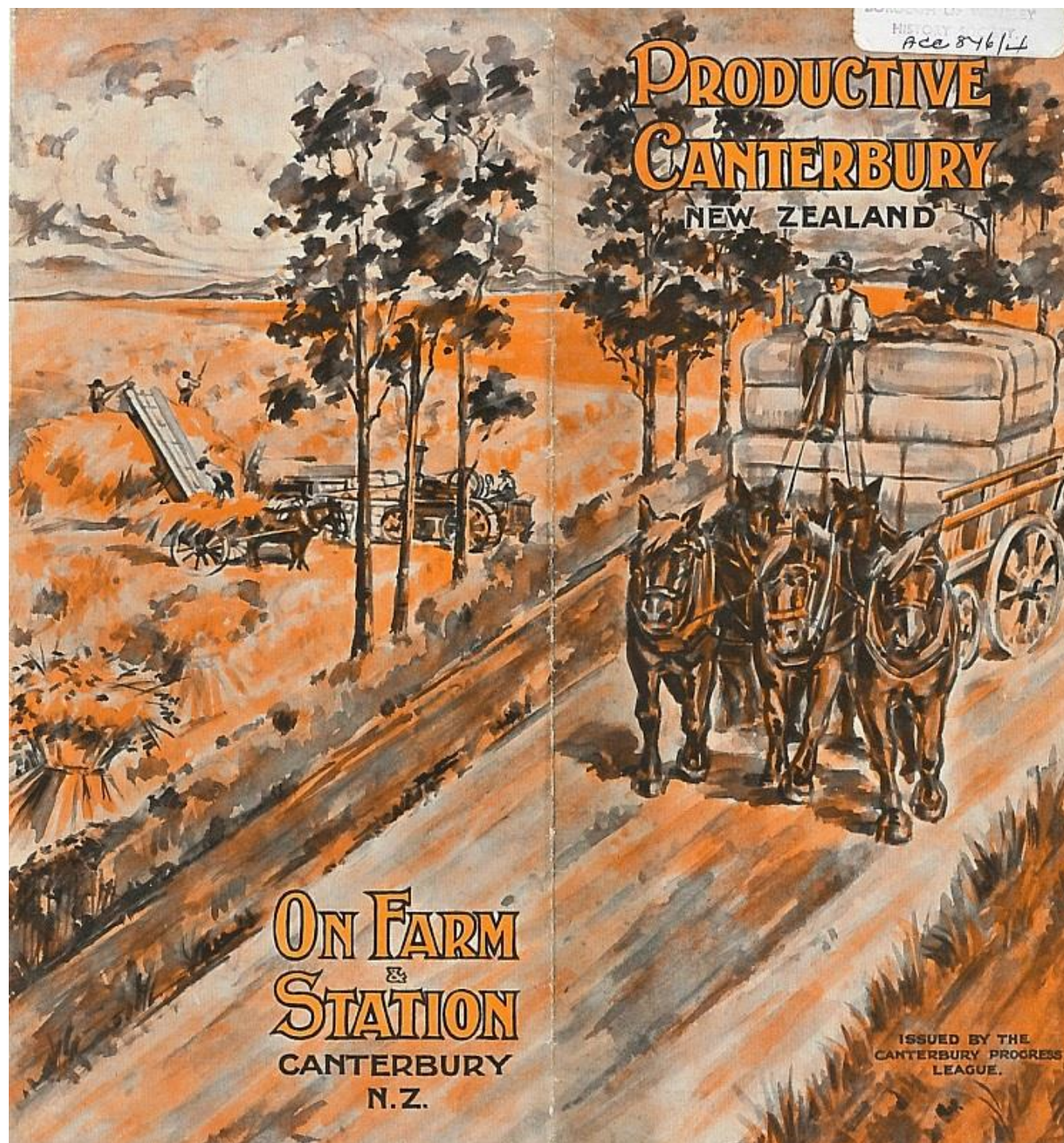


This document provides a scanned copy of the leaflet "**Productive Canterbury - New Zealand**", which was published by the Canterbury Progress League for the 1924 British Empire Exhibition. The leaflet set out to give people in Great Britain, who were visiting the New Zealand Pavilion at the Exhibition, an understanding of what the Province of Canterbury, and its agriculture, were like. Part of its aim was to encourage suitable farmers and farm workers to emigrate to this part of "the Dominion", and help boost its agricultural production further.

The British Empire Exhibition was held at Wembley, in North-West London, and brought together 56 countries and territories across the world, which 'owed allegiance to the British flag', to get to know each other better, and to improve trade between them. To celebrate the Exhibition's 40<sup>th</sup> anniversary, Wembley History Society set out to collect material from the Exhibition as a permanent record of the event. Hundreds of items were donated in 1964, and you can see the Society's stamp and accession number for this leaflet on its cover.

Wembley is now part of the London Borough of Brent. The collection was donated to Brent Archives in 2010, so that it could be preserved, catalogued and made more widely available. This leaflet has been catalogued by Brent Archives as part of the Wembley History Society Collection, with the reference number WHS / 0 / 1 / 12 / 42 (which you can see marked in pencil at the top of page 4).





## PRODUCTIVE CANTERBURY



A PASTORALIST'S HOMESTEAD.

### A FOREWORD



**H**IS BOOKLET is principally for the purpose of giving to our kinsfolk in the Old Land a long range introduction to the Province of Canterbury—"The Granary of New Zealand"—to its agricultural and pastoral resources, and to the scope that exists for the utilisation of labour to make its rich lands still more productive.

The Booklet will also serve a useful purpose in bringing before residents of other parts of the Dominion and sister colonies the wonderful potentialities of the province.

For Canterbury is a land that appeals to the man who wants to make his living from the farm—the home seeker, be he pastoralist, agriculturist or dairyman. No district of the same size in New Zealand—perhaps none in any country—is so singularly adapted to diversified farming as is Canterbury. There are no extremes of heat and cold, no droughts, and no winter-locked snow wastes.

A few of the assets of this favoured province may be briefly set forth:—

#### AREA.

Canterbury, which has more land in occupation than any other New Zealand province, has an area of 8,114,144 acres, that of the whole Dominion being 43,528,377 acres.

#### TOPOGRAPHY AND CLIMATE.

The province has a climate of exceptional mildness and salubrity.

A plain stretches for over 200 miles from North-east to South-west with a maximum width of 40 miles from the coast to the foot hills in the West. This plain comprises an area of 3,000,000 acres which can be devoted to practically any class of stock raising or cereal production.

The foot hills merge into the mountainous country culminating in the main range of the Southern Alps, which divides the province from Westland.

## NEW ZEALAND

The mountain range affords a protection from heavy moisture laden winds, and in consequence the rainfall on the Canterbury Plains, while regular and plentiful, is not so heavy as in other parts of the Dominion, the average being 26 inches.

Frosts are seasonable, and the rainfall evenly distributed. The climate generally combines degrees of warmth and humidity agreeable by day and comfortable by night. In its freedom from "extremes" the province is singularly favoured.

### THE RAILROAD FACILITIES.

No province in the Dominion can claim a more extensive railway network than Canterbury, many of the lines having been built by the pioneers in the first 30 or 40 years of settlement. Radiating from the metropolis of Christchurch, a city of 117,000 people, the main railroad and its dozen branches penetrate every portion of the province.

Throughout the districts tapped by this complete railway system are towns and villages where State schools are established, and where all the amenities of settlement are established. An excellent system of roads is provided, and there is no point in the province which is not within convenient distance of the principal towns either by rail or road. Canterbury has no "back blocks."

### WESTLAND.

In addition to the above railway system there has just been completed the East and West Coast railway, from Lyttelton (the port of Christchurch) to Hokitika, the capital of Westland Province. This connection has been made possible by the completion of the Otira Tunnel, 5½ miles, the longest in the British Empire.

This great engineering achievement has brought into direct touch with Canterbury a tract of land of huge undeveloped agricultural resources—Westland. Over £30,000,000 worth of gold and an equal value of coal have been produced in Westland besides great timber wealth, but so far its agricultural potentialities have scarcely been touched.

In the Westland province there is tremendous scope for land seekers with moderate capital, and the desire to make a home. Its liberal rainfall, heavy growth of grass and mild temperature make it eminently suitable for dairying. Here is an ideal location for settlement on the "community" system. Large blocks of heavily grassed flats, with timber at hand suitable for dwellings, metal for roads, and mountain streams for electric energy, provide the necessary conditions for successful community settlement. British capitalists might profitably look into this suggestion in relationship to the unemployment problem in England.

### PORT FACILITIES.

Lyttelton, the port of North and mid-Canterbury, is situated seven miles by rail from Christchurch. The railway track pierces the Port Hills, the tunnel being 1 5/8 miles in length.

## PRODUCTIVE CANTERBURY

Proposals have been made for the duplication of the tunnel track (the balance of the seven miles being already duplicated) in order to cope with the weight of traffic.

The wharves are connected with the main railway system. Extensive shed accommodation is provided, also ample cold storage. The Harbour is almost landlocked, and has a berthing depth of 32ft. of water, which efficiently accommodates the largest vessels trading in Southern waters.

Timaru—100 miles to the South—is the port of South Canterbury. The population of the town is 17,000. Timaru has facilities for berthing the largest cargo steamers visiting New Zealand, and serves a wide expanse of rich agricultural and pastoral country.

### A WONDERFUL RIVER SYSTEM.

The river system is unexcelled for purposes of utility. In the 200 mile long plain no fewer than nine snow rivers besides numerous streams issue from the mountains and discharge their waters directly into the ocean. This gives an average distance between the large rivers of about 20 miles.

In addition permanent water races for stock purposes intersect a considerable area of the province particularly in Ashburton County, the rich heart of agricultural Canterbury, famous for its wheat crops and its horses.

The value of the water-race system cannot be over-estimated from a stock raising point of view. No matter how dry or hot a season may be, there is always an abundance of water for stock. The extensive mountain range that bounds the province provides a watershed of millions of acres, the highest points perpetually snow clad, discharging water in an even flow throughout the year.

### CANTERBURY STOCK STATISTICS.

Sheep	..	..	..	4,651,658
Cattle	..	..	..	209,626
Draught Horses	..	..	..	40,377
Pigs	..	..	..	50,286



LUCERNE READY FOR STACKING



## NEW ZEALAND

## PRODUCTIVE CANTERBURY

## NEW ZEALAND



A FLEET OF REAPERS AND BINDERS IN ASHBURTON DISTRICT.

### THE GRANARY OF NEW ZEALAND.

Canterbury has earned the title of "the granary of the Dominion." In 1922 its wheat production was 7,474,246 bushels, that of the rest of the Dominion being 3,091,129 bushels. The acreage of the principal crops for Canterbury and the rest of the Dominion in 1922 were:—

	Canterbury	Rest of Dominion
	area acres	area acres
Wheat .. ..	260,000	92,918
Oats .. ..	71,534	99,121
Chaff .. ..	139,028	206,056
Peas and Beans ..	6,525	6,264
Linseed .. ..	5,763	117
Ryegrass .. ..	23,097	28,259
Cocksfoot .. ..	14,203	784
White Clover ..	2,137	890
Red Clover .. ..	4,473	2,437
Potatoes .. ..	9,219	10,199
Turnips .. ..	125,102	383,418
Mangels .. ..	3,087	6,913

### THE SHEEP INDUSTRY.

All parts of the eight million acres of the Canterbury Province are suitable for wool or mutton production.

The bulk of the fine wool of the Dominion is grown on its high lands. This class of wool was in demand during the worst

period of the world slump. The increasing scarcity of fine wool and the limitation of the countries suitable for its production ensure permanently remunerative values.

In North Canterbury sheep are the main staple of production. A dry climate and the clean pasture that grows on the limestone downs provide ideal conditions for flocks. Natural increases are practically unaffected by the mild irregularities of the climate, and there is general immunity from the foot troubles incidental to moister regions.

### THE MERINO.

On the hills the Merino has been established since the first days of settlement. The breed was, in fact, the original sheep of the province, and the Merino ewe furnished the foundation of the crossbred stock which has made "Prime Canterbury" lamb so famous in the British market.

### THE HALFBRED.

The predominating type in the province is the halfbred, a cross between the Merino and a long-woolled breed. It is a sheep of great utility, producing a fleece of high-grade wool, of a 50-56 count—and an average weight of 7lbs to 9lbs. Wool of this grade has sold at from 24d to 30d during this season. There are 1,300,000 halfbreds in the Dominion, of which the Canterbury province carries approximately 700,000.

The halfbred ewe is used for mating with the long-woolled ram for the production of fine crossbred wool, of a 46-48 count—for which grade there has been a keen world demand.

This breed of ewe is also mated with Down rams, for the production of the world-famed "Prime Canterbury" lambs. The halfbred is a good forager, inheriting the Merino instinct in this respect and the ewes make good mothers.

### THE CORRIEDALE.

New Zealand's sole production in the direction of a special breed is the Corriedale—an eminently suitable sheep for the hill and down country that stretches for the entire length of the province between the mountain ranges and the plains. It is 50 years since the first attempts were made by crossing Merino ewes with long-woolled rams to evolve a breed of sheep that would produce a heavy fleece of good quality wool and at the same time give a good mutton carcass.



CORRIEDALE EWES.

By careful selection, culling, and adherence to a definite type a uniform sheep of great utility has resulted, an animal producing a heavy fleece of 50-56 quality and of similar marketable value to the halfbred and a good type for mutton purposes, which will cross admirably with fat lamb breeds—such as the English or Border Leicester, or the Down. There are 659,000 Corriedales in the Dominion, nearly all in the South Island—and more than two-thirds of the total are placed in Canterbury.

### OTHER BREEDS.

The breed originally responsible for Canterbury's pre-eminence in the lamb trade is the English Leicester. There are 106,412 of this breed in the Dominion, all but 3000 being in the South Island. Canterbury's share is approximately 90,000.



MERINO RAM AND EWE.



HALFBRED RAM AND EWE.



CORRIEDALE RAM AND EWE.





## PRODUCTIVE CANTERBURY

For the lamb industry the Southdown, Shropshire, and Suffolk rams have been found to excel for mating with any breed of ewe. The lamb provides a carcass highly esteemed by the English Trade, as it cuts with a minimum of waste. It also possesses an outstanding merit in the matter of early maturity, which permits it to be got away to the freezing works fat, off the mother, whilst slower maturing breeds have to be held over for finishing on root crops.

Romney Marsh is one of the principal breeds on the Plains, its all round qualities making it especially adaptable for the small mixed farm of heavy land.

Annually the province exports in the vicinity of 1,000,000 frozen carcasses of lamb, of a total value of close on £1,500,000.

### WOOL.

The golden fleece is one of the main sources of the province's wealth. In the 1922-1923 season the offerings at the Christchurch and Timaru sales were 96,000 bales. With the clips bought privately and those shipped direct to the London sales the value of the Canterbury production was over £2,000,000.

In the 1923-24 season the wool market showed a strong improvement. An all round average of £26 to £28 per bale was secured. As the Canterbury production of wool approximates 115,000 bales annually this meant the distribution to the wool growers of the province of about £3,000,000 for the season.

### FROZEN MEAT.

Modern freezing works handle the stock on the most hygienic principles and the carcasses are shipped and landed in the United Kingdom with a minimum of delay. There are seven of these works of modern type operating in the province, maintaining the production of "Prime Canterbury" lamb, which on the British market exceeds the value of all other imported lamb.

The daily slaughtering capacity of the seven works is 37,500 sheep and 315 cattle. The aggregate storage capacity of the works is 1,591,000 carcasses of mutton.

### DAIRYING.

Dairying is the main revenue producer of the Dominion. Annually it brings in from 17 to 18 millions of money, according to the London market.

In 1916 the dairy cows of Canterbury province totalled 60,000: in 1923 the number was 93,000. The mild climate and the extended growing season render unnecessary the extensive winter feed provision ordinarily unavoidable in other countries.

Dairying up till the last few years has been regarded in Canterbury as more of a side line, but as it is the heaviest producer per acre, and as labour saving appliances are increasing, there has been a strong movement towards it throughout the heavier lands of the province. The value of herd testing, culling and the use of bulls of accredited milking strains are being increasingly recognised.

## NEW ZEALAND



A TYPICAL DAIRY HERD.

The Shorthorn is the dominant cross, but the purely milking breeds of Jersey, Friesian, Ayrshire and the Milking Shorthorn are becoming the objective of dairymen.

Generally herds of over 30 are milked by machinery. An ordinary sized plant will handle from 60 to 80 cows in less than two hours, a staff of a man and two boys sufficing. No trouble in the matter of power exists for the driving of machinery as practically the whole of the dairying area is reticulated with hydro-electricity, which is retailed at easy prices.

The power is also utilised for driving the cream separator and for every purpose to which power can be applied on the farm.

The remarkable progress of dairying in the Dominion from an export value of £300,000 in 1890 to £18,000,000 in 1922 is largely due to the installation of milking machinery. Machines have reached a stage of perfection that has silenced all the early criticism, and make the milking of a herd of 60 to 70 cows a matter of ease for a small family.

Transport facilities are exceptionally complete. The general practice is for dairymen to place their cream at a convenient spot, from where it is lifted up by the butter manufacturing companies' lorries, which travel practically every thoroughfare in the dairying districts. The dairyman thereby retains the skim milk for calves and pig raising, and the necessity of keeping conveyances and horses for the transport of the milk is obviated.

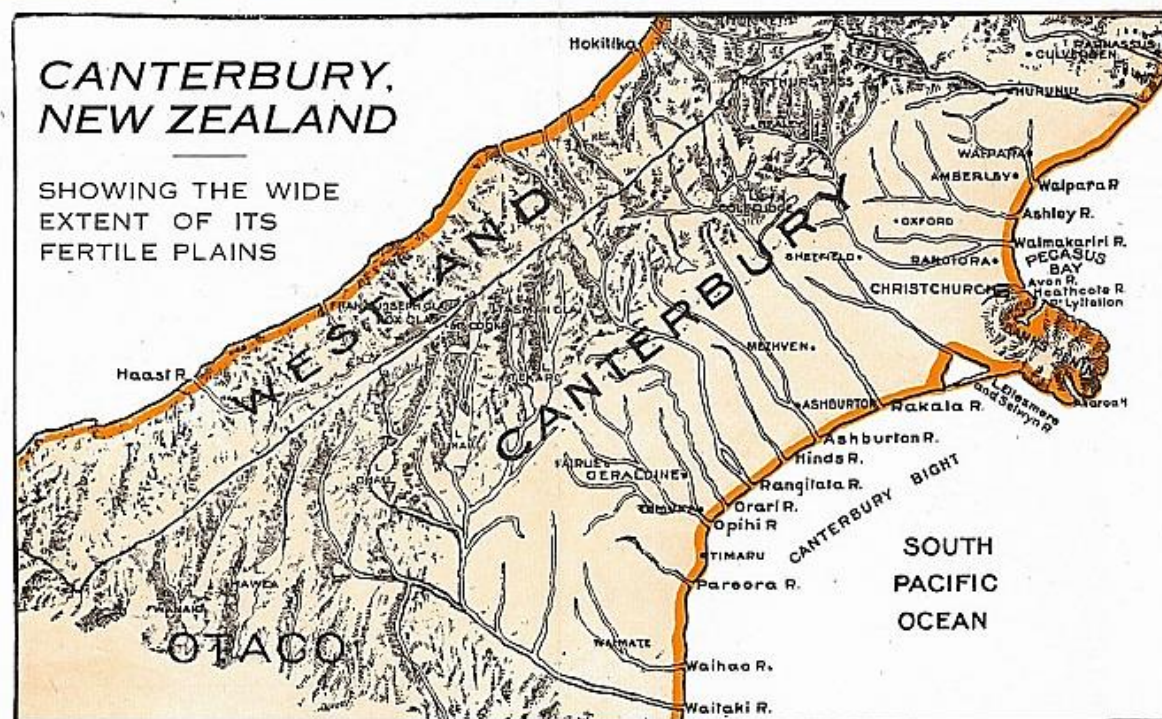
Butter and cheese factories are located at convenient centres throughout the province for the handling of supplies.

Intending immigrants, with small capital, should consider first of all the acquisition of a small area of land near a dairy centre, and the following of dairying pursuits.

### THE PIG INDUSTRY.

The bacon and pork raising industry in New Zealand has been developed sufficiently only to provide local needs. Recently, however, shipments of frozen pork have been made to England with the most successful results. This opens up a tremendous field for development, as the province is exceptionally favoured by the climatic conditions for pig raising.





#### FRUIT GROWING.

Canterbury, with its temperate climate, is ideally adapted to the production of practically all classes of fruit. Surrounding the city and in a number of country districts

are numerous fruit gardens. Tomatoes, cherries, pears, and apples are specialised in, but there is also a heavy production of stone and other fruits. There are just on 2000 acres of commercial orchards in Canterbury.



HOROTANE VALLEY (HEATHCOTE) FRUIT FARMS (4 MILES FROM CHRISTCHURCH).



## PRODUCTIVE CANTERBURY

### A STOCKMAN'S PARADISE.

Canterbury is singularly free from the stock diseases that harass sheep and cattle raisers in most other countries. There are no dingoes, no sheep scab, anthrax, rinderpest, red water, "foot and mouth," or cattle fever. In its immunity from stock diseases New Zealand is a veritable "stock owner's paradise."

### MARKET FACILITIES.

At various centres throughout the province weekly or fortnightly auction sales are conducted for the convenience of farmers.

The Metropolitan market is held weekly at Addington, a suburb of the city of Christchurch, and at this the city and suburban butchers acquire the bulk of their meat. Freezing works buyers and exporters of frozen meat also attend this market, and the wide and varied character of the competition make it the biggest and most important stock auction in New Zealand. Yardings of up to 50,000 sheep are not unusual at the weekly sales in the busy season, i.e., from February to April, when farmers are purchasing ewes for breeding purposes.

Ewe fairs are held throughout the sheep raising districts during March, and at these surplus ewes from the big stations are offered for sale and purchased by those farmers in need of breeding sheep. Entries at these fairs frequently total up to 40,000 head.

### THE POULTRY INDUSTRY.

The poultry industry in Canterbury has made tremendous strides during the past few years. Many poultry farms have been established, the eggs finding a ready market in the towns and the city, and also in the North Island.

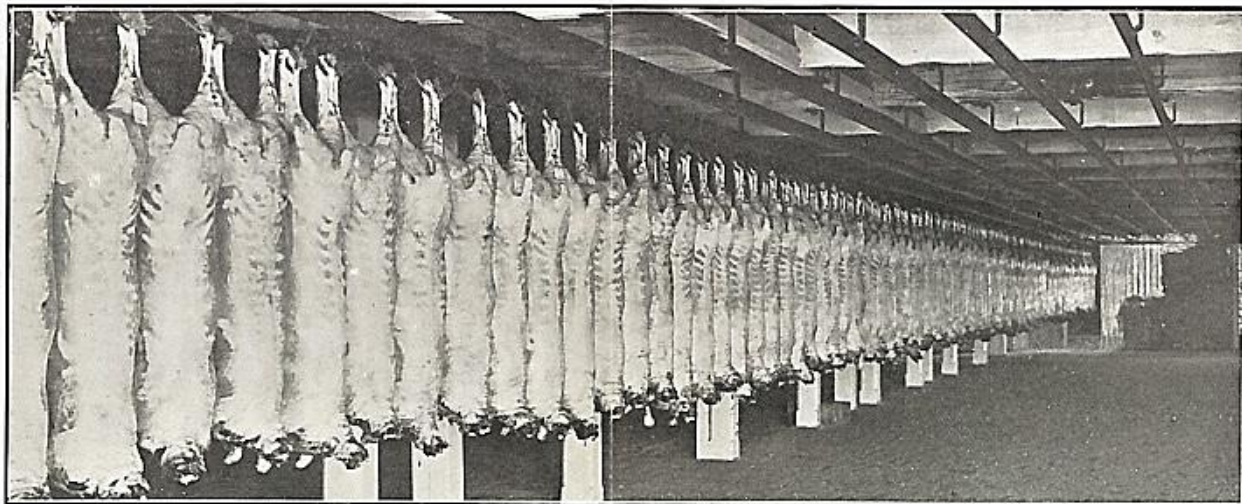
Several trial shipments of eggs have been made this year to England, and the results have been so satisfactory that it is expected a large and remunerative trade will develop.



A CHOP OF SWEDES.

## NEW ZEALAND

## PRODUCTIVE CANTERBURY



"PRIME CANTERBURY"—READY FOR SHIPMENT.

### POINTS TO REMEMBER.

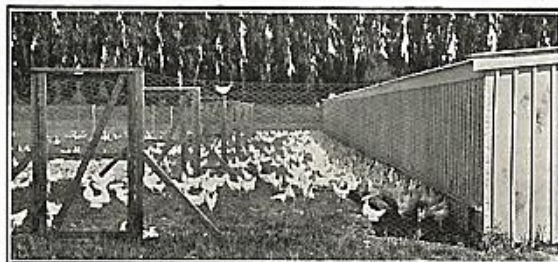
In no country can be found a wider diversity of farming.

All the important grasses used in ordinary husbandry grow without special attention.

Rape, turnips, mangels and hay provide feed for stock for the mild winters experienced.

Some astonishing results in stock carrying have been obtained from intensive lucerne growing. Lucerne has only lately come into prominent notice, but its ability to grow heavy crops, on nearly all classes of soils in Canterbury, is destined to make it a great factor in stimulating the dairy and lamb production of the province.

On the mountains, 2000 to 5000 feet above sea level, nearly half a million Merino sheep are carried. They clip an average of 7lbs to 8lbs of wool at an average price of 2/- to 2/6 per lb.



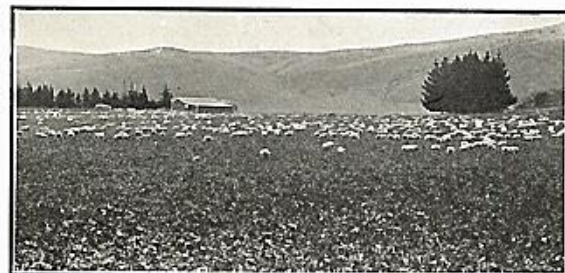
A SUBURBAN POULTRY FARM.

On the plains wheat yields frequently up to 70 bushels and sometimes 100 bushels to the acre under ordinary farming methods. For years the wheat yield of the province on all classes of soils, good seasons and bad, has averaged 32 bushels.

Oats up to 80 bushels per acre have frequently been yielded. The average for years has been 35 bushels.

Canterbury grows 50 per cent. of the potatoes used in the Dominion. Fifteen to eighteen tons per acre is not an uncommon yield. On all classes of land the average yield is six tons; on good land ten to twelve.

Ninety per cent. of the Dominion's Cocksfoot is grown on its hills and plains. Banks Peninsula is the main producer, and its quality is rated very highly. The Cocksfoot, through growing on severe slopes, has developed deep rooting habits which give it a special virtue.



LAMBS FEEDING ON RAPE.



## NEW ZEALAND



CANTERBURY AGRICULTURAL COLLEGE, LINCOLN.

### CANTERBURY EXTENDS A WELCOME HAND.

Men of the land at Home looking across the seas for some part of the Empire to claim their citizenship, and kinsmen elsewhere, will find in Canterbury conditions very like that of England—"Home away from Home."

If they have moderate capital they can acquire land in Canterbury at a figure that requires only industry and reasonable farming knowledge to provide a comfortable living.

Farming methods in New Zealand are not so intensive as in Britain, and just to the extent that more intensive methods are employed will settlement and production increase. Canterbury provides wide scope for the application of such methods of farming. Its progress within three parts of a century is a striking tribute to the character of the farming and to the excellence of its soil and climate.

To those whose sole capital lies in physical capacity, it may be said that they are as well equipped as were many of their kinsfolk who 70 years ago put this country on the map.

They will have amenities of settlement which the pioneers had not—railways traversing the land, good roads, bridges, motor services, daily mails, household telephones, excellent newspaper services, an education system that compares with any in the world, and ready markets for produce. There were few failures amongst those pioneers in spite of the disabilities that confronted them.

Canterbury holds out a welcome hand to the man who is keen to make a start towards independence. There is a constant demand for farm labour and good wages are paid. From his earnings a genuine home-seeker can soon save enough to make the first payment on a home and then the future rests with himself.

### IN CONCLUSION.

Those who are interested in the well-developed secondary industries of Canterbury Province should obtain a copy of "Canterbury—The Industrial Centre of New Zealand," which is distributed gratis, and intending settlers should also peruse the well-illustrated booklet "Canterbury" which gives a very wide survey of the social and industrial life of the Canterbury people. Inquiries concerning any matter relating to Canterbury addressed to the Canterbury Progress League, Christchurch, New Zealand, will be answered promptly and with pleasure.

This pdf document version of "**Productive Canterbury - New Zealand**" has been compiled by Wembley History Society member, Philip Grant, who gratefully acknowledges the help of staff at Brent Archives.

You can visit the Archives website at: [www.brent.gov.uk/archives](http://www.brent.gov.uk/archives). By clicking on the "local history articles" link from the home page, you will find several illustrated articles about the British Empire Exhibition. If you follow the home page link to the "online catalogue", you can search for other documents or images and photographs in the collections about the BEE, or other subjects that may be of interest to you.

This is the second document version to be prepared of a leaflet which was available from the New Zealand Pavilion at the BEE in 1924, after >

It is hoped to follow these with two others:-

