

## FRUIT - DISTRIBUTION.

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### A POSSIBLE REVOLUTION IN LOCAL MARKETING.

CONSIDERABLE attention has been given to the *production* of high-grade fruit—the selection of the land, methods of culture, combating of disease and pests, storing the crop, and the grading and packing of the fruit. All these details have formed the subjects of articles, discussions, and demonstrations, in order that the produce may be grown to perfection and packed in a clean and an attractive manner. The fruit having been successfully produced and properly prepared for market, the commercial fruitgrower naturally looks for a return to cover interest, labour, and cost of material. Thus we arrive at the second important phase of fruit-culture—distribution, a subject that is made increasingly difficult owing to the perishable nature of the produce. Adequate return for patience, energy, and skill expended on production depends almost entirely on a wise and carefully organized distribution. Attention to this subject is the more pressing in view of the rapidly extending nature of the industry, which is attracting many people and much capital at the present time.

That an ample demand for fruit exists is undoubted, but that a carefully organized system of distribution is necessary in order to supply that demand effectively is not generally recognized. Precedent often has been kind and generous, and a false sense of security has in many cases been thus established, the slowly changing circumstances being often overlooked and sometimes altogether ignored.

The subject of distribution may be classified under two headings—(1) export, (2) domestic; and the latter again under (*a*) by means of agents, (*b*) direct to the consumer. There is no doubt *all* these means are necessary, and to be effective each must be organized to a fine degree—*i.e.*, by the removal of every obstruction that hinders the steady flow of the product in the direction of the demand.

Referring to that important part of the general scheme of distribution coming under the heading of “Direct Fruit-supply to Consumers within the Dominion,” valuable parcel-post facilities have been afforded by the organization recently completed by the Postal Department, which came into force on the 1st January of this year. By means of