

pect to have guests from Norway, but we are indeed glad you are with us.

Mr. Bain, will you introduce your four pals? They are from London, Ontario, Canada. It has been my pleasure to be with them at various conventions. I have always had a very good time, and received a cordial welcome.

(Mr. Bain introduces London, Ontario, guests.)

PRES. KOPITZKE: At this time we are going to hear from Mr. Bain, who will speak on the good neighbor policy. He is a professor of dairy science at London, Ontario. I am happy to present Mr. J. M. Bain.

MR. BAIN: Mr. President, Ladies and Gentlemen: First, I want to put your chairman straight on one or two points. The first is that I am not a professor of dairy science or anything else. I might have been a professor, but I heard so many stories about absent minded professors that I changed my mind and became a cheesemaker. Since that time I have been affiliated with the Provincial Council, which is similar to your state department here.

Now that I have that cleared up, I want to say that it is certainly a pleasure and a privilege for me to once again bring greetings from Canada to the cheesemakers of Wisconsin, and to meet the various friends that we have made by coming over from year to year.

I want to say, Len, we have always enjoyed having you, or some of your associates, come to Canada to attend our convention. We hope there will be a group coming over in January. Len can give you full particulars.

I know you are running late on your program, and having to do in Canada with conventions and organizing programs, I know the consternation of the chairman when it comes to running late. So I think rather than tell you about our coming convention, I will leave that to Len as I don't want you to blame me for keeping you late. Along that same line of thinking, I will make my comments very brief. As I said before, we enjoy coming to the convention. I try to get a group to come over each year. We get new ideas, and we are particularly interested in your exhibit of dairy machinery.

Looking back at the history of cheesemaking in Canada, the United States has played a great part. The first cheese factory

was started and operated by an American in 1864, and by 1900 we had over a thousand cheese factories operating, and we export cheese from the country — 205 million pounds of cheese, as well as supplying our domestic needs. So you see, we have definitely an interest in cheese making in this particular country. Agriculture depended largely on cheese in the early years, and the heritage of rich farm land handed down to us came from the production of milk, and in those days the making of cheese. It was one of the stable forms of agriculture, and one of the main incomes of the producers. Since that time the volume of cheese made in Canada has decreased, and just what may happen in the future, we are not sure. It will depend largely on the producers, the operators, and the government officials, as to what the outcome might be. Producers and operators will first of all have to realize that public opinion is steadily changing and becoming more quality conscious and demanding better quality and uniformity if their product is to sell in competition with other foods available to the consumer. Now we, of course, as cheesemakers, in the dairy business, know that cheese is one of the most perfect foods we have, but I don't know whether all of the consumers know it or not. Our consumption is increasing at a very slow rate. Speaking of government agencies, they can be of great assistance where marketing problems are concerned. However, we sometimes feel that there are regulations put through by governmental bodies that aren't too well thought of, and this year in the cheese business in Ontario, we have not been too happy. We this year had approximately an 80 million pound contract for cheese with Great Britain, and commencing the first of May the allotment began, and all cheese was requisitioned and went overseas. That automatically set the price of our cheese, and nets the factory operators around 27c a pound. It varies as to localities, which will pay \$1.25 to \$2.25 per hundred of milk. All other dairy products are on an open market; and with a set price, you can understand what might happen in the cheese business. Due to displaced differential, cheese declined 15 per cent, and in the month of September was down 20 per cent. The cheesemakers are not very happy. I told a story not long ago in one of our counties where there are a lot of lakes. We also have an airport there. We have a few planes, you know. They do a little bombing practice over the lake. The cheesemakers are pretty good fellows. They like to accommodate their patrons. One day a producer came in with his milk, and said to the cheesemaker, "I want to take the day off. I want you to milk my cows for me." The cheesemaker said, "I'll be glad to. Go ahead and enjoy your day." So off he went, and when the cheesemaker fin-

ished his work, he started over to the farm to milk the cows. When he came to the farm, the cows were in the lane, and the cheesemaker decided to milk them there rather than put them in the barn. Just as he started milking the planes started target practice. They had a target out in the lake which they were supposed to hit with the bombs, but through some misunderstanding they released a bomb and struck the cow the cheesemaker was milking. Away went one of our dairy cows. Somebody asked, "What happened to the cheesemaker?" Well, he was left holding the bag. We feel that the cheese industry is holding the bag this year.

We have just one thing which places us in a good position so far as supply of dairy products is concerned. We might say that we have no surplus of any product; in fact, we have what might be termed a shortage, which is giving us some concern, for in times of shortage we have seen substitutes and imitations come on the market. We are going through just that struggle at the moment, and what we have on the good side of the ledger is being slightly embarrassed by the demand for more synthetic products. However, we hope that conditions will change. We hope they will improve. We have not given up in the cheese business, and we feel another year is going to bring forth something good for the industry.

Now a word about the good neighbor policy that you have me listed for in the program. I am not going to say much about that, except that while some of the remarks made may have sounded rather disparaging toward our own government, we are very proud to be Canadians, and we will go out and vote for our government next election, the same as you do here, and I think that I can honestly say that both Canada and the United States have been very fortunate through the years. We have been rich and blessed in many ways. Your chairman mentioned in his few remarks that we have privileges not enjoyed by people anywhere else on earth; we have the privilege of speaking about our own government, criticizing it or praising; and we don't need to worry about being shot at sunrise. We have a heritage, a rich one, that we both fought for. Our governments are working close together in unison in all projects, and I don't think there is any doubt in the minds of any nation as to how Canada and the United States stand.

Insofar as your association is concerned, I believe you have done a lot to advance our good neighbor policy. I know when dis-

cussions come up as far as the cheese business in Canada is concerned, we wonder what they do with those problems in Wisconsin. That is why we come over each year to find out what you are doing.

We have certainly enjoyed ourselves. We mix pleasure with business, and we appreciate the fact that you would spare a little time on your full program to just have me extend greetings from Canada, and tell you how much we enjoy coming over here. We are looking forward to seeing some of you men at an early date.

(Applause)

**PRES. KOPITZKE:** We want to thank Mr. Bain. We want him to come over every year. It so happened I was sick in bed when they had their convention, but I did send him a wire. Let's hope it will be different this year.

Now it is a distinct privilege to hear the next speaker. I heard him down in Missouri, and his talk was most interesting. It has always been a pleasure to work with the officers of the National Cheese Institute. Our secretary was at one time secretary of the National Cheese Institute. We will now be honored by hearing an address by the president of the National Cheese Institute, Mr. Wilson. He is going to talk on the "General Analysis of Dairy Industry and Outline for the Future." Mr. Wilson.

**MR. WILSON:** Mr. President, friends!

May I say at the beginning of my remarks that I regard it as a most outstanding honor to be asked to appear on the program of the Wisconsin Cheesemaker's Association. I make this statement because of the unique position your group hold in relation to the total cheese industry of the country — you produce almost as much cheese as all other states combined. I say it also because of your importance in the agriculture of your state. Last year 18% of the total agricultural dollars of Wisconsin went to the farmers who produced milk for your cheese factories.

AS WHEAT IS TO KANSAS

AS CATTLE TO WYOMING

AS APPLES TO THE STATE OF WASHINGTON —

SO IS CHEESE TO WISCONSIN.

Through the years, this great state — you and your forbears — has marched progressively forward offering to the shoppers of America, in fact to the far flung corners of the world, the best cheese which skill and devotion to an art can make. Many of these