

Comparing the results of the two Surveys, the number of shops stocking Irish butter had almost doubled at the second period, the number stocking New Zealand had dropped to four-fifths of the previous total, and the number stocking Australian to one-third. The resultant drop in the total numbers stocking New Zealand and Australian butters was somewhat greater than the increase in the numbers stocking Irish. The figures for farm butter and for bulk-blended and packeted butters were almost unchanged. Of the areas, Liverpool showed the greatest change and Yorkshire the least.

4. Butter is imported into the United Kingdom through three main channels: Australian and New Zealand butters chiefly through London; Irish butter through the ports on the West coast; and European butters, mostly from Denmark, through the ports on the East coast.

The main markets for each type of butter tend to be grouped round the ports of entry.

New Zealand butter was most frequently stocked in the South and, in the earlier months of the year, in Liverpool. In Yorkshire and Scotland it was moderately frequent in Non-Local Multiples, but rare in other shops. Australian butter was most popular in London and Birmingham. Like New Zealand butter, it was rarely stocked in the North and East.

Irish butter, which was not available in quantity till June, found its main market in the West, though it was stocked by a fair number of shops in London. In South Wales, in the area served by Fishguard, it was by far the predominant type of butter in its season; in Liverpool it held a position comparable with Danish, and in Glasgow it was second to Danish. Many of the retailers who stocked Irish butter stated that they change over to New Zealand or Australian in the winter months.

Danish butter was the staple type in the North and East. In Liverpool and Birmingham it was about equal in popularity to Empire butters; in London, Bristol and South Wales it was much less commonly found.

Home Farm butter was mostly retailed in the country districts, and was seldom brought into the population centres in which the enquiry was conducted.