

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—							
1946-47 season	2·570	0·170	0·281	0·636	0·342	3·999 —0·319*	3·680
1945-46 season	2·584	0·172	0·269	0·638	0·331	3·994 —0·323*	3·671
1944-45 season	2·454	0·163	0·226	0·626	0·300	3·769 —0·299*	3·470
1943-44 season	2·660	0·176	0·217	0·636	0·343	4·032 —0·299*	3·733
1942-43 season	2·576	0·166	0·216	0·634	0·325		3·917
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 (see page 13).

NOTE.—In comparing dairy company costs with previous years the following factory-wage allowances (see page 13), (not included in the figures shown for factory-costs allowances) should be added to the gross figures shown for the 1946-47 season: butter-factory-wage allowance, 0·145d. per pound; cheese-factory-wage allowance, 0·626d. per pound. The corresponding figures for previous seasons are: butter-factory-wage allowance: 1943-44, 0·022d.; 1944-45-46, 0·095d. Cheese-factory-wage allowance: 1943-44, 0·076d.; 1944-45-46, 0·426d.

PUBLICITY IN THE UNITED KINGDOM

In last year's annual report details were given of the "background" campaign carried out in the United Kingdom in 1946 by a committee representing the New Zealand Meat-producers' Board, the Marketing Department, and the High Commissioner's Office.

The cost of the campaign was borne mainly by the Meat Board and the Marketing Department, with a smaller contribution from other interests.

For the year 1947 the "background" advertising was confined to New Zealand's export food commodities—namely, meat, dairy-produce, and fruit—and the cost was borne equally by the Meat Board and the Marketing Department.

More emphasis was placed on posters than on press advertising, due to the restrictive nature of press-advertisement spaces under present-day conditions. Advertising at exhibitions and fairs figures more largely than hitherto.