

plans. I would be delighted if any of those who wish to would take these benefits down.

Many other co-operative managers went over this little manuscript of yours, who don't know the problems you have to deal with. Take this circular and see if you can't think out your own arguments as to how to convince 1% of those other 20% that they had ought to help develop the cranberry business and make it more successful in the future than it has been in the past. You may be able to convince some of this other 20% on the outside not only that they don't have to lose face when they join, but that it isn't a sign of a man going back on his purpose, but the sign of a big man because he can take advantage of criticism. This tries to show what a co-operative organization tries to do in order to give you the best results.

We need Wisconsin to have a better conception of what co-operative marketing is, and what it can do to help the farmers of this state.

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## ADDRESS

MR. R. A. PETERSON, *County Agent.*

I appreciate the applause given me, and think it a good thing to get it before you start to speak, since you may not get it afterwards.

I know a lot I would like to say, but I can't think of very much. Maybe I have a lot of ideas but I don't know if I will be so fortunate as to have them all with me. Like the little boy who had been fighting. When he came in, his mother said, "Johnny, you have been fighting and lost all your teeth!" "Oh no," he answered, "I've got them all in my pocket." Maybe I have a few ideas, but I don't know whether I will bring them all out or not.

One thing I want to mention which Mr. Macklin brought out this morning. He commended the cranberry growers for the organization they have developed. I think the Cranberry Sales Organization has been an inspiration to a lot of other co-operative organizations. It has been held up as a model for co-operative sales organizations all over the world.

I believe the time is coming when more of the agricultural products will be marketed through large co-operative organizations. It is important to have efficient management to head those organizations.

Another thing that I think the growers should be commended upon is for taking over this marshland and developing it. There is a lot of room for this work. The cranberry industry requires a great deal of capital, and there isn't everyone that can drop into the industry and make it a success. We cannot help but appreciate the importance of the cranberry industry, and feel that it should be still further developed in the state.

The cranberry industry is certainly a big asset to the country. Possibly most of the cranberry marshes are concentrated in one township here, and while we consider the dairy industry the most important industry in the state, I think the returns which come from the cranberry industry will rank pretty well with the returns of the dairy townships in this country.

As mentioned, the desire on the part of the growers to develop a larger acreage should be carried along. So far as the county agent work is concerned, I believe I have been criticized by some people for not taking a more active interest in the cranberry industry than I have. We have so many jobs, however, that we don't have time to grant anyone as much attention as we should. We try to accomplish as much as possible. Perhaps the cranberry industry hasn't received the attention that it should have, but I know so little about it that the advice I could give to the growers would be laughable. I haven't much business offering advice to old timers in the business, but I am thoroughly interested, and would like to help out in any way possible.

I imagine the cranberry growers are hit by economic conditions the same as other farmers. The marketing organization has helped them to go over the marketing more than any other farmer. All through the deflation in prices, speculation enters in; and that is a factor your marketing organization helps to overcome. We are working to build up the dairy industry, and that is important. Another thing that seems to effect the general industry now, whether it is one man or another, and that is the low value the dollar has. Different statistics show that the average purchasing power of the farmer's dollar is the highest now since 1919. Conditions which have developed in the last few months have increased the purchasing power of his dollar quite a little, but it is still only 79c. It is hard to build up the increase in price, but I believe the biggest benefit would be to bring conditions back to the time when the dollar would really buy a dollar's worth. This would help everyone generally.

We have heard a lot about the farmer benefiting a great deal from the increase of price of wheat, corn, etc., but speculation enters in to head that off. The increase will help the holder more than the grower. Recently we read of some man in Chicago who made a \$3,000,000 profit just through speculating in wheat. That isn't benefiting the grower particularly. The condition should come about to eliminate that speculation as much as possible through co-operative marketing.

I want to mention another word in regard to marshy soils. I believe there is a large acreage in Wisconsin that should be given over to the growing of cranberries. Every effort should be made by growers to build up an increase in acreage. The marsh land is marginal land. It has to have careful management, and the use of fertilizer is necessary to make it successful. Under the complex economical conditions that exist, the farmer has to be a good farmer to make good on marginal land. A lot of drained marsh land is being held for

farm purposes. A lot of it would benefit the country if it could be replaced again for cranberry development.

There has been some talk of replacement of an experiment station, and the getting of a fieldman. This would help in developing these lands into cranberry farms or ranches.

I notice that your committee met with the legislative body last year and didn't make the legislative body pass the appropriation, but I don't think that should discourage the organization at all. They should go after it again.

I think Mr. Macklin mentioned the fact that there aren't so many cranberry growers, and I believe that is the reason why more isn't known of the cranberry industry than is known. You advertise the quality of cranberries, and people get to know them and like them in pies, but they don't know how cranberries are grown. They don't know of our many varieties of cranberries. They just know they are cranberries, and that's all. You know the different kinds, and the immense amount of work necessary to produce them. If more of those facts were brought out to the people it would help to educate them, and the lawmakers would appreciate the job that people have in developing the cranberry industry. I don't know as we could invite these lawmakers for the tour of our marshes, but some attempt should be made in giving as big an educational program as possible, and convincing them of the fact that more land should be developed to be an asset to the state, whereas now they are somewhat indifferent. So far as I am concerned, I will be glad to help out as much as possible.

I think that a tour, either a local or a state proposition, would be a mighty fine thing for growers of any kind to have.

We are developing alfalfa acreage on the light soil in Wood County, and we think it will be a life-saver to the light soil, and also on the heavy soil. We have planted something like 500 acres in Wood County this year, and they have just started. We like to get the farmers together and show them these fields, and show them how they can profit by it.

It is equally good for the different growers to visit the cranberry marshes. That old story you have heard about the old rooster applies pretty well. He was a kingly old fellow, master of his flock, and strutted around in great shape. One day he strolled over to an ostrich farm, and finally came to an ostrich egg. It was quite a remarkable egg, and he finally got the idea of rolling the egg home. Then he called all the chickens to come, and said "I don't want you to feel bad, but I just want to show you what is being done in other communities."

Even though the marsh you may be developing is a good one, you can always learn from the other fellow. It is an inspiration to see what the other fellow is doing. If you are doing better, you are bet-

ter satisfied. If not, you can follow his example. The idea of local tours isn't a bad one at all.

I will be glad, at any time, to help out the cranberry growers to their interests in any way that I can. If we can get the appropriation to get an experiment station or fieldman, I think it would be a mighty fine thing to do.

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## CROP PROSPECTS

By A. U. CHANEY

We have made a pretty careful survey of the Cape Cod crop, without any detailed estimate. There is no estimate other than guesses regarding the crops. Mr. Porter, whom most of you know, and who is very competent to judge, spent two weeks in July on Cape Cod, and made a very complete survey of the acreage and damage to that acreage. That is, the winter damage. We have a great many small bogs in the state; in fact, an unknown quantity. Dry bogs bear, on an average, every seven years. Last year they all bore a crop. These are the bogs that they can't flood in the winter. Last year they had no snow, and we know that they were pretty badly hurt. Mr. Porter estimated that 40% of the berries show winterkill in Barnes County. About 15 to 20% of Plymouth County had been either winterkilled or frosted, the result being that about 20% of the acreage of last year could not bear this year. The balance of the acreage had good bloom, but bloomed very late. In July it was showing signs of not setting well. Mr. Benson, our manager, made a week's tour and reported many of the bogs were poor. Professor Franklin, of the experiment stations, estimates that his Cape Cod crop will be 240,000 barrels against 400,000 last year.

Now, in New Jersey they have had a little frost; nothing very serious. They have had some fire worm there. Very little winterkill; but they have hot, dry weather, and the bloom was late. They had a late spring, and the bloom was coming right in the hot and dry spell. There was no rain in July, and I received a letter saying it is still hot and no rain. The crop will be from 10 to 25% less in New Jersey than last year.

Combined Long Island and New Jersey, 250,000; New Jersey has 150,000 barrels; that makes 400,000, and 50,000 barrels in this state. That makes 450,000 against 625,000 the last year.

Of course, the fruit is so little that it may not come in, and then the quantity would be reduced. The weather throughout the rest of August and the first part of September may change that estimate by the 15th of September. The crop is shorter than last year; we don't know how much shorter. We hope to get a pretty good estimate this week. The Association is now in session in St. Louis.