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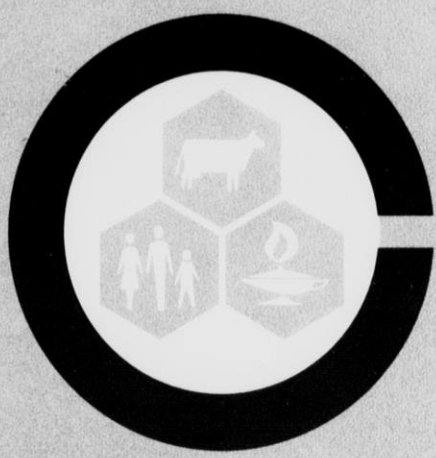
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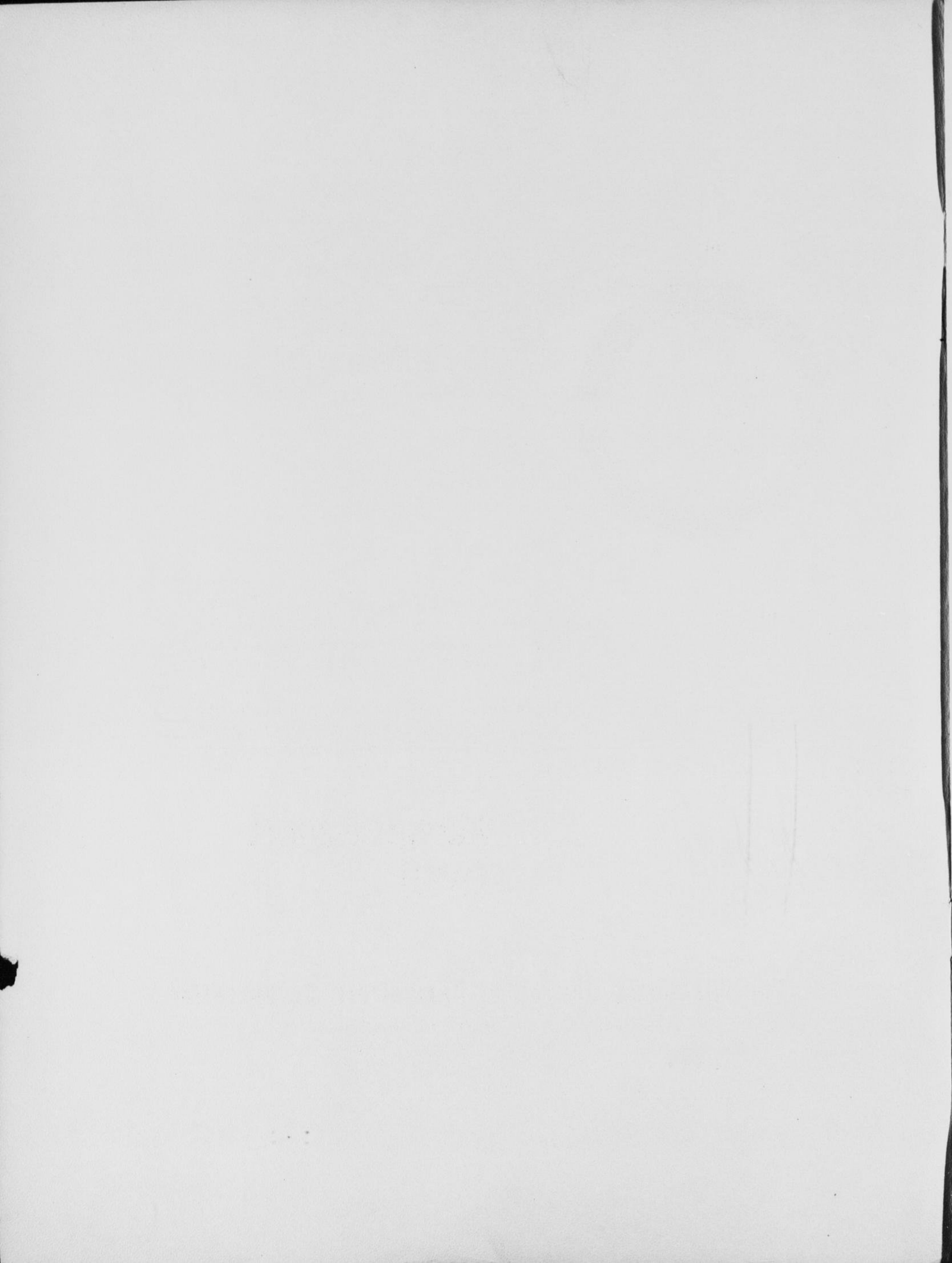
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The
Wisconsin
Council of
Agriculture
Co-operative

**Annual Report
1965**





The Emblem of Service to Agricultural Co-operatives

The Circle — an ancient symbol for the sun which is of prime importance to agriculture and symbolic of "bringing together." By removing a small segment, it becomes a literal representation for co-operative.

The Hexagon — borrowed from the beehive with its connotation of the industriousness of the farmer. Combining three hexagons, each representing a major area of Council concern, provides a visual concept of teamwork and service.

The Wisconsin Council of Agriculture Co-operative

111 S. FAIRCHILD ST., MADISON, WISCONSIN 53703

PHONE: 256-1846

Officers Executive Committee and Staff



Truman Torgerson



Owen K. Hallberg



Russell G. Hvam



George Gould



Percy S. Hardiman



Neilus R. Larson



Melvin Sprecher



Vernon C. Struck



Ralph M. Cooper



Charles L. Farr



Ruth Baehler



Judith L. Smith

OFFICERS

Truman Torgerson, *President*
General Manager, Lake to Lake
Dairy Cooperative, Manitowoc

Owen K. Hallberg, *Vice President*
Director of Education, Land O'Lakes
Creameries, Inc., Minneapolis

Russell G. Hvam, *Treasurer*
General Manager, Equity Cooperative
Livestock Sales Association, Milwaukee

STAFF

Vernon C. Struck, *Executive Director*

Ralph M. Cooper, *Assistant Director*

Charles L. Farr, *Dairy Economist*

Ruth Baehler, *Office Manager*

Judith L. Smith, *Office Secretary*

EXECUTIVE COMMITTEE

George Gould, Waupun, *Manager*
Alto Cooperative Creamery

Percy S. Hardiman, Hartland, *President*
Wisconsin Farm Bureau Federation

Neilus R. Larson, Westby, *General Manager*
Tri-State Breeders Cooperative

Melvin Sprecher, Sauk City
Wisconsin Dairies Cooperative

Visit your Council office when in Madison. Provident Building, one-half block from the Park Motor Inn on the Square. Ample parking in the City-County Ramp on Fairchild Street.

Council Strength



Farm Leaders Meeting — A Forward Step



Teachers and agents are interested at the Elkhorn Marketing Conference

Standing Committees

STRENGTH THROUGH UNITY

Farmer cooperatives have long realized that by coordinating their efforts they can accomplish goals that otherwise would be unobtainable. The Wisconsin Council of Agriculture Co-operative was formed with this reason in mind. Its primary concern is to promote the interests of agriculture by seeking to create an economic and political climate in which farmer cooperatives can function effectively and to provide individual farmers the means to obtain greater economic strength in the market place.

During 1965, your State Council sponsored programs of considerable scope — the regular publication of a newsletter and legislative letter — an annual series of manager and director training conferences — developing and supporting legislation favorable to agriculture — youth education and training programs — these comprise a partial list. In addition, the Council provided a strategic point of contact for official public and private agencies who deal with agriculture and farmer cooperatives.

The Council's program and direction is founded on the *what*, the *why* and the *how* that forms the basis of the cooperative way of doing business. Future activities of the Council shall be tied very closely to these relatively basic but extremely important tenets of cooperation.

WHAT — ARE COOPERATIVES?

Cooperatives are groups of people who get together to market their products, buy their supplies, or provide themselves other services they need or want as economically and effectively as they can. Cooperatives are business enterprises that are financed, controlled, and operated by members who benefit from these operations.

WHY — DO PEOPLE FORM COOPERATIVES?

To obtain services for themselves that they cannot obtain as economically or effectively as individuals. These services may be marketing their products or obtaining goods and other services. A cooperative helps give its members increased economic power so they can protect their economic interests more effectively in a world of big business.

HOW — DO COOPERATIVES OPERATE?

Cooperatives operate in most respects like other businesses. Members elect a board of directors, which hires a manager to operate the cooperative. The manager hires the employees. The board of directors determines the broad policies of the cooperative, and the manager carries them out. Cooperative management must plan, organize, direct, and control operations as skillfully as any other business firm to attain its objectives.

DAIRY SECTION COMMITTEE

The Dairy Section Committee functions to guide the Council's activities in the complex area of dairy marketing. Objectives are: (1) Establish a unified dairy policy for Wisconsin cooperatives; (2) Work with national and state organizations to develop equitable and fair marketing programs; (3) Work with University of Wisconsin and State Department of Agriculture to develop dairy projects, dairy food promotions and equitable legislation; and (4) Coordinate the activities of Wisconsin cooperatives to strengthen the dairy farmer's voice. Members of the Committee are:

George Ruppel, Chairman — fluid milk
Arthur Jepsen, Vice Chairman — cheese
William C. Eckles — bargaining cooperatives
John Horlamus — dairy farmer representative
Neilus R. Larson — breeding cooperatives
Elmer Leppen — manufactured products
A. L. McWilliams — Federal order markets
Truman Torgerson — Council executive committee
Robert J. Williams — butter-powder



Education Committee Meeting at Wisconsin Rapids



Vo-Ag Extension — local banks working in unity



Program Study Committee—Getting the job done

FARM SUPPLY COMMITTEE

Supply cooperatives have now expressed need for an in-depth appraisal of factors affecting their business activity and operation. To determine the role of the Council in this important area of farm business, President Torgerson appointed a Supply Committee. Committee members are: Carl Woizeski, Chairman, Larsen Cooperative Company; Lawrence R. Kapelke, Farmers Cooperative Supply and Shipping Association; Duane Long, New London Cooperative Exchange; George R. Niebur, Wisconsin Division, F S Services, Inc.; A. C. Schultz, A-G Cooperative Creamery; Leo Senst, Greenville Cooperative Gas Company; and Willis Uhlenbrauck, Cooperative Service Oil Company.

MEMBERSHIP DUES COMMITTEE

This committee has the responsibility of reviewing the Council dues structure and recommending changes to the executive committee. The committee is awaiting the report and suggestions based on work of the Program Study Committee. Committee members are: Paul Affeldt, Chairman, Pure Milk Products Cooperative; Robert J. Williams, Wisconsin Dairies Cooperative; Arthur Jepsen, Outagamie Producers Cooperative; Percy Hardiman, Wisconsin Farm Bureau Federation; and Leo Senst, Greenville Cooperative Gas Company.

PROGRAM STUDY COMMITTEE

Following the change in Council leadership, President Torgerson appointed a Program Study Committee to thoroughly study the structure and operation of your Council and its program. This committee has worked diligently, in the interest of the Council membership, to evaluate and suggest changes in the Council program to make it a more effective tool for the future.

The committee has recommended changes in Council Articles and Bylaws along with specific suggestions for program improvement. Acceptance of the recommendations must be made by the executive committee and implemented by the staff.

A survey of the Council membership was conducted to determine member needs and aid the committee in evaluating the Council program.

Committee members are: Kenneth Wallin, Chairman, Badger Breeders Cooperative; Owen K. Hallberg, Land O'Lakes Creameries, Inc.; Peter E. May, Equity Cooperative Livestock Sales Association; Lloyd E. Mowrer, Lake Land Egg Cooperative; and Edward Stuesser, Milwaukee Cooperative Milk Producers.

EDUCATION COMMITTEE

The Council's Education Committee is composed of representatives of member cooperatives who are working directly with youth, program planning and communications in their own organization. Representatives of public agencies concerned with rural education also serve. The Committee assists the Council in developing educational programs, such as the Cooperative Clinic, Short Courses, Marketing Conferences and other educational activities. Sub-committees work on special projects which include development of marketing films and communication workshops. Committee members are: Robert J. Williams, chairman, Wisconsin Dairies Cooperative; Sterling Gillingham, secretary, Tri-State Breeders Cooperative; Ralph M. Cooper, Council representative; Dale Aebischer, State Board of Vocational and Adult Education; Walter Bjoraker, Agricultural Extension Education; Allan Bringe, UW Extension Dairyman; Bruce Cartter, Assistant 4-H Club Leader; Harold Cobbs, Madison Milk Producers Co-op Dairy; Floyd Doering, State Board of Vocational and Adult Education; Gerald Emmer, St. Paul Bank for Cooperatives; Glenn Gerhardt, Federal Intermediate Credit Bank; Willys Gjermundson, Agricultural Records Cooperative; Dave Guse, Wisconsin Division, F S Services; Owen K. Hallberg, Land O'Lakes Creameries, Inc.; Gladys Hayes, Golden Guernsey Dairy Cooperative; Dale Henning, Central Wisconsin Cooperative Dairies; Dan Jin-

Survey Report

dra, Lake to Lake Dairy Cooperative; Harry Laszewski, Pure Milk Products Cooperative; W. C. Lawton, Twin City Milk Producers Association; Peter E. May, Equity Cooperative Livestock Sales Association; Frank Meyer, Consolidated Badger Cooperative; Timothy Mogan, Pure Milk Association; Lloyd E. Mowrer, Lake Land Egg Cooperative; George E. Nettum, Northern Wisconsin Cooperative Tobacco Pool; Allan Peterson, Badger Breeders Cooperative; Leo Senst, Greenville Cooperative Gas Company; Orvin Titus, Wisconsin State Grange; and David H. Williams, Agricultural Extension.

COUNCIL MEMBERSHIP SURVEY

The Council's Program Study Committee conducted a membership survey. Questionnaires were sent to all managers, board presidents and a random sampling of directors of each Council member. Response to the survey was excellent and results valuable.

The survey was designed to determine: needs of Council members; attitude toward and degree of support for various programs; suggestions for changes in current programs; strengths and weaknesses of Council members in specific areas, such as management development and member relations.

Inquiry was directed toward five major areas of activity.

A brief summary highlighting member reactions in each of these areas follows:

MANAGEMENT DEVELOPMENT

Most managers felt that board members understood their function on the board. However, board members themselves indicated they should be doing a better job. This was particularly true of board members in the over 55 age group.

When asked how they rated their boards, managers were equally divided between excellent and good.

A weak point in cooperative management as indicated by the survey was long range planning. Fully 30 per cent of the respondents indicated no long range planning was done. Board members did not really know what long range planning should accomplish or how it is done.

There was general agreement on the need for the board to do a better job in working with the membership. Both directors and managers felt that the Council should play a major role in developing a specific program designed to improve management skills (i.e. establish program clinics and institutes). The "feeling" was backed up by the high degree of willingness to participate in self financing management training sessions.

MEMBER RELATIONS

Questions in this area were directed at an appraisal of the members own member relations. Managers and board members tended to agree that member relations generally ran from fair to good. Board members were slightly more optimistic in this area than managers. Oddly, most respondents were at a loss to indicate specific ways in which the Council could or should assist them in their member relations program.

LEGISLATION

Appraisal of the Council's legislative effectiveness left the general impression that the Council was doing a good job. There is room for improvement, since fully 15 per cent of the respondents felt the Council could "do better."

When asked how the Council can increase its effectiveness, a considerable range of response was given. Some saw serious limitations, particularly for the future,—others felt greater need than ever now exists for effective legislative representation. All agreed that some additional effort must be made toward improving communication and education in this area. Almost unanimous approval was given to the Council to pursue an aggressive legislative program in behalf of rural areas.



Awards Committee — Frank Meyer, Gail Hamilton, Howard Gordon

Dairy Programs Problems Predictions



Key Leaders to AIC — left to right, Scott Traynor, State F.F.A. President; Rita Maliszewski, State F.H.A. President; Donald Flatley, Distributive Education President; and Garth Shanklin, State 4-H Club President



Dairy Plant Security Technical Advisory Committee

INFORMATION

Most of the membership considers the Council as one of its prime sources of information on cooperatives. When asked for suggestions to improve the *Newsletter*, very few were made. Apparently the *Newsletter* is doing a satisfactory job of communication. Suggestions that were made were directed toward expanding coverage and producing a bi-weekly instead of monthly publication.

The Council's *Legislative Letter* is distributed, while the legislature is in session, to managers and board presidents. Approximately 60 per cent of the users rely heavily on it. Some requests were made for an evaluation of legislators by the Council, based on their performance in the interests of agriculture and in the public interest.

EDUCATION

Here again the Council fared rather well. The general impression was given that the Council's performance is good but a method should be found to reach more people with their program.

There was unanimous approval of increased participation by the Council in activities of the American Institute of Cooperation. When asked if all AIC annual meeting activities should be channeled through the Council, both managers and board members indicated two to one that the Council should be responsible.

A PLAN WITH PROMISE

Development of a program which will raise the Wisconsin dairy farmer to an economic par with dairy farmers serving fluid markets is being developed under Council leadership. The standby pool as proposed by the Dairy Section would result in producers not regularly associated with fluid markets sharing in the higher valued Class I market, provided the reserve supplies of milk eligible for fluid use in the standby plants were available for bottling milk during the season of short supply. The plan calls for a regular payment throughout the year and a special price for milk shipped for Class I to deficit markets. You will be hearing more of this *economically sound idea* in the future.

DEFENDING A PRINCIPLE

The Council's Dairy Section has supported the principle of price alignment in Federal Order markets. Price alignment is important because maladjustment in prices results in lost markets for Wisconsin manufactured dairy products. Thus, processing of milk into manufactured dairy products would be shifted to high cost areas through faulty price administration. Under a free market structure this threat is eliminated since competitive forces would tend to align milk prices.

EDUCATION

The Council is deeply concerned with improving the economic sophistication of the Wisconsin dairy farmer. The education of the dairy farmer in the fundamentals of dairy marketing is a formidable but essential task. To successfully understand the marketing problems, the education of dairy farmers must extend beyond the farm bulk tank and his processing plant. Dairy farmers must be knowledgeable about factors affecting supply and demand, government programs and international trade. This understanding is basic to effective cooperation in the future.

COORDINATION AND STIMULATION

Cooperative leaders, University technicians and regulatory agencies (Federal and State) through their operations, study and research are striving to find acceptable answers to the complex marketing problems of the dairy industry. Increased efforts are being made and new approaches developed to inform the dairy farmer and arm him with current market information and changing industry practices; thereby, strengthening the economic position of the dairy farmer and his industry. The Council's Dairy Section serves as a significant link between farmer cooperatives, research people and regulatory agencies.

THE INDUSTRY AND ISSUES

Cooperative dairy plants are faced with numerous competitive factors in maintaining a volume of milk for processing. Some of these factors are ethical while others are highly questionable. Competitive forces have raised the level of farmer pay prices in some instances to a point where large efficient cooperative plants are encountering difficulty in maintaining adequate capital reserves. Firms depleting their capital reserve will be unable to replace equipment, expand and maintain product inventories needed to serve and develop markets. A sick industry serves neither the producer nor consumer adequately.

Some dairy plant operators have resorted to questionable business practices, such as: adjusting butterfat tests and milk weights, not taking proper depreciation allowances and low salary scales for employees in an effort to survive. Continuation of these poor business practices is unhealthy and if the industry is to prosper corrective measures must be forthcoming.

The Council is united with the Wisconsin Department of Agriculture in efforts aimed at determining the extent of questionable business practices in the dairy industry and in recommending steps to alleviate this situation.

BUTTERFAT — A PROBLEM WITH A FUTURE

Butterfat, along with nonfat solids, continues to be produced in excess of domestic needs. Special government programs have up to now served as an escape valve for excess butterfat and nonfat milk solids. Greater research effort must be directed toward uses of dairy products, fat and nonfat milk solids, as components of other foods. It is difficult for a given product (a dairy product) to stand on its merits because of the price competition and effective merchandising of new and high margarine substitute dairy products. It is imperative that the dairy industry steps up research activities and develops bold merchandising programs to increase its share of the consumer food dollar. In some cases this means abandoning entrenched ideas about how a dairy product can or should be marketed.

INDUSTRY TRENDS TO CONTINUE

1. The quality of dairy products will improve at an accelerated pace. Giant milk processing plants with improved manufacturing techniques will substantially reduce the cost of processing milk.

2. Dairy herds will continue to increase in size with fewer farmers milking cows. The production per cow will continue to increase through improved breeding stock, feeding methods and management.

3. Cooperative dairy plants will continue consolidating, forming larger economic units, while some will drop out of sight as shippers gravitate to the large plants. This is essential if farmer cooperatives are to maintain a position of leadership in the growing national economy.

Dairying in the years ahead looks very bright, because of the improved demand for high quality food products to satisfy the nutritional needs of the nation's and the world's hungry people. The future promises benefits for the efficient dairy farmer and his cooperative provided the dairy farmer cooperative leaders seize the opportunity offered them.



*Lloyd Mowrer presents the Land O'Lokes District
25 Future Farmer Award*



*Co-op Leaders and Future Leaders at the Co-op
Clinic*



Member Relations



Council purchases first film from AIC — "Cows, Kids and Co-ops." Left to right, Stern, Schriver, Cooper and Struck



Council's Leadership Award goes to Cadott F.F.A. Chapter



At the Member Relations Conference — Stern, Mogan, Cooper and LeBeau

Education Programs

FARM LEADERS CONFERENCE WITH U. W. OFFICIALS

The Council took the lead in organizing a day-long seminar, February 8, with officials from the University of Wisconsin discussing programs and developments in the University and the College of Agriculture. This meeting was very significant in that it was called at the request of agricultural groups working together toward a common goal. The University of Wisconsin is saluted for doing an excellent job in cooperating with farmers through their leadership structure and clearly and ably defining its important role in our state.

COUNCIL PROVIDES MECHANISM FOR COORDINATED EFFORT

Representing many of the major cooperatives of the state, the Wisconsin Council of Agriculture Co-operative provides an effective mechanism through which farmers and business organizations can combine and coordinate their efforts when joint action is required to deal with matters of state and national significance. Since its organization in 1928, the Wisconsin Council of Agriculture Co-operative has grown both in strength and in scope. It has earned a reputation as one of the state's leading agricultural organizations. It is recognized as a spokesman for agricultural cooperatives by top government officials at the state and at the national level.

The Council is made up entirely of farmer-owned and farmer-controlled business organizations engaged in marketing of agricultural commodities or purchasing of farm production supplies and service cooperatives serving the needs of agriculture. The Council actually represents approximately 50,000 farm families with more than 200,000 farm cooperative memberships.

In behalf of cooperatives with radio and television, the Council staff has a monthly radio program on WHA and has appeared on numerous TV and radio programs throughout the state.

Communications are vital to cooperatives and the Council published 12 News Letters which were mailed to nearly 4,000 people each month. In addition, 34 weekly Legislative Letters were mailed to member organizations and educational leaders to keep them informed of current legislative activities.

A DEEPER UNDERSTANDING SOUGHT

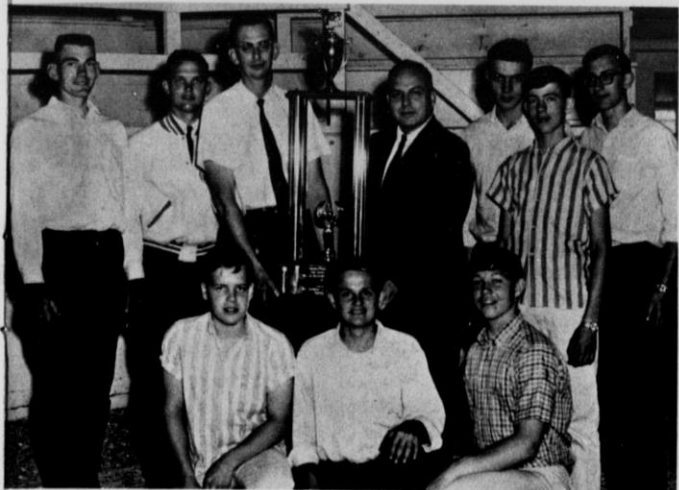
Rural leaders and educators examined cooperatives' contribution to the community at each of the seven Cooperative Marketing Conferences sponsored by the Council during the last week of April and the first week of May. Over 350 vocational agriculture instructors and extension workers attended the seven meetings at Mt. Horeb, Abbotsford, New Richmond, Sparta, Elkhorn, Algoma and Berlin. Thirteen area cooperatives served as host for this year's event.

SPOTLIGHT ON MARKET POWER FOR FARMERS' INCOME STABILITY

The Council's regional Dairy Policy and Cooperative Marketing Conferences attracted well over 300 cooperative directors and managers. The four one-day conferences held at Westby, Chipewa Falls, Appleton and Sun Prairie, highlighted the farmers' role in the future of agriculture policy making. Farmers need a unified approach to strengthen their economic and political strength. Working with and through their cooperatives is the best approach farmers have to achieve higher farm income.

CADOTT FFA CHAPTER STATE WINNER

The Council's Cooperative Leadership Award is made to the Future Farmer Chapter with outstanding instructional programs on cooperative activities, active participation in cooperative activities by Chapter members and their families, and a strong youth leadership program. Cadott FFA Chapter, under the direction of Eugene King, was selected as the outstanding chapter of the state. It represented Wisconsin in a National Cooperative Leadership Award Program at the American Institute of Cooperation. Sectional winners in addition to Cadott for Section I were: Section II, D. C. Everest; Section III, Berlin; Section IV, Wittenberg; and Section V, Ft. Atkinson.



Cooper presents Sweepstakes Trophy to Eau Claire Junior Dairymen's Association

Information Service



Struck and Cooper present the Milo K. Swanton Cooperative Library Bookplate to Pittenger and Schaars



Young Economists discuss fresh solutions to farm problems at Council's Dairy and Policy Meeting—David Vose, Randall Torgerson and Gary Rohde

Serving on the awards committee for making the selection were: Frank Meyer, director of public relations, Consolidated Badger Cooperative; Gail Hamilton, director of public relations, Wisconsin Farm Bureau Federation; and Howard Gordon, director of member relations, Pure Milk Association.

COUNCIL PRESENTS SWEEPSTAKES TROPHY

This year's Sweepstakes Trophy went to the Eau Claire Department of Vocational Agriculture and their advisor, Don Loomis, for outstanding achievement in all phases of vocational work in dairy herd improvement. Presentation was made at the Wisconsin Junior Dairymen's Association annual convention and dairy show at Wausau, July 15.

A BROADER PERSPECTIVE

The Council's second Cooperative Clinic for Young Men between the ages of 17 and 25 was held on the University Campus at Madison, July 14-15-16. Some seventy young men planning to stay in agriculture were sponsored by cooperatives. These young men had an opportunity to discuss cooperative issues with University professors, national cooperative leaders and representatives of leading cooperatives in the state. As a result of this Clinic, the Council office has received numerous requests from other states for information concerning the Cooperative Clinic and how they might organize a similar program in their state.

MILO K. SWANTON COOPERATIVE LIBRARY ACTIVATED

In recognition of the many contributions Milo K. Swanton made to cooperatives of the State of Wisconsin, 130 cooperatives and individuals contributed nearly \$4,000 to establish a fund to develop a Cooperative Library within the Agricultural Library at the University of Wisconsin. Mr. Emory Pittinger, University Agricultural Librarian, and Prof. Marvin Schaars, Agricultural Economist, University of Wisconsin, are assembling as many books as possible on cooperatives so that the University of Wisconsin will be recognized as having the outstanding Cooperative Library in the country.

In accordance with a plan when the fund was established, future contributions by cooperatives and individuals will be accepted and earmarked to continue building a strong, modern, and current Cooperative Library.

SPECIALIZED KNOWLEDGE PROVIDED

"A good picture has a definite story and delivers a message." This is what 44 cooperative writers were told by the University photography specialists at the Council's Cooperative Publications Workshop, April 7. By organizing the Cooperative Publications Workshop, the Council provided a special service to its members in helping to develop better cooperative publications.

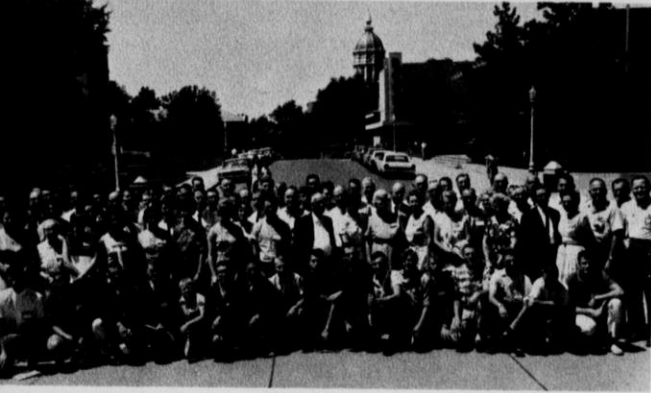
COUNCIL NEWS LETTER WINS NATIONAL AWARD

At the 19th annual Information Fair held during the National Council of Farmer Cooperative annual meeting, the Wisconsin Council of Agriculture Co-operative's News Letter received the top award in the State Council's Division. In direct competition with other State Council periodicals, it was issued this coveted distinction.

MEMBERSHIP AND PUBLIC RELATIONS

Communications by cooperatives with their own members and the public and skillful promotion of their business enterprises is becoming increasingly important. The Council staff participated in the Great Lakes Member Relations Conference sponsored by the American Institute of Cooperation and the Farmer Cooperative Service, held in Chicago, April 21-23. Staff personnel of Council members were well represented on the program. The theme was, "Improving Member and Community Support for Cooperatives."

National and State



Wisconsin has largest state delegation at AIC in Missouri



Wisconsin Cheese Day at the World's Fair

COORDINATION AT THE NATIONAL LEVEL

Just as there is need for coordination of cooperative activities at the state level, also there is a need for coordination at the national level. The American Institute of Cooperation provides for such a program. Your Council is an active participant and supporter of the American Institute of Cooperation.

Purpose of the AIC is to promote research and disseminate information relating to cooperation. Particular emphasis is placed on economic, sociological and legal phases. In August, the Council, in cooperation with PMPC and other member organizations and the WAC, sponsored two Greyhound bus loads to the AIC Missouri meeting. Ours was the largest state delegation. New this year was sponsorship of the Key Leader Group, which included representatives of the Future Farmers of America, Future Homemakers of America, 4-H Clubs and the Distributive Education Association.

The National Council of Farmer Cooperatives is an association of farmer cooperatives performing marketing, purchasing and service operations for their farmer patrons. The objective of the Council is to create and maintain a climate which permits and promotes growth in influence of farmer cooperatives in markets in which they operate. This facilitates the success of each member in its business objective, which is to increase farmers' income from their farm business operations. The National Council correlates and concentrates all legislative efforts at the national level designed to help cooperatives attain desirable growth.

COOPERATIVES LEARN BY DOING

October was designated as Cooperative Month. The proclamation was signed by thirteen state governors, including our own Governor Warren P. Knowles.

In recognition of the contribution to the welfare of consumers, the economic progress of the nation, and to the development of our democratic free enterprise system, Secretary of Agriculture Orville L. Freeman proclaimed the week of October 4th as Cooperative Week. Your State Council assisted member cooperatives in developing cooperative observance programs throughout the past year. As cooperatives increase in size and importance, cooperative leaders need to develop smooth working relationships among themselves and with other organizations.

DAIRY SCENES FOR NATIONAL FILM MADE IN WISCONSIN

The new motion picture being developed by the National Council of Farmer Cooperatives will show agricultural scenes throughout the nation. The dairy scenes were filmed on the Agnew farms in Milton Junction, Wisconsin. Arrangement for making these scenes was handled by your Council staff.

WISCONSIN DAY AT THE WORLD'S FAIR

Vernon C. Struck, executive director of the Council, represented the dairy industry during Wisconsin Day at the New York World's Fair, July 9. A 180-pound Swiss wheel of cheese made by Madison Milk Producers was cut into 3,000 samples and passed out to Fair visitors, making new friends and customers for Wisconsin dairy farmers.

ORGANIZATIONS WORKING TOGETHER

The Council is a member of the National Council of Farmer Cooperatives, which held its 36th annual meeting in Seattle, Washington. National Council represents some 5,700 cooperatives in the United States, serving nearly 3,000,000 farm memberships. It is a parent organization of the State Council of Farmer Cooperatives. Cooper and Struck represented the Council.

The National Council of Farmer Cooperatives is an association of farmer cooperatives performing marketing, purchasing and service operations for their farmer patrons. The objective of the Council is to create and maintain a climate which permits and promotes growth in influence of farmer cooperatives in markets in which they operate. This facilitates the success of each member in its business objective, which is to increase farmers' income from their farm business operations. The National Council correlates and concentrates all legislative efforts at the national level designed to help cooperatives attain desirable growth.

Legislation

A significant part of the Council's program is its responsibility to work for farmer cooperatives as their legislative representative.

The challenge on the legislative front becomes increasingly complex. This is understandable. What is important is that a high degree of cooperation with other groups will become essential. Part of this "cooperation for results" will require compromise and the ability to appraise possible long-term gains based on short-term action.

The Council's legislative policy is established through resolutions passed by the delegates at their annual business meeting.

Legislative activity during the 1965 session was carried on at a brisk tempo commensurate with the nature and amount of legislation introduced. Over 1,000 bills were introduced in the Assembly and close to 600 were introduced in the Senate. The magnitude of such a volume of work for a legislative body is staggering. Thus, it becomes increasingly important to maintain close contact with legislators to help them make decisions that are in the best interests of agriculture and in the public interest.

The Council was active in sponsoring and supporting numerous pieces of legislation this session. Most of the work was centered in three major areas of legislative concern: Rural People, the Dairy Industry, and Agriculture in General. Following are a few of the highlights:

RURAL PEOPLE

The *reapportionment* issue remains unsettled. Up to this point progress has been slow and the battle is all uphill, since a Supreme Court decision must be changed through a constitutional amendment.

This legislation is necessary if rural America is to have a voice in the legislative process.

Legislation passed two years ago regarding *regulation of plumbing* in rural areas is working a hardship on farm people and their cooperatives. The Council has spent many hours in seeking corrective changes which will alleviate this situation.

In line with current programs to beautify America, the Council has supported legislation to control auto salvage yards and prevent their continuation as a *blight on the rural landscape*.

DAIRY INDUSTRY

The *colored oleomargarine* issue was the most difficult problem to handle. The Council provided leadership in opposing all legislation that would permit the sale of colored oleo in the state. Every attack on butter was beaten; four different bills were killed. This is a project that cannot be done alone and could not have been accomplished except for the excellent support of the membership and other groups that are vitally interested in Wisconsin's dairy industry.

Other bills of importance covered dairy plant security measures, marketing permits to test new products, foreign promotion of dairy products, container sizes, new dairy product development and sales, advertising of dairy products, along with many others.

The Council was also instrumental in defeating legislation which would take *America's Dairyland* off of Wisconsin license plates. It was through Council efforts that this excellent promotional effort was originally achieved.

AGRICULTURE

A proposal to increase the *size of the board of the Wisconsin Department of Agriculture* from 7 to 15 members, with control going to interests outside of agriculture, was vigorously opposed by your Council.

The Council again opposed the biennial attack on Wisconsin's excellent body of *labor law*. Legislation which would seriously cripple the Employment Peace Act of 1939 was introduced and pushed for by labor groups.

Farmers through their cooperatives have a substantial investment in plant and equipment, as well as in their crops. Any attempt on the part of groups to take advantage of the vulnerable position of a farmer with a perishable crop that must be processed must be opposed. This opposition is sound, since it is in the public interest to protect our food supplies.

The Council shall continue to serve in a cooperative, respectful and dedicated manner to preserve and enhance the position of the Wisconsin farmer-businessman.



Council Leaders meet with Legislators to establish benchmarks of Legislation



Bill Agnew poses for a scene in the filming of the National Council's film "Road to the Camerons"

Policies Adopted at 1964 Annual Meeting

1. *Encouraging Cooperative Growth and Expansion* by becoming stronger structurally and financially.

2. *The Farmer Cooperative Service* is commended for effectively contributing information and research essential to the growth of cooperatives.

3. *Protection of Existing Farm Credit System* by opposing any legislation or proposals for establishing new agencies that would have an adverse effect on the operation of the current system.

4. *Capper-Volstead Act* — Oppose amendment to this Act.

5. *Taxation of Cooperative Returns* — Reaffirms the position that the net proceeds of a cooperative returned to patrons on a patronage basis in any form, is income in the hands of the patron and not income of the cooperative making the distribution.

6. *State Income Tax Treatment* — Recommend that no change be made in the present state income tax treatment of bona-fide cooperatives.

7. *Cooperative Assistance and Auditing Service* — Urge strengthening of the Cooperative Assistance Section of the Marketing Division in providing technical aid and assistance to all non-governmental auditing services, and for technical assistance directly to individual cooperatives; and recommend that it be adequately staffed.

8. *Protection of Consumers from Misrepresentation of Food Products* — Urges all of those responsible bodies to increase their vigilance and work toward full enforcement of all regulations designed to protect consumers.

9. *The Urban Fringe Problem* — Urge 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.

10. *Indiscriminate Weed and Brush Control* — Urge that agencies involved be made responsible for cleaning up, and made aware of their responsibilities for damage to crops.

11. *Poison Spray Study* — Urge the continuous surveillance of laws covering use of sprays and herbicides, and the keeping of members informed as to need for improved or additional legislation.

12. *Desecrating the Countryside* — Urge that steps be taken to regulate existing automobile "graveyards" and other defacing structures, as well as to prescribe limitations and prohibitions on new yards.

13. *Livestock Market News Service* — We ask that legislation be enacted to provide funds to the Wisconsin Department of Agriculture for the development of adequate livestock market news reporting services.

14. *True Interest Rates* — Favor the promotion of laws that would require all lenders to inform the borrower, in clear and concise manner, of the true rate of interest being charged.

These statements of policy were adopted by delegates to the Council's 36th Annual Meeting in Madison, October 30, 1964. Together with policy currently in effect they constitute total Council policy.



15. *Accurate Dairy Weights and Tests for Farmers*— We request that the Department of Agriculture continue to give high priority to the Product Accountability Program, and that necessary resources be allocated to carry out the program of securing accurate weights and tests.

16. *Safeguarding Food Products in Consumer Interest* by a continued program of making the public fully aware of the valuable health qualities of agricultural commodities.

17. *Standards of Identity and Labeling*— We urge uniformity in standards of identity and labeling requirements in all the states to conform with federal requirements on finished products, and believe that the Food and Drug Administration should have authority to establish standards of identity for all food products.

18. *Effect of Concentrated Buying Power on Farm Prices*— Urges that the National Commission on Food Marketing should not limit itself to merely investigating the processing and distribution of foods but that it should work for the improvement of the net income for farmers.

19. *Increasing Net Returns to Farmers*— Urges farmers to be on the alert against efforts being made that may jeopardize their markets and their cooperatives. National or regional withholding actions cannot sustain artificial prices and will lead only to demoralized markets, less consumption and lower net returns for farmers. We further urge producer resistance to activities that may weaken their dairy, livestock, grain and other agricultural industries.

20. *Council Educational Programs*— Continue our policy of promoting the study of and participation in cooperatives by rural youth, and the development of cooperative educational meetings.

21. *Social Security*— We will work to obtain the privilege of increasing the coverage of payment of the full applicable tax rate on that amount by which the individual's income fails to equal the maximum.

22. *Labor Legislation for Family Farms*— Urges special consideration in the minimum wage law governing the employment of inexperienced and handicapped persons on family-sized farms.

23. *Foreign Trade*— We support the Trade Expansion Act and trust it will be administered in such way as to maintain and expand the competitive position of American agriculture in world markets.

24. *Dairy Price and Production Policy*— We will continue study and work to improve the dairy price support program giving positive consideration to methods of adjusting supply to market demand, at acceptable prices, that is applicable to all dairy producers.

25. *Position on Competition and Research as They Affect Wisconsin's Dairy Industry*— We recommend that adequate funds and personnel be available to carry out the full intent of such programs that inhibit the free flow of milk and milk products between states, and urge reciprocity and uniform inspection of Grade A milk supplies. We support the development of a National Dairy Research Center at the University of Wisconsin.

26. *Dairy Plant Security Law*— Recent events indicate that the Wisconsin law needs strengthening. We suggest that the Wisconsin Department of Agriculture notify management and officers in writing when a report indicates financial problems.

27. *Proposed Dairy Plant Security Fund*— We believe that a fund which guarantees the milk checks of farmers shipping to plants which default has no place in Wisconsin's dairy industry. Such a fund would underwrite poor operation and management and will result in all farmers subsidizing poor plant operation.

28. *Food Product Promotion, Market Research and Consumer Education*— Food has been, and is today, one of the consumer's best buys, and we urge that further dissemination of this information be made to the American people. We urge continuation and expansion of the farmer's support to organizations and agencies dedicated to the advancement of consumer education, market expansion and research.

29. *Dairy Herd Replacement Cattle Grading*— We encourage the Wisconsin State Department of Agriculture to institute a system of licensing graders for grading "dairy herd replacement cattle," using grades and standards as approved by the Council's Dairy Herd Replacement Cattle Committee.

30. *Farm Safety*— We support the activities of all agencies that promote safety practices and endorse the promotion of the slow-moving vehicle emblem.

31. *Farmers' Right to Market Products*— We insist that farmers be protected by state, county, and local law enforcement officers while delivering their production to markets and ask that every effort be made by law enforcement officers to protect farmers from intimidation and coercion designed to interfere with their legal rights.

32. *Consolidation of Wisconsin Council of Agriculture Co-operative and Wisconsin Association of Cooperatives*— We direct the Council consolidation committee to continue consolidation negotiations with the Wisconsin Association of Cooperatives.

33. *Wisconsin Swine Marketing Order*— We support the proposed self-help program.

The Wisconsin Council of Agriculture Co-operative

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