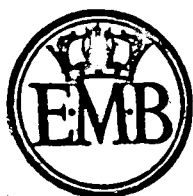




CHANGES IN THE DEMAND FOR BUTTER

November 1928 and November 1930

Report of an Investigation by the Economic Section
of the Empire Marketing Board into the Retail
Marketing of Butter in four Midland Towns.



LONDON :

PRINTED AND PUBLISHED BY HIS MAJESTY'S STATIONERY OFFICE

To be purchased directly from H.M. STATIONERY OFFICE at the following addresses :

Adastral House, Kingsway, London, W.C.2 ; 120, George Street, Edinburgh ;

York Street, Manchester ; 1, St. Andrew's Crescent, Cardiff ;

15, Donegall Square West, Belfast ;

or through any Bookseller.

1931.

Price 1s. *od.* Net.

CONTENTS.

FOREWORD	5
I. INTRODUCTORY	7
II. AREA AND SCOPE OF SURVEY	8
III. TOTAL SALES OF BUTTER	9
IV. TYPES OF BUTTER STOCKED	11
V. RETAIL PRICES	15
VI. SUMMARY	17

Diagrams :—

- Fig. I. Total Imports of Butter, 1928 and 1930.
- Fig. II. Monthly Imports of Butter, 1928 and 1930.
- Fig. III. Wholesale Prices of Butter, 1928-30.
- Fig. IV. Weekly Sales of Butter in the Area, November 1928 and November 1930.

FOREWORD.

IN the early summer of 1930, wholesale prices of butter reached a level very considerably lower than had been previously touched since the War. In order to measure the effect of the changes in wholesale conditions on consumption and on the demand for different types of butter, it was decided to undertake a survey of the retail butter trade in an area for which information at an earlier period was available.

In November, 1928, a survey of the retail demand for butter had been carried out in four Midland towns, Stoke-on-Trent, Burton-on-Trent, Stafford and Loughborough, information on stocks, sales and prices of butter having been obtained by personal interview from a number of retail grocers in each town. In November, 1930, exactly two years later, a second visit was made to each of the shops included in the previous survey. The positions at the two periods are discussed in the following report.

Special acknowledgment and thanks are due to members of the retail distributive trades in the area for their valuable co-operation and assistance. The Board desires to record its appreciation of the sympathetic response with which this and similar enquiries have been received by the Trade.

Economic Section,
Empire Marketing Board.

March, 1931.

CHANGES IN THE DEMAND FOR BUTTER.

November 1928 and November 1930.

I.—INTRODUCTORY.

Figure I shows the imports of butter into the United Kingdom for the years 1928 and 1930 ; during the latter year, the total imports rose to nearly 7 million cwts., an increase of 12 per cent. The greater part of this increase came from New Zealand and Denmark. Comparable figures for home production are not available, but it does not appear that any considerable change had occurred over the period.

As between the two years under review, imports of butter from New Zealand showed an increase of 348,000 cwts., or 28 per cent. Imports from Denmark rose by 302,000 cwts., or 15 per cent. ; and imports from Australia increased by 79,000 cwts., or 9 per cent. As against this, the quantity received from the Irish Free State decreased by 37,000 cwts., or 7 per cent. In regard to other sources of supply, the most important changes were a diminution in the quantity arriving from Russia and an increase in the quantities from Argentina and Sweden.

The monthly imports from the principal countries during 1928 and 1930 are shown in Figure II. In October and November, 1930, increased quantities of most of the chief butters were received, but supplies from the Irish Free State and Russia during these months were smaller than in 1928. In regard to stocks in cold storage, comparative figures are not available, but it is estimated that during the latter part of 1930 the movement of butter from cold storage was on a rather larger scale than usual.*

Over the two years as a whole, the average wholesale price of butter fell by about one-fifth. The movements of Danish and New Zealand wholesale prices, which may be taken as roughly indicative of the trend of wholesale prices for European and Southern Hemisphere butters respectively, are shown in Figure III.

* See Empire Marketing Board, "Weekly Dairy Produce Notes," Volume II, Number 31.

Comparing November, 1928 and November, 1930, the average of the top prices quoted on the London Provision Exchange in the first period for Danish butter was 198s. 6d. per cwt., and for New Zealand salt butter 178s. 9d. per cwt.; in the second period, the Danish average had fallen by 30 per cent. to 139s. 6d., and the New Zealand average by 38 per cent., to 110s. 6d.*

II.—AREA AND SCOPE OF SURVEY.

The towns included in the survey are in the main industrial, although both Stafford and Loughborough are to a certain extent agricultural centres also. The total population of the area in 1928 (Registrar-General's Statistical Review) was approximately 397,000, the population of Stoke alone being 280,000; figures for 1930 are not yet available.

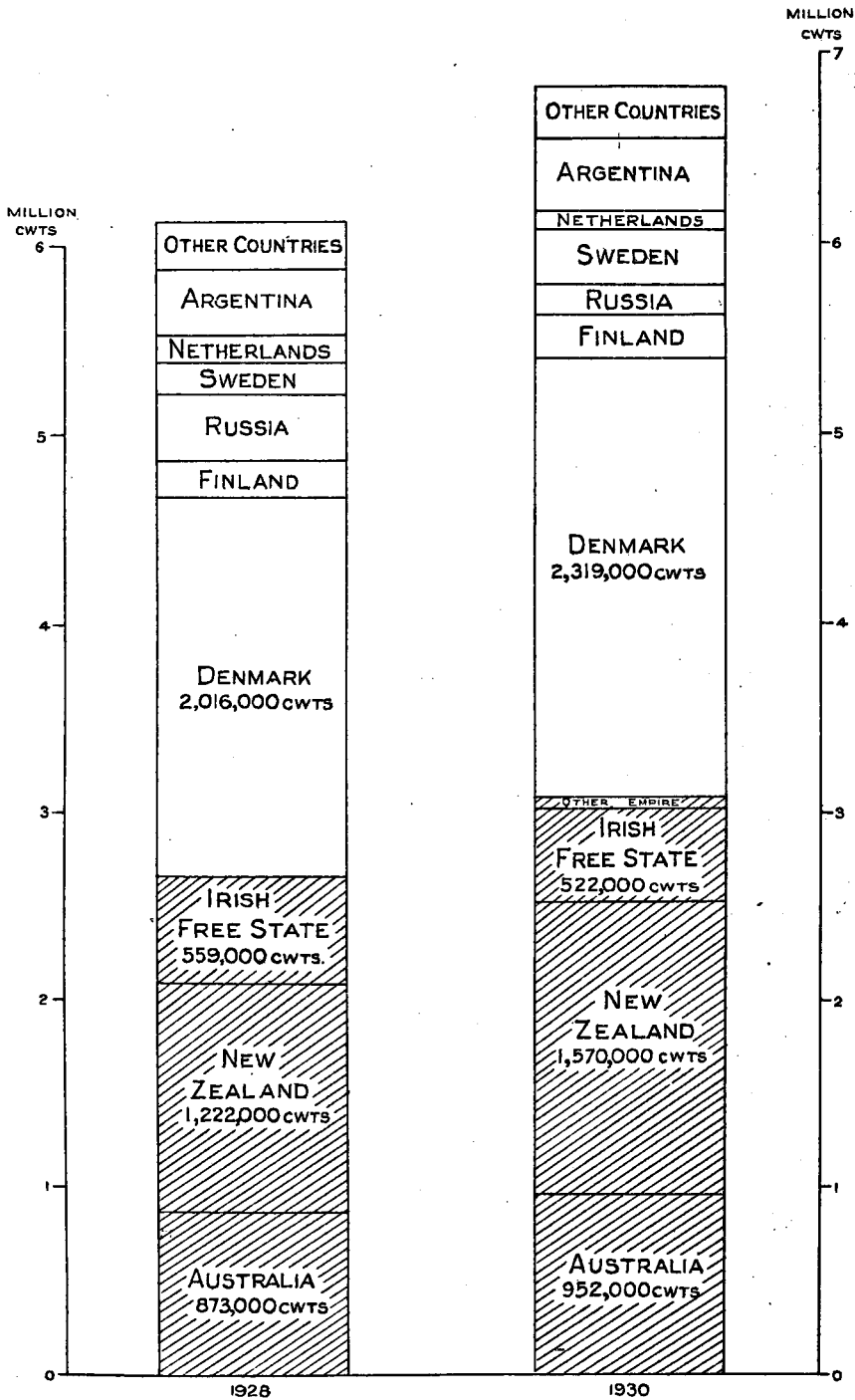
With regard to the state of industry, the unemployment returns give some general indication of conditions. In November, 1928, the unemployment figure for the area was 13·7 per cent. as compared with 20·6 per cent. in November, 1930: the corresponding averages for the whole country were 12·2 and 19·1. Unemployment was thus considerably heavier in the second period, and in both years was above the general average.

In the 1928 survey, 162 shops were visited; in 1930, a number of these were found to have been closed, but complete records were obtained for 152 shops—92 in Stoke, 31 in Burton, 15 in Stafford and 14 in Loughborough.

For purposes of analysis, the shops have been classified according to type of organisation. Thus, of the 152 shops for which comparative information is available, 94 were independent or single shops, and 58 were branches of multiple organisations, the latter term including both national and local multiple firms and co-operative societies. These groups include shops of all sizes and classes of trade, and the enquiry may be taken as representative of every type of retail grocery business in the area.

It should be added that in the month of November during which the surveys were undertaken, there is normally a widespread change-over in retail shops from one type of butter to another; supplies

* Over the same period, the Board of Trade index for wholesale food prices fell by about 19 per cent.

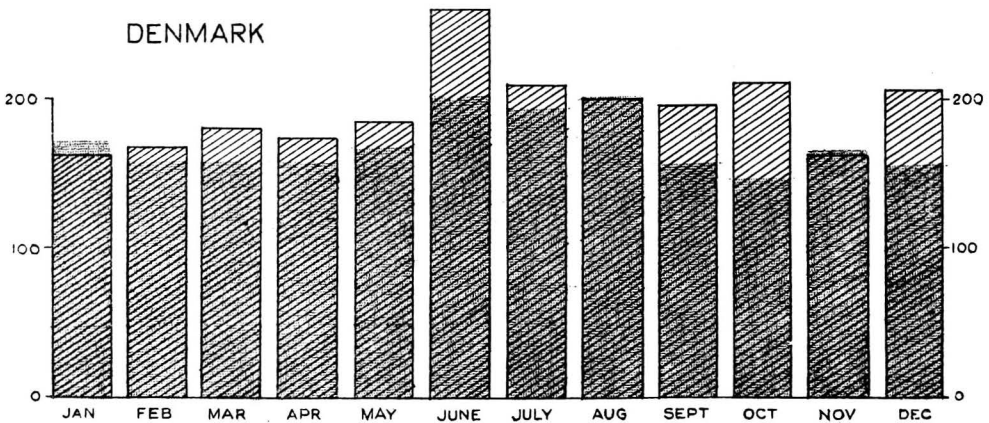
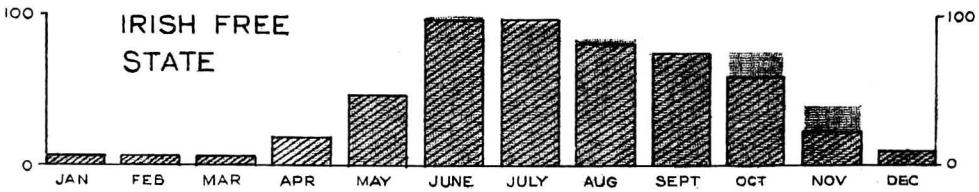
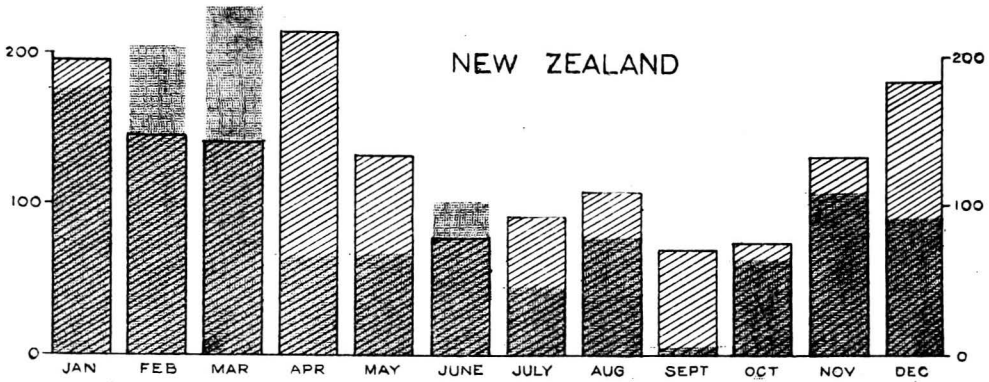
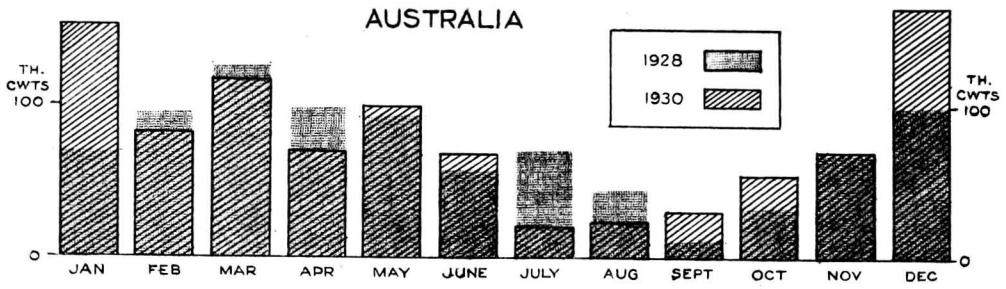


IMPORTS OF BUTTER INTO THE UNITED KINGDOM

SHOWING COUNTRIES OF ORIGIN

1928 & 1930

FIG. II



MONTHLY IMPORTS OF BUTTER INTO THE UNITED KINGDOM

1928 & 1930

of Irish butter, plentiful during the summer months, are diminishing, while imports from countries in the Southern Hemisphere are rapidly increasing. The figures relating to sales are, in each case, the estimate of the retailer for the week previous to that in which he was interviewed. In both years, the shops were visited in the same order.

III.—TOTAL SALES OF BUTTER.

The total estimated weekly sales of butter in the shops visited amounted to 423 cwts. in November, 1928, and 473 cwts. in November, 1930, an increase of 12 per cent. The average per shop rose from 2·8 cwts. to 3·1 cwts. Weekly sales in both periods ranged from less than 20 lbs. in the smallest shops to 12 cwts. in four of the largest, while one shop in 1930 was selling 18 cwts. per week.

In the following table the shops are grouped according to their weekly sales.

TABLE I.—*Number of Shops selling various Quantities of Butter, together with the Total Weekly Sales of each Group.*

November 1928 and November 1930.

Sales of Butter.	1928.		1930.	
	Number of Shops.	Total Weekly Sales. (cwts.)	Number of Shops.	Total Weekly Sales. (cwts.)
Less than 2 cwts. per week ...	82	77	70	62
2 to 4 " " ..	28	73	36	91
4 to 6 " " ..	20	94	19	89
6 to 8 " " ..	14	93	16	109
8 to 10 " " ..	2	18	3	24
10 to 12 " " ..	2	20	3	32
12 or more " " ..	4	48	5	66
Total	152	423	152	473

It will be noticed that in both years the shops selling 4 cwts. a week or over constituted rather less than one-third of the total number, and accounted for about two-thirds of the total butter trade.

The average retail price in the area for all types of butter dropped during the two years' interval from 1s. 10 $\frac{3}{4}$ d. to 1s. 5d., or approximately 25 per cent.* In November, 1928, 85 per cent. of the total weekly sales were made at prices ranging from 1s. 9d. to 2s.; in November, 1930, 85 per cent. of the sales were at prices ranging from 1s. 3d. to 1s. 7d.

TABLE 2.—*Number of Shops selling Butter at various Prices, together with the Total Quantities sold at each Price.*

November 1928 and November 1930.

Price per lb.	1928.		1930.	
	Number of Shops.	Total Weekly Sales. (cwts.)	Number of Shops.	Total Weekly Sales. (cwts.)
2/2 ..	2	1	—	—
2/1 ..	16	14	—	—
2/- ..	98	175	—	—
1/11 ..	63	79	—	—
1/10 ..	56	63	—	—
1/9 ..	39	48	3	1
1/8 ..	16	13	19	24
1/7 ..	15	16	49	63
1/6 ..	10	14	87	158
1/5 ..	—	—	32	44
1/4 ..	—	—	58	57
1/3 ..	—	—	60	74
1/2 ..	—	—	22	43
1/1 ..	—	—	4	4
1/- ..	—	—	2	5
Average ..	1/10·7		1/5·0	

* Over the same period, the Ministry of Labour index for retail food prices fell by 9·4 per cent.

IV.—TYPES OF BUTTER STOCKED.

Throughout this report, the various butters have been classified according to country of origin, with the exceptions of bulk-blended and packeted butter, each of which is counted as a single type. No account has been taken in this classification of variations within types, for example, as between salt and fresh, or as between grades. The term "packeted butter" is used to refer to butter sold in packets bearing a proprietary name or brand, and includes all packeted butter whether blended or not.

In the area under survey, very little change occurred in the relative proportions of shops stocking one, two or three types of butter: in both years, about half the multiple shops and rather more than a third of the independent shops were stocking two types.

TABLE 3.—*Number of Shops stocking One, Two, Three or more Types of Butter.*

November 1928 and November 1930.

Organisation of Shop.	One Type.		Two Types.		Three Types.		More than Three Types.	
	1928.	1930.	1928.	1930.	1928.	1930.	1928.	1930.
Independent	42	35	35	36	17	21	—	2
Multiple	4	7	28	30	22	18	4	3
Total	46	42	63	66	39	39	4	5

Distribution of Types.

Butter is imported into the United Kingdom through three main channels: Australian, New Zealand and Argentine butters chiefly through London; Irish butter through the ports on the West Coast; and European butters through the ports on the East Coast. The main markets for each type of butter tend to be grouped round the ports of entry, and in an earlier report,* certain regional divisions have been indicated.

* "The Demand for Empire Butter" (E.M.B. 34).

The area covered by the present survey being situated centrally, supplies reach it with almost equal facility from Liverpool and Manchester on the West, from Grimsby and Hull on the East, and from London and Bristol to the South. The types of butter stocked in the retail shops are thus determined to a less degree than in most areas by geographical position and proximity to certain ports.

In the following table, the proportions of independent and multiple shops stocking the various types of butter at the two periods of survey are compared. In this table, "Other Bulk Types" include Argentine, Latvian, Polish, Ukrainian and bulk-blended butters. English farm butter in bulk form was not stocked in any of the shops visited.

TABLE 4.—*Percentage of Independent and Multiple Shops stocking various Types of Butter.*
November 1928 and November 1930.

Type of Butter.	Independent.		Multiple.		All Shops.	
	1928.	1930.	1928.	1930.	1928.	1930.
Australian	15	6	28	28	20	14
New Zealand	25	53	34	57	29	55
Irish	11	13	29	29	18	19
Danish	63	61	67	60	64	61
Finnish	10	8	5	12	8	10
Siberian	11	2	28	Nil	17	1
Swedish	3	8	19	15	9	11
Other Bulk Types ..	3	4	14	12	7	7
Packeted	33	34	22	17	29	28

Danish butter was most frequently stocked: this was true in both years and in both multiple and independent shops, though a slight decrease in the percentage of shops stocking it was noted at the time of the second visit.

The most striking change occurred in the case of New Zealand butter, which was found in nearly twice as many shops in 1930 as in 1928, the greatest increase being in the case of the independent

shops. Australian butter maintained its position in the multiple shops, but was stocked less frequently in independent shops. Irish butter showed relatively little change. The greatest decrease was in the case of Siberian butter.

Changes in the types of butter stocked, as between the two surveys, occurred most often in the independent shops and in branches of the smaller multiple firms. The larger multiple firms showed the fewest changes, the disappearance of Siberian butter from six branch shops in the area being the only change of note in this group. The number of co-operative shops stocking New Zealand butter increased from two to ten, but apart from this there was very little change in the stocks of these shops.

Sales of Types

In the following table, the total sales per week in November, 1928, and November, 1930, are shown for each type of butter. (See also Fig. IV.)

TABLE 5.—*Weekly Sales (Cwts.) of the various Types of Butter in Independent and Multiple Shops. November 1928 and November 1930.*

Type of Butter.	Independent.		Multiple.		All Shops.	
	1928.	1930.	1928.	1930.	1928.	1930.
Australian	13	3	20	25	33	28
New Zealand	18	45	28	63	46	108
Irish	9	8	30	23	39	31
Danish	81	79	77	90	158	169
Finnish	14	11	4	12	18	23
Siberian	6	2	21	Nil	27	2
Swedish	2	9	51	44	53	53
Other Bulk Types ..	5	6	10	15	15	21
Packeted	19	24	15	14	34	38
All Butters ..	167	187	256	286	423	473

It will be seen that Danish butter had the largest sales, and that in spite of the slight decrease in the number of shops stocking this type, the total weekly sales increased by 7 per cent., the average sales per shop rising from 1½ to nearly 2 cwts. per week.

Weekly sales of New Zealand butter increased from 46 to 108 cwts., or 134 per cent. The average weekly sales per shop stocking this type were 1 cwt. in November, 1928, and 1½ cwts. in November, 1930.

Australian and Irish butters were selling less freely at the time of the second survey, but in the case of the former the decrease was confined to the independent shops, multiple shops recording an increase in total sales. The number of shops stocking Irish butter showed a slight increase.

In Table 6 the weekly sales of each type of butter are shown as percentages of the total butter sales in each group of shops.

TABLE 6.—*Weekly Sales of the various Types of Butter expressed as Percentages of the Total Weekly Sales of Butter in Independent and Multiple Shops.*

November 1928 and November 1930.

Type of Butter.	Independent.		Multiple.		All Shops.	
	1928.	1930.	1928.	1930.	1928.	1930.
Australian	8	2	8	9	8	6
New Zealand	11	24	11	22	11	23
Irish	5	4	12	8	9	7
Danish	49	42	30	32	37	36
Finnish	8	6	1	4	4	5
Siberian	4	1	8	Nil	6	*
Swedish	1	5	20	15	13	11
Other Bulk Types ..	3	3	4	5	4	4
Packeted	11	13	6	5	8	8
All Butters ..	100	100	100	100	100	100

* Percentages less than 0.5 omitted.

V.—RETAIL PRICES.

Tables 7 and 8 show the number of shops selling at various prices, and the quantities of butter sold at each price.

TABLE 7.—*Number of Shops selling various Butters at the following Prices.
November 1928 and November 1930.*

Price per lb.	Australian.		New Zealand.		Irish.		Danish.		Finnish.		Siberian.		Swedish.		Other Bulk Butters.		Packeted.		Price per lb.
	1928.	1930.	1928.	1930.	1928.	1930.	1928.	1930.	1928.	1930.	1928.	1930.	1928.	1930.	1928.	1930.	1928.	1930.	
2/2 ..	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	2/2
2/1 ...	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	2/1
2/- ...	—	—	—	—	3	—	62	—	3	—	—	—	6	—	—	—	—	—	2/-
1/11 ...	—	—	13	—	2	—	35	—	3	—	—	—	6	—	—	—	—	—	1/11
1/10 ...	8	—	27	—	7	—	1	—	3	—	1	—	3	—	2	—	—	—	1/10
1/9 ...	19	—	4	—	5	—	—	—	1	—	6	—	—	—	4	—	—	—	1/9
1/8 ...	3	1	—	—	2	1	—	6	2	1	5	—	—	—	4	—	—	—	1/8
1/7 ...	—	—	—	1	6	1	—	31	—	1	8	—	—	2	1	—	—	—	1/7
1/6 ...	—	—	—	5	2	5	—	43	—	9	8	—	—	11	—	—	—	—	1/6
1/5 ...	—	2	—	5	—	4	—	11	—	2	—	—	—	3	—	—	—	—	1/5
1/4 ...	—	6	—	37	—	3	—	1	—	2	—	—	—	1	—	—	—	—	1/4
1/3 ...	—	13	—	34	—	10	—	—	—	1	—	—	—	—	—	—	—	—	1/3
1/2 ...	—	1	—	7	—	6	—	—	—	—	—	—	—	—	—	—	—	—	1/2
1/1 ...	—	—	—	—	—	3	—	—	—	—	—	—	—	—	—	—	—	—	1/1
1/- ...	—	—	—	—	—	1	—	—	—	—	—	—	—	—	—	—	—	—	1/-

TABLE 8.—*Weekly Sales of various Butters at the following Prices.**November 1928 and November 1930.*

Price per lb.	Australian.		New Zealand.		Irish.		Danish.		Finnish.		Siberian.		Swedish.		Other Bulk Butters.		Packeted.		Price per lb.	
	1928.	1930.	1928.	1930.	1928.	1930.	1928.	1930.	1928.	1930.	1928.	1930.	1928.	1930.	1928.	1930.	1928.	1930.		
			Cwts.	Cwts.	Cwts.	Cwts.	Cwts.	Cwts.	Cwts.	Cwts.	Cwts.	Cwts.	Cwts.	Cwts.	Cwts.	Cwts.	Cwts.	Cwts.		
2/2 ..	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	1	—	2/2
2/1 ..	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	14	—	2/1
2/- ..	—	—	—	—	13	—	108	—	4	—	—	—	37	—	—	—	—	13	—	2/-
1/11 ..	—	—	8	—	3	—	47	—	3	—	—	—	14	—	—	—	—	4	—	1/11
1/10 ..	5	—	35	—	7	—	3	—	8	—	*	—	2	—	1	—	—	2	—	1/10
1/9 ..	25	—	3	—	5	—	—	—	1	—	6	—	—	—	8	—	—	—	1	1/9
1/8 ..	3	1	—	—	1	1	17	2	2	1	3	—	—	—	4	—	—	—	4	1/8
1/7 ..	—	—	—	1	7	2	—	46	—	*	7	—	—	6	2	—	—	—	8	1/7
1/6 ..	—	—	—	8	3	7	—	73	—	11	11	—	—	41	—	1	—	—	17	1/6
1/5 ..	—	—	*	2	—	2	—	31	—	3	—	—	—	3	—	—	—	—	3	1/5
1/4 ..	—	8	—	30	—	2	—	2	—	7	—	—	—	3	—	*	—	—	5	1/4
1/3 ..	—	16	—	48	—	6	—	—	—	1	—	—	—	—	—	—	—	—	3	1/3
1/2 ..	—	3	—	19	—	5	—	—	—	—	—	—	—	—	—	—	—	—	14	1/2
1/1 ..	—	—	—	—	—	2	—	—	—	—	—	—	—	—	—	—	—	—	2	1/1
1/- ..	—	—	—	—	—	4	—	—	—	—	—	—	—	—	—	—	—	—	1	1/-
Average ..	1/9·1		1/10·1		1/9·7		1/11·7		1/10·3		1/7·1		1/11·7		1/8·5		2/0·2		Average.	
		1/3·4		1/3·4		1/3·6		1/6·3		1/5·2		1/2·0		1/5·9		1/2·1		1/6·2		

* Quantities less than 0·5 cwt. omitted.

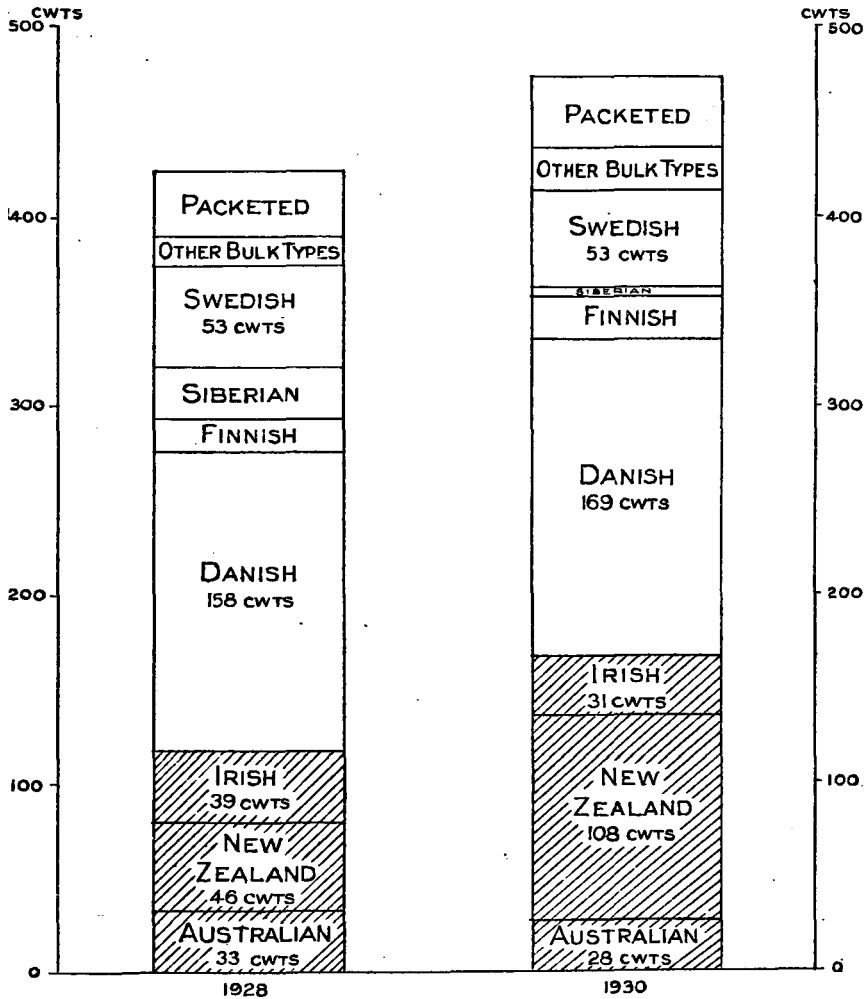
FIG. IV

WEEKLY SALES OF BUTTER

NOVEMBER 1928 & NOVEMBER 1930

152 SHOPS

STOKE, BURTON-ON-TRENT, STAFFORD, LOUGHBOROUGH.



The bulk butters sold in the area fall roughly into three price groups.

The first group includes Danish and Swedish with an average price of nearly 2s. per lb. in November, 1928, and about 1s. 6d. in November, 1930; and Finnish with a corresponding average of about 1s. 10½d. and 1s. 5d. The general average within this group fell from 1s. 11½d. to 1s. 6d., a drop of approximately 23 per cent. Weekly sales of Danish, Swedish and Finnish amounted to over half the total butter sales in the shops visited in both surveys, and had increased by about 7 per cent. at the second period.

The second group comprises New Zealand and Irish butters with an average price of about 1s. 10d. per lb. in November, 1928, and 1s. 3½d. in November, 1930; and Australian with a corresponding average of about 1s. 9d. and 1s. 3½d. The general average for this group fell from about 1s. 9½d. to 1s. 3½d., a drop of approximately 28 per cent. The decrease in the average retail price of New Zealand butter, the largest decrease of any individual type, was from 1s. 10d. to 1s. 3½d., or about 30 per cent. Weekly sales of New Zealand, Australian and Irish butters combined formed about 28 per cent. of the total weekly butter sales in the area in November, 1928, and about 36 per cent. of the total in 1930; the sales of New Zealand butter alone, however, more than doubled.

The third group comprises Siberian and the various types classified as "other butters," including Argentine, Latvian, Ukrainian, Polish and bulk-blended. The general average in this group was about 1s. 7½d. in November, 1928, and 1s. 2d. in November, 1930, a decrease of about 28 per cent. The weekly sales of these butters formed about 10 per cent. of the total butter sales in the area in November, 1928, but only 5 per cent. of the total in 1930, the difference being due chiefly to the decrease in the sales of Siberian.

Packeted butter averaged about 1½d. per lb. more than the general average for bulk butter in both surveys. The weekly sales of packeted butter increased in the same proportion as the total weekly sales of all butters.

VI.—SUMMARY.

In November, 1928, a survey of the retail demand for butter in Stoke, Stafford, Burton and Loughborough had been carried out

and information on stocks, sales and prices had been obtained by personal interview with a number of retail grocers. In November, 1930, a further survey of the same shops was undertaken and comparable information secured from 152 retailers, representing all types of business and classes of trade.

It is to be emphasised that the area selected for study is centrally situated in regard to the main ports of entry for the various types of butter; and that the month of November, during which the surveys were carried out, coincides with the normal change-over in retail stocks from Irish butter to Southern Hemisphere butters. In any comparison of the retail position in the area at the two periods of survey, therefore, account must be taken of changes in seasonal distribution as well as changes in the relative quantities of the imports of each type of butter.

As between 1928 and 1930, the total imports of butter increased by 12 per cent. The greater part of this increase came from New Zealand and Denmark; Australian imports also rose, but those from the Irish Free State showed a decrease which occurred almost entirely during the months of October and November, 1930.

Over the two years as a whole, the average wholesale price of butter fell by about one-fifth. Comparing November, 1928, and November, 1930, the wholesale prices of best quality New Zealand and Danish butters dropped by about 38 per cent. and 30 per cent. respectively.

Retail prices in the shops visited fell by about sixpence per lb., the average being nearly 1s. 11d. in November, 1928, and 1s. 5d. in November, 1930. Over the same period, the total weekly sales of butter rose from 423 cwts. to 473 cwts., an increase of 12 per cent.; the proportion of Empire to total butter sales rose from 28 per cent. to 36 per cent.

The various types of butter sold in bulk form in the area may be roughly classified into three price groups: the highest priced butters were Danish, Swedish and Finnish; the second, New Zealand, Irish and Australian; and the third, Siberian, Argentine, Latvian, Polish, Ukrainian and bulk-blended. The main differences in the sales of individual types as between the two surveys occurred in the case of the two cheaper groups and were most marked in the independent shops.

TABLE 9.—*Number of Shops stocking the chief Types of Butter, together with Total Weekly Sales and average Retail Prices.*

November 1928 and November 1930.

Type of Butter.	Number of Shops Stocking.		Total Weekly Sales (cwts.).		Average Retail Price per lb.	
	1928.	1930.	1928.	1930.	1928.	1930.
Packeted	44	42	34	38	s. d. 2 0	s. d. 1 6
Danish	98	92	158	169	1 11½	1 6½
Swedish	14	17	53	53	1 11½	1 6
Finnish	12	15	18	23	1 10½	1 5
New Zealand	44	83	46	108	1 10	1 3½
Irish	27	29	39	31	1 9½	1 3½
Australian	30	22	33	28	1 9	1 3½
Siberian	26	2	27	2	1 7	1 2
Other Butters.. ..	11	11	15	21	1 8½	1 2

New Zealand butter was stocked in nearly twice as many shops in the 1930 survey as in 1928, while its total weekly sales were considerably more than doubled. The average retail price fell by about 6½*d.* per lb., the greatest fall of any single type.

Weekly sales of Australian and Irish butters were not maintained at the 1928 level. The decrease in the number of shops selling Australian butter was confined to the independent shops; in the multiple group, it was stocked in the same number of shops and its weekly sales increased. The number of shops stocking Irish butter showed a slight increase. The average prices of these butters fell by about 6*d.* per lb.

The highest priced bulk butters, Danish, Swedish and Finnish, were stocked in the same number of shops in both surveys. The weekly sales of these three types accounted for more than half the total sales of butter in the shops visited both in November, 1928, and November, 1930, the increase in their combined sales being about 7 per cent. The average retail price for this group fell by about 5½*d.* per lb.

DAIRY PRODUCE INTELLIGENCE.

The Board issues for the benefit of producers and traders in the Empire "Weekly Dairy Produce Notes" giving early information as to actual and prospective supplies and shipments of butter, cheese, eggs and pig products; imports week by week into the chief ports in Great Britain; latest market quotations and tendencies; outlook and general trends in producing and consuming countries, etc.

With a view to ensuring the widest circulation of the "Notes" among those whom they are designed to assist, the annual subscription, commencing at any date, has been fixed at 10s. post free to addresses within the British Empire.

Applications, accompanied by remittances payable to H.M. Stationery Office, should be sent to H.M. Stationery Office, Shepherdess Walk, London, N.1.