

retailers. For the most part the public in this country does not demand quality, cleanliness and standard containers. In the larger cities it runs up extensive bills, thus adding greatly to the overhead charges of retail dealers. A certain proportion of these bills are never paid and many are allowed to run indefinitely; the value of these bad and doubtful debts must be included in the retailers' margin of expenses. Delivery expenses of stores are high and this problem is not helped at all by householders who telephone or call at a store and ask for delivery of goods with a value of only a shilling or two.

From the above outline of the existing defects or weaknesses in the marketing system it is certainly clear that there can be no single remedy that will noticeably reduce the spread between the producer and the consumer. When the necessary functions of middlemen are performed efficiently there can be no complaint. When the defects exist, as they usually do, when there is unwarranted duplication of functions and when excessive profits are taken, both producers and consumers have every right to object.

FRUIT EXPORT FROM THE UNION.

The problem confronting the farmer is twofold; we have roughly considered the physical side of marketing, the general efficiency and functions of the wholesale trade, but that is by no means the entire question. The fruit industry of the Union is a comparatively new industry and is one that is increasing enormously, as can be seen from the following figures:

Export for	1910	1921	1924
	boxes	boxes	boxes
Apples	90	503	2,194
Pears	98,704	263,693	461,482
Peaches	23,646	88,283	93,374
Plums	25,025	51,056	115,162
Apricots	3,383	3,212	7,507
Oranges	10,387	229,161	444,806
Lemons	—	—	11
Grapefruit	—	2,820	19,389

FRUIT TREES IN UNION—FARMS ONLY—AUGUST 31, 1925.

The problem before the fruit growers is whether or not the markets will take the great increase in the output of the various fruits that is coming in the next few years, and especially is this true with oranges, the production of which is growing by leaps and bounds.

Fruit	Bearing	Non-bearing
Apple	1,547,580	1,158,990
Pear	551,050	522,060
Apricot	1,145,280	1,024,060
Peach	4,613,970	1,532,730
Plum	543,650	431,880
Prune	506,330	257,920
Nectarine... ..	55,350	22,510
Fig	529,840	172,230
Orange, budded	961,150	1,510,370
Orange, seedling	375,950	112,320
Naartjes, budded	110,940	341,740
Naartjes, seedling	124,530	50,970

Briefly stated, it can be said that the farmer is in a very weak position under normal conditions and that the position of the South African fruit-farmer is still further weakened by the greatly increasing production of fruits and by the fact that his markets are 6000 miles away.

DISSATISFACTION WITH MARKETING SYSTEM.

Various other sections of the world have been confronted with complete dissatisfaction with the marketing system and with production increasing far beyond the requirements of the markets. When problems arise that affect all producers alike it is beyond the power of any individual to bring about any far-reaching remedy. But where any single individual is helpless, the combined efforts of a group of individuals can bring about the desired results. It is through organization, and only through organization, that the farmer can hope to meet his present problems and by doing so take his rightful place in the economic life of the world.

When a given product is produced on a small scale, or when the demand