COÖPERATION AND BRAND

A. J. Steffen, Milwaukee

I am one of those who believe that reforms come slowly. The thing that is possible for us to do is relatively small in our own respective community. Coöperation is the watchword and will continue to be in all man's seeking to uplift—to do something along the lines of making it better for those to live who come after us. But when we consider the cheese industry, one of the largest industries in Wisconsin, if not the largest, the dairy industry as a whole if you please, you have a gigantic situation confronting you if you seek to improve, or if you seek to establish laws or principles, governing the manufacture and sale of those products.

One of the most important things to consider will be the question of licensing cheese factories and creameries. I believe it will solve a great many needs toward improving the quality of the cheese made in the state of Wisconsin, if the cheese maker is licensed. The licensing of factories, in some states has been accomplished and is looked upon as the solution of the poor cheese which has been produced in the past. It may or may not prove a solution in time to come. I remember some twelve years ago, when Dr. Gore, of the city of New York, attempted to better the milk supply of the city of Rochester. The United States Government issued bulletins upon the admirable work he had been doing. Dr. Gore, three years ago, admitted the milk supply of Rochester was no better than it was twelve years ago. After all, he was dependent upon the producer. He could not make the conditions better without the coöperation of the producer in his immediate vicinity, and this he was unable to accomplish.

The next question is the one affecting the brand of cheese. You have appointed a committee to consider the branding of Wisconsin cheese. Some men are imbued with enthusiasm, and believe that every cheese going out of Wisconsin should have a Wisconsin brand fixed to that package. You are dealing with a perishable product, as you all know. Bear well in mind that that cheese is just as apt to spoil after it leaves your hands as before, and that after all, the quality of that cheese is dependent upon the care in handling it. Your cheese may be a very fine cheese, but poor handling may spoil it, before it is put on the consumer's table. If you are going to brand that cheese as produced in Wisconsin, it is necessary to see that it is put in proper cold storage, in order to be deserving of the brand of Wisconsin cheese.

Another suggestion has been made and that is, that cheese factories are entitled to some protection in their respective communities from other factories being built within a half a mile or a mile. In all deference to your opinion, the moving picture operator in Milwaukee, the little delicatessen store, the butcher and the baker is in the same position you are in the country. He is not needing any more protection than you are needing. Go slow in attempting reforms in this gigantic industry, for if a wrong step is taken, it may retard rather than advance, this great, if not the greatest, industry in Wisconsin.

Discussion

Mr. A. Kookmann, Grafton: I would like to ask if he thinks in order to build a factory, a man ought to have a permit from the state factory inspector. Here in Milwaukee, I understand, if a man is a milk dealer, he has to have a permit and license, something or that order. Suppose I am running that factory, and suppose the farmer should go to work and build a factory, do not you think those farmers ought to have a permit from the state?
Mr. Steffen: I don't believe the permit may cover a great many things. The state factory inspector considers the rights or the benefits of the community as a whole. I don't believe it is wise to place any restrictions upon any business so long as that business conforms to the law, produces a clean commodity.

Mr. Kookmann: A city milk license does not prevent anybody from doing business in the city of Milwaukee.

Mr. Steffen: It is a business of the city of Milwaukee to license a milk establishment. There is no known way, if he complies with the law, in which you can prevent that man from doing business. Neither do I believe that there should be any law enacted that would prohibit a cheese man or creamery man from building in a community. Of course, there are certain conditions involved in this controversy, if the man is not able to hold the patronage, you may have all the law that you please upon the books of Wisconsin enacted for your own protection, and yet there is nothing to prohibit those men from hauling their milk in another direction. There is no known way in which you can compel the citizens of the state to buy their meat, or whatever they will, in their community. Perhaps they should be licensed, but the license is for the purpose of seeing that the commodity is clean. As long as that individual keeps that store or business in a reasonably sanitary condition, that is all you can ask of that law.

I would say again, cooperation is going to be the coming thing. Be careful of enacting any legislation which will tell any man in this state that it will require five or ten thousand dollars to do business. It is a dangerous thing to establish, and I believe if you consider it in that light, you will see my point. Cooperation is the watchword.

Mr. Kookmann: I think this co-operating business will put the cheese maker right down to a hired man. If I were a young cheese maker, I would not work in a co-operative factory.

Mr. Steffen: I am not talking for the cooperative. I don't see why the man with the privately owned factory cannot cooperate with the other privately owned factories. If cooperative factories can give the farmer the kind of service he desires, he will build cooperative factories. After all, the milk producer has got the upper hand of the cheese maker. You are compelled to give the producer of the milk the kind of service he requires, and if he believes that the cooperative factory is the thing he ought to have, he will have it. I believe a privately owned factory should give the farmer the kind of service he desires. Bear you in mind this fact, that you cannot deny the milk producer what in his opinion is right. If we are producing milk and we believe we could get together and build a factory of our own, that would be our privilege.

Chairman: Mr. Steffen, you say that the cooperative factories will give the farmers the service they want, but so far as I have observed, they have not done that.

Mr. Steffen: You cannot deny the opinions of these people producing the milk. That sentiment is growing and it will probably go on until the sentiment will go the other way. Public opinion will hang a man.

Mr. Roache, Minnesota: It is a fact that cooperative factories may give the farmers better satisfaction, if properly managed. If there is a wrong man in it, it is good night.

Mr. Steffen: Public opinion is fostered and growing along a certain line and it is absolutely impossible for the cheese maker to go against that sentiment. If it is mismanagement, the privately owned factory will come in and stay for a number of years after that. It all depends on the man behind. It should be your duty, gentlemen, to solve these problems in a reasonable and rational way and to give the producers the kind of service they should have. I don't believe you have been doing your best to meet these problems that have been discussed from time to time. I believe if you will work just a little harder, put in just a few work licks, so to speak, you will benefit Wisconsin's great dairy industry.
Mr. Roache: I am sure in Minnesota that 80 per cent of the factories are coöperate factories, and the coöperate factories are most successful in Minnesota and the same with creameries.

ADVANTAGE OF COLD STORAGE AT THE CHEESE FACTORY

H. A. Kalk, Sheboygan Falls.

I am going to tell you the advantage of cold storage as I find it at my cheese factory.

You will have no extra expense on the cheese and will save the cold storage charge of ½ cent a pound or more, depending on how long you want to keep the cheese in storage. As it is not far to haul the ice at my factory, every farmer helps with team or by hand, and in two days we have the ice stored for our summer’s use, as my farmers are all willing to do that for the cheese factory. They see it is for their own benefit.

In case you have pin holes, gassy milk or a little soft cheese, put them in the cooler; then the hot summer days won’t bother you much. My cheese is paraffined three times a week in summer; some paraffine every day; then weighed and boxed, and then put in the cooler till sold. You have no mould to rub off your cheese; there will be no fat to run off your cheese in the hot summer days.

You can make the cheese a little softer, get a bigger yield and have a milder flavored cheese. It is a cold or cool place that the cheese wants, and it won’t be long before every factory will have its own little cold storage plant.

Discussion

Chairman: Mr. Kalk, do you put your cheese in the cold storage immediately after taking it out of the press in the morning?

Mr. Kalk: No, I carry it until afternoon and then I put it in cold storage.

Mr. J. B. Fillinz, Boltenville: Do you paraffine every day?

Mr. Kalk: About three times a week. Just as quick as it is dry.

Mr. Aderhold: How much ice do you have to put up?

Mr. Kalk: The ice-house is about 12 x 12 and 18 feet high and I fill it up.

Chairman: Two feet square, about 500 cakes of ice will cool any factory.

Mr. Aderhold: What arrangement have you for keeping ice in the cooler?

Mr. Kalk: I have got a little shelf in there, about as big as a table and I put three or four cakes of ice in there and that keeps it about 45. Sometimes it comes up to 48.

Chairman: The best success I have had with a cooler I fill it up about once a week and I put in twelve cakes of ice. That refrigerator is 10 x 12 and I have got a little space made off, 3 x 8 and I have got circulation in the cooler, and then I bring in the ice, I take it in from the outside, and I can keep that cooler down to 60 in the hottest weather in summer. I think that is pretty fair for the refrigerator and when it is not so hot, I can keep it around 52 or 53.

Mr. Kalk: I don’t have to put ice in from the outside, just put it through the sliding door. I do not have to go outside at all.

Mr. Boldt: Why would not it be a good plan to have the ice on one side and the cold storage on the other, really have the cold storage one big ice-box and have a partition between and a little circulation at the top?

Mr. Kalk: It takes a good deal more ice. We have got a neighboring factory that has a cold storage plant and in the middle of August his ice is all gone.