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## **Proceedings of the Wisconsin Cheese Makers' Association 59th annual meeting October 25 - 26, 1950 Auditorium and Schroeder Hotel, Milwaukee, Wisconsin.**

Wisconsin Cheese Makers' Association  
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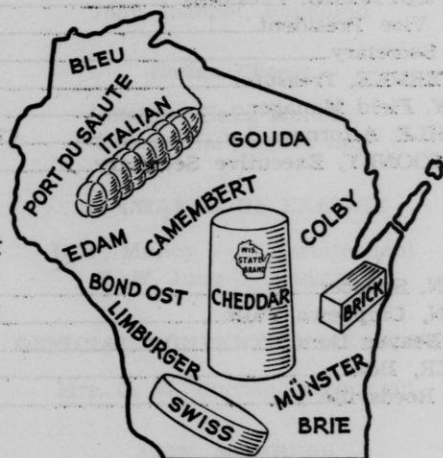
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PROCEEDINGS  
OF  
*Wisconsin Cheese Makers'  
Association*

59th Annual Meeting



OCTOBER 25 - 26, 1950

AUDITORIUM AND SCHROEDER HOTEL

MILWAUKEE, WISCONSIN

## WISCONSIN CHEESE MAKERS' ASSOCIATION

Incorporated February 22, 1899

## OFFICERS

## Address

LEONARD E. KOPITZKE, President.....	Marion
C. C. BRICK, Vice President.....	Brillion
A. H. GRAF, Secretary.....	Zachow
GEORGE E. HERNKE, Treasurer.....	Hilbert
H. P. MULLOY, Field Manager.....	Sheboygan
PAUL H. RAIHLE, Attorney.....	Chippewa Falls
GEORGE L. MOONEY, Executive Secretary.....	Plymouth

## DIRECTORS

## Term Expires

E. W. MARTEN, Spencer.....	1951
EMIL HANSEN, Chippewa Falls.....	1951
E. W. JUNG, Beaver Dam.....	1952
JOHN FISCHER, Boaz.....	1953
ART WOLDT, Reedsville.....	1953



## JUDGES OF THE 1950 CHEESE CONTEST

### American Cheese

Frank M. Broeren, Thorp  
William Winder, Shawano

### Swiss and Limburger Cheese

Gottfried Galli, Monroe  
Glen Erbe, Mt. Horeb

### Brick and Munster Cheese

Fred Bleuer, Cambria  
John Inabnet, Randolph

### Italian Cheese

Gottfried Galli, Monroe  
George Hall, Green Bay

### IN CHARGE OF EXHIBIT

H. P. Mulloy — Superintendent  
E. W. Jung — Assistant

### OFFICIAL CONVENTION REPORTER

Mrs. G. W. Buchen, Sheboygan

### LIFE MEMBERS

E. L. Aderhold, Neenah  
J. D. Cannon, Neenah  
A. T. Bruhn, Madison  
Fred Marty, Monroe

J. L. Sammis, Madison  
O. A. Damrow, Sheboygan Falls  
John H. Peters, Plymouth

### OFFICIAL ORGAN

The Cheese Reporter, Sheboygan Falls

## WISCONSIN CHEESEMAKERS' ASSOCIATION

## LETTER OF TRANSMITTAL

Plymouth, Wisconsin  
February 20, 1951.

To His Excellency,  
Walter J. Kohler  
Governor of Wisconsin

Although we are no longer legally required to file an annual report of our finances, activities and proceedings with your office it is still our desire to keep you currently informed of all our Association activities because of your proven interest in the dairy industry.

It has always been our feeling that too much credit could not be given that small group of men who make every pound of cheese in this state and which has strengthened our state economy.

We hope you will enjoy studying this volume which embraces the full report of our past year.

Respectfully submitted,

GEO. L. MOONEY,  
Executive Secretary

GLM:yz

Marion, Wisconsin  
February 20, 1951.

Association Members,  
Fellow Cheesemakers and Friends:

For the 12th consecutive year it again becomes my pleasure to hand you a report of the Association activities for the past year.

The coming year promises to be one of vital importance to the dairy industry of our state and as members of our Association you are a part of our program to assist the state and members of the cheese industry in advancing the best interests of the dairy industry of this state.

This is an appropriate time and place to extend our grateful appreciation to all those who have assisted us in any way during the past year. I speak for our members when I say it is appreciated

Respectfully submitted

L. E. KOPITZKE,  
President

LEK:yz

**APPLICATION FOR ACTIVE MEMBERSHIP**

I hereby apply for membership in the

***Wisconsin Cheese Makers' Association***

and agree to pay the annual membership dues applicable to my classification based on milk receipts listed below and indicated by me:

**Licensed Cheesemaker (employee) - - \$12.50 ☐**

**Plant Operator:**

**Up to 2 million lbs. milk annually - - 25.00 ☐**

**2 to 4 million lbs. milk annually - - 50.00 ☐**

**4 to 7 million lbs. milk annually - - 75.00 ☐**

**Over 7 million lbs. milk annually - - 100.00 ☐**

Dues shall be payable semi-annually in advance unless otherwise ordered by the Board of Directors.

Retirement as a cheesemaker for any reason shall void this agreement.

.....  
Name of member

.....  
Name of factory

.....  
Address

.....  
County

.....  
Date of application

**Return to**

**WISCONSIN CHEESE MAKERS' ASSOCIATION**

**Plymouth, Wisconsin**

**APPLICATION**  
**FOR**  
**ASSOCIATE MEMBERSHIP**

\* \* \*

The undersigned hereby applies for Associate Membership in the

***Wisconsin Cheese Makers' Association***

for the year ....., as authorized and provided for in the By-Laws.

Minimum annual dues are \$25.00 payable in advance.

.....  
Name

.....  
Address

.....  
Address Mail to the Attention of

Date.....

**Return to**  
**Wisconsin Cheese Makers' Association**  
**Plymouth, Wisconsin**

## ARTICLES OF THE WISCONSIN CHEESE MAKERS' ASSOCIATION

(As Amended November 12, 1942)

### ARTICLE I

The undersigned has associated and do hereby associate themselves together for the purpose of forming a corporation under Chapter 86 of the Wisconsin Statutes of 1898 and the acts amendatory thereof and supplementary thereto, the business, purpose and object of which corporation shall be the education of its members for better work in the art of making cheese, the care and management of factories, the sale of their products, and the weeding out of incompetency in the business of cheese making, the further object of the corporation is to demand a thorough revision and rigid enforcement of such laws as will protect the manufacture of honest dairy products against undue competition from deceitful and dangerous imitations, and to unite the rank and file of its members in instituting a regular crusade against the unjust practice of pooling milk at cheese factories by weight, without regard to the butterfat which it contains.

A further aim is to unite the 2,000 or more cheesemakers and all associations of cheesemakers in Wisconsin under a state-wide plan for united action on all state-wide problems affecting cheesemakers.

### ARTICLE II

This corporation shall be known as the "Wisconsin Cheese Makers' Association," and its principal office shall be at the home office of the Secretary.

### ARTICLE III

The association shall be a corporation without capital stock.

**Active Membership.** Any cheesemaker, past or present, in Wisconsin, may become an active member in this association, with the right to vote and speak in all association meetings by paying the annual membership fee, as fixed by the By-Laws, in advance to the Secretary of the Association, for the current calendar year.

**Associate Membership.** Any other person, not eligible to become an active member, may become an associate member of this association and attend all meetings of the association, but not to vote, by paying in advance the annual membership fee, as fixed by the By-Laws, to the Association Secretary for the current calendar year.

## ARTICLE IV

**Section 1.** The general officers of said Association shall consist of a President, Vice-President, Secretary and Treasurer and a Board of Directors consisting of five members of the Association together with the officers.

**Section 2.** The term of the officers of the Association shall be one year, or until their successors are elected at the next annual meeting following their election, and until such successors qualify. At each meeting of the members of the Association there shall be elected director for the term of three years to replace directors whose terms are expiring. The election of officers and directors shall be by ballot, except in case of a single nominee, when election by acclamation may be substituted. A majority of all the votes shall decide an election.

## ARTICLE V

**Section 1.** The principal duties of the president shall be to preside at all meetings of the Board of Directors and of the members of the Association during his term of office. He shall appoint special committees. He shall appoint a committee on resolutions, and a program committee. He shall also provide for suitable medals at the expense of the Association.

**Section 2.** The Vice-President shall assume the duties of the President in the latter's absence.

**Section 3.** The principal duties of the Secretary of the Association shall be to keep a complete and accurate record of the proceedings of the Board of Directors and of the Association and to attend all meetings, keep a correct account of the finances received, pay all moneys into the hands of the Treasurer and receive his receipts therefore. He shall keep a record book and suitable blanks for his office. He shall make a full and complete report at each annual meeting of the correct state of the finances and standing of the Association. He shall also procure certificates or other evidence of membership and every person joining the Asso-



ciation shall receive one signed by the Secretary, Assistant Secretary or by any proper authorized fieldman or solicitor of members.

The Secretary shall qualify for office by filing with the President a satisfactory bond at the expense of the Association.

**Section 4.** The principal duties of the Treasurer shall be faithfully to care for all monies entrusted to his keeping, paying out the same only on proper authorization. He shall file with the Secretary of the Association all bonds required by the Articles of Incorporation or the By-Laws. He shall make at the annual meeting a detailed statement of the finances of the corporation. He shall keep a regular book account, and his books shall be open to inspection at any time by any member of the Association.

**Section 5.** The Board of Directors shall be the Executive Committee and shall audit the accounts of the Secretary and Treasurer and present a report of the same at the annual meeting; Executive Committee shall procure a place to hold the meeting, make all rules and regulations pertaining thereto and pertaining to exhibits and make arrangement for reception committees, hotel rates, hall and all necessary preliminary arrangements for each and every meeting.

**Section 6.** The Committee on Program shall make all arrangements for the proper working of the conventions, assigning all subjects, arranging for speakers, and make the division of time allowed to the discussion of each topic, to determine upon the time for the election of officers, conducting business meetings, and any other matters that may properly come under this division.

**Section 7.** The Committee on Resolutions shall drawn up such resolutions as the exigencies of the time may require and which shall express the sense of the Association.

**Section 8.** The said officers shall perform such additional or different duties as shall from time to time be imposed or required by the members of the corporation in annual meeting, or by the Board of Directors or as may be prescribed from time to time by the By-Laws, and any of the duties and powers of the officers may be performed or exercised by such other officer or officers, or such other person or committee as the corporation or Board of Directors may authorize.



**ARTICLE VI**

The Treasurer of the corporation shall give satisfactory bond for the faithful performance of his duties.

**ARTICLE VII**

These Articles may be altered or amended at any regular session of any annual meeting of the members, provided the proposed alterations or amendments shall have been read before the Association at least twenty-four hours previously, and provided also that such alterations or amendments shall receive a two-thirds vote of the members present.

**ARTICLE VIII**

The corporation shall hold a meeting of members annually during each calendar year at such time as may be determined by the Board of Directors.

**ARTICLE IX**

**Section 1.** To promote united action by all cheesemakers and associations within the State, any cheesemakers' association in Wisconsin, all of those members are also members of the Wisconsin Cheese Makers' Association, shall be an affiliate of the State Association. Each such affiliate shall aid in the state-wide work of this Association as required by these Articles and By-Laws, but each affiliate shall be independent and self-governing in all its own local affairs and business.

**ARTICLE X**

Members of this Association, who in the future, are found guilty of repeatedly violating the State law or whose activities are in conflict with the best interests of the Association may be barred from membership in this Association at any time by a majority vote of the Directors.

**BY-LAWS**

of

**WISCONSIN CHEESE MAKERS' ASSOCIATION****ARTICLE I****Appointive Officers**

In addition to the officers provided for in the Articles, there shall be chosen by the Directors for a term not to exceed three years an Executive Secretary, and for a term not to exceed one year, a Field Manager and a General Counsel.

**ARTICLE II****Duties**

The Executive Secretary shall assist all officers, and, under the direction of the officers and directors, he shall devote full time to the management of the Association and promote the general welfare of the Association and the cheese industry.

The Field Manager shall assist the officers and Executive Secretary, assist the members wherever possible and generally promote the organization throughout the State.

The General Counsel shall assist and advise the officers and the members.

**ARTICLE III****Salaries**

The remuneration of all officers and employees shall be fixed by the Board of Directors.

**ARTICLE IV****Membership Dues**

The membership dues of the Wisconsin Cheese Makers' Association shall be fixed by the Board of Directors. Until changed by the Directors, annual membership dues shall be as follows:

**Active Members**

Licensed Cheesemaker (employee) .....	\$12.50
Plant Operator:	
Up to 2 million pounds milk annually.....	25.00
2 to 4 million pounds milk annually.....	50.00
4 to 7 million pounds milk annually.....	75.00
Over 7 million pounds milk annually.....	100.00
<b>Associate Members—Minimum.....</b>	<b>25.00</b>

**ARTICLE V****Official Publication**

Membership in the Association shall include subscription to the official publication, designated by the Board of Directors.

**ARTICLE VI****Fiscal Year**

The fiscal year of the Association shall commence November 1st.

**ARTICLE VII****Amendments**

These By-Laws may be amended at any regular meeting by a majority vote of the members present.

## WISCONSIN CHEESE MAKERS' ASSOCIATION

## 59th Annual Meeting

October 25-26, 1950

## COUNCIL MEETING

2:00 P. M. — Wednesday, October 25th

President Leonard Koptizke, presiding

PRES. KOPITZKE: I am sorry that we have some empty benches, but it seems that is usually the case. There is a lot more interest in the other hall than in here. There is a good crowd in there.

I wonder if we have the Mayor, or a representative, of the city of Milwaukee here? If not, I am happy to see you folks who are here. We have with us our new director of the department of agriculture this afternoon. He is in a hurry to get back to Madison, and as you know, this is a closed session, and while there will be no exceptions, we are having Mr. Donald Mc Dowell and Mr. Madler with us for a while. After Mr. Mc Dowell talks, if you have any questions, these two gentlemen will discuss some of the problems with us. After that they will leave, and we will go into the closed session.

I have known Don Mc Dowell for some time, and he is doing a swell job in the department. He has been very cooperative with us. It is a real pleasure to present to you Mr. Donald Mc Dowell, director of the department of agriculture.

MR. MC DOWELL: Thank you very much, Len. Koptizke. Members of the Cheese Makers' Association: I want to say first of all that it is a great pleasure to be here today. I have to take exception to a few things that Len. said. One is that Mr. Madler and I are here, and we want to discuss certain things with you. We are on the firing line a little bit, so we are to be shot at. Now folks, I don't think that is the case at all. We are here to work with you. As Len. said, we have been working together on the problems that have come up on cheese problems directly with you folks, so my remarks, in starting off, are to give you an idea of some of the things coming up in the department, particularly those of interest to you who are out in the field. I also want to say, too,

in starting my remarks off, that we are anxious to cooperate closely with you. You are the ones who are the backbone of the dairy industry, from the cheese standpoint. You are the people with whom we are working; and the farmers depend on you,—the consumers are also depending on you.

First of all, I would like to say that the functions of the department are really threefold. Our first job is regularity; second, that of a service to agriculture and to the citizens of the state; and third, education. I believe if I had to pick out any one of those functions, it would be the latter, so far as Tony and I being here is concerned. We are not trying to educate you folks, but to work together to understand our mutual problems.

Now as to the functions of the department, and how we get into your activities, I want to run through some of the various phases where you fit into the program. First, the administrative. The licensing work has been transferred to the dairy division. Administration and coordination is now in one body, together with the handling of all funds of the department. Licensing is being handled a little differently in some ways, and we are going to see more difference in it as time goes on. We are coordinating all of the licensing within the department. We are using a machine system for licensing. It is all done by a new-fangled machine, whereby an addressograph is used; and, therefore, your licenses will look different when they come. They will be of a little different nature. The purpose, intent, and the working will probably be the same. The crop reporting service, under Mr. Ebling, is also in the administrative section.

Then you are aware of the securities and bonding section, with Mr. Sears. I think most of you know him. That is a protection to the farmer. Sometimes you folks in the field may not realize that that is a necessary function, but the legislature has tried to see to it that the farmers get their pay at the end of a period. In other words, the type of bond posted is required in only those places where the farmers' payments for their products have been delayed.

Then we have the markets division. I would like to mention the functions we carry out in that division which affect you. It is research and marketing for which the legislature has provided funds. These are matched by the *Hope-Flanagan* fund for additional work in marketing lines. We in Wisconsin are concentrating in the dairy field. Those are headed up by Harvey Weavers and Witte, and through the statistical work of Mr. Ebling. Market

News service is one of the services you are familiar with. That is gotten out to keep those interested in the industry posted on the dairy markets, as well as all other types of farm markets.

A third division is the Fairs Division, both state and county. You folks spread throughout the state have ways of not only exhibiting at the state fair, but at the county and district fairs as well. I might say that I can see the faces of some of the exhibitors in the state fair in the cheese classes, and I can see the faces of some that have received trophies for work along that line.

Now I must speak of the dairy division and those things that affect you. I will mention the quality milk program. I mean dairy plant inspections, the use of the inspectors throughout the state. I want to comment on that. It is our hope that those in the industry will look at the dairy inspectors not as a group of policemen with a big stick, but rather as a group of men working with you in order to improve the products you are selling, and also to do a better job of plant sanitation and quality work.

Cheese grading. You are familiar with the work of the department in that line.

Food inspection. As long as we have dairy products, they are food; and are under the supervision of the foods section, within the dairy and foods division.

Weights and measures is also within the dairy and foods division. Some of you have had contact with the weights and measures people; but I think we can strengthen our service in that respect.

Now, there are just a few points I want to mention and lay stress on here this afternoon, something you are vitally interested in.

The first is the minimum standards. That is of mutual concern to all of us. Those minimum standards, I want to tell you how they came about. I find sometimes that the people have a distorted idea of how they came about. They came about through the dairy industry itself, after several years of work, after the enabling act was passed by the legislature in the 1939 session. They were put together and recommended to the department at that time. They were discussed in informal meetings throughout the entire state. In turn after that, public hearings were held throughout the state, and every citizen, as well as dairy plant operator and farmer, had an opportunity to appear at the hear-



ings. It was at those hearing and meetings that the department established those regulations, and they became effective a year ago November 15th. We are at a point where we are approaching a year's completed program in that field.

Now I would like to mention a few of the things as far as acceptance is concerned. We have been very gratified with the acceptance throughout the state. Naturally the acceptance has not been 100 per cent, but very satisfactory.

Then I mention compliance. We feel that satisfactory results have been obtained in this respect. I cannot help but mention some of the results. We continually get reports from all types of dairy operators in the state. I have heard it here today, and I believe it is the general feeling of those most interested that there is no question but that the minimum standards have made a definite improvement in the quality of the products in the state of Wisconsin. We have definitely seen a step forward in the quality being turned out through the dairy plants in the state. I might mention that we have had several examples of both raw milk and pasteurized milk cheese; and in its manufacture you folks have shown that these standards have helped you in production methods.

There are things in those minimum standards that are of concern to you, and I want to give you the interpretation of those as far as the department is concerned. First is farm inspections. The deadline for inspection is November 15th of this year. In other words, just two weeks from today is the deadline on farm inspections. Our dairy inspectors report a very fine compliance throughout the state. We have several places where the inspections have not been made, but I am quite sure they will be forthcoming, because the dairy plant operators in the state wouldn't want to place their licenses in jeopardy by not complying. I think we will discuss that further, if you have any questions. We wish to re-emphasize how the standards are set up, and we are helping to carry them out.

The next is another subject which comes to a head on November 15th, and that is the protection of milk in transit, the protecting cover for trucks. The deadline is November 15th of this year. Now there are only two types of trucks recognized. One is the covered van, and the tight bodied truck with the insulated canvas cover. We have been discussing this with many of you in the past few weeks. Mr. Weavers conducted a survey on that, and a great per cent of trucks from the state are in compliance already, and a large per cent of those who are not in compliance at the present time have them on order. I believe you got a letter addressed to

the plant operators which gave an administrative interpretation. That was sent to help you decide how you were going to carry out the enforcement of that particular section of regulations. I will restate it briefly. That was not a letter just giving you orders. It was to let you know clearly and frankly how we were going to interpret that section. By November 15th all milk must come to the plant protected. Now in the case of vans — if a man has ordered his van, and it has not come through as yet, but his order has been placed by November 1st, and he can certify to the department that the order is a bona fide order, he will be permitted to operate until January, providing that after November he covers the milk in his truck that he is presently using with any type of covering. Ordinary canvas is sufficient, it won't have to be insulated canvas for that particular period. As for the other type of covering, the tight box with the insulated covering, that will be able to be had by November 15th. Just as a coincidence, we talked to a manufacturer of one of the products, and we found that they had a lot of orders, and will have more in the next week or two; and it seems that they will have them in plenty of time to comply with the Nov. 15th deadline. In addition, there are other places where that type of equipment can be purchased.

Now I want to mention the quarterly record, and transfers. We hear of patrons changing factories, and they have difficulties with their quality record. We do have to say, in the vast majority of case, compliance is going along quite well. We have no hitch whatsoever. It is only in isolated cases where trouble is being experienced. Unless we have some other system, it requires the transfer with a quality record.

Now I would like to discuss minimum standards and mention cheese grading. We have quite a little discussion in the American cheese business with reference to the rindless American, your plyofilm wrapped, etc. We have no standards for those. There is considerable work to be done. The department does not say you must get at that immediately. We know there is a big problem, and we know there is a need, which has been expressed by several people for consumer grades of package cheese. We are throwing those suggestions out. There is nothing we can discuss on that, but it is to be recognized that there is a need for something to be done somewhere. It is my personal feeling that we have to give consideration to it, but we shouldn't jump into it too fast. We have plenty of time ahead of us.

I might mention rindless. I want to give you the department's



position as far as that product is concerned. We are not out pushing or retarding the making of that particular type of cheese. We are attempting aggressively to get experimental information so that if and when the time comes when there is a demand of the Swiss industry for a rindless or block type cheese, there will be information available to the industry, and progress in that line will not be jeopardized by having done nothing. We want to work closely with the entire industry, and it is only through cooperation on the part of the cheesemakers (I am speaking of the Swiss cheesemakers now), that we can go ahead and get the necessary information. I think that also holds true for all types of cheese, whether it be American, Swiss, Brick, Muenster, or whatever it may be. It is only by working together that we can come up with the best solution for the dairy industry.

I jotted down a note to mention the security and bonding law, and several others, but I will have to pass them to Tony Madler anyway. But without any question those are some things that are affecting you in your operations.

One other thing I want to mention today. The department is doing this: from time to time we have had complaints or suggestions from throughout the entire state on the prices being paid to farmers by the dairy plants. There is a very wide variance on the price per pound of butterfat. We see in the same two weeks period a variance of from 79c to 92c in the price paid for butterfat. When you stop and ask what they are getting for cheese, in some cases it is the same price. The department is aware that there is something needed here. Our accountant is checking into that situation. We are not pointing a finger at any one, but we would like to know, for the sake of the dairy industry, the reason why there is such a difference. We are making this check throughout the state in the various types of dairy plants. I want you to know we are definitely making some checks on it. We have quite a little work done at the present time, but are not in a position to make a statement as to the results found. We are doing that in the best interest of the cheese industry.

I realize that I have touched on many things in which you are interested, and if anything I have said has been of help to you, I will feel that it has been well worth while.

If there are any questions we can answer, we will attempt to do that too.

Over and above all else, the main reason I am happy to be

here is because we want to get acquainted. I am happy to have been given an opportunity to be here and express my views. Thank you.

PRES. KOPITZKE: Thank you, Don. We appreciate your taking the time to come down here. Now we should go right into the question period, but this year we invited both the men running for the U. S. Senate — Mr. Wiley and Mr. Fairchild — as well as Mr. Kohler and Mr. Thompson to be with us. Senator Wiley is here today. He is running again and has an appointment to be in La Crosse this evening, so he will speak to you now. It won't be a long speech, but I want to say that when Mr. Mooney and I were in Washington on any problem, it seemed mighty nice to go to our Senator, and we always found him ready to lend a helping hand. Senator Wiley has assisted us in our problems. I am happy to present Senator Alexander Wiley.

(Applause)

### WISCONSIN CHEESE MAKERS' AND THE BUMBLING BUREAUCRATS

My friends, it is a deep and satisfying experience for me today to be back with my good friends of your great Association, and in particular, with the truly outstanding group of leaders who have represented you so faithfully. When I look at the keen, earnest faces of my dear friends, George Mooney and Len Kopitzke, there come to mind memories of many a good fight for your great industry.

I should like to chat with you briefly today on the subject of (a) the Wisconsin Cheese, nutritious, delicious, with types that have attractive holes in their tasty substance, and (b) on the subject of Bumbling Bureaucrats, some of whom act as if they have holes in their heads. Now, my friends, I do not want to reflect discredit on *all* Federal employees. Because actually you and I know that they are by and large trying to do a conscientious job. But it is only stating a fact of history when I recall to you that the Cheese Industry has had more than its share of crackpot dreamers, Bumbling Bureaucrats, "Windowsill farmers", in Washington, who thought they know more about managing Cheddar production than you experts do.

Now, let me cite five specific fronts of Bumbling Bureaucracy:

### POSSIBLE CONTROLS MUST BE CAREFULLY ADMINISTERED

1. Because America is in up to her ears in a worldwide crisis with Communism, because military expenditures are skyrocketing, because prices have constantly risen, it is clear that some additional controls will be necessary over our economy. Such controls will inevitably involve the Cheese Industry.

But we serve notice here and now that we will absolutely not tolerate the sort of Bureaucratic nonsense that was foisted on the cheese industry during World War II when the "Windowsill farmers" of OPA practically ruined your industry. How? With the notorious system of enforced pricing which you and I protested as "Plymouth Plus — Wisconsin Minus". With your labor costs constantly increasing, with your transportation costs soaring, and with other costs moving up along the line, we are *not* going to allow Bumblin Bureaucrats to set a ridiculous price for cheese at *less* than the cost of production plus a reasonable profit, or to discriminate against particular types of your fine cheese. A modest support price of 32 cents or so per pound for vitamin rich, body-building, appetizing cheese, cannot conceivably be considered "extravagant" or "exorbitant" when one considers how the cost of luxury products have been allowed to skyrocket.

### SKILLED CHEESEMAKERS MUST BE DEFERRED

2. Now, second, my friends, I want to say to you that we are going to insist on a reasonable policy of deferments for skilled cheesemakers under the selective service system. Your industry is not asking for any undue preference or favoritism by Uncle Sam. You sent your sons and employees to war gladly. But there are some essential men whom you must have and whom I vow you will have in order to carry on essential operation. Compared to the pool of three million men in the army, the total number of skilled cheesemakers who will have to be deferred is but the tiniest drop in the bucket, but it is an essential drop insofar as your production and employment in the Wisconsin Cheese Industry are concerned.

### TARIFF PROTECTION MUST BE PROVIDED

3. On the Tariff front, I want to serve warning that we will closely scrutinize the results of the Tariff Reduction Negotiations now under way in England. Why will we do so? In order to

make absolutely sure that the throat of the cheese and other industries is not cut by reckless U. S. cuts in duties. Already there is practically no tariff on imported, foreign type cheeses. Already the wild-eyed "free traders" in Washington have served notice that they feel American agriculture should have practically no protection against the potential flood of low cost cheap-labor-produced imports. To be sure, we want to encourage world trade for world peace. But we certainly don't want to promote trade at the price of closed cheese factories here at home and ruination for your industry.

#### SO CALLED SURPLUS COULD VANISH OVERNIGHT

4. Fourth, my friends, we serve notice on Washington that we want them there to stop spreading misinformation and lies about the cheese industry. To read some of the Washington exaggerations, one might almost think that there were fifty billion pounds of surplus cheese piling up. Actually, you and I know that what seems like a surplus today can actually turn into a deficit supply tomorrow, because world needs are constantly changing. The British just bought 50,000,000 pounds of cheese, and you and I know that there will be additional heavy demands brought about by the critical world situation. There might be currently a modest excess of supply over immediate needs, but that does not mean that the excess could not be wiped out tomorrow by increased consumption.

#### CONSUMPTION MUST BE INCREASED

5. Now, my friends, our fifth and last point is that actually the talk of a so called surplus in cheese is so much twaddle, because if the American people were educated to consume the amount of cheese they should rightly consume, there would really be a shortage of cheese. We here in this blessed land have never consumed the amount of cheese than many other countries do. And that is why I have urged and will continue to urge that the U. S. Department of Agriculture increase its picayunish efforts and start a mass promotion program that will put your superb cheese in every diet at practically every American meal.

#### GOVERNMENT CAN AID OR HINDER

Government can be a profound source for good, for aid, for encouragement, to the cheese industry. Or it can be, as it has so often unfortunately in the past been, a Frankenstein which dam-

ages, restricts, limits your vital industry. You have my continued assurance, my dear friends, that I, for one, will continue to do all that is within my humble power, in cooperation with your fine officers, to keep Government the friend, the ally, the promoter of Wisconsin cheese. Upon your prosperity depends much of the prosperity of all Wisconsin — of labor, of farming, of business. We are not going to let you down because you have never let Wisconsin down. We're proud of you. We're going to keep up the good fight in your behalf. Thank you.

(Applause.)

PRES. KOPITZKE: Thank you, Senator Wiley. We appreciate your coming here today.

The candidates for governor are not here, but we are happy at this time to present to you our Lieutenant Governor, Mr. George M. Smith, who presides over the Wisconsin Senate.

(Applause.)

LT. GOVERNOR SMITH: Ladies and Gentlemen:

I am very happy to appear here today as your Lieutenant Governor to bring you the official greetings of the great State of Wisconsin on the occasion of your 59th Annual Convention.

I should like to commend you on your progressiveness with respect to meeting here in the furtherance of, and for the protection of, your common interests. I might say in passing that your industry has done for this State what the great manufacturers of Milwaukee have done for the city in which you are meeting. In other words, your industry and your activity have spread Wisconsin fame as a dairy state to the far corners of the globe.

You will undoubtedly find it possible to work out many problems as the result of the combined thinking of all of you as developed in meetings such as this.

I know that the building of your industry through the years to the fine position which it now enjoys in the national economic picture is not happenstance but comes to pass rather through the combined efforts of fine and able business citizens such as you men gathered here today.

Again, has been a real pleasure to be with you today and it is my hope that your conference will be a tremendous success.



(Applause)

PRES. KOPITZKE: Thank you, Lieutenant Governor Smith. The discussions, questions and answers which followed are not to be quoted or published. This is the reason why full expression of thought can be given by those present, for those present. It's the rule governing the Council Meeting.

Now, if you have any questions arising out of some of these minimum standards, or whatever you have on your minds, we will hear them now.

Over an hour of questions from the floor were answered and discussed by Director McDowell and Tony Madler, Counsel for the State Department of Agriculture. It is regretted every cheesemaker in the state could not have been present to get the value of the session.

PRES. KOPITZKE: I want thank you gentlemen from the department again; and from the bottom of my heart I say that I am glad you got some of these complaints direct today. Thanks again.

(Applause)

We will now have the report of the nominating committee.

MR. DICKRELL, Chairman: The following are the recommendations of the nominating committee.

President — Leonard Kopitzke and O. R. Thompson.

Vice-President — Charley Brick and Earl Whiting.

Secretary — A. H. Graf and Henry Metzger.

Treasurer — George Hernke and Steve Suidzinski.

Two directors are going out — John Fisher and Art Woldt.

The committee has nominated John Fisher, and we would like to have some other nominee from the floor; and for the other director, we have nominated Art Woldt and Roland Madison.

MR. WHITING: I thank the nominating committee for their consideration, but I cannot accept.

PRES. KOPITZKE: Mr. Whiting says he cannot accept. I don't know, Earl, I don't think that would be too bad; it wouldn't be as much work as director. I know that is why he would not accept the presidency any more. It was taking too much of his time, and Earl, if you thought it took a lot of time then, my goodness, what about now?

You have heard the nominations. They are not the last word. This is a democratic organization. If you care to nominate from the floor, that will be fine. I would like to hear from you. The nominating committee only suggested these two names, Mr. Thompson and myself, and if you have any other nominations, I would be pleased to hear from you.

The next is Vice-President. Mr. Whitting would not accept.

Secretary — Mr. Graf and Mr. Metzger.

Treasurer — Mr. Hernke and Mr. Suidzinski.

Director — John Fisher.

MR. BLEUER: I nominate John Inabnet.

MR. INABNET: I decline to be elected as a director.

MR. BLUER: Is this election or nominations?

PRES. KOPITZKE: Nominations.

MR. BLEUER: All right, I nominate Mr. Inabnet, and you can vote for him.

PRES. KOPITZKE: Mr. Inabnet has been nominated.

Next is Mr. Woldt and Mr. Madison.

Further nominations. If there are no further nominations, a motion is in order that the nominations be closed.

Motion duly made and seconded that the nominations for all offices be closed. Motion duly carried.

Now, Mr. Mooney, have you the ballots ready?

MR. THOMPSON: When you vote now, is the ballot box closed to the fellows coming in tomorrow? I would like to move that the ballot box be open until 3:00 tomorrow afternoon to accommodate those who could not come today.

Motion duly seconded by Mr. Grainger.

MR. RAASCH: If we held the election the last day we would have more votes than now.

MR. HERNKE: According to the program, it say that election of officers will be at the conclusion of this program. Everybody has a program, and if they wanted to vote, they should be here.

MR. GRAINGER: I withdraw the second to that motion.

PRES. KOPITZKE: It is up to you, ladies and gentlemen, as to what you want to do. We tried years ago to let them vote all three days and we had less than 100 votes, although we had an attendance of five or six hundred people. That is too bad. It not only happens in the cheesemakers' association, but it is the same in the United States for President and Senators. I urge you to take your wife and every other voter you can to the polls this year. I don't know if Mr. Mooney has anything to say on this, but it was moved that the ballot box be kept open until 3:00 tomorrow.

MR. RAASCH: Who is going to take care of it, and who is going to vote? Mr. Hernke said that the election was to be held right after this section, and everybody has a copy of the program; and if they wanted to vote, they should be here. The second has been withdrawn, so the election will be after this section.

MR. MOONEY: Then the motion dies for want of a second. I might say this. The ballots are prepared. We could not have the names printed on the ballots because we didn't know who the nominees were until a few minutes ago. The ballots are in the possession of the treasurer. The chair will name the tellers, and ballots will be handed to every man in the room who wears an "active membership" badge.

Tellers named by President Kopitzke.

PRES. KOPITZKE: We should have the names of the candidates for each office.

MR. GRAINGER: It would be better if we had a blackboard up there.

PRES. KOPITZKE: That will be fine. We will see if we can find one. Now while I have it on my mind, don't leave it too long before getting your banquet tickets. We are supposed to report tonight how many we expect to have. If we give an estimate of 400 and 500 turn up, it will be to bad.

I want to thank the chairman of the nominating committee and the rest of the members for their work.

Mr. Mooney has me down for an annual address today or tomorrow. I don't know when he wants it. The next report is that of the resolutions committee.

MR. FRIGO: I think George Mooney has copied them down.



He can read them better than I can.

PRES. KOPITZKE: Will you get the resolutions, Mr. Hernke, from George Mooney. We can get this committee report in and acted on while the ballots are being distributed, and when you are ready to vote at the close of the session, you will vote for president, vice-president, secretary, treasurer and two members of the board. We have a number of resolutions, and I hope you will express your opinion on them.

Resolution No. 1 — read by Mr. George Mooney.

### RESOLUTION NO. 1

RESOLVED, That the Wisconsin Cheese Makers' Association publicly acknowledges the invaluable support of all those who have contributed to the success of our 59th annual convention and that we make special mention of the officials of Milwaukee, the managements of the Schroeder Hotel and the Milwaukee Auditorium, the donors of prize money, the exhibitors of cheesemaking equipment and supplies, the Milwaukee Chamber of Commerce, members of the press and all those appearing on our program.

Mr. President, I move the adoption of Resolution No. 1.

MR. MOONEY: I will speak for Mr. Frigo on the resolutions. I move the adoption of Resolutions No. 1.

PRES. KOPITZKE: Do I hear a second?

Motion duly seconded.

PRES. KOPITZKE: Any discussion? There seems to be none. Are you ready for the question?

Motion duly carried. The resolution is unanimously adopted.

MR. MOONEY: Resolution No. 2.

### RESOLUTION NO. 2

WHEREAS, Proposed Federal Standards and Grades for milk contain provisions making compliance impossible in most of the dairy plants of Wisconsin.

RESOLVED, That opportunity for hearing be provided, to present evidence of the impossible and uneconomic application of the grading of milk in the manufacture of cheese.

Mr. President, I move the adoption of Resolution No. 2.

This resolution pertains to the new federal grading and the paying of three prices for three different kinds of milk, all going to one vat, and making cheese from that vat.

I move the adoption of the resolution.

Motion duly seconded.

PRES. KOPITZKE: Any discussion on the resolution? If not, we will vote on the motion.

Motion duly carried. Resolution adopted.

MR. MOONEY: Resolution No. 3.

### RESOLUTION NO. 3

WHEREAS, For years, Wisconsin has recognized the necessity of curing and aging cheese, in building and expanding the market to meet the increasing production, by granting a tax concession, which was removed by the last session of our legislature;

RESOLVED, That we petition the next session of our legislature, in 1951, to restore the taxing provisions giving proper consideration to the necessary aging and storage of cheese existing prior to the 1949 changes.

Mr. President, I move the adoption of Resolution No. 3.

This resolution pertains to the necessity of curing and aging cheese, in building up and expanding the market.

I move the adoption of the resolution.

Motion duly seconded.

PRES. KOPITZKE: Ladies and gentlemen, this is a very important resolution. Cheese from out of the state can be shipped in tax free, but the cheese in Wisconsin is not exempt, and there is a tax on it.

Any discussion? If not, we will vote on the motion.

Motion duly carried.

PRES. KOPITZKE: Could you do a little better next time? I want to know that you are all voting.

MR. MOONEY: Resolution No. 4.

**RESOLUTION NO. 4**

WHEREAS, It is reported that many cheesemakers are being compelled to carry compensation insurance on persons not in their employ; such as contract carriers,

RESOLVED, That the officers of the Association promptly investigate these cases and advise members of their rights, and liabilities, if any, under the circumstances in each case.

Mr. President, I move the adoption of Resolution No. 4.

Motion duly seconded.

PRES. KOPITZKE: You have heard the resolution. It has been moved and seconded that the resolution be adopted. Any questions or suggestions? If not, we will vote on the motion.

Motion duly carried.

MR. MOONEY: Resolution No. 5.

**RESOLUTION NO. 5**

WHEREAS, Practically all "enclosed" trucks have **three** openings on each side to aid in the efficient loading and unloading of milk and cream cans; and

WHEREAS, General Order 124, of the Wisconsin State Department of Agriculture, defines the term "enclosed" to include a vehicle with a combination of rigid walls and insulated top covering; and provides "**one** swinging or removable gate will be permitted on each side wall . . .";

THEREFORE RESOLVED, That we urge the State Department to amend said General Order 124, by changing the word "one" to "Three" where it appears as the first word in the fifth sentence of Section 2.01 of said order.

That resolution refers to closed trucks having three openings on each side. That ought to be explained a little. Most of you know that the order goes into effect November 15th, and will permit the use of tight-walled and insulated coverings, and also adds that they permit one door on each side where using side walls. Nearly all trucks have the three openings, and I have been told, and it is reported authentically, that with this new cover you can roll back the canvas. Now they want to keep the cans free from dust. You can load and unload milk with three openings, but you cannot with one. I anticipate little opposition from the department on

this resolution.

I move the adoption of Resolution No. 5.

Motion duly seconded.

PRES. KOPITZKE: Of course you understand, boys, that these resolutions are being passed in quite a bit of a hurry, but that doesn't mean they haven't been discussed plenty. The committee studied and discussed these resolutions until 11:00 last night, and again this morning. Are you ready for the question? The question is called for.

Motion duly carried. Resolution adopted.

MR. MOONEY: Len, I am happy you made that remark. There isn't a single resolution that didn't have thorough discussion and consideration by the committee and the board of directors. They met and stuck to business until close to midnight, and met again this morning, to go over every one of the resolutions, so they are not being lightly considered. They are recommended to you with the unanimous vote of the resolutions committee and the board of directors.

Resolution No. 6.

#### RESOLUTION NO. 6

WHEREAS, The average daily production of milk on the farms of Wisconsin is about fourteen million pounds, and of necessity must be promptly transported from farm to primary market; and

WHEREAS, The mandatory daily handling of milk makes the transportation there of an emergency operation, demanding special legislative consideration in the establishment of license fee, load limit, and regulations relating to the use of Wisconsin highways;

THEREFORE RESOLVED, That the Legislature of Wisconsin give due and proper consideration to the necessity of daily transporting sweet milk from farm to market when regulating and establishing license fees, load limits and the use of our state highways; and

FURTHER RESOLVED, That where additional equipment is required by law on milk trucks, that full credit for additional weight resulting therefrom be allowed in the determination of license fees based on weight; and

FURTHER RESOLVED, That every milk producing farm in

Wisconsin be informed and advised of the economic importance of laws and proposed laws affecting and limiting the transportation of milk.

I move the adoption of Resolution No. 6.

Motion duly seconded.

PRES. KOPITZKE: Thank you, George. I also failed to mention that it didn't go so quick to write them as it does to read them. I don't know how long George worked last night, but he had them ready this morning. That is a very important resolution; and while we are on it, I would like to say that possibly many of you will hear of important hearings on these bills. I wish you would not only come to the hearings yourselves, but take a carload of farmers. If you can't do that, let us know how you feel, so we can present your views.

Any discussion on the resolution?

MR. GRAINGER: When these hearings come on, see that they are held in the afternoon or evenings. There are a lot of us who can't come in the morning.

PRES. KOPITZKE: The hearings start at 2:00 or 1:30 in the afternoon.

MR. SEILER: At one time the proposition of having the transportation law changed so as to permit hauling back supplies was considered. I wonder if that can't be in the resolution?

PRES. KOPITZKE: Thank you for your question. He said it should be included in that resolution — that you can haul back supplies.

MR. MOONEY: You can do that now.

PRES. KOPITZKE: There were one or two cases where they stated they were stopped for hauling back boxes of rennet. The hauler pleaded not guilty; and when the case came up, Mr. Mooney went to Shawano to the District Attorney's office, who said, "We will postpone it until we have a chance to get to Madison." When I got home that night I had another call. A man was arrested for hauling back 200 new cheese boxes. I went to the Justice of the Peace with him, who asked the cheesemaker, "Guilty or not guilty?" Then he said to me, "Are you his attorney?" I said "I am just a layman, but I came along to see that he pleaded not guilty." The cop said, "We are right, he was carrying back new cheese boxes."

I said, "I don't care if they were gilt-edged boxes, they are still supplies for making cheese." The next day I was in Madison, and we stopped at the Motor Vehicle Department. Of Course, they tried to keep us there. We wanted to know if there was any ruling of the attorney general, and he called the attorney general's office, and although we could not hear what he was told, he wasn't getting along too well. We then went up and spent a couple of hours in Fairchild's office in the forenoon, and he made a date with Mr. Honeck. He had issued an opinion back in 1942. He said, "I think I made a big mistake. I tried to make a cheese factory out of a farm." We argued that it wasn't fair. He could have driven home with an empty truck, and gone back to Green Bay and loaded them in the truck and hauled them home. "Is that what you want? During the war we had to meet every two weeks to ration gas and tires, and they were supposed to bring back coal for the farmers.." Then he said, "You are right." I guess my opinion wasn't so bad after all. So that is settled. You know when the beds are quiet, we don't poke the nest to stir them up.

MR. MOONEY: I should add that the last case for hauling cheese boxes was last week at Montello. It is being dismissed.

Resolution No. 7.

#### RESOLUTION NO. 7

WHEREAS, the State Department of Agriculture has proposed amendments to the present Grades and markings for Brick cheese, and has called a hearing for the consideration thereof at Beaver Dam, Wisconsin at 2 P.M. November 28, 1950; and

WHEREAS, the officers and members of the Southeastern Wisconsin Cheese Makers' Association have been consulted regarding and have approved, such proposed amendments;

THEREFORE RESOLVED, That the Wisconsin Cheese Makers' Association hereby recommends adoption of the proposed amendments submitted by the State Department, except as to such provisions therein contained which are now clearly provided for by state law.

I move the adoption of Resolution No. 7.

Motion duly seconded.

PRES. KOPITZKE: You have heard the resolution. Anyone who has anything to say on the resolution, we would be glad to hear from them.



Mr. Meyer, do you have anything to add?

MR. MEYER: It's okay with me.

Motion carried. The resolution is adopted.

MR. MOONEY: Resolution No. 8..

### RESOLUTION NO. 8

WHEREAS, Wisconsin produces about fifty to eighty per cent of the Nation's production of the various types of cheese, the major portion of which is exported and therefore subject to Federal Regulations; and

WHEREAS, The Federal Government has recently established definitions and standards for such varieties of cheese effective in February 1951, some provision of which are at variance with Wisconsin definitions and standards;

THEREFORE RESOLVED, That we recommend and urge our state legislature and State Department of Agriculture to amend our state laws and Departmental orders to meet Federal definitions and standards where such variance occurs or exists.

I move the adoption of the resolution.

Motion duly seconded.

PRES. KOPITZKE: Any questions?

MR. KRIEWALDT, Shawano: The federal men are standardizing. I don't think we should jeopardize Wisconsin's products by standardizing.

PRES. KOPITZKE: It is true that it does permit a certain amount of standardization. This resolution really took up a lot of our time; and, ladies and gentlemen, you know where I have always stood on standardization. However, when we hear the pleas of these men that have an average test of 4.5 or 4.6, and even 5 at certain times of the year, when the cheese is shipped to the dealer, they receive a stamp on it because it is so weak-bodied that it doesn't go for state brand, and then if they standardize a little to try to make a cheese that will get by as state brand, they are right on their necks, and they are arrested. That is why I changed my mind and am for this resolution. If you are going to force a man to make a No. 2 quality cheese. I say you should close your eyes to that. They shouldn't be on a man's neck. My average test isn't 3.7, but I pity those with 4.5 tests; you will put them out of busi-



ness. I think this should be opened up to that extent. This was discussed with the men last night. There were 15 or 20 men there, and they decided that, if legislation was passed, they pitied the fellow who was under 50 per cent. So if you strive for 50 or better, you are going to have about 51. There are those who believe that if this is passed, then the dealers would start buying on the butterfat basis, and in that case, if he had 56, 57 or 58 butterfat, he would be paid for what he had.

MR. MULLOY: If Wisconsin is permitted to standardize legally, the day will come when cheese will be bought on a butterfat basis.

MR. KRIEWALDT: There are other ways of controlling the fat in cheese than by skimming milk before you make it.

MR. PARSONS: That would be standardizing.

MR. KRIEWALDT: No, it wouldn't be standardizing.

PRES. KOPITZKE: You are referring to rinsing it with hot water.

MR. KRIEWALDT: We do it every day. We have high testing milk in our territory.

MR. MULLOY: The only way to do it effectively would be to have the farmers have lower test.

MR. MARTIN: I have 6 farmers in my factory that test from 4.4 to 5.2, and I tried to convince them to go to Holsteins, and they simply wouldn't listen. They thought so much of their Jerseys and Guernseys that they wouldn't do it. They said, "Any time you don't want our milk, say so."

MR. RAASCH: I have been opposed to standardization for a good many years, but I have changed my mind in the last year. When they are doing it all around us, why shouldn't we? I have made cheese for a number of years, and I have never skimmed milk yet, but when my neighboring plant does it, and I find that 75 per cent are doing it now — why not pass this resolution, the same as the calcium chloride that you were so anxious to have; and since you legalized it, nobody uses it any more. So maybe it would help, to permit standardization.

MR. YORDI: I think if you figure that out of the state they are allowed to standardize; and they are getting three quarters of a cent more for their cheese than we are, you will have no objection

to this resolution.

PRES. KOPITZKE: I feel if the butter fat is worth something in the cheese, they will pay for it; and I can see Obert's point without mentioning any names. There are a lot of plants that, just as soon as they make cheese, standardize the milk for making cheese. I am not speaking for myself. I feel the same as Obert does. My average test is between 3.5 and 3.6. I think I can safely say there is no gain for me to do any amount of standardizing — that is for sure.

Any other discussion on it? I want to thank those who took part in it.

MR. INABNET: There are communities in the state that won't even think of standardizing, but there are others which, in order to get a state brand on their cheese, are almost forced to take the fat out. We talked at length about that last night, and we feel that we should give them the chance to overcome that situation and still get a state brand cheese. Every state has it. Why can't we have it? That doesn't mean everybody is going to standardize if we pass this resolution. I think just like Obert said about the calcium chloride. We can use it now, and very few do use it. That resolution doesn't mean we must standardize, but we must give them a chance when they are in a spot to do something about it.

PRES. KOPITZKE: Mr. Fisher, do you have anything to say on it?

MR. FISHER: I have high testing milk, average test is 4 per cent. I think we would be in favor of this resolution.

PRES. KOPITZKE: Thank you, John. The question has been called for.

The motion is carried, and the resolution is adopted.

MR. MOONEY: Resolution No. 9.

#### RESOLUTION NO. 9

WHEREAS, The present statutory standard of 82½% minimum fat in butter, is economically unsound, commercially untrue, and administratively not recognized or enforced; and

WHEREAS, The Wisconsin Creameries Association has recently recommended amendment of our law reducing the minimum fat standard of butter to 80% fat;

THEREFORE RESOLVED, That we, the Wisconsin Cheese Makers' Association having many members manufacturing butter, join with and support the Wisconsin Creameries Association in recommending to the Wisconsin legislature the reduction of the minimum fat standard of butter from 82½% to 80% so that the Wisconsin standard is then the same as the Federal and also every other state in the Nation.

I move the adoption of Resolution No. 9.

Motion duly seconded.

PRES. KOPTIZKE: Any discussion? It has been moved and seconded that the resolution be adopted. As you know, the federal standard is now 80%, and the state 82½%, and if anyone happens to have 79 or 78, they point out that you are 3 or 4 points under the standard. It is the wish of the Wisconsin Creameries Association, and we want to give them a boost. We have some of our members who are both butter and cheese makers. We have some in this room — Mr. Peters and others I could mention. We have any number of them.

Are you ready for the question? The question has been called for.

The motion is carried. The resolution is adopted.

MR. MOONEY: Mr. President, that was the last resolution.

PRES. KOPITZKE: Thank you. Tomorrow we will have the reports of officers. Now we will have the election of officers. Mr. Mooney will read the names of the candidates to you, and then when we are through, we will have the drawing for the door prizes.

Are there any active members without a ballot? Will you please raise your hand so we can get a ballot to you.

MR. MOONEY, Acting Chairman: You will now vote for President. You have had a half hour or more to consider your vote. The candidates for president are Len Kopitzke, Marion, and O. R. Thompson of Rib Lake; next is Vice-president. Earl Whitling withdrew, so you have but one, C. C. Brick. For secretary, A. H. Graf and Henry Metzgi; for treasurer, Geo. H. Hernke, the incumbent, and Steve Suidzinski; for director for a three year term to succeed John Fisher, the nominees are John Fisher and John Inabnet. For director for 3 years to succeed Art Woldt, the nominees are Art Woldt and Mr. Mattes. The tellers will now proceed to pick up the ballots.

PRES. KOPITZKE: While the tellers are counting the ballots, we will have the report of Mr. Hernke.

**WISCONSIN CHEESE MAKERS' ASSOCIATION  
STATEMENT OF RECEIPTS AND DISBURSEMENTS**

**For the period from OCTOBER 1, 1949 to SEPTEMBER 30, 1950**

**BALANCE OCTOBER 1, 1949**

In: Farmers State Bank of Potter.....	\$ 6,773.74	
Hilbert State Bank .....	3,721.07	
Dairy State Bank .....	10,449.39	
United States Bond - Series G...	1,000.00	
Petty Cash Fund .....	100.00	\$22,044.20

**RECEIPTS**

From Oct. 1, 1949 to Sept. 30, 1950

Dues - Active Members .....	23,695.00	
Dues - Associate Members .....	5,050.00	
Interest .....	146.98	
Booth Rental .....	1,470.00	
Prize Money .....	1,270.00	
Convention Cheese Sold .....	2,122.89	
Convention Miscellaneous .....	268.55	
Miscellaneous .....	529.70	34,553.12 \$56,597.32

**DISBURSEMENTS**

Salaries .....	19,158.00	
Travel .....	7,473.61	
Rent .....	542.50	
Printing and Stationery .....	150.83	
Postage, Freight and Express ..	340.11	
Telephone, Telegraph and Light	465.92	
Supplies .....	365.03	
Social Security .....	166.46	
Convention Expense .....	6,622.52	
Furniture and Equipment .....	94.14	
Miscellaneous .....	526.88	
Organization and Membership...	953.50	36,859.50

**CASH ON HAND SEPTEMBER 30, 1950**

In: Farmers State Bank of Potter.....	3,845.38	
Hilbert State Bank .....	4,238.31	
Dairy State Bank .....	10,554.13	
United States Bond - Series G...	1,000.00	
Petty Cash Fund .....	100.00	19,737.82 \$56,597.32

PRES. KOPITZKE: Any questions on the report?

Questions and answers followed.

PRES. KOPITZKE: Now I think we should have a report from our H. P. Mulloy. He needs no introduction. You know him. You have known him for many years.

MR. MULLOY: I wrote down a great big speech, and I think I will have to skip some of it. I would first like to make a few comments on the cheese scoring contests. We had more exhibits this year than in the past 3 or 4 years. We have a new list of winners. The prize cheese, the high scoring cheese in 11 classes is out on the rack in the hall. The blue ribbon denotes high score in each case; the red, second high in each class. Unfortunately, the display rack is small, so we didn't have room enough to put up the entire exhibit. We had 153 entries, and if we brought it all over here and piled it up, it would use a large part of the exhibit room out there. Cheesemakers know what cheese looks like. We set it up to show the different styles and varieties that have been entered.

I want to say this to you in regard to sending in cheese for the next scoring contest. We should have more, a lot more. Now again I have to make the same criticism I made last year. When you send your cheese in, don't mark your name all over the box. It is a terrific job for us to erase the name. You have a shipping tag. When you mark the box up completely, it causes quite a problem for us to get it erased so that the judges don't know whose cheese they are judging. And believe me they don't know, providing that we can get all the identification off the box. Give us your cooperation, and don't use the big pencils on the boxes.

The world is in a chaotic condition. We have many problems — draft problems, and hundreds of others. We have to think about them. That is not only true of world economic conditions at the present time, but it is also true of us in our industry. As you learned from Mr. Mc Dowell — his remarks particularly about butter fat prices — we have a chaotic condition in our own industry. I am glad to see and hear and learn that they are trying to do something about it. It all simmers down to one thing, if each and every one of us were honest every day, and all day long, we wouldn't have that condition, and that is true as far as world conditions are concerned today. If men were not seeking more power and unfair advantages, we wouldn't have those chaotic world conditions, and most of the problems of our industry. The only way

we can eliminate them is to pledge ourselves, each and every one of us, to absolutely become instilled with a desire to do something about correcting those conditions, and learn just a little better how to live with one another — just a good neighbor policy. I have some names I am going to read off: Ronald Johnston, Harvey Schneider, Kenneth Bonney, Reuben Laach, Steve Koenig, August Suemnicht, Henry Scah & Sons, Phil Thompson, Harry Pankow, I. J. Karchak, Art Woldt, Clyde Johnson, Walter Minnig, Carl Drachenberg, Frigo Bros., Joe Sartori. I could put on that list 25 or 50 more names. They happened to be exhibitors of different classes this year, and those men, some of them at this convention, are high scorers. They have first place in their particular class for the first time, and the reason I want to mention that is because it is not an accident that they are high scorers in their particular class this year. They are high scorers because they have been in there year after year trying to make a better product, to make a better score next year. My hat is off to them. It is not hit and miss. They are in year after year. That is what I like to see. You can go to each and every one of those plants and you will find them proud of their plant, proud of their job and proud of the product they are turning out, as evidenced by the scores they pulled down. I would like to see more another year. I would like to have each and every member in the association get into the habit of showing his cheese, and continuing to show it until he hits the high spot.

Now as far as a report of the activities of the association is concerned, I think you have the picture pretty well. After all is said and done, your bank balance is the final determination of the success your activities have been. Len worked hard. George worked hard, and I have done a little myself; and if we are permitted to carry on, to do this kind of work in the future, I assure you that we will work just as hard, and probably harder; and with the cooperation of each and every one of you we will have a powerful organization to represent you any place, any time.

(Applause)

PRES. KOPITZKE: We will now hear the results of the election.

## RESULTS OF THE ELECTION

### President

Mr. Kopitzke .....	62
Mr. Thompson .....	15



## WISCONSIN CHEESE MAKERS' ASSOCIATION

## Vice-President

Mr. Brick .....	68
Earl Whiting .....	4
5 ballots defective	

## Treasurer

Mr. Hernke .....	66
Mr. Suidzinski .....	10
Blank .....	1

## Secretary

Mr. Graf .....	46
Henry Metzger .....	24
Blank .....	3
George Mooney .....	1

## Director

Mr. Fisher .....	67
Mr. Woldt .....	64
Roland Mattes .....	13
Blank .....	1

PRES. KOPITZKE: Thank you for your report. We will now have the drawing of the door prizes. You notice by the book that there is no special party tonight. It is hard to keep a group together when there are so many things to see. A lot of the members told me that that is the way they wanted it in Milwaukee. Here there are so many things you don't know what to do.

I want to thank the members of the nominating committee, and of the resolutions committee. I also want to thank each and every one of you for your attendance. You certainly were a swell group. The only one that had a chance to get up and stretch was our reporter. Thanks again, and now we will draw the prizes.

## DOOR PRIZES DRAWN—

M. A. Drake, De Soto, Wisconsin .....	(Salt)
F. P. Baker, St. Cloud .....	(Salt)
E. W. Schueler .....	(Salt)
Ernie Jung .....	(Salt)
John Inabnet, Randolph .....	\$5.00
Fred Bleuer, Cambria .....	\$5.00

Meeting adjourned.

## THURSDAY, OCTOBER 26th

1:45 P. M.

PRES. KOPITZKE: We may as well come to order. We don't appreciate how fortunate we are to be Americans. When I say that, I mean Canadians as well, but in a good many countries you haven't got the liberty to start a meeting with prayer. I believe that if all of us had done more missionary work we could have avoided World War II. The missionaries say that it cost \$6,000.00 to save a soul in Japan, and in World War II it cost \$50,000 to kill one. How much nicer it would have been if we had spent our money saving souls rather than killing people.

Rev. Schultz, Wisconsin Avenue St. Paul's Church, has consented to come and lead us in prayer for the opening of the meeting.

Invocation by Reverend Schultz.

PRES. KOPITZKE: Thank you, Rev. Schultz. We will now shift our speakers around just a bit because one must leave by five minutes of 3:00.

We are very fortunate in having our speaker with us, and I thank him for taking the time out to come and attend our convention. I had the privilege of attending their butter and cheese institute in September. They had a very good program, very good crowd, and they are doing a very good job on quality. It is indeed a pleasure for me to present to you Prof. W. H. Reid, of Columbia, Missouri. Professor Reid.

PROF. REID: Mr. President, good friend, George Mooney, members of the Cheese Makers' Association, friends: I assure you that I consider it an honor and distinction to attend and participate in your annual convention program. I am also glad to bring to you the greetings and best wishes of the cheese manufacturing industry of the state of Missouri. You are perhaps aware of the fact that over the past 20 years over half of the cheese manufacturers in Missouri have migrated from Wisconsin. They have come to realize that God's country is farther south. They also realize that although Wisconsin has 10,000 lakes, we have one large lake. It was my privilege to live in Wisconsin for 18 years, over at La Crosse, and to attend the University of Wisconsin.

I wish to commend you on the cheese industry of Wisconsin, for your interest and fine cooperation which has now made it possible

for the erection of what is deemed to be the most outstanding dairy building in the United States. I am sure your help, interest and fine cooperation has made that possible. You have also been very fortunate in having on the staff at the University of Wisconsin men recognized in the field of education and research as outstanding leaders — Professors Sommers, Jackson, Price, Kenneth Weckel, L. C. Thomson, and other associates. So you have reason to be very proud of the fine building, and more so of the top notch personnel in the department. I mention that fact because some of the Wisconsin men have migrated to Missouri.

Wisconsin, as I said, has 10,000 lakes. It happens that I love fishing. My tie clasp is a fish. I always carry a handful of string. I am always prepared. You have 10,000 lakes; but my trouble has been that you spend half of your time trying to make a decision in which lake you are going to fish, and after you arrive at the lake, you have so many resorts, you spend one-fourth of the time selecting a good resort from which you are going to operate. Also, there is some difficulty in finding fish in Wisconsin. In fact, I do this: I come to Wisconsin and keep in practice, and then I go back to Missouri and catch the fish. We have one lake miles and miles long, a shoreline of ten hundred miles; and the fish are so large and vicious that most of our people find it necessary to stand behind trees to bait their hooks. You see, I paid my dues at the Chamber of Commerce before I left town down there.

I am very glad to discuss with you people some of the problems we have in common. We have the same problems in Missouri that you have in Wisconsin. We have always looked at Wisconsin as being the leading dairy state. Wisconsin is recognized internationally. Wisconsin is recognized as the leading dairy state for the quantity and quality of its milk and milk products. We believe that there are several factors that we have in common which would be of help to all of us to carefully consider.

First, and foremost, is the human element which operates our cheese factories. We believe that there is no other phase of the dairy industry that has greater potentials from the standpoint of increase in sales than has cheese. However, we must be certain that the cheese which we offer to the public is of unquestioned quality. The most important fact that makes it possible for us to manufacture high quality cheese is milk. The man must be quality conscious, have a full appreciation of the factors concerned in making a high quality cheese, and unless the managers of your plants and our plants are very definitely quality conscious, we will

not be able to make a high quality cheese. We cannot expect the men who make up the balance of the personnel in our plants to think in terms of doing those things, from the standpoint of operations, which make it possible to make high quality cheese.

We believe that the major portion of the personnel in our plants in Missouri are quality conscious. Men who received their training in the state of Wisconsin migrated to our state, and have been very helpful to us in the building of a solid cheese industry there. We have only 47 or 48 cheese factories in Missouri, whereas you have in Wisconsin 1400 or 1500 plants. But, nevertheless, as we are trying to build our foundation on the basis of quality rather than volume, because we fully realize that the consuming public is interested only in quality cheese.

Night before last I took time out to drop down town to examine some cheese that had arrived. One wheel of Swiss cheese, imported; and at an adjacent counter was a Wisconsin Cheddar. I asked the man operating the store where he purchased it. "Bought it from a company in New York." He was wrong in his statement, because it came direct from Wisconsin. It had a very fine flavor, a fine texture, a fine body. He was abusing your cheese, unknowingly. It was exposed to meats. I could easily tell that he had very limited experience in the merchandising of cheese. I asked him if he knew he was damaging cheese that was made in a very fine plant in Wisconsin, under carefully controlled conditions; and if he realized that high quality would invite repeat sales, and that it is the salvation of our industry. Well, he admitted that he had very little experience in the merchandising of cheese. I asked him to take time out to move it over to another counter, or to protect it in some way. I would say that that cheese would have a score of 93 points plus, but in a very short time it could be injured and the score drop down 8 or 9 points, and then perhaps the people wouldn't buy the cheese.

I mention that for this reason: One of the most important factors involved in maintaining the quality of cheese is to work with the dealers who are merchandising cheese. You are making good cheese, so are we; but unless we have the cooperation of the people at the point of sales, our endeavors and efforts are somewhat defeated.

We have a terrific obligation to the consuming public. In my mind, one of the most valuable assets we have as an industry is the good will and confidence of the consuming public — the good will and confidence of the consuming public in our cheese which

we offer for sale. Unless you, and the men in our state also, are able to make a uniformly high quality of cheese day in and day out, and assure the consuming public they are receiving a high quality cheese, we will not experience the marked increase in the sale to which we are entitled, and expect in the next few years. So we have a direct obligation to the consuming public — making sure we give them a high quality cheese.

The next point I would like to mention in passing is the relationship of quality milk to the quality of finished cheese. We all realize that the quality of the cheese can never exceed the quality of the milk from which the cheese is made. Wisconsin is to be commended for your quality program which you have sponsored in this state for a number of years, and have placed more emphasis on it in the past 12 months, in the endeavor to improve the milk received at the cheese factories. It comes back to the human element, which is the key to your success in receiving milk of a high quality from which you can make high quality cheese.

Another problem which we are concerned with is the protection of the milk from the farm to the cheese factory. We have some plants in Missouri that have an average of over 100,000 pounds per day. I don't believe that we have any that average under 20,000 pounds per day. I was visiting with a cheese manufacturer on Tuesday. During the summer he receives 280,000 pounds a day. I would say we have at least 15 plants that receive between 100,000 and 200,000 pounds a day. Most of those plants today are receiving their milk, moving from the farm into the plant by the use of covered trucks. Some of our plants are now using insulated trucks, a means of protecting our milk from the elements — heat and cold — and also very important in protecting it from the entrance of extraneous matter. The plant that I mentioned receiving 280,000 pounds a day during the summer is using all covered trucks. That is the trend at the present time. Over half of our plants in Missouri are using covered trucks completely as a means of protecting the milk. In other words, we are asking our dairy farmers to use up-to-date procedures to produce high quality milk, and it, therefore, becomes our responsibility to protect that milk as it leaves the farm and moves into the factories. We believe that it will not be many years before the milk moved from the farm into the factories will be by refrigerated truck. We fully realize the difference in the seasons in Wisconsin as compared to Missouri. They tell me Wisconsin has two seasons — 10 months of winter, and 2 of spring; whereas in Missouri we have, I say, 11 months of summer, and perhaps 30 days of cloudy



weather. Again, I am not a member of the Chamber of Commerce of Missouri.

We are also very fortunate in being able to graze our cows around 10½ months of the year. We are going into the winter months this year with extremely fine pasture, because of the cool rainy season we have enjoyed during the past summer. I was in Minnesota and Wisconsin during the middle of August and spent 3 full days firing a stove to keep from freezing to death. I should say also in passing that it was just about equally cold in Missouri.

Another fact involved in the manufacture of high quality cheese is the type of plant we operate. Today we are proud to have people, to have the consuming public, visit our plants, because we have plants that are of modern construction from the standpoint of floors, walls, ceilings, lighting, ventilation. Some of them are air conditioned. We believe one of the most effective ways of merchandising and selling cheese is to invite the consuming public to visit the plant, where we have a plant that we are proud of. We have one or two plants in Missouri that can show a marked improvement; nevertheless, the trend is in the direction of operating modern up-to-date plants from the standpoint of construction. The same trend also applies from the standpoint of equipment. Our men realize that to make a high quality cheese they must also utilize and take advantage of the modern up-to-date equipment which is now made available. I refer to the equipment from the intake of the milk on through the processing and marking room into the storage rooms, and also in the movement of the cheese from the plant to our other factories. The sanitation, housekeeping, of our plant is a factor which is of major importance. We endeavor to sponsor and conduct quality improvement programs which will cause the men in our plants to take pride in maintaining their plants and operating them on a high level from the standpoint of sanitation and housekeeping. I would just like to mention one or two of the methods we use in getting the job done.

As I previously mentioned, many of our men received their education in the field of cheesemaking right here in Wisconsin. Our organization follows a practice of having a monthly meeting of all its officers and directors, and the chairman and co-chairman of the 11 quality committees. Those people meet once a month for an entire day, which is devoted to the consideration of all factors concerned with the production of quality milk on the farm, the movement of the milk from the farm to the factories, the consideration of the quality program as it relates to cheese factories, and sanitation and equipment program. The chairman of those



meetings realize that they are expected to make monthly reports, and must come prepared to do so. Now in case I have a chairman who renigs because he has not had time to prepare his report — sometimes he doesn't show up — he receives a letter telling of the importance of his being at the next meeting. We find our men are interested in the programs for the manufacture of high-grade cheese. Those committees, of which we have 11, will spend several days prior to each monthly meeting in preparing their report, and outlining the program for the succeeding month. The programs are approved by the board of directors, and discussed in detail. I mention that because it has been instrumental in helping us to move rather fast in the improvement of the quality of our cheese.

We also have quarterly meetings of the men comprising the entire cheese industry, for the purpose of maintaining interest in the quality program on a state-wide level, and also as a means of keeping the men in the industry informed of what is happening on a state, national and local level. From the standpoint of the national level, we realize that the federal food and drug division has been very active over a period of years. We find in our country that those people are some of our best friends. They have been very helpful to us because of their constructive approach to our program. So in the quarterly meetings we emphasize the obligation of the men in our state to the consuming public. We also follow the practice of issuing bulletins about every two weeks to all members of the industry containing information which will help the men to operate more effectively, and to have a better appreciation of the true value of the word quality. Our program also includes very close cooperation with the Agricultural Extension Department. Our county agents are kept informed in regard to all our programs. They attend, and participate in the quality meetings throughout the entire state.

I should have said, referring to the monthly meetings, we follow this practice because of the very fine wholesome cooperation we have with the state department. In our state, the director of the dairy division and his chief inspectors attend and participate in each of our monthly meetings, the meetings of the directors, and of the county chairmen of all of our committees. We feel it has been very helpful to us in being able to put across certain parts of our program, referring to the quality of our cheese. I pay tribute to the men of our department for their interest and for the constructive cooperation they have given us over a period of years. At times, of course, we have misunderstandings, but by having

these men in our meetings, sitting down around the table discussing our differences of opinion, we straighten them out on that particular day. They will call a spade a spade, and so do we. We appreciate the way they express themselves. It takes team work from the standpoint of the industry and our public health officials to get the job done.

We also have a very extensive program which we carry on with the vocational agriculture instructors of Missouri. During the past 12 years we have made available to the teachers of vocational agriculture more than 30,000 copies of a manual, "Modern Methods of Producing Quality Milk and Cream". Our institute furnishes them free of charge to the teacher and pupil. As a means of encouraging interest in that project, which teaches the vocational agriculture student the modern methods which should be practiced in the production of quality milk on the farm, we award each year a very fine certificate of achievement. He must study the manual, and make a passing grade of 70, and we have issued 8,000 certificates in the period of 10 years. We believe that is important because they may be our leading dairymen in the next few years.

We also have several state-wide projects which are conducted by our state organization, namely our cheese factory improvement project, in which we have every single cheese factory in Missouri participating. The factories are scored, and they are awarded a certificate of merit of performance for their achievement. Those certificates are awarded at the annual banquet of the butter and cheese institute. We were fortunate to have your very able president at our last meeting to observe the presentation of these certificates and awards. I might say in passing that Mr. Kopitzke's appearance on our program was one of the highlights of our convention because of the fact that Len never pulls his punches when he speaks. That is the kind of language we understand and like to listen to, and his address to our convention was very instructive and helpful to us in shaping our policy for 1951.

Now summarizing the value of our quality improvement program in our state, I would like to list a few of the important things which we feel we are accomplishing:

1. We believe that we are creating greater consumer confidence in the quality of our cheese. I am not referring just to Missouri cheese. I am referring to cheese made in the state of Wisconsin as well. We believe that if Wisconsin makes good cheese

and sells good cheese, and Missouri makes good cheese, and sells good cheese, more cheese is going to be consumed. However, if Wisconsin makes good cheese, and Missouri makes good cheese, and some other state makes mediocre cheese, the consuming public may unfortunately formulate their opinions of cheese based on the quality of some state not striving as Wisconsin and Missouri are for high quality products. So we believe our quarterly programs are going to pay big dividends from the standpoint of creating greater consumer confidence in our product.

2. We believe our quality programs are going to create greater confidence in the cheese industry.

3. Increase the consumer demand for a higher quality cheese.

4. That the quality program will result in improvement of the quality of our personnel who now operate our cheese factories.

5. That our plant personnel will take greater pride in doing a good job in the operation of our factories.

6. That we have a marked improvement in the quality of the cheese manufactured in our cheese factories.

7. That a larger number of dairy farmers will take greater pride in applying modern methods and practices in the production of milk, which will very definitely improve the quality of our milk, and make it possible for us to manufacture high quality cheese.

8. That we are also improving the methods applied in the transportation of the milk from the farm to the cheese factory.

9. That we are increasing the demand for cheese on a nationwide level as a result of improving the quality of our cheese. I again refer to Wisconsin as well as Missouri.

10. That the cheese industry is receiving more favorable recognition of our federal and state food and public health officials, which is indeed very essential.

11. That the entire cheese industry, as a result of our quality improvement program, will be placed upon a more sound foundation. It is apparent that we are making an endeavor to furnish the consuming public with a larger volume of high quality cheese. However, in our opinion (I am expressing the opinion of the directors and the committee members of our state), we must make sure we fulfill our obligations to the consuming public.

In closing, may I say I sincerely appreciate the opportunity to meet with you people in Wisconsin, and bring to you the very best wishes of the good friends of our state. Thank you very much.

(Applause)

PRES. KOPITZKE: I certainly want to thank you for the very constructive talk which you have given us. You know, he mentioned lakes and fishing. I wondered why the people in Missouri were so nice to you. I mentioned it to one of the fellows, and this is his reply, "All the good fellows from Wisconsin came down to Missouri and Illinois, and the rest of them stayed up there." Well, it was a pretty good joke on me anyway.

Now our next speaker must be getting back to Madison for a meeting early this evening. We heard professor Reid say quite a bit about quality, and we talked about it ourselves yesterday afternoon. Now, along with quality, we have to have something to move it out of storage, and that is a good publicity program for the advertising of cheese and dairy products. I believe if we do a good job of that we can make the difference between a surplus and a shortage. What would happen if we ate one point per capita more of cheese. We are fortunate in having with us the president of the Dairy Association of Wisconsin, and I am happy to present him at this time, Mr. Lyman Mc Kee.

MR. MC KEE: Thank you very much, Len. I did appreciate that very fine introduction. When Len was making those remarks, because I understood I was supposed to talk next, I wondered if somebody slipped up, and so I was waiting to find out who this man was. It seems some time ago Len used to be about 30 or 40 pounds heavier, and he got a job on a police force. He didn't like driving a car, he liked to be on the beat. One day he was leaning up against a telephone pole with his belt buttoned up as tight as he could, and a little boy came up and said, "Officer, will you save me a pup?" Len said, "No, go on, get away." "Ah gee," countered the little boy, "I always wanted a police dog."

I would feel amiss in my obligation, if I did not speak a word of appreciation to the Wisconsin Cheesemakers' Association for their affording this opportunity to the dairy farmers of Wisconsin to discuss with them this afternoon what we believe is the paramount phase of the dairy industry at the present time, and that is the promotion of the sale of cheese and other dairy foods. It has been stated that the total cheese produced amounts to somewhere in the neighborhood of a billion pounds. I am not an economist,

but of that total production of a billion pounds or more, better than half comes from Wisconsin. That is still a lot of cheese. I can't visualize what that would amount to, nevertheless you realize that that half a billion pounds isn't so important. That doesn't have the effect on our markets. It's the million pounds that are in government storage warehouses that we like to refer to as "necessary reserves", but somehow it is always called surplus. That is the thing we are concerned with, and you as cheese makers are concerned with, for when it is diverted into consumer channels, it directly affects us. It has a displacing effect on the market conditions.

Now as I drove to Milwaukee this morning, I couldn't help but notice the fine dairy farms, the fine buildings, fine barns, along the way, and I couldn't help but realize that here was an industry which was not building for today, tomorrow, or next year, but for years to come; and when these farmers decide to retire they want to pass on to sons or daughters, or others, a better farm, better buildings, a better setup all the way around, and a little better market, than he was used to, and what he grew up to know.

With that in mind, the farmer gives support to a program which is pin-pointed to the promotion, research, and sale of dairy food, the American Dairy Association's program. And as I was driving into the city this morning it reminded me of a meeting held last spring in Dane County. It was put on by the Dane County Agricultural Agent. He had a crowd of 200 people. The major part of the discussion that day, the main address, was a discussion by various farm people of the practicability of government crop insurance, price supports, many of the other types of supports, including price supports for dairy products, such as cheese. We had three or four speakers on each side, and at the conclusion of their talks they invited comments from the farmers in the crowd. After the speakers were through, one old guy got to his feet and said, "Mr. Chairman, I am a little disappointed at the attitude of the younger farmers who seem to think they have to have some sort of insurance which assures them a price for the product they produce — that somebody is going to buy it at a reasonable price. I came to Wisconsin in 1900; we started farming. The only assurance we had was either freeze to death or starve to death, if by my own hands I didn't provide for the future of the family. Through my own efforts I had to do what the younger farmers ask the government to do for them." He said, "I don't think it speaks well for the younger generation."



When he sat down, I wondered whether any body would have an answer for what that gentleman said. The answer wasn't long in coming. A young fellow said, "Mr. Chairman, I came to Wisconsin through no responsibility of my own. I was born here. I have lived here all my life, and after high school Uncle Sam said, will you give me a couple years of your life? I did, and when I came back to Wisconsin, I went farming. The reason I think we have to have some of these programs is because you who farmed ahead of us permitted the soil to erode, and the things I have to use are partly worn out. I do not condemn you for that. You didn't have the facilities, and know-how that I have today, which would have avoided that; but one thing you have done, you have handled our farm products, our markets, in a wasteful manner. You have learned to grow two blades of grass where one grew before. Have you given a thought of what you were going to do with that second blade? You haven't made any provision for the sale of that on the consumer markets. You have sold what you could to the consumer, what you could sell at advantage, but you have not worried about the balance, and that is the reason why we as a younger generation, who have met on the battle field, or in the field of commerce, want a method of combatting these things. May I ask you, is it easier to get a customer and keep him than to get him back?"

When he sat down, there was a lot of applause. I thought about it considerably. Here was a situation where producers were clamouring for a program. A. D. A. was not mentioned by name. Personally, I don't know whether this man was supporting the program or not. My guess was that he was, and I thought as I sat down across the conference table from Len on our board, and the representatives of the dairy industry, that possibility in our talking over a future program we had given too little thought to the millions of farmers who are relying upon us to provide an adequate market.

Now in answer to the reactionaries who question what the program is doing, as far as the A.D.A. is concerned, it is no stronger than the farmers, who are the program, and the key personnel working with the farmers, "who are the connecting link.

Certainly no chain is any stronger than the weakest link, and from the farmer to the A.D.A. there is a link in there, made up by the plant operator, the cheesemaker. Utilizing our connecting link in there is a vital factor in the success of the program. If we are to make a success of the program, we have to have an aggressive



group to afford us the connecting link in the chain.

I am sure in the cheesemakers' association you have knowledge of the members in your group that want to support the program, and of others who don't know anything about it. I suggest that the way to get the educational program to your patrons is to encourage plant meetings whereby we can bring the story of the A.D.A. to your members. We have a limited force in the state, only 14 or 15 men. That is only a part of the total, so we cannot make them all. However, we do have a number of directors, besides our active field force, and we would make every effort to provide someone to be present at your plant meetings, if we had the encouragement of the plant operators.

The A.D.A. of Wisconsin, I know, needs no further introduction to you. As a part of the national organization it sponsors and follows through the policy laid down by the national organization. We are a major part of the national organization, providing 25 per cent of their funds. Nevertheless, it is interesting to know that Wisconsin, and I think the other states, are leaning over backwards in support of the program, and by their sales promotional effort, we stand to gain, not to lose.

PRES. KOPITZKE: Thank you very much, Mr. Mc Kee, for your very good talk. He is doing a swell job heading up the American Dairy Association in this state. Now I am happy to say the support of the cheesemakers and patrons was very much better in the year 1950 than it was before that, and the more we can consider and study the problems, the greater will be our support of the A.D.A.

Yesterday we passed a couple resolutions on trucks and the licensing law. We have somebody with us today who is not on the program. He is a man I have known for many years. He has always been interested in the truckers. I want to introduce to you Edward Konkol, Secretary of the Good Roads Association. Mr. Konkol is from Madison.

MR. KONKOL: Thank you, President Len., and members and friends of the Wisconsin Cheese Makers' Association. It is a pleasure to come here and talk to you today. Len said I am from Madison. I don't want to be identified as a politician. It is true the seat of our government is there, with its many bureaus, but I am not a politician.

We had a man, a great politician, come to Madison last spring.

He addressed a large gathering, and he said, "Ladies and gentlemen, we live in a great country. We have no north and no south, or east or west." Somebody said, "It's no wonder we are in the mess we are in, we don't know where in hell we are." Anyway Len always likes to tell a story or two on his friends, and the previous speakers have picked on Len a little. Now if you don't mind, I would like to tell one on him. He is accustomed to come to Madison for the session, and one day he got in and couldn't get a room, so he wandered over to the Edgewater Beach Hotel on Lake Mendota. At that hotel they have univeristy students working their way through school. Len was up on the 10th floor. He got on the elevator, and the lady pressed the button and the elevator started to drop. It seemed to him it was going to crash in the basement, but fortunately the young lady pushed the safety button and they stopped without difficulty. I don't mean you, Len. The elevator stopped suddenly, and she turned to Len and said, "I hope you are all right, sir, that you are not injured." Then she laughed. Len said, "Oh, don't mind me, madam, I am accustomed to wearing my trousers around my ankles anyway."

Well, ladies and gentlemen, I want to talk to you about highways and transportation, because I believe they have been mentioned by previous speakers, and you must recognize the importance of highway transportation to your very basic industry. Now just let's imagine that they shut off the trucks on the highways. What would happen to the cheese industry, and what would the results be in economic loss? When we consider for just a minute what would happen, we remember that our highways are very important. When we stop to think of highway transportation, it's a very important industry. It has developed in the last 50 years. In the early days people used the waterways, the plank roads, and the turnpikes, and it is only about century since we started to develop our highways. Your business has developed very much as a result of our highway development and the development of highway transportation.

I would like to go back and review some of the developments in the past years. In 1905, 1492 vehicles were registered. The fee was \$1.00 per plate, and that continued for the life of the vehicle. Today you pay \$16, and you have to renew your license every year. For trucks, we have a graduated fee on the weight of the vehicle. So the fees have increased, and our expenses have increased tremendously. In 1911 the Highway Commission was created. This consisted of three men to devote their full and undivided attention to the developing of the highways necessary to

serve our metropolitan areas. Then the federal government came into the picture with the national highways for military purposes. So in 1916 we started on the interregional highway program in the state and nation. In 1918 we started the numbering system, and I am happy to tell you that Wisconsin was the first to use the numbering system, which has been followed by all of the other 47 states, and some foreign countries.

In 1925 we had 600,000 vehicles registered in this state. First the gas tax was 2 cents a gallon, and our aid laws were revised to give back to your cities, towns and municipalities some of the tax collected. As I said, first the gas tax was 2 cents and then it was raised to 4 cents, when we had the depression, and we had to do it. Then in 1936 we had the highway planning survey board. Prior to that we followed the Indian trails. There was no scientific approach to the question as to where the highways should be built. We have a primary system and a secondary system in this state.

Now for a good many years we have had this highway planning board making studies of the highways and of the need for highways. You will see on many of our state and county highways the photo graphic eyes counting the traffic over the road.

In 1945 the highway segregation law was passed, and while in theory the highway funds were collected to be used for highway purposes prior to the passage of the highway segregation law, from one to three million dollars of that money was diverted to other uses. It was not fair that you as highway taxpayers should have your highway money taken for old age assistance and other purposes. Since 1945 this money is placed in one pool for highway purposes, both in state, county and town. In 1945 they passed the limited access highway law, which I think you are familiar with, and about which you will learn much more in the future. U. S. Highway 41 from Milwaukee to Chicago is a beautiful drive, but what do you find? It is zoned. Speed limit 35 or 45 miles an hour. Yes, our state law is 65 miles an hour, but can you operate at that speed on a four lane highway? No, because of the commercial enterprises which have sprung up along it. It has numerous stands of all kinds, eating places, gas stations, shops of all kinds, and you have vehicles coming on and going off the highway at frequent intervals, so it is dangerous to travel 65 miles an hour. The highway cannot be used to full capacity. Now the state highway commission has the authority, where there are 2,000 people in traffic, to declare it a limited access highway. And un-

der that provision you will not be permitted to build a filling station or a motel, because you will not be able to get in on these highways except at certain intervals. The investment of our highways is going to be protected so that we can operate at the high speed that is the requirement of the day. Do not be alarmed, however, because there will be provisions for service roads which will parallel the main speedway; and off those you will have your stores, shops and motels.

I thought I would explain that to you because that is a new law concerning which some of the farmers are disturbed. It is the feeling in passing that law that the right of the majority must prevail over the benefits of the individuals.

I wonder if you know how many hundred highway miles there are in the state highway system. There are enough miles to go from the Atlantic to the Pacific three times, and back to Wisconsin. There are 18,000 miles of county roads, and 63,000 miles of town roads in the state. So we have 93,000 miles of streets, highways and roads in this state. Do you know how much that is? It is enough to go around the globe three times at the equator. That is a system which has developed in 50 years to take care of your industries — agriculture, transportation and other industries.

In the state trunk system we have \$300,000,000 invested in the last four years. It is a lot of money, and we have to do something to protect this enormous investment. You people in your dairy plants have helped develop the county and town roads. You are scattered in the outlying areas where the raw material is easily accessible. So I say, your plants are definitely dependent on highway transportation. They are located on class B highways. The state has classified our highways. Class A will have certain limitations — 19,000 pounds axle weight for a single axle. On a Class B you have 12,000 pounds axle limit on a truck, and 22,000 on a tandem axle. Now during the war years the state relaxed on the enforcement of that law, and there were pretty many unlimited sized vehicles in service. As a consequence, our roads took a beating. There has been a great cry and demand that we relax the limits on the state highways.

To study this problem of highways and related questions an interim committee has been set up under Senator Jess Miller — 3 senators, 5 assemblymen and 5 citizens. They have held hearings each month through the year to gather data for their studies and

surveys, and they hope to come out with some answers to the problems. I hope that committee will find some solutions to the problems. They expect to submit their report to the council in December, with recommendations for enactment into law.

(Reporter's note: At this point, Mr. Konkol exhibited and explained a highway map showing the density of traffic in the various sections of the state.)

Now, the 10,000 miles of state system, 11 per cent of the highways in Wisconsin is carrying 66 per cent of the traffic moving in Wisconsin. The county roads of 19,000 miles represent 20 per cent, and carry 21 per cent of the traffic; and the town roads, totaling 57 per cent of our system, carry 12 per cent of the traffic. We don't say that you do not need these town roads, but more consideration must be given to the state system, because it carries the bulk of the traffic. Those figures are significant in building our future highways. That is why we have to have sound planning, and vigorous enforcement of our laws.

Now I will show you the investment in relation to the number of vehicles. In 1915 we had 1500 vehicles, and then up until 1931, you will note the steady increase. Now we have 850,000 automobiles registered in Wisconsin. Since 1920 there has been a considerable increase in trucks each year, and today we have 250,000.

(Reporter's note: Referring again to the map Mr. Konkol calls attention to the fact that the green line indicates the busses in operation today.)

I believe this shows that we have to have more highways. The greatest problems are centered in the cities in the form of parking problems.

During the war years, with the shortage of manpower, equipment and material, we had a decrease in the building of roads, and the repair of those already in existence, and the money was permitted to accumulate until after the war when work could be resumed. When the war was over and man power was available we went into a great construction program, so that we exceeded what we are taking in. If we continue this program, our surplus is going to be expended. Some experts believe that in 1951 we may run into trouble, and we may have to cut the program 35 to 40 per cent. We wanted to call this to the attention of your industry because you are interested in and dependent on highway



transportation. We have in the Good Roads no objection to the trucks. We are trying to get your industry, and you individuals, to get behind the highway development in this state, because, unless all of us work together, we are going to have economic problems, serious congestion and loss of time and service in the near future. I thank you.

**PRES. KOPITZKE:** As I told you, he has always been interested in the trucking business. He was district manager for ODT at Green Bay, maybe some of you remember him. He used to come to Shawano to attend some of the meetings.

Now we will get back in line with our program. Dr. Sommers kindly consented to wait, and I was glad he did, because when Professor Reid got through he barely had time to get to the airport.

First we had Professor Reid from Missouri, and now we have one of our own from Wisconsin. It has always been a pleasure to work with all of them down there; that includes Wallenfeldt, and all of them. I am happy to prespnt our good friend, Dr. Sommers, who is going to discuss Mechanical Cheesemaking and the New Federal Standards.

**DR. SOMMERS:** I am going to talk first about the federal standards which were published in the Aug. 25, 1950, Federal Register, and which will go into effect for most varieties of cheese 6 months after the date of publication, which would be Feb. 24.

In comparing the federal standards for cheese with our Wisconsin standards, the most outstanding fact which will strike you as you study the standards is that the federal standards are set forth in considerably greater detail than the Wisconsin standards. The federal standards cover 18 pages in the Federal register, and that is a magazine page, 3 columns to the page, relatively fine print; so that one column of that page is probably in excess of one page of Chapter 97, which deals with Wisconsin food standards. Our state standards are in Chapter 97, and are confined to one page dealing with cheese standards. We have state standards for Cheddar cheese, wash curd, soft curd, Colby, brick, Muenster, Limberger, and some regulations for cheese food compounds, but no standard on many other varieties that are covered in detail in the federal standards.

As we compare the two, it is outstanding that in every single instance the federal permits the standardization of cheese mixes,



but not of milk, nor of milk for the making of cheese, either by the removal of cream or the addition of it.

As against that standardization for cheese mixes, the proper limits in our Wisconsin standards, in all but the Swiss cheese—

I might digress a moment there and point out some of the arguments that have been a matter of controversy before the legislature in this matter of standardization of milk for cheesemaking. The opposition to standardization comes from several sources. First of all, from those who sincerely believe that a higher butterfat content enhances the reputation of Wisconsin cheese, and that the benefit is so outstanding that we should not give up that advantage. I believe personally that that argument is open to question because we do not uniformly require everyone to contribute to the reputation of cheese. The factory with 50 does not contribute to the reputation of Wisconsin cheese as far as that factory is concerned. Whereas the factory with a milk supply high in fat content, so that the dry matter runs 53 or 54 per cent, they are the ones who are contributing to the reputation of Wisconsin's cheese on this basis. I feel it would be much more equitable to raise to 52 and make everybody supply it. I am not suggesting that we do it; I am merely pointing out that that would be one way of doing it.

Opposition to standardization comes from those interested in converting natural cheese into process cheese. They are then confronted with the dilemma of starting with a cheese 50 per cent in fat in the dry matter; and they add emulsified salts permitted up to 3 per cent by weight in the state and federal standards, and since they add salt solids instead of fat, they increase the solids, but not the fat. Then if you have converted into other cheese, it is below 50%. It therefore becomes necessary to acquire cheese with a higher fat content, either by paying a premium to get the higher fat content, or else add fat to the cheese in the processing. The addition of fat cannot be made in the form of butterfat or milk fat because then he will run afoul of the federal filled cheese act, and be subject to the 1 cent a pound tax. Supplementing the fat in the form of cream is permitted in the federal standards published Aug. 24, 1950. That addition of cream adds sugar with it, and causes discoloration in the finer processed cheese, unless the product is cooled reasonably promptly.

So, we have opposition to standardization coming from several sources, with the result that standardization of cheese making in this state is not permitted, where it is permitted under the federal

standards. Just to keep the record straight, insofar as I have expressed myself before a legislative committee, I was invited to appear, and expressed my views in favor of standardization.

The Federal Standards permit the addition of calcium choride, not to exceed two hundredths of a per cent. That is a provision that applies uniformly to all varieties. In that respect the Wisconsin standards are on the same basis by action of the last legislature, permitting the addition of two hundredths of a per cent of calcium chloride. I want to point out that both the state and federal standards say purified calcium chloride, and I believe that deserves emphasis.

I might point out that there was definite opposition to the use of calcium chloride in the milk for cheese making, and we might review some of the arguments pro and con. The argument in favor of permitting the use of 2 hundreths of a per cent of calcium chloride was this: Under certain conditions the coagulating power of the milk is weak, either because of the natural salt composition of the milk or the coagulating power of the milk may be weak because of pasteurization. Keep in mind also that in many instances we have applied pasteurization to the milk for cheesemaking. In time past such pasteurization that has been applied has been as a means of controlling quality. In time past the pasteurization of milk for cheesemaking has not been applied as a public health measure. Now that the federal standard requires pasteurization for cheese making, with the exception of a few varieties, or in the absence of that, that it must be 60 days old before marketing. The pasteurization has a different significance, and in many instances has meant that the pasteurization had to be more severe as to heat treatment, with the result that there was an impairment in the curd of the pasteurized milk. So there are reasons why it seems advisable for the cheesemaker to have that tool at his disposal, namely increasing the curdling power of the milk by adding a trace of calcium chloride.

As against that argument for permitting the use of calcium chloride was the fear expressed on the part of some that the cheesemaker then would get much of the coagulating power from the calcium chloride, and stinting the use of the rennet extract, with the result that the cheese would be slow to break down in curing. Of course, that does interest the cheese dealers and processors, because if the cheese breaks down more slowly, it means that it has to be held in the curing room longer, before it is ready for marketing or processing. Again, to keep the record straight, let

me point out that I expressed my views before a legislative committee, at their invitation, and my comments in general were favorable to the use of calcium chloride to a limited amount set by law, 2 hundredths of one per cent.

The argument that the calcium chloride might be used as a means of conserving on rennet deserves great consideration. Sparing rennet is a practice that is to be condemned, because the cheese will not cure as rapidly. It was thought, however, and it was the hope, that any such practices would tend to be self-policing, because if the cheese coming from a certain factory continued to be known as a cheese that will cure very slowly, it is supposed that the factory will pay the penalty, because the buyers have to keep it on the shelves a longer time in order to have it ready for market.

The standards undertake to define the varieties. By that I mean in the state standards the language of the standard resorts to this device. They will say, Cheddar cheese is the variety of cheese known as cheddar cheese. Then brick. They set the legal standards without any further description or attempt to describe the variety of cheese in the term of the process of manufacture which is customarily applied in making the variety. I think you all appreciate that that is a very difficult undertaking, and cannot be done with any high degree of perfection. It is also significant that while they have defined the process of manufacture, they have allowed considerable latitude for improvements, because in each of the definitions they incorporated the language as follows: Having described the process of manufacture, they continue with, "or by another procedure which produces finished cheese having the same physical and chemical quality as that manufactured," etc. I believe that was put in because the food and drug administration is very conscious of the argument that has been presented before it many times at hearings that the standards under the food and drug act tend to freeze progress because of the amount of effort necessary to get a change, once a standard has been set. So I believe that that is an effort to allow latitude in the improvement of the process.

I also want to call attention to the fact that in each case provision has been made for the addition of enzymes of animal or plant origin, for the purpose of enhancing the ripening of the cheese. That again was incorporated for the purpose of allowing some latitude for improvement of the cheese, or the ripening of the cheese. Provision has been made for that, with the further

stipulation that where such additions have been made the solid must not exceed one-tenth of a per cent of the weight of the milk to which it is added.

There are a few other points that I should point out. In the Wisconsin Cheddar cheese, wash curd, Colby, etc., are all grouped together; and with the 1 per cent tolerance taken into consideration, our standard is 40 per cent moisture and 50 per cent fat and dry matter. In the federal standards there is a distinction between Cheddar with a maximum moisture of 39 per cent and minimum fat of 50 per cent. In the case of wash curd, the moisture is 42 per cent, and minimum fat 50 per cent. In the case of granular cheese it is the same as for Cheddar.

There is no provision to compare with our provision of marketing cheese with excess moisture with label decorations such as we have in chapter 97. Under the federal standards, if the moisture content of cheddar cheese and the other cheeses listed, is above 39 per cent, it just cannot legally enter into interstate commerce.

Now I have referred to the latitude that has been provided in the general definitions for improvements. I believe that sort of a provision is particularly timely, because I am sure that improvements in the process of manufacture are definitely in the offing, improvements in the mechanization of the cheesemaking processes. We see it in other lines of the dairy industry. In evaporated milk the condenseries have gone in for the vacuum pans in the interest of economy. Now they are converting from the single pan to the double and single, as a means of economizing on fuel. In the creamery business there are parts of it more advanced than we are, having gone into continuous butter making much more quickly than we have. I believe we will be coming to it. So in cheese making I believe there will be more effort made to develop labor saving methods of manufacture, which means mechanization. We have, of course, mechanization to a limited degree, but we are still tied to the cheese vat which was originally devised because of hand labor considerations. The cheese vat itself, we know, gets the width and depth and dimensions from our ability to lean over the vat and reach to the center. To get capacity, we have increased the length, but we are still geared to the manual operations of leaning over the edge of the cheese vat. Of course, mechanization has been introduced by way of agitators for stirring the curd; and that can be applied, if we decide to make granular curd cheese. It was because of the likelihood that development

will go in that direction that I believe the federal standards recognized the granular curd cheese as a variety.

Then to minimize labor still more, because in a square vat the agitators couldn't get to the corners, we have come to the rounded vats. Now suppose we divorce our thinking from leaning over the edge of the vat. Then we can afford to make the vessel in which we convert the milk into curd and whey in an entirely different shape.

About a year ago it was my privilege to see such a process in Germany. At that time there were about 40 such units in use. I saw six in process of manufacture at the factory where they are built. It is my understanding that a considerable number have gone into use in various parts of Europe.

With your permission, I would like to describe that mechanization, and I would like to point out that the equipment used is suited for varieties where the loaf is formed at the time the curd and whey part company, and are salted later from the outside. I had slides here, but I didn't make arrangements for the necessary equipment to show them.

(At this point Professor Sommers described in detail the construction and use of the machines which he viewed in Germany.)

Now again I emphasize that that approach is suitable only for varieties of cheese where the curd and whey part company at the time the loaf is formed, and to be salted subsequently.

If it were my guess as to what form mechanization will take, as far as cheddar is concerned, I believe the direction would be to skip the cheddaring process and go to a granular curd. With that I bring my comments to a close. Thank you.

PRES. KOPITZKE: Thank you, Dr. Sommers. Anyone have any questions they would like to ask Dr. Sommers?

Now I understand we have quite a few people from other states. I don't know how many. We heard one from Missouri. I understand there are some from Missouri, Idaho, New York and Iowa. At this time I would like to have all those from outside of the state of Wisconsin rise please.

(Guests from out of state rise and are applauded by delegates.)

We are certainly happy to have you with us. We didn't ex-



pect to have guests from Norway, but we are indeed glad you are with us.

Mr. Bain, will you introduce your four pals? They are from London, Ontario, Canada. It has been my pleasure to be with them at various conventions. I have always had a very good time, and received a cordial welcome.

(Mr. Bain introduces London, Ontario, guests.)

PRES. KOPITZKE: At this time we are going to hear from Mr. Bain, who will speak on the good neighbor policy. He is a professor of dairy science at London, Ontario. I am happy to present Mr. J. M. Bain.

MR. BAIN: Mr. President, Ladies and Gentlemen: First, I want to put your chairman straight on one or two points. The first is that I am not a professor of dairy science or anything else. I might have been a professor, but I heard so many stories about absent minded professors that I changed my mind and became a cheesemaker. Since that time I have been affiliated with the Provincial Council, which is similar to your state department here.

Now that I have that cleared up, I want to say that it is certainly a pleasure and a privilege for me to once again bring greetings from Canada to the cheesemakers of Wisconsin, and to meet the various friends that we have made by coming over from year to year.

I want to say, Len, we have always enjoyed having you, or some of your associates, come to Canada to attend our convention. We hope there will be a group coming over in January. Len can give you full particulars.

I know you are running late on your program, and having to do in Canada with conventions and organizing programs, I know the consternation of the chairman when it comes to running late. So I think rather than tell you about our coming convention, I will leave that to Len as I don't want you to blame me for keeping you late. Along that same line of thinking, I will make my comments very brief. As I said before, we enjoy coming to the convention. I try to get a group to come over each year. We get new ideas, and we are particularly interested in your exhibit of dairy machinery.

Looking back at the history of cheesemaking in Canada, the United States has played a great part. The first cheese factory



was started and operated by an American in 1864, and by 1900 we had over a thousand cheese factories operating, and we export cheese from the country — 205 million pounds of cheese, as well as supplying our domestic needs. So you see, we have definitely an interest in cheese making in this particular country. Agriculture depended largely on cheese in the early years, and the heritage of rich farm land handed down to us came from the production of milk, and in those days the making of cheese. It was one of the stable forms of agriculture, and one of the main incomes of the producers. Since that time the volume of cheese made in Canada has decreased, and just what may happen in the future, we are not sure. It will depend largely on the producers, the operators, and the government officials, as to what the outcome might be. Producers and operators will first of all have to realize that public opinion is steadily changing and becoming more quality conscious and demanding better quality and uniformity if their product is to sell in competition with other foods available to the consumer. Now we, of course, as cheesemakers, in the dairy business, know that cheese is one of the most perfect foods we have, but I don't know whether all of the consumers know it or not. Our consumption is increasing at a very slow rate. Speaking of government agencies, they can be of great assistance where marketing problems are concerned. However, we sometimes feel that there are regulations put through by governmental bodies that aren't too well thought of, and this year in the cheese business in Ontario, we have not been too happy. We this year had approximately an 80 million pound contract for cheese with Great Britain, and commencing the first of May the allotment began, and all cheese was requisitioned and went overseas. That automatically set the price of our cheese, and nets the factory operators around 27c a pound. It varies as to localities, which will pay \$1.25 to \$2.25 per hundred of milk. All other dairy products are on an open market; and with a set price, you can understand what might happen in the cheese business. Due to displaced differential, cheese declined 15 per cent, and in the month of September was down 20 per cent. The cheesemakers are not very happy. I told a story not long ago in one of our counties where there are a lot of lakes. We also have an airport there. We have a few planes, you know. They do a little bombing practice over the lake. The cheesemakers are pretty good fellows. They like to accommodate their patrons. One day a producer came in with his milk, and said to the cheesemaker, "I want to take the day off. I want you to milk my cows for me." The cheesemaker said, "I'll be glad to. Go ahead and enjoy your day." So off he went, and when the cheesemaker fin-

ished his work, he started over to the farm to milk the cows. When he came to the farm, the cows were in the lane, and the cheesemaker decided to milk them there rather than put them in the barn. Just as he started milking the planes started target practice. They had a target out in the lake which they were supposed to hit with the bombs, but through some misunderstanding they released a bomb and struck the cow the cheesemaker was milking. Away went one of our dairy cows. Somebody asked, "What happened to the cheesemaker?" Well, he was left holding the bag. We feel that the cheese industry is holding the bag this year.

We have just one thing which places us in a good position so far as supply of dairy products is concerned. We might say that we have no surplus of any product; in fact, we have what might be termed a shortage, which is giving us some concern, for in times of shortage we have seen substitutes and imitations come on the market. We are going through just that struggle at the moment, and what we have on the good side of the ledger is being slightly embarrassed by the demand for more synthetic products. However, we hope that conditions will change. We hope they will improve. We have not given up in the cheese business, and we feel another year is going to bring forth something good for the industry.

Now a word about the good neighbor policy that you have me listed for in the program. I am not going to say much about that, except that while some of the remarks made may have sounded rather disparaging toward our own government, we are very proud to be Canadians, and we will go out and vote for our government next election, the same as you do here, and I think that I can honestly say that both Canada and the United States have been very fortunate through the years. We have been rich and blessed in many ways. Your chairman mentioned in his few remarks that we have privileges not enjoyed by people anywhere else on earth; we have the privilege of speaking about our own government, criticizing it or praising; and we don't need to worry about being shot at sunrise. We have a heritage, a rich one, that we both fought for. Our governments are working close together in unison in all projects, and I don't think there is any doubt in the minds of any nation as to how Canada and the United States stand.

Insofar as your association is concerned, I believe you have done a lot to advance our good neighbor policy. I know when dis-

cussions come up as far as the cheese business in Canada is concerned, we wonder what they do with those problems in Wisconsin. That is why we come over each year to find out what you are doing.

We have certainly enjoyed ourselves. We mix pleasure with business, and we appreciate the fact that you would spare a little time on your full program to just have me extend greetings from Canada, and tell you how much we enjoy coming over here. We are looking forward to seeing some of you men at an early date.

(Applause)

PRES. KOPITZKE: We want to thank Mr. Bain. We want him to come over every year. It so happened I was sick in bed when they had their convention, but I did send him a wire. Let's hope it will be different this year.

Now it is a distinct privilege to hear the next speaker. I heard him down in Missouri, and his talk was most interesting. It has always been a pleasure to work with the officers of the National Cheese Institute. Our secretary was at one time secretary of the National Cheese Institute. We will now be honored by hearing an address by the president of the National Cheese Institute, Mr. Wilson. He is going to talk on the "General Analysis of Dairy Industry and Outline for the Future." Mr. Wilson.

MR. WILSON: Mr. President, friends!

May I say at the beginning of my remarks that I regard it as a most outstanding honor to be asked to appear on the program of the Wisconsin Cheesemaker's Association. I make this statement because of the unique position your group hold in relation to the total cheese industry of the country — you produce almost as much cheese as all other states combined. I say it also because of your importance in the agriculture of your state. Last year 18% of the total agricultural dollars of Wisconsin went to the farmers who produced milk for your cheese factories.

AS WHEAT IS TO KANSAS

AS CATTLE TO WYOMING

AS APPLES TO THE STATE OF WASHINGTON —

SO IS CHEESE TO WISCONSIN.

Through the years, this great state — you and your forbears — has marched progressively forward offering to the shoppers of America, in fact to the far flung corners of the world, the best cheese which skill and devotion to an art can make. Many of these

skills which have brought you fame find their beginnings in other countries. This fact alone bespeaks the very essence of America itself.

The state and the country have good reason to be proud of its Wisconsin cheese makers and the product of their handiwork.

Again I say it is an honor to be here and I am deeply appreciative of it.

For a few minutes I want to take a look ahead with you — estimating if we can some of the conditions we in this industry may encounter within your day and mine. But first, by way of orientation, I want to quickly show you a few charts. There really isn't anything new about them, but I want to review them with you to show how cheese fits into the overall dairy products picture. As you look at these charts I hope you will arrive at a conception of just how your product has fared in the shopping bag of the American home maker compared with other dairy products. In order to give you this picture I have shown consumption on an index basis, so that each chart is strictly comparable from the standpoint of relative progress. The average civilian consumption from 1920 to 1949 is represented by 100.

**Chart 1** (see page 68) shows the fluid milk and cream picture. As you know, there have been reams of material published urging fluid milk consumption. On the index basis which we are using you will note that starting in 1924 at 90, the index has risen to 145 in 1950. In per capita basis, consumption in 1949 was 385 pounds.

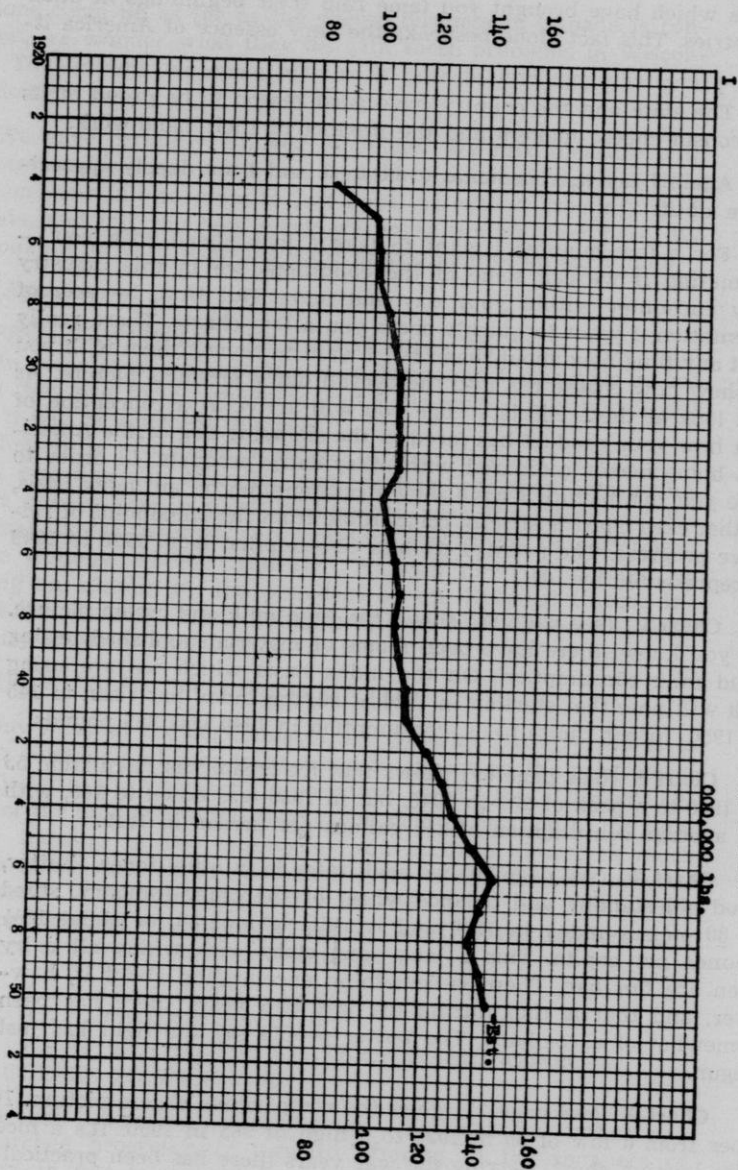
**Chart 2** (see page 69) shows that ice cream has risen from 55 in 1920 to a peak of 235 in 1946, but in 1950 was down to 160, with an average consumption of  $3\frac{1}{2}$  gallons per person in 1949.

**Chart 3** (see page 70) we shall refer to in quiet tones—butter, good old standby and balance wheel of the dairy industry, stood at 80 on our index in 1920 and is still right at 80, or about  $10\frac{1}{2}$  pounds per capita. This a long, long story with which all dairy men are familiar. There is something encouraging about it, however, and that is that during the last two years there has been somewhat of a comeback. The butter people say the fight has just begun.

**Chart 4** (see page 71) gives the comparative cheese picture. It goes from a low of 65 in 1920 to a high of 165 in 1950. It's a nice nice looking chart. Barring the war years there has been practically a steady upward growth throughout that period. Not as spectacu-

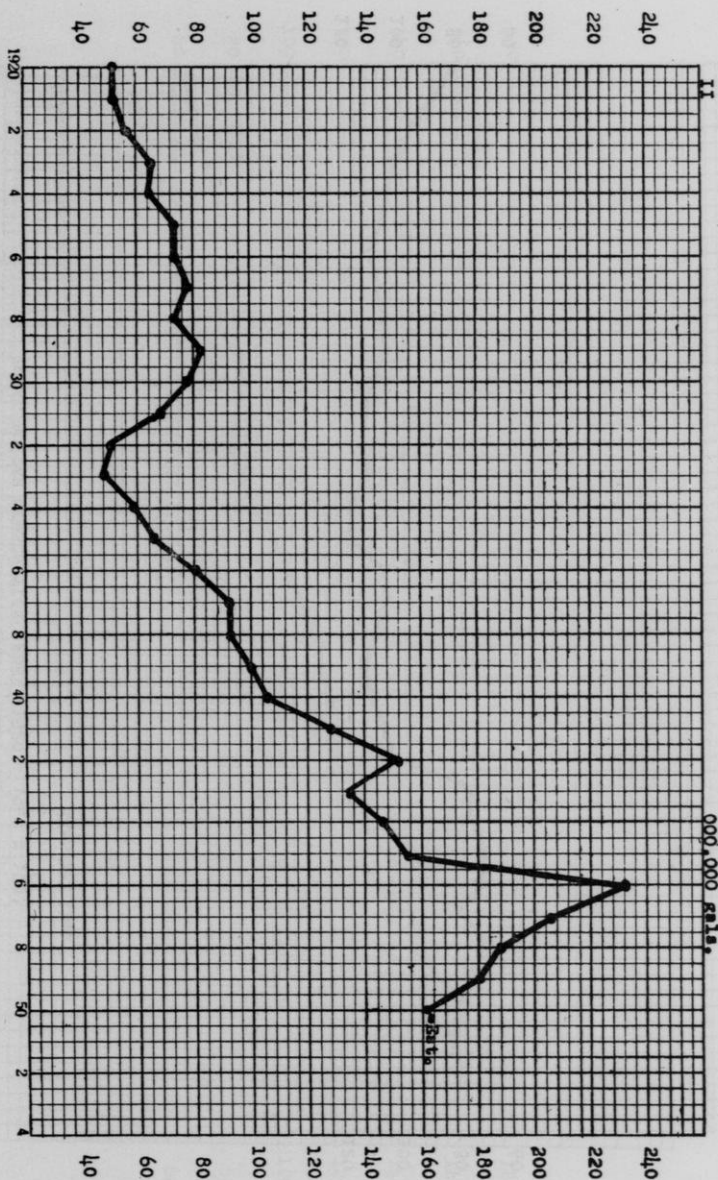
## WISCONSIN CHEESE MAKERS' ASSOCIATION

TOTAL FLUID MILK AND CREAM CONSUMPTION INDEX (1920 = 100)





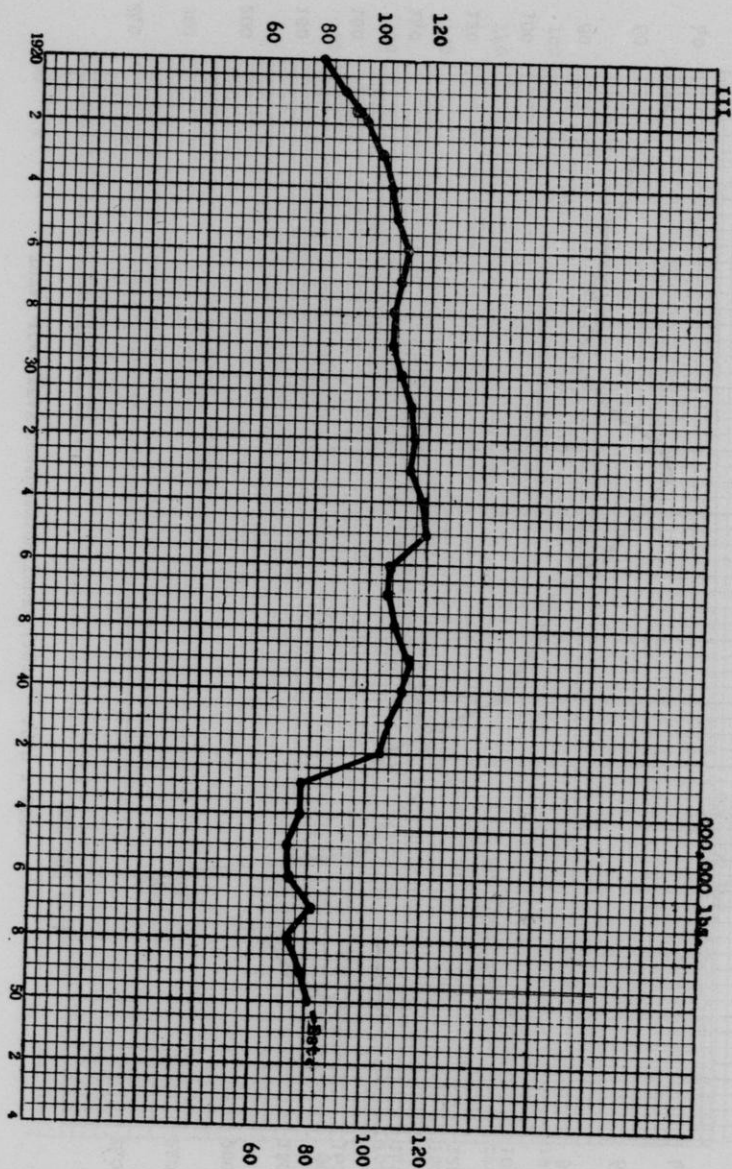
TOTAL ICE CREAM CONSUMPTION INDEX. (1920 = 100)



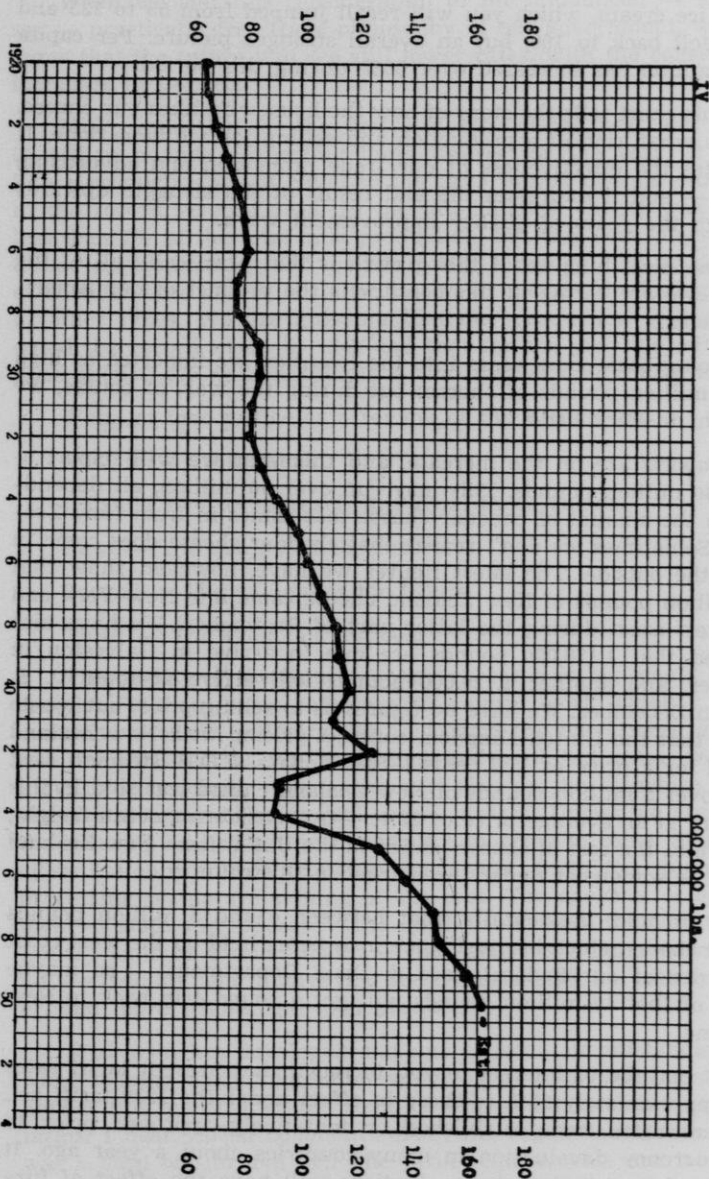


## WISCONSIN CHEESE MAKERS' ASSOCIATION

TOTAL BUTTER CONSUMPTION INDEX (1920 = 100)



TOTAL CHEESE CONSUMPTION INDEX (1920 = 100)



lar as ice cream, which you will recall jumped from 55 to 235 and there fell back to 160, but an overall stronger picture. Per capita consumption has increased over 50% during this period.

This chart tells the story of how the housewife likes our cheese. It tells what kind of a production and selling job we have done. It indicates the effectiveness of our trade promotion and advertising plans — and it expresses the end result of the struggle upwards through the years of quality improvement work.

One nice thing about this growth is that practically all of the cheese we are eating in this country is the product of our American farms.

Going back some years into the twenties, we imported as high as 80 million pounds of cheese; but during the war, of course, we brought in very little.

Imports are on the increase, and this year we will import about 40 million pounds. This may run over 50 million, all depending on the amount of cheddar cheese that comes in from New Zealand. Sometimes we don't realize that cheddar cheese does come in from the outside. The latest figures we have, however, show that 17 million pounds of New Zealand cheese came into New York and the west coast during the latter part of September. We have also learned that 1,120,000 pounds are due to arrive in Galveston in October, and another 1,120,000 pounds will arrive at some U. S. port in December. We have no figures as to selling price, but we do know that the United Kingdom contract pricing with New Zealand called for a price of 17.7 cents U.S.A. dollars, F.O.B. steamer. Last year over 5 million pounds of New Zealand cheese was sold in this country at an average price of 22.4c — so considering ocean freight, duty, etc., the cost of cheese landed in the U.S.A. from New Zealand could be somewhat under the market in this country.

I am told, incidentally, that between 4 and 5 million pounds of the cheese which has just come in is being held on the west coast by order of our Federal Food & Drug Department — so maybe some of that 17 million pounds will get a round trip back to New Zealand.

It may be of interest to you to recall that present tariff rates are approximately 50% of those in effect under the 1930 tariff act. Current rates were established or tentatively approved prior to the currency devaluation in many countries about a year ago. It seems obvious that such devaluations will have the effect of further reductions — maybe as much as 25%.

When we add this consideration to the announced — shall I say — practically free trade philosophy of our government, we can guess that the future will see still lower rates, with the consequent increases in imports.

Milk production for the first 9 months of the year was about 95 billion pounds. Projecting these figures for the year. It looks like a production about equal to the 121.5 billion pounds produced in the record year of 1945. In the late thirties, cheese was using less than 7% of the total milk production, but this year cheese will utilize approximately 10% of the total. Although our production of cheddar type cheese is under last year, we are producing more of other types. We are guessing that our production will nearly equal the record made in 1949 and that for the year we will produce about 1,175 million pounds — and that is a tidy mouthful!

Well, let that suffice as a review of the background.

Now for a look ahead.

I should like to approach this from three angles.

First — The quality of the future.

Second — The volume of the future.

Third — The economic outlook.

**The quality of the future** — Any cheese meeting would be incomplete without some reference to quality work. Quality is the cornerstone of our industry. We may start the day's work at sunrise if we wish — we may work long and hard, but unless we have a desire to be **clean**, we may as well give up the franchise — relinquish all claim to being real cheese makers. Unless we are clean, the industry will recede in importance in years to come. Standards of sanitation are growing tighter each year. Dirty food plants and processing plants are a thing of the past. The agencies of government — state and federal — the Food and Drug Administration — Departments of Public Health — the Court of Public Opinion — all are refining and intensifying the requirements for better, cleaner, and more wholesome food products.

Wisconsin has developed and put in force an outstanding forward looking dairy regulation which is in tune with this trend. Earlier this month I visited some of your plants and some of your farms. I hear varied comments about the regulation. Some said it was a hard one to live by.: The farm requirements are too strict, etc. but others were all for it — building milk houses, cleaning up

barns, etc. I did notice that in too many cases the manure piles had not been separated from the cow yards. I heard complaints that the feature of the regulation which requires a producer to carry his credentials with him when changing receivers was not being adhered to. I am certain this whole job is one which will require fair and honest handling by the farmer, the factory operator, and the state inspector. The cheesemaker, of course, has no authority. When the state is called in—it seems only reasonable to expect that the policing power of the state will function. All in all, it is just good common sense and smart business to see that this regulation fulfills the purpose for which it was conceived. There are too many fine competitive products reaching for our markets to permit us to be careless in any way.

There used to be a saying in the Army — World War I, thank you — that there were only two kinds of dough-boys (that's almost a forgotten word — we have had so many wars since — nowadays we call them G.I.'s) — the quick and the dead. Either you were quick or you would find yourself dead. We can paraphrase that any day the future will have two kinds of cheese factories — the clean ones — and the **closed** ones.

I think the future will see us —

1. Insisting on plants completely insect and rodent free — not one fly.
2. Building air-conditioned or using filtered air—make rooms with no windows to be opened to let in the dust.
3. Building tile walls — smooth ceilings which will not take up moisture and will clean easily.
4. Using all stainless steel or glass equipment.
5. Disposing of waste in a much better way than we do now.
6. Properly using each day an approved cleaning and sanitizing agent.

Already the U.S.D.A. has issued a set of proposed standards for milk for manufacturing purposes. U. S. No. 1 milk for use in the manufacture of dairy products must not recolorize methylene blue in 4½ hours. No. 2 milk must not decolorize in 3 hours. Based on the blue records I have seen on Wisconsin milk, it wouldn't be surprising to find that 30 to 40% of your milk at some seasons of the year would show up poorer than No. 2 under the proposed standards.

There have been some statements in the dairy press concerning the position of the National Cheese Institute in relation to these standards and I would like to make a comment or two about the Institute's position.

Officially, the cheese institute has urged and will continue to urge a steady improvement in all phases of milk handling, cheese manufacturing and processing. To that end, years ago, after long hours of work with various state agencies, after consultation with the Federal Food and Drug, we issued our cheese milk code with which you are familiar.

On the present proposed standards we are saying that the approach should be realistic—we should set up standards which will give us all something to strive for. We should not set up standards which would destroy the industry in certain sections of the country. Experience has taught us that improvement is a gradual process.

As a matter of fact, we do believe the cheese specifications at some future date will insist on the same standards of milk for manufacture as for bottled milk.

All finished cheese will require a negative phosphatase test or a period of 60 day aging. This is already set forth in the Federal Standards soon to be effective. We believe that these same requirements will come also from local and State Departments of Public Health.

There may some day be a standard on the coliform bacetria count of finished cheese. There will be a more closely defined standard as to flavors in cheese - weeds - onions, etc. Sediment standards on finished product will be tightened.

So much for quality.

Our second point was — *What is the volume of the future.* Any guess we would make would be colored by the general conditions of war and other governmental action. But assuming anywhere near normal conditions, we can without too much strain on the imagination predict a population in this country of 165 to 180 million people in 1960. Let's have enough vision to believe that as of that year we shall be eating  $8\frac{1}{2}$  pounds per capita, not the 7.3 pounds as of today. That means a total of one billion, 50 million: — for good measure let's say 1,700,000,000 pounds.



That figure we may take as a symbol to characterize our future achievements. Can we, shall we make it? I think so — because - first - we will develop a true and honest conception of our position in the food structure of America. Second - we will lift up our eyes to the heights of quality: and three - we will have the courage and the determination day by day to strive forward to these heights.

Despite many shortcomings, the industry has done many good things which must bear fruit. In the field of consumer education through the national dairy council we have taught the lesson of food values, and good health through proper eating. We have been aggressive in advertising and trade promotion through the American Dairy Association as well as through individual companies (and speaking of ADA, I want to offer my commendation for the splendid job that group has done. As you know, it is entirely a producer group. Each year you folks are asked to make collections from your patrons. The money you collect goes to advertise the cheese which you make. I can't think of an easier, simpler way to build up a worthwhile advertising war chest than just to make the agreed collection from every patron).

In August we had a unique meeting in Chicago. It was sponsored jointly by the national Cheese Institute and the American Dairy Association. The meeting was attended by members of the industry—your President Len Kopitzke was there — also representatives of the Association of National Food Chains — The Association of National Retail Grocers — Leading Home Economists — Food Editors of Radio and Press — related food merchandisers such as National Biscuit, Dole Pineapple and others — I am sure that we all came away from that meeting imbued with the enthusiasm and the will and the determination to go out and make sales records in this month of the Fall Cheese Festival such as this industry has never before experienced. This same sort of concerted cooperative selling can happen with increasing tempo year after year and for years to come.

We can accomplish our sales objectives if we keep in mind what makes people buy. The advertising and merchandising people say the selling of the future will be more and more the result of consumer decisions to buy. The packages of the future will have a more appealing "buy me look" to help the consumer to make that decision. The packages, too, will be made to fit the American family. America, is, unfortunately, a land of small families - 3 to 4 people - so we need small packages of cheese

which will stay in good condition in the home refrigerator for a reasonable length of time. Undoubtedly there will be more and more sliced cheese items than we have seen to date. New packaging materials are in the laboratory stage. Also, I look for an increase in the sale of a small home size natural cheese package of different varieties. The dairy food lane which we talk about in our fall cheese festival will continue to occupy a place of growing importance and self-service store layouts of the future.

Housewives are becoming more conscious of the protein and calorie value of cheese. They know growing children need it for its calcium content. Everything points to an increased use of milk in cheese making.

Our point number three is *the economic outlook*. One of the functions of running a business or a farm is the estimating of what conditions lie ahead. In times like these when we may be facing war for years to come, it would be foolhardy indeed to be too dogmatic and cock-sure about the future. Secretary of Commerce Sawyer has said recently: "Serous shortages, heavy taxes and problems of inflation will tax our ingenuity and self-control to the utmost and this will go on for years." Whether this is right or wrong as to specific detail I think we can agree that in any consideration of the long term economic outlook, the International situation will dominate the scene for years to come, not merely for a year or two but for ten, twenty, or thirty years. We, and our children, and our children's children, will be engaged in a defense effort — defense not of our own country alone which we once regarded as the supreme duty of our citizens, but defense of nearly any place in the world.

It doesn't require much figuring to know what that will involve. Because our job will be for defense and hence to be expended without counting upon return (30 billions for defense in 1951 they say, and some estimates exceed 50 billions a year) - we are going to face more and more taxes, more and more government controls in an attempt to beat inflation. These figures are staggering, but we will come to know them better as they impinge upon our freedoms in the days ahead. The record shows that from the day George Washington took the oath of office in New York until the death of President Roosevelt - Roosevelt No. 2, that is - we had spent 485 billions of dollars to run the government. Just to show that we have learned the lesson well, in the five and one-half years since that time, we have spent an additional 250 billions of dollars. We might ask: Where is the money coming from?

Before we had disposed of the regulations and controls of World War II we find ourselves facing a new set, — already we can begin to see part of the pattern ahead. Among other things we have an economic stabilizer who will have the job of setting up price and wage controls. Recent press reports indicate a possibility of both of these by the end of the year.

We now have a Chief of Defense Transportation established under I.C.C.

As you know, controls on housing credits have been established. Installment buying has been curtailed.

Each day the papers carry stories about stock piling by the government and limitation of materials for civilian use. Yes, we are going again.

You have already felt part of the wallop of increased taxes. And this is only the beginning — a minor skirmish, so to speak. The war production act of 1950 offers a fine springboard for a batch of controls which could change the entire picture of our country for all time to come.

Who knows what is in store for our system of free competitive enterprise? Are we about to surrender our political and economic freedom? Let us hope not, for when we do we shall have given up our individual freedoms, — the one thing we have lived and fought for. Then what shall it profit us to have won any war in which we may find ourselves momentarily engaged. "What is a man profited if he shall gain the whole world and lose his own soul?"

We are facing days which give us reason for serious, fundamental thinking. As citizens do we favor a pay-as-you go policy for the war or wars which are looming on the horizons of the world — wars which we seem to think are our wars. Of course as Herbert Hoover has recently pointed out: "We must realize and the world must realize that 160 million Americans can not alone maintain the safety of the world against 800 million communists on the fronts of both Europe and Asia; nor can we out of our resources and manpower contribute more than a minority in such a phalanx of force." But now we are already committed to the expenditures of vast sums and we must have an opinion as to how we are going to pay the bills. The alternative to paying as you go - painful as that will be - will lead to more and more inflation —and that can be a lot more painful. Where would it all lead

to? Germany, Italy and France after World War I, are good examples to remember. I know there are some folks in government who think inflation can be stopped by price ceilings, rationing, and similar controls. But let's read the record and we shall remember how those methods have worked before.

Of course as the defense program gets under way we shall probably see improvement in demand for our products.

For the minute, as we all know, we are still bothered with surpluses. But in spite of this, because of our war philosophy and the strong urge to more production, it is not likely that government will allow dairy prices to seek their own level and risk a reduction in the dairy herd of the nation. So we have a dilemma which must be causing many a headache in Washington.

Under the defense production act of 1950, no ceiling price can be imposed on cheese which would reflect less than 100% of parity on milk for manufacture. Very approximately, 100% of parity on cheese would mean about 40 cents for No. 1 Cheddars Wisconsin basis. However, since the government has had to buy over 100 million pounds of cheese with a floor price of 31 $\frac{3}{4}$ , there is not much of a problem as to ceilings right now. I suppose you have all seen the news on the sale of 50 million pounds of government surplus to the English government at an unreported price. Actually, we still have with us the question of whether we should or shouldn't have price supports even though attention has been diverted from the accrued surpluses by the action in Korea and the warmed-up cold war.

One organization — The American Farm Bureau Federation—speaking of supports on poultry, puts it this way:

“Because of the possibility that the serious current international situation could create a great need for an abundant production of quality poultry products, and wishing to avoid any regulations that would further aggravate industry inflationary trends, and keeping in mind the best long time interests of poultry producers and consumers, the committee recommends that there be no price ceilings, no rationing, and no promised price supports for poultry and poultry products.”

I think as citizens — and as businessmen — we have some serious thinking to do on what *should be done* on supports. If supports go on and on year after year until producers begin to think

of them as a God given right, we shall see along with that thinking another kind of mental reaction develop. We will see that the ingenuity and the sharpness and the integrity of the American producer have been completely changed, and not for the best. What's more, we will be facing a condition which will be tantamount to a form of servitude — you might even say a form of peonage. It is no easy question to answer, but it is woven intimately into the fabric of our national life and character. We have few actual examples in history to show us what the ultimate result might be if we continue with this program. We have been taught however, that there are fundamental principles by which we must live—to depart from these principles may cause such an upheaval in our moral and economic life that we shall rue the day we ever became a party to a procedure which departs from the old reliable, time tested law of supply and demand. We have also the lessons taught us by the homely, every-day living where we have learned that common sense and plodding diligence are probably two of the greatest virtues. America reached its greatness because men and women of commonsense, honesty and fearless integrity saw the right and had the courage to do the right.

There is a call again in this day of ours for a rebirth of these virtues which have led us along the paths of noble achievements.

Let us then be up and doing, choosing men of clear minds and clean hearts to represent us in government — men who will lead us along the paths we know to be right and not forever in pursuit of some will o' wisp of untried economic nostrums.

And again, ere it be too late — and withal being properly mindful of our historic place in the world, let us dedicate ourselves anew to the principles on which this country was founded. Let us again in the sanctuary of our own hearts renew the oath of allegiance to our own country — this country we have known — one nation indivisible, with liberty and justice for all.

PRES. KOPITZKE: Thank you very kindly, Mr. Wilson. I think you will agree we have brought you several speakers who have had something of importance to say to you.

You have been most patient. Will you bear with us for a few minutes more? We have somebody in the organization who has to do a lot of work in the organization, and at this convention. He did a swell job in drawing up the resolutions that were passed yesterday, and we did not get time to have his report yesterday . . . I want to present our executive secretary, Mr. George Mooney.



MR. MOONEY: Mr. President and members and friends of the association. My report is going to be mighty brief, as I know you are getting tired. My report to you is this: Every incumbent officer of the state association was re-elected yesterday. So now I will present to you our President for 1951, Len Kopitzke, for his annual message.

PRES. KOPITZKE: Thank you, George. I was hoping you would say it is late, and we will dispense with the president's message.

After serving as your President for several years it becomes more difficult each year for me to prepare an Annual Report.

Years ago, when the Convention was over we went back to our factories to take up our duties for another year, and before we realized it the time had come for another.

Very few personal visits were made or membership meetings held during the years. This made it rather easy to have something new and interesting to discuss at the Conventions. This has changed. Scarcely a week passes in which some officer of your organization has not been with some of you at local meetings or at your factories.

The fact still remains that our problems, old or new, are always of interest to us, and that is what I am going to talk about.

It was my privilege to be invited to attend and address the members of the Missouri Butter and Cheese Institute at their Annual Convention held at Jefferson City on October 5th and 6th.

Professor Reid informed me that I could select any subject but that their directors had expressed a desire to have me discuss, "Problems Facing the Dairy Industry," so evidently the men from Missouri must also have problems and consider them rather important.

Quality always has been and always will be our number one problem. It takes quality milk to produce quality dairy products, Quality milk can be defined with two simple words, clean and cold. This can be produced with very little effort at a nominal cost if a little care is exercised, without a lot of fancy equipment.

Strainers should be used only as a matter of precaution. We want clean milk, not cleaned milk. After the sediment is in the milk you can only improve the appearance by using a good strain-



er. The unfavorable bacteria still remains in the milk. The damage has been done and can not be corrected.

Some equipment dealers have really taken advantage of order No. 124. They have been telling producers that by 1952 expensive milk houses, electric coolers etc. would be required. The best method of cooling is to use plenty of fresh cold water.

An ideal arrangement is to have the cooling tank located between the well and the stock tank so that all water used for the stock passes through the cooling tank.

Without question Order No. 124 has done some good. On the other hand, it has also caused plenty of trouble and confusion, mostly because of misinterpretations, and too much so-called loose talk by some who have no practical experience in the dairy business, and especially in the making of cheese.

Some theorists have placed too much confidence in the methylene blue test. While it is helpful in detecting a dirty milking machine, and other equipment and utensils, it is not the solution, certainly, in selecting the best milk for making cheese. It has been proven many a time that milk which stood the test for eight hours produced and off flavored curd with plenty of gas and pinholes, while milk remaining blue only one or two hours produced a well flavored curd with a good body and texture.

Others have stressed the use of detergent sanitizers to the point that some producers have used excessive amounts in rinsing their utensils etc. This is a very dangerous practice when producing milk for making cheese. It has a tendency of destroying the favorable lactic acid bacteria which is so essential in the process of making good cheese. I am seriously concerned about this. It is far better to use plenty of hot water for cleaning utensils than to use too many strong sanitizers.

Still others like to place the blame for much of the sediment in the milk, to the open truck. If this were true, why would one patron consistently have a No. 1 sediment and the other a No. 2 or 3 when the milk is hauled over the same highway, the same distance, on the same truck.

After being accused of this a few times I decided to do something about it. A "Quality Meeting" was called for the purpose of discussing better methods of care and cleaning of equipment and utensils, cooling of milk etc.

That morning we made a sediment test of all of the milk. We used a code system of numbering the pads instead of using their real number. Many patrons know their neighbors number as it appears on the sheet, so this was done to avoid trouble. The pads were placed on large sheets of heavy paper and displayed on a table in the room where the meeting was held.

One of the patrons requested that I identify his samples, which I did. They were not so good. It was the same old story, that he still believed the dusty roads and open truck were to blame. However, when I pointed to six samples which had been trucked next to his cans on the same truck, for the same distance, that were perfectly white, he changed his mind and I have not heard the same argument from him since.

According to the regulation, and I quote from special circular No. 11: "The milking barn should have concrete, or other approved tight floors and gutters, enough light and air, and be kept clean and whitewashed or painted inside as often as needed to keep it sanitary. All manure is to be taken from the milking stable daily and put where milking cows cannot get at it. No hogs, sheep, goats or poultry are allowed in the milking stable."

Recently there has been a trend toward building loose pen type barns. In this type of a barn the manure would not be removed daily, weekly, or even monthly, but would remain in the barn for months. It has been admitted that in most cases the odor in this type of barn is objectionable. Is it fair to order some producers to build a fence around the manure in their barn yard, and allow others to get by without removing it from the barn? Are we going back to methods used in farming forty or fifty years ago?

Before the order went into effect fieldmen were on the job telling patrons who were selling their milk to cheese factories and creameries, that the new order would be just as tough, if not tougher, than Grade A regulations so they may as well start shipping their milk to them now, and get more money. Some used milk houses and other equipment as an inducement to new patrons and were not too concerned about how soon they obtained their quality record.

The co-operation received from the Department officials at Madison has been O.K. It was a pleasure to work with them. I cannot make the same statement, however, about some of their men in the field. Many of you are here today who have complained to

me, and rightly so. From the nature of some of the complaints you can not help but get the impression that certain state employees act as though they are our dictators rather than our servants. They are very officious.

The next session of the legislature is only a few months away. According to all indications there will again be plenty of legislation which will effect our industry and bear watching.

One of the supporters of that famous truck licensing bill which was introduced during the 1949 session in speaking at a recent Convention stated that it was too bad that the opposition did not see fit to go along. He also indicated that similar legislation was in the making and would be up for consideration at the next session. Most of you know, that had this bill been passed, the license fees on our trucks would have been raised considerably.

The bill dealing with weight limits was only postponed until 1951, so that is sure to be reconsidered.

Another law passed in the last session allows cheese from out of the state to be shipped in and stored tax free, while cheese produced in Wisconsin is taxable. This law, as well as others, should be amended or repealed.

When you receive notice from the office of the hearings to be held on these important bills, be sure and attend, if possible. If you can not attend the hearings write to your Senators, Assemblymen, and the other officers of your organization, giving your views and suggestions. It is hard to represent you properly if we do not hear from you.

In closing I want to thank the officers, directors, and last but not least, you members, for your co-operation during the past year.

Thank you.

(Announcements by President Kopitzke regarding prize money, and announcements by Mr. Mooney, off the record.)  
We will now have the drawings of the door prizes. (Awarding of door prizes.)

PRES. KOPITZKE: A motion to adjourn is now in order.

Motion duly made, seconded and carried that the meeting adjourn.

Pres. Kopitzke: Don't forget the banquet at 6:30 tonight in the Crystal Ballroom of the Schroeder Hotel.

MEETING ADJOURNED.

Irene Jennings Buchen, Reporter.

**CHEESE SCORES**

**Wisconsin Cheese Makers' Association  
Annual Meeting and Convention**

**MILWAUKEE, WISCONSIN  
October 25 and 26, 1950**

We are grateful for, and publicly acknowledge, all cash donations for prize money. A list of the donors of prize money will be found following the cheese scores. All prize money was distributed to exhibitors on a per point basis commencing with 92, and for each full point above.

**Class I — Any style American cheese made prior  
to January 1, 1950**

**Entry**

<b>No.</b>	<b>Name</b>	<b>Address</b>	<b>Score</b>
101	P. J. Thompson, Arena	.....	92¾
102	Edmund L. Kraemer, Rio Creek	.....	92
103	Harvey Schneider, Waldo	.....	94¼
104	<b>Ronald Johnson, Mt. Sterling</b>	.....	<b>99</b>
105	Bernard Moldrem, Boscobel	.....	95¼
106	Kenneth Bonney, Eastman	.....	97
107	Clyde Johnson, Seneca	.....	98
108	Alphonse Schneider, Malone	.....	90
109	Ruben L. Laack, Brillion	.....	92½
110	Steve Koenigs, Fond du Lac	.....	90
111	Geo. Albrecht, Stratford	.....	90
112	Maurice Raasch, Shawano	.....	92¼
113	Harold A. Kalk, Sheboygan	.....	92½
114	Aug. A. Suemnicht, Plymouth	.....	92
115	Lloyd F. Dickrell, Junction City	.....	90¼
116	I. J. Koschak, Owen	.....	92½
117	Theodore Dickrell, Jr., Junction City	.....	93
118	Henry J. Loehr, Calvary	.....	93
119	Claude A. Loehr, Calvary	.....	92
120	Leo J. Loehr, Calvary	.....	92

**Class II — Any style American cheese made between Jan.  
1, 1950 and July 31, 1950, (both dates inclusive)**

201	P. J. Thompson, Arena	.....	95¼
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**Entry**

<b>No.</b>	<b>Name</b>	<b>Address</b>	<b>Score</b>
202	Edmund L. Kraemer,	Rio Creek .....	93¾
203	Kenneth Bonney,	Eastman .....	94
204	Norman Stecker,	Chilton .....	94
205	Virgil Johnson,	Seneca .....	95½
206	Ronald Johnson,	Mt. Sterling .....	97
209	Clyde Johnson,	Seneca .....	93½
210	Myron J. Radtke,	Clintonville .....	92
211	Gordon H. Munson,	Curtiss .....	92
212	Harvey Schneider,	Waldo .....	96¾
213	Edw. F. Lensmire, Jr.,	Cascade .....	93
214	Ewald Grunwald,	Sheboygan Falls .....	92
215	Edw. Lensmire, Sr.,	Cascade .....	93
216	Edwin R. Larsen,	Brantwood .....	94
217	Alphonse Schneider,	Malone .....	94¼
218	Ernest A. Abbuehl,	Cumberland .....	90½
219	Ruben L. Laack,	Brillion .....	92
220	<b>Steve Koenigs,</b>	<b>Fond du Lac .....</b>	<b>98</b>
221	Vernon Gerbig,	Marion .....	93
222	Maurice Raasch,	Shawano .....	92
224	Fred Stuber,	Verona .....	92
225	Roland L. Strub,	Sheboygan Falls .....	92
226	Harry J. Pankow,	Hortonville .....	95
227	Harold A. Kalk,	Sheboygan .....	90
228	Aug. A. Suemnicht,	Plymouth .....	97¾
229	Joe Gubeli,	Thorp .....	92
230	Theodore Dickrell,	Junction City .....	92½
231	I. J. Koschak,	Owen .....	95
232	Lloyd F. Dickrell,	Junction City .....	90
233	Otto Behnke,	Stanley .....	95
234	Reinhold Pipping,	Glenbeulah .....	93
235	Henry J. Loehr,	Calvary .....	94¼
236	Claude A. Loehr,	Calvary .....	94¼
237	Leo J. Loehr,	Calvary .....	93¼
238	Art. H. Woldt,	Reedsville .....	94

**Class III Any style American cheese made on  
or after Aug. 1, 1950**

301	Ronald Johnson,	Mt. Sterling .....	95
302	Virgil Johnson,	Seneca .....	97
303	Kenneth Bonney,	Eastman .....	93
304	Charles N. Lecher,	Cascade .....	91½



## Entry

No.	Name	Address	Score
305	Harold Lauer, Dundas	.....	90½
306	P. J. Thompson, Arena	.....	94½
307	H. J. Roegner, Poy Sippi	.....	92¼
308	Clyde Johnson, Seneca	.....	96
309	Joseph F. Peterson, Kiel	.....	95
310	Leo V. Zehren, Bonduel	.....	93¼
311	<b>Harvey Schneider, Waldo</b>	.....	98
312	Arnold Thuli, Spring Green	.....	92
313	Ruben Koffarnus, Hilbert	.....	92
314	Edmund L. Kraemer, Rio Creek	.....	94
315	Edw. F. Lensmire, Sr., Cascade	.....	94
316	Edw. F. Lensmire, Jr., Cascade	.....	94½
317	Edwin R. Larson, Brantwood	.....	92
318	Ruben L. Laack, Brillion	.....	92
319	Alphonse Schneider, Malone	.....	95
320	Steve Koenigs, Fond du Lac	.....	92½
321	Ervin Schreiber, Cecil	.....	94½
322	Aug. A. Suemnicht, Plymouth	.....	92
323	Roland L. Strub, Sheboygan Falls	.....	92
324	A. Dedow, Van Dyne	.....	92¼
325	Erwin Kempf, Kewaskum	.....	96
326	Lloyd F. Dickrell, Junction City	.....	92
327	Eugene Schreiber, Cecil	.....	92
328	Theodore Dickrell, Jr., Junction City	.....	92
329	I. J. Koschak, Owen	.....	90½
330	Leo Biel, Stanley	.....	96½
331	Reinhold Pipping, Glenbulah	.....	93½
333	A. H. Graf, Zachow	.....	92
334	Francis L. Cota, Bagley	.....	94¾

## Class IV Colby cheese, any style or age.

401	Martin Parsons, Dorchester	.....	92
402	Harry J. Pankow, Hortonville	.....	93
403	Claude A. Loehr, Calvary	.....	94
404	Leo J. Loehr, Calvary	.....	93
405	Henry J. Loehr, Calvary	.....	90
406	Reinhold Pipping, Glenbulah	.....	95
407	<b>Leo Mandel, Boyd</b>	.....	95½
408	Fred Hasler, Elkhart Lake	.....	94
409	A. H. Mandel, Colby	.....	92

Entry No.	Name	Address	Score
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**Class V Drum or Block Swiss cheese.**

501	Gottfried Wirtz, Argyle .....	95½
502	Walter Jergerlehner, Darlington .....	94¾
503	John Marty, Browntown .....	95
504	Walter Schild, Juda .....	95½
505	Ernst Rinooenberg, Barneveld .....	96½
506	Werner Zimmerman, Warren, Ill. ....	97

**Class VI Limburger cheese.**

601	Fred Gurtner, Jr., Hartford .....	94½
602	Walter Minnig, Monticello .....	96½

**Class VII Brick cheese.**

701	Milton Bruni, Iron Ridge .....	94
702	Fred Gurtner, Jr., Hartford .....	95
803	Ruben L. Laack, Brillion .....	95¼
704	John Liechty, Juneau .....	94½
705	Chas. Kueffer, Rio .....	97
706	Fred Bleuer, Cambria .....	95½
707	Walter Huegli, Woodland .....	94¼
708	Carl G. Drachenberg, Hartford .....	97½
709	Fred J. Heim, Clyman .....	95¼

**VII Munster cheese.**

801	Carl G. Drachenberg, Hartford .....	97½
802	John Liechty, Juneau .....	96
803	John Schmid, Beaver Dam .....	93¾
804	Ruben L. Laack, Brillion .....	97½
805	Norman Stecker, Chilton .....	95
806	Emil Schmid, Cambria .....	96
807	Harold Kempfer, Beaver Dam .....	97¾
808	Alois Esterman, Waupun .....	93
809	Alois Huber, Beaver Dam .....	94
810	Ervin Krause, Beaver Dam .....	97¼

**Class IV Italian cheese (hard type).**

901	Fred Bleuer, Cambria .....	93½
902	Domenic Frigo, Lena .....	98

## WISCONSIN CHEESE MAKERS' ASSOCIATION

903	Frigo Bros, Ch. Co., Lena .....	97
904	Frigo Bros, Ch. Co., Lena (Comp.) .....	94½
905	Joseph Sartori, Plymouth .....	94½
906	Ernest A. Abbeuhl, Cumberland .....	96¼
907	Ernest A. Abbeuhl, Cumberland (Comp.) .....	95½

**Class X Italian cheese (soft type).**

1001	Joseph Sartori, Plymouth .....	96
1002	Frigo Bros., Lena .....	95½
1003	Ernest A. Abbeuhl, Cumberland .....	94½
1004	Joseph Sartori, Plymouth (Comp.) .....	95
1005	Joseph Sartori, Plymouth (Comp.) .....	94
1006	Frigo Bros., Lena (Comp) .....	95
1007	Gaylord J. Anderson, Clayton .....	96½

**Class XI All other cheese not included above.**

1101	Leo. J. Loehr, Calvary .....	96
1102	Lloyd F. Dickrell, Junction City .....	93½
1103	Claude A. Loehr, Calvary .....	95½
1104	Reinhold Pipping, Glenbeulah .....	95
1105	Ruben L. Laack, Brillion .....	94
1106	Henry J. Loehr, Calvary .....	93
1107	Art. H. Woldt, Reedsville .....	94½
1108	Walter Jegerlehner, Darlington .....	94
1109	Frigo Bros, Ch. Co., Lena .....	96¾
1110	Arthur A. Roesler, Portage .....	96
1111	William Korsbon, Amery (Comp.) .....	95¾
1112	<b>William Korsbon, Amery</b> .....	<b>97</b>
1113	Walter Huegli, Woodland .....	96
1114	Dedrick M. Ness, Glenwood City .....	94
1115	Carl G. Drachenberg, Hartford .....	96

## CONTRIBUTORS OF PRIZE MONEY

Stoelting Bros. Co.....	\$ 25.00
Dairyland Food Laboratory.....	15.00
National Wax Co.....	20.00
L. D. Schreiber & Co., Inc.....	25.00
Marketing Association of America.....	25.00
Schwartz Manufacturing Co.....	10.00
Marschall Dairy Laboratory .....	200.00
Lakeshire-Marty Co.....	100.00
Babson Bros. Milker Co.....	25.00
Kaestner Henze Co.....	25.00
Stock-Gro, Inc.....	25.00
Wisconsin Dairy Laboratory .....	25.00
Beam Chemical Co.....	10.00
Walter Voechting.....	50.00
J. S. Hoffman Co.....	25.00
Dairy Belt Cheese & Butter Co.....	25.00
Chr. Hansen's Laboratory, Inc.....	200.00
Calumet Cheese Co.....	20.00
Lamartine Creamery Co.....	15.00
Level Valley Dairy Co.....	15.00
Kusel Dairy Equipment Co.....	25.00
Milwaukee Cheese Co.....	25.00
DeLaval Separator Co.....	20.00
Klenzade Products, Inc.....	25.00
Damrow Bros. Co.....	25.00
Farmers State Bank.....	10.00
Winnebago Cheese Co.....	50.00
Johnson & Johnson.....	10.00
Baker-Schmoll Cheese Co.....	15.00
Creamery Package Mfg. Co.....	10.00
Cleveland Container Co.....	10.00
Reisner Dairy Supply Co.....	10.00
Spiritus Cheese Co.....	10.00
Kellogg Rennet Co.....	25.00
The Diversey Corporation.....	10.00
Kraft Foods Co.....	200.00
Milprint, Inc.....	50.00
Western Condensing Co.....	75.00
Pauly Cheese Co.....	200.00
Union Wadding Co.....	25.00

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