

- (5) Increasing use of terms such as "Empire," "Commonwealth," "Dominion" in newspaper announcements and radio broadcasts and poster campaigns will call for vigorous measures to establish the word "New Zealand" as a synonym of butter quality and not merely an indication of origin:
- (6) New Zealand cheese is going into consumption without very much in the way of complaint. Traders are not unmindful of efforts made by New Zealand or of difficulties and dangers in transit, and appreciate the manner in which supplies are being maintained.
- (7) On the Cheshire side of Manchester opinion has been expressed that New Zealand cheese will very likely retain a stronger hold on the market than ever before, because many consumers have been obliged to purchase it due to shortage of local Cheshire and Lancashire variety, and have been agreeably surprised with it:
- (8) Summing up the operational side of the trade relationship work during the past year, distributors appreciate the spirit in which the advertising programme was conceived and are favourably impressed by New Zealand's desire to maintain a lively interest in her productions and those through whose hands they pass.

PAYMENTS MADE BY DAIRY-FACTORY COMPANIES FOR BUTTERFAT-SUPPLIES.

The following tabulation shows the average butterfat-prices paid to suppliers of butter- and cheese-manufacturing companies in respect of the 1936-37, 1937-38, 1938-39, 1939-40, and 1940-41 seasons. The dairy companies are grouped for purposes of averaging under the appropriate dairy-produce grading ports.

It should be borne in mind that when making comparison of butterfat payouts of companies it is necessary to take into consideration the location of the factories and special circumstances pertaining to individual companies, as those factors reflect appreciably on manufacturing and transport costs:—

PAYMENTS BY DAIRY COMPANIES FOR BUTTERFAT-SUPPLIES. (In pence per pound of butterfat.)

	Season 1936-37.		Season 1937-38.		Season 1938-39.		Season 1939-40.		Season 1940-41.	
	Butter.	Cheese.	Butter.	Cheese.	Butter.	Cheese.	Butter.	Cheese.	Butter.	Cheese.
Auckland ..	13.642	15.546	14.870	16.514	16.164	18.328	16.257	18.436	16.180	18.258
New Plymouth ..	13.615	15.139	14.776	16.449	15.910	17.815	16.023	17.960	15.909	17.880
Patea-Wanganui ..	13.453	15.203	14.588	16.602	15.799	18.057	15.916	18.065	15.904	17.958
Hawke's Bay-Gisborne ..	13.386	14.425	14.557	15.697	15.721	17.392	15.726	17.544	15.747	17.594
Wellington ..	13.610	14.923	14.935	16.151	16.301	17.885	16.394	18.106	16.241	18.146
Marlborough-Nelson-Westland ..	12.918	14.266	14.254	15.514	15.670	17.488	15.516	16.845	15.562	17.683
Canterbury ..	12.861	14.836	14.764	16.353	15.933	17.865	16.207	18.014	15.958	18.136
Otago ..	12.831	14.398	14.195	16.166	15.210	17.984	15.161	18.091	15.244	17.908
Southland ..	12.310	15.393	13.724	16.128	15.062	18.409	14.516	17.946	14.831	18.162
New Zealand average	13.558	15.176	14.812	16.389	16.087	18.060	16.179	18.091	16.106	18.043

The following tabulation shows the average costs of butter- and cheese-manufacturing companies for the 1940-41 season, the companies being grouped, for the purpose of averaging, under the appropriate dairy-produce grading ports. The New Zealand averages for the four previous seasons are also shown:—

SEASON 1940-41: COSTS IN MANUFACTURE AND DELIVERY OF BUTTER TO F.O.B. OVERSEAS STEAMERS. (In pence per pound of butterfat.)

	Cream-collection.	Manufacturing Charges.	Depreciation.	Repairs and Maintenance.	Charges: Factory to f.o.b.	Overhead Charges.	Total Charges.
Auckland ..	0.372	0.968	0.063	0.061	0.460	0.144	2.068
New Plymouth ..	0.321	1.254	0.120	0.090	0.318	0.194	2.297
Patea-Wanganui ..	0.492	1.185	0.165	0.058	0.343	0.269	2.512
Hawke's Bay-Gisborne ..	0.508	1.142	0.113	0.060	0.473	0.330	2.626
Wellington ..	0.397	1.040	0.070	0.052	0.350	0.198	2.107
Marlborough-Nelson-Westland ..	0.481	1.233	0.175	0.074	0.551	0.302	2.816
Canterbury ..	0.848	1.100	0.092	0.071	0.268	0.695	3.074
Otago ..	1.120	1.601	0.097	0.084	0.280	0.949	4.131
Southland ..	0.937	1.926	0.406	0.092	0.313	1.012	4.686
New Zealand average—							
1940-41 season ..	0.405	1.023	0.077	0.063	0.437	0.192	2.197
1939-40 season ..	0.398	0.977	0.084	0.063	0.418	0.187	2.127
1938-39 season ..	0.402	1.019	0.085	0.098	0.394	0.208	2.206
1937-38 season ..	0.381	0.953	0.075	0.076	0.384	0.178	2.047
1936-37 season ..	0.352	0.927	0.072	0.088	0.398	0.147	1.984