LIVESTOCK

Approximately 80% of our farmers income, which will be around $10,000,000.00 this year, is from livestock and livestock products, so naturally a good share of the county agent's time and efforts are spent on some phase of livestock work. About 65% of the total income comes from dairy cows and dairy products.

QUALITY MILK PROGRAM

The legislature at its last session appropriated $80,000.00 for the Department of Agriculture to put on a state-wide Quality Milk Program. Outagamie county was the first county in the state to adopt it. The program was first explained to the agricultural committee of the county board, then to a group of about 100 farmers from all parts of the county, and then to the operators of the milk plants. Each group heartily endorsed the program and it was then explained to the community committeemen working on the AAA program. These men made arrangements for holding farmers meetings at 125 school houses throughout the county and also selected two leaders to explain the Quality program at the meetings. These leaders were given the details as to how the Quality program would operate at a series of three meetings in different parts of the county. On the evening of December 8th 250 farmer leaders held 125 school house meetings and discussed the program thoroughly with the farmers in their school districts. I received reports from 120 of the school house meetings showing that 1778 farm families and 2494 farm people attended. A very large majority of the farmers were quite enthusiastic about the program and were glad of the opportunity to be the first county of the state to adopt it.

When arrangements were being made for the above mentioned meetings Department of Agriculture inspectors made a cross-section survey to find out the quality of milk being delivered by our farmers to the milk plants of the county before starting the program. The inspectors also checked with every milk plant to see that each was equipped to take sediment and Methylene Blue tests so that bi-weekly reports could be made to their patrons on the quality of milk delivered. Many farmers have reported that they received reports on the quality of their milk since the program started for the first time in their lives. Several circular letters have been sent out to all the farmers giving instructions for taking care of barns, cows, milking utensils and on the cooling of milk. Directions and diagrams for building life-time cooling tanks at low cost have also been furnished.

Outagamie county can well be proud of the high quality milk being delivered at our dairy plants as well as the fine, uniform dairy products being put on the market by our dairy plant operators.

Dairy plant inspectors' reports to my office for April, May, June, July, August, and September show that about 90% of the sediment pads are now in the fair and clean class, and that about 95% of the milk stands

up three to five hours and more under the Methylene Blue test. Surely, this is a fine record for our enterprising farmers and dairy plant operators.

Some farmers wanted to know how much more actual cash they would receive if the quality of their milk was improved. They were told that no promises could be made along that line, but that with the South and West going more and more into dairying and other foods competing for a place in the human stomach, it was necessary to improve the quality of our milk and dairy products in order to hold our present markets. However, some cash returns have resulted as more of our plants are making State Brand cheese and the makers get a higher percentage yield of cheese from high quality milk than they do from poor quality milk.

DAIRY SALES PROMOTION CAMPAIGN

As a follow-up of the Quality Milk Program and as an incentive to keep the farmers "Quality Conscious" a Dairy Sales Promotion Campaign was sponsored October 17, 18, and 19. Very fine cooperation was received from the Appleton Chamber of Commerce and the Business Men's Association of Little Chute, Kaukauna, Hortonville, Shiocton, and others in this work.

The Appleton Chamber of Commerce had special banners a foot wide and three feet long prepared and posted in the store windows of all of their members reading "Boost Outagamie County Dairy Products - October 17, 18, and 19". Many of the stores made special dairy product displays in their windows. A large full page announcement of the sales days was carried in the Appleton Post Crescent and radio talks were scheduled over WHBY. The milk distributors of the city decorated their bottles with a collar announcing the Dairy Sales and promoting increased consumption of milk, butter, cheese, and ice cream. The county Cheese Makers Association contributed cheese prizes for sponsoring a Dairy Menu Contest. The Department of Agriculture furnished large buttons and over-seas caps boosting dairy products for clerks to wear during the sale dates and also window display kits.

Checking with the food merchants during and after the sale dates I was informed that the sales of dairy products was at least tripled during the sale and a continued demand for certain brands of cheese was had into the following week.

DAIRY HERD IMPROVEMENT ASSOCIATIONS

A dairy herd improvement association is a cooperative organization of 25 to 30 farmers who employ a tester to make a complete check of every cow in the herd each month as well as feed costs in order to figure the profit or loss for the year. Identification records are also kept and daughter-dam comparisons figured to check the value of the herd sire. One new

association was organized in the county the past year.

7 Associations
195 Members
3,000 Cows on Test

Associations and Testers

Holstein Association No. 1	Donald Brownson
Holstein Association No. 2	Donald Johnson
Cicero-Black Creek Association	William Yonkman
Guernsey Association	George Baumeister
Outagamie Association No. 5	Merlin Wolf
Outagamie-Seymour Association No. 6	Clyde Oleson
Outagamie Association No. 7	Marlin Fuerst

BULL ASSOCIATIONS

There are three cooperative bull rings in the county--one Holstein ring and two Guernsey rings. Each ring consists of four farmers owning four bulls which are rotated annually. Thus at the end of four years each farmer will have offspring from all four bulls. All members of these bull rings belong to D.H.I. associations and the daughters of each bull will be tested as soon as they freshen. This way the poor bulls can be eliminated without doing a great deal of damage to any one man's herd and the good bulls can be saved and continued in service. The Holstein breeders have daughters of their bulls old enough for breeding and the Guernsey breeders have daughters of their bulls that are just starting to freshen. In a little over a year the Guernsey breeders will have proved their bulls and will know which ones to keep in service and which ones to sell to the butcher.

Guernsey Association No. 1

Victor Leppla
Jamison Brothers
Otto Zschaechner
Aug. Grunwaldt & Son

Guernsey Association No. 2

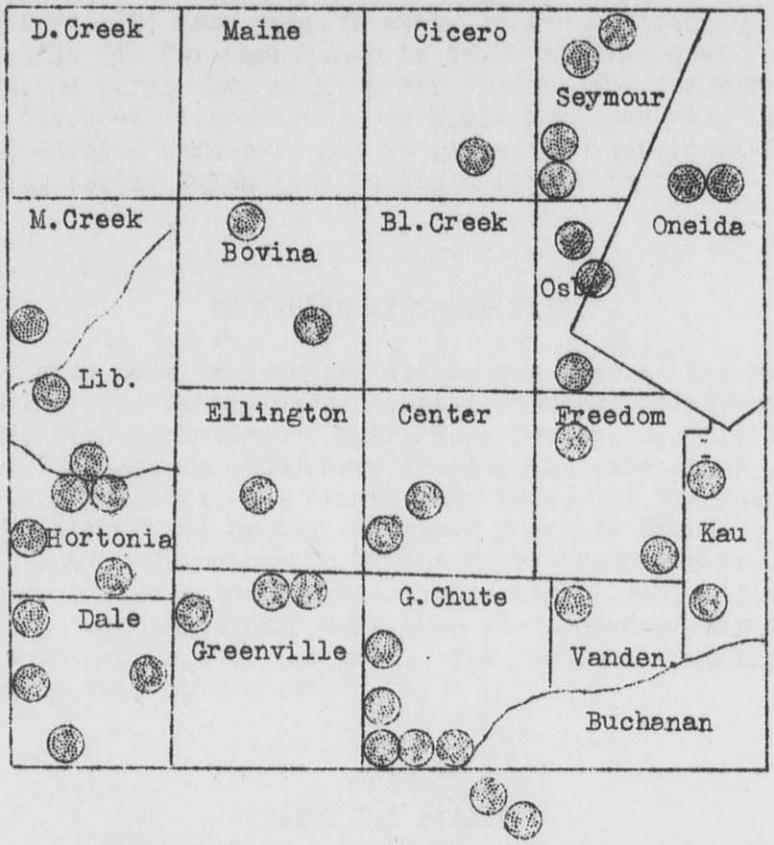
Jamison Brothers
Ora Breitrick
John Fredrich
Ed. Dietz

Holstein Association No. 1

Leon Wasserbach
John Dobberstein
Maurice Powers
Frank Appleton

OUTAGAMIE BETTER SIRES COOPERATIVE

Location of Members



This organization was formed two years ago for the purpose of placing production bred bull calves with farmers to raise for herd sires. No calf is purchased for a farmer unless the calf's dam has a mature equivalent record of at least 300 pounds of butterfat in 305 days. When a member has used a bull as long as possible he will notify the board of directors of the organization and they will make exchanges of bulls with different members.

ARTIFICIAL INSEMINATION OF DAIRY CATTLE

The Tri-County Breeders Association was organized for the purpose of artificially inseminating dairy cattle. The Association was organized with members in Outagamie, Shawano, and Marathon counties, with headquarters at Shawano. All the bulls are kept at one farm near Shawano. When the association was organized it was intended to have one veterinarian located at Shawano, one at Wittenberg, and one at Appleton. Since that time Brown County joined and there is a possibility that Waupaca county may join. At present four full-time veterinarians are employed--one being located at Shawano, one at Wittenberg, one at Green Bay, and one at Appleton. Two members from each of the four districts serve as the board of directors of the organization.

Eleven of the best sires obtainable have been procured---five Holsteins and six Guernseys. To date approximately twelve hundred cows have been inseminated. The fee for membership is $5.00 and the cost for service is $5.00 per cow. A farmer can sign up his entire herd for service or any part of it. The cost of service for a small herd per year is less than the cost of feeding a herd sire and it gives the individual farmer the service of much better bulls than he could afford to buy.

SHOW HERD AT STATE FAIR.

A county show herd of Guernsey cattle was sent to the State Fair again this fall. The cattle were selected from the following herds--- Victor Leppla, Otto Zschaechner, Henry Haferbecker, Ora Breitrick, Jamison Brothers, and the Outagamie Guernsey Breeders Association No. 3. The herd placed second amongst the county show herds and the young bull Pine Manor Crown Majesty owned by the Outagamie Guernsey Breeders Association No. 3 won the Junior Championship of the Fair. Fourteen head were shown in all and made a fine showing against very strong competition. Prize money amounting to considerably more than the expenses were earned. Melvin Haferbecker was in charge of the herd. The herd was also shown at the Winnebago County Fair at Oshkosh.

DAIRY DAY PICNIC

The annual dairy day picnic was held at Riverside Park at Kaukauna. The arrangements were in charge of a committee representing the county D.H.I. associations, Holstein and Guernsey breed clubs, 4-H groups, FFA, agricultural teachers, and business men of Kaukauna.

Dr. E. E. Heizer of the University of Wisconsin gave the main address. The county 4-H demonstration contest was held at the picnic and the winners selected later represented the county at the State Fair. A junior and senior cattle judging contest was sponsored with George Werner of the College of Agriculture deciding the winners. Races and games for the younger children were carried on under the direction of Hugh Alberts, Smith-Hughes agricultural instructor of Shiocton. Music was furnished by the Kaukauna High School band.

AGRICULTURAL CONSERVATION

This year the payments to the farmers under the Agricultural Conservation Program have been made much earlier than heretofor. So far about 2800 farmers have received $150,000.00 for the 1940 season. Approximately 300 farmers are still to be paid.