

APPENDIX.

NORTHERN IRELAND.*

1. Upon the occasion of the last Census of Production, the estimated supply of butter available for consumption in Northern Ireland was approximately 252,000 cwt., made up as follows:—

	56,000 cwt. made in creameries.
	124,000 „ made on farms.
	72,000 „ being excess of imports over exports.
Total ..	252,000 „

About 71 per cent. of the total butter supply was produced in Northern Ireland and 29 per cent. imported. The production of butter is, however, largely confined to the summer months and during this period there is a considerable surplus of butter available for export. During the winter months, on the other hand, Northern Ireland is largely dependent upon imported supplies. Accordingly, it was considered advisable in the case of the Retail Butter Survey of Belfast to adopt different periods from those adopted in Great Britain. The First Survey was conducted from June 12th to July 11th, 1929, when the Northern Ireland production was at its maximum; and the second from January 17th to February 21st, when Belfast was largely dependent upon imported supplies. In other respects the Survey in Belfast was conducted on parallel lines to that in Great Britain. Some of the results are summarised briefly in the following paragraphs.

2. It is estimated that there are probably over 500 shops engaged in selling butter in Belfast. Two hundred and twelve firms, representing 249 shops, were visited. The classification of shops according to organisation showed that 78 per cent. were independent, 18 per cent. local multiple, 2 per cent. non-local multiple and 2 per cent. dairies. As regards class of trade, about 10 per cent. of the shops may be classified as "high", 40 per cent. as "middle", and 50 per cent. as "low".

TABLE 1.—Percentage of Shops stocking One, Two, Three or more Types of Butter.

	First Survey.	Second Survey.
One Type	35	39
Two Types	43	33
Three Types	19	21
More than Three Types	3	7

* Summary of some of the results of an Enquiry into the Retail Marketing of Butter in Belfast undertaken by the Ministry of Agriculture for Northern Ireland.