

## The Journal of the Sylvia Townsend Warner Society

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### 'The Milk Marketing Scheme'

Sylvia Townsend Warner\*

**How to cite:** Warner, S. T. "The Milk Marketing Scheme". *The Journal of the Sylvia Townsend Warner Society*, 2019, 18(2), pp. 82–84.  
DOI: <https://doi.org/10.14324/111.444.stw.2019.17>

Published: 12 April 2019

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This article has been peer reviewed through the journal's standard double blind peer-review, where both the reviewers and authors are anonymised during review.

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*Editor's note: This detailed and painstaking analysis of costs, prices and profits was 'supplied by S. T. Warner' as the second of the five appendices in Valentine Ackland's Country Conditions (Lawrence & Wishart, 1936).*

## Appendix II

### The Milk Marketing Scheme

The 'Third Contract' was the first in which the Milk Marketing Board and the purchasers' representatives were able to come to an agreement as regards prices; previously intervention by the Board of Agriculture had been needed.

*Prices fixed under the Third Contract* (October 1934 to September 1935). The Board sold to the retailer:

Dec., Jan., Feb.	...	...	1s. 5d. per gall.
Oct., Nov., Mar., April, Sept.	...	...	1s. 4d. per gall.
July, Aug.	...	...	1s. 1d. per gall.
May, June	...	...	1s. 1d. per gall.

From the money thus collected the Board paid the producers:

Oct.	...	...	1s. 0 <sup>3</sup> / <sub>4</sub> d. to 1s. 2 <sup>3</sup> / <sub>4</sub> d. per gall.
Nov.	...	...	1s. 1d. to 1s. 2 <sup>1</sup> / <sub>2</sub> d. per gall.
Dec.	...	...	1s. 2d. to 1s. 2 <sup>3</sup> / <sub>4</sub> d. per gall.

and the average prices for these three months for the eleven regions of the Milk Pool were: 12.04d., 13.80d., 14.34d. per gallon.

The Board of Agriculture's published figures do not extend beyond December 1934 for Milk Pool prices. Under the two previous contracts (October 1933 to September 1934), when prices to retailers had been slightly lower, the Regional Pool prices had varied between 1s. 3¼d. and 9¾d. per gallon.

Under the Third Contract the minimum prices to consumers were also fixed. They were fixed in four groups according to density of population:

Group		per gallon
1	Population of less than 10,000	... 1s. 6d. to 2s. 0d.
2	Population 10,000 to 25,000	... 2s. 0d. to 2s. 2d.
3	Population over 25,000, excluding South-Eastern Region	... 2s. 0d. to 2s. 4d.
4	South-Eastern Region	... 2s. 0d. to 2s. 4d.

But in Group 4 milk is 2s. 4d. per gallon for eight months of the year, whereas in Group 3 it is 2s. 4d. for six months only.

A comparison of the monthly prices paid by the retailers to the Board and the corresponding prices paid by the consumer to the retailer shows that, at a rate of one gallon per month, the consumer pays:

In Group 1	8s. 3d. more than the retailer pays the Board.
In Group 2	10s. 1d. more than the retailer pays the Board.
In Group 3	10s. 11d. more than the retailer pays the Board.
In Group 4	11s. 7d. more than the retailer pays the Board.

Under the Third Contract prices were also fixed for milk sold for manufacture. Among these prices are:

For Tinned Cream	... ..	5d. per gall.
For Milk Powder	... ..	4½d. per gall.
For Condensed Milk for export	... ..	4d. per gall.

A comparison of the prices paid by consumers (1s. 6d. to 2s. 4d. per gallon) and those paid by the manufacturers should prove clearly whose interests are best served by the Milk Marketing Scheme.

(Appendix II supplied by S. T. Warner)

