

THE POLICY OF THE "EXPORTER"

The policy of the "Exporter" is simply expressed—to serve in all phases the best interests of the Dominion's dairy industry; to further the national welfare by contributing to the fullest efficiency in the chain of business between the producer and the consumer; and thus to permit the expansion and prosperity of the chief of our primary industries, and in so doing contribute to the national welfare in all its branches. Support of a concentrated and united Empire with, wherever possible, preferential trade within its borders, and support of New Zealand's essential secondary industries is implied in the attainment of the Dominion's national welfare.

These objects make points of contact with three main classes:

1. The producer—the working dairy farmer and factory operatives.
2. The farmer's wife—to whose courage, home-making instincts, and assistance, the industry owes so much.
3. The business interests who serve the dairy world with farm and factory equipment and those that render service in the transport of finance and sale of the manufactured goods.

For each of these classes the columns of the "Exporter" will make provision.

The Dairy Farmer

The dairy farmer will find in the columns of the "Exporter" official and authoritative news of the decisions and actions of the Dairy Export Board.

The programme of work ahead of the board in organising the industry to withstand the competition of the future and ensure the individual prosperity of the dairy farmers is of such magnitude and moment that full information as to its development is of vital importance to each individual.

The plain facts of developments and reasons for them will be advanced in its columns for the better understanding of all.

The Farmer's Wife

Interested as she is in the welfare of her husband's business, the country wife does have a thought for other things—a desire for personal expression and individual culture.

Her desires will be catered for in the certain knowledge that the wider and more cultured are home activities, the broader and sounder is the basis for the attainment of successful home life, with its beneficial influence upon the future nation.

The home aspect is vital to the continued success of the industry, and for the women and children of the home the "Exporter" will make provision by regular pages and special articles from time to time.

Business Interests

All business houses dealing with dairy farmers will be interested in the "Exporter's" regular record of the industry's growth.

Statistics of output, of shipment, of stocks held, and sales made, all bearing upon the prospective income of the industry will be of moment in their contact with individuals.

Sympathetic contact between producers and business houses is essential. Much is owed by individuals and the united industry to business assistance rendered from time to time. Equally, many firms base their prosperity and standing to-day upon the support accorded them by dairy farmers. The "Exporter" will always stand for due appreciation of services rendered by the mercantile community.

GUARANTEE TO ADVERTISERS AND READERS

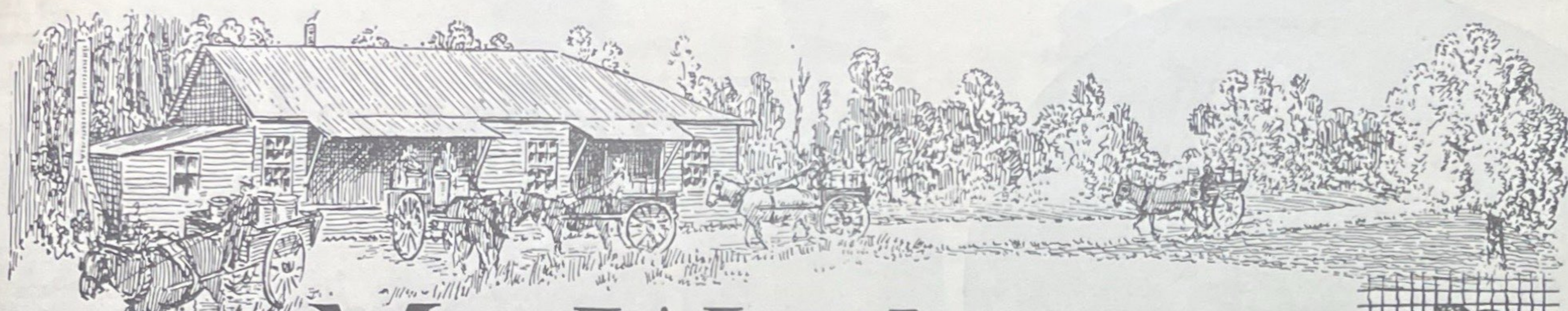
TO ADVERTISERS we offer assured contact with the whole of the Dominion's dairy industry, and as a guarantee of our service will publish certified figures of each month's distribution. By making its appeal to all inmates of the dairy supplier's home, the "Exporter" will monthly reach an audience of approximately 250,000 people, with a combined income of not less than £25,000,000 represented by the exports of dairy produce and domestic sales of similar produce, live and dead stock and poultry.

TO READERS we give an assurance that the advertising announcements appearing in our columns will be from only sound reputable firms capable of fulfilling all undertakings entered into. As the service we can render the industry will expand with the support given us, we invite readers, all other things being equal, to render business support to "Exporter" advertisers.

That the "Exporter" conducted on the editorial news, and business lines indicated is capable of rendering service of increasing usefulness to the dairy industry and to the Dominion as a whole, it our firm belief. The sympathetic assistance of all interested in these objects is cordially invited.

A. J. HEIGHWAY,
Managing Editor.

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My Work is Done.

CHANCE threw William Goodfellow into dairying. Because a customer of his hardware business could not maintain payments on a buttermaking plant, he and his partner, F. Blomquist, in 1909, began butter-making on a proprietary basis at the back of the Hamilton Horse Bazaar. At the end of the first season the business was reorganised on a co-operative basis.

THE time was ripe for progress, but it was William Goodfellow's good fortune and particular genius to detect the opportunity and utilise in a business way the newly-available technical factors of home separators, pasteurisation, etc., to convert the dairy industry from the old-time creamery system to the modern home separation method. He recognised that, with the God-given advantages of the district in soil and climate, it required only the organisation of supply and adequate technical equipment to turn the district into a dairyman's paradise. That was his vision. To-day is seen its consummation.

IN the 23 years since 1909 he has built what is believed to be the biggest and strongest exclusively farmer-owned commercial organisation in the world: the New Zealand Co-operative Dairy Company, Limited. Its 9000 active suppliers and shareholders in their own £1,500,000 Company, have a paid-up capital of £1,204,753, and property and plant assessed, after depreciation, at £1,025,433. Over the last six years their manufacture of dairy products, etc., has involved an average annual turnover of not less than £5,750,000. Last season they made dairy produce to the extent of 47,473 tons.

