street, E.C., 4th May, 1888.

In view of the increased quantities of dairy produce now being exported from New Zealand, we have obtained some information and hints which we think will be both useful and interesting to those engaged in this industry.

*First of all with regard to Cheese*.—The earlier arrivals came to hand in very bad condition; those sent over not in cool-chamber having their best properties heated out of them, and the cases saturated with fat. The consequence of which was that when the cheese was cut it was found to be hard and crumbly, and very low prices had to be taken. Some of the chief drawbacks were, and are now, although to some extent they have been remedied, the strong flavour, irregularity of colour, and quality under each brand, and the form of package, and size of each cheese. Particular attention must be given to these requirements: that each cheese of each brand should be mild-flavoured, regular in colour, quality, and weight. The shape which sells well being the English "Cheddar," weighing about 60lb., packed two in a case. The cases in which they are packed should be equal weight if possible, to save labour. Shipped in cool-chamber, not refrigerator, as the latter seems to impoverish the cheese, and they do not cut so well when they are first landed. Some of the later arrivals have come in very good condition, and answering all the foregoing requirements except uniformity of flavour; and, as they have to compete against American and Canadian, which have so long held the sway of this market, it is absolutely necessary that every possible improvement that can be made should be attended to as early as possible. Cheese can arrive all the year round.

*Butter* should not arrive before the middle of October, and not later than the end of March, because, when exposed to the milder temperature after being in the refrigerator or cool-chamber, it speedily goes rank: this being one of the greatest objections, and a defect which the producers should try to overcome. We would impress most emphatically upon the packers not to pack anything but the very best quality; and nothing unless in refrigerator or cool-chamber; the extra cost of freight