
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.

Wisconsin 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.

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