

COSTS IN MANUFACTURE AND DELIVERY OF CHEESE TO F.O.B. OVERSEAS STEAMERS
(In pence per pound of butterfat)

	Manu- facturing Charges.	Deprecia- tion.	Repairs and Main- tenance.	Charges : Factory to F.o.b.	Overhead Charges.	Total Charges.
New Zealand average—						
1945-46 season	2·584	0·172	0·269	0·638	0·331	3·994 —0·323*
1944-45 season	2·454	0·163	0·226	0·626	0·300	3·769 —0·299*
1943-44 season	2·660	0·176	0·217	0·636	0·343	4·032 —0·299*
1942-43 season	2·576	0·166	0·216	0·634	0·325	3·733
1941-42 season	2·372	0·141	0·170	0·647	0·270	3·600
1940-41 season	2·323	0·144	0·184	0·620	0·258	3·529
1939-40 season	2·259	0·148	0·180	0·624	0·299	3·510
1938-39 season	2·289	0·157	0·203	0·617	0·326	3·592
1937-38 season	2·151	0·141	0·166	0·589	0·290	3·337
1936-37 season	2·056	0·134	0·146	0·577	0·226	3·139

* Factory-costs allowances of (1) 0·299d. per pound butterfat (from 1st August, 1943) in the two seasons 1943-44 and 1944-45; (2) 0·323d. per pound butterfat.

NOTE.—In comparing dairy company costs with previous years the following factory-wage allowances (see page 11), (not included in the figure shown for factory-costs allowances) should be added to the gross figures shown for the 1945-46 season: Butter-factory-wage allowance, 0·095d. per pound; cheese-factory-wage allowance, 0·426d. per pound.

PUBLICITY IN THE UNITED KINGDOM

As referred to in last year's annual report, steps were taken to resume advertising and publicity in the United Kingdom of New Zealand products.

A campaign was carried on from May to October, 1946, but, as rationing was still in operation, the campaign required to be of a "background" character whereby the stress laid was on New Zealand's contribution to the United Kingdom's needs in the field of food-production and on the maintenance of high-quality products.

It was considered that the nature of the campaign especially lent itself to a combined effort by interests representing all New Zealand food-farming interests—namely, meat and dairying and, to a lesser extent, fruit and honey interests.

A grant of £45,000 for financing the campaign was allotted from the following sources,—

	£
Meat Industry Stabilization Account	20,000
Dairy Industry Account	20,000
Tourist and Publicity Account	3,500
Fruit Account	1,000
Honey Account	500
	£45,000

while a committee to arrange the campaign was representative of the New Zealand Meat-producers' Board, Marketing Department, and High Commissioner's Office.