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WISCONSIN BANKERS' FARM BULLETIN

How, When and Why— Organize and Standardize Production

By

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Is Your County Known

For the Production of

Any one breed of live stock?

Any variety of potatoes?

Any other special crop?

If not

-

Why not?

File this bulletin where you can find it

Distributed by

Wisconsin Bankers' Association

Burton M. Smith,
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How, When and Why—

ORGANIZE AND STANDARDIZE PRODUCTION

For what agricultural product is your county known?

Many a county valued, outside of its cities at \$20,000,000, does not enjoy a reputation for the production of any product of sufficiently superior quality to entitle it to a special market.

Where is there a successful manufacturing plant valued at this amount, the production of which is based upon the hit-and-miss methods of the agricultural production in such a county?

Suppose we had a factory valued at that much with 3,000 or 4,000 workers in it each one of whom was free to turn out according to his fancy the product or products which the factory manufactured. If that were an implement factory, farmers would be unable to get two machines alike from that factory, the workableness of one machine would be no guarantee of another, and in disgust with factory-made machinery farmers would be using home made rakes, forks, cradles, scythes, and so on. The great factory would be a failure. It would have an impossible marketing problem on its hands.

So it is with agricultural production. The 3,000 farmers of a county often produce what the fancy of each one permits. Imagine the varieties of products and the various grades of quality of what he may be able to secure tomorrow. Farmers complain of their markets. Do you see why?

WHO GETS THE MONEY?

Today two Missourians desire assistance with securing a carload of dairy heifer calves. Where shall we send them? That is the problem.

They do not want calves of any color. They want calves carrying the marks of one great dairy breed.

This request is similar to nearly one hundred such requests which have come in since March, 1917. We are put to it to tell these men where to go. The great majority of the farmers of most of our townships in Wisconsin still use scrub and grade bulls.

What if every farmer of Wisconsin were using a pure bred sire of any one of the great dairy breeds? The production of live stock along dairy lines would then approach something like organization and all of Wisconsin would be receiving practically all of the calls for dairy breeding stock. Whereas now those communities with just "cattle" receive no calls.

THE PRODUCTION OF THESE SHOULD BE ORGANIZED IMMEDIATELY

Dairy Cattle

Live Stock—Township breeders' organizations to use pure bred sires of but one breed.

Cow Testing Associations—To produce only high producing dairy stock.

Tuberculosis—County organization under the new Wisconsin law making it possible to clean up tuberculosis in whole communities.

These three moves will give us standard stock of a breed, high producing and disease-free.

Dairy Products

Through our many creameries and cheese factories we have made a long stride in improving our production of butter and cheese over the former home made products. But we are still far removed from uniform quality, due to the fact that milk production is still carried on under thousands of various conditions as the fancy of the thousands of producers may suggest. So the butter or cheese you buy today is no guarantee of what you may get tomorrow.

The Need

What is now needed in Wisconsin most of all in butter and cheese production is community organization of milk production in which every patron of a creamery or cheese factory will be following the same identical processes as every other in producing milk.

High producing cows, kept in well lighted, well ventilated, clean barns, turned out into clean yards, fed upon hay free from weeds and silage free from rag weed, grazed in pastures free from weeds, milked by milkers who carefully groom themselves and the cows, and the milk handled by people who are careful that all utensils and separators are washed clean after each use—these things are necessary to proper organization of agricultural production along dairy lines and in this case, due to intimate connection with the effects of bacteria it is absolutely necessary that every member of a producing community should be scrupulous about each and every process. To organize a dairy community properly no careless or indifferent person should become a member. Just one such will make the product second or third grade stuff.

Potatoes

Perhaps in no other line has organization of production gone on faster in Wisconsin than in potato growing.

Wisconsin is marching well up to the front among the leading potato producing states because the growers are settling down to growing a few varieties, such as Rural New Yorker, Green Mountain, Burbank, Triumph, Irish Cobbler, Early Ohio and Early Rose. These are being grown variety-pure, disease-free and marketed with some effort as to grading.

But among all of the potato growers of Wisconsin the number of those following well organized methods of production are altogether too few. What is needed now is for the farmers of whole communities to organize themselves into producing groups to produce a community crop. In the South there is a large demand for northern grown seed potatoes but the seed must be certified, variety-pure, disease-free, and graded. In one case a southern buyer has made the trip north to contract for 60 cars of one variety of seed potatoes. If Wisconsin communities will organize around this idea, what is meant by organization of agricultural production will be accomplished with this crop.

Grains

Wisconsin is known and patronized the world over in grains. Wisconsin Pedigree barley, Wisconsin Pedigree No. 1 and No. 5 oats, and Wisconsin pedigree winter rye are in demand. But unfortunately communities are not agriculturally organized to produce these crops.

Corn

Other illustrations with corn, sheep, swine, baby beef and poultry might be used to show how crop production might be organized for greater profit to producers and more conveniences to purchasers, but the above will do.

Marketing.

There is an insistent demand that markets and marketing processes for farm crops be improved. Many farmers' organizations have this matter for their foundation. They will realize on their aim by giving more attention to agricultural production. Co-operative enterprises among farmers will find great difficulty in marketing the hit-and-miss products as they are now produced and a lot of cart-before-the-horse effort will be done away by the proper organization of the products of a group, a community, a township or a county.

Farmers, businessmen, bankers, and county agricultural agents in country communities will all get further by working together to organize the agricultural production of their regions.

NOTE—The two Missourians found a community where one breed of pure bred dairy sire had been used for some time and they took to Missouri about \$2,500 worth of dairy stock. Why not get the farmers of your community to use a pure bred sire of any one of the great breeds? Your community will then be in position to take advantage of like opportunities.