

5. Is there a Good Market for Apples?

The extent of the market for apples is simply beyond computation. At present South America is the principal outlet. One firm in Buenos Ayres has placed with a Nelson firm an order for 35,000 cases of Moutere apples every year. Mr. T. Horton, when in South America recently, secured an order for 200,000 cases annually. These are only two samples of individual orders.

The opening of the Panama Canal will give quick direct transit to the immense population of the eastern states of U.S.A., while Western America, the enormous population of London and other big cities, and the teeming millions in England, Germany and other countries, offer huge markets. It should be remembered that the fruit season in the Northern Hemisphere is the opposite to that in New Zealand. **Hundreds of millions of people want fruit just when we have it to sell, and they have none—our summer is their winter. This is a market we can never overtake, for their peoples are increasing faster than our orchards.** Although the population in Europe and America is continually increasing, the growth of natural produce is decreasing. This fact is one that is frequently noted by expert economists and must be apparent to all readers.

The proper exploitation of the New Zealand market will mean a great increase in the consumption of apples. Every home could use apples for dessert and cooking purposes every day in the year, but in not one home in a hundred do these conditions prevail to-day.

Mr. Kirk, F.L.S., Director of the Government Orchard Division, has supplied official figures showing imports of apples into New Zealand for the year ending December 31st, 1912, to be as follows:—

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| From Canada | ... | 13,314 cases |
| „ California | ... | 25,340 „ |
| „ Tasmania | ... | 9,057 „ |
| „ Victoria | ... | 52 „ |
| TOTAL | | ... |
| | | 47,763 cases |