

## Shipping Co-ops Organized

In the early years of the twentieth century Wisconsin livestock producers were dependent upon local buyers who, traveling from farm to farm, furnished them with a market for their livestock. As the prices received by the farmers were usually unsatisfactory, the Wisconsin Society of Equity took an active part in helping the producers organize cooperative livestock shipping associations.

*Durand Cooperative Livestock Shipping Association.*—The Durand Cooperative Livestock Shipping Association at Arkansaw in Pepin County, is the oldest livestock shipping association in Wisconsin, having started to handle livestock for its members in 1905.

This association endeavors to provide a frequent, regular, and reliable outlet to market at the lowest possible cost, and to give active support to the cooperative selling agency at the terminal market.

With the advent of the use of the motortruck to transport livestock, this association, like many in northwest Wisconsin, introduced a truck pick-up service to the local rail loading station, later changing to a complete motortruck service direct from farm to market. Sales of livestock by the association in 1939 aggregated \$63,500. Almost all were made through the Central Cooperative Association at South St. Paul, of which the Durand association is a shareholder.

The co-op carries its own sinking fund to provide for insurance against crippling, injury, or death of livestock in transit.

*Equity Cooperative Livestock Ship-*

*ping Association.*—A group of farmers in 1909 organized at Marshfield in Wood County the Equity Cooperative Livestock Shipping Association. It was the first co-op of this type to be formed in central Wisconsin. Shipments are made from Marshfield to the Equity terminal market agency at Milwaukee. Livestock sales in 1939 for 300 patrons aggregated \$70,000.

*Sauk Livestock Association, Cooperative, and Farmers Stock Co.*—The local shipping associations in the State with the largest volumes of business are the Sauk Livestock Association, Cooperative, at Sauk City, and the Farmers Stock Co. at New Glarus in Green County. Both are located in south-central Wisconsin.

Organized on a membership contract basis in 1926, the Sauk co-op in 1940 had 350 members, and sales of livestock for the fiscal year ended January 31, 1940, amounted to more than \$570,000. Shipments are made both from Sauk City and Spring Green.

The Farmers Stock Co. was organized in 1913 as a capital stock cooperative. In 1939 it sold the hogs, calves, cattle, and sheep of 600 patrons for over \$540,000.

## Breeders Sell Cooperatively

Some breeders' clubs and associations have been formed to sell surplus cattle cooperatively.

*Barron County Dairy Breeders Cooperative Sales Association.*—Five breeders' associations in Barron County organized the Barron County Dairy Breeders Cooperative Sales Association in 1937 for the purpose of inaugurating a consolidated and cooperative service

to sell the cattle of the members of the five separate groups. Buyers are escorted throughout the county to locate dairy cows of the various breeds desired—Holstein, Guernsey, Jersey, and brown Swiss—and also horses. A sales office is maintained at Barron. Each breeder making a sale through the association pays an annual \$1 membership fee, which is paid to his respective breed club. To meet the office and drivers' expenses, 5 percent is deducted from the sales price of each animal. Balances are prorated to the respective breed clubs in accordance with the sales of each breed, unless a deduction is required to maintain the reserve fund at \$1,000. During the first 2 years of operation ended November 1, 1939, the cooperative sales association handled 5,800 head of cattle which sold for nearly a half million dollars. More than \$1,500 was prorated to the five breeders' associations in sales and membership fees.

### Co-ops Market Wide Variety of Fruits and Vegetables

About a dozen Wisconsin associations market cooperatively a variety of graded fruits and vegetables. The co-ops are located in many sections of the State—for example, in northeast Door County, Bayfield County in the extreme northwest, in central Wood County, southwest Iowa County, and in Racine County in the southeast district. Cranberries, cherries, strawberries, and apples, potatoes, peas, cabbage, and corn raised by the farmer-patrons are sent to market cooperatively by the associations. Growers may also buy supplies through the cooperatives. Containers, ferti-

lizer, seeds, spray material and insecticides, coal, feed and salt, farm implements and machinery are among the many items bought and resold. The dollar value of both the marketing and supply business of the associations in the marketing season 1938-39 was over \$2,000,000.

Sales of cranberries led the parade of Wisconsin fruits and vegetables marketed cooperatively in the 1936-37 season, the 1937 national survey shows. Their total was \$700,000, followed by potatoes \$200,000, cherries \$190,000, peas \$44,000, strawberries \$43,000, and apples \$6,000. These sales were made by grower co-ops located in Wisconsin, with the exception of about a fourth of the receipts on cherries which were realized by Wisconsin farmers through cooperative sales outside the State.

"Eatmor Cranberries" is a cooperative brand that has obtained national recognition. The fruit produced by the 90 members of the Wisconsin Cranberry Sales Co. is marketed under this brand. The co-op is located at Wisconsin Rapids, in the heart of an area where extensive cranberry bogs have been developed by means of irrigation. The business of members only is handled and although no contracts are required, every member markets his crop exclusively through the co-op. Cranberries marketed in the fiscal year ended June 1, 1940, were valued at more than \$900,000. Supplies bought and resold to growers included boxes, insecticides, fertilizer, and marsh equipment, and amounted to more than \$65,000.

The cooperative charges a 2-percent commission on all gross sales, the proceeds from commissions being used