

Milwaukee Cooperative Milk Producers was organized in 1916 under the name of the Milwaukee Milk and Cream Shippers Association, succeeding a voluntary organization of the same name. Membership in the cooperative is limited to producers, each subscribing for at least one \$10 share of capital stock. Although a member may buy stock aggregating \$1,000, the cooperative principle of one-man one-vote is followed. When a stockholder moves away or for any other reason ceases to use the services of the cooperative, his stock is redeemed. The expenses of the association are met by commissions on each 100 pounds of milk sold by members, the commissions being deducted by the distributors from the milk checks payable to the producers. In order to make available to the producers market reports and other information affecting their interests, the co-op publishes a monthly house organ, the Milwaukee Milk Producer.

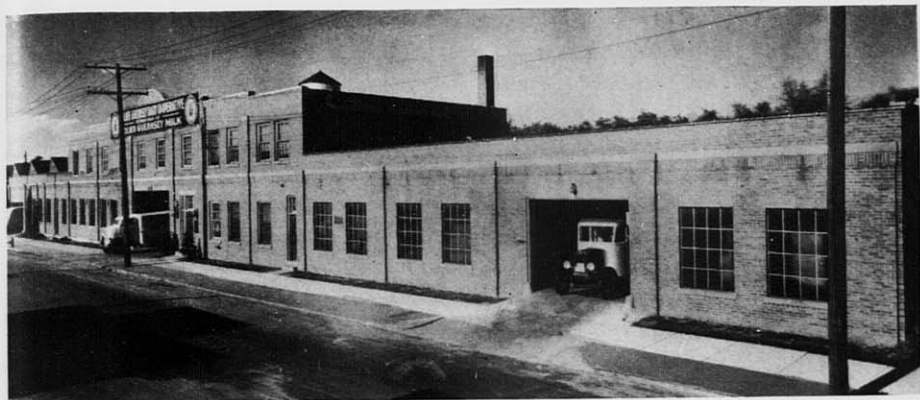
Madison Cooperative Guarantees Payment to Producers

Madison Milk Producers Cooperative Association.—Another bargaining organization is the Madison Milk Producers Cooperative Association, organized in 1922. Its 450-odd patrons received more than \$865,000 for milk sold in 1939. The association assigns each producer to one dealer, and guarantees payment to the producers, who are paid by the dealers. There are some unusual problems to be met in the Madison fluid milk market, because in the fall the population is enlarged by an influx of 12,000 students.

To insure quality production, the farmers have made large investments in equipment such as modern cooling tanks and insulated trucks. They cooperate closely with the local health department. It is estimated that Madison has a higher per capita consumption of milk than any other city in the State, and the consumption rate is among the highest in the entire country.

Bargaining for the prices to be paid producers for their milk is the cooperative's chief job. In addition it operates, through a subsidiary, the Madison Milk Producers Cooperative Dairy, a large Swiss cheese factory, thus utilizing excess market milk. In the factory there is a retail counter where cheese and miscellaneous supplies are sold to producers through their haulers. The cooperative also employs a full-time salesman who operates a cheese jobbing route in Madison.

Guernsey Milk Producers' Cooperative.—At Waukesha about 20 miles west of Milwaukee is located the Guernsey Milk Producers' Cooperative, which is primarily a bargaining association that disposes of milk in the markets of Milwaukee, Chicago, and Waukesha. In addition it owns and operates 7 or 8 milk-hauling trucks and a receiving plant at Wales, where surplus milk is manufactured into butter. It purchases dairy supplies for members, and handles the producer pay roll. The association takes title to the milk of the 100-odd producer-members, paying them a pool price based on sales in Milwaukee, Chicago, and Waukesha. Milk and dairy supply sales aggregated over \$500,000 in the fiscal year ended October 31, 1939,



A fleet of co-op trucks of the Golden Guernsey Dairy Cooperative delivers milk and cream over more than 100 retail routes to the doorsteps of thousands of Milwaukee residents.

and receipts from trucking, plant charges, and other sources of income amounted to more than \$100,000.

Guernsey breeders of Waukesha County have maintained for many years high standards of quality in the milk produced. "Guernsey Grade A Milk" from the farms of a small group of these producers was being sold in Milwaukee as early as 1923 through a private dairy. Late in that year, however, the dairy proposed to eliminate the word "Guernsey" from the bottle cap. This was so unsatisfactory to the Guernsey breeders that they decided in 1924 to organize cooperatively in order to sell their milk as a Guernsey product. They made arrangements to ship the milk to private companies in Milwaukee and Chicago that would label the bottles "Golden Guernsey Milk." Four years later the Milwaukee distributor was bought by a chain store which was unwilling to handle the trade-marked milk. Faced with this problem, the producers decided that they would themselves go into the distributing business in the Milwaukee market. Thus the producers' co-op

became the parent organization of the Golden Guernsey Dairy Cooperative, which is today one of the two large cooperative distributors in Milwaukee.

Co-op Distributors Serve Thousands of Consumers

Cooperative dairies are distributing milk to the doorsteps of thousands of consumers in various Wisconsin cities—including Milwaukee, Madison, Superior, Kenosha, Sheboygan, Appleton, Watertown, and Fort Atkinson.

Golden Guernsey Dairy Cooperative.—Largest is the Golden Guernsey Dairy Cooperative in Milwaukee, which made sales of milk and cream in 1939 aggregating more than \$1,350,000, and sales of other dairy products amounting to over \$290,000. From the dairy farms of approximately 300 patrons, the association's insulated trucks collect milk and deliver it to the co-op's plant. In addition to the large sales of fluid milk and cream, the association sells chocolate milk and skim milk, and disposes of a limited amount of surplus milk by the manufacture and