

THE LONDON DAIRY SHOW.

EXHIBITION OF NEW ZEALAND CHEESE.

SOME time ago Mr. W. Wright, Inspector of New Zealand Dairy-produce in London, notified the Dairy-produce Division of the Department that the British Dairy-farmers' Association was willing to include in the schedule of its dairy show for 1913 a special class for colonial cheese, provided not less than twelve entries would be forthcoming in such a class. The conditions governing the competition were to be as follows:—

Class for Colonial Cheddar Cheese.—Open to makers only. Entrance fee, 10s. Total entries must not be less than twelve, each entry to comprise six cheeses of at least 60 lb. each. First prize, silver medal and £5; second prize, bronze medal and £3; third prize, £2.

On receipt of this advice a circular embodying the proposal was issued by the Director of the Dairy-produce Division to a number of the dairy companies manufacturing cheese throughout the Dominion, with the result that no less than eighteen of them indicated that they would be pleased to make an entry. Factories in both the North and South Islands promised representation.

Word to this effect was immediately despatched, through Mr. Wright, to the British Dairy-farmers' Association, which has replied stating definitely that the class has been included in this year's schedule.

It has been arranged with the exhibiting companies that the cheese will be collected in Wellington during the month of June, and shipped in one consignment to the High Commissioner for New Zealand in London, who will make all necessary arrangements for the cool-storage of the exhibits on their arrival, and will also see that the staging and showing of the cheese in the Royal Agricultural Hall, London, are carried out in the best possible manner.

This will be the first occasion on which a competitive exhibition of New Zealand cheese has been made at the great dairy show of London. It will without doubt be the means of bringing the quality of our produce under the notice of a large number of people who have hitherto not had the opportunity of seeing it under the most favourable conditions. In this way the display should act as a splendid advertisement for New Zealand Cheddar cheese.