

### *Pure Milk Products Cooperative.*—

The Pure Milk Products Cooperative was organized in 1929 and until the fall of 1940 maintained an office in Madison. It fills a unique position in that it is a cooperative bargaining group representing producers who sell to condenseries, and also more than 2,000 members whose milk is sold in the Chicago market. In addition to bargaining and marketing functions, the organization maintains field service which includes checking of weights and butterfat tests, and a quality control program which assists members in meeting sanitary and health standards required by the market receiving their product. At the close of 1939, the association reported that it was representing 4,000 producers.

In order to extend its activities, the Pure Milk Products Cooperative adopted a program in August 1940 for coordination of work with the Central

*Equity Cooperative Livestock Sales Association, Inc., ships feeding steers from the western ranges.*

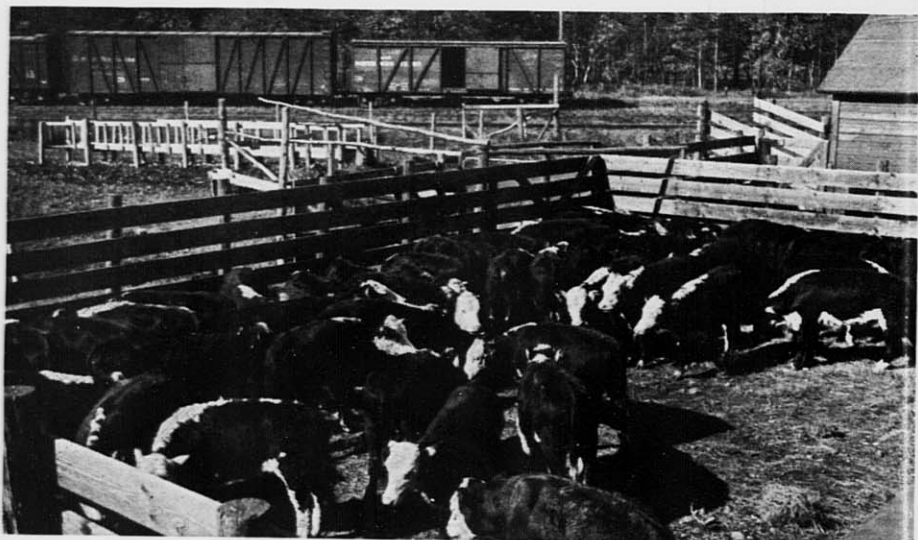
*These steers were shipped direct to Appleton, Wis., in order to get the steers as cheaply as possible to farmers who wanted quality livestock to feed. This is one of many services Equity is rendering.*

Grade "A" Cooperative, an organization formed late in 1939 by a group of Wisconsin dairy cooperatives which ship milk to the Chicago market. Although each association will retain its separate corporate identity, the recent agreement provided that they employ a joint manager and establish a consolidated office at Fond du Lac. Thus the scope of cooperative action has been unified and extended by these two dairy cooperatives.

An important function of both of these cooperatives recently has been to represent the interests of their members in connection with the Federal milk marketing program in Chicago.

### **Livestock Continues on Co-op Route**

Local cooperative livestock shipping associations market many of Wisconsin's hogs, cattle, calves, and sheep. A large proportion of the sales is



handled by the Equity Cooperative Livestock Sales Association, Inc., on the Milwaukee terminal market. It is estimated that in 1939 there were 190-odd cooperative shipping associations or local groups located in Wisconsin, about 175 of which shipped to Equity. The cooperative shipping and trucking associations assemble the animals at country points in most counties of the State and ship them by rail or truck. The local associations use a number of sales outlets: cooperative sales agencies operating on the terminal markets at Milwaukee, South St. Paul, and Chicago; private commission firms on terminal markets; and packers located in Wisconsin or other States, to whom direct sales are made.

In addition to handling livestock, some of the local associations sell for their patrons other commodities such as poultry, potatoes, and cabbage. Others furnish a supply service. The commodities handled include feeds, salt, fertilizer, seeds, grain, corn, coal, binder twine, sugar, coffee, flour, hardware, tile, cement, fence posts, roofing, and oyster shells.

*Equity Cooperative Livestock Sales Association, Inc.*—The Equity Cooperative Livestock Sales Association, Inc., operating on the Milwaukee terminal market has made an outstanding success. In 1939 it broke all former records by the sale of 7,912 carloads of livestock for over 8½ million dollars. This was the seventh successive year of substantial increase in the volume of business handled. Net earnings aggregated nearly \$27,000 in 1939, over \$17,000 being distributed as dividends to affiliated local associations for their farmer-members. Since the overhead sales agency was organized in 1922, ap-

proximately \$235,000 has been returned as patronage dividends.

Equity received livestock in 1939 from about 175 Wisconsin locals and also 10 associations located in Michigan, Iowa, and Minnesota. These cooperatives provide more than 85 percent of the Equity business, individual farmers supplying the balance. It is estimated that approximately 40 percent of the local co-ops affiliated with Equity continue to ship livestock by rail; 60 percent, however, have changed to the newer method of transportation by truck.

### **Many Local Co-ops Strengthened by Equity**

Equity has done a splendid job in rebuilding many of the old associations on the new transportation basis, and has even organized new ones as truck cooperatives. This outstanding work at country points has enabled the overhead sales organization at Milwaukee not only to hold its own as a federated terminal market sales agency, but to expand the volume of its business. Although there has been some degree of decentralization in Wisconsin, the extent of this has been much less than in nearby States. Because of the aggressive promotional and educational work of the Equity management and personnel, the association has been able not only to maintain, but actually to increase, its volume of business on the terminal market.

All of the voting stock of Equity is held by the local cooperatives. The 40,000 farmer-members through these locals elect the directors who formulate the policies of the central association.