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The Next Important Step

in carrying on the

**GREATEST
MINNESOTA FARMING ENTERPRISE**

Extension Folder No. ~~26~~ 27

February 1931

**A co-operative plan for the Farmer,
the Banker, and the Extension Service**

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1931 PROJECTS FOR FARMER, BANKER, EXTENSION CO-OPERATION

I. DAIRY HERD IMPROVEMENT THROUGH THE STATE-WIDE COW TESTING ASSOCIATION

“Not more cows, but better cows with lower cost per unit of production.” (This is one phase of the five-year program for dairy improvement adopted by the Agricultural Committee of the State Bankers' Association two years ago.)

In nine years the number of standard cow testing associations has grown from 20 to 115, or from 6,000 cows to 35,000 cows on test, representing in 1930 but 2½ per cent of the State's milking herd.

This Progress Is Too Slow

Present and prospective prices of dairy products make it more essential than ever before to **Know the Facts about Each Cow's Performance.**

The proposed plan is simple, practical, convenient, inexpensive, and successful.

The Dairy Farmer Needs It

The Banker Can Safely Promote It

The County Agent Can Explain It

The Local Creameries Have Endorsed It.

HOW THE PLAN WORKS

1. The member signs a request for his creamery secretary to deduct his cost from his monthly cream check.

2. He buys a milk scale from his creamery at cost.

3. The secretary notifies the central office to send a sample box to the member.

4. When the box arrives, the farmer weighs and samples the milk from each cow, night and morning, and returns the samples of milk to the central laboratory by mail. (Return postage is furnished.)

5. He receives in return in a few days a herd production report for the month.

6. At the end of the year he receives a herd production report showing individual production and the herd average for the year.

7. A member may start testing at any time of the year.

8. A member may request feeding service by mail.

9. If there are 25 or more members in a community, the fieldman will conduct meetings from time to time to discuss local dairy problems.

10. Individual members' records are private, and are not given any publicity. Members may give them any publicity they choose.

THE COST

The cost to a member is \$15 a year for a herd of 10 cows or less. For each additional cow the cost is \$1 a year more. If a member pays through a creamery by monthly deductions, his fee is \$1.25 a month for a herd of 10 cows or less, and 8 $\frac{1}{3}$ cents a month for each additional cow.

WHAT THE BANKER CAN DO

The Banker can discuss the plan and its objectives with his patrons. He can work with the county agent and the local creameries in interesting dairymen in its practical values. No farmer can know too much about his business under existing unfavorable economic conditions.

II. BOYS' AND GIRLS' 4-H CLUB WORK

This is also a continuation of the Junior program in which so many bankers and other town business interests have co-operated so fully in past years.

Every rural banker can:

1. Encourage parents of boys and girls to urge participation in club work.
2. Strengthen the local club program by financing sound livestock purchases.
3. Visit clubs at monthly meetings and individual boys and girls on their farms through the year.
4. Be a booster for a better and larger club exhibit at the County Fair.

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