

TABLE 11.—*Percentage of Independent and Multiple Shops in each Area stocking Australian Butter.*
(*Second Survey, July-September.*)

	London.	Bristol and South Wales.	Birmingham.	Liverpool.	Manchester.	Yorkshire.	Scotland.	All Areas.
Independent	12	2	6	1	1	—	—	3
Multiple	3	2	2	2	5	2	—	3
All Shops ..	7	2	4	1	3	1	—	3

Australian butter was most frequently found in branches of non-local multiple firms and in co-operative stores.

During the First Survey, it was stocked by 10 per cent. of the shops visited ; in the Second Survey this number had dropped to 3 per cent. The drop was most marked in Birmingham. In most cases it was replaced by Irish, but some retailers in the North changed to one of the minor European butters.

It will be seen from Tables 10 and 11 that Australian butter is considerably more popular in the Southern Areas than in the North. The largest percentage during the First Survey was in Birmingham, but the great majority of the shops there were selling only small quantities with a European butter as the chief line. In London, Australian butter was found in 16 per cent. of the shops, and in about half of these it was the main butter stocked. The Bristol and South Wales area was not surveyed until June when the Australian season was nearly over and thus the percentage recorded for that area is probably unduly low. The shops which were stocking Australian butter in the North generally sold it as a second line.

New Zealand Butter.

In 1929, the import of New Zealand butter was about 20 per cent. of the total imports of butter for the whole year, and about 13 per cent. of the total imports for the six months April-September.