

THE APIARY.

MARKETING THE CROP.

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THE important question of marketing the products of the apiary to better advantage is now, it is gratifying to know, receiving the attention its importance demands. Canterbury beekeepers are combining to this end. It is proposed to establish a depot at Christchurch in charge of a capable man, for the purpose of regulating market supplies of honey, and thereby maintain its value on the local market. Beekeepers as a body are so busily employed at the season of harvest, and are so much wrapped up in the work of managing their bees, that they are apt to neglect the commercial side of their business. If this were placed in competent hands much benefit would undoubtedly result. Should the Canterbury idea succeed, similar movements will assuredly be established in other parts of the country. When the necessary co-operation comes about the industry will be placed on a most satisfactory basis.

Much attention has been given to the producing of large crops of honey, while until recently little time was given to effective marketing. The crop was usually sold at the purchaser's own figure, and was delivered in kerosene or petrol tins. Again, when a good harvest was gathered the markets were usually burdened with an excess of produce, and prices naturally declined. Honey should, as a food of high-standing quality, receive every care, and it should be put up in the most attractive form. In nearly every case the honey is sold in 56 lb. tins, and its subsequent preparation for sale is left to the grocer. He may or may not know something of melting and bottling honey, but in many cases the delicate flavour of otherwise excellent produce is spoiled through overheating. Conditions such as these do not tend to increase the demand and make honey the popular food it should be. To win the confidence of the public, and protect the industry, it would be an excellent thing if beekeepers, in selling their honey to grocers, would make arrangements to bottle or tin it for them. This would place the honey before the public in its original state, with none of its good qualities lost. The beekeeper could supply his own neat label, and make arrangements with the grocer to have a display of the produce in some prominent part of the window. Failing this, he should send minute instructions as to melting.