



*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

sale of butter, cottage cheese, powdered skim milk, and ice cream. More than 100 retail routes and 9 wholesale routes are operated, and other outlets have been developed by the maintenance of an ice cream parlor in the city, and the construction of three roadside "Milk Jugs," where milk drinks, ice cream, and other refreshments are served.

No surplus milk problem exists for the distributing cooperative since it takes the milk of the producers only as it needs it, leaving the balance in the pool of the Guernsey Milk Producers Cooperative. The up-to-date main plant has a valuation of \$260,000. Operation of a new ice-cream plant was begun in 1940. The Golden Guernsey Dairy Cooperative is financed on a capital-stock basis. It was organized in 1929, and in 1939 paid cash dividends aggregating over \$45,000.

### Customers Kept Informed of Marketing Situations

The association has developed unusual relations with employees and customers. A junior board of directors is elected by employees and one member attends all regular board meetings. Employees also have the opportunity to purchase preferred stock. The cooperative follows the practice of informing customers of marketing situations and problems and the reasons for the adoption of certain operating policies. All through the winter customers and their friends are invited on designated evenings to visit the dairy in order to observe all departments in operation, and to enjoy dairy pancake parties.

Products of excellent quality, low surplus, a rapid and steady growth, sufficient financing, stable and progressive management—these are some of the factors that have contributed to this co-op's success.

### Dairy Distributers Cooperative Retail in Milwaukee

*Dairy Distributers, Inc., Cooperative.*—Another organization that retails milk in Milwaukee is Dairy Distributers, Inc., Cooperative of Watertown, Wis., which in 1940 succeeded the Watertown Milk Cooperative Association.

The Watertown Association was organized in 1921 for the purpose of selling the milk of its members. When the plant at Watertown was completed on April 1, 1926, the cooperative began delivery of the members' milk to the Chicago market. The association withdrew from that market in 1931, and in the following year sponsored the organization of Dairy Distributers, Inc., in Milwaukee, in order to retail producers' milk there, and to establish a permanent direct market in that city for the cooperative members. Subsequently, milk of non-member patrons also was handled. Milk available for the Milwaukee market that is not needed there, is combined in the Watertown plant with milk from the other members of the parent organization, and manufactured into butter, milk powder, and other dairy products.

Activities of the Watertown association were expanded in 1938 when evaporating and canning operations were started. The two plants in Watertown and Milwaukee now have