

to sell the cattle of the members of the five separate groups. Buyers are escorted throughout the county to locate dairy cows of the various breeds desired—Holstein, Guernsey, Jersey, and brown Swiss—and also horses. A sales office is maintained at Barron. Each breeder making a sale through the association pays an annual \$1 membership fee, which is paid to his respective breed club. To meet the office and drivers' expenses, 5 percent is deducted from the sales price of each animal. Balances are prorated to the respective breed clubs in accordance with the sales of each breed, unless a deduction is required to maintain the reserve fund at \$1,000. During the first 2 years of operation ended November 1, 1939, the cooperative sales association handled 5,800 head of cattle which sold for nearly a half million dollars. More than \$1,500 was prorated to the five breeders' associations in sales and membership fees.

Co-ops Market Wide Variety of Fruits and Vegetables

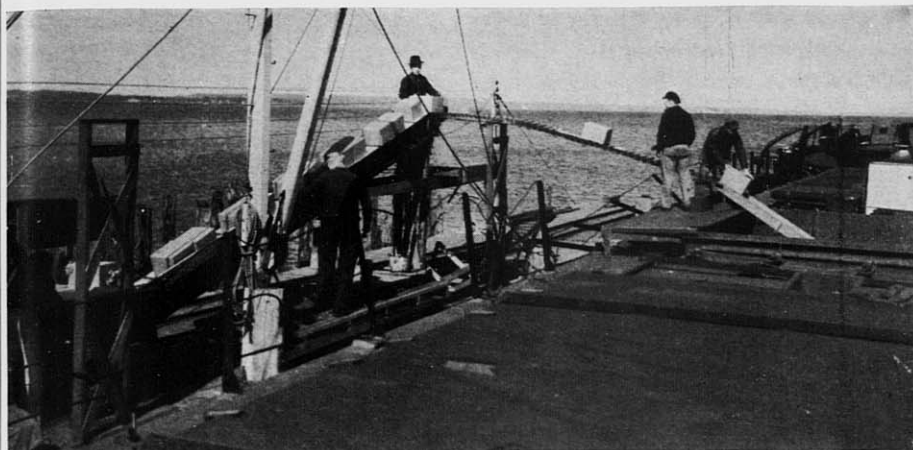
About a dozen Wisconsin associations market cooperatively a variety of graded fruits and vegetables. The co-ops are located in many sections of the State—for example, in northeast Door County, Bayfield County in the extreme northwest, in central Wood County, southwest Iowa County, and in Racine County in the southeast district. Cranberries, cherries, strawberries, and apples, potatoes, peas, cabbage, and corn raised by the farmer-patrons are sent to market cooperatively by the associations. Growers may also buy supplies through the cooperatives. Containers, ferti-

lizer, seeds, spray material and insecticides, coal, feed and salt, farm implements and machinery are among the many items bought and resold. The dollar value of both the marketing and supply business of the associations in the marketing season 1938-39 was over \$2,000,000.

Sales of cranberries led the parade of Wisconsin fruits and vegetables marketed cooperatively in the 1936-37 season, the 1937 national survey shows. Their total was \$700,000, followed by potatoes \$200,000, cherries \$190,000, peas \$44,000, strawberries \$43,000, and apples \$6,000. These sales were made by grower co-ops located in Wisconsin, with the exception of about a fourth of the receipts on cherries which were realized by Wisconsin farmers through cooperative sales outside the State.

"Eatmor Cranberries" is a cooperative brand that has obtained national recognition. The fruit produced by the 90 members of the Wisconsin Cranberry Sales Co. is marketed under this brand. The co-op is located at Wisconsin Rapids, in the heart of an area where extensive cranberry bogs have been developed by means of irrigation. The business of members only is handled and although no contracts are required, every member markets his crop exclusively through the co-op. Cranberries marketed in the fiscal year ended June 1, 1940, were valued at more than \$900,000. Supplies bought and resold to growers included boxes, insecticides, fertilizer, and marsh equipment, and amounted to more than \$65,000.

The cooperative charges a 2-percent commission on all gross sales, the proceeds from commissions being used



Cherries canned cooperatively are shipped to market on a Great Lakes barge.

to pay expenses and to accumulate a revolving fund, which is operated on a 5-year basis. The fund is used for the purchase of growers' supplies. If, when any supplies are delivered they are not paid for by a member, the amount due is deducted from the gross returns on his cranberries when they are sold. The association estimates that the use of the revolving-fund plan has been an asset of immeasurable value to the members, and an important factor in building strong membership support.

More than 30 years ago, in 1906, producers in the area evolved a cooperative merchandising plan and organized the cooperative which subsequently became the present Wisconsin Cranberry Sales Co. A year later when the New England Cranberry Sales Co. and the New Jersey Cranberry Sales Co. combined with the Wisconsin producers, the three co-ops formed the American Cranberry Exchange. From its main office in New York City and a branch in Chicago, the Exchange undertakes each year to formulate a price structure that will

result in the marketing of the entire crop of the members of the State associations. The Exchange operations have met with marked success.

Door County Peninsular Noted for Cherries

On hillsides and through level orchards of the Door County Peninsula, each spring about May 20, pure white blossoms beautify rows upon rows of cherry trees which extend as far as the eye can reach. In the Sturgeon Bay area a majority of the orchardists are members of the Fruit Growers Cooperative, which is processing and marketing the fruit of more than 600 patrons. It was organized in 1933. The bulk of the cherries is processed, being canned, manufactured into maraschino cherries, or cold packed. Factories are operated at Sturgeon Bay, Egg Harbor, and Sister Bay, and a station at Gibraltar. The growers consider that the red sour cherries of the county have an unexcelled flavor and color. The processed fruit is marketed under the