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Wisconsin Council of Agriculture Co-operative
Madison, Wisconsin: The Council, 1962/1963

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COOPERATIVES The Better Way*

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annual report 1962 - 63

THE WISCONSIN
COUNCIL
OF AGRICULTURE
CO-OPERATIVE

111 South Fairchild Street
Telephone 256-1846

Madison, Wisconsin 53703

Officers:

- President, Truman Torgerson, Manitowoc, General Manager, Lake to Lake Dairy Cooperative
- Vice-President, A. F. Stapel, Appleton, General Manager, Fox Cooperative, Inc.
- Treasurer, Homer C. Melvin, Glenbeulah, President, Wisconsin Cheese Producers Cooperative

Executive Committee:

- A. W. Agnew, Milton Junction, Vice-President, Pure Milk Association
- *C. F. Clafin, Wauwatosa, General Manager, Equity Cooperative Livestock Sales Association
- George Gould, Waupun, Manager, Alto Cooperative Creamery
- Percy S. Hardiman, Hartland, President, Wisconsin Farm Bureau Federation
- *Deceased

Council Staff:

- Milo K. Swanton, Executive Secretary
- Ralph M. Cooper, Ass't Executive Secretary
- Arvid C. Knudtson, Director of the Dairy Section
- Ruth Baehler, Office Secretary
- Pat Heath, Office Secretary

* To Provide:

Markets
Service
Supplies

* To Develop:

Leadership
Understanding
Unity

Statesmanship - Key to Successful Cooperation



The Statesman — C. F. Clafin

From its beginning to the present, the Wisconsin Council of Agriculture Cooperative has gained and grown because of the staunch statesmanship of its leaders. Men of high ideals, loyalty, clear vision, analytical consideration and fearless determination have guided our destiny.

Statesmanship may be defined as the quality of influencing in a constructive manner, policies and programs that protect and improve the well-being of others. It is that internal quality possessed by those who put public interest above personal gain. Without statesmanship, no program can succeed. With statesmanship, no organization and no government will fail.

Charles Foster Clafin typifies such agricultural and cooperative statesmanship. His death May 1, 1963, was a significant loss to the Council of Agriculture and to the rural people of Wisconsin. Claf served 11 years as Council president (1944-1955) and for 27 years (1936-1955) on the executive committee. Cooperatively speaking, Claf was *Wisconsin's All-American* who gave a lifetime to building better cooperative marketing programs and to the improvement of rural life generally.

More important than the steady increase of organizations in membership, has been the Council of Agriculture's consistent climb from its small struggling start in 1928 to its present position of agricultural and cooperative influence in the state.

—It required breadth of vision to see the future significance of a zoning and better land use program.

—It involved clear analysis of trends to support rural school reorganization and curriculum changes.

- It took fearless determination to stand up and be counted in the 1930's and again in the early 1960's against unsound market price promises and militant anti-cooperative threats.
- It demonstrated clear concern for public interest as well as for farm and cooperative well-being to sponsor legislation that would balance the rights and responsibilities of both parties in labor agreements.
- It showed concern for health and safety to take the initiative in farm safety and support state and federal animal health programs.
- It proved undying dedication to defend and improve

the cooperative way by unmasking the NTEA in its infancy and by helping to clarify the public image of cooperatives.

The WCAC will always stand four-square on the basic questions:

Is our stand in the public interest?

Can our policies face the scrutiny of economic investigation?

Will our objectives stand the test of time?

In the tradition of the past, leaders of the Council of Agriculture will continue to stand on facts rather than ride the crest of fancies.



Cooperative Members Getting Together — 1962

Working With Others - Key to Agriculture's Stature



*Working Together — Finance — Dairy — Supply
Lloyd Ulyot, St. Paul Bank for Cooperatives;
Fred Witte, Madison Milk Producers Cooperative;
Melvin Mason, Badgerland Cooperative*



*Community Service Award — 1st Place South Byron Grange
Milo Swanton Presents Award to Lester Unferth*

*He who would see accomplished
The dreams he is proud to own
Must work toward good with others.
No one can do it alone.*

Teamwork with others has always been a cardinal principal of the Wisconsin Council of Agriculture Cooperative. This often involves activities bearing an indirect relationship that are nevertheless important to cooperatives and to agriculture.

Often-times the "why" is more vital than the "how" or the "whom." Why have working relationships with civic, religious, educational, or even with recreational groups? The answers are found in the need for better public relations and better self-understanding. Because cooperatives need a better image and agriculture an improved stature, the WCAC maintains open lines of contact with non-agricultural and non-cooperative groups.

For 12 years, through working with the State Radio Council and by membership in the Citizens' Committee for Educational TV, the Council has helped expand utilization of the electronic aids in education. In an effort to cope with economic illiteracy as well as to strengthen understanding of the American way of life, the State Council on Economic Education has been created in which Milo Swanton is one of the two agricultural representatives.

Because the heritage of Wisconsin is closely aligned with the history of agriculture, Mr. Swanton is chairman of the State Farm Museum Committee and serves on the Board of Curators of the State Historical Society. Due to the widening responsibilities for an aging population

which bear heavily on rural areas, Mr. Swanton was appointed to the State Commission on Aging to represent rural interests.

Because highways, travel and recreation have become major factors in the life and economy of the state, it is significant that Ralph Cooper of the Council of Agriculture staff represents rural interests on the Wisconsin Travel and Tourist Council. Mr. Cooper is also treasurer of the State Farm-City Week Committee. The WCAC is an affiliate of the Wisconsin Council of Safety with Ralph Cooper serving as our representative on the Home Safety Committee.

Due to changing trends in farming and new relationships between farm and non-farm occupations, the Council of Agriculture took the initiative in developing a full-scale evaluation of vocational agriculture training. Mr. Cooper is serving as general chairman of that project.

The WCAC has always felt a close kinship with agricultural extension, vocational agriculture, farm credit, conservation, and with state and federal departments of agriculture. Membership in and working relationships with the local chamber of commerce and with civic organizations have been maintained. We have been identified with community service programs and have maintained contacts with educational, women's and professional groups.

Consistent with the Council of Agriculture's long-standing policy that "you do not live by bread alone," your Council's staff, in the interest of improving the image of cooperatives and the stature of agriculture, works constructively with others.



The Ladies Are Key Partners in Cooperatives

Action Programs - Key to Council Service

INTRODUCTION

The achievements of the Wisconsin Council of Agriculture Co-operative during the last 35 years have by and large been the result of active programs by and for its members organizations. In 1928 when the Council was organized for "the purpose of bringing together various farm organizations in order to promote the interests of the farmers of the state." the leaders had in mind an organization of action. Again during the year the Council has participated in many activities that carry out these original objectives. In pictures and stories we present a resume of your Council in action.

CO-OP TAX INFORMATION MEETINGS

Two hundred and seventy concerned cooperative leaders representing 127 associations, including attorneys and accountants, attended the Council's three-day Co-operative Tax Briefing Conference early in December. The meetings were held in Appleton, Chippewa Falls and Madison.

USDA Attorney, Ray Mischler; Francis Haugh, State Department of Agriculture; Russell Hvam, Equity; and Dale Thompson, Wisconsin Farm Bureau Attorney; discussed the what, how and when of the new 1962 Revenue Act and its effects on every cooperative.



They had the facts, — what, how and when. Hvam, Thompson and Haugh. Seated, Mischler

RURAL LEADERS EXAMINE CO-OP FUTURE

"Cooperatives Focus on the Future" was the theme of the seven cooperative conferences attended by 315 rural educators and extension people sponsored by the Council in late April and early May. Forty-six cooperative leaders, Vo-Ag teachers, county agents and college professors helped with the program.

Area cooperatives were hosts at the cooperative marketing conferences held at Viroqua, Clear Lake, Fall Creek, Jefferson, Luxemburg, Antigo and Westfield.



A Point is Made — Pete May, Equity; Dr. R. J. Delorit, River Falls State College; C. H. Bonsack, State Board of Voc. and Adult Education

TAKING ADVANTAGE OF CO-OP OPPORTUNITIES

At the Council's Co-op Short Course meetings held at Sauk City, Chilton, Wausau, Baldwin and Arcadia, more than 300 directors, managers and leaders showed a keen interest in ways and means of taking advantage of their cooperative opportunities. On the program at the five meetings were a total of 38 different people. Farmer members made up a panel at each of the five meetings. Patron members speaking at each meeting stressed the importance and responsibility of a member keeping abreast of the activities in his cooperative.



Three of the Thirty-Eight — Tom Koszarek, Ben Rivard and Laurel Behnke

INFORMATION SERVICE

Newsletters — during the fiscal year, September 1, 1962 to August 31, 1963, the News Letter published monthly in printed form and mailed to directors of our member organizations and to agricultural leaders, has increased in circulation with a single issue as high as 6,750 copies. In addition there have been several thousand special letters and releases sent to directors and managers of member organizations and the press.

Legislative Bulletin — throughout the regular session of the 1963 legislature, twenty-eight weekly legislative bulletins in mimeograph form were sent to directors, managers, educators and others interested in farm measures. These bulletins reported on the introduction of bills, listed future hearings on bills, and told the disposition of bills that were of major concern to our people.

Radio and TV — regular monthly broadcasts were given over the state network, WHA. There were a number of special radio and TV appearances throughout the state by members of the Council staff.

Town-Farm Invitations — it is equally encouraging to be invited to meet with non-farm groups. These invitations offered an opportunity to tell a story about the contributions made by farmers and their cooperatives. The Council staff has appeared frequently at Kiwanis, Rotary, Lions and other service clubs to help build better understanding with other businessmen.

Co-op Writers — your Council staff participated in the Cooperative Editorial Association conference held at the University in June. The program this year replaced the publication workshop sponsored by the Council in previous years. Editors of cooperative publications will be looking forward to the regular publication workshop which will be sponsored by the Council in cooperation with the Agricultural Journalism Department at the University in the spring of 1964.

Youth Activities - Key to the Future

1963 CO-OP AWARD GOES TO WESTBY



They Represent Their Chapter — Don Rudie, Dennis Holen, Dale Nes-tingen, Advisor



Judges at Work—George Cerny, Lloyd Mowrer, Prof. Schaars

For the outstanding accomplish-ments in cooperative activi-ties, the members of the Westby Future Farmer Chapter earned the title of state champions and represented Wisconsin at the American Institute of Coopera-tion at Lincoln, Nebraska.

The Cooperative Leadership Award program sponsored by the Council in cooperation with the State FFA Association, is de-signed to give recognition on a chapter basis for participation in cooperative activities. This year 43 chapters participated in the award program. Sectional win-ners were: Cadott, Section I; Fall Creek, Section II; Westby, Sec-tion III; Casco, Section IV; and Delavan-Darien, Section V.

JUNIOR D.H.I.A. TROPHY WON BY BERLIN

The Sweepstakes Award encompasses all activities of dairy herd improvement and marketing. In making this selection, record keeping, feeding, management, judging, as well as individual leadership on the part of the department members are considered. The Berlin Vocational Agriculture Department won the Sweepstakes Trophy at the annual convention of the Wisconsin Junior Dairymen held at Menomonie. Nearly 300 young dairy leaders attended the state-wide meeting where the pres-entation was made, as a climax to the two-day event.



Specializing in Herd Improvement — Junior DHIA Members and advisor L. A. Blackburn receive Trophy

CO-OP STUDY GUIDE

DISTRIBUTED TO AG TEACHERS

A comprehensive "Teacher's Guide" on Cooperatives was distributed to the 287 Vocational Agriculture In-structors in the state. Funds provided by state-wide and regional cooperatives made it possible for the Council to have an active part in furnishing the teachers a loose-leaf style, two-color binder which doubles as a lectern.

COUNCIL EDUCATION COMMITTEE FORMED

Every young person is looking for something. They want answers and explanations. If cooperatives are going to be understood in the future, they need to be geared up to give the right answers today. To help answer some of their questions, your Council set up a Youth Education Committee. At the organizational meeting held June 5, Robert Williams was named chairman and Sterling Gillingham, secretary.

The Committee is exploring ways and means of setting up a two-day Cooperative Clinic, during the summer months, on the University Campus, for older youth groups. Additional programs are being considered by the Committee to develop an appreciation of coopera-tives' economic importance, their peculiar benefits to the farmers and the community, and the distribution of edu-cational material.



COMMITTEE AND ADVISORS

Seated, L to R: Frank Meyer, Consolidated Badger; Dan Jindra, Lake to Lake; C. H. Bonsack, State Bd. of Voc. & Adult Education; Robert Williams, Wis. Dairies Co-op; Pete May, Equity; Bruce Cartter, Ass't State 4-H Club Leader; Andy Smithberger, Pure Milk Ass'n

Standing, L to R: Sterling Gillingham, Tri-State Breeders; Lloyd Mowrer, Lake Land Egg Co-op; Allen Bringe, UW Dairy Extension; Harry Laszewski, Pure Milk Products Co-op

NEW ERA PROGRAM FOR VO-AG

An extensive program of evaluation and study of the program of Vocational Agriculture in Wisconsin has been under way as a result of a 1961 Council resolution. Six committees, representing educational agencies and agri-cultural organizations, have been evaluating the curricu-lum and charting the course of a new era for Vocational Agriculture in Wisconsin.

With a gross farm income in Wisconsin of nearly \$1.2 billion and 3,000 to 4,000 competent farm operators needed annually as replacements, the continuation of a strong Vocational Agriculture program in Wisconsin is vital. The Council will continue to work with the com-mittees and cooperate with State Board of Vocational and Adult Education to attain this objective.



Evaluation—Agriculture, Press, Col-lege, Administration L to R: Pete May, Ass't Manager, Equity; Bob Bjork-lund, Farm Editor, Wisconsin State Journal; Walter Bjoraker, Professor, UW College of Agriculture; Dale Aebischer, Chief, Agricultural Educa-tion, State Board of Voc. and Adult Education

Working With Others - Key to Broader Horizons

BUILDING A BETTER COOPERATIVE CLIMATE

Outside cooperatives as well as on the inside, much work must be done. Building better understandings of cooperatives and correcting misunderstandings have long been a major plank in the Council's platform. Your Council staff will continue to work with state and national agencies and organizations in promoting the interests of the farmers of the state.

CO-OP STORY TOLD TO NATION'S AG EDUCATORS

Members of the agricultural division of the American Vocational Association were guests of Wisconsin's farmer cooperatives at a breakfast during their annual convention in Milwaukee on December 4. This occasion ar-



Truman Torgerson

ranged by the Council of Agriculture provided a unique and welcome opportunity to meet with this most important group of leaders. More than 525 Vocational Agriculture Instructors, State Supervisors and agricultural leaders from every part of the nation were present. Truman Torgerson, Council President, in addressing the group, expressed the interest cooperatives have in youth.

LARGEST STATE DELEGATION AT AIC

Pictured at right are 123 of the 156 Wisconsin people attending the nation's largest cooperative educational meeting. Wisconsin had the largest state delegation at the American Institute of Cooperation at Lincoln, Nebraska. Sixty youth delegates sponsored by the local, regional and state-wide cooperatives and organizations were easily recognized by their bright colored vests furnished by the Wisconsin American Dairy Association.



THE NATIONAL COUNCIL



Kenneth Naden — Executive Vice President of National Council

Our parent organization is the National Council of Farmer Cooperatives in Washington, D.C. It is our direct representative in Congress and before regulatory commissions and agencies at the national level. It is a most valuable source of information concerning cooperatives, foreign trade, taxation and economic trends in general.

In the National Council's State Council Division there are 33 members. Twenty-seven of these (including Wisconsin) are known as "councils," 3 are "associations," 1 is an "institute," and 1 is a "conference."

AMERICAN COUNTRY LIFE ASSOCIATION

The Council has long been a member of the American Country Life Association which consistently has emphasized the values in country living. It appraises positive and negative forces influencing the social, spiritual, educational and economic resources of rural communities.

A broad cross-section of rural life related agencies and organizations are affiliated with ACLA. They include representatives of agriculture, education, religion, health and welfare. It's the one rural life organization in America to which Jew and Gentile, Catholic and Protestant, negro and white, cooperative and non-cooperative, and all 3 general farm organizations belong.



Together For Rural Life Improvement In the Wisconsin Room of the National 4-H Club Center in Washington, D.C.

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United Action - The Key in Dairying

Cooperative dairy organizations serving Wisconsin farmers nation-wide in the large diverse and complex dairy industry needed a framework within which they could meet, discuss, and act on state and national issues affecting the dairy industry as a whole. That was the basic concept which led to the development of the Dairy Section. It has proved to be a concept well founded.

The Dairy Section has worked effectively toward the goal of fulfilling its purpose. This year saw considerable time spent on continuing work carried forward from last year. And, a start has been made on some additional activities. However, because of priorities and limited resources many potentially beneficial areas of work for the Dairy Section remain largely undeveloped.

The Dairy Section Committee, nine men of outstanding stature and leadership in the dairy industry both regionally and nationally, has worked many hours discussing, seeking and resolving the question of the appropriate direction for the Dairy Section on many major issues.

The major activities of the Dairy Section this past year have involved taking actions directed toward maintaining and improving the position of Wisconsin in national markets.

As recently as this May, with excellent cooperation from the Attorney General's office and the Department of Agriculture, the Dairy Section appeared at Federal order hearings in New York in an attempt to get corrections made in pricing surplus milk in 10 major markets in the Northeast United States.

The Dairy Section this past year continued work toward securing Federal regulatory changes which will allow Wisconsin producers an opportunity to share more fully in fluid markets, at least on a seasonal basis. Again, in this issue the State of Wisconsin, — Attorney General's office and the Department of Agriculture, teamed with

the Dairy Section of the Wisconsin Council of Agriculture Co-operative.

The Dairy Section continued to represent the interests of Wisconsin dairy farmers before the Wisconsin Public Service Commission in hearings opposing the establishment of minimum rates for farm to plant bulk milk hauling.

As we build in membership and in programs it becomes increasingly important to step up our communications such that the membership fully understands the program of the Dairy Section. And further, that the Dairy Section's program is kept tuned to the needs of the members.

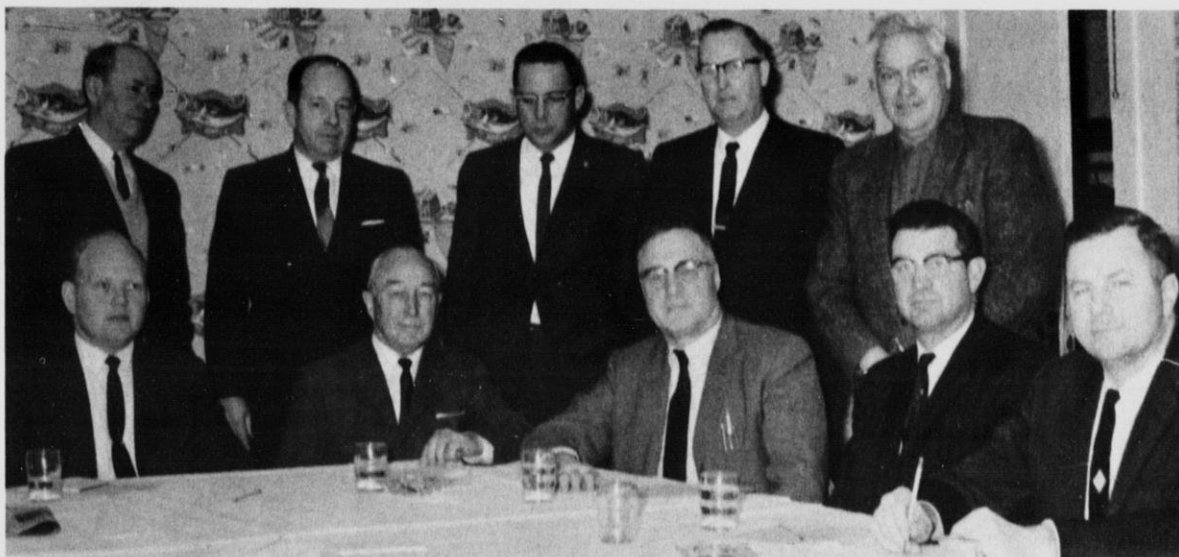
The Dairy Section members were sent a number of information mailings during the year. These were designed to keep the members appraised of Dairy Section activities on a current basis and also to provide information on a wide range of related topics.

A significant joint conference of the Dairy Section, State Department of Agriculture, and the University of Wisconsin was held in Madison this past year. The purpose of this conference was to provide an avenue to the dairy industry leaders to jointly search for ways to favorably alter the future of Wisconsin's dairy industry.

That conference has and will more fully serve in the future as a clearing house for an exchange of ideas, and a format within which action programs may begin to take shape during the coming year.

The Council and Dairy Section staff members held four regional membership information conferences to outline the work of the Dairy Section in detail to members. These meetings further relayed the inter-organizational work of the State Department of Agriculture, the University and the Dairy Section to the membership.

The year ahead is packed with challenge. Cooperatively that challenge can become opportunity.



DAIRY SECTION COMMITTEE AND STAFF

Seated, L to R: Dr. Arvid C. Knudtson, Director of the Dairy Section; George Ruppel, Chairman, Consolidated Badger Cooperative; Howard Carpenter, Vice Chairman, Ellsworth Cooperative Creamery; Melvin Sprecher, Wisconsin Dairies Cooperative; Truman Torgerson, Lake to Lake Dairy Cooperative.

Standing, L to R: Milo K. Swanton, Executive Secretary of the Council; A. L. McWilliams, Pure Milk Association; Arthur Jepsen, Outagamie Producers Cooperative; Elmer Leppen, Chippewa County Cooperative Dairy; and William C. Eckles, Pure Milk Products Co-operative.

Resolutions - The Key to Council Pol

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Policies present and future of the Wisconsin Council of Agriculture Co-operative are outlined by the voting delegates at the annual business meeting by passing resolutions. This year's policies are presented here in brief. Complete copies have been given wide distribution to members, educators and state and national legislators.

- Supporting the President in the Present International Crisis** — Pledge support to the stand taken to block communist aggression.
- An Image for Agriculture** — Food has been and is today the best buy the American consumer can make, even including the costs of governmental supports.
- Taxation of Patronage Refunds** — Position reaffirmed that the net proceeds returned to patrons in any form are not taxable to the cooperative, but should be included in the recipient's personal income tax, which is in keeping with the cooperative principle of the single tax in the 1962 Revenue Act.
- State Tax Treatment** — Recommend no change be made in the present state tax treatment of agricultural cooperatives.
- Farmer Cooperative Service of the USDA** — Information and research essential to the growth of agricultural cooperatives; urge added support.
- Cooperative Strength and Legal Status Clarification** — Urges Congress to amend the Capper-Volstead Act so that mergers or consolidations shall not be deemed illegal unless such is an accomplished fact as decided by authority of the Secretary of Agriculture.
- Agricultural Price and Production Policy** — Continue study and work on programs to improve the dairy price support program giving positive considerations to methods of adjusting supply to market demand, including voluntary curtailment programs.
- Elimination of Trade Barriers** — Recommends additional appropriations be made available to the Department of Agriculture and the Attorney General's office to combat trade barriers to the movement of dairy products.
- Payments on Butter** — Endorses payment on butter provided the consumer can receive the benefit.
- Foreign Trade** — Commends the Congress and the Administration for passage of Trade Expansion Act but urges that it be administered to maintain and expand the competitive position of American agriculture in the world markets.
- Protection of Consumers from Dairy Product Substitutes** — Urges the legislature, the dairy industry, and the regulatory agencies to aid in developing and maintaining the necessary protection from fraudulent imitations.
- Safety in Milk and Dairy Products** — Recommends a continuing program for safeguarding our dairy foods and making the consuming public more fully aware of their valuable health attributes.
- Effect of Concentrated Buying Power on Farm Prices** — Urge the Packers and Stockyards Division and Federal Trade Commission to investigate ways by which concentrated market power may be adversely affecting livestock, poultry and farm produce prices.
- Labor Legislation for Family Farms** — Urges special consideration in the rules governing the employment of inexperienced, handicapped and aged persons on family-sized farms.
- Method of Increasing Farm Returns** — Reaffirm our position



Frank Stone in conference with
Committee Chairman Norval Dvorak

of increasing returns to farmers based on orderly marketing and expanding the demand for farm products. We are not in sympathy with the recent holding actions.

- Inter-Regional Competition** — Recommend that the College and the Department of Agriculture undertake a study to evaluate the problems facing Wisconsin dairy producers and cooperatives, and develop a program of action to enhance their interests.
- Research and Education** — Urges greater emphasis in educational programs in the area of marketing and research in the development of new and improved uses of agricultural products, not only for food, but in many other uses.
- Weights and Measures** — Urges the appropriation of sufficient funds to completely restore the past services of the Weights and Measures Section of the State Department of Agriculture.
- National Livestock and Meat Board** — Recommends that all marketing agencies in Wisconsin cooperate in making deduction for the National Livestock and Meat Board.
- Livestock Market News Service** — Encourage funds be provided to the Wisconsin Department of Agriculture for the development of adequate livestock market news reporting services.
- Desecrating the Countryside** — Recommend that zoning ordinances be enacted to prevent the continued desecration of our countryside by automobile graveyards.
- The Urban Fringe Problem** — Urges that agricultural land in rural-urban fringe areas that is used for agricultural purposes, be assessed on the same basis as other agricultural land in that general area.
- Bounties** — Recommends that bounties on foxes and coyotes be continued.
- Trucking of Farm Products** — Affirms that farmers who truck their own products to market, by facilities owned and operated by their marketing cooperatives or by cooperatives established to perform that service, have the right without interference by any governmental body as to the rates paid for that service.
- USDA National Dairy Research Center** — Encourages the establishing of a dairy research center in Wisconsin under supervision of the U.S. Department of Agriculture.
- Expression of Appreciation** —

Members Hold the Key

The sphere of influence of the Wisconsin Council of Agriculture Co-operative continues to grow. But this growth is not portrayed on the basis of numbers of Council members. While a number of new members joined the Council and Dairy Section during the last two years the number of members today stands only slightly above the number of 1961. However, a number of former member organizations are now represented in the Council as component parts of larger, more efficient cooperative member organizations.

This trend can be expected to continue as cooperatives continue to expand and develop more fully integrated operations to better serve the needs of Wisconsin farmers. Thus, the growth of the Council and Dairy Section is not found in the number of member organizations. The true growth of the Council and Dairy Section is noted in terms of the business volumes of member organizations. During the two-year period 1961-63 cooperative membership representation has shown a steady advance.