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Wisconsin Buttermakers Convention : 1939.

Wisconsin Buttermakers' Association

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1939

WISCONSIN BUTTERMAKERS CONVENTION

1939



Rev. Robertson

I noticed that they call this an address, but I am going to have a little chat with you instead. I also noticed that you are church members or you must be because I see that the front pews or seats are not filled and the same it is in my church. But this is the Elks Club so it is a little different.

I confess that I know nothing about butter and not a thing about dairying, but I do know a story about two very important animals. A Bull and a Cow. A Papa Bull and a Mama Cow had an offspring. Papa Bull and Mama Cow watched him, but he got away and they couldn't find him. Finally they found him in the hills and the remarked, "How far a little bull will go.

I am now going to talk about something important in life. A very important rule was given to us by Jesus Christ, and he gave man a rule to live by.

The golden rule was as follows: Do unto others as you wish them to do unto you. To put it in the positive way, he said, Do ye unto others as you wish them to do unto ye. I think this rule should be in the church as well as in the home, here and everywhere.

This rule is true in social life as well as in a business life for many can carry on if they keep the golden rule.

One way of living a good life is to uphold ones standards

The golden rule isn't a code like the N R A or just any code, but one set up by Jesus Christ.

Address of Welcome

Mayor John Zesiger

Mr. Chairman, Ladies & Gentlemen:

It is again my privilege and pleasure to bring to you a greeting and the good wishes of the citizens of Chippewa Falls.

You have been with us before and we no longer consider you to be mere visitors, but as our very best friends. Our trend of thoughts should not end here but begin where we left off last year. We would like to say this. "Let it be the finest convention that we have ever held."

We will appreciate your great efforts and will serve you while you are here. We feel that it will be for our city and people a great boost to be able to welcome such a group as this. We are more than pleased to have you here at this time.

Please be sure that you are and always will be very welcome to Chippewa Falls.

Response

E. E. Carlson

Mr. Chairman, Ladies & Gentlemen:

I see some changes as we come into Chippewa Falls each time. We want to thank you for the warm greetings extended to us at this time.

The Managers and Directors present at this convention have a very favorable impression of Chippewa Falls.

The Buttermakers, managers and all the ladies and gentlemen of the Convention want to extend their appreciation.

I want to thank Mayor Zesiger for the friendly welcome he gave us all tonight.

We are glad that we were asked back here again and I know that everyone will show us a good time.

Wisconsin Buttermakers Assn.

Odin Christianson

This evening we are assembled to open the thirty-ninth annual convention of the Wisconsin Buttermakers Association.

We are happy to welcome all those interested and connected with the creamery and dairy industries.

The past year has been a difficult one for most creamery operators; due to the relative low prices of butter, comparative to the prices of the other major dairy products making it difficult to meet competitive prices on butter-fat, and retain the support of the patrons. This condition has shown much improvement within the past month, and no doubt for the time being at least, the creameries will be in a more favorable position in this respect.

The butter industry in order that it may prosper, and to remain a favorable and profitable outlet for the dairy farmer and creamery operator, must enter into a large scale program of advertising butter, and through constructive educational advertising inform the consuming public of the all important nutritional and dietic values of nature's most wholesome, and easily digested product.

Those of us within the industry are prone to take these facts for granted, thereby giving little opposition to the producers of substitutes, giving them much opportunity to promote their sales through colorful advertising and often misleading.

From data recently prepared by the U. S. Bureau of Agricultural Economics shows there has been a reduction of the consumption of butter for the past five years; in the year 1934 the per capita consumption of butter was 18.3 pounds, while the 1938 estimate is 17.0 per person, this shows a slight gain over the 1936 consumption of 16.6 pounds per person. Compare this with Canada we find they are far ahead of U. S. the Canadian figure for last year being 31.83 pounds per capita.

Last year the citrus fruit growers spent \$3,400,000 for advertising on a crop, the farm value of which in 1937 was \$150,000,000 or a ratio of 2.26 per cent. The contemplated expenditure of butter advertising runs below two-tenths (0.2) of one per cent of the farm value of the butter-fat. While attempts have been made the past year to devise ways and means to obtain funds, so that butter could be advertised

Mr. Christianson

on a scale somewhat comparable to its importance, and magnitude it so justly deserves, but we have a long way to go in this particular phase of the industry. We urge every one connected with the butter industry, to give wholehearted support to any constructive butter advertising program.

We contend that butter-making is the all important division of the dairy industry in Wisconsin. In the year 1937 33.5 per cent of the milk produced went into butter making, against 30.5 per cent going into cheese, last year the production of butter in this state was 188,933,000 pounds, there are now 489 butter factories, and 925 licensed butter-makers - as there are 1883 cheese factories. This will indicate that the average creamery operator has a much greater responsibility, inasmuch as the average creamery intake of butter-fat is about four times as much as that of the average cheese factory.

The Directors of your association is quite concerned about the Junior membership, these members are often referred to as creamery helpers. Many of these men are operators of (1) Milk Drying Machinery, (2) Condensing pans and equipment (3) Laboratory workers (4) Fireman & Mechanics (5) In charge of Intakes (6) Churnmen etc; all of these positions are of vast importance, and carry a large degree of responsibility requiring considerable technical knowledge and training.

Our association is very anxious to have and to retain the membership of this group of men. While tis probably difficult for the association to show these members the immediate and material benefits they anticipate through memberships. We believe that it has in some instances prevented salary reductions, which has been prevalent in a large part of the creamery industry.

Some of our Districts have held meetings at regular intervals giving consideration to timely matters, and have been otherwise diligent in their work. There are a number of Districts which have not functioned as they could and it should be the aim of the association to arouse interest in these sections. To hold more meetings, thereby bringing the association nearer to its members and prospective members.

We hope that the memberships in not only the Senior, but the Junior and Associate groups can be increased through a larger membership. It will be possible for the association to render more service to its members, and to cope with the different

Mr. Christianson

problems which are ever present.

The present day stress, and uncertainty, is quite evident that both our social and economic life may undergo many changes. Therefore through a closer coordination of the people within the industry, makes it all the more important for the need of a strong association, which could promote and protect the interests of its members and to arrive at a better understanding of the aim and needs of your fellow workers.

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CASCADIA BOND
KATONS

Wisconsin Buttermakers Association

Prof. Jackson

Future markets are up and coming as Mr. Jackson put it. It's the quality of the products one is watching out for. The farmer is trying to have prices go higher so they might make a little profit on their commodities.

In clubs, schools and 4 H clubs they are making farmers out of the students of today. Take the Agricultural School in Madison. These boys are getting a very good training along the dairying business line. They have all the finest equipment and the teachers to get them started on a system of dairying.

It is even helping the parents of these children to get along. What with the new methods of learning dairying they get a better idea of how these methods are established.

He also claimed that now with products so low one should eat a great quantity of them, because if war should break here products will go sky high.

Where do We Go From Here

Mr. Kuenning.

Farmers today are wondering just how they will get ahead when prices are so low for their products.

Wisconsin needs more quality in the dairy industry even though we now have a high quality product. Wisconsin is in competition with many other states and so must work a little harder the coming year. The Department of Agriculture also feels the need of a strong quality program to offset this new competition.

With a quality program this state can go out and sell its product against competing states.

The farmer must see the need of a quality program for the salvation and maintenance of our present dairying markets. The program must be backed by the farmers.

The Department of Agriculture plans to hold small meetings to show the farmer the necessity of a higher quality in Wisconsin Dairy production in our present markets.

Even the business man should work with the farmer in an effort to improve the quality of the dairy product.

Department of Agriculture

Mr. Ammon

I wish to state that it is a great privilege to come to Chippewa Falls and talk to you men.

I have worked on a Madison paper and now am the Director of the State Department of Agriculture.

He stated that the Department of Agriculture was there to help the farmer and will send pamphlets to all those who wish them. So many don't even know that the Department exists and he wanted to state at this time that there is such a Department and he would be glad if more of them would use it.

He also expressed dissatisfaction in the proposed dairy control bill. The Department of Agriculture can't set a price for dairy products.

Wisconsin and Minnesota are two of our great dairying states, but Wisconsin is the chief one. It is recognized as the greatest dairying state and has the largest industry.

The dairy farmers must have the price of production plus a profit if they are to survive. The big problem faced by the dairy industry is not to secure new customers, but to increase the per capital consumption.

He also mentioned that if the legislature sees fit to pass the dairy control bill the department of agriculture and markets will enforce it. If they do not pass it we will all be better off.

He ended his speech with urging the dairy states to get together and the next meeting in October would be in Marshfield and hoped to see a lot of these same faces there.

RESOLUTIONS

Mr. Larson

Be it resolved:

- 1 - That our sincere thanks are hereby extended to the fine people of Chippewa Falls, and their representatives who have cooperated so splendidly in making our annual convention a success.
- 2 - That we thank all those who assisted with our convention program - speakers - committee members - butter judges, superintendent of the butter exhibit, and members of the traveling fraternity.
- 3 - That our appreciation is hereby extended to the University of Wisconsin Dairy School, and the State Department of Agriculture for their efforts in the promotion of our great dairy industry.
- 4 - That our appreciation is hereby extended to the officers of our association who have given willingly and freely of their time and efforts in the promotion of the best interest of our association.
- 5 - That we favor and urge the State Department of Agriculture and Markets to raise the premiums at the State Fair for First - Second and Third prizes in each class, and that the said prizes be awarded in money.
- 6 - That we endorse the movement sponsored by the Wisconsin Dairy Industries Association to raise funds to promote the greater utilization of butter, cheese, milk, cream and other dairy products.
- 7 - That we pledge our hearty co-operation in programs having as their purpose the welfare of our great dairy industry.
- 8 - That the heartfelt sympathy of our association is hereby extended to the bereaved family of our worthy member, Martin Engbretson of Scandinavia, who passed to the Great Beyond since our last annual meeting.

Respectfully submitted,

A. C. Larson

R. C. Cleaves

O. A. Johnson

Resolution Committee

Wisconsin Buttermakers Association

Mr. Olson

Mr. Chairman, Ladies & Gentlemen:

I am glad that the Chairman wasted no time in introducing me. Sometimes at a banquet of this kind and when a speaker is going to be introduced it takes so long.

I am glad to be here and have heard so much about Chippewa Falls and how wonderful they treat the Wisconsin Buttermakers. I think Chippewa should be congratulated on such cooperation of the Wisconsin Buttermakers. Many men he went on to say bring their wives when it is just supposed to be a men's convention, but then they would come along anyway. He said that some men couldn't express themselves at home so had to get away and do it.

He stated five points to be discussed.

- (1) Standardization of Quality.
- (2) A fair and equitable price is established by means of the sale of this kind.
- (3) Information. Price and conditions of marketing by radio, telephone and by telegraph.
- (4) Standardized changes.
- (5) Stabilized prices.

He stated that Americans would rather forego war time profits than be plunged into the European conflict.

Dairy products have increased in value since war broke out in Europe, but that the advance of prices are false and unlasting. He urged the buttermakers to get behind a program to stabilize dairy prices.

The Chicago Mercantile Exchange is the meeting place for buyers and sellers of the midwest.

I am with the farmers and they now have to sell their products on a margin, but it is the same down south with their cotton.

Statement of Receipts and Disbursements

Year Ending July 1, 1939

July, 1

Balance in Bank - - - - - \$130.49

RECEIPTS

Annual Dues - - - - -	895.00
Membership - - - - -	20.00
Junior Membership - - - - -	15.00
Associate Membership - - - - -	250.00
Advertising in Convention Program - - - - -	1055.00
Sale of Convention Butter - - - - -	<u>311.27</u>

Total Receipts - - - - - \$ 2,676.76

DISBURSEMENTS:

Salary of Secretary - - - - -	890.75
Travel expense of Secretary - - - - -	420.57
Directors Expense - - - - -	211.93
Office expense, postage, telephone - - - - -	104.99
Printing Programs - - - - -	383.88
Convention Prizes - - - - -	115.00
Express on Convention Butter - - - - -	13.53
Social Security - - - - -	13.50
Check Tax - - - - -	3.98
Convention expenses - - - - -	<u>75.87</u>

Total expense - - - - - \$2,234.00

Cash in Bank - - - - - 442.76

Annual Meeting

Members of the Board presided. Meeting took place
9:30 A. M. Hotel Northern

- (1) Action was taken up to keep Directors in.
Decided to leave that up to the Board to decide.
- (2) To make the Junior members feel that they are part
of the association.
- (3) A motion was made that we continue to invite
directors for the Convention next year and work
out a program for the coming year.
The motion was moved and seconded and it was
favorable to all members of the Board.
- (4) A motion was made to send the resolutions to different
departments.

It was moved and seconded that this was done and
the motion was carried.

This meeting was adjourned to take up Board Meeting.