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Along The Road Together



1949
ANNUAL
REPORT

WISCONSIN COUNCIL OF AGRICULTURE CO-OPERATIVE

814 TENNEY BUILDING MADISON 3, WISCONSIN



with the Wisconsin
COUNCIL of AGRICULTURE
Co-operative

THE INDIVIDUAL FARMER has long since learned that he cannot solve all of his economic problems alone.

Farmers today are squeezed between rigidly high prices for the things they buy and declining prices for the things they sell.

Government programs can help in part, but in the long run self-help through co-operation is inevitable.

The major objective for all co-operatives is to bring greater security and more stability to the family-sized farm in America.

Just as individual farmers must solve their problems jointly to obtain common objectives, so also must Wisconsin's 1000 separate, individual farmer co-operatives go along the road together.

For 21 years farmer co-operatives in Wisconsin have been working together through the Wisconsin Council of Agriculture Co-operative. The Council now includes nearly every type of farmer co-operative in the State of Wisconsin.

Those who founded the Council of Agriculture back in 1928 said, "There is more for farmer co-operatives to agree upon than there is for them to disagree about. Unity of thought and action will determine agriculture's destiny".

The need for united action among co-operatives is more real today than it was 21 years ago.

- ★ *Today co-operatives are under attack.*
- ★ *Today there is greater need for a common program of improved public relations.*
- ★ *Today, more than ever before, there is greater need for education in co-operatives and about co-operatives.*
- ★ *Today every co-operative must face the challenge of strengthening their own membership relations.*
- ★ *Today in a highly competitive business world, farmer co-operatives must be better financed, better managed, and more capable of delivering to their members the best in service, price and satisfaction.*
- ★ *Today farmer co-operatives must take an active interest and participate in local, state and national affairs through capable legislative representation.*

This report will show how farmers, through their co-operatives and the Council of Agriculture have worked toward meeting these challenges during 1949. It is the story of how agricultural co-operatives in Wisconsin have joined hands and are working along the road together.





For BETTER PUBLIC UNDERSTANDING

Seeing Ourselves As Others See Us

FARMER co-operatives cannot ignore their place in public opinion. Bobby Burns, the great Scotch poet, went to church one day where he saw a louse on a lady's hat. He went home and penned these famous words:

*"I wad some pow'r the gift to gie us
To see ourselves as others see us"*

A campaign to tell the co-operative story to the people was carried directly by means of inter-group conferences to businessmen, manufacturers, professional people, consumers and labor leaders. In 14 Wisconsin cities, the Council of Agriculture, with the help of its member co-operatives, presented to these non-farm, non-co-operative groups the viewpoint of farmers and the objectives of their co-operatives.

New Viewpoint

Consumers began to see that farmers are not profiteers and that the dairy industry is the real victim of unfair trade prac-

tices carried on by the oleo monopoly. Businessmen saw that co-operatives are not tax dodgers. Others learned that farmers and their co-operatives are helping the public as well as themselves.

Strengthening Co-operatives From Within

Improved membership understanding was equally important in the Council's co-operative program during 1948-49. The Council staff appeared at 107 special and annual farmer co-operative meetings and over 100 special conferences dealing with farmer co-operatives. They assisted co-operative boards of directors in meeting co-operative problems. The Council office sent 1600 news releases to dailies, weeklies and farm papers. News articles were prepared especially for state and national farm publications. Twenty-two broadcasts on state radio stations and national networks were given by the Council staff to help in the broad program of strengthening the position of farmer co-operatives.

IMPROVED UNDERSTANDING ACROSS THE NATION

THE COUNCIL OF AGRICULTURE through the assistance of member organizations published the following message in the CO-OPERATIVE DIGEST, which was sent to 40,000 key people throughout America including every Congressman and Senator:

Together on the Highway Of Mutual Interest . . .



This is rural Wisconsin

. . . typical of the family-sized farms that are the roots of American civilization and the source of her food and fibre. In the spirit of self-help the people in these Wisconsin farm homes have joined together in more than 900 co-operative associations. The co-operative marketing, farm supply purchasing and service associations which they have built are part and parcel of modern free enterprise.

These farmers are independent businessmen

On their co-operatives as well as on their farms they pay taxes in support of local and public welfare. They believe in fair rewards for efficient labor, fair returns for invested capital and reasonable profit for good management.

Healthy agriculture is basic to healthy business and industry

Along the road from producer to consumer, these farmer co-operatives have expanded business for "Main Street." They have increased demand for industrial goods. They have used transportation facilities. They have improved work opportunities for millions of men.

Farmer cooperatives reduce cost of production

They stabilize markets. They have helped along the road of progress to guarantee that American consumers will be well fed and well clothed. And along this road of co-operative progress, business, industry and labor have gained.

In The Interest of Better Understanding by the

Wisconsin Council of Agriculture Cooperative

814 Tenney Bldg.—Madison, Wisconsin



Along the Highway Together



For Building the Future Through Youth

A Real Opportunity For Youth

Young people on Wisconsin farms are realizing that there are great possibilities of improving farming all along the way through farmer co-operatives. They are learning that our present-day co-operatives just didn't happen — learning that they came up the hard way through sweat and hard work. With this has come a deeper appreciation of the challenges and opportunities that lie ahead.

A glorious beginning has been made . . . The Council of Agriculture is convinced that our farm youth will rise to the challenge . . . If they are given the tools to work with and are shown the way.

Education Big Field

The Council of Agriculture during 1949 repeatedly urged that young people be given opportunities to serve on Boards of Directors, on committees and actually participate in the programs of farmer co-operatives in their communities. Through the American Institute of Cooperation, the Council worked in the development of factual, practical co-operative educational programs. The Council staff has served on local, state and national committees working toward unbiased factual integration of the fundamentals of our co-operative way of business into school curriculums. The co-operative story has been told by the Council to older youth groups everywhere.

"Agricultural America," a graphic picture story of the true role farmer co-operatives in American life and business, published by the American Institute of Cooperation, is being given wide circulation by the Council of Agriculture among educators throughout Wisconsin.

Youth Leaders Taught

Last spring the Council of Agriculture in co-operation with the State Board of Vocational and Adult Education, sponsored a series of nine co-operative conferences attended by ninety-eight per cent of the state's 260 agricultural teachers and 65% of the state's 228 veteran trainers. Each teacher attending the meeting was presented co-op reference material and a specially prepared notebook — "Farmer Co-operatives." Teachers are now using this material in the teaching of farm economics and farmer co-operatives to thousands of young farmers and agricultural students all over the state of Wisconsin.



As a result of these conferences teachers learned the truth about farmer co-operatives — what they are and what they are not, and the vital role they have to play in improving the business opportunities of the individual farmer in the State of Wisconsin.

Below is a view of one of the nine co-op training conferences held last spring.



CO-OP TRAINING CONFERENCE AT DODGEVILLE, APRIL 5, 1949



For Better Farm and Co-operative Legislation

Times Have Changed

TODAY, favorable or unfavorable legislation contribute more vitally to the welfare of farmers and their co-operatives than in years gone by. In Washington's time 90% of the American people lived on farms. Today only 18% of our nation's population is rural. And as farmers continue to become a dwindling minority of the total population, the safeguarding of rural interests through legislation becomes more imperative.



On the Legislative Front

The Wisconsin Council of Agriculture Co-operative has long been an important defender of farmers and their co-operative interests through legislative action. During the 1949 legislative session, Council representatives appeared on all important farm and co-operative bills. The Council's Weekly Legislative News Letter kept thousands of co-operative leaders informed about farm and co-operative legislation. Repeatedly the Council of Agriculture was called in to advise with Senate and Assembly Committees and assisted in drafting or amending bills presented to the legislature.

Defending and Building Co-operatives

The Council of Agriculture has fought consistently against anti-co-operative measures and for legislation to strengthen the status of co-operatives. The Council of Agriculture:

- Succeeded in legislation providing distribution of improved co-operative outlines and teaching materials.
- Opposed on the state level legislation designed to handicap co-operatives.
- Blocked on the national level through the National Council of Farmer Co-operatives, N. T. E. A. efforts to cripple co-operatives.
- Worked with the National Council for legislation to strengthen the Federal Farm Credit Program.

Dairy and Food Legislation

The Council took a very active part in dairy and food legislation such as:

- Gaining adoption of federal definitions for non-fat dry milk solids.
- Protecting ice cream standards in Wisconsin.
- Opposing attempted inroads by oleomargarine.
- Attempting state-wide support for dairy advertising, research and promotion programs.
- Improving dairy plant security law.

- Modifying unreasonable weight restrictions for dairy tank trucks on highways.

The Stand On Labor

In labor legislation the Council successfully fought:

- To balance the rights and responsibilities of employers and employees in laws affecting labor relations and agreements.
- To oppose unreasonable minimum wage and maximum hour legislation.
- To bring about conciliation and arbitration in public utility disputes.
- To extend the utility anti-strike law to REA co-operatives.

In The Field Of Education

The Council of Agriculture worked consistently:

- To provide educational opportunity for rural youth equal with city children.
- To extend state FM radio facilities to the entire state.
- To provide improved library services to rural areas.
- To provide needed buildings and facilities at various state education institutions.

Taxation Of Major Concern

The Council of Agriculture has long demanded that real estate and personal property, (which in Wisconsin is taxed nearly twice the national average) must not carry an ever increasing tax burden in the future. The Council asked the legislature:

- To provide greater state aid from sources other than property taxes to help with local school costs.
- To make a thorough study of the entire tax structure in Wisconsin in an effort to reduce tax inequities and consider additional sources of revenue so the state can better meet its human responsibilities to public welfare and education without overloading property with greater taxes.
- To oppose increased taxes on gasoline.

Other Significant Legislation

The Council led and was successful in efforts:

- To secure funds for marketing research and consumer education programs within the Department of Agriculture and the College of Agriculture.
- To guarantee the Farm Safety Program appropriation.
- To get more state aid for agricultural improvement associations operating under state supervision.
- To prevent unreasonable water pollution legislation.



With Leaders of the Council of Agriculture

The Council of Agriculture is the product of thousands of Wisconsin farmers and their leaders. These men are the heart and soul of the entire Council of Agriculture's organizational structure and program of activities. Down through the years, strong, capable farm leaders have been discovered and developed. The Council has grown and has become increasingly effective as the result of co-operation between co-operators. Men have built the Council. The Council has built men.

*"We are all blind until we see,
That in the human plan
Nothing is worth the making
If it does not make the man."*



1949 COUNCIL OF AGRICULTURE EXECUTIVE COMMITTEE AND STAFF

The Executive Committee

Much of the detailed administration and direction of the entire Council of Agriculture program rests with the executive committee. This administrative committee, made up of three officers and four other directors, are elected annually by the board of directors. It fairly represents Council member associations both geographically and commodity wise, and is composed of men of outstanding leadership and ability.

1949 COUNCIL OF AGRICULTURE BOARD OF DIRECTORS



One leader from each member association is a member of the Council of Agriculture board of directors. In addition several leaders from state educational and administrative agencies are admitted to the board on a non-voting basis. This group, representing each member association, meets periodically during the year to act on current farm and co-operative issues and give guidance to the executive committee. From time to time standing committees from the board are appointed to work on special studies.

1949 COUNCIL OF AGRICULTURE BOARD OF DELEGATES IN ANNUAL SESSION



Additional Wisconsin farm and co-operative leaders, from each member association, make up the Council of Agriculture board of delegates. This large representative group assembles annually to elect the board of directors and act on resolutions. They establish the broad, basic agricultural and co-operative policies guiding the Council of Agriculture's program of service to farmer co-operatives and agriculture.



With 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 for, 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
Antigo Milk Products Co-operative, Antigo
Associated Farmers Co-operative, Clinton

Badger Breeders Co-operative, Shawano
Baldwin Co-operative Creamery Association, Baldwin
Barron Co-operative Creamery, Barron
Bloomington Co-operative Creamery, Bloomington
Brillion Farmers Co-operative, Brillion

Cash Crops Co-operative, Genesee Depot
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 Distributors 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 River Valley Co-operative Wholesale, Appleton
Fox River Valley Milk Producers Co-operative Ass'n, Appleton

Golden Guernsey Dairy Co-operative, Milwaukee
Greenville Co-operative Gas Company, Greenville
Greenwood Milk Products Co-operative, Greenwood

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
Mondovi Co-operative Equity Association, Mondovi

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
River Falls Co-operative Creamery, River Falls

Shawano Equity Co-operative, Shawano
Sparta Co-operative Creamery Company, Sparta

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

Vernon Co-operative Oil Association, Viroqua

Waukesha Co-operative Breeding Association, Waukesha
West DePere Co-operative Creamery, West DePere
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 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

COUNCIL OF AGRICULTURE SERVICES TO MEMBER FARM CO-OPS

Information

- A monthly News Letter to leaders and key members of member associations.
- A weekly Legislative News Letter to members reporting on farm legislation during the legislative session.
- Board of Directors and special meetings all through the year to discuss and act on farm and co-op problems.



Education

- Distribution of co-op educational material through schools and co-operative youth leaders.
- Special co-op training schools for youth leaders.
- Co-op clinics and training schools for co-op managers and directors.

Public Relations

- Special conferences on co-operatives with business men, professional and labor leaders.
- Radio and press coverage about co-operatives throughout the year.

Legislation

- Representation in the state legislature on all important farm and co-operative bills.
- Representation in Congress through the National Council of Farmer Co-operatives.



Who May Become Members?

Any Wisconsin farmer co-operative, incorporated under the state co-operative law and which is owned and controlled by farmers, is eligible to become a member of the Council of Agriculture. Reasonable and equitable membership dues are established by the Council Executive Committee, based on total dollar volume of business, number of members and in line with comparable size and type co-operatives who are now members.

WISCONSIN COUNCIL OF AGRICULTURE CO-OPERATIVE

814 TENNEY BUILDING

MADISON 3, WISCONSIN

Telephone 6-5312

A federation of leading farmer co-operatives and farm organizations dedicated since 1926 to promoting the social and economic welfare of Wisconsin farm families.