



*From the very start of the Federal rural electrification program, Wisconsin has been one of the leaders in participation.*

Most of the cooperative plants were operated by associations previously established for some other type of business; for example, creameries, milk stations, cheese factories, and oil stations. Some of these organizations selected a location favorable for frozen food-locker facilities and services and erected a building there, although the site is not adjacent to the main building of the cooperative. Other joint enterprises added an installation of frozen-food lockers in a main building, or built an addition to it for the purpose. Early in 1939, a group of farmers in Outagamie County organized an association at Greenville for the sole purpose of making frozen-food locker services available.

Although most of the earlier plants did not provide chilling facilities and cutting service for their patrons, the modern ones are installing the more complete units, and many of the older plants are being revamped in order to

comply with the 1940 Wisconsin regulations which require chilling and freezing facilities.

When properly organized and operated, this service appears to be an asset to a rural community. Furthermore, a study of locker plant operation indicates that it lends itself very well to cooperative operation.

## Breeders' Associations Improve Cattle

During 1939 a movement of considerable significance got under way in Wisconsin. Farmer cooperatives for the purpose of improving the cattle in Rock and Langlade Counties were organized and began operations, giving service in March of that year. These cooperatives offered the services of outstanding sires through artificial insemination.

By September of 1940 the movement had grown to the extent that a total of 10 counties—including an experimental breeding ring operated by the University at Madison—were offering the services of outstanding bulls through breeders' cooperative associations. From 10 to 12 thousand cows are enrolled with the prospect of at least 2 more counties, with 2,500 cows, offering the service by the late fall of 1940.

This method of cattle improvement is one which the farmers themselves, once they understand the possibilities, are demanding. By this method a good proved bull may leave 500 or more offspring in a single year. Properly used, artificial insemination cooperatives offer a tremendous opportunity for improving the cattle in the areas in which they operate.