

# THE MARKETING PROBLEM

## THE CASE PUT FOR THE PRODUCER

1. By utilising all existing channels of distribution, and working with them to improve old markets, and open up new avenues of sale.
2. By the adoption of national advertising for New Zealand-grown butter and cheese.
3. By regularising the deliveries and release of produce to meet the market's consumptive capacity.
4. By exercising supervisory judgment and management in marketing details within the range of prices fixed by international competition—

—The New Zealand Dairy Produce Board aims to popularise and stabilise butter and cheese upon the British market, and by satisfying the British consumer with quality goods at international competitive prices, increase the returns of the primary producer now suffering from a lack of marketing efficiency.

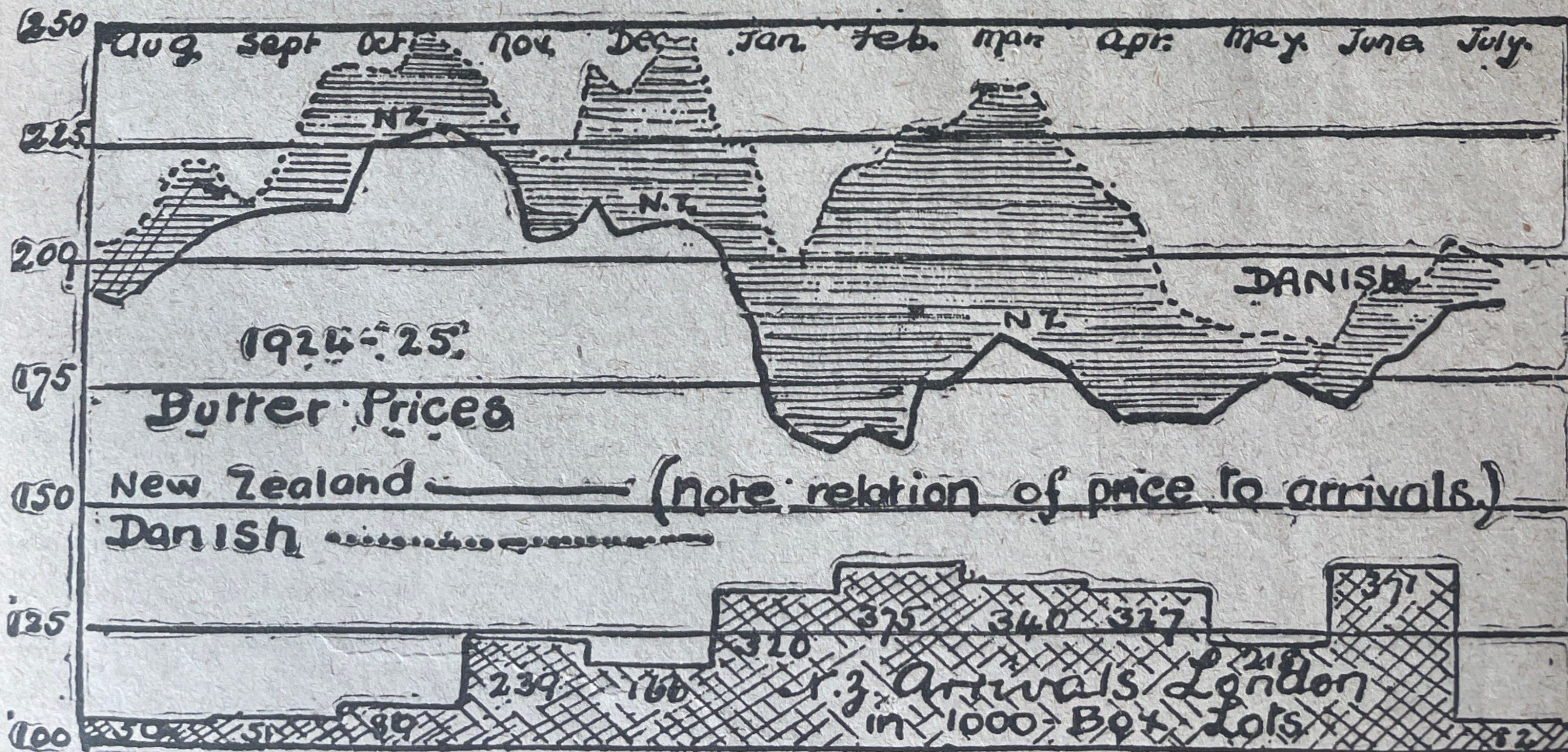
The shaded belts in the graph below showing New Zealand and Danish prices for the past season, indicate the disadvantages suffered by New Zealand dairy farmers in their lack of marketing policy. The cabled figures of the High Commissioner for the 45 weeks covered from August 1 last up to the time this is written, yield an average figure for Danish 26s. per cwt. higher than that quoted for New Zealand butter, highest figures being taken in each case. At times the difference has been as much as 50s. per cwt., and only on two or three widely separated occasions

has it come within nodding distance of New Zealand figures. In the case of cheese, reference to a similar graph in this article will show that Canadian cheese has netted an average price of 8s. per cwt. higher than New Zealand cheese in any period when it has been available on the market. This is a setback on the position of the preceding year. In both cases New Zealand has obviously suffered from a lack of a sales policy.

Week in and week out throughout the past year the Danes have secured consistently better prices than New Zealand.

land. This has been managed not by a superiority in quality consistent with the difference in price, but merely because they have a marketing policy suited to their own needs, and a well-developed connection which absorbs their regular output, irrespective of a price level definitely ahead of competing butters. New Zealand has had no marketing policy, but has simply followed the rule of thumb method of "making, shipping, and shooting," the butter on to the market.

The average New Zealander is bound to say: "We exported last year 65,000



The top section of the graph shows the disparity between New Zealand and Danish butter prices for the past season.