

1948
NEW ZEALAND

INTERNAL MARKETING DIVISION

REPORT AND STATEMENT OF ACCOUNTS FOR YEAR ENDED 30TH SEPTEMBER, 1947

Presented to both Houses of the General Assembly pursuant to the Provisions of the Marketing Act, 1936

SIR,—

Internal Marketing Division.

I have the honour to present herewith, pursuant to the provisions of the Marketing Act, 1936, the annual report of the operations and statement of accounts of the Internal Marketing Division for the year ended 30th September, 1947.

I have, &c.,

K. B. LONGMORE,
Acting-Director, Internal Marketing Division.

The Hon. the Minister of Marketing.

INTRODUCTORY

THE most important event during the past year affecting this Division was the passing of the Dairy Products Marketing Commission Act, 1947. Following the establishment of the Division in 1937, its first responsibility was the maintaining of the equality of financial returns as between those dairy factories producing for local use and those producing for export. Allied and equally important tasks were to see that all districts in New Zealand were supplied with butter throughout the year, and to supervise the internal marketing of butter (hence the name of the Division, distinguishing it from the Export Division, which dealt with overseas markets) and to stop the recurrence of local marketing difficulties mentioned in the report of the 1934 Dairy Commission. Now the control of both export and internal marketing of dairy-produce has passed to the Dairy Products Marketing Commission. The Government has, at the request of the Commission, made the services of the Internal Marketing Division available on an agency basis for the time being, and officers have been assisting the Commission in its new task.

Although the Division's original and basic function has now passed from its control it will not be materially affected as an organization. Since the 1st February, 1937, many other activities have come within its scope. Some were temporary only, whilst others have been handed over to other agencies, but those remaining, which are briefly touched upon later, constitute a flexible and active organization.