

Last April when I was in Washington D.C. in the interest of the present Dairy Bill HR 6500, it came to my attention more forcibly than ever before that even though we do have federal programs whose aim is to increase the farmers income we still have much that can be done with the dairying industry starting with the individual farmer. I believe that there is still much room for the promotion of a quality dairy program and the standardization and grading of dairy products. When this has been properly taken care of it seems to me that we are in a position, as dairy farmers, to promote a sound dairy advertising program. We have permitted our competitors to come in and take much of our trade away from us. We cannot blame our competitors for this, as the dairy industry alone is the fault. We can, I believe, recognize the type of work that the competitor has been doing and profit from those experiences. As I have said many times at meetings here in the county, it is now time that the dairy industry, as a whole, should be on a sound advertising program using every known means of advertising possible -- including newspapers, billboards, monthly magazines, radio, posters, commercial exhibits, and so on. We cannot gain by condemning our competitors. We can, however, tell the consuming public that there is only one butter, that there is only one cheese, and there is only one milk. These are products of the dairy industry that have and need no substitutes. A substitute to me means something that can take the place of something else. In the diet and in the home there is no substitute for dairy products.

CROP IMPROVEMENT

As the crops grown in the County are cheaper by far than market feeds, we have on every hand encouraged the use of selected high quality seed and have recommended well prepared seed beds. It has been estimated that 50% of the corn raised in St. Croix county this past year was from Hybrid seed. Farmers are reporting on the average, a 20% increase in corn yields through the use of Hybrid seed. This means that we can get more seed per acre than from our open pollinated corn. By cutting down the corn acreage we can increase our permanent Hybrids and permanent pastures to the extent that we can raise much more seed than we previously had and even our hay and pasture crops can be improved by the use of commercial fertilizer and lime. In other words, by the use of properly prepared seed beds and the use of the right crops we can increase our income by decreasing our cash expenditures.

HOME ECONOMICS WORK

Mrs. Jake Zeeveld of Hammond, Mrs. Oscar Hanson of Woodville, and Mrs. Gust Gillis from Glenwood City, were the three Center Chairman of Homemakers groups this past season. These three women have been responsible for much of this work. Miss Wealthy Hale, Extension Specialist in Home Management, met with the leaders from each of the 26 clubs in the county from time to time and brought to them important material which could be taken back to their various clubs for use by the 389 homemakers in the county taking this work.