DON McDOWELL: Ladies and Gentlemen, This is the best part of the program today when I say I am going to be done in a few minutes. You have had an afternoon studded with excellent presentations. You have had a series of presentations that have range over every phase of agriculture and economy and every phase that you as Wisconsin Cheese Makers are concerned about. This has taken you over much ground and it reminds me of this story of two men who were out hunting. One man stuttered and the other man had a gun. A squirrel ran by and the man who had the gun missed it and the other man said, “Gggive mm me the gggun, I I I will shooot it.” Just then the squirrel ran up the tree, and he was given the gun, he pulled the trigger and killed the squirrel. His companion said, “No wonder you hit the squirrel, you aimed all over the woods.”

That is what I want to do, aim all over the woods. I must confess I have not prepared my talk. If I had brought a prepared talk I know everybody would have said everything and I would have nothing left to say. I will summarize what you have heard this afternoon. You were started off with a talk about the American Dairy Association and their co-operating with the Cheese Makers of Wisconsin and as to what can be done advertising dairy products thus creating a demand for sales particularly in the metropolitan areas of America. You heard an excellent presentation by Gordon Sprague. Gordon has brought me up to date on the whey problem — it certainly is a serious problem and it was excellently presented. Then William Kasakaitas gave us the basis of the 1954 farm program, gave us the high lights and his views, and you then had a technical discussion on cultures and some technical problems of the cheese industry. Then you had another presentation on advertising and I would like to submit that maybe we could use some fluid milk to drink with some of our cheese to push with our own dairy products. We did have a discussion on some of the facts of freedom. Then we come to the challenges that face the Agricultural Department today. A lot of these problems are man made and some are God given challenges. I am not an expert to go into some of the technicalities and much of the discussion today was too technical for me to understand but I can define an expert if I may. X is an unknown factor and spurt is a drip under pressure.

The cheese industry in Wisconsin is important to our economy. By far the most of our Wisconsin produced milk goes into cheese and one-fourth of the cheese made in the entire world
is made right here in Wisconsin and made by you. You have an important roll in this dairy industry. You heard a discussion on a national level and I will fit it in on a state level. So far as your Department of Agriculture is concerned, we are happy for the privilege and opportunity of working with you and I want to definitely leave this one impression and I made this statement at Milwaukee at a meeting a few years back and I say it now, that the State Department of Agriculture is a servant of you people and not a dictator. We are attempting more and more to develop a relationship of working with and for you people, to assist you and help you and I believe a recording was made at that time. We want to so develop that attitude that when our inspector comes around to see you that you will say, “Good, here comes the inspector, I want to talk to him”, and not say, “That blankety blank inspector is here again.”

We are working with you with the laws on the Statutes and programs such as the animal health program and we work with you and appreciate your co-operation with our ADR man when he comes to your plant to get a ring test in brucellosis program. We have problems on sanitation, animal health and the use of antibiotics in milk — we are concerned about all of these matters. The Statistical Department of the Department of Agriculture serves you by gathering all this information and we solicit your continued co-operation in furnishing information and this information is treated in a strictly confidential way. It is a program that goes on for years and it means that we can gather accurate information regarding the dairy industry, which is increasingly important day by day.

I want to visit a bit on promotion and will end up with a serious note on civil defense.

You might ask, is there a conflict between us and A.D.A.? Ours is a most co-operative program with A.D.A. They are promoting dairy products, milk, cheese and butter and we in our department promote Wisconsin cheese, so that when they promote milk, we promote Wisconsin milk and when they promote cheese, we promote Wisconsin cheese. This past year we went to four out of state markets to promote cheese. We have concrete information and you may have seen it in the press or heard it on the radio and it shows that by tying together we can do a job. It was carried on in Indianapolis, Hartford, Connecticut, and Richmond, Va. It was a chance to sell more cheese and we came out to sell Wisconsin cheese.
Marketing is a big challenge. Moving our Government held stocks whether they are given away or sold is a job that we have. The department is continuing a promotion, an out-of-state cheese campaign again this spring. Members of your board have been in contact with this program — and it is not a program planned by a few people but by everybody — it is an across the board promotion.

In my closing remarks here is something I want to drive home. I have had an opportunity to sit in on a committee on Civil Defense. It is most difficult to get people to work with civil defense. Civil defense means protection and civil defense concerns all of you. Are you in your plant prepared for an emergency, not just war, but what if floods would hit you. We have become so dependent on electricity and it is something to give thought to. What protection do you have if either war disaster or a natural disaster strikes you in your plant? Stop to realize what a farmer would do in this case and multiply what you would do in your own plant. You might be thinking now what you might do about a gas power motor. We are living in a dangerous age and I am not going to be an alarmist but surely an ounce of prevention is worth a pound of cure. Stop to realize the importance of food and you should be realizing that the day has changed when 80% of the people supplied food for their families to now where we are down to 14% of American people supplying food for the other 86%. That responsibility is becoming more and more important to you and to me and to the farmers and all people in agriculture.

You had a well rounded program to the time that I got here and we thank you for the outstanding position you are making in Wisconsin agriculture today.

PRESIDENT PETERS: Thank you, Don McDowell. Don said he and his department are servants of our industry. He could have added one more word that they are also our friends I can assure you.

We have two resolutions to be voted upon which we had introduced at our council meeting yesterday on which our by-laws require a lay over of twenty-four hours. Elmer Beery will now take over.

ELMER BEERY, (Chairman of Resolutions): First I would like to say that we had to hold over voting on these two resolutions because any changes to be made in the articles of the con-