CONVENTION MET PURSUANT TO ADJOURNMENT.
VICE-PRESIDENTADERHOLD IN THE CHAIR.
THE CHAIRMAN READ SEVERAL LETTERS FROM MEMBERS WHO WERE UNABLE TO BE PRESENT.
THE SECRETARY READ A LETTER FROM MR. VAN LEEUWEN, STATEING THAT HE WAS UNABLE TO BE PRESENT.

HOW TO INTEREST OUR PATRONS IN THE PRODUCTION OF MILK AT A PROFIT.

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That this subject is one of vital importance to the manufacturer of butter and cheese, as well as to the producer of milk, goes without questioning, and it is one that cannot receive too much careful thought, study and attention.

We may be successful cheesemakers and buttermakers, but if the farmer is not producing his milk at a profit we cannot very long have a successful and profitable cheese factory or creamery. This is a fact, and we must admit it. Therefore, I say, we must study the profitable production of milk, and make a determined effort to interest our patrons on the subject. We must keep persistently at it; we must make the best of every opportunity that presents itself to keep this subject before our patrons. We know we will not, nor can we, very long handle any business at a loss, nor can we expect to hold a patron from year to year who is milking his cows at a loss.

I hear some one say, let the farmer do as the manufacturer, the merchant, or the cheesemaker does under such circumstances; Study and figure carefully, and locate the cause for such losses, and remove them and thus put the business on a paying basis. This requires a great deal of time, and sometimes an apparently unnecessary expense in the keeping of records and accounts with different departments; but it has proven to

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be a profitable expenditure, for the cause is located and removed. Yes, I will admit the farmer should follow the same course, but you and I know that in so many cases, in so very many cases, this is not done nor even thought of. How to get them to take the same interest in their business, that the successful business man takes in his business, is a difficult problem; but the object of this paper shall be to try to throw out some hints, and we do hope we shall receive some suggestions and information in the discussion that will help us.

A great many of our farmers have milked cows for years, and have not figured very closely, nor thought a great deal about the question of profits, as prices have been very good, and even if not economically produced has seemed to be profitable; but in the past year of lower price I think we have all heard something of the unprofitable production of milk. The business man and manufacturer keeps abreast of the times, adopts the new and up-to-date methods and machinery, studies the cost of production, and produces the finished product at a profit. This should be done by the farmer, but during the low prices of last summer I heard scores of farmers abuse the factory owners and declare they were going to quit the business. In nearly every case the factory-man was not to blame. He was paying all the milk was worth, and if properly produced and cared for, would have, even at the low prices, showed a fair profit.

How should the patron who finds his dairy herd is unprofitable proceed?

First:—I am willing that he jumps on to the factory or creamery and investigates them, and finds out if prices and tests are what they should be. Of course the small plant may not be able to pay the prices that some of the large and well supported neighbors are; but if he finds that he is being treated squarely and honestly it is then up to him to help get the quantity of milk, and thus cut down the cost of production. No matter on what basis the factory is run, we should co-operate together at all times. Our interests are mutual. Let us bear this in mind and talk it more to our patrons and get them to work with us, not only in increasing our milk supply, but when we find a patron who is producing us a clean, sweet milk, and making a good profit, let us urge him to encourage others pointing out to him the direct profit that he derives out of the increased run at our factory. Touch your patron's pocket book in your talks with him as much as possible.

Second:—Having satisfied himself that he is being treated
squarely by the factory-man, his second step will be to find out if he is feeding such feeds and in such quantities as to make the production profitable. It is all right to condemn the factory man first, but having found out that he is doing the fair thing, don't jump on to the old cow and condemn her before giving her a fair trial. Too many of us are always willing to find fault with others, to lay the blame on, and condemn others, and cannot see the faults and shortcomings in ourselves. This is wrong in our dealings with our fellow man, but we are doubly wrong in condemning our poor, good, faithful old cow, for she cannot defend herself. Let us look at ourselves carefully first, and see if we are not to blame, at least let us give the cow an honest, fair trial first.

How can we do this, you ask. Let us study the question of milk production. We must if we would produce our milk at a profit. I believe we have enough dollars invested in cows; I believe we are feeding enough dollars worth of feeds to our cows, but we do not give the question enough thought to find out if we are feeding the right kinds of feeds or not. We must study the composition of milk, and learn what kind of feeds it takes to make it. A farmer wishes to make a slop for his hogs, using 100 lbs. skim milk or whey, with 40 lbs. grain feeds; using \( \frac{1}{4} \) bran, \( \frac{1}{4} \) shorts, and \( \frac{1}{2} \) corn chop. He runs out of shorts and knows he cannot make up any more of this slop. Now, the cow takes the water and grains we feed her and makes milk. She can no more make the milk without the necessary feeds than can the farmer continue to make his desired slop for his hogs without the proportion of feeds required to make the mixture. Therefore, before we condemn the cow, let us learn what it takes to make the milk she should produce in one day, and feed it to her. There should be good, clean, pure water in abundance, for there is between 86 lbs. and 87 lbs. of water in every 100 lbs. of milk. Our barns should be warm, dry, well ventilated, and clean and sweet. Now, if our cow is being thus treated, and we have found our factory-man or creamery-man is giving us honest treatment and our cow is losing us money, we have a right to condemn the cow, fatten her, and get rid of her as soon as possible.

How are we as creamery and factory men going to assist or help our patrons in this? First, by kindly inviting and urging them to investigate us and our method of handling their business. Get them to watch the market on dairy products, and thus learn that we are pay-
ing all we can afford for this milk. Get them to study the test, and have them test with us, and they will soon find that the test is reliable. Now, if they have looked up our end of the business and are convinced that we are treating them honestly—and by our interest in them we should have shown them by this time that we are really, truly and honestly interested and anxious for their success—we should be able to now turn to them and inquire into their methods of feeding and care of their cows, the kind of feeds they are feeding. Explain to them that they may have good enough cows, and may be feeding enough feeds, but that the cows must have the proper feeds or they cannot produce the milk profitably.

We should not do this in such a way as to make them feel that we are trying to dictate to them, or trying to run their business. This requires tact, but we must get our patrons to understand that cows can be handled at a good profit.

Let us induce our patrons to keep a record of each cow, and thus locate and weed out the poor ones. Don’t encourage the occasional bringing in of a sample of one cow’s milk for one day, but recommend a systematic test.

Of course, we cannot expect to get many patrons to keep such records as our experiment stations keep, nor do I think it advisable, but I have a record that I have found very satisfactory and that is a ten days’ test three or four times during the period of lactation. If the farmer is at all interested you can get him to weigh his milk night and morning, and take samples for ten days at a time, three or four times during the year and from this one can get a very close estimate of the actual dollars worth of milk produced by each cow during the year. Too many of our patrons determine the value of their cow by the test, while some base their value on the quantity of milk given—while the actual value depends upon both and both must be considered. Too much cannot be said on this subject, but as we would like to hear from others, will conclude by saying, keep the question continually before your patrons by private talks, by good dairy papers, by good patrons’ meetings, and get the patrons to take charge of the meetings as much as possible.