

CONTROL JUSTIFIED.

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DOMINION'S HONEY INDUSTRY

STRONG POSITION ON BRITISH MARKET.

BOARD MEMBER'S CONVICTION.

"I have not the slightest hesitation in saying that without the control and the present marketing system the bee-keeper in New Zealand would be in difficulties," said Mr. J. R. Butland, member of the New Zealand Honey Control Board, who returned to New Zealand this morning by the Niagara after conducting an investigation into the honey problem in England and the Continent on behalf of the Control Board.

"During the time I have been away," he added, "there has been comment on the honey control system. I had no part in the legislation, nor had I any say in the framing of the policy to be adopted in England, so that I am able to be perfectly unbiased in my judgment."

The growers in other countries, whose honey was imported haphazard into England, were compelled to take any price at all. New Zealand honey, on the other hand, was sold under a proprietary brand, its quality was consistent—which was more than could be said of the product of other countries—and the demand for it was all the time increasing. "We are in a stronger position as far as honey is concerned than any other country in the world," said Mr. Butland. "There are two countries making desperate efforts to follow our methods."

Other Markets Sought.

"In addition, the marketing of Imperial Bee honey has a wider advantage to New Zealand generally, quite apart from the mere fact that it is honey. A wide public is buying a product under a New Zealand label, and it is a great pity that more of our primary products

are not dealt with in the same way. I say that because English people generally have a great affection for New Zealand, which they call the 'best Dominion,' and our primary products will sell."

Mr. Butland thought it was well enough known that honey had been through difficult times. Two heavy surplus export seasons had come in succession and then the depression in England on top of all. In about twelve to eighteen months, after present stocks had been cleared, the industry would be in a much better position than it had ever been in the past, and better, too, than the honey industry in any other country.

Mr. Butland said he had spent two months on the Continent trying to find a market to which honey might be sent if there should come another heavy export season. "We should be able to find a market in bulk in Germany, Denmark, and Holland," Mr. Butland said. "In Denmark and Holland our product is particularly well known and the brand preferred to the type produced there."

Optimism In England.

Like others who have recently returned from England, Mr. Butland thinks that economically conditions are improving there. He said that the heads of three of the large foods distributing firms in England had told him that up to May and June their turnover for the year had been merely steady. After June it had begun to improve and had kept on steadily improving. "They take that to mean that the public is buying more food," Mr. Butland said, "and they think that it is a fairly good gauge of conditions in England. They were optimistic about things.

"Everywhere one hears of the confidence in the way the New Zealand Government has tackled pressing problems, and merchants, while they admit that the Ottawa tariffs will do their businesses no good, say they are willing to submit to them, because they know it will mean solidarity in the Empire."