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Madison, Wisconsin: The Council, 1951

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BETTER COMMUNITY UNDERSTANDING through CO-OPERATION



1951 ANNUAL REPORT
WISCONSIN COUNCIL OF AGRICULTURE CO-OPERATIVE

814 Tenney Building — Telephone 6-5312
MADISON 3, WISCONSIN

— A Federation of Wisconsin Farmer Co-operatives —

BUILDING BETTER COMMUNITIES . . .

By . . . "Understanding, and Being Understood"



Dodge County group of farmers and business and professional men at the Juneau Community Builders Banquet.

Understanding . . .

A word you will find used many times in this descriptive report of the 1951 activities of your Council of Agriculture Co-operative. The dictionary defines understanding as "*A state of relations between people.*"

Our theme and cover design are the expression of a long-standing Council belief that mutual

understanding will bring about the betterment of society.

Agriculture in America is faced with grave economic stresses and tensions. A great portion of this problem is caused by misunderstanding and mistrust. To promote understanding we need . . .

A Program of Education . . .

On the following pages you will find in picture and story an accounting of the stewardship of your staff. The mandates of the Council directors have been carefully followed and executed through your executive committee. To show how we worked to fulfill our responsibilities and achieve our objectives, our report has been divided into five parts:



Council Executive Committee and Staff for the fiscal year 1950-1951. Front row, left to right: Milo K. Swanton, Executive Secretary; H. E. Thew, Treasurer; C. F. Claffin, President; Wm. F. Groves, Vice-President. Back row: A. F. Stapel, O. R. Wilkins, Fred Harriman, Homer Melvin, directors, and P. E. May, Assistant Executive Secretary.

1. Education and Information Service.
2. Youth Activities in the Educational Field.
3. Legislative Services.
4. Services With National Organizations and Groups Allied With Agriculture.
5. Membership Relations and Public Relations.

This report gives the basic creed of the Council; a list of farmer co-operative organizations working together in the Council is included.

CO-OPERATIVE INFORMATION and EDUCATION SERVICES

Unless the field of knowledge is cultivated and the seed of interest is made to grow — we cannot have better co-operatives to build better communities. An educational program has always been a major Council activity.

To Council Members . . .

During the past year your Council office has continued to publish the NEWS LETTER with 28,800 copies going out to regular readers whose subscriptions are part of the organizational dues. In addition, there have been 5,135 special releases to directors and managers. A total of 37 radio releases were prepared and given on both direct and recorded programs, most of them reaching every corner of the state over state station networks. 1339 newspaper releases were sent out.

Your Council helped to develop better membership relations by serving on the program at over fifty annual meetings of co-operative associations this past year. Your staff attended many meetings with local boards of directors. The Council helped promote better membership relations through education and information activities by assistance in planning and

To Our Allies . . .

We have worked with numerous groups of men, and some women also, from Denmark, France, Germany and other countries co-operating in the Marshall Plan, coming to the United States to study American Agriculture through the E. C. A. program. We have had some of these guests with the Council for just a few hours and some for as long as five days. Some of these groups came to Wisconsin under our sponsorship in direct co-operation with E. C. A. and others were sponsored by the Agricultural Extension Division of our College of Agriculture. The more we work with these groups the more we feel the need for greater UNDERSTANDING between countries just as we need it between our own small groups here at home.



A group of co-operative managers and others attending Co-operative Short Course.

conducting the co-operative short course at the College of Agriculture and a group of three meetings at River Falls State College.



Pictured above is a typical cross section of foreign agricultural leaders and students studying Wisconsin farm business under the Economic Co-operation Administration. In this group with Mr. Ebling, Department of Agriculture Statistician, are people from Ecuador, Brazil, Germany and Japan.—Dept. of Ag. Photo

SERVING WISCONSIN'S RURAL YOUTH

"To Make an Impression Upon the Future . . .

. . . Make an Impression Upon Youth"

In the Field . . .

The education of rural youth is the first line of defense for our democracy. The teaching of co-operation as a tool the farmer can use in performing self-help services is setting up an insurance program for the future of farmer co-operatives.

Experience may be the BEST teacher but it is also the most costly teacher, and Wisconsin's farm youth need not go through the costly process of learning by trial and error if they will but appreciate the blood, sweat and tears that brought about the co-operative organizations we have today. In our effort to make this important impression on Wisconsin's rural youth, the Council sponsored a series of 14 young farmer conferences in co-operation with the Department of Agriculture and the College of Agriculture. Over 3,000 young farmers, primarily veteran trainees, attended this series of meetings held at strategically selected points around the state from Ashland

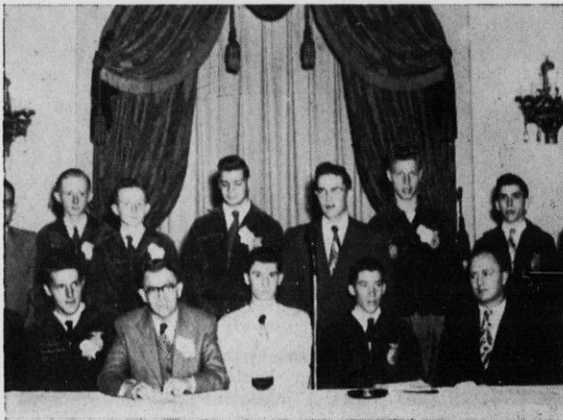


A Co-operative Information Panel answering questions at the Chilton Conference.

to Whitewater and from Merrill to Lancaster. These young farmer marketing conferences have been welcomed by the vocational agriculture instructors and veteran trainers as a vital part of the study of marketing so important to these young men.

With FFA and 4-H . . .

In 1951 the second state-wide Co-operative Leadership Contest was conducted. This contest involves the application of co-operative practices by the high school students studying vocational agriculture. Credit is given for buying and selling done co-operatively, for activities calling for co-operation with other groups in and out of school. Credit is given for field trips to co-operatives and special studies of co-operative organizations among other things.



Group of rural youth on the 1950 Conference program.

This year the Oshkosh Chapter was rated the top co-operative group in the state with Amery, Portage, Cornell and Wrightstown Chapters also outstanding to make the five Chapters that receive an invitation to attend the annual Get-Together Conference with a contribution from the Council. The Plymouth Chapter received an award from the American Institute of Cooperation for being one of the top Chapters in the nation during the 1950 contest.

With Other Organizations -

The Council of Agriculture and its member associations co-operated to send two carloads of Wisconsin youth to the summer session of the Institute of Cooperation at Logan, Utah. A number of these young folks have already conveyed their impressions of the Institute to local groups here in Wisconsin. The Council co-operated with the farm safety program and had the winning 4-H Club safety speaker address the summer directors' meeting at Marshfield.

CO-OPERATION IN THE FIELD OF LEGISLATION



On the State Level . . .

To keep the directors and co-operative managers informed throughout the session, we mailed out 5,407 legislative newsletters. This served to keep a flow of information moving to and from your Council office as pertinent legislation came up for consideration.

The Council represented you in the state legislature

from January to June on all bills important to co-operatives, dairy and foods, livestock health, transportation and highways, taxation and appropriations and matters of general interest to farmers.

New legislation of greatest interest to Council members . . .

IN THE FIELD OF LIVESTOCK AND DAIRYING

Your Council worked for . . .

— the improved Brucellosis control program, including the licensing of livestock dealers and a closely related law authorizing the preparation and use of M-Phase Vaccine.

— controls over the use of living vaccines for hog cholera, erysipelas and New Castle disease.

— a law permitting standardized milk for making American, Brick, Muenster and Limburger cheese.

— the creation of a food and dairy standards Advisory Committee.

— other dairy legislation including the standardization of penalties for violations under the jurisdiction of the Department of Agriculture; the authority to sell skim milk as fat-free milk and the requirement that out-of-state milk dealers secure permits for each vehicle.

ON LEGISLATION OF GENERAL INTEREST

The Council sponsored a new chattel mortgage law to simplify mortgages on moving inventories. The Council secured uniform tax exemption for all young livestock including poultry.

The Council helped remove the requirement that REA obligations come under Public Service Commission regulations.

The Council helped secure improvement in the truck weight limitations law.

Your Council supported . . .

— the exemption of unmanufactured agricultural products from property taxes when given as security for a U. S. Agency loan.

— laws establishing standards and control for economic poisons and commercial fertilizers.

— a law requiring the inspection of all health laboratories by the State Board of Health.

— continued appropriations to Wisconsin's quasi-public co-operative associations and an increased appropriation for the part time vocational agriculture program.

— the creation of a dairy cattle research center and barn on the University campus and a farm museum at Nelson Dewey Park.

Your Council opposed . . .

— the creation of a separate bureau for livestock sanitation apart from the Department of Agriculture.

— legislation hampering our vital quality milk program.

— the addition of foreign fats to ice cream, sherbets, cottage cheese, etc.

— legalization of sub-standard ice cream in this state.

— any requirement for co-operatives to file annual informational income tax returns.

— the repeal of the law prohibiting picketing unless a strike vote is taken by a collective bargaining unit.

— a general minimum wages and maximum hours law.

On the National Level . . .

In co-operation with the National Council of Farmer Co-operatives and the National Milk Producers' Federation, your Council closely followed proposed changes in the co-operative income tax law, as well as other legislation effecting Wisconsin farmers.

The final outcome of the proposed co-operative income tax law during this session of Congress would have been extremely damaging without having had the close attention and co-operation that was given to it by your co-operative leaders.

IN BUSINESS TOGETHER . . .

With Industry, Labor and the Professions

All of our friends in industry maintain a "public relations department." Yes, labor and the professions do, too. They tell the world, effectively, their side of the story.

If farmer co-operatives will strive to be equally

effective in telling their side of the story, our neighbors on Main Street and on the assembly lines will better appreciate where and how the food and fibre, so important in their everyday lives, is produced. They will also see the problems akin to agricultural production.

Meeting the Man on the Street

During this year your Council of Agriculture staff conducted a program of public relations activities including a series of "Community Builder Banquets" where the man from the city met with the man from the country and had a chance to understand and to be understood.

The Council staff prepared and delivered 37 radio

releases and 1,339 newspaper releases, helping to tell the farmer's side of the story. The Council arranged a panel discussion at your 1950 annual meeting with a representative of labor, business and agriculture each presenting his side of the story about "margins." Your Council supported a special public relations edition of the "Co-operative Digest."

Counselling With Labor

Again in 1951 the threat to organize the dairy farmers into labor unions caused serious concern among co-operative leaders. To achieve mutual understanding, the Council invited top officials of the State AFL to meet in conference with the Council's Labor Committee. At this conference our position was again placed before the leaders of organized labor without prejudice and without emotion. Events occurring following the conference indicate that there was definite constructive value in this effort.

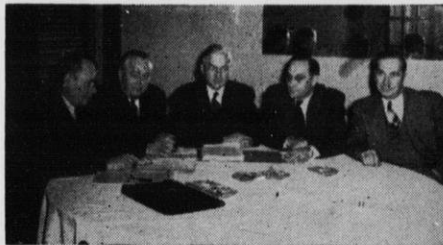
The periodic display of interest in unionizing farmers requires constant vigilance and a continued program of education so that farmers will be helped to realize where their interests lie. The Council of Agriculture has made every effort to co-operate with



Conference group as the Council Labor Committee worked with Wisconsin A. F. of L. leaders to seek an understanding in the dairy farmer-labor union issue.

organized labor but refuses to capitulate where the unions encroach upon fundamentally agricultural activities.

Helping the Teachers



Planning a Co-operative Education Workshop for Wisconsin. Left to right: Milo K. Swanton, Prof. Asher Hobson, Howard McClarren, C. L. Bonsack, State Supt. George Watson.

Two meetings have been held with representatives of the American Institute of Cooperation and the Wisconsin State Department of Public Instruction and a representative from the State Office of Vocational and Adult Education Rural Division to prepare for a top level co-operative education workshop. There is general agreement that our teachers are not adequately prepared to meet the statutory requirement that co-operation be taught in the public schools. This workshop is designed to help provide an answer to this problem.

IN THE PUBLIC INTEREST . . .

With Our Allies in Wisconsin

The Council staff co-operated in the Wisconsin dairy promotion program and assisted in the Alice in Dairyland selection at various elimination contests as well as the final at Waukesha.

The Council was represented at two Public Service Commission Hearings and opposed increases of intra-state freight rates.

The Council of Agriculture has co-operated and conferred with the State Selective Service office relative to farm manpower problems. We have co-operated with the State Safety Council, with the Wisconsin Association of Vocational Agriculture Instructors and we supported the Wisconsin Rural Health Conference. Your Secretary served as a committee member on the Advisory Committee of the Wisconsin Labor Relations Board and on the Governor's Committee for the Employment of the Physically Handicapped.

The Council has been represented at state-wide conferences with the U. S. Savings Bonds promotion

Out-of-State Activities

Out-of-state activities included co-operation with the committee planning a Co-operative Clinic at Spirit Lake, Iowa; a week's tour appearing at meetings with the Producers Creamery Company at Springfield, Mo.;



ACLA President, Milo K. Swanton, with Dr. J. O. Christianson of Minnesota.



Above we have Paul Mandt, Harry Dix and Milo K. Swanton, with the 12 finalists in the 1951 Alice in Dairyland selection. The girl at the left front was the winner. She is Marjean Czerwinski of Milwaukee.

committee, the Grocery Manufacturers Association, the Grassland Farming Committee, the Farmers' Museum Committee, Wisconsin Dairy Month Committee and a conference on farm machinery exhibits at the State Fair.

and a series of meetings on rural education problems in South Dakota and Iowa. Leave of absence was granted for these out-of-state activities, with the knowledge that they result in better understanding and a broader realization of agricultural problems throughout the midwest. The ultimate gain from such contacts is self evident.

With National Organizations

During the past two years the Council Secretary has served as President of the American Country Life Association. In this position Mr. Swanton has achieved recognition for his interest in and comprehension of the problems confronting rural life in America today.

The Council works closely with three other organizations on the national level. They are the National Council of Farmer Co-operatives, the American Institute of Cooperation and the National Milk Producers Federation. Your Secretary is serving as a director on the boards of all of the above noted national organizations.

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NG FORWARD LOOKING ASSOCIATIONS ARE ERS OF THE COUNCIL OF AGRICULTURE

A-G Co-operative Creamery, Arcadia
Albion Co-operative Creamery, Albion
Alto Co-operative Creamery, Waupun
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, Fond du Lac
Center Valley Co-operative Association, Black Creek
Cheese Producers Marketing Association, Monroe
Clark County Breeders Co-operative, Owen
Columbus Milk Producers Co-operative, Astico
Consolidated Badger Co-operative, Shawano
Co-operative Service Oil Company, Chilton

Dairyland Co-operative Association, Juneau
Dairy Lane Inc. Co-operative, Milwaukee
Dane County Co-operative Farm Supply Company, Madison
DePere Progressive Farmers Co-operative Ass'n, West De Pere
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, Fort Atkinson
Farmers Co-operative Creamery Company, Clear Lake
Farmers Co-operative Produce Company, Marshfield
Farmers Co-operative Supply & Shipping Ass'n, West Salem
Fox Co-operative, Inc., Appleton
Fox River Valley Co-operative Creamery, West De Pere
Fox River Valley Milk Producers Co-operative Ass'n, Appleton

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

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
Land O'Lakes Creameries, Inc. Dist. 20, Luck

Land O'Lakes Creameries, Inc. Dist. 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, Pulaski
Pure Milk Association, Chicago
Pure Milk Products Co-operative, Fond du Lac

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

Shawano Equity Co-operative, Shawano
Southern Wisconsin Breeders Co-operative, Madison

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
Westby Co-operative Creamery, Westby
West Salem Co-operative Creamery, West Salem
Wisconsin Cheese Producers Co-operative, Plymouth
Wisconsin Co-operative Creamery Ass'n, Dist. 2, Union Center
Wisconsin Co-operative Poultry Improvement Ass'n, Galesville
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 & Limburger Cheese Producers Ass'n, Monroe
Wisconsin Turkey Federation, Madison
Wisconsin Turkey Marketing Co-operative, Barron

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