

Reasons Why Every Dairyman and Cheesemaker Should Support Our Association.

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Wisconsin is a great cheese producing state. It has a larger number of cheese factories than any other state in the Union. It manufactures more than one-fourth of all the cheese made in the United States. No cheese producing district in America of like area produces as much cheese of as many varied styles and types as is today being made within the boundary lines of this state.

Wisconsin has all those favorable conditions necessary for the production of fine cheese of all kinds. The great variety of nutritious grasses, thousands of springs, flowing wells and lakes, containing the purest cold waters, together with temperate summers and unexcelled shipping facilities, all go to place Wisconsin in the lead as a most desirable cheese producing region.

Less than a generation ago the southern and southwestern portion of the state was given over to an industry, which in its glittering prospects of wealth, lured the venturesome spirit from all portions of the globe; and the click of the drill, the boom of the blast and the hustling activity of a mining town all told of the feverish industry that permeated the time. Fortunes were made or unmade in an incredibly short length of time by a lucky or unlucky stroke as the case might be; but the years have

slipped by and the ever-changing hand of destiny has transformed the scene. While we still have the jigs, smelters and refineries, we also have the factories and the farms, the cheese vats and the churns, which are producing the greastest revenues of the country, and Babcock test instead of the assay is largely determining the wealth of the products. The cow is today doing far more for the state than all the mines put together, and the local cheese factory and creamery are the stamp mills that bring out the value.

Yet a little while with the same devastation of the magnificent forests of Wisconsin, and our lumber kings will be no more; and left behind all through the northern and central portion of the state will be a pathway strewn with a range of stumps left bleaching in the summer sun, to be transformed into meadow and pasture lands teeming with flocks and herds; a landscape to be dotted with creameries and cheese factories; and from abandoned lumber camps and former timber districts are to abound prosperous farms and homes with the advantages of education, lectures and social life, fitting the people for the highest offices of American citizenship.

Wisconsin's success in cheese-making is mainly due to things: In the first place, of recent years every effort has been brought to bear in raising the standard of excellence to the highest point. This has been accomplished primarily by the early field work of the state dairymen's association, the teachings of our dairy school, the influences coming out of the annual meetings of our various dairy associations, and the rigid inspection, counsel, advice and numerous prosecutions accorded alike to patrons and to cheesemakers and buttermakers of cheese factories and creameries, by the the Dairy and Food Commission.

In the second place, all adulterated or fraudulent cheese of every kind is absolutely prohibited and excluded. The best, and none but the best, fitly expresses our motto. The result is that we have established a good name for

cheese in every market where it is known; a good name justly deserved because won by merit. We have waged an uncompromising war on all fraudulent cheese and have sought to place our product upon the market, whether at home or abroad, for just what it is. The true Wisconsin cheese factory brand is today a guarantee of excellence and genuineness in the best cheese markets of the world.

The more we study and investigate the dairy situation as it exists in this state today, the more we are convinced that it is the work done by associations of this kind that has largely been instrumental in developing the patriotic and humane spirit that has enabled the individual farmer, dairyman, cheesemaker and buttermaker to set aside their personal — shall I say it? — greed, in order to promote the common weal. The greatest barriers to cooperation have been and always will be, selfishness and bickerings, and these two defects have to a great extent been eliminated, or at least modified by the influences coming out of these various dairy association meetings held at different times and at different places throughout the state.

The rapid growth of the dairy interests of the state has been brought about in a large measure through the influences that have been at work through the different dairy organizations teaching the dairymen and the cheesemakers and buttermakers the value of dairying as a means of revenue and as a renovator of soils. These societies have given the dairymen powerful object lessons in the shape of improved stock and well-finished dairy products. They have been strong agencies for the distribution of dairy knowledge and the defense of legitimate dairy products from the competition of counterfeits and frauds.

The beneficial results attained by meetings such as these are everywhere apparent in renewed interest in the dairy business, in the improvement of stock, in the better care of milk, and the manufacture of a better quality of

butter and cheese, in the better preparation of all dairy products for the market, in a more intelligent study by dairymen of the questions of markets, and general uplift to the whole dairy business. Curiosity is aroused by the novelty of these conventions, and those drawn into the meetings become interested in the practical discussions which are held, and are thus led to give to their business more careful and intelligent thought.

This association has from year to year employed a traveling cheese and dairy instructor. Work of this kind has given general satisfaction in the territory over which this organization operates. I am credibly informed that there is an increasing demand among the local factorymen and dairymen for the services rendered by means of this system of dairy instruction.

Factory owners, factory managers, factory makers and factory patrons should aid this and like associations by associating themselves with such, as active working members, in the mission of reaching that class of dairymen and factorymen who are still in the dark, but who help to make the reputation of our dairy products as much as those of us who avail ourselves of the benefits to be derived from these sources of information. As they are the beneficiaries of the work of the association, they should be sharers in its work and thus receive the double blessing of giving and receiving.

Let us all join hands to make the Southern Wisconsin Cheesemakers' and Dairymen's Association, and indeed all associations, devoted to cause of dairying and allied subjects, strong and powerful organizations, powerful in teaching to every dairyman, every cheesemaker and every buttermaker who is teachable, within the borders of this state, the true principles of dairying to the end that Wisconsin shall continue to be what it now is, the grandest and best dairy state in the Union.