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#### "THE EXPORTER'S" AIM.

To be the mouthpiece of New Zealand's dairy industry; to inform it on matters of moment affecting the efficient production, scientific manufacture, and the capable marketing of its produce; to give needed information concerning developments in other dairy countries; to supply reliable data, clearly expressed, upon the supplies, movements, and trends of the world's dairy markets, this journal is established. By a special arrangement with the New Zealand Dairy Produce Export Board, it will be the medium by which official information concerning the decisions and policies of that Board will be conveyed to the industry and the individual supplier. This is a responsible task, and to the successful attainment of it, the best efforts of those responsible will be devoted.

#### RESPONSIBILITY FELT.

This is a momentous time, not only in the history of the industry but of New Zealand as a whole. From dairying this country derives practically 40 per cent. of its exportable wealth. This position has been steadily built up through a period of years, the rate of progress being particularly rapid in the last few seasons. It is that increase in production and the clamant need for the introduction of business management and care in the transport of it to, and disposal of it upon, the world's markets, which has led to the establishment of the Dairy Board. Upon the manner in which the Board discharges the functions which have been entrusted to it by Parliament will depend the prosperity not only of the industry, but of the country in its national and individual incomes. That responsibility is fully realised by the Board. Under its weight the Board has shown no desire to move too hastily or to take any course of action without

full inquiry and mature preliminary discussion. Negotiations so far consummated in relation to shipping and insurance have conferred immediate realisable benefits upon all producers. The remaining objectives of improvement in marketing methods and the adequate advertising of New Zealand produce, contain possibilities of benefit over what would otherwise prevail, beside which the benefits already secured are small.

#### NATURAL EVOLUTION.

It is fitting in this our initial number, to make a running survey of those developments and economic forces which in the last ten years have contributed in varying degree to the evolution of the Dairy Produce Export Board. During the war years the country's dairy produce was laid under command by the British Government, and throughout those years the New Zealand dairy producer cheerfully paid the price of his loyalty to the Empire in receiving for his prime produce from the Mother Country from half to one-third that paid by the same buyer to Danish, Irish, and Home producers. By the arbitrary force of war and in the interests of all at that time, the British Government constituted itself the only buyer. Under the call of patriotism no hard bargain was driven by New Zealand producers; they cheerfully gave of their best, and loyally produced more and more to feed the millions of the Homeland. But, the war over and the need passed, the Dominion producers did urge that the benefits of a free market should be restored to them; and that the prices paid foreigners by British consumers should be available to Empire producers. This privilege was denied the Dominion till the opportunity of remunerative prices had gone by. For only one season in the peak period New Zealand farmers

sold their butter at 2/6 per lb. but the prosperity thus induced was short lived, and was succeeded by the disastrous slump precipitated at the end of 1921 and the beginning of 1922 by the release by the British Government of a total of approximately 20,000 tons of purchased butter. Included in this was something like 8000 tons of New Zealand produce, which the Dominion producers, by urgent action at short notice, expressed themselves ready to buy to prevent sacrifice and loss. The opportunity was denied them. It was sold to Home merchants at very low money, and subsequently marketed to show them very handsome profits.

#### EFFECTS OF THE SLUMP.

During the bitter months of the slump period—with bankruptcy taking its heavy toll of their ranks—and with this exhibition before them of the mishandling of their produce to the disadvantage of the producers, there gradually evolved a determination on the part of the dairy farmer to create by his own collective power, some organisation which would bring to the problems of the dairy industry that power of united negotiation and concerted action possessed by mercantile and business houses. It was recognised that the time had arrived when the volume of produce going forward from New Zealand warranted attention to ensure that proper shipping facilities at the most economical rate possible were available for its transport; that some regulation of its fall upon the Home market was required to prevent alternate gluts and periods of scarcity; that the demand of the consumers could be increased and more steady consumption secured by advertising expenditure calculated to reach the mass of the people; and that new markets to absorb the increasing output of New Zealand's dairy lands would have to be opened up.

#### MINISTER'S PRACTICAL VISION.

Upon these main objectives, the more thoughtful minds of the industry began to concentrate. Gradually as season succeeded season, and demonstrated by bitter experience the crying need for reform, the force of logic behind the arguments of the protagonists of organised bargaining began to tell, and eventually dreams became translated into practical possibilities by the political vision of the Hon. W. Nosworthy, Minister of Agriculture. Before turning his attention to the dairy

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