

MARKETING OF HONEY

LOCAL CONTROL PLAN

CONFERENCE IN AUCKLAND

Proposals for a system of branding and price-control over honey sold within the Dominion were considered at a conference in Auckland yesterday between the Executive Commission of Agriculture and representatives of organisations in the industry. While honey for export is strictly graded and branded, there is no similar control over that sold on the local market, and brands and descriptions have no official authority behind them.

Sir Francis Fraser, vice-chairman of the commission, presided, with Mr. D. Jones. The bodies represented were the National Beekeepers' Association, the Dominion Beekeepers' Association, the New Zealand Honey Board, the Department of Agriculture and New Zealand Honey, Limited, a co-operative packing and marketing organisation.

The conference, which was held in private, made considerable progress, and will sit again to-day. Before a final decision is made, the commission will meet a group of South Island producers at Christchurch. If a scheme of control is agreed upon, legislation will be required to make it operative.

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