

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

a total value of about \$600,000. One manager serves both plants. Orange-ade and tomato juice, as well as dairy products, are sold on approximately 72 wholesale and retail routes. Three of the retail trucks are used to make sales to factory employees during the lunch hour. The employees' pay roll amounts to more than \$5,000 a week. The business of Dairy Distributers, Inc., Cooperative in the fiscal year ended April 30, 1940, amounted to \$1,138,000.

Other distributing associations.—Other milk distributing associations in Wisconsin include the Twin Ports Cooperative Dairy Association at Superior and the Kenosha Milk Producers Association.

The Twin Ports Cooperative receives milk from both Wisconsin and Minnesota farmers, and markets it in Superior and Duluth, distributing to retail stores and not directly to consumers. It has pioneered in bottling milk in paper containers. Substantial quantities of butter and milk powder are produced and marketed. Butter not sold locally is marketed through Land O'Lakes Creameries. Business activities for the fiscal year ended September 30, 1940, aggregated \$750,000.

The Kenosha Milk Producers Association carries on a variety of business activities for approximately 185 patrons. It bargains for the price to be paid the producers who deliver milk to private dealers in the Kenosha market, and also owns and operates two plants. The co-op not only makes more than 50 percent of the retail sales in Kenosha, but also sells at wholesale to other distributors in this market. About 60 of the patrons are "Chicago Grade A men," whose milk the association ships

to the Chicago market. The cooperative sold fluid milk in 1939 aggregating over \$375,000; butter, \$50,000; and cream for manufacturing \$2,000. It was organized in 1921.

There are several other types of dairy cooperatives in the State, including milk marketing associations, wholesale milk receiving stations, cream stations, and associations that specialize in the manufacture of a variety of dairy products.

Byproducts and Specialties Add to Dairy Income

In addition to cooperative sales of fluid milk and cream, butter, and cheese, many other dairy products are handled cooperatively as byproducts, side lines, or specialties. Findings of the national survey of farmer cooperatives show that associations in Wisconsin or neighboring States in 1936 made sales of dried milk for Wisconsin co-op patrons aggregating \$4,825,000. There were also cooperative sales of casein amounting to \$802,000; fluid skim milk to \$157,000; buttermilk \$124,000; and whey \$8,000. In addition to these products, cream for manufacturing was sold in the amount of \$2,872,000, ice cream \$31,000, and other dairy products \$654,000. It is probable that a large portion of the manufacturing cream was whey cream from cheese making and that a large portion of the sales of other dairy products was accounted for by sales of evaporated milk.

Throughout the State many dairy cooperatives of various types manufacture a number of these products as a side line. Several co-ops also manufacture large volumes of some of these products as their major activity.