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**Farmer co-operatives facing the new
half-century with industry, labor, farming,
professions, business. 1950 annual report,
Wisconsin Council of Agriculture
Co-operative. 1950**

Wisconsin Council of Agriculture Co-operative
Madison, Wisconsin: The Council, 1950

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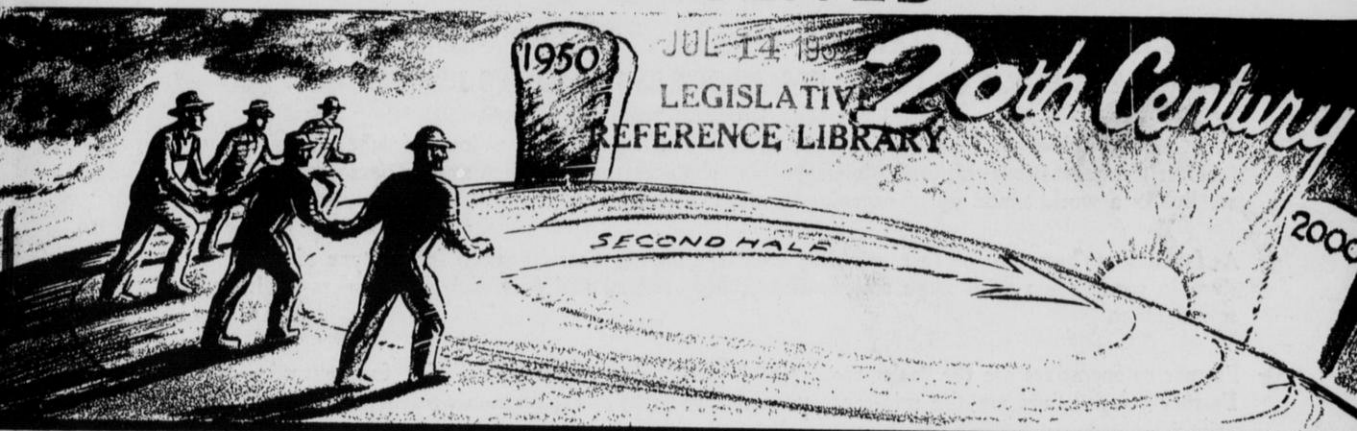
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1950

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FARMER CO-OPERATIVES FACING THE NEW ● HALF-CENTURY

RECEIVED



with

● **INDUSTRY**

**A NEW DAWN
TOGETHER**

● **LABOR**

● **FARMING**

**1950
ANNUAL
REPORT**

● **PROFESSIONS**

● **BUSINESS**

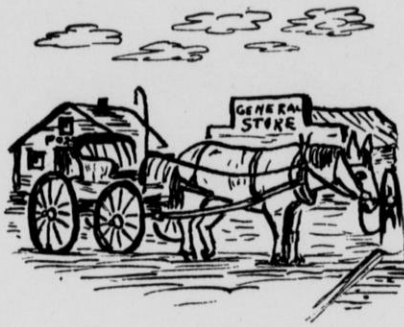
WISCONSIN COUNCIL OF AGRICULTURE CO-OPERATIVE

814 Tenney Building — Telephone 6-5312

MADISON 3, WISCONSIN

— **A Federation of Wisconsin Farmer Co-operatives** —

A MID-CENTURY APPRAISAL OF AMERICAN AGRICULTURE



*From the horse and buggy to the airplane.
From a mighty majority to a dwindling minority.
From a simple economy to a complex relationship.
From independence to inter-dependence.
From the challenge of production to the challenge of marketing.
From lone venturing to group action.*

THUS IN THE FIRST HALF OF THIS CENTURY WE SEE THE EVOLUTION OF AMERICAN AGRICULTURE, ITS PROGRESS AND ITS PROBLEMS.

- ★ The first 50 years of the 20th century have witnessed the growth of unions of labor, associations of manufacturers, organizations of professional people, chambers of commerce and co-operatives of farmers. Today we live in a world made up of organized groups of people.
- ★ As farmers we buy and sell in a world of economic giants. Our treasured family type of farming cannot endure in competition with large scale industry, big business and powerful labor, unless we learn to buy and sell together.
- ★ Farmer co-operatives are the "sales rooms" and "purchasing departments" for farmers who plan together. Farmer co-operatives are the mid-century answer to many of the economic problems of American agriculture.
- ★ The Council of Agriculture is a co-operative of farmer co-operatives. For almost half of this period, the Wisconsin Council of Agriculture Co-operative has stood for, has worked for, and has defended the interests of Wisconsin agriculture through building and improving farmer owned and controlled co-operatives.

OBJECTIVES OF THE COUNCIL OF AGRICULTURE ARE:

- To bring about a common ground of understanding between farmer co-operatives.*
- To act as a clearing house of information for farmer co-operatives.*
- To improve relationships within co-operatives, between co-operatives and about co-operatives.*
- To assist in the development of sound agricultural policies.*
- To foster greater interest in agricultural co-operatives.*
- To improve and extend the level of co-operative education.*
- To enlist the interest and understanding of farm youth in co-operatives.*
- To foster greater co-operative membership responsibilities.*
- To conduct campaigns of better public understanding about co-operatives.*
- To formulate and support constructive legislation in behalf of farm people and their co-operatives.*
- To work with state and federal agencies and departments in furthering the interests of Wisconsin farmers.*



TOWARD BETTER UNDERSTANDING AND COMMUNITY BUILDING

MEETING OUR "CITY" COUSINS

*"Get acquainted with your neighbor
You might like him."*



Good public relations is the art of understanding and being understood. In this time of deep world conflict, the great need is to lessen misunderstanding.

In this spirit the Wisconsin Council of Agriculture Co-operative, during the past year, sponsored its fifth series of "Community Builder Banquets." On these occasions farmer co-operatives in each locality were the hosts to non-operative, non-producer, and non-agricultural leaders. This year's public relations conferences were held outside the large cities because it was realized that conflict and misunderstanding are often more intense in the towns and smaller cities.

Both Sides Heard From

WHAT THE GUESTS HEARD:

Farmer co-operatives are an extension of the farmer's own farming enterprises.

Co-operatives are designed to lower costs of production and to bring to the original producer a fair share of the consumer's dollar.

Farmer co-operatives are avenues of mutual self-help as contrasted with the idea of economic helplessness or the philosophy of dependence upon government.

Farmers, laborers and businessmen are all inter-dependent parts of the same economy, in business together.

Co-operatives are taxpayers in the fullest sense.

Co-operatives are basic to free enterprise.

Co-operatives are a part of the capitalistic system.

Co-operatives are the best safeguard against monopoly.

WHAT THE FARMERS HEARD FROM THEIR GUESTS:

"We didn't know that co-operatives paid all those taxes."

"Do you mean to say that there are co-operatives of businessmen?"

"It is plain to see that farmers, through their co-operatives, are interested in fair earnings for capital, fair income for labor and fair rewards for management."

"You have pointed the way for better understanding."

"Our business welfare is dependent upon agriculture's incentives and prosperity."

"This is the most valuable event that has ever come to our city."

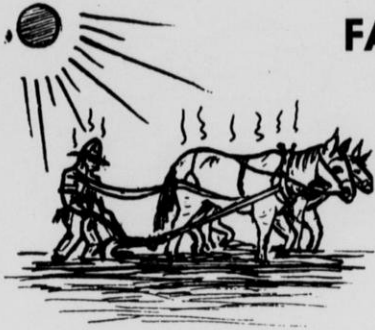
OCONTO COMMUNITY-BUILDER BANQUET



NATIONAL MESSAGE ON IMPROVED PUBLIC RELATIONS

In the special public relations issue of the Co-operative Digest (December 1949) the Council of Agriculture prepared and published a special message designed to improve public attitude toward agricultural co-operatives. This message "Facing the Dawn of a New Half Century Together," was rated so high that it was given center spread in the special magazine. More than 40 thousand people in every state of the union received this message which was printed in the interest of better understanding about the inter-dependency of industry, labor, business and farming.

Our cover design conveys the same message in a slightly different composition.



FACING THE NEW HALF CENTURY WITH INFORMATION AND EDUCATION

"A man's judgment is no better than his information."

NEW TRENDS, new problems, new requirements and more important than all else, new people are constantly appearing on the horizon of rural life and interests. This is part and parcel of the plan of change and development.

New decisions have to be made. New plans must be drawn, new information, new relationships and new programs are required to meet the needs of evolution.

To maintain its place in this pace of progress, our agriculture, its co-operatives and its leaders must constantly keep abreast of the times through information and education. By the spoken word, the printed word, by meetings and by programs — the Council carried on its campaign of education.

THE COUNCIL'S PROGRAM BY RADIO

Taking part in 31 radio broadcasts, the Council of Agriculture staff brought further information and interest to many thousands more concerning current farm information, co-operative news, and interesting farmer movements within Wisconsin and within the nation. Many of these radio messages were re-broadcast over a network of stations.



— ★ —
J. K. STERN,
President of the
American Institute
of Co-operation
addressed the

FARMERS
GET-TOGETHER
CONFERENCE
in 1949.

— ★ —

NEWS LETTERS AND NEWS RELEASES

Monthly, throughout the year, 3200 printed copies of the Council of Agriculture News Letter were received by co-operative management, directors and employees. These publications included editorials on critical issues, discussions of programs and movements affecting farmers and their co-operatives, last minute information from the State Department of Agriculture and many other features.

CO-OPERATIVE MANAGEMENT SHORT COURSE

"Education is not a destination. It is a journey — always we are enroute."

March 27-28-29, 1950, there was held the first management short course for managers and directors of Wisconsin farmer co-operatives. It was sponsored jointly by the Wisconsin Council of Agriculture Co-operative and the Department of Agricultural Economics at the College of Agriculture.

Guideposts for sound financing, taxation issues, co-operative personnel programs, co-operation between co-operatives, better public and internal relations for co-operatives were a few of the subjects discussed.

WITH THE AMERICAN INSTITUTE OF COOPERATION

Council Secretary, Milo K. Swanton, served as vice-chairman of the Institute's general program committee. C. L. Jackson served as chairman of the Institute's transportation committee and in connection with the youth section of the program. Council president, Claffin, was chairman of the big "Wisconsin Night" program. Council directors serving on various committees, did much to guarantee the success of this national co-operative education conference held in Madison in 1949. Members of the Council staff appeared on the 1950 American Institute program at Stillwater, Oklahoma. Peter E. May assisted the co-operative youth training programs and Milo K. Swanton spoke on co-operative education and public relations for co-operatives.

TO THE END OF THE CENTURY WITH YOUTH

"From falling hands we throw the torch. Be yours to hold it high."



THOSE WHO HAVE WATCHED the unfolding of the first half of this 20th century can only hope for the future. Youth appearing on our horizon today is that hope. They should learn by our mistakes, they should understand the worry, sweat and fears that helped to create the co-operatives that are available for their future use.

Such was the thinking behind the plans of the Council of Agriculture and the State Board of Vocational and Adult Education Rural Division that developed into 14 young farmers' get-togethers in January and February 1950. With the full co-operation of the state's veteran trainers and the College of Agriculture, more than 5,000 on-the-job farm trainees and young farmers attended these conferences. "Co-operative marketing," "The market outlook," "Why farmer co-operatives," and "Misunderstanding about co-operatives" were subjects brought to their attention.

From the questions submitted by these young farmers in the co-operative question box, it was apparent that young farmers are thinking and are wondering. To win the understanding of youth and to hold their loyalty is a major test that co-operatives must face in the next half century.

The younger generation must recognize and remember that the strength of a farmer co-operative lies in the loyalty and understanding of its members. The dangers resulting when a "fair weather" member sells outside his association were emphasized again and again.



CROWD OF YOUNG FARMERS AT BARRON MEETING

FFA BOYS LEARN THROUGH VISITS TO CO-OPERATIVES



Council Sends Plymouth FFA Officers to A. I. C.

Five chapters did outstanding work in the field of co-operative education. The advisor and officers of the winning chapter in Wisconsin's Co-operative Leadership Contest were able to attend the Institute at Stillwater through the Council. Here is a Plymouth group visiting the Wisconsin Cheese Producers' Co-operative.



COUNCIL POLICY AND PRINCIPLES

"Truth is a jewel which should not be painted over, but it may be set to advantage and shown in a good light."

IN HIS ADDRESS to the 21st annual FARMERS' GET-TOGETHER CONFERENCE, Governor Rennebohm said, "I compliment your Council of Agriculture for its broad-mindedness — for seeing state problems in their entirety. Your policies in the past have been reflected in Wisconsin's progress toward social and economic improvement."

After long hours of preparation, revision, debate and final action, the following resolutions were acted upon during the business meeting, November 1, 1949.

The Wisconsin Council of Agriculture Co-operative formally resolved to:

- Assist in a co-operative education program.
- Recommend continued study of the conservation of water resources.
- Emphasize High School improvement for rural youth, more rural control, larger school units where feasible, better co-ordination of school bus routes.
- Advocate increasing state and federal support of vocational agriculture and vocational homemaking education.
- Maintain an active labor relations committee.
- Support the American Institute of Cooperation's FFA Chapter Leadership Contest.
- Work for development of a federal program favorable to Wisconsin agriculture.
- Encourage farmer co-operatives to support the American Institute of Cooperation.
- Endorse quality milk standards approved by the State Department of Agriculture.
- Commend the work of Wisconsin Electric Co-operative and support the REA program in Wisconsin.
- Endorse the Wisconsin Dairymen's Association plan for a state fair dairy barn and milk house.
- Encourage support of the Christian Rural Overseas Program.
- Encourage the adoption of a system of grade payments for milk.
- Oppose any trend of government agencies to encroach upon activities properly within the sphere of co-operative management.
- Relieve growing pressure on property taxes by fairer distribution of present revenues, by efficiency in government and by finding other more dependable sources of revenue.
- Recommend an amendment to improve the Wisconsin chattel mortgage law.
- Endorse the program of the National Livestock and Meat Board.
- Continue support of the American Dairy Association program.

On July 31, at the Ripon Directors' meeting, the following policies were adopted:

- To continue conference with labor, but to oppose attempts by labor to organize farmers.
- To oppose any efforts by the government to invoke price controls that would freeze prices to farmers at unfair index ratios.

RESOLUTION COMMITTEE SESSION



As in the past, the Council's policy and principles continue to reflect the basic creed which has guided its actions down through the years.

It will bear repeating that "UNITY OF THOUGHT AND ACTION WILL DETERMINE AGRICULTURE'S DESTINY."

KEEPING PACE - WITH LEADERSHIP



EXECUTIVE COMMITTEE AND STAFF
Back row: O. R. Wilkins, Homer Melvin, C. L. Jackson.
Front row: A. F. Stapel, C. F. Claffin, M. K. Swanton, Harvey Thew, Wm. F. Groves.
Absent: George Nygaard.

Ever vigilant to develop a better program, the Council of Agriculture, through democratic processes, seeks, finds and recognizes true leadership.

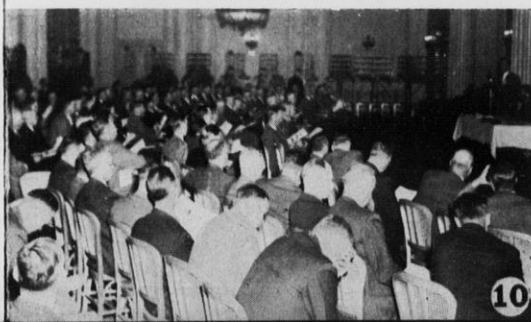
Three officers and four directors constitute the Executive Committee which is responsible for the policies of the delegate body and the directives of the Board of Directors. Each member co-operative has one director on the Council Board and there are four directors at large. Delegates to the Council annual meeting are in proportion to the size of each member co-op.

ANNUAL GET-TOGETHER CONFERENCE

During the year on which this report is based, the 21st annual Farmers' Get-Together Conference was held November 1 and 2, 1949, with the theme "Your Co-operative and You" and the slogan "Along the Road Together." Attention and analysis was focused on the business structure of co-operatives, co-operative credit and the human values in co-operation.

How farmer co-operatives have reversed the tide against the economic enslavement of farmers was brought out by F. V. Heinkel of the Missouri Farmers

DELEGATES IN ANNUAL SESSION



A successful CO-OP leader must have three bones:

- A wishbone — which gives him vision.
- A backbone—which helps him carry on in spite of difficulties.
- A funnybone—which keeps him from taking himself and others too seriously.



Association. Getting more dollars to livestock producers was explained by F. G. Ketner, Manager of the Ohio Livestock Producers. Building human values through co-operation was stressed by Ken Stern of Washington, D. C., president of the American Institute of Cooperation. Worthy contributions by other state and national leaders brought new thought, new plan and new courage to Wisconsin's farmer co-operative leadership.

INTRODUCING PETER E. MAY

Peter E. May became assistant Executive Secretary of the Council on July 1, 1950. With the exception of 4½ years in the army Pete has spent his entire life in agricultural work. His home farm is near Mineral Point. He was an FFA boy and a 4-H Club worker. After graduating from Platteville Teachers College he was an agricultural teacher. Before joining the Council staff he was agricultural training supervisor with the U. S. V. A.



PETER E. MAY

Peter May succeeded C. L. Jackson, who became Chief of the Administrative Division of the Wisconsin State Department of Agriculture.

ASSISTING OUR FARMER CO-OPERATIVES

During the Council of Agriculture's year of action, field work and service with agricultural groups and co-operatives constituted a major activity. The Council staff participated in 112 meetings and approximately 95 conferences all related to agricultural interests and to farmer co-operative activities. The Council staff responded to many requests for service.

MEMBERS OF THE COUNCIL OF AGRICULTURE

THESE LEADING farmer co-operatives and farm organizations are the members of the Council of Agriculture. They represent over 500 local farmer co-operatives and over 100,000 Wisconsin farmer co-operators.

These associations embody nearly every phase of farmer self-help business and educational activity in Wisconsin. They finance, direct, and provide leadership, all Council of Agriculture activities.

They are the Council of Agriculture!

A-G Co-operative Creamery, Arcadia
Alto Co-operative Creamery, Waupun
Albion Co-operative Creamery, Albion
Barron Co-operative Creamery, Barron
Bloomington Co-operative Creamery, Bloomington
Brillion Farmers Co-operative, Brillion

Cash Crops Co-operative, Genesee Depot
Antigo Milk Products Co-operative, Antigo
Associated Farmers Co-operative, Clinton

Badger Breeders Co-operative, Shawano
Baldwin Co-operative Creamery Association, Baldwin
Center Valley Co-operative Association, Black Creek
Cheese Producers Marketing Association, Co-operative, Monroe
Clark County Breeders Co-operative, Owen
Columbus Milk Producers Co-operative, Astico
Consolidated Badger Co-operative, Shawano
Co-operative Service Oil Company, Chilton

Dairy Lane Inc. Co-operative, Milwaukee
Dairyland Co-operative Association, Juneau
Dane County Co-operative Farm Supply Company, Madison
DePere Progressive Farmers Co-operative Ass'n, West DePere
Dried Milk Products Co-operative, Eau Claire

East Central Breeders Association, Co-operative, Waupun
Eau Claire County Co-operative Farm Supply, Eau Claire
Ellsworth Co-operative Creamery, Ellsworth
Equity Co-operative Livestock Sales Association, Milwaukee

Farm and Home Co-operative, Ft. Atkinson
Farmers Co-operative Creamery Company, Clear Lake
Farmers Co-operative Produce Company, Marshfield
Farmers Co-operative Supply and Shipping Ass'n, West Salem
Fox Co-operative, Inc., Appleton
Fox River Valley Milk Producers Co-operative Ass'n, Appleton

Golden Guernsey Dairy Co-operative, Milwaukee
Greenville Co-operative Gas Company, Greenville

Harmony Co-operative Livestock Shipping Ass'n, Marinette
Holmen Co-operative Creamery Association, Holmen
Holstein-Friesian Association of Wisconsin, West Allis

Insurance Co-operative Agency, Madison

Kenosha Milk Producers Association, Kenosha

La Crosse Milk Producers Co-operative Association, La Crosse
Ladysmith Milk Producers Co-operative Association, Ladysmith
Land O'Lakes Creameries, Inc., District 20, Luck
Land O'Lakes Creameries, Inc., District 24, Galesville
Langlade Farmers Co-operative, Antigo

Madison Milk Producers Co-operative Association, Madison
Manitowoc County Co-operative Pure Milk Ass'n, Manitowoc
Melrose Co-operative Creamery, Melrose
Milwaukee Co-operative Milk Producers, Milwaukee
Modern Dairy Co-operative, Sheboygan

New London Co-operative Exchange, New London
Nichols Co-operative Association, Nichols
Northern Wisconsin Co-operative Tobacco Pool, Inc., Viroqua

Outagamie Equity Co-operative Exchange, Appleton
Outagamie Producers Co-operative, Black Creek

Portage Co-operative Creamery, Portage
Preston Co-operative Creamery, Blair
Progressive Farmers of Wisconsin, Seymour
Pure Milk Association, Chicago
Pure Milk Products Co-operative, Fond du Lac

Racine Milk Producers Co-operative Association, Racine
Reedsville Co-operative Association, Reedsville
Richland Co-operative Creamery Company, Richland Center
Ripon Co-operative, Ripon
River Falls Co-operative Creamery, River Falls

Shawano Equity Co-operative, Shawano

Tri-State Breeders Co-operative, Westby
Turtle Lake Co-operative Creamery, Turtle Lake

Valders Elevator Co-operative, Valders
Vernon Co-operative Oil Association, Viroqua

Waukesha Co-operative Breeding Association, Waukesha
West DePere Co-operative Creamery, West DePere
Westby Co-operative Creamery, Westby
West Salem Co-operative Creamery, West Salem
Wisconsin Cheese Producers' Co-operative, Plymouth
Wisconsin Co-operative Creamery Association, District 2,
Union Center

Wisconsin Co-operative Dairies, Inc., Menomonie
Wisconsin Co-operative Poultry Improvement Association, Osseo
Wisconsin Co-operative Wool Growers Association, Milwaukee
Wisconsin Cranberry Sales Company, Wisconsin Rapids
Wisconsin Creamery Company Co-operative, Sauk City
Wisconsin Dairymen's Association, Madison
Wisconsin Farm Bureau Federation, Madison
Wisconsin Fur Breeders Association, Green Bay
Wisconsin Guernsey Breeders Association, Waukesha
Wisconsin Live Stock Breeders Association, Madison
Wisconsin State Grange, Van Dyne
Wisconsin Swiss and Limburger Cheese Producers Co-operative
Association, Monroe

Wisconsin Turkey Marketing Co-operative, Barron