

## PRESIDENT'S ANNUAL ADDRESS, 1933

By A. H. GRAF, Zachow

The farm strike has kept most of us more or less occupied for about a month. This no doubt accounts for the absence of many prominent cheese makers who have been regular convention attendants for many years. We do not blame these boys for staying at home looking after their families and their property. Possibly we should also be home but we felt duty bound to come and help make this convention a success.

One of the largest conventions we ever had was held at Green Bay in 1928. History has been made in the cheese industry since that time, many important events have taken place during that time. The Whey Butter Label law has been repealed, the increase of the moisture content in American Cheese for local or immediate consumption, and the repeal of the moisture law on Brick Cheese. Cheese makers are now permitted to make a higher moisture cheese if they have a market for it. We do not know if this is for the good of the industry or is a detriment to it. We hope it is for the best.

Cheese makers have also awakened to the fact that it is very important to have representatives at Madison as important bills are to be acted upon by the legislature. The laws are made to regulate the conduct of the cheese makers, and we feel that they should have a voice in making these laws. We owe our thanks to Secretary Sammis for keeping us informed as to all the proposed laws and any attempt at repeal during the legislative sessions.

Another important development is the NRA and the Code. We are still in the dark as to how it is going to affect the cheese making profession. We hope it will be to the advantage of the industry as well as the cheese makers.

The past year has been a memorable one in all lines of business, it has been a survival of the fittest. Many businesses have gone into the hands of the receivers, banks have failed, moratoriums have been declared but through it all there are very few cheese makers who have actually failed. Many are working for very low wages but they are content because the farmer is not making any money either.

Cheese making is not only a profession, it is a profession and a business combined. A cheese maker must be able to make a quality product and also be a good business manager. He must be thoroughly informed in his line, as well as be able to converse intelligently not only in his line of business, but also in current events. He should at all times be interested in the welfare of his patrons, he should make it a point to help them eliminate their low producing and low testing cows, educate them on the care of milk, and keep them informed on all things that may be to their mutual advantage.

All cheese makers should give their support to the coming cheese week, which is to be staged or conducted during the week of December 11-16. We should do everything in our power to increase the

consumption of cheese and do away with this surplus that is at the present time hanging over our heads. During this week we should make a concerted effort to get the people to eat more cheese through putting on an educational as well as an advertising campaign. And we should also not forget to make it a point to not forget to have cheese on our own table during that time at least if we do not do it otherwise. We must make a cheese that the people want, and sell them a cheese that they will want again in the future. This cheese must be aged and have a nice appearance if we expect to get repeat orders. Let's all work together on this cheese week and let's see if we can't get the consumption of cheese per capita up to where it belongs in the United States.

In closing I wish to say that I am not a candidate for reelection because my business demands all of my time. I cannot do justice to both my business and the association affairs. I have enjoyed working with the officers and members and wish to thank you all for your cooperation and good will. Even though I cannot again serve as your president I shall at all times be interested in the welfare of the association. I thank you.

### SECRETARY'S REPORT OF PROGRESS

By MR. SAMMIS

THE SECRETARY: Ladies and Gentlemen, Friends: The progress of this association lies in your own keeping. If you as an individual have made progress, then the association has progressed. If every one of you separately, or collectively in small groups have made progress, then the Wisconsin Cheese Makers Association as a large group has made progress this year.

The progress made by your association during the past year has consisted mostly in the organization of county branches throughout the state. There are 27 of them represented on this map. There is room for more. The presence of these branches of this association puts upon us some responsibility. You recommended that they start. You gave them a boost in getting started. They are in a way the children of this association. They are not over two years old. And we the forty year old association, the parent, should perhaps look forward to having a somewhat larger family, a good old-fashioned family. There are only twenty-seven children but there is room for a half dozen more on this map.

Also, these children should grow in their early years, and the parent association should look after them somewhat and give them a helping hand now and then, a few suggestions, because as the children grow so the family prospers. I wonder how many of you here today belong to some one of these branches. Would you just hold up your hands for a minute and let's all see. Look around, folks, and see all the hands. Our branches have contributed considerably to the attendance of this convention.