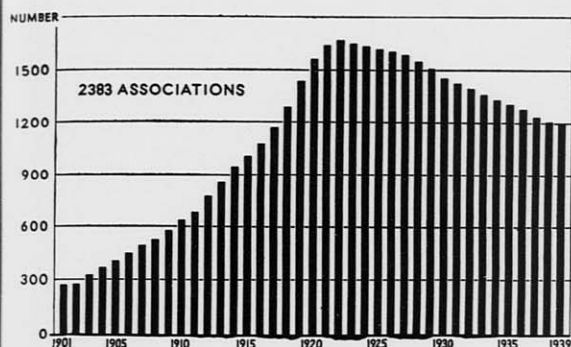


Farmers' Marketing and Purchasing Associations in Wisconsin That Were Active Each Year, 1901-39.



The number of active associations increased year by year from about 300 at the beginning of the century to 1,664 in 1922. Since then the number of active enterprises has declined. This is due partly to consolidations and partly to the disappearance of several hundred of the small associations manufacturing cheese, and local livestock shipping cooperatives.

large majority of these associations were formed by Equity members. Although the State Society did not have control over these associations, it was active in aiding farmer members to establish and develop them.

The period of greatest activity of the Wisconsin Society of Equity was in the second decade of the century, when its paid-up membership reached 40,000. In 1934, it consolidated with the Farmers' Union under the name, "The Farmers Educational and Co-operative Equity Union of America, Inc., Wisconsin Division."

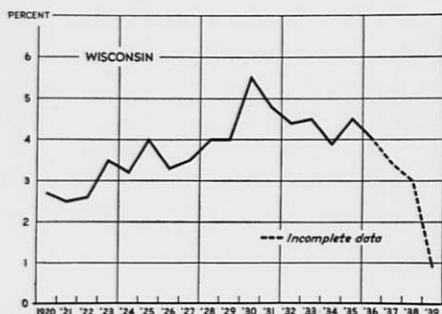
The Wisconsin Farm Bureau Federation has made substantial contributions to cooperative supply purchasing in the State. In 1921 it organized a wholesale distributing agency for the purpose of lowering the cost of distribution by centralizing the purchasing power of the farmers who patronized the local warehouse and distribution points used by the county Farm Bureau organizations. The operations of its successor, the Wisconsin Co-operative Farm Supply Co., are discussed on page 42. An auto insurance service, which the Federation considers

offers very favorable coverage and rates, was initiated in 1935 for Farm Bureau members in Wisconsin.

State Aids Cooperatives

The State government has aided in the development of cooperative enterprises. The legislature has enacted noteworthy cooperative legislation—in 1887 one of the early cooperative laws, in 1911 a cooperative statute that was used as a model by a number of the other States, and in 1935 an educational act which requires that instruction in cooperative marketing and consumers' cooperatives be given in every high school and vocational school, as well as in the university, State teachers colleges, and county normal schools. The State department of agriculture renders a variety of services: such as assisting with the organization of new cooperatives, and with consolidations of existing associations in order to effect economies; furnishing legal advice, and accounting and auditing services; developing programs in educational activities; and helping to build up co-op membership. In 1939 a "Wis-

Percentages of Farmers' Marketing and Purchasing Associations in Wisconsin That Have Disappeared, 1920-39.



From 2.5 to 5.5 percent of the associations active in the various years from 1920 to 1939 disappeared from the cooperative picture. The percentages of disappearance were 2.5 in 1921, 4.0 in 1925, 5.5 in 1930, and 3.0 in 1938. These percentages are lower than for private business. Some of the disappearances were because of business failures, some were due to consolidations of two or more associations to make stronger organizations, and others were because of economic changes which made unnecessary the continuance of enterprises that were concerned only with rendering specialized services.

consin Cooperative Week" was proclaimed by the Governor—the third of such weeks in 3 successive years—and the department planned a State-wide program which included radio speeches by many educational and cooperative leaders.

University of Wisconsin Promotes Cooperation

It has been a policy of the University of Wisconsin for many years to foster the cooperative movement. Pioneer work in teaching the subjects of cooperative marketing and cooperative management problems was done by the Department of Agricultural Eco-

nomics. One of the first of the type established in the country, the department had a considerable influence in the inauguration of similar departments in other agricultural colleges. The Agricultural Experiment Station and the department pioneered in research work for the use of the cooperative associations of various types in the State, and for many years have carried on extensive scientific research investigations. Valuable help to the farmers on problems that arise in connection with the operation of marketing and purchasing cooperative associations has been given jointly by the Extension Service and the department.

Wisconsin Ranks First In Dairying

Wisconsin is far in the lead of all the other States in the volume of milk produced—11,973,000,000 pounds was the record for 1939. In the North-eastern States in which large metropolitan centers of population are located, close to 70 percent of the milk produced is needed to meet the requirements for fluid milk and cream. The situation is very different in Wisconsin, however, where a much smaller portion of the milk production is sold as fluid milk and cream in Milwaukee, Madison, other Wisconsin cities, and in Chicago. The bulk of the milk is manufactured into butter, cheese, evaporated and condensed milk, and other dairy products.¹

Wisconsin produced 11,378,000,000 pounds of milk in 1937, of which 10,441,000,000 pounds were sold off the farm. Of the volume sold it appears from data on the manufacture of