

MR. MOONEY: Mr. President and members and friends of the association. My report is going to be mighty brief, as I know you are getting tired. My report to you is this: Every incumbent officer of the state association was re-elected yesterday. So now I will present to you our President for 1951, Len Kopitzke, for his annual message.

PRES. KOPITZKE: Thank you, George. I was hoping you would say it is late, and we will dispense with the president's message.

After serving as your President for several years it becomes more difficult each year for me to prepare an Annual Report.

Years ago, when the Convention was over we went back to our factories to take up our duties for another year, and before we realized it the time had come for another.

Very few personal visits were made or membership meetings held during the years. This made it rather easy to have something new and interesting to discuss at the Conventions. This has changed. Scarcely a week passes in which some officer of your organization has not been with some of you at local meetings or at your factories.

The fact still remains that our problems, old or new, are always of interest to us, and that is what I am going to talk about.

It was my privilege to be invited to attend and address the members of the Missouri Butter and Cheese Institute at their Annual Convention held at Jefferson City on October 5th and 6th.

Professor Reid informed me that I could select any subject but that their directors had expressed a desire to have me discuss, "Problems Facing the Dairy Industry," so evidently the men from Missouri must also have problems and consider them rather important.

Quality always has been and always will be our number one problem. It takes quality milk to produce quality dairy products, Quality milk can be defined with two simple words, clean and cold. This can be produced with very little effort at a nominal cost if a little care is exercised, without a lot of fancy equipment.

Strainers should be used only as a matter of precaution. We want clean milk, not cleaned milk. After the sediment is in the milk you can only improve the appearance by using a good strain-

er. The unfavorable bacteria still remains in the milk. The damage has been done and can not be corrected.

Some equipment dealers have really taken advantage of order No. 124. They have been telling producers that by 1952 expensive milk houses, electric coolers etc. would be required. The best method of cooling is to use plenty of fresh cold water.

An ideal arrangement is to have the cooling tank located between the well and the stock tank so that all water used for the stock passes through the cooling tank.

Without question Order No. 124 has done some good. On the other hand, it has also caused plenty of trouble and confusion, mostly because of misinterpretations, and too much so-called loose talk by some who have no practical experience in the dairy business, and especially in the making of cheese.

Some theorists have placed too much confidence in the methylene blue test. While it is helpful in detecting a dirty milking machine, and other equipment and utensils, it is not the solution, certainly, in selecting the best milk for making cheese. It has been proven many a time that milk which stood the test for eight hours produced and off flavored curd with plenty of gas and pinholes, while milk remaining blue only one or two hours produced a well flavored curd with a good body and texture.

Others have stressed the use of detergent sanitizers to the point that some producers have used excessive amounts in rinsing their utensils etc. This is a very dangerous practice when producing milk for making cheese. It has a tendency of destroying the favorable lactic acid bacteria which is so essential in the process of making good cheese. I am seriously concerned about this. It is far better to use plenty of hot water for cleaning utensils than to use too many strong sanitizers.

Still others like to place the blame for most of the sediment in the milk, to the open truck. If this were true, why would one patron consistently have a No. 1 sediment and the other a No. 2 or 3 when the milk is hauled over the same highway, the same distance, on the same truck.

After being accused of this a few times I decided to do something about it. A "Quality Meeting" was called for the purpose of discussing better methods of care and cleaning of equipment and utensils, cooling of milk etc.

That morning we made a sediment test of all of the milk. We used a code system of numbering the pads instead of using their real number. Many patrons know their neighbors number as it appears on the sheet, so this was done to avoid trouble. The pads were placed on large sheets of heavy paper and displayed on a table in the room where the meeting was held.

One of the patrons requested that I identify his samples, which I did. They were not so good. It was the same old story, that he still believed the dusty roads and open truck were to blame. However, when I pointed to six samples which had been trucked next to his cans on the same truck, for the same distance, that were perfectly white, he changed his mind and I have not heard the same argument from him since.

According to the regulation, and I quote from special circular No. 11: "The milking barn should have concrete, or other approved tight floors and gutters, enough light and air, and be kept clean and whitewashed or painted inside as often as needed to keep it sanitary. All manure is to be taken from the milking stable daily and put where milking cows cannot get at it. No hogs, sheep, goats or poultry are allowed in the milking stable."

Recently there has been a trend toward building loose pen type barns. In this type of a barn the manure would not be removed daily, weekly, or even monthly, but would remain in the barn for months. It has been admitted that in most cases the odor in this type of barn is objectionable. Is it fair to order some producers to build a fence around the manure in their barn yard, and allow others to get by without removing it from the barn? Are we going back to methods used in farming forty or fifty years ago?

Before the order went into effect fieldmen were on the job telling patrons who were selling their milk to cheese factories and creameries, that the new order would be just as tough, if not tougher, than Grade A regulations so they may as well start shipping their milk to them now, and get more money. Some used milk houses and other equipment as an inducement to new patrons and were not too concerned about how soon they obtained their quality record.

The co-operation received from the Department officials at Madison has been O.K. It was a pleasure to work with them. I cannot make the same statement, however, about some of their men in the field. Many of you are here today who have complained to

me, and rightly so. From the nature of some of the complaints you can not help but get the impression that certain state employees act as though they are our dictators rather than our servants. They are very officious.

The next session of the legislature is only a few months away. According to all indications there will again be plenty of legislation which will effect our industry and bear watching.

One of the supporters of that famous truck licensing bill which was introduced during the 1949 session in speaking at a recent Convention stated that it was too bad that the opposition did not see fit to go along. He also indicated that similar legislation was in the making and would be up for consideration at the next session. Most of you know, that had this bill been passed, the license fees on our trucks would have been raised considerably.

The bill dealing with weight limits was only postponed until 1951, so that is sure to be reconsidered.

Another law passed in the last session allows cheese from out of the state to be shipped in and stored tax free, while cheese produced in Wisconsin is taxable. This law, as well as others, should be amended or repealed.

When you receive notice from the office of the hearings to be held on these important bills, be sure and attend, if possible. If you can not attend the hearings write to your Senators, Assemblymen, and the other officers of your organization, giving your views and suggestions. It is hard to represent you properly if we do not hear from you.

In closing I want to thank the officers, directors, and last but not least, you members, for your co-operation during the past year.

Thank you.

(Announcements by President Kopitzke regarding prize money, and announcements by Mr. Mooney, off the record.)
We will now have the drawings of the door prizes. (Awarding of door prizes.)

PRES. KOPITZKE: A motion to adjourn is now in order.

Motion duly made, seconded and carried that the meeting adjourn.

Pres. Kopitzke: Don't forget the banquet at 6:30 tonight in the Crystal Ballroom of the Schroeder Hotel.

MEETING ADJOURNED.

Irene Jennings Buchen, Reporter.