

III.—INDIVIDUAL TYPES.

Farm Butter.

The annual production of butter in the United Kingdom was estimated in 1925 to be about 850 thousand cwts. This butter is retailed mostly in the country districts where it is produced, and comparatively small quantities appear to reach the larger population centres. During the enquiry, 78 shops or about 3 per cent. of the total number visited were stocking farm butter, and in every case the weekly sales were stated to be small. In the Manchester area, no farm butter was found.

Of the shops stocking farm butter, nearly three-quarters were Independents and most of the others were small dairies. None of the Non-Local Multiples was stocking this type of butter.

Australian Butter.

In 1929, the import of Australian butter was about 12 per cent. of the total imports of butter for the whole year, and about 9 per cent. of the total imports for the six months April-September.

The following tables show the distribution of the shops stocking Australian butter in the First and Second Surveys.

TABLE 10.—*Percentage of Independent and Multiple Shops in each Area stocking Australian Butter.*
(First Survey, April-June.)

	London.	Bristol and South Wales.	Birmingham.	Liverpool.	Manchester.	Yorkshire.	Scotland.	All Areas.
Independent	25	6	27	3	1	—	—	8
Multiple	10	9	31	9	14	4	—	11
All Shops ..	16	8	29	7	8	2	—	10