



**AgEcon** SEARCH  
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

*The World's Largest Open Access Agricultural & Applied Economics Digital Library*

**This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.**

**Help ensure our sustainability.**

Give to AgEcon Search

AgEcon Search

<http://ageconsearch.umn.edu>

[aesearch@umn.edu](mailto:aesearch@umn.edu)

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

604  
NEW SOUTH WALES  
DIVISION OF MARKETING  
DEPARTMENT OF AGRICULTURE

MONTHLY  
MARKETING  
REVIEW



FEBRUARY, 1941.

---

Vol. 6, No. 6.

ISSUED BY AUTHORITY OF THE MINISTER FOR AGRICULTURE  
PREPARED UNDER THE DIRECTION OF THE  
CHIEF, DIVISION OF MARKETING,  
SYDNEY

## MONTHLY MARKETING REVIEW

---

A MISCELLANY OF MATTERS RELATING TO THE MARKETING  
OF PRIMARY PRODUCTS, AT HOME AND ABROAD.

Released during the Second Week of each month.

ISSUED BY AUTHORITY OF THE MINISTER FOR AGRICULTURE  
AND PREPARED UNDER THE DIRECTION OF THE CHIEF OF  
THE DIVISION OF MARKETING, DEPARTMENT OF AGRICULTURE,  
NEW SOUTH WALES, AUSTRALIA.

---

<u>Vol. 6</u>	<u>FEBRUARY, 1941.</u>	<u>No. 6</u>
	<u>Table of Contents</u>	<u>Page</u>
	Highlights ..	130
	Marketing of Fish ..	131
	Marketing Act, Alberta, Canada	133
	Milk Distribution in New York	134
	Rice, Importation into Great Britain	135
	Retail Distribution Conference	136
	Drought Relief - Assistance to Wheatgrowers	137
	Sheep, Cattle and Pig Sales at Homobush	138
	Fruit and Vegetable Sales at City Markets	144
	Alexandria and Sussex Street Sales	147
	Commodity Prices in Sydney	150
	Fruit and Vegetables - Imports into New South Wales	151
	Fish - Channels of Distribution	152

-----

Articles or other matter appearing herein  
may be reproduced subject to due acknowledgment  
being made of the source.

---

## HIGHLIGHTS

---

Commonwealth Government grant of £1,000,000 for distribution as relief to wheat farmers in drought-stricken areas allocated to individual States as follows:- New South Wales £320,000; Victoria £250,000; Queensland £20,000; South Australia £200,000; Western Australia £200,000 and Tasmania £10,000.

---

Under the Wine Export Bounty Act (1935) and the National Security (Wine Industry) Regulations, the Australian Minister for Trade and Customs has determined that the minimum prices for wine grapes for the 1941 vintage shall be the same as those ruling for the 1940 season.

---

Newspaper reports indicate that, following a conference between the Commonwealth Minister for Commerce and representatives of the Australian butter industry, additional refrigerated storage for butter, costing about £500,000, is planned. Such additional storage was deemed necessary at places of manufacture, at ports of export and at strategical distribution centres in non-dairying districts. Whilst industry representatives agreed to contribute towards the cost of extra refrigerated space at factories and ports, they considered the additional storage at distribution centres should be provided by the Commonwealth and State Governments.

---

Executive of Farmers and Settlers' Association of New South Wales decides to request Commonwealth Government to consider the question of acquiring all meat produced in Australia, using the necessary services already in existence, which would be paid a reasonable rate for the services rendered.

---

Minister for Commerce announces that British Government has advised that insufficient insulated ships are available to take the full quantity of meat contracted for, and, consequently, Australian exporters would be asked to refrain from submitting certain classes of meat for export.

MARKETING OF FISH.

(By A.A. Watson, Chief of Division of Marketing,  
Department of Agriculture, Sydney).

---

Four main stages in marketing.

When we speak of the marketing of fish, it is usually the case that we have in mind that part of the process of marketing which occurs at the point of first selling. This occurs mostly, though by no means entirely, at the wholesale market to which most fish is forwarded as soon as possible after catching. In New South Wales, the great wholesale market for fish is that provided by the City of Sydney Municipal Council, commonly known as the City Fish Market. Actually, of course, the process of marketing fish commences when the fish is taken from the water and does not end until it is purchased by the ultimate consumer. That is to say, the marketing of fish may be divided into four main stages: firstly, its handling by the fisherman between capture and landing; secondly, its handling between landing and arrival at the City Fish Market; thirdly, its handling and sale by the selling agent in the said Market; and fourthly, its handling and sale by the retailer.

These four main stages permit of ready subdivision. For example, the fish must usually be held at sea for an appreciable period after capture. If the provision made for this, whether by fisherman, trawler or seiner, is such that the fish is landed in prime condition, all is well up to that point. Once landed, the fish must be packed and 'iced down' in boxes for despatch to market, if it is to be sent to Sydney by rail or motor-truck. Trawled fish and a proportion of that captured by seine boats is brought to Sydney by sea and the first handling on land of such fish occurs at Sydney, close to the City Market. Conditions of transport to market, whether by boat, rail or motor-truck are factors in the process of marketing equalling in importance conditions occurring at any other stage in that process. Arrived in the City Market, the fish is held there for varying periods pending sale and the facilities for doing this are another vital factor. Finally, after so many handlings, all of which have not necessarily been mentioned here, this highly perishable product reaches the Fish Shop.

Encouragement to fishermen essential.

Every step in the marketing of fish is beset with difficulties, most of them made greater by the fact that for many months of the year our climate is apt to be hot and occasionally humid. Let it never be said, however, that these difficulties are insuperable. It was a sheer delight recently to note the condition

/of .....

of fish landed at Wyunum in Moreton Bay from fishing grounds in a sub-tropical area. Maryborough, in Queensland, is 167 miles north of Brisbane and 780 miles north of Sydney. Nevertheless, whiting caught off Maryborough can be landed in Sydney by rail in perfect condition. "Efficiency, more efficiency, still more efficiency" might well be the keynote or slogan at every point in the marketing of fish. Let it not be forgotten, however, that "it is the hope of reward that sweetens labour" and that we may fail to afford essential encouragement to the catchers of fish, if we forget that the hardships and risks inseparable from professional fishing should be associated with average, all-the-year round financial returns capable of yielding the fisherman an adequate livelihood. Not that the whole problem of 'fresh fish' dwells between the point of capture and landing: it commences there, but, as we have seen, many things can happen, or fail to happen, between landing and market. A fisherman may land his fish in glistening condition. They may leave him in that state of perfection and yet arrive in Sydney with the bloom gone off them.

Retailer's part the hardest.

From whatever cause one's interest in the marketing of fish arises, an impartial view of the whole process of marketing of fish drives one to the conclusion that the retailer's part in it, is the hardest part. He must buy fish. His business depends utterly on his ability to supply fish. He can do little, if anything at all, to remove causes of fish deterioration before he buys in the wholesale market. He is the unwilling but enforced heir-apparent to all that has happened to injure the quality of the fish before he buys it. He is the point of contact between the fishing industry and the buying public. Upon his salesmanship, more than anybody else's, depends the financial solvency of the fishing industry. He deals with that most discriminating, that ruthlessly efficient buyer, the average housewife. For him there is no appeal either to Caesar drunk or to Caesar sober, nor any other practical source of fish supply than that of the City Fish Market. How vitally important it is to him, then, that fish should reach the market in fresh and glistening condition, that selling methods and buying facilities should be as good as they can be made and that everything possible should be done to promote reasonable continuity of supplies.

Fisherman and retailer equally interested in efficient marketing.

Extremes meet. At one end of the marketing of fish stands the fisherman, at the other the retailer of fish. It is equally in the interests of both that all that happens in the passage of fish between them to reduce its quality, to cause wastage and loss and unnecessarily to increase marketing costs, should be eliminated. Co-operation between them is virtually impossible. They dwell far apart from one another and yet they meet economically in that both are sufferers from industry

/conditions ....

conditions that lack several of the essentials of efficiency. Given that the fisherman must do his part, must do better; given that the shopkeeper in many instances must look for and adopt better ventilation, better methods of refrigeration and other improvements, the fact remains that the ability of the fisherman, on the one hand, and of the shopkeeper, on the other, to give better service and of the wholesale selling agencies (whatever their form or selling procedure today or in the future) to help both depends upon -

- (1) continuance of and industry co-operation with community action to protect, develop and expand fishing resources and so to improve volume and continuity of supplies -
- (2) frequent review of transport, storage and marketing facilities and costs, in order that these may not lag behind requirements, or be unduly costly -
- (3) adoption of wholesaling practice and procedure designed to eliminate all unnecessary costs, and
- (4) a higher average level of prosperity for both fishermen and retailers.

And here endeth this writing. It will be realised that so broad an outline is necessarily shorn of much detail.

(Attention is invited to the chart - "Channels of Distribution" which appears at the back of this issue).

-----oooOooo-----

ALBERTA MARKETING ACT, ALBERTA, CANADA.

According to advice forwarded the Chief of the Division of Marketing by the Poultry Commissioner, Department of Agriculture, Alberta, Canada, a Marketing Scheme under the above-mentioned Act was submitted to the poultrymen of the Province during the last week in November, 1940. 92% of the poultry farmers voted in favour of the setting up of an Alberta Poultry Producers' Marketing Board under the provisions of Part I of the Marketing Act.

The Commissioner stated that by the end of December, 1940, producers would select their representatives from the sixteen temporary districts, and from these would be selected representatives to the Board. When the Board has been established, it will arrange for competent management and draw up necessary regulations. Further advice as to the functioning of the Board and steps taken are awaited with interest.

-----oooOooo-----

MILK DISTRIBUTION IN NEW YORK

The following extract from "The Home Farmer" of November, 1940, has been forwarded to the State Marketing Bureau by Mr. H. Bland, Official Secretary, New South Wales Government Offices, London, and is published as of probable interest to Australian readers.

"How costs have been reduced.

The outstanding feature in milk distribution in New York is the extent to which retail sales of milk are made through shops. In this respect New York differs not only from England, but also from most other American cities. The sale of milk through shops is a recent development, but in New York more milk is sold to customers who collect the milk themselves, than is sold by roundsmen.

This method of distribution enables considerable savings to be made. The cost of processing, handling, bottling, and delivering the milk to retail customers direct is in New York estimated to be about 1s.1<sup>2</sup>d per gallon for one delivery per day. Processing and distribution costs for milk delivered to shops for resale to their customers is only 5<sup>1</sup>/<sub>2</sub>d per gallon, giving a saving of 8d a gallon. Part of this saving goes to the shopkeeper as his profit for handling the milk. Nevertheless, retail prices of milk bought at the shop are approximately 5d a gallon less than milk delivered to the customer's door.

Producers' organisation.

The sale of milk to the public through shops requires considerable changes in methods and customs, both by the distributive trade and the public. In New York an important part of the organisation of the supply of milk to shops for re-sale is in the hands of a producers' organisation, known as the Dairymen's League Co-operative Association. This Association is a voluntary organisation of producers, who have combined together to strengthen their bargaining powers in selling to distributors, and to enable producers to find the most remunerative outlets for their milk.

The Dairymen's League has 33,000 farmer members and handles nearly 240,000,000 gallons of milk annually. This milk is sold not only in the City of New York, but also in the smaller towns and rural districts of New York State. The League sells milk to distributors serving New York City and the provincial towns in the same way as the Milk Marketing Board supplies the trade in England.

In addition, the Dairymen's League handles nearly 45 per cent. of the milk it buys through its own wholesale and retail

/distributing .....



distributing depots and creameries. It has 105 country collecting stations and operates a fleet of nearly 500 motor vehicles including 42 tankers.

In New York City the Dairymen's League has a large processing plant capable of handling over 60,000 imperial gallons of milk a day. All the milk is bottled and sold wholesale to shops and restaurants for re-sale to their customers, and the most up-to-date plant and machinery is employed. The efficiency and smartness with which this huge dairy is run is an eloquent tribute to the co-operative initiative of the New York dairy-farmers.

The other big dairy concerns also sell bottled milk to shops for re-sale in addition to their normal retail trade of house-to-house delivery. The Dairymen's League Co-operative Association is the only large concern which in New York City confines its activities to the distribution of milk by wholesale.

#### Preventing bottle losses.

New York has rapidly become accustomed to the changes in methods which the shop trade involves. All milk is sold in quart bottles, as only in this way is it possible to obtain the necessary economies in processing and handling. Customers collect their milk from the grocery shop to obtain the reduction in price.

There would be considerable bottle losses with this method of distribution unless steps were taken to prevent them. It is the practice to charge a refundable deposit of 3 cents (1½d) on each bottle. On this account, there has been a growing tendency to use paper cartons and already over a third of the milk sold through shops is in paper containers. This represents nearly 20 per cent. of all milk sold retail, including house-to-house deliveries."

-----0000-----

#### IMPORTATION OF RICE INTO GREAT BRITAIN.

The following cable, dated 22nd January, 1941, has been received from the Official Secretary in Charge, New South Wales Government Offices, London:-

"Ministry of Food becoming sole purchaser of imported rice from 1st February and no allocation of freight for shipments on private account will be made after that date. Import Licenses to be withdrawn from 1st April, and consignments then afloat to receive special consideration. Supplies will be purchased from established shippers through the London Rice Brokers' Association and will be allocated to the trade(s) through the same organisation. Understand existing trade channels will be used in purchasing and distributing supplies of New South Wales rice."

-----0000-----

RETAIL DISTRIBUTION CONFERENCE

The Government of New South Wales has decided to convene a Conference of representatives of producers, consumers, wholesalers, retailers and Government Departments concerned to consider problems connected with the retail distribution of Fruit, Vegetables, Meat and Fish in the Metropolitan Area of Sydney and other urban areas of the State. Planning of this Conference proceeds.

Circulars were despatched to 120 country municipalities and 139 country shires on 15th January, seeking information as to the numbers of (a) butchers', (b) fish and (c) fruit and vegetable shops in the various municipalities and shires. Already many municipalities and shires have replied. Such promptitude is commended by the Premier (Hon. Alex. Mair, M.L.A.) who wishes the Conference to concern itself with food distribution facilities in country urban areas no less than with those of the Metropolitan Area.

Other action taken includes the despatch of a circular to municipalities and shires in the Metropolitan Area seeking information as to the prevalence of street selling from barrow or stall sites. This action is in hand with regard to the City proper where street selling of fruit and vegetables has been a feature of the thoroughfares for 150 years. In crowded New York room is found for the barrowman. In many parts of London he stood as a perennial and well-liked figure, just off The Strand and Oxford Street, on the main thoroughfare of Tottenham Court Road, at street markets such as Shepherd's Market in the middle of Mayfair, and Hammersmith, and so on.

Still another circular seeks the co-operation of the fruit-grower in many parts of the State in the supply of up-to-the-minute information as to marketing costs on the orchard. The act of picking from the tree is the first step in the process of marketing fruit. Grading and packing the fruit on the orchard are other initial marketing costs. It will not lie within the scope of this Retail Conference to review marketing costs occurring before the retail stage, but it is very pertinent to a consideration of both the producers' and consumers' interest in the final stage of marketing to supply Conference with tabulations and graphs showing the average "spread" between the producer and consumer and the responsible factors.

Suburban retail markets are an interesting feature of the food distribution system of Melbourne. In such markets, meat, fish, poultry, groceries, small-goods, dairy produce, flowers and seedlings are sold as well as fruits and vegetables. It should be borne in mind that these are "retail" as distinct from "wholesale" markets. Sydney has large wholesale markets in Ultimo,

/supplied .....

supplied and controlled by the City Council and the Chief of the Division of Marketing, Department of Agriculture (Mr. Watson) has expressed the view that Sydney, at its present stage of development, has no need for additional wholesale markets. "Retail" markets are a very different proposition, serving another purpose, and it is the Government's wish that the forthcoming Conference should have before it the fullest information as to their operation and possibilities. In this connection, steps have been taken to secure particulars of the markets operating in urban centres throughout the State. Such experience as Sydney has had of "retail" markets suggests that the idea has never been promoted on a scale comparable with that featuring Melbourne's scheme of distribution. Conference will have the facts and will be invited to express its opinion. Conference will also be asked to consider whether greater use should be made of the City of Sydney Markets, or some section of them, for retail as distinct from wholesale markets.

The retail distribution of meat and fish will provide the Conference with as much work and as many problems as the retailing of fruits and vegetables. It is the wish of the Government that the advantage taken of this opportunity of shaping policies making for the ending of haphazard and costly systems of distribution shall be reflected in well-considered and constructive recommendations.

Preparatory work in the State Marketing Bureau is to be as complete as possible and it is intended that the Conference will be convened for a date early in March. Organisation of the Conference is in the hands of the Chief of the Division of Marketing, Department of Agriculture (Mr. A.A. Watson).

-----0000000-----

#### DROUGHT RELIEF - ASSISTANCE TO WHEATGROWERS.

The Commonwealth Government recently granted £1,000,000 for relief of wheat-growers in respect of the 1940/41 season, of which sum £320,000 was allocated to New South Wales. The New South Wales Government has decided to distribute this State's share on the basis of acreage sown for grain and in accordance with a sliding scale, whereby the maximum amount will be paid to the farmer whose crop failed absolutely and payments will gradually decrease until they cease in cases where the crops yielded six bushels per acre. The fund will be administered by the Rural Bank and legislation similar to the Wheat Stabilisation Act of 1938 will be introduced when Parliament meets.

Wheat-growers will be required to submit claims by 30th April, 1941. An immediate first payment of 4d per bushel will be made and the final payment will be made on completion of an analysis of returns.

-----0000000-----

LIVESTOCK SALES AT HOMEBUSH, SYDNEY.

MARKETS IRREGULAR; CLOSING RATES MOSTLY LOWER.

Continued light supplies of sheep and lambs.

Substantial falls of rain were received in many parts of New South Wales during January, 1941, and in quite a few localities serious floodings occurred, with resultant stock losses. In many instances graziers were unable to load sheep and lambs for the Homebush markets, so that receipts were considerably below those of the previous month, the figures being 189,685 and 240,100 head, respectively.

Quality lots increase.

The beneficial effect of the rains on pastures has been reflected in a general improvement in the condition of the stock submitted and many lines of very good sheep were on offer throughout the period. Also it was noticed that very few really plain lots were consigned to Homebush for disposal, the only lines of this description forward being aged, broken-mouthed wethers and ewes. Some pens of extra heavy crossbred wethers were included in the yardings, while nice quality merino sheep dressing between 50 lb. and 60 lb. of mutton were fairly well represented. Good light trade sheep were by no means numerous but medium to good lines were plentiful. The number of sheep actually yarded was 102,100 or some 30,000 below the December aggregate; although wethers were well supplied, ewes were, for the most part, only moderately represented and, on occasions, were scarce.

Irregular market for grown sheep.

There was a good deal of variation in the numbers penned from sale day to sale day, and this was to a large extent responsible for the irregular trend of the market during January. The following brief survey gives an indication of the manner in which prices rose and fell. At the opening auctions, values rose sharply by from 3/- to 5/- per head, while on the succeeding sale day rates dropped as much as 3/- per head. Later sales showed a further fall of from 1/6 to 2/- per head, so that by mid-January the market had practically lost the sharp initial rise. A slight improvement then occurred but was only temporary, and a downward trend was evident at the close of the month's operations.

Early in January carcase butchers paid up to 5d per lb. for best light wether mutton and up to 4½d per lb. for heavy, but by the end of the period similar mutton cost 3½d per lb. and 3d per lb., respectively.

Some actual realisations are quoted to illustrate these price fluctuations: At the first sale held in January 44 lb.

/wethers .....

wethers brought 19/11 each, equivalent to  $4\frac{5}{8}$ d per lb., while a line of heavy sheep, dressing approximately 54 lb., made 22/3 per head, costing 4d per lb. About the middle of the month a line of 46 lb. wethers of nice quality sold at 15/8 each or  $3\frac{1}{2}$ d per lb., and a draft of 64 lb. sheep realised 20/8 per head or 3d per lb. Later in the period, good trade wethers, weighing approximately 44 lb., were disposed of at 15/9 each, or  $3\frac{5}{8}$ d per lb. At the closing auctions a line of nice quality wethers of 45 lb. dressed weight made 16/6 per head, equivalent to  $3\frac{1}{2}$ d per lb. For the most part, rates for ewes showed as great a variation. At the early sales a pen of good trade ewes weighing 38 lb., sold at 14/- each and made 4d per lb., while at the close of the period a line of 42 lb. ewes was obtained for 13/5 per head or  $3\frac{1}{2}$ d per lb.

Quite a few of the best quality wethers realised 22/- per head, while some outstanding lines exceeded this figure, but for the most part, the better classes sold at prices ranging from 15/- to 20/- each. Although the better grades brought as much as 19/-, generally good quality ewes were obtained at from 11/- to 16/- per head. Medium to plain sheep were disposed of at relatively lower prices, fair average wethers making from 10/- to 14/- and ewes from 8/- to 10/- each.

At the period of peak prices, quality light wethers cost 5d per lb. and ewes  $4\frac{1}{2}$ d per lb., with heavy sorts bringing  $4\frac{1}{2}$ d and  $3\frac{3}{4}$ d per lb., respectively. On a number of occasions heavy wethers made from  $3\frac{3}{4}$ d to  $4\frac{1}{2}$ d and light 4d to  $4\frac{5}{8}$ d, while heavy and light ewes realised  $3\frac{1}{2}$ d to  $3\frac{3}{4}$ d and  $3\frac{3}{4}$ d to 4d per lb., respectively. Mostly, however, values ranged from 3d to  $3\frac{3}{4}$ d per lb. for wethers and from  $2\frac{3}{4}$ d to  $3\frac{1}{2}$ d per lb. for ewes, according to weight.

#### Shortage of lambs.

There was a further shortage of lambs, no doubt owing to rain hampering trucking operations, as on many occasions the actual pennings were considerably below the numbers listed for sale. The total offered during January was only 87,585, representing a fairly substantial decline on the 107,300 submitted during December, an aggregate that had been regarded as small. There was a marked falling-off in the proportion of the plainer grades, but a medium to good trade descriptions were numerous. A moderate offering of good quality light lambs was also included but was insufficient to satisfy buyers' needs. A limited number of good heavy lambs was noticed, some pens being of very nice quality.

#### Good inquiry for quality lambs.

A very good demand for light lambs of good shape and finish prevailed throughout. In common with those for grown sheep, values rose sharply at the first auction held in January, the advance being from 2/- to 4/- per head. Towards the middle of the

/month .....

month, rates for lambs fell and the earlier rise was practically lost. From then to the end of the period, little appreciable change occurred in the prices for good light lambs, although at times odd lines sold at higher levels, but the plainer grades and some of the heavier types again were cheaper. The following sales will serve as a guide to the market variations:-

At the period of peak prices (the opening sale-day), a line of good trade suckers weighing approximately 32 lb. sold at 26/- per head, being worth  $8\frac{1}{2}$ d per lb., the highest price paid for this class of lamb since May, 1940. On the same day, a draft of heavier lambs, of very good quality and 36 lb. in weight, realised  $28\frac{5}{8}$  each, equivalent to  $8\frac{1}{4}$ d per lb. About mid-January, good trade suckers of 32 lb. weight cost  $6\frac{5}{8}$ d per lb., bringing 20/10 per head. Later in the period a draft of nice quality 30 lb. suckers sold at 20/2 each and made the equivalent of 7d per lb. At the closing auctions sales were not quite so good and a consignment of suckers weighing approximately 34 lb. was disposed of at 22/1 each or  $6\frac{1}{2}$ d per lb., while at 23/3 each 36 lb. lambs cost operators  $6\frac{1}{2}$ d per lb.

On occasions lambs of outstanding finish made the satisfactory price of 30/- each and several lots brought from 25/- to 28/- per head. Generally, however, sales were effected at from 19/- to 24/- each, according to weight and skin value, while the medium to plainer grades realised from 14/- to 18/- each, depending on weight and quality.

The cost of the carcass to the wholesale butcher was the highest recorded for some time, reaching  $8\frac{1}{2}$ d per lb., and on occasions rates ranged from  $7\frac{1}{2}$ d to 8d for light and  $6\frac{3}{4}$ d to  $7\frac{1}{2}$ d per lb. for heavy lambs. Fair average realisations, however, were from  $6\frac{1}{2}$ d to 7d per lb. for light lambs and suckers and from 6d to  $6\frac{1}{2}$ d per lb. for heavy.

Although closing rates could still be regarded as good, they were substantially below the extremes ruling early in January, the average fall being from 1d to  $1\frac{1}{2}$ d per lb. Nevertheless, despite the sharp rise and fall in values, on an average the cost of the carcass was higher than during the preceding month.

#### Reduced consignments of cattle.

Numbers of cattle forwarded during January, 1941, showed a falling-off, even after making allowance for the fact that there were only seven sale days compared with the usual eight. Supplies were most variable; heavy rains in country centres were responsible for some of the smaller consignments. The pennings aggregated 11,693 head, of which 1,308 were auctioned in the store section.

Except on one or two occasions, quality continued to be disappointing. Although substantial rains have been received over most of the pastoral country, and a good growth of grass and

/horbage ....

herbage has resulted, it is too soon to expect any appreciable improvement in the condition of the cattle consigned to Homobush.

Prime bullocks scarce.

Consignments of bullocks were variable, but for the most part they were small and comprised chiefly lightweights of fair to good trade standard. Prime animals usually were scarce and on some sale days it was difficult to obtain quality beasts of medium and heavy weight descriptions. January was a month of marked fluctuations in cattle values. Early in the period prices eclipsed the peak December levels, mainly on account of heavy rains interrupting the movement of both cattle and chilled beef to the Sydney market. On the second sale day, a typical disposal was that of a line of prime Hereford bullocks, estimated to weigh 720 lb., which sold at £20.16.0 per head, equivalent to 58/- per 100 lb. On this occasion quotations for good to prime quality bullocks generally were:- Heavy 50/- to 55/-, Medium and Light weight 54/- to 58/- per 100 lb. The market subsequently became much weaker and values fell sharply. It then remained steady until the third week, when prices showed a further severe drop, medium weight being quoted at from 42/- to 44/- and light bringing from 43/- to 46/- per 100 lb. Thus during the month realisations for bullocks fluctuated to the extent of more than £4 per head.

Fair trade steers well supplied.

Steers generally were well supplied but were of variable quality and the percentage of prime descriptions, although occasionally fairly satisfactory, was usually too small for buyers requirements. Good quality steers were in keen demand and early in the period prices reached the extreme level of 56/- to 61/- per 100 lb. When the market fell, rates dropped to 49/- to 54/- per 100 lb. In contrast to the values of bullocks, which declined further towards the end of January, prices of prime light beef recovered some of the earlier fall, and ranged to 57/- per 100 lb., but final quotations were 48/- to 55/-.

Yardings of cows decline.

Cows were fairly plentiful early in the month but subsequent yardings showed a progressive falling-off. A decline in the percentage of heavy descriptions and good quality sorts available also became apparent towards the close, when animals of satisfactory standard were difficult to secure. Quotations for good to prime cows during the period of peak prices early in January were:- Heavy 46/- to 50/- and Light 42/- to 52/- per 100 lb. In common with those for most other classes of beef, rates for cows subsequently dropped fairly considerably and closing values were 39/- to 42/- for heavy and 42/- to 45/- for light.

/Moderate ....

Moderate pennings of heifers.

The numbers of heifers forward each sale day varied somewhat, but, on the whole, pennings were moderate and comprised chiefly small descriptions of fair trade quality, with prime beasts available in odd lots only. Early values reached the very high figure of 58/- per 100 lb. for prime light heifers. Prices then fell to 50/-, but, unlike those for most other lines, they showed some recovery towards the close, and ranged from 46/- to 53/- per 100 lb., covering all grades of weight.

Vealers in steady demand.

Although usually vealers were fairly numerous, the proportion of good quality descriptions was small throughout. A steady demand prevailed and the price variations were less pronounced than those of other classes of cattle, rates being 64/- to 67/- per 100 lb. at opening and 58/- to 62/- later in the period.

Cattle values soar, then fall sharply.

The peak cattle values of December, 1940, were exceeded early in January, 1941, when rates generally were the highest recorded for many years. The circumstances, however, were abnormal and prices subsequently dropped considerably. Closing quotes were lower than might have been expected, considering the light yardings, but it was understood that arrivals in Sydney of chilled beef were fairly substantial, whilst uncertainty regarding the export position had an unsettling effect on the market.

Fewer pigs sold.

The numbers of pigs submitted at auction at Homebush during January, 1941, showed a small falling-off compared with those offered during the previous month, and aggregated 6,298 head, of which 1,806 arrived by rail. Consignments auctioned during the corresponding period of 1940 totalled 4,213 head. Sales by private treaty in the Metropolitan Area, viz., 3,971 head, were also less than those for December, 1940.

Good trade porkers well supplied.

Porkers were well supplied throughout the month and for the most part quality was very fair, good trade porkers being well in evidence, but the percentage of prime sorts was small. Although, on the whole, values fluctuated less than during December, average rates were a little lower. On the first sale day prime porkers dressing 60 lb. sold to 42/6 and those dressing 90 lb. realised to 57/6 per head. On the following sale day prices fell slightly but subsequently rose to 45/6 per head for light and 58/6 for heavy porkers.

/Lower ....



Lower values for baconers.

Moderate numbers of baconers were available each sale day, the pennings consisting mainly of good trade animals of light to medium weight. A weaker demand was in evidence for this class of pig, especially on the final sale day, and prices showed a progressive decline. Values of heavy baconers were affected most and pigs dressing 150 lb. sold to 88/6 early in the period but were worth only 78/6 per head or 6½d per lb. on the final sale day. Rates for prime light baconers ranged from 7½d to 8d per lb. It was considered that the uncertainty regarding export was largely responsible for the poorer request.

Limited offerings of heavy backfatters.

Backfatters were marketed in the usual proportions but lightweight sorts predominated and on occasions prime heavy pigs were difficult to secure. Quality of the pennings generally was variable and ranged from fair to fairly good. Values were best on the first sale day, when good to prime pigs dressing 200/350 lb. were quoted at 4½d to 5½d and those dressing 350 lb. and over brought 4½d to 5½d. Later prices showed a small but progressive decline until the final sale day when a slight recovery was apparent. Average rates were a little below those for December.

Pigs generally cheaper.

While values of pigs generally were lower than during the previous month, they could still be regarded as satisfactory, as realisations, other than those for backfatters, were better than those of the corresponding period of 1940, when supplies were lighter.

G.C. & J.W.

-----00000000-----

APPLE AND PEAR CROP PROSPECTS, TASMANIA.

A recent review issued by the Department of Agriculture, Tasmania, gives preliminary estimates of pome fruit production in that State for the 1941 season, based on returns indicating the general prospects at mid-December, 1940.

Apples: Ideal conditions were experienced during the blossoming period and most varieties showed good settings. Subsequently the weather favoured normal crop development, until the receipt of late frosts and unusually heavy hail storms in certain localities considerably altered prospects. The commercial apple crop is estimated to approximate 4,000,000 bushels, or 20% below the normal yield.

Pears: Trees generally showed good prospects until frost reduced the crop in a number of districts, with the result that the commercial crop is now estimated to approximate 270,000 bushels, which is below average.

-----00000000-----

SALES OF FRUIT AND VEGETABLES  
AT THE  
CITY MUNICIPAL MARKETS, SYDNEY.

Stone fruits plentiful.

Early in January, retailers experienced difficulty in obtaining dessert apples and consequently considerable trading in the plentiful supplies of stone fruits resulted. Towards the close, however, substantial quantities of apples and pears arrived to relieve the situation; brisk business followed, particularly in respect of Williams pears and good quality lines of coloured apples.

Steady demand for peaches.

Consignments of peaches from inland areas and from Victoria supplemented deliveries from coastal orchards. Supplies, noticeably of Elbertas, were fairly plentiful at all times and some very large fruit was available, packs of less than three dozen per half-case being obtainable. Demand generally was well maintained and rates were steady. Rather rapid breakdown consequent upon the wet conditions experienced during the latter stages of growth affected the disposal of nectarines but any choice lines of reasonable keeping quality realised high prices.

Smaller consignments of plums towards close of month.

Angelina plums were lightly stocked and any lots showing good size sold readily at up to 8/- per half-case. Fair quantities of the Narrabeen variety were on offer and large fruit met a ready inquiry. Towards the end of the month there was a marked falling-off in consignments, although a few Grand Dukes were making their appearance and Presidents were expected to follow.

The cherry season came to a close early in January, the supplies that were available coming from cool store. Apricots were lightly stocked and were mainly of medium quality.

Early dessert apples realise high prices.

The principal inquiry for dessert apples centred round Gravensteins and well-coloured choice lines brought up to 18/- per bushel early in the month. McIntosh Reds sold satisfactorily and high prices were also paid for this variety. With increasing supplies rates gradually declined and at closing it was difficult to obtain more than 12/- per bushel for either variety. In addition to the foregoing, Granny Smiths, Delicious, Jonathans and Cleopatras were forward; most of the Granny Smiths came from the Murrumbidgee Irrigation Area and sold as cookers. Large quantities of apples are expected to arrive on this market during February and following months, as seasonal conditions have favoured the

/growth ....

growth of the generally good crops throughout all States. So far no Tasmanian fruit has reached the Sydney market but Victorian lots, mostly Gravensteins, were available; this fruit, however, lacked colour and sold cheaply.

Increasing arrivals of pears cause values to fall.

Most of the Clapp's Favourite pears on offer were from Victoria and sold readily; the season for this variety has ended. Demand for Williams was brisk and early consignments realised high prices. However, heavy supplies from Victoria, together with increasing arrivals of local and some South Australian lots, caused a sharp drop in rates.

Large proportion of "eights" in banana receipts.

The bulk of the banana receipts comprised mostly "eights" and the market was thus heavily supplied with this class of fruit. Clearances were somewhat slow and vendors were obliged to reduce prices to levels little above those ruling for "sevens".

Generally there was a steady demand for the good supplies of passionfruit on offer and values showed only slight variation.

Heavy stocks of "local" rock-melons.

The market was over-supplied with rock-melons from within the County of Cumberland. The principal factor retarding disposals was the poor keeping quality of most lines, due to the heavy rains experienced late in the growing stages. Some Irrigation Area lots were on offer, but values of these were adversely affected by the large quantities of "locals" available at very cheap rates.

Seasonal conditions favour growth and development of vegetables.

The effect of the widespread rains late in 1940 and early in 1941 was reflected in the very heavy supplies of vegetables marketed during January. Seasonal conditions favoured the growth and development of such crops as peas, beans, marrows and cucumbers, and exceptionally heavy offerings, even reaching "glut" proportions at times, were available.

Stocks of peas exceed requirements of retail trade.

The principal sources of pea supplies were the Northern and Central Tablelands; consignments rarely fell below the 2,000 bags mark and on occasions exceeded 4,000 bags. The quality generally was medium to inferior, mainly owing to rain damage. Choice lots mostly met a ready request but other lines were in

/excess .....

excess of requirements of the retail trade, and considerable quantities were sold at low rates to canneries.

Medium to lower grade beans difficult to clear.

Large stocks of beans were available on most days. Consignments were received from the North Coast and Queensland, while the growers' section of the market was heavily supplied by lots from gardens within the Metropolitan Area and within reasonable distance of the city. There was practically no outlet for this vegetable other than to retail traders, although canneries purchased fairly extensively on one or two occasions. Both agents and grower-sellers found it very difficult to dispose of other than choice lines, and, although medium to lower grade lots were offered at very low rates, only rarely could clearances be effected.

Satisfactory returns for choice cabbages.

Cabbages were only in moderate supply but the market fluctuated to some extent, chiefly due to the abundance of peas and beans, which affected demand and values. Nevertheless, choice heads mostly realised prices which should afford satisfactory returns to growers.

Local packs of tomatoes sell readily.

There was a steady demand for tomatoes, local packs of choice quality finding ready sale at fairly high rates; in fact, throughout the month price levels for best packs could be considered very satisfactory.

Consignments from Queensland commenced to arrive about the middle of January. The first supply sold quickly at up to 7/- per half-case, but subsequent lots were difficult to clear, the fruit carrying excessive moisture following the heavy rains received in the growing areas and rates fell sharply.

Considerable quantities of Victorian-grown tomatoes were available. The general quality was only medium, while many lots could be classed as inferior. Apart from realisations for a few coloured lines, values were low. Some Dinboola supplies were of a better class and brought satisfactory prices.

Marrows and cucumbers cheap.

Offerings of marrows and cucumbers were particularly heavy, and both these vegetables sold cheaply, while at times vendors were unable to clear stocks. The position was expected to improve during February, when the main cropping period ended.

Bunched vegetables (other than beetroot, which realised high rates at times) were sufficient for trade requirements and little fluctuation in prices was apparent.

R.M.

ALEXANDRIA RAILWAY GOODS YARD

AND

SUSSEX STREET SALES.

Heavy shipments of Tasmanian potatoes.

Supplies of potatoes received in Sydney during January, 1941, were heavy, especially during the final week when over 23,000 bags came to hand from Tasmania. During this week demand eased and agents experienced difficulty in disposing of stocks, even at reduced prices.

Receivals of potatoes in Sussex Street during the month comprised the following:- Tasmania 60,639 bags, Western Australia 8,000 and Victoria 1,500 bags. For the first three weeks the market was very firm and first grade lines sold at the following rates:- Tasmanian - New Brownells and Bismarcks £16.0.0 to £16.5.0, Old Brownells £15.0.0 to £15.5.0, and Whiteskins £13.10.0 to £13.15.0; Western Australian - Delawares £16.0.0 to £16.5.0 per ton.

Local potatoes in short supply.

Only 2,532 bags of potatoes were consigned from New South Wales districts during January, the main sources of supply being Dorrigo (1,169 bags) and Raleigh (905 bags). Inquiry at Alexandria Railway Goods Yard was very similar to that ruling in Sussex Street, the market being firm for three weeks but weaker during the final period. Realisations ranged as follow:- New Grade £7.0.0 to £16.5.0, No. 2 £5.0.0 to £16.0.0, No. 3 £13.15.0, Seed £8.10.0 to £11.10.0 per ton, No. 2 Grade 6/6 to 16/3, No. 3 4/6 to 13/3, Chat 3/- to 19/-, Stock Food 3/3 to 9/6 per bag.

Quotations for the 80 bags of potatoes received by rail from South Australia were not released.

Onion prices drop.

Shipments of onions to Sussex Street during January totalled 2,388 bags and 67 tons, all from Victoria. During the earlier half of the month a keen request prevailed, especially for Brown Globe lines, which brought from £28 to £30 per ton. Subsequently, however, inquiry eased and lower prices were accepted. For the month, the ranges of quotations were:- Brown Globes - Table £22 to £30, Pickling £16; White - Table (good quality) £17.0.0 to £28.0.0, (poor) £9.0.0 to £10.0.0 per ton.

At the Alexandria Railway Goods Yard, supplies were heavy and consisted of the following:- Victoria 2,719, South Australia 1,335 and local 1,194 bags. Brown onions met a good demand in the early part of the month but later sold slowly.

/White ....

White lots from South Australia generally were of good quality and were in request, particularly towards the end of January, when white onions were scarce. Realisations were as follow:- Victorian, Brown Globes - Table £21.0.0 to £30.0.0, Pickling £16.0.0 to £20.0.0; White - Table £22.10.0; South Australian - White - Table £18.0.0 to £30.0.0, Pickling £19.5.0 to £20.5.0; Local - Brown - Table £17.15.0 to £27.0.0, Pickling £16.5.0 to £19.5.0, White - Table £18.0.0, (poor quality) £4.0.0 to £6.0.0, Pickling £20.0.0 per ton.

Lower rates for pumpkins.

As larger quantities were submitted during January than during the previous month, values of pumpkins were lower. Arrivals at Alexandria comprised 26 trucks from Queensland and 18 from New South Wales centres. Choice Queensland pumpkins sold at prices ranging from £11.0.0 at the beginning of the month to £4.10.0 and £5.0.0 per ton at the close. Portion of the local offering cleared by auction at £5.0.0 to £6.10.0, whilst disposals by private treaty were recorded at £5.0.0 to £11.0.0 per ton.

Two shipments of pumpkins from Queensland were received in Sussex Street; one of 500 bags arrived at the beginning of the month and brought £12.0.0, while the other of 800 bags came to hand on 15th January and realised £6.0.0 per ton. Consignments from ports on the North Coast of New South Wales totalled 700 bags and deliveries were taken at £4.0.0 to £7.0.0 per ton.

Other vegetables sell well.

Arrivals of swedes from Tasmania amounted to 2,530 bags. For the most part, the quality of the offerings was good and early clearances were effected each week. The rates fixed ranged from £5.0.0 to £7.0.0 per ton. Local swedes to hand at Alexandria totalled 71 bags, but no sales were reported. The 29 bags of carrots cleared readily at £8.0.0 to £10.0.0 per ton.

Supplies of Tasmanian dry peas were very limited and early in the month quotations for undergrade Blue lots ranged from 21/6 to 22/6 per bushel; when available stocks were exhausted, new season's Blue peas, which should be coming forward in February, were quoted nominally at 21/- per bushel. Grey lots met a firm demand at 9/6 to 10/-.

Chaff market easier.

Only moderate quantities of chaff were received at Alexandria during January, the offerings aggregating 160 trucks of oaten, 47 of wheaten and 71 of lucerne chaff. Although the market for oaten chaff generally was only fair, any choice lots sold well; realisations by auction ranged from £4.0.0 to £7.1.8, whilst £4.0.0 to £8.10.0 per ton was obtained by private treaty. Demand for

/wheaten ....

wheaten chaff was good at the beginning of the month, but later even choice, green lots were difficult to sell at drastically reduced prices. From £3.6.8 to £6.0.0 per ton was recorded at auction and from £4.5.0 to £7.0.0 was secured by private treaty. Early in the month, as high as £7.10.0 per ton was obtained for prime, green lucerne chaff but at the close only £6.10.0 was offered for similar type chaff. Lower grade lots sold at from £3.11.8 per ton.

Hunter River lucerne hay lightly stocked.

Receivals of lucerne hay at Alexandria comprised only 21 trucks from the Maitland (Hunter River) district and 101 from other centres. Quotations for the Maitland stocks ranged from £3.5.0 to £6.5.0 per ton. A fair proportion of the offering from other centres was disposed of by auction, and realisations were as follow:- Derrick-pressed £2.0.0, other bales £3.0.0 to £5.10.0 per ton. Private treaty sales were reported at from £3.15.0 for inferior to £7.0.0 per ton for prime, green hay. No price was disclosed for the 48 bales of lucerne hay shipped to Sussex Street from the Hunter River district.

Only portion of the 49 trucks of oaten hay to hand was available for sale, the balance being consigned direct to a private firm. Disposals of medium and inferior quality lots were effected at £3.0.0 to £4.10.0, whilst prime lines brought from £8.0.0 to £8.10.0 per ton.

The six trucks of wheaten hay at rail sold at the following rates:- By auction - £2.8.4 to £3.15.0; By private treaty £5.10.0 per ton.

Straw in good request.

Tasmanian straw shipped to Sussex Street during January totalled 2,884 bales which, for the most part, met a good demand at £5.10.0 to £6.0.0 per ton. Large supplies of straw were received at Alexandria also and these comprised 27 trucks from Victoria and 62 from districts within New South Wales. From £4.0.0 for medium to £6.0.0 per ton for choice lots was obtained for the Victorian offering, whilst realisations for the local stocks were:- By auction - Inferior £3.0.0; By private treaty - Stained £2.15.0, Choice £5.10.0 per ton.

Most of the 50 trucks of wheat forwarded to Alexandria was cleared by auction at from 3/10 to 4/3 per bushel; wheat sold privately in small lots from the platform brought 4/5 and 4/6.

Maize market firm.

The heavy receivals of yellow maize consisted of 515 bags of Queensland and 2,576 bags of local at Alexandria Railway Goods Yard, and 114 bags of North Coast (N.S.W.) at Sussex Street. At Alexandria the Queensland offering sold at 6/1 to 7/- per bushel, whilst local yellow maize realised as follow:- By auction 6/- to 6/9, special 7/2½; By private treaty 6/9 to 7/- per bushel. E.J.

WHOLESALE PRICES OF VARIOUS COMMODITIES  
IN SYDNEY (N.S.W.) DURING JANUARY, 1941,  
AND CORRESPONDING FIGURES AT 31st AUGUST, 1939.

The following table gives particulars of the range of prices in Sydney as collected and recorded by the State Marketing Bureau in respect of various commodities for the periods indicated:-

Commodity	January, 1941		31st August, 1939.	
	From	To	From	To
Wheat - Home consumption:				
Bulk - per bushel	3/11 <sup>3</sup> / <sub>4</sub> d	) unchanged.	2/4	
Bagged " " "	4/0 <sup>3</sup> / <sub>4</sub> d		2/5	
Flour - per ton	£10.4.2		£6.12.3	
	(plus £2.8.10		(plus £6.2.9	
	tax)		tax).	
Bran - per ton	£6.0.0	) unchanged	£4.5.0	
Pollard " " "	£6.0.0		£4.5.0	
Eggs (hen) per dozen	1/3	1/6	1/-	
Butter:				
Choice - per cwt.	161/2	) unchanged	161/2	
First Quality " " "	156/6		156/6	
Second " " "	151/10		151/10	
Cheese:				
Loaf per lb.	11d	) unchanged	11d	
Large " " "	10 <sup>1</sup> / <sub>2</sub> d		10 <sup>1</sup> / <sub>2</sub> d	
Special brands per lb.	11 <sup>1</sup> / <sub>2</sub> d	1/2	1/2	
Pigs (Abattoir Sales):				
Good to prime -	January, 1941		29th August, 1939	
per head:	From	To	From	To
Porkers - extra light	25/6	40/6	31/6	40/6
" - light	35/6	45/6	39/6	44/6
" - medium weight	40/6	53/6	43/6	51/6
" - heavy	49/6	58/6	50/6	54/6
Baconers	61/6	88/6	60/6	75/6
Backfatters	£3.15.0	£9.0.0	£4.5.0	£8.10.0

Note: The pig sales nearest to 31st August, 1939, were those held on 29th August, 1939.



RETURN OF FRUIT AND VEGETABLES IMPORTED INTO NEW SOUTH WALES  
BY LAND AND SEA - DECEMBER, 1940.

FRUIT

STATE	Pineapples tropical cases	Bananas tropical cases	Other Fruit cases	Tomatoes half-bushel cases	Melons crates	TOTALS packages
Queensland	28,479	10,133 <sup>x</sup>	24,555 <sup>z</sup>	1,959	2,414 <sup>h</sup>	67,540
Victoria	8	217	19,811	4,843	1	24,880
Tasmania	-	-	12,203	-	-	12,203
Sth. Aust.	-	-	5,214	6	-	5,220
West Aust.	-	-	-	-	-	-
<b>TOTALS</b>	<b>28,487</b>	<b>10,350</b>	<b>61,783</b>	<b>6,808</b>	<b>2,415</b>	<b>109,843</b>

Also:- x 1 bunch Bananas. z 100 bags Passions. h 16 tons Melons.

VEGETABLES.

STATE	Potatoes	Onions		Swedes	Pumpkins	Cucs. & Chillies	Other Vegs.	TOTALS	
	bags	bags	tons	bags	bags	cases	pkges.	pkges.	tons
Queensland	256	118	-	-	14,142	494	1,765	16,775	-
Victoria	34,325	17,411	-	-	-	-	1,302	53,038	-
Tasmania	18,882	-	-	1,250	-	-	121	20,253	-
Sth. Aust.	778	2,334	15½	-	-	-	2,567	5,679	15½
West Aust.	54,386	-	-	-	-	-	-	54,386	-
<b>TOTALS</b>	<b>108,627</b>	<b>19,863</b>	<b>15½</b>	<b>1,250</b>	<b>14,142</b>	<b>494</b>	<b>5,755</b>	<b>150,131</b>	<b>15½</b>

F. 41.1

RAIL DISTANCES :-		
SOUTH GRAFTON TO SYDNEY,	432	MLS.
WYONG	63	"
TAREE	235	"

# FISH

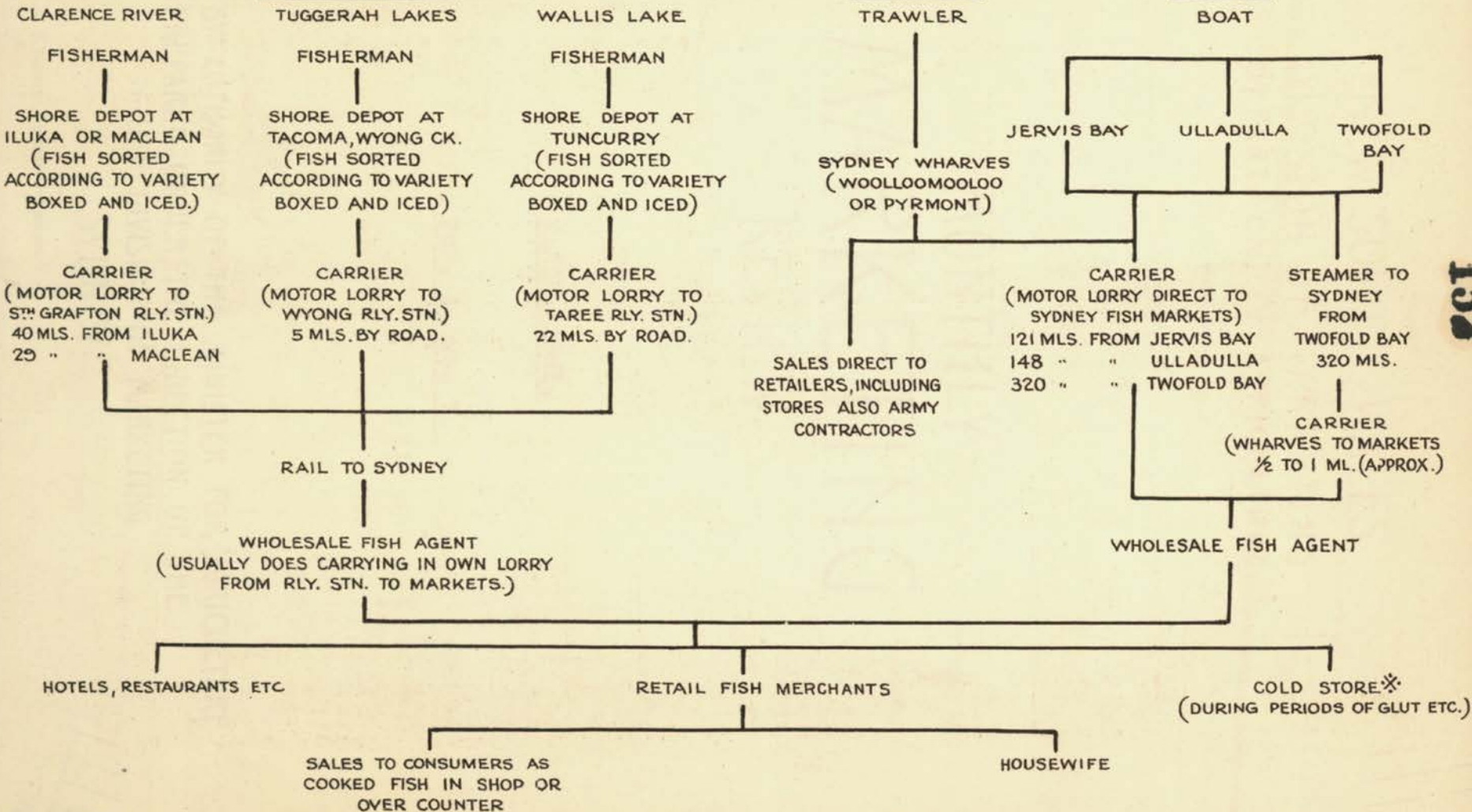
FROM SOME TYPICAL FISHING GROUNDS

## MAIN CHANNELS OF DISTRIBUTION

### ESTUARINE

### TRAWLED

### SEINE



Compiled, D.R.  
Drawn, E.H.S. 20.1.41

NOTE:- GUTTING, CLEANING ETC OF FISH USUALLY TAKES PLACE AFTER PURCHASE BY RETAILER WHO ARRANGES FOR WORK TO BE DONE IN FISH MARKETS AT CONTRACT RATES.

\*AFTER REMOVAL FROM COLD STORE, FISH REACHES CONSUMERS THROUGH CHANNELS SHOWN ABOVE.

A. A. WATSON  
CHIEF OF DIVISION OF MARKETING.