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DEPARTMENT OF AGRICULTURE,

OFFICE OF THE DAIRY COMMISSIONER.

## THE BRANDING OF DAIRY BUTTER

*The Dairy Industry Act, 1914*, is largely a revision of Part VIII of the Inspection and Sale Act, which Part it repeals.

The underlying principle of the law is protection to the consumer, the honest manufacturer and the honest trader. The whole object of the law is to prevent misrepresentation. No reasonable practice is interfered with.

A new subsection in the *Act* deals with the weight of butter as put up in prints or blocks. This subsection reads as follows:—

“No person shall sell, offer, or have in his possession for sale, any butter moulded or cut into prints, blocks, squares or pats, unless such prints, blocks, squares or pats are of the full net weight of one-quarter pound, one-half pound, one pound or two pounds at the time they are moulded or cut. Nothing in this paragraph shall be held to apply to butter in rolls or lumps of indiscriminate weight as sold by farmers.”

The Regulations made under the authority of the *Act* came into force on September 1st, and provide that when dairy butter is put up in blocks, squares or prints and wrapped in parchment paper the paper shall be printed or branded with the words “Dairy Butter,” in letters at least one-quarter inch square, in addition to any other wording that the buttermaker may desire to use. There is nothing in the *Act* or Regulations to prevent the use of the word “Separator” in addition to the words “Dairy Butter,” but no such grade of butter as “Separator” is recognized by the law. The Butter Act of 1903 defined only two grades, namely, “Dairy” and “Creamery.” The Dairy Industry Act of 1914 defines a third grade as “Whey” butter. Buttermakers may use any form of printing or branding, including the words “Dairy Butter,” which is not inconsistent with the definition of dairy butter. Butter in rolls, crocks or tubs is not required to be branded.

The definition of dairy butter is found in section 3 of the *Act* and is the same as it was in *The Butter Act* of 1903. It reads as follows:—

(d) “dairy” means a place where the milk or cream of less than fifty cows is manufactured into butter;

(e) “dairy butter” means butter which is manufactured in a dairy.

The exact wording of the sections of the Regulations that deal with this matter of the branding of dairy butter reads as follows:—

"No person shall cut or pack dairy butter into blocks, squares or prints and wrap such blocks, squares or prints in parchment paper unless the said parchment paper is printed or branded with the words "dairy butter."

"No person shall knowingly sell, offer, expose or have in his possession for sale:—

(e) Any dairy butter packed in boxes similar to those used for the packing of creamery butter unless such packages are branded "Dairy butter;"

(f) Any dairy butter packed, moulded or cut into blocks, squares or prints and wrapped in parchment paper unless such parchment paper is branded "Dairy butter;"

We would suggest the following forms as suitable for the printing of dairy butter wrappers:

CHOICE DAIRY BUTTER

Made By

Mrs. John Doe,                      or  
Rose Bank Farm, Doeville,  
Ontario.

CHOICE DAIRY BUTTER

Made from Separator Cream

By

Mrs. John Doe,  
Rose Bank Farm, Doeville,  
Ontario.


The full text of "The Dairy Industry Act, 1914," and the Regulations made thereunder are published as Bulletin No. 42, Dairy and Cold Storage Series, which may be obtained upon application to the undersigned or to the Publications Branch, Department of Agriculture, Ottawa.

J. A. RUDDICK,

*Dairy and Cold Storage Commissioner.*

OTTAWA, October 26th, 1914.





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