

*Farm and Ranch Management.*—Research in this field consists of analysis of farmers' business records. Thus far the so-called "survey method" has largely been employed by the Branch. Such studies are conducted on a fairly large number of farms and over a period of years. Work of this sort has been completed in the apple-producing sections of Nova Scotia, Quebec and Ontario, in certain grain-growing areas in the Prairie Provinces and in the sheep-ranching districts of the three most westerly provinces. The purpose of such research is to determine the factors which influence the successful organization of farms of different types.

*Marketing.*—An important phase of the Branch program has to do with co-operative marketing. Reports are obtained annually from co-operative businesses in every province. A library of reliable information is being built up and some analytical work based upon such reports is being undertaken. A published review of co-operative activities is now available.

The Branch has also embarked upon a well-defined program of research in other phases of marketing. Studies in the operation and management of cheese factories in Ontario and Quebec have been completed. A report on the marketing of milk in one of the industrial centres in Nova Scotia has also been made. During the past year, a comprehensive study of creamery management problems in the Prairie Provinces was made and is now nearing completion.

Quite another type of study has been undertaken this year in which consumer demand for cheese and milk is being studied in selected areas in Quebec, Ontario and Alberta.

*Land Utilization Studies.*—During the year, three projects in land utilization have been undertaken, one in Antigonish County, Nova Scotia, one in southwestern Saskatchewan and one in south central Alberta. The purpose of such studies is to determine the most economic use of land based upon crop and live-stock production, indebtedness, operator's history, soil, transportation facilities, settlement policy and population movements.

*Agricultural Outlook.*—This Service provides a comprehensive review of the factors affecting production and marketing of farm products. It is made possible through the co-operation of officers of the Department of Trade and Commerce and the Department of Agriculture. In the conduct of this work, the Economics Branch has taken a leading part, acting in a large measure as a co-ordinating agency.

The program of the Branch also includes a variety of other activities in the field of research and service, including publication of a quarterly review *The Economic Annalist*.

**Publicity and Extension Branch.**—In 1910 the Publications Branch was organized for the purpose of centralizing the work of the distribution of departmental publications and general publicity. The Branch continued under that title until February, 1935, when it was reorganized and became the Publicity and Extension Branch, which is much more descriptive of the actual activities.

The Branch has three main co-operating Divisions through which the other eight Branches of the Department make contact with all those interested in the production, marketing and consumption of agricultural products. The Divisions are Press and Publicity, Exhibitions, Administration and Editorial and Lantern Slide.

*Administration and Editorial.*—The usefulness of the practical, experimental and scientific work accomplished by departmental officers would be lost if it could not be permanently recorded and made available to those engaged in the practice of agriculture. This Division is responsible for these records which appear in the