ANNUAL REPORT OF THE EXECUTIVE SECRETARY CONCERNING THE ACTIVITIES OF THE WISCONSIN COUNCIL OF AGRICULTURE FOR THE PERIOD SEPTEMBER 1, 1941 TO AUGUST 31, 1942

Submitted by
MILO K. SWANTON, EXECUTIVE SECRETARY

This period has been marked by the greatest degree and the widest variety of activity that the Council has ever experienced. The war brought new developments in rapid succession. There were numerous calls to meet with committees and to confer with emergency groups, state and federal, regarding defense activities. It was a period filled with new trends and new movements, as well as the usual routine of meetings, talks, and conferences. There was no state legislative session during this period. However, federal legislation, rules, and regulations required more than the usual amount of Council attention. During this period there has been great need for inter-organization cooperation.

DEFENSE ACTIVITIES

STATE COUNCIL OF DEFENSE - As a member of the State Council of Defense, I have made every possible effort to protect the interests of agriculture in the program of national defense and in the activities of the Office of Civilian Defense. I have emphasized at all times the vital importance of food and fiber in the successful prosecution of the war and as ammunition for diplomatic relations.

CITIZENS' SERVICE CORPS - I was appointed to represent agriculture on the State Citizens' Service Corps, organized under the Wisconsin Council of Defense in connection with meeting problems of food and war goods production, civilian morale, and manpower availability.

FARM LABOR COMMITTEE - As the Council of Agriculture representative, I served with the State Defense Council Labor Committee, carrying out the request of the Board of Directors of the Wisconsin Council of Agriculture by enlisting the support of the state's educational authorities in helping to meet seasonal farm labor requirements. As Chairman of the State Defense Council's general state-wide Farm Labor Committee, I have worked to help meet the year-around farm labor shortage as well as the seasonal farm labor problem.

PUBLIC AFFAIRS INSTITUTE - As a member of the Public Affairs Institute Committee, I assisted in making arrangements for the series of Public Affairs Institutes held in various parts of the state during May. These institutes were conducted for the purpose of considering civilian war problems, such as taxation, civilian morale, inflation, and the maintenance of war goods and food production.

WAR SAVINGS STAFF - Having been appointed to represent agriculture on the State War Savings Staff, I have helped to encourage investments, as much as possible, by rural people in War Savings Bonds and Stamps.

VOCATIONAL DEFENSE TRAINING - Along with representatives of three other state-wide farm organizations, I have served on the Advisory Committee to the State Board of Vocational Education dealing with the training of people for defense activities. This advisory group has also assisted in a program of Americanization in the training of aliens.

ACTIVITIES RELATING TO TRANSPORTATION PROBLEMS

OPPOSED RAILWAY FREIGHT INCREASES IN WISCONSIN - On March 25, I appeared before the State Public Service Commission in opposition to the proposed 6% freight rate
increase on cheese and evaporated milk as requested by the Steam Railroads of Wisconsin.

OPPOSITION TO INTERSTATE RAILWAY FREIGHT INCREASES - On April 22 I appeared in Chicago before the Committee of twenty-one Railway Executives, authorized to consider adjustments under the Interstate Commerce Commission Order relating to increased freight rates on cheese and evaporated milk carried in interstate shipments. At this time I presented a statement opposing the proposed increase, pointing out that at that time milk prices were declining, farm production costs were increasing, and that the proposed 6% freight increase on cheese and evaporated milk was twice as great as the increase proposed on any other food product.

FARM TRUCKING PROBLEMS - While in Washington on April 29, W. L. Witte and I conferred with the Office of Defense Transportation relative to future truck transportation regulations. Later in Chicago I attended a conference called by the Office of Defense Transportation for the purpose of considering reduction of truck miles to conserve rubber. At that time I urged that extreme care be exercised and that a practical viewpoint be maintained so as not to weaken the bargaining power of farm organizations or cause too much regimentation over farmers in the marketing of livestock and other farm products. I later took part in conferences for the purpose of getting more consideration for farm truckers under the Selective Service Act.

OPPOSED UNITED MINEWORKERS' INVASION OF DAIRY INDUSTRY

With the first rumors that John L. Lewis and his United Mine Workers would invade the dairy industry of America, the Wisconsin Council of Agriculture went on the alert to gain as much factual information as possible. Contacts were made with dairy leaders in Michigan and New York, as well as with the Free Farmers, Incorporated and the New England Co-operative Council. The propaganda and methods employed by the United Mine Workers, District #50 were studied, and on March 9 a state-wide conference of Wisconsin farm leaders was arranged by the Council. That conference unified and co-ordinated the opposition among dairy groups and farm organizations to the U. M. W. activities. The Council arranged another such meeting at Madison June 11. The Council has since taken the lead in a program of resistance, helping to build support for co-operatives and farm organizations and helping to enlighten farmers as to the many services rendered by their own tried and true organizations as compared with the empty promises of the would-be dairy saviours - the U. M. W., District #50.

1941 GET-TOGETHER CONFERENCE

PROGRAM - The Thirteenth Annual Farmers' Get-Together Conference was held in La Crosse at the Vocational School Auditorium and the Stoddard Hotel, November 13 and 14. The theme of the Conference was, "Agriculture - Its Present and Post-War Problems." In his opening message, President Hutter stressed the important functions of farmer co-operatives during the war emergency. The future of livestock marketing and the post-war problems that agriculture might face were stressed during the forenoon session. At the noon luncheon, the importance of dairy products in the diet was explained by Dr. Henry T. Scott. The policies of the Council and the fight against butter substitutes featured the afternoon session. A tour to the Soil Erosion Control Station at Grandad's Bluff preceded the evening banquet which included the "Heart of the Butter Bowl" Presentation stressing the fact that western Wisconsin is in the "Heart of America's Butter Bowl." John Brandt pictured the farmer in the present emergency.

THE BUSINESS SESSION on November 14 met for the first time with the enlarged delegate body. Seventy-six delegates were present. Resolutions pledged loyal support to national defense, prevention of unfair oleomargarine practices, release of stored wheat surpluses for feeding purposes, the establishment of price ceilings on
agriculture when comparable price ceilings are established for industry and labor, support for dairy promotion and research activities, interstate reciprocal agreements for rendering plants, adequate allocation of materials for farm machinery, imposition of sanitary import restrictions, and extension of 3\(\frac{3}{4}\) per cent interest rates on Federal Land Bank and State Annuity Board Loans. Resolutions were passed commemorating the contributions to Wisconsin agriculture made by Archie Broyold and R. M. Orchard.

TAXATION

During the year it was agreed that before the next legislative session, a committee should be appointed to study taxation problems. The study, which has only begun, included the question of over-all real estate tax limitations and the importance of providing funds to meet such needs as education, research, and the proper care of unfortunates. Equalization of the tax burden, broadening of the tax base, and means of making taxation and good government more directly felt by more people are being considered.

SERVICES AND ASSISTANCE

OPPOSED SAUK PRAIRIE FOR U. S. POWDER PLANT - The Council opposed the use of fertile Sauk Prairie for the U. S. Powder Plant. Use of Sauk Prairie was considered to be contrary to good land zoning because other less fertile areas were available with good power, transportation, population, and topography advantages, and because taking Sauk Prairie would block out an excellent food producing area.

A. A. A. REGIONAL CONFERENCE - I represented the Council at the regional A. A. A. planning conference in Chicago held for the purpose of setting up 1942 production goals. At this Conference I urged that government wheat not needed for milling be released for feed purposes, and that corn planted for silage should not be included in corn allotments.

COOPERATION WITH VARIOUS DAIRY GROUPS - The Council co-operated with the United Dairy Committee of which I have been a member. I worked with the National Dairy Union in opposition to dairy-substitutes and with the Wisconsin Buttermakers' Association with respect to milk diversion. I took part in the program of the University of Wisconsin Dairy Manufacturers' course. I assisted the Wisconsin Swiss and Limburger Cheese Producers' Co-operative against the efforts of the Internal Revenue Department to levy back taxes on member cheese factories. I contacted U. S. Senators and Congressmen as well as the Federal Food and Drug Administration, urging federal standards for ice cream comparable with Wisconsin's standards.

FEDERAL ACTIVITIES IN WASHINGTON

COMPARABLE PRICE CEILINGS - In January, I went to Washington to work with the National Milk Producers' Federation, the National Council of Farmer Co-operatives, and representatives of other farm organizations in an effort to have price ceilings established on wages, salaries, and industrial goods, as well as on agricultural products. At that time, we supported the 'wage parity index formula' designed to keep farm prices more in line with wage rates and industrial prices.

CONFERENCE WITH HENDERSON REGARDING DECREASE IN FARM PRICES APRIL 29 - Because price of milk going into cheese and evaporated channels had dropped about 15 per cent from January 30 to March 15, I went to Washington in April with farm representatives from Wisconsin and Michigan, at the request of the Producers' Committee of the National Evaporated Milk industry in an effort to prevent any further lowering of milk prices. We pointed out that this would curtail future production, handicap farmers, and strengthen the efforts of the United Mine Workers to invade our dairy
industry.

APPEARANCE AT PUBLIC HEARINGS

RENDERING PLANT RECIPROCITY - I appeared on two separate occasions presenting factual information to the State Board of Health in support of granting reciprocity to out-of-state rendering plants, whenever the laws of adjoining states relative to livestock sanitation were comparable with our own. This was in harmony with the resolution passed at the last Annual Meeting for the purpose of breaking the rendering plant monopoly and giving farmers fairer returns.

BEFORE THE PUBLIC SERVICE COMMISSION - I appeared on March 25 in opposition to proposed freight rate increases on cheese and evaporated milk.

BEFORE RAILWAY EXECUTIVES - I appeared at the hearing in Chicago, April 22, before twenty-one railway executives authorized by the Interstate Commerce Commission to consider freight rate increase on cheese and evaporated milk.

CO-OPERATIVE ACTIVITIES

COOPERATIVE WEEK - As a member of the State Co-operative Week Committee, I assisted in arranging radio and other programs designed to stress the advantages and the significance of the co-operative movement in Wisconsin.

COOPERATIVE INSTITUTES - I spoke on the programs of several Co-operative Institutes and I appeared at the Annual Meetings of a number of Wisconsin farm co-operatives.

COOPERATIVE EDUCATION - We at the Council office exerted efforts to have the State Department of Education put co-operative teaching on a sound, practical, business-like basis. We enlisted the aid of sound co-operative leaders and opposed certain influences that were attempting to have co-operative education put upon an unsound, propaganda basis.

MISCELLANEOUS ACTIVITIES OF THE COUNCIL

SELECTIVE SERVICE - I worked particularly with Col. Cuno and officials of the State Selective Service Headquarters urging as a sound basic policy, the deferment of those essential to agriculture's war effort.

RURAL ORGANIZATION LEADERS' CONFERENCE - The Council co-operated with the Rural Sociology Department, College of Agriculture, in arranging the Rural Leaders' summer conference, held at Mauston, June 9, 10, and 11. Mrs. Swanton was a member of the Program Committee for this Rural Organization Leaders' Conference.

FARM INSTITUTES - I co-operated with the Agricultural Extension Service by appearing on several Farm Institutes, advocating fair price ceilings for farm products, opposing the invasion of dairy substitutes, and stressing membership loyalty to existing farm organizations and cooperatives as against the John L. Lewis movement.

NATIONAL DAIRY PROMOTION - This year, as in the past, the Council co-operated with the efforts of the American Dairy Association and the National Dairy Council to increase the consumption of milk, cheese, butter, evaporated milk, and ice cream.

TRESPASS PROBLEMS - We assisted individual farmers and a few cranberry growers in their efforts to halt losses due to trespassing.

HONEY INDUSTRY - I worked with some of the leaders in the honey industry relative to publicizing the health values of honey and the use of honey as a substitute for sugar.
STATE FAIR - I served on the State Fair Dairy Day Committee and on the State Fair Poultry Committee in preparation for the 1942 Wisconsin State Fair.

RADIO - The Wisconsin Council of Agriculture has maintained regular monthly broadcasts throughout the year over State Stations WHA-WLBE. In addition to this, I took part in five other special broadcasts during the year.

JOINT MANAGEMENT WITH WISCONSIN DAIRY INDUSTRIES ASSOCIATION

On January 1, 1942, in accordance with an agreement reached December 25, 1941, between the Executive Committees of the Wisconsin Council of Agriculture and the Wisconsin Dairy Industries Association, I assumed the position of General Manager of the Wisconsin Dairy Industries Association, with the understanding that I would devote on-third time to W. D. I. A. and two-thirds to the Council. To make office supervision more effective, the W. D. I. A. headquarters were moved to the sixth floor of the Tenney Building next to the Council office and Mrs. Swanton was assigned the responsibility of office management and the keeping of financial records for both the W. D. I. A. and the Council. The affairs of the two organizations, their policies and their activities, as well as their accounts, have been handled on an entirely separate basis. Therefore, this report applies only to my activities in connection with the Wisconsin Council of Agriculture. Also, the summary of events and activities submitted herewith applies only to the Wisconsin Council of Agriculture.

STATISTICAL SUMMARY OF MY COUNCIL ACTIVITIES

<table>
<thead>
<tr>
<th>Activity</th>
<th>Miles</th>
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<tbody>
<tr>
<td>Travel - Driving my car (Mileage home to office not included)</td>
<td>6,188</td>
</tr>
<tr>
<td>Riding with others</td>
<td>2,536</td>
</tr>
<tr>
<td>By train and bus</td>
<td>5,785</td>
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<tr>
<td>By Aeroplane</td>
<td>140</td>
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Total distance traveled... 14,629

CONFERENCES - 56

TALKS - 60

HEARINGS - 4

RADIO BROADCASTS - 16

COMMITTEE MEETINGS - 28

GENERAL OR ANNUAL MEETINGS (I Attended Not As Speaker) - 9

MISCELLANEOUS - Preparation of reports, articles, and news releases. Work in connection with questions and problems relating to transportation, education, defense, agricultural economics, etc. Correspondence, interviews, etc.

RECOMMENDATIONS

In addition to this summary of activities, I venture to make a few suggestions based on observations up to the present. The Wisconsin Council of Agriculture and its affiliate members will, of course, continue to make every possible effort to cooperate with our nation's war program. In this cooperation, let us work more as advisors and leaders taking part whenever possible in the formation of plans and policies affecting agriculture. Let us work to make the Council of Agriculture a bulwark for stronger farm organizations and co-operatives as our best means of maintaining the independence of agriculture and as an antidote
against any threatened invasion of our dairy industry by the United Mine Workers, District #50.

Let us consider it an obligation to inform citizens and government officials relative to the basic importance of agriculture. To do this, we must aid in a broad educational campaign concerning the problems of agriculture. Let us continue to insist that the best way to prevent inflation is by the nation-wide adoption of equalities of sacrifice and opportunity for all groups and classes. Let us be ever mindful in this present war emergency that our first job is in the field of sustained production. Let us insist that this production can be maintained by a practical approach to the problem of manpower shortage and by adopting an equitable price policy as between agriculture, industry and labor. Let us think carefully and clearly and act accordingly on the proposed program of farm price subsidy and farm labor subsidy.

Let us consider an adequate supply of farm machinery and farm machine parts as being just as basic to food production as the machine tool industry is to the production of defense materials. Let us fight to maintain our dairy standards and, if necessary, accept a program of rationing rather than a reduction of our butterfat standards in dairy products. Let us give thorough consideration to the problems of taxation. Let us assist in the development of co-operative teaching on a sound, practical, educational basis rather than on the basis of unsound propaganda. Let us keep in mind that our farm organizations are needed today more than ever. They need strength through our loyalty. Those in charge of the prosecution of this war need the sound advice of agriculture and its leaders in this time of emergency.

Respectfully submitted,

Milo K. Swanton
Executive Secretary