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Let us give thanks. Circular 109 November, 1918

Hatch, K. L. (Kirk Lester), 1871-

[Madison, Wisconsin]: University of Wisconsin, Agricultural Extension Service, November, 1918

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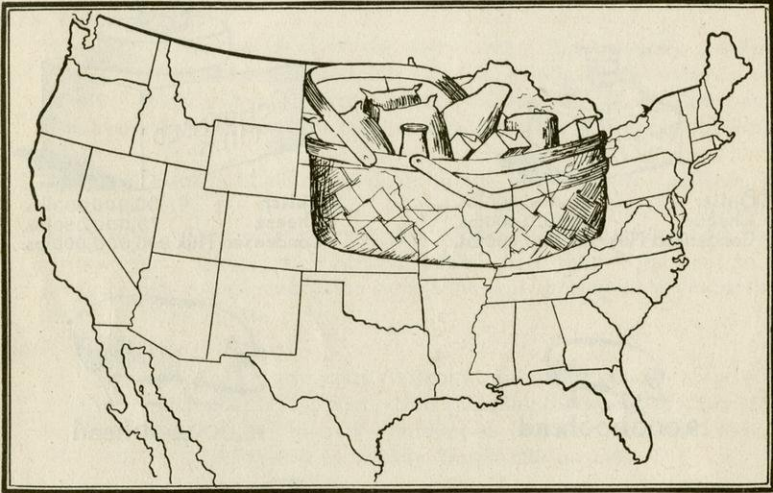
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Let Us Give Thanks



The World's Market Basket

The upper Mississippi valley is today "the market basket of the world." Within the limits of the territory covered by the basket is produced over 60 per cent of the nation's total food supply.

A serious farm labor shortage or an unfavorable season resulting in partial crop failure over this region at this time would be a world disaster.

For an unusually favorable seed time and harvest resulting in bountiful crops,

"Let Us Give Thanks"

Published by the Agricultural Extension Service of the University of Wisconsin, the United States Department of Agriculture cooperating

Authorized by State Council of Defense

Exports

To Our Armies, Allies and Neutrals

Sent
year ending
June 30, 1918



Butter 17,000,000lbs.
Cheese 44,000,000lbs.
Condensed Milk 530,000,000lbs.



9,000,000 head

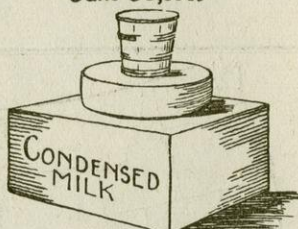


1,400,000 head



352,000,000 bushels

Needed
year ending
June 30, 1919



Butter 30,000,000lbs.
Cheese 75,000,000lbs.
Condensed Milk 900,000,000lbs.



16,000,000 head



2,400,000 head



410,000,000 bushels

THESE ESTIMATES WERE MADE ON A WAR BASIS

The coming of peace has thrown upon the United States the additional burden of feeding all needy nations that can now be reached. Before next July we must ship 75 per cent more food than we exported last year.

Why Wisconsin Is Thankful

K. L. Hatch

Occupying a position in the center of the "**World's Market Basket**," Wisconsin holds a place of peculiar responsibility. The state produces some of all the principal foods needed in such large amounts by the war-stricken world. To the farmers of Wisconsin all peoples of the earth, but more especially her own citizens, owe a debt of gratitude for the increases which have been made this year in the nation's total food supply.

Dairy Products

Wisconsin is the keystone of the dairy arch. She annually produces **nearly 10,000,000,000** pounds of milk, one-tenth of the nation's total supply. With a domestic consumption of about 2,500,000,000 pounds (1000 pounds a person), the rest remains for other states and for foreign export.

The total exports of dairy products in the form of butter, cheese, and condensed milk for the nation requires about 2,000,000,000 pounds of whole milk. Wisconsin's excess production **supplied this need three times over**. This year Wisconsin added more than 6 per cent to her annual dairy output and at the same time sent thousands of young dairy cattle to other states.

Wheat and Rye

For the first time in many years, Wisconsin produced enough bread stuffs to feed her own people last year—thus releasing the wheat of other states for foreign export. Wisconsin's production of wheat and rye increased this year from **10,000,000 to nearly 16,000,000** bushels.

Meat Animals

The production of meat is largely dependent upon the production of corn. A poor corn crop in ordinary times would result in cutting down the meat supply. But despite an almost complete corn failure and a consequent shortage of seed last year, **more than 200,000 head** were added to the state's supply of meat producing animals.

Sugar

In normal times the United States does not produce more than 20 per cent of its total sugar needs. Wisconsin has this year produced more than enough sugar to feed its entire population on the basis of the present allotment of the United States Food Administration. The beet sugar production of the state was increased this year in acreage, and quality, resulting in the production of nearly 40 per cent more sugar than last year.

What of the Future?

The achievements of the past are only exceeded by the demands of the future. We must send abroad in accordance with Mr. Hoover's agreement with the Inter-Allied Food Council, **15,000,000 tons** of food this year instead of the **10,000,000 tons** of food exported in the past year. To this must be added the burden of feeding the starving millions which peace has thrown upon us.

The farm labor shortage will continue for at least another year even though peace be speedily concluded. It will be both impossible and impracticable to return the American Expeditionary Forces to peace-time pursuits before another harvest.

The present high level of production must be maintained.

Dairy Products and Dairy Cattle Needed Most

Instead of the equivalent of **2,000,000,000** pounds of milk, the United States must provide in the form of dairy products nearly **3,500,000,000** pounds the coming year. It will require a herd of not less than **300,000** cows to produce this increased amount. Since Wisconsin supplies so large a share of the nation's dairy output, a very large part of this load will fall upon the farmers of this state.

Now that peace has come Europe's dairy herds must be rebuilt. Half her dairy cows have been killed. Hundreds of thousands of babies in Europe have died from lack of proper nutrition. (Milk is the most essential food for children.) The first act of reconstruction should be to supply the world with the necessary dairy cattle.

Meat Production Must Continue

To meet the present need for fat the nation must increase the exports of pork by **7,000,000 animals**, an amount equal to the total number of hogs received on the Chicago market the past year. To this must be added **an increase of 1,000,000 beef** animals over the exports of last year. While Wisconsin's chief duty is in the dairy industry, an increase in the production of meat, especially pork, must not be overlooked.

The Bread Supply Should Be Insured

Further increases are demanded in the production of bread stuffs. Our reserves are exhausted and a partial crop failure resulting in the small production of 1917 would force us to a wider use of substitutes than we have ever known. As a means of food insurance the acreage of bread grains should be enlarged.

The War At An End

With peace at hand the demand and need for food is even greater. We cannot refuse food to the starving people of central Europe. The embargoes of war will soon be removed and food must be sent to all the needy nations of the world.

Our soldiers and sailors have borne the brunt of battle. Peace shifts the burden to us at home. "**The World's Market Basket**" must be kept well filled.

"Blessed shalt thou be in thy city * *

* * * * *

"Blessed shalt thou be in thy field.

"Blessed shall be the fruit of thy ground, * *

* * * * *

"The increase of thy kine and the flocks of thy sheep.

"BLESSED SHALL BE THY BASKET AND THY STORE."

Published and distributed under Act of Congress, May 8, 1914, by the Agricultural Extension Service, College of Agriculture, of the University Wisconsin, K. L. Hatch, Assistant Director, the United States Department of Agriculture cooperating.