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WISCONSIN BANKERS' FARM BULLETIN

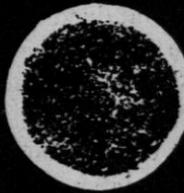
The Value of Cleaner Milk

By

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DOES IT PAY ?



FROM CLEAN MILK
which brought
the top market
price

FROM DIRTY MILK
for which the
producer paid
"fine and costs"

File this bulletin where you can find it

Distributed by

Wisconsin Bankers' Association

Burton M. Smith,
Chairman Agricultural Committee,
North Lake

George D. Bartlett,
Association Secretary,
Pabst Building, Milwaukee

The Value of Cleaner Milk

Does it pay to produce clean milk? It certainly does. Let Rogers tell you why.

DIRTY MILK SOURS EASILY

"I am sorry, Rogers, but your milk is too dirty for us to use on our milk routes. It will sour before we can use it. We will pay you 20 cents under price for it for our butter department."

"I guess you don't want milk. The condensery will take it," replied Rogers, as he rolled his can back on the wagon.

The condensery, however, refused to accept the milk because it contained over .2 per cent acid. Rogers was finally forced to feed to the pigs milk that if clean would have been worth \$3 or more a hundred.

This incident, which is a true one, occurs all too frequently in almost every community. Because of it, the producer loses money, the dairy products plant loses business, and the public is robbed of a valuable food.

PUBLIC MUST LEARN VALUE OF CLEAN MILK

In the end it will pay to give the people what they want. It is an absolute fact that the people want clean milk. Every year, in twelve cities in the United States, the people employ 179 inspectors to see to it that the milk supply is kept clean. The inspection service costs these 12 cities over \$305,000 annually. In 1915, 408 cities reported the use of city inspection. Undoubtedly many cities employing milk inspectors failed to report. The federal government is spending large sums of money and employing many men to co-operate with the state and municipal authorities in helping the farmers to produce cleaner and better milk in larger quantities.

This movement was started primarily for the purpose of safeguarding the public health. Now this work means the better conservation of a valuable food, in the end the improvement of rural living conditions. As the milk supply improves in quality, its value increases, and the resulting keener demand for it improves the prosperity of the section. It is a fact that most milk is consumed at a higher price in the districts which are noted for their clean dairies.

BUY MILK AND CREAM ON GRADE

In Indiana a certain dairy products plant buys and pays for milk on grade. During the warm period of the year a premium of 3 cents on each pound of butter fat is paid for cream of number one grade. During the winter period a premium of 4 cents is paid, or an average premium for the year of $3\frac{1}{2}$ cents on each pound of butter fat. From July 1, 1916, to June 30, 1917, the plant purchased 191,522.6 pounds of butter fat. Of this fat 62,935.4 pounds were graded number one; 128,587.2 pounds were graded number two and purchased at a price of $3\frac{1}{2}$ cents under number one cream. The loss to the farmers of this one plant was \$4,500.55 or 128,587.2 pounds at $3\frac{1}{2}$ cents.

As shown by these figures, about two-thirds of the fat bought was graded number two. The writer, who was an inspector in Indiana, knows that the milk produced in the section supplying these dairy products plants is cleaner and better than the average in the state. So, it is fair to judge that two-thirds of the 30,000,000 pounds of butter fat produced in Indiana in 1915 graded number two. Twenty million pounds at $3\frac{1}{2}$ cents a pound represents a loss of \$700,000 to the producers.

POOR CREAM MEANS POOR BUTTER

Unless the dairy products plants pay for butterfat on grade, the producer often fails to appreciate that although he receives as much as his neighbor, both he and his neighbor receive less money for dirty milk than for clean milk. Only a second grade product can be made from second grade raw material. A plant manufacturing and selling second grade goods cannot afford to pay first grade prices for the raw material. In

sections where one price is paid, either the sanitary condition of all the milk is exceptional and the top price is paid, or else practically all of the milk is of poorer quality and brings a lower price.

Suppose, that two-thirds of the milk produced in Wisconsin falls in grade number two. Approximately 170,000,000 pounds of fat are delivered to the Wisconsin creameries and cheese factories; 113,332,000 pounds fat or two-thirds of 170,000,000 pounds at 3½ cents represents a loss of \$3,966,000 to Wisconsin farmers.

LET'S STAY IN CLASS A

Have you ever noticed that the farmer producing the clean milk lives in a more comfortable home, has a cleaner and more sightly farmstead, is sending more children to school, is more contented, and generally more prosperous than the farmer producing dirty milk? The road in front of the house somehow seems to be a trifle less crooked, the fences have backbone and the buildings fresh paint. The cows look healthy and contented.

This farmer would not tell us that expensive buildings and a lot of equipment were needed to produce clean milk, but he very likely would say that he tries to follow at least these few rules:

- (1) To keep a healthy herd;
- (2) to have his barn well lighted, well ventilated and clean;
- (3) to have milkers milk with clean, dry hands;
- (4) to milk in closed pails;
- (5) to sterilize utensils by use of boiling water or steam; and
- (6) to cool the milk quickly after milking to about 50 degrees (Fahrenheit) or below, and to hold in the same condition until delivered.