

Suggestion for Organization of Co-Operative Associations.

Co-operative marketing is now far beyond the experimental stage and is universally recognized in the fruit sections of the United States to be far superior in every way to independent marketing. Superior in that it yields better market prices allows more time to the care of the fruit, furnishes more uniform grades to the market, establishes uniform systems of packing, enables its members to buy all boxes, baskets, barrels and horticultural machinery at wholesale prices, to get cheaper transportation rates, and by the interchange of ideas and experiences between the members of the corporation, eliminate undesirable varieties of fruit and improve the systems of cultivation.

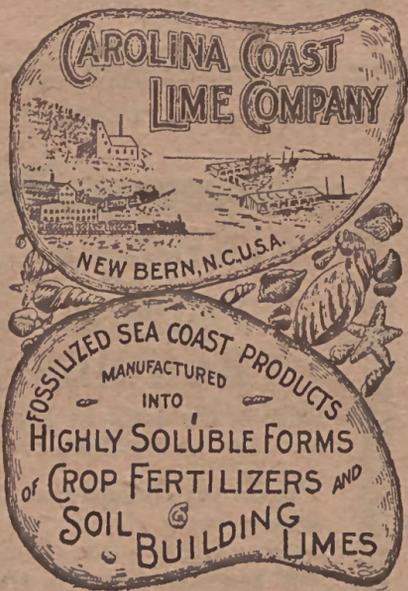
There are many fruit and vegetable growing sections where the growers thoroughly appreciate the benefits that are thus derived from co-operative marketing but who have not the business courage to organize themselves. As a result the development of these regions has not kept pace with the increasing possibilities in the fruit industry. What we need then is a greater number of co-operative associations.

In the organization of a co-operative fruit growers' association it is always necessary for the leader of the movement to first show the dollar side of the proposition. In order to do this, he should acquaint himself thoroughly with the methods and accomplishments of several of the leading associations which handle the same kind of fruit or vegetables and have about the same marketing conditions to meet as his own territory has. After enumerating the benefits derived through co-operation, he should not attempt to force the party into the organization but rather lead him to see that it is for his own benefit that he should join the association. Never urge a man who is a chronic kicker into the association, for it is better to have six or seven earnest loyal men, who have the purpose of the organization at heart and who will strive to make it a success, than to have a large number which includes one or two kickers. A meeting should be called and the officers of the association elected. A president, secretary and treasurer should be chosen, and also a manager who should be chosen outside of the association.

On a manager rests the entire success of the association. For this reason the greatest care should be exercised in his selection. He should be a man with demonstrated business ability, and a man in whose honesty the association has confidence. In fruit growing a man might know all about soils, climate,

locations, varieties, methods of cultivation, methods of contending with insect and fungous diseases, picking, packing and peddling on the streets, but in selling fruit he must know all about the individual buyers, as to their financial standing and honesty, all about railroad companies, express companies, refrigeration companies, industrial conditions, distribution of wealth, and the controlling factors in the supply and demand. If the right kind of a man is available no hesitancy should be made in paying a liberal salary or commission, for no man capable of doing a large business will work for a small sum and assume the responsibility of handling thousands of dollars. Most organizations find it advisable to pay a manager by commission. This method stimulates him to the utmost to do a big business for the growers in order to get big returns for himself. When there is a shortage in the crop he will lose proportionately to the growers and, besides, the growers will not have to pay for services not rendered. After electing a manager a committee should be chosen to draw up a constitution and by-laws.

Much aid in drawing them up can be had by obtaining a copy from some well established association operating in a region having similar conditions. After the constitution and by-laws are drawn up each member of the association should sign them. Provisions should always be made in a constitution for the holding of regular meetings, for by so doing, the members derive the benefits of one another's experience by the interchange of thought, and have the opportunity of improving the association methods if necessary.—O. M. Osborne, Idaho, in Market Growers' Journal.



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