

## ADDRESS

PRES. C. L. LEWIS, JR.

The outstanding feature of the present growing season is the unfavorable weather which has visited us.

Most of the bogs in Wisconsin are now about through blossoming, the bloom being from two to three weeks late. On one about twelve miles west of Spooner, about 5% are still in bloom. Our own vines at Beaver Brook have been out of blossom about a week.

Mr. Colton's bog, up at Spring Brook, had the misfortune to be wiped out by hail about the first of June, when his buds were about one-half inch long. You all know that about that time, when the buds just start to grow, if you just touch them with your fingers they will fall off. There was a hail storm that lasted twenty minutes on the 9th of June, and there were two inches of hail on the ground at the end of the storm, so you can imagine that there wasn't much left of his crop. There wasn't enough hail to do much damage at Beaver Brook. We have had two hail storms, which have perhaps taken five per cent of our crop.

At Cranberry Lake, which I had the pleasure of visiting some time ago, they have a wonderful bloom. I think it is just as good as two years ago, when they had the record-breaking crop. Their bloom is also very late, but if they have a favorable fall, with the absence of cold nights, they will have a very bountiful crop.

A few growers report normal sized berries at this time, and we want to know how to account for this fact. We hope at this time to try and discover some reasons for these different conditions. We know that weather has something to do with it.

Every year brings something new in the cranberry business and as our oldest growers have only been in business fifty years we may anticipate a good many different seasons in the future. The chief topic we wish to discuss to-day is the problem of state aid. You know the progress of our attempts to date; the questionnaires we sent out, the replies we got, and the report we made to the legislature a year ago. The committee went down there, and you know the results: that nothing was appropriated at that time. Senator Smith was here and talked to us last summer, and gave valuable advice, and we must decide at this meeting what policy we are going to adopt; and we must take active measures to put this policy into execution.

Dr. Fracker of Madison is here. He has been our main source of information. He helped us two years ago with the insect survey, and again last year with a shorter one, and has shown himself to be very willing to help us. We are going to hear from him, and from all the members of the association that we can get any expression from. Aside from that question, our problems of marketing are most important.

We have with us Prof. Macklin of the Department of Agricultural Economics of the University of Wisconsin. We have been trying to get Prof. Macklin for the last three years. He is the outstanding leader of knowledge and information on cooperative movements in this state, and is well known all over the country. He is going to talk to us on cooperative marketing from various standpoints. We are going to hear from him this morning, and from Dr. Fracker after dinner, and we are ready to hear from Prof. Macklin at this time.

## CO-OPERATIVE MARKETING

PROF. THEODORE MACKLIN.

I want to talk on the subject of co-operative marketing, because it is a very important topic to all of us. I am at a loss, because instead of talking to a new club I am trying to say a few words to one of the most experienced clubs. We have been studying this club diligently to see what co-operation can do. Nevertheless, I want to touch on that subject.

The cranberry organization is one of the most outstanding cases of cooperative systems in this country. Ten years ago they were talking and saying "Look at the cranberry monopoly." At the present time they say there is no such thing as an agricultural monopoly.

One year they can hardly meet the demand; and if the demand is not good, by advertising work the market can be improved; also by salesmanship. God gives us the crop, with our own endeavors. If it is large, we can improve the demand. If it is a poor crop, there is no use wasting effort on improving the demand; it is already adequate.

I want to try and prove to the negative and positive sides that a co-operative marketing organization has a real and vital place for marketing particularly an agricultural specialty. No one can get up and preach that you can do for wheat and live stock what you can do for cheese, walnuts, cranberries, or Eastern Shore potatoes, because of the unusual character of some of these specialties. We can't do for the common product what we can do for the special and high-class product. Let's break this subject into parts, and come logically at it. In Wisconsin, you people are the greatest single case of co-operative marketing. Wisconsin originated the cranberry exchange. You have been blessed with small numbers of intelligent people who have gotten together with real sportsmanship, and have picked brainpower in your officers and management, which has enabled you to put across one of the country's most noted examples of co-operative marketing.

I want to give you a glance at some other organizations to make national advertising, as well as co-operation famous. Here are a few of the companies that have built up this movement. The California Fruit Growers started in 1893. Your organization, in its present