To produce good cranberry crops, an ample water supply is essential. In order to provide this, 15 Wisconsin cranberry producers in 1933 formed the Cranmoor Cooperative Co. at Wisconsin Rapids. A canal system was built from the Wisconsin River to the cranberry marshes, which are located about 12 to 15 miles away. In time of drought or low-water supply, an adequate supply of water can be brought to the cranberry bogs. Each co-op member holds stock in proportion to the acreage of cranberry planting that he owns and which is served with water by the company. These growers are using cooperative organization both to produce better crops by means of irrigation, and also to sell their cranberries to the best advantage through the marketing services of the Wisconsin Cranberry Sales Co.

Power Program Adopted

Even before the rural electrification program was inaugurated in May 1935, 39,206 Wisconsin farms, 1 in every 5, had electric service, an average almost twice that of the entire country. At that time the State ranked eighteenth in the Union in this respect. Quick to grasp the opportunities of the R. E. A. program, one Wisconsin community secured an allotment as early as May 1936, setting the pace which at the close of the fiscal year 1939 had brought electricity to another 17 percent of Wisconsin’s farms. This lifted the State to seventeenth place.

By June 30, 1940, the Rural Electrification Administration had approved loans for 27 Wisconsin cooperatives and 1 municipality, and provided for 2 generating plants, including, at Chippewa Falls, the largest operating