

that most of the shops which stock Irish in the summer only are in the habit of changing to another Empire butter, either New Zealand or Australian, during the winter months.

In both Surveys the tendency to localisation on the west coast was very marked. The contrast between Edinburgh and Glasgow, for instance, is striking; in Edinburgh 3 per cent. and in Glasgow 28 per cent. of the shops visited were stocking Irish in the Second Survey. A somewhat similar contrast was observed as between Liverpool and Manchester. The Irish position was strongest in Cardiff, Newport and Swansea, where half the shops were selling no other butter, and of the remainder nearly half were selling more Irish than any other type.

Foreign Butters.

The most important of the foreign butters on the United Kingdom market is Danish. In 1929, the import of butter from Denmark was nearly 60 per cent. of the imports from foreign countries, and about one-third of the total butter imports.

The following table shows the distribution of the shops stocking Danish butter in the First Survey. Supplies of Danish butter show very little seasonal variation, and as the position in the Second Survey was almost unchanged, it is not recorded here.

TABLE 16.—*Percentage of Independent and Multiple Shops in each Area stocking Danish Butter.*
(*First Survey, April-June.*)

	London.	Bristol and South Wales.	Birmingham.	Liverpool.	Manchester.	Yorkshire.	Scotland.	All Areas.
Independent	2	3	80	69	79	88	83	56
Multiple	20	24	85	58	88	70	78	60
All Shops ..	12	14	83	63	84	80	80	58