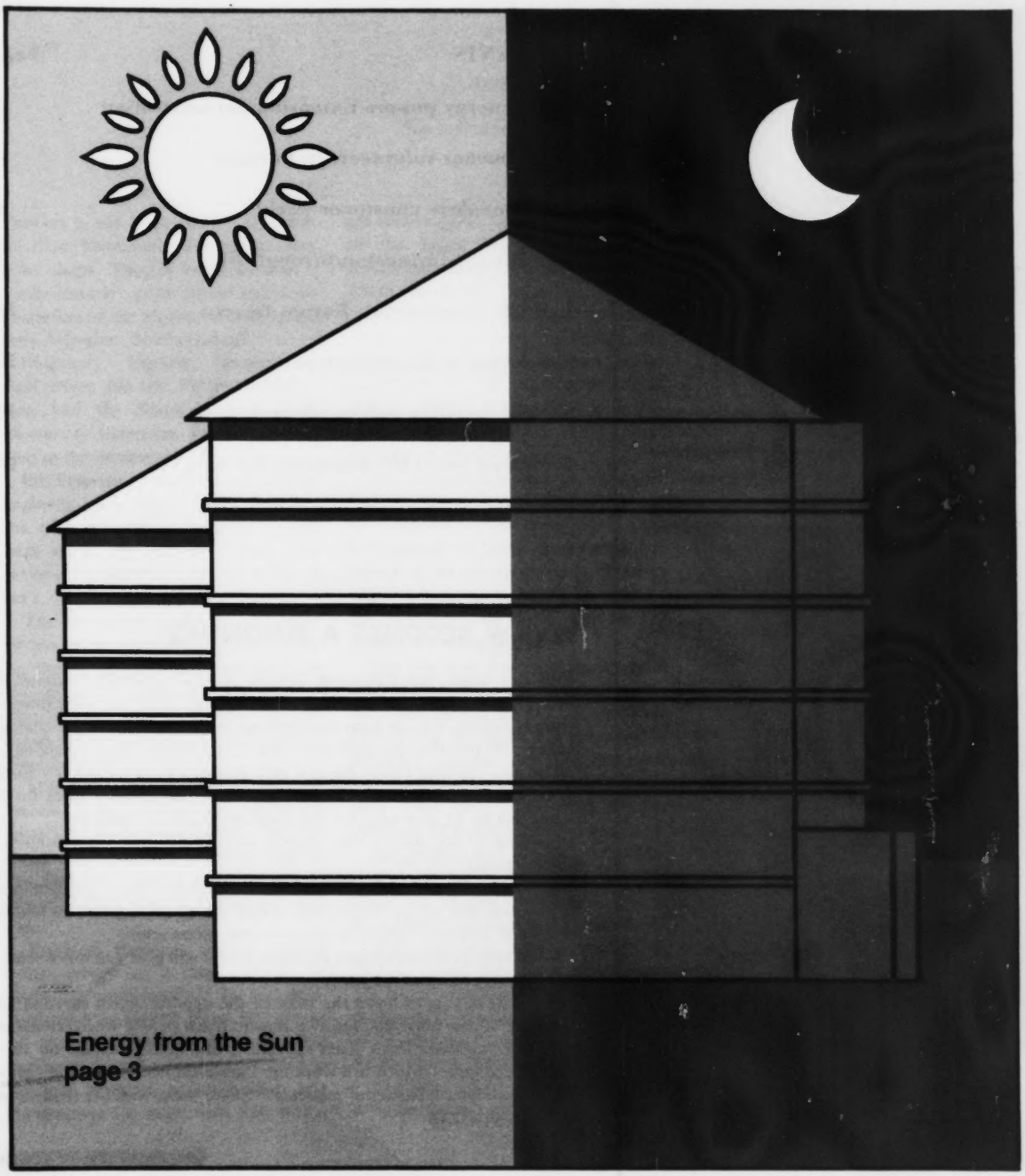
EXTENSION SERVICE
REVIEW
U.S. DEPARTMENT OF AGRICULTURE ✻ JANUARY-FEBRUARY 1974



Energy from the Sun
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VOL. 45 ● NO. 1 ● JAN.–FEB., 1974

The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers Extension workers, in their roles as educational leaders, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

The Secretary of Agriculture has determined that the publication of this periodical is necessary in the transaction of the public business required by law of this Department. Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through July 1, 1978.

The Review is issued free by law to workers engaged in Extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, at 40 cents per copy or by subscription at $2.25 a year, domestic, and $2.85, foreign.

EXTENSION SERVICE
REVIEW

Official bi-monthly publication of Cooperative Extension Service; U.S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

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REVIEW BECOMES A BIMONTHLY

With this issue, the *Extension Service Review* officially becomes a bimonthly publication, under our new contract with the Government Printing Office. Key reasons contributing to the decision for the change include: (1) pressure for staff time; and (2) increased cost of printing.

The new contract raises the cost of a single copy of the *Review* from 30 cents to 40 cents—33 percent! The new subscription price for 6 issues will be $2.25 a year for domestic and $2.85 for foreign.

Looking to the future, this change also offers some opportunities, which include:

- The reading time you invest can be more rewarding, as competition for the available space should help assure you of getting articles which have been screened harder in selection and preparation.
- We may have more pages per issue which will give you more selection in one reading of the *Review*.

If the *Review* is to make the most of the opportunity to serve as an exchange of new ideas and tools on how to reach people with Extension programs, we need leads from specialists and county agents on successful techniques which are working. Please do not "hide your lights of success under a basket of modesty." Share them with the readers of the *Review*!—O.B.

Solar Energy Powers Extension Demonstration

by
Lee Jorgensen
Agricultural News and Feature Editor
South Dakota State University

They've found a use out on the farm for those aluminum offset plates from print shops. They're being used in a "solar-electric" corn drying bin demonstration on the Myron Pederson farm near Arlington, South Dakota.

Kingsbury Electric Cooperative, East River Electric Power Cooperative, and the South Dakota State University Extension Service cooperated in the demonstration.

Bill Peterson, Extension agricultural engineer with SDSU, who designed the system, says it collects radiant heat when the sun is shining, and reverts to electrical energy when it isn't.

The aluminum plates are the heart of the heat collector. Painted black on the outside and left unpainted on the inside, the plates are mounted on thin wooden strips fastened to the south side of an ordinary 18-foot round steel grain bin.

Transparent plastic is mounted a few inches farther outside the aluminum plates on more wood strips. The few inches of separation on both sides of the aluminum sheets allow air to be heated on the way to the crop-drying fan.

Engineer Peterson doesn't regard solar energy as a total system; he feels it's supplemental. In the demonstration he tapped about 80 percent of the solar energy available. He estimates that the energy contained in sunlight amounts to more than one horsepower (or more than 850 watts) per square yard. The system heats the air the same amount as would an 18,000 watt electric drying fan heater. That's about the same output you'd expect from a typical home furnance.

On a sunny day, he figures the "solar-electric" drying bin provides an equivalent of 175 kilowatt-hours of energy. Even on a cloudy bright winter day, he figures it would collect 20 percent of this amount.

The temperature rise of air going through the collector ranged from 5 to 7 degrees on the sunny days. That was enough to lower the relative humidity of the drying air to dry grain to below 13 percent moisture. Most of the corn had been loaded into the bin at 20 percent moisture.

The bin was designed to dry corn beginning at 24 percent moisture, using solar heat during the day and electrical heat during the night, but because the moisture content was low to start, Farmer Pederson chose to operate only with solar heat. The electrical fan operated 24 hours night and day.

Electricity for drying the 2,800 bushels in the bin cost less than 2.5 cents per bushel, much less than it would have with conventional methods.

Since the low temperature drying process using solar heat takes about 30 days, Engineer Peterson thinks during this span of time there's bound to be enough sunshine even in cold South Dakota winter months.

The material to convert the bin into a "solar dryer" cost less than $200.□

Offset newspaper printing plates being mounted on bin.

"Solar-electric" drying bin in operation.

RSVP Means Volunteers in Putnam

by
Joyce Bower
Extension Specialist-Press
West Virginia University

Life's later years don't have to be filled with loneliness, idleness, and boredom. Putnam County residents aged 60 and over, found this out by sharing their skills with others through the Retired Senior Volunteer Program (RSVP).

The Putnam program is the only State RSVP project supervised by West Virginia University Extension agents, and one of very few awarded to Extension in the Nation.

The 1-year $18,577 grant setting up the Putnam RSVP was made by ACTION, the citizens' service corps that includes VISTA, Foster Grandparents, and Peace Corps.

West Virginia's seven RSVP programs involve 171 individuals—53 of them in Putnam County alone. Nationwide, some 33,800 are involved in over 300 programs.

Charlotte Critchfield, WVU Extension home demonstration agent supervising the program, explains how Extension got involved: "When we were thinking about applying for funds, the West Virginia Commission on Aging told us that Extension is a natural for handling the program, because we're in the business of developing volunteer leadership."

Rosalind Dick, formerly with the State Commission on Aging, was hired to organize the program, a job she describes as "person-to-person contact."

One of her first tasks was finding agencies or institutions willing to become volunteer stations and then matching their needs with the interests of prospective volunteers.

More than 3,000 individuals, or 12 percent of the Putnam County population, are 60 years old or over, a figure slightly above the State average. A goal of the project director is to enroll 150 seniors in RSVP.

The 53 volunteers now in the program work at least 4 hours weekly visiting residents of area nursing

Visit from RSVP volunteers brings smiles to seniors at nursing home.

homes, assisting with Extension programs, or working at a used clothing center. About one-fifth of the volunteers are men "on call" to the welfare office for providing transportation.

In a few weeks, RSVP volunteers will begin helping with the county's two Headstart groups—supervising play activities and cafeteria lunches, telling stories, and giving general assistance to teachers.

Mrs. Dick feels that RSVP gives a sense of being useful, contributing citizens. "It provides companionship for them, and they feel better when they see that others have problems, too."

Most of the women in RSVP have never been employed outside their homes. "Some have volunteered all their lives, but others haven't," points out Mrs. Dick.

There are no educational or income requirements for joining the project. However, RSVP reimburses participants for out-of-pocket expenses such as lunches and transportation, making it easier for those on limited incomes to be of service.

Because Putnam is basically a rural county, about 10 volunteers go each Wednesday to a Cabell County facility, the Milton Morris Memorial Nursing Home, to visit some of the 165 patients.

One of the RSVP visitors, Nannie Colwell, of Hurricane, commented: "I haven't done much of anything like this before; I'm alone now and it's good for me."

Mrs. Phyllis Jarvis, recreation director, decided that Morris Nursing Home should become an RSVP station "because our patients love company—someone who has the time to get personally acquainted with them and find out their likes and interest."

She believes the senior volunteers work with the Home's residents better than teenage helpers because "they relate to our older patients, share some of the same interests and don't require as much supervision."

"The patients watch for the bus to come—it's the high point in their week," she smiled. Although the Putnam program provides about a third of the Home's 30 volunteers each week, the recreation director could use more RSVP's, including men.

Mrs. Jarvis believes that the RSVP's gain almost as much as the patients. "One volunteer with back trouble found that she couldn't ride on the bus, so she asked if I could give her a ride—she missed going that much!"

During the winter, the volunteers with more experience will take on added jobs—helping with parties, games, and other recreation.

Another RSVP volunteer works at the Hurricane Clothing Center sponsored by the Community Action Association. Because Emogene Searls—who only recently met the age requirements for RSVP—has worked there since 1971, this is an example of RSVP supporting an ongoing volunteer effort.

Used clothes are sorted, repaired, and sold at low prices or given to those who can't afford to pay. The center, located in a Hurricane schoolroom donated by the Board of Education, is open every Thursday.

Mrs. Searls, named runner-up outstanding volunteer by the Volunteer Service Bureau in 1972, explains why she works at the center: "When I see people with less than I have, my heart goes out to them; I'm a widow—this helps keep my mind off my troubles."

Noting that she helped others even as a youngster, Mrs. Searls said that getting "lunch money" on the days she works helps her out, too.

Providing transportation for people needing to go to the doctor is the major volunteer service of Fravel Smalley, of Hometown. Although he is reimbursed at 11 cents per mile, he would help others without that incentive.

"I just can't turn older folks down when they need help," says Smalley, a man who is a senior citizen himself. He and several other RSVP's also helped monitor exhibits at the Putnam County Midway Fair this past summer.

WVU Extension Agent Charlotte Critchfield, who prepared the original RSVP grant proposal, leaves its day-to-day operation to Mrs. Dick and Carol Johnston, assistant director. She helped with initial contacts and budgeting and is now working on the 1974 grant application.

RSVP is just part of Mrs. Critchfield's programing for senior citizens. She was instrumental in obtaining funds from the Commission on Aging and the State Department of Mental Health for hiring part-time aides to work with four senior citizens' groups. The Putnam school system provides a permanent home for senior centers at both Hurricane and Hometown.

The agent also started the Putnam County Quilters, a group of 20 women—most of them senior citizens—who earned $13,000 last year by quilting pillow tops and other articles for an Ohio company.

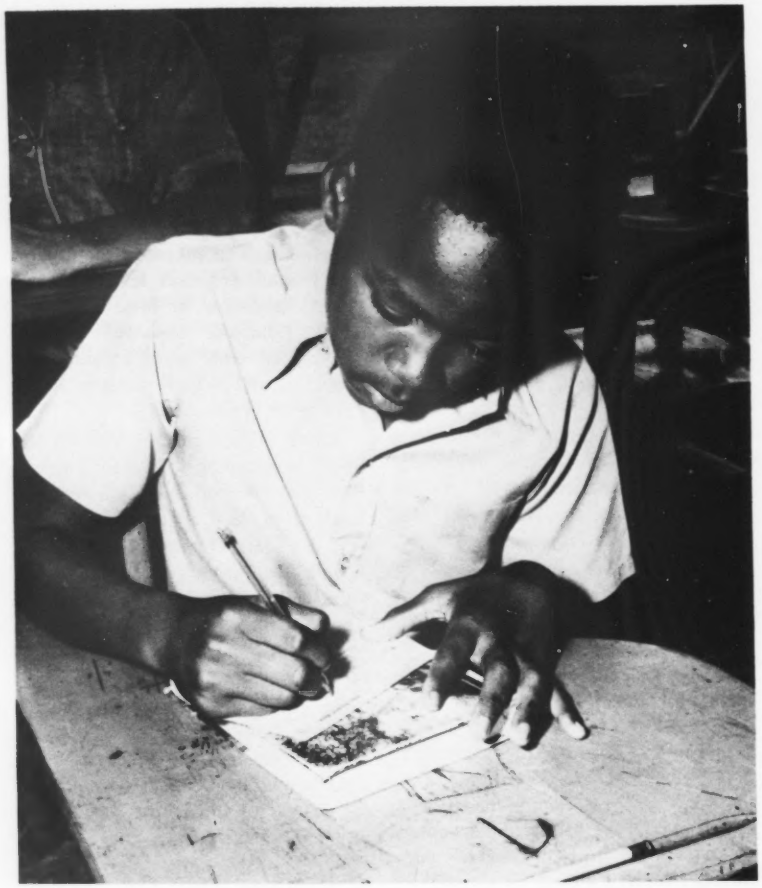
Educational tours are another popular activity she initiated for the seniors. The first was a bus trip about 5 years ago to see a play.

"On that trip were people who had never been outside the county; several others had never been on the West Virginia Turnpike," Mrs. Critchfield recalled. The most recent trip was a 3-week tour to California this past fall.

Why has the WVU agent become so heavily involved with senior citizens? "I'm deeply interested in them; I saw other counties planning and getting funds for senior citizens' activities and I don't want to see Putnam's older people get passed by," she explained.

Mrs. Critchfield added that she decided to get started when a woman in Scott Depot asked her "When are we going to have something here for us older folks?" □

Learning to write a check properly in the Banking Project.



Youth Explore Consumer World

by
Charla B. Durham
Home Management and Family Economics Specialist
University of Florida

The U.S. Bureau of Census estimated that the male high school graduates of 1968 could expect their lifetime earnings to amount to $371,094. Not only will they earn the money, they'll also spend it. Earning money takes one kind of skill. Spending it requires others. Youth especially need realistic education about everyday financial and consumer skills.

During June of 1972, the Extension Home Economics office in Suwannee County, Florida, was approached for assistance with an educational program in one of the schools. Garth Noble, Jr., social studies teacher at Suwannee Middle School, was particularly concerned about his students. He described them as "economically, academically, and/or culturally disadvantaged." Many drop out before graduation. Of those who do graduate, almost none continue in any type of educational or vocational training. His main concern was that nearly all these youth were "unprepared to deal with the daily financial processes of life."

The Suwannee County Extension home economics agents, Mrs. Merry Taylor and Mrs. Janice McRea, told me about this problem, since I work with youth audiences in the area of home management and family economics. This stimulated a special series of 4-H projects to help youth develop financial and consumer skills.

I met with them and the teacher to determine the needs of the students, their reading level, and the types of information that would help in teaching them. This provided ideas for developing educational materials for teenagers. We chose topics from the areas of family economics, home management, and consumer education as the basis for a special series of 4-H projects. I consulted with Mrs. Mary Harrison, the consumer education specialist, and we decided to develop the materials jointly, with my leadership.

A series of five short term, special interest 4-H projects titled *Exploring Your World* was written at a fourth or fifth grade reading level. The projects were designed to introduce the topics of Banking, Credit, Money Management, Shopping, and Supermarkets. These projects were considered basic for preparing youth to function intelligently in an economically oriented society.

The initial pilot project was planned for Suwannee County. However, four other counties were added to the pilot, to involve urban as well as rural youth. The counties included were Bay (Panama City), Jefferson (Monticello), Leon (Tallahassee), and Palm Beach (West Palm Beach). The pilot project quickly indicated that the design and content of the materials justified making these projects available statewide. This was done in November 1972.

Agents in 16 other counties decided to use *Exploring Your World* projects in cooperative efforts with schools. The materials were not only for disadvantaged youth, but were used with youth in every grade from seventh through twelfth. They were used in career education, business, math, social studies, civics, home economics, family living, and work-study classes. The teachers using the materials were designated as special interest 4-H leaders; the students were enrolled as special interest 4-H members.

The Extension agents in 21 of Florida's 67 counties enrolled 9,678 youth in one or more of the *Exploring Your World* projects. Of this number, the agents estimated 93 percent had never been enrolled in 4-H before. These projects created an awareness of 4-H and 4-H projects and activities available to all youth. They were significant in the 1972–73 expansion of 4-H in Florida.

For each project, both a teaching guide and member pieces were developed. The teaching guide stated the purpose of the project and its educational objectives. It suggested resources—people, places (field trips), literature, audio-visual aids, and activities in addition to those in the member pieces. An evaluation instrument was provided for pretesting and posttesting. Each teacher was provided with a guide and the number of member pieces needed for her classroom.

Each 4-H project was designed so that the youth enrolled would be exposed to a minimum of 5 hours instructional time. In many cases, these special interest 4-H members were involved in the projects and related activities, such as field trips and discussions with resource people, for 10 to 20 hours. The topics covered in each of the special interest projects are listed below:

BANKING
- Bank Services
- Writing Checks
- Endorsing Checks
- Checking Account Records
- Types of Checks

MONEY MANAGEMENT
- A Blueprint for Money Management
- The Value of Education
- It's Your Future—You Decide
- Getting the Most With Your Money
- Save Now—Spend Later

SHOPPING
- Advertising
- Packaging
- Guarantees and Warranties
- Returning Merchandise
- Door-to-Door Selling
- Frauds and Deceptions

SUPERMARKET
- Supermarket Shopping
- Reading Labels
- Unit Pricing
- Open Dating
- Nutritional Labeling

CREDIT
- Understanding Credit
- The Credit Granting System
- Establishing Credit
- Credit Contracts
- Where To Get Credit
- You And the Federal Credit Laws
- You And the State Credit Laws

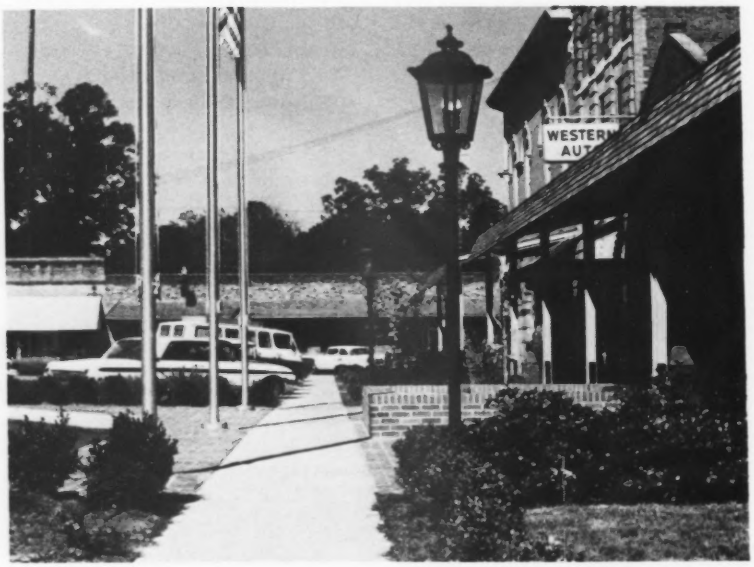
The *Exploring Your World* projects continue to be popular. Many of the traditional 4-H club leaders are using the projects as the basis for special programs and new learning experiences for their 4-H'ers. Some youth are taking the projects for individual study and enrichment. A few short term special interest community 4-H clubs are being organized with community resource people as leaders, such as a banker giving leadership to the Banking project.□

Students practice door-to-door sales methods through planning and preparing skits.

Students learn about annual percentage rates and financial charges in the Credit Project.

New Life for Livingston through RD

by
R. Warren McCord
Community and Regional Development Specialist
Alabama Cooperative Extension Service



Downtown Livingston, Alabama, was once dilapidated, its streets full of potholes. This renewal is only one of many improvements.

"Development is a process—not a program—and results from progressive changes. Change is necessary to create or improve job opportunities, community services, a better quality of living, and an improved social and physical environment in cities, towns and farm communities in Alabama. . . The people affected by a change must be involved in deciding whether it is for the better."

This philosophy of CES State Director Ralph Jones sums up the success of the Alabama-USDA Rural Development Council, winners of the 1973 USDA Superior Service Award for rural development. The Alabama Cooperative Extension Service is proud to be a part of this championship team.

Joining together concerned people who work to solve local problems has led to hundreds of successful projects, including: a countywide solid waste management system in Calhoun County, fire protection for rural areas in Clay County, a 1-million dollar water-sewage system in Aliceville, a 32-acre recreation park in Hamilton, and a trash harvest in Madison County.

Extension initiated the first formal Alabama rural development effort in the mid-1950's with a pilot effort involving two Alabama counties. This was expanded statewide in 1962 with a special appropriation from the Alabama Legislature.

At that time, county Extension chairmen, assisted by area rural resource development specialists, began to identify key community leaders and help them organize county rural development committees. These committees are vital forces in Alabama community development—forums concerned with all economic and social problems facing people and their communities.

A local citizen chairs each committee and the county Extension office chairman usually serves as secretary. Representatives of county USDA agencies (FHA, ASCS, SCS, Forest Service) and other public organizations provide the committee with organizational support and technical assistance.

These committees study current and future needs and problems of their counties, both urban and rural. They feel the pulse of the county through studies and surveys, public hearings, interviews and conversations.

Next—they develop a plan of action—publicity programs, community meetings, fund drives, revenue increases, facility construction, new or increased services, or the passage of enabling legislation. Summarized in Table 1 are RD committees' projects and activities for Alabama in 1973.

Extension staff members help coordinate county RD committees, bring educational information and project activities to the attention of county RD committees and participating local governments, assist in organizing special subcommittees, and serve as resource people to these subcommittees. State Extension specialists provide technical assistance. Area Resource Development Specialists serve as advisors to county RD committees and support their projects as needed.

In many counties the RD committee serves the regional commission as an advisory committee for its aging and childhood development programs, or as

Resource Conservation and Development Project Committee and Manpower Planning Committee.

In 1973 the Alabama-USDA Rural Development Council conducted training meetings for county committees statewide. Extension organized and developed information for these meetings in cooperation with regional planning commission staffs and about 500 agency personnel, citizen leaders and staff members from planning commissions. County RD committee leaders gained additional insights into the local development process and their impact in influencing total community and resource development. An Extension-developed handbook has become a handy reference work for the committees.

For the past 12 years Extension has published a quarterly newsletter—the *RD Report*—to highlight the activities and achievements of county committees and other citizen group efforts. The *RD Report*, with 5,000 circulation, has received recognition from within and without Alabama for its ability to encourage citizen activity in community development.

The rebirth of Livingston, a rural southwest Alabama community of 2,300 population (1970 Census), is a striking example of RD committee activity.

In 1965, Livingston was a dying town. Its citizens were leaving in alarming numbers. The reasons were clear: lack of jobs and poor living conditions. The streets (many unpaved) were pitted with potholes. Industrialists took one look at the town and kept going; insurance companies threatened to cancel most fire insurance policies because of dilapidated water mains.

Later that year (1965), the roof caved in when the State condemned the entire water system. Health officers gave the tottering town still another black mark when they discovered that all its raw sewage was dumped into the Sucarnoochee River.

But, in April 1973, Livingston placed second in a field of more than 420 in the highly competitive All-American City competition.

The potential ghost town wasn't transformed into today's thriving city by the wave of a magic wand. This achievement required the intensive efforts of hundreds of its citizens. Biracial committees were established to cope with the community's array of problems. The county rural development committee, active since 1961, intensified its efforts. Today, the membership of all committees working for the total resource development of Livingston and Sumter County exceeds 100.

The various committees, aided by city officials, drew up a master plan to be followed step-by-step. An industrial board was created to develop an industrial park. Today, five industries, totalling an estimated $10 million investment, employ more than 1,000 persons in the park. Present negotiations may bring additional industry, employing 250–300 persons. The newly formed Livingston Local Development Company aided firms in making location decisions and in securing financing.

Slowly, vigor began to creep back into Livingston's economy. For 20 years, both Livingston and Sumter County lost population. But the last 5 years saw this trend reversed. Today Livingston's population is 2,500–2,600—an increase of 800, or 25 percent.

Building construction is booming; 125 new homes and 180 apartments, with more going up. Since Livingston hit the comeback trail 7 years ago, 30 new businesses have come to town. A new $100,000 city hall was completed in 1971.

The Livingston Housing Authority built a 60-unit low rent housing project, and a second, with 80 units, is on the drawing boards. In 1965, about 50 percent of Livingston's housing was substandard. Today only 10 percent is. Next August an $870,000 addition to Sumter Memorial Hospital will be completed. Other projects include extending the water system to smaller communities in the county and adding new industrial parks.

At the heart of this drama are the people—involved citizens and elected officials with positive leadership—and their application of public programs.

The enthusiasm generated in Livingston has spread to all sections of the county (1970 population 16,974). Progress shows in the new county-wide water and waste disposal systems, recreational facilities, and increased employment opportunities.

The Sumter County Rural Development Committee continues to spark the Livingston and Sumter County development story. □

TABLE 1—*Alabama RD Projects and Activities for 1973*

Categories	*No. of Counties*	*No. of Projects*
Solid Waste Systems	44	46
Forestry and Agriculture	27	45
Tourism and Recreation	25	28
Community Facilities and Service	22	24
Water Systems	21	21
Housing	17	17
Human Resource Development (Manpower and Ind. Dev.)	16	18
Planning, Land Use, Environment, and Conservation	16	21
Other (Outreach, Surveys, etc.)	8	11
Highways and Roads	5	6
Health Related	5	5
Education	5	7

K-MAR Computerizes Kansas farms

by
Gary I. Vacin
Asst. Extension Editor
Kansas State University

Charles Imthurn has divided his cattle into 300-head lots, and a computer printout shows how each lot is doing. The printout also shows cash flow, depreciation, and other information which will help him make management decisions.

Norm Gingrass has hired an electronic bookkeeper for less than 50 cents a day to keep tabs on his farm business.

Gingrass, who operates a 2,000 acre spread not far from Wichita, is one of a growing number of Kansas farmers who have put their farms on Kansas State University's K-MAR 105 computerized recordkeeping system.

K-MAR is an integral part of K-State's Farm Management Association program, providing not only an educational package to farmers, but information for research studies and Extension programs too. All Kansas farmers benefit from the results of management studies evolving from this program.

K-MAR began in 1969 with a pilot program involving 42 Farm Management Association members. Now more than 170 members base their management decisions on information provided by the system. And K-State plans to release the basic program to agribusiness firms, making it available to even more farmers.

Farming has become a complex, specialized and capital-hungry business, says Larry N. Langemeir, K-State Extension economist who developed the K-MAR 105 system. "The premium has never been higher for sound management decisions. That's why farmers are turning to computers to provide information on how their business is doing."

Computer farm record systems have been offered by Kansas banks and agribusiness firms across the State for almost a decade. A shortcoming of most of these systems, however, is a lack of field staff to help farmers interpret the computer printout information. K-State solved this problem by offering K-MAR through its Farm Management Associations. Twenty farm management fieldmen, each with a territory, cover the State. They visit their members at least twice a year, providing management information based on analysis of each member's farm business records.

Key to the system is a coded bookkeeping method which replaces manual recordkeeping. Each member received specially designed duplicate checks and deposit tickets. In addition to the date, amount, and payee, each check must include a code, description, and dollar value for every item purchased.

Deposit slips are coded for item sold, number of units, price, etc. Members also keep track of costs transferred from one farm project to another on precoded journals.

K-MAR is a non-profit corporation with main offices in the K-State area Extension office in Hutchinson. Regional centers are located in other area Extension offices across the State.

Each month, members mail their checks, deposit slips, and other information to a regional office for checking by the fieldmen. This information is then forwarded to Hutchinson for punching onto data cards. The cards then go to K-State for computer analysis. Printouts are returned to the regional office for distribution to the farmer.

K-MAR 105 contains the following printout components:

– A monthly business analysis of each member's operation, including an income and expense statement, record of each business transaction, cash flow summary, credit analysis, payroll summary, net worth analysis, and enterprise analysis for each project on the farm.

– A monthly cash flow analysis summarizing the sources of income and expenses for the farm operation.

– A tax management report prepared on a periodic basis for use in tax planning.

– A depreciation schedule prepared in November for tax management planning and on a final basis in January for tax filing. (This program is updated each year to reflect latest changes in tax regulations.)

– A yearend business analysis summary of income and expenses, production, and management factors.

A built-in flexibility allows farmers

Checks, deposit slips, and other information are forwarded to K-MAR headquarters in Hutchinson, where the data are punched onto computer cards.

to select only the output reports valuable in analyzing their own operations, Langemeir says. Except for the cash flow summary, income statement and records of each transaction, all output sections in the monthly report are optional.

One popular option is enterprise analysis, which compares profitability of one project on the farm with that of another. Take Gingrass, for example. He specializes in backgrounding beef cattle, but also keeps tabs on a cow herd and several crops. He wants to know how each enterprise is doing—whether it's paying its way or needs to be weeded out or changed.

Enterprise analysis helps farmers like Gingrass determine what direction their total operation should take, plus the most profitable cropping and livestock combination. Crop records include income and expenses on a per acre and per bushel basis. Livestock records include sales and expenses on a pound produced and head basis, feed and nonfeed costs, feed efficiency, return above costs, and income per 100 pounds of feed used.

His computer printouts told Gingrass that:

—His backgrounding operation was a moneymaker.

—Milo was a better money crop than wheat.

—Marketing homegrown feed through cattle pays off.

Based on these findings, Gingrass is expanding his backgrounding operation. He handles about 1,000 calves—800 purchased and the rest from his own cow herd.

K-MAR cost-of-production figures show how much money Gingrass has tied up in his cattle. When he's ready to sell, he knows what price he must get to show a profit.

The computer information also changed his thinking on crop production. Result: a gradual shift from wheat to milo.

Here's what other farmers say about the system:

—"We've been updating our farm on the outside. Now the computer has updated our bookkeeping system."

—"I'm doing a lot better job of recordkeeping. Many of the bigger farms are coming to this kind of system. It puts you on a plane with businessmen in town."

—"The big advantage is completeness. We spend as much time on the books as before, but we get a lot more out of it."

K-MAR records come in handy when farmers need to see their banker about a loan. "K-MAR cash flow accounts serve as a measuring stick for each farm," a western Kansas banker says. "They tell what the farmer is doing—where he's making money and where he's spending it."

The K-MAR 105 output can be refined to a point where up to 18 different subfarms in the main farm operation can be examined. Subfarms provide special reports for use by tenants, landlords, partnerships, or corporations, or they can be used for nonfarm businesses.

Langemeier believes the program is only as good as the fieldmen make it. Training sessions are held each year to keep them updated on the latest program changes.

The K-State Extension Service and the Agricultural Experiment Station provided funds for developing K-MAR. Now membership fees carry most of the financial load.

Cost depends on what programs farmers receive. In addition to the Basic Farm Management Association fees, members pay $160 for the quarterly service. Personal accounts records run an extra $25. Is it worth the extra money? Gingrass thinks so.

Although K-MAR is paying its way on many farms, farming won't be taken over by computers. "They're only as smart as the information fed into them by humans," Langemeier says. "This means more, not less, recordkeeping for the farmer."□

Shattering Racial Stereotypes

by
John A. Wallize
Associate Extension Editor
Iowa State University

Russell G. Pounds, ISU Extension economist, served as a leader for the Iowa State University Extension program on race relations.

While in Sioux City to conduct a program on race relations, Russell G. Pounds, Extension economist at Iowa State University, also appeared as a guest expert on a radio call-in program. After some introductory discussion, callers were invited to question Russ.

An early caller posed this question: "Now, Professor Pounds, you undoubtedly have a nice home back there in Ames near the university. How would you really feel if a colored person moved in next door to you?"

Russ politely told the caller he wouldn't mind such a person moving in next door at all, especially since he himself is black.

Educators would have found no difficulty pointing to the teachable moment in that conversation. The teachable moment was a long, uncomfortable period of silence. It apparently had not occurred to the caller that a black might be a professor of economics at Iowa State University.

And that type of prejudice—unthinking, or unconscious prejudice—was one of the topics being emphasized in the ISU Extension Service workshop on race relations.

Another question that might have been posed for Russ is why the need for a workshop on race relations in Iowa. Iowa could hardly be described as racially torn. Less than 2 percent of the State's population is nonwhite.

Russ would have explained that with less than 42,000 nonwhites in the State, Iowa has a greater opportunity to correct racial problems because of the smaller numbers. In addition, there are racial problems in the State. Complaints to human rights commissions show that Iowa minorities share the same problems as those in other States.

Other members of the teaching team, Arthur H. Johnson, Extension sociologist, and the author would point out

that while the problems affect smaller numbers of people, those problems are just as important to the individuals involved.

Iowa's program developed out of an earlier workshop sponsored by the Extension Service and the Iowa Human Rights Commission. Members of the commission pointed out that while laws and courts had prohibited discrimination, problems still would not be solved without public understanding and backing. The head of a firm, for instance, can declare that there will be equal opportunity in hiring. But unless managers, supervisors, and co-workers accept the program, it is not likely to function properly.

The Iowa program was funded by a grant from Project Impact under Title I of the Higher Education Act of 1965. It was presented in six cities of the State where more than 80 percent of the nonwhite population lives. The program, aimed primarily at whites, was staged in cooperation with local leaders and promised no magic solutions to problems.

Prejudice was approached through human perception. Films illustrated how stereotypes are built and reinforced. Films and discussion demonstrated that man does not believe what he sees, but rather sees what he believes.

With the background on understanding prejudice presented in the first session, the second and third sessions dealt with identifying racial problems in the local communities, and seeking solutions to the problems of housing, employment, and education.

Though the program was aimed primarily at whites, a number of minority group members attended to describe the community from their perspective and to participate in discussion groups. The dialogue in group discussions probably was the most effective part of the workshop.

Through discussion, the workshop illustrated how the problems of minorities are interrelated. Employers, for instance, usually were quick to state they'd welcome minorities as employees *if* the minorities were qualified for jobs. Educators in the audience said they wanted to help prepare minorities for jobs *if* the minorities would only stay in school. Probes into why minorities members left school came back to family education, where they lived, family income, and job prospects. Sensing the circularity and the need to break the chain, some employers vowed to take a harder look at job qualifications.

The program did encounter problems, too. Most community leaders hesitated to open up the question of race relations at first. They wanted to know just what these "outsiders" planned to do. In the process of planning each program, local leaders and the teachers learned more about the community, its problems, and its needs.

The teachers learned, also. They learned that Extension can deal with "touchy" and emotional problems—that while new laws and court rulings have outlawed overt discrimination, prejudice can be subtle and unconsciously built into "the system."

And they learned along with participants that there's no easy answer to racial problems. Or that there's no simple answer to: "What do 'they' really want?" Individuals have different wants, needs, values, goals, and ideas.

The statewide program focused mainly on blacks, the largest minority in the State. In one community, which had a sizable population of Indians in addition to blacks, the program was not changed greatly. The teachers thought the Indians would see themselves in the situation and could identify with the black minority.

Instead, the Indians presented their own lesson in perception. They did not see themselves in the program. "Left out, as always," they declared. The Indians won—and rightfully so.

During the first program in Iowa's most racially troubled city, a white noted the white majority in the audience and asked if we planned a program to help blacks understand. Being cautious, inexperienced, and not wanting to threaten the whites, we stammered. But finally, we admitted that our perspective was that the racism problem was a problem for whites.

The executive director of the Chamber of Commerce, which was sponsoring the program there, made a dramatic rescue.

"In this town, whites outvote blacks 11 to 1. Whites control the jobs, the money and the power. If change is to occur, we whites are going to have to do it," he said.

That answer shattered a stereotype about the Chamber of Commerce, too. □

Stasia Lonergan, home economist, offers telephone advice.

Should We Still Teach by Phone?

by
Laverne B. Forest
Assistant Professor
Program and Staff Development
University of Wisconsin-Extension
and
Stasia Lonergan
Home Economist
Waukesha County
University of Wisconsin-Extension

"How can I remove pine tar from clothing?"

"Can I use salad dressing jars for canning?"

"How can I freeze apples for apple pies?"

These are typical questions heard by Stasia Lonergan, Waukesha County, Wisconsin, home economist, when she answers her telephone.

After answering questions like these for several years, Stasia began to ask a few questions of her own: How effective is my teaching by phone? Is the telephone still a valuable tool for reaching people? Is answering telephone questions worth the time and effort of a professional home economist today, as it was in the past?

Could someone else handle the calls as well? Could another method be found to efficiently handle people's problems?

As part of an in-service graduate course in Extension Program Evaluation, Stasia decided to develop a strategy for finding out how effective her phone services were. Instructors Laverne Forest, Pat Boyle, Mary Dahlman, and Betty Elliot, and her fellow classmates assisted.

Stasia's first step was to keep track of her incoming phone calls for 1 month (Aug. 15–Sept. 15, 1972), and to record the types of problems people asked help with. She didn't record calls on organizational, scheduling, or coordination questions, such as "When is the textiles workshop?" or "Could you send me a bulletin on 'Getting Rid of Pantry Pests'?"

A form was developed to record the caller's name and phone number, the question, Stasia's response, and the time and date of the call. After responding to the question, Stasia asked the callers if they would be willing to participate in her followup study. All questioners agreed.

Six weeks later, a professional interviewer called the questioners back and asked them a series of questions based on established criteria (*i.e.*, effective learning means reten-

tion, application, sharing) to determine the value of the phone calls.

Almost all the callers were women—92 percent were married; 65 percent had called the Extension office before (most 10 times or less); more than half said the phone was their only contact with the Extension office. Their age? Between 21 and 61, with more in the 31–40 age bracket. Their families? Typical nuclear families of husband and wife, or husband, wife, and children.

They asked mostly knowledge and skill questions. Usually these could be answered with a "yes" or "no"—"Can I shorten fiberglass curtains?". With an explanation—"What does cream of tartar do in pickle recipes?". Or with procedural outlines—"How do I can pears?"

Very few questions dealt with attitudes. Only 5 percent asked Stasia her opinion about certain products on the market, such as ceramic top stoves. Several of Stasia's answers were used to settle arguments between neighbors ("Can you use table salt to can pickles?").

A Wisconsin homemaker listens.

Many questions—about 15 percent—showed concern about food safety—"Can I keep the food when the lid has loosened on the canning jars?"; "Will the scum on the jam make it unsafe to eat?"; "Can I still use meat from the freezer, even though the freezer has been off several hours?"

About 80 or 90 percent of the questions dealt with freezing or canning vegetables and fruits. The other 10 to 20 percent concerned homemaking problems—getting pine tar off clothing, buying carpeting, painting walls.

The results were surprising. Table 1 summarizes key responses.

TABLE 1—*Key Responses*

Responses	*Number (N=108)*	*Percent*
Remembered asking the question	108	100
Got desired information	98	91
Understood reason for answer	100	93
Used information	94	87
Used advice knowledgeably (judgments were made of responses)	57	53
Satisfied with results	97	90
Can use information in future	98	91
Shared information with others	89	82

Of persons who passed the information on to others, about 70 percent shared it with relatives, friends, and neighbors. At least 260 people were the eventual total audience (108 telephoners plus 152 others).

How did they feel about the agent's advice? "She was a big help. We got the pine pitch out of our clothes." "Be sure to tell her they (pickles) turned out just great. I was so pleased to know that there was such a place to call to get information like this and I think you are doing a great job." "I talked to several people and told them where they can call to get information on canning." "A friend used the same bulletin when she went out to buy her carpeting and thought it was helpful also."

Further analysis of the responses showed interesting relationships. For example, those who got the information they wanted, those who used the information, those satisfied, and those who shared their information with others were apt to be the same persons. (One might ask—did receiving desired information lead to usage, which led to satisfaction, which led to sharing?)

With the analyses in mind, Stasia and her classmates had to decide—is her teaching by phone effective and therefore worth the time and effort? Is it still a valuable Extension tool? They answered "yes." Callers are learning and are applying information to current problems. Upon finding information valuable, they share it with others, to the point where the original audience is expanded two and a half times.

In addition, more than 90 percent of the people said they would not have to call again on the same question. This does not rule out the possibility that they will call on other questions; success begets further success.

Couldn't someone else handle these phone calls and allow Stasia to go on to other efforts? Maybe, but isn't Stasia's success due to the rapport, trust, and the reputation she has built as she answers the phone, and meets and works with people through workshops and other experiences? Stasia weighed the results of the study and decided that the telephone makes good use of her time. Perhaps other Extension workers should take a second look at the telephone before discarding it in favor of other modern techniques! □

A Turning Point for American Farmers

"About face!"

That's the command a hungry world with increased buying power has given American farmers.

We have shifted from worrying about paying farmers to store surplus wheat to concern about supplying market demands between an old and a new wheat crop. All of a sudden "agriculture plus energy equals food."

American agriculture is a bright spot in U.S. international trade, with total U.S. farm exports of over $17 billion in 1973.

All of this brings into sharp focus the new challenge and opportunity for U.S. farmers to produce to meet human needs in a market-oriented agricultural economy. The Agriculture and Natural Resources (ANR) staff of the Extension Service is challenged to find quick and accurate answers for management decisions.

Today's farmers are using Extension Service assistance to:

- Strengthen the independent family farm
- Increase net farm income
- Improve marketing systems for farm products
- Adjust to new environmental standards
- Improve energy conservation and management on the farm and in the home
- Broaden the pest management concept to include weeds and diseases
- Achieve farm safety and safety with agricultural chemicals
- Improve management of privately-owned forest land.

Extension is also helping low-income farmers broaden their resource base.

U.S. farmers are the world's most efficient producers, with output per man-hour today 3.1 times that of 20 years ago; industrial output has increased 1.7 times in that period. A significant part of the agricultural efficiency can be traced to the Land Grant University-USDA research and Extension team.

This is true because the main job of more than 6,500 professional ANR Extension employees is to transfer research findings and technological and economic information from the university and USDA to the farm and rural home through specialists and Extension agents.

In current national efforts to improve performance of commodity production and marketing systems, emphasis is being placed on cotton, soybeans, wheat, beef, swine, sheep, potatoes, and apples.

The Extension Service shares concern for protecting and improving our environment. Extension pilot projects are showing new ways to handle animal wastes and to meet State and Federal regulations for feedlot operations. Extension Services are aiding farmers by transferring technology designed to solve environmental problems as they adjust to new environmental standards. Such programs are enhanced through cooperation with agencies charged with environmental responsibilities.

Extension specialists and county agents have introduced new systems of tillage and "double cropping" to help farmers conserve energy, reduce erosion and pollution, save soil nutrients, lower production costs, and increase farm income.

Forest management: In some regions absentee owners control as much as 90 percent of the forest resources, while farmers on a national basis own approximately 40 percent of the timber land. Extension is helping both small and large farmers extend present timber supplies through improved management.

In crop production, Extension helps farmers take advantage of new varieties, improve soil and pest management techniques, and adopt new methods of production, harvest, storage, and marketing.

In poultry, livestock and dairy production, research technology relayed to farmers and commodity associations by the Extension staff has helped increase productivity to meet escalating consumer demands. (U.S. beef consumption has nearly doubled in 20 years, for instance.)

In horticulture, Extension work touches nearly every citizen in some way. Farm producers use Extension recommendations on growing and marketing vegetables and fruits. Producers of nursery stock, flowers, and sod use Extension recommendations for related interests in flowers, shrubs, ornamentals, and turf.—Raymond C. Scott, Assistant Administrator, ANR

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EXTENSION SERVICE
REVIEW
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What EFNEP
Means—page 3

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The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers Extension workers, in their roles as educational leaders, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

Prepared in
Information Services
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EXTENSION SERVICE
REVIEW

Offical bi-monthly publication of Cooperative Extension Service; U.S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

CONTENTS

It's Your Review

What do you want most from the Review? It is your forum for exchanging ideas with your Extension counterparts across the Nation. We want your suggestions, articles on your innovative work, and especially good photographs to illustrate them. Ask your State Extension editor for help if writing seems too onerous.

We will try to focus on key issues especially involving county Extension professionals and paraprofessionals, and run special theme issues when it seems desirable. For example, the May-June issue will deal with "How Extension is Meeting the Energy Problem."

Since the flow of ideas and suggested features for the Review is for the most part from State, area and county Extension personnel, we will continue to rely heavily on your judgement. Actually, the content of the magazine is mostly yours—we just put it together. I do feel we can make more effective use of this "internal information-teaching tool" which can reach all Extension workers with a message about new programs, changing thrusts, and new goals in a relatively short time. Perhaps we should "lead" a program more and "follow" it less in our reporting to our own staff. What do you think? Keep those ideas and suggestions for the Review coming!—Ovid Bay

Reynolds

Hadley

Bishman

What EFNEP Means

- **to Extension Workers**
- **to Low-income Families**
- **to Youth**

by
Elizabeth Fleming
Information Specialist
Home Economics
Extension Service-USDA

Hutchison

Craven

A Coast-to-Coast Call Gives Some Answers

Extension's Expanded Food and Nutrition Education Program (EFNEP) has been operating for 5 years. What has it accomplished?

Statistics show that aides, hired to teach low-income homemakers on a one-to-one basis, have enrolled and taught more than 900,000 families to improve their diets. More than 22,000 aides have been employed during the 5 years. Many have gone on to higher paying, more responsible jobs. Currently there are 8,000 aides. They tell us EFNEP has helped their own families, as well as thousands of others, live better. EFNEP aides and volunteers have reached more than a million 4-H youth with nutrition education.

To learn how the program really works and hear more about about its accomplishments, a telephone conference call was held December 20, 1973, with: *Dr. John Hutchison,* Texas Extension State Director; *Dr. Ruby Craven,* South Carolina State Leader-Home Economics; *Ms. Betty Bishman,* Minnesota Area Extension Agent who supervises aides; *Ms. Viola Reynolds,* Georgia leader aide; and *Ms. Dwight Hadley,* Kansas youth volunteer. They speak for themselves, their State coworkers, and others in jobs like theirs across the Nation.

"...good nutritous food is so dependent on having adequate facilities to prepare and serve it."

INTERVIEWER: In your opinion, Ms. Reynolds, what has EFNEP meant to families?

MS. REYNOLDS (AIDE): Before EFNEP was introduced in our county, many families didn't know what they were getting from the food they ate. Mealtime was just a routine with no thought to what they were eating, the amount they were eating, or the nutrients in the food. Many never read labels, planned meals, or used a shopping list. EFNEP has helped families in all of these areas.

INTERVIEWER: Can you give us an example of your work?

MS. REYNOLDS (AIDE): One of my young homemakers thought that dry milk was for people on diets, so she never used it. She bought only 1 gallon of fresh milk each week. I figured that the family needed 10 cups of milk per day. After explaining to the mother that dry milk had the same nutrients as whole milk except for the fat, I encouraged her to use it to stretch her milk dollar. I told her she could save money and give her family the amount of milk they needed. And, I explained that milk was a great source of calcium, and that her children needed calcium for strong bones and teeth. I also told her that adults needed the protein in milk to build and maintain body cells.

INTERVIEWER: Ms. Hadley, can you tell us what you are teaching young people about nutrition?

MS. HADLEY (YOUTH VOLUNTEER): I teach them the importance of well-selected, nutritious foods and the need for balanced meals, especially breakfast. They learn easy, nutritious recipes to carry home.

INTERVIEWER: Do you encourage them to try new foods?

MS. HADLEY (YOUTH VOLUNTEER): Yes. Some didn't think that they could drink powdered milk. I showed them how to use it in hot chocolate, puddings, and sauces. They've even eaten broccoli—some for the first time! We had canned apricots at a meeting and one boy wanted to take some home so that his parents could taste them.

INTERVIEWER: How did you become a volunteer?

MS. HADLEY (YOUTH VOLUNTEER): I attended EFNEP adult

meetings and the home economist asked me if I'd like to work as a youth volunteer leader.

INTERVIEWER: Ms. Bishman, what has EFNEP meant to the aides that you hire, train, and supervise?

MS. BISHMAN (AREA EXTENSION AGENT): Getting involved with people is their most rewarding experience, the aides tell me. They say they are learning about people and finding that they can make a difference in people's lives.

INTERVIEWER: I imagine that it's a real satisfaction for you to see aides learn on the job.

MS. BISHMAN (AREA EXTENSION AGENT): I see tremendous personal development. Aides will say, "I think differently now—not just of myself or my family. I think of others, and I feel like I am growing." Training in food and nutrition, methods of working with the audience, and other nutrition-related subjects has broadened them. Learning how to organize group meetings and speak to groups—these are all growing experiences.

INTERVIEWER: Have some aides gone on to other jobs?

MS. BISHMAN (AREA EXTENSION AGENT): Yes, some are now employed in nursing-related jobs in hospitals, senior citizens' nutrition programs, and so on. Many job offers came about because the aides learned so much from their EFNEP training. Some aides with only an 8th grade education completed their high school work. Others are taking college programs.

INTERVIEWER: Are there EFNEP career advancement possibilities for aides in Minnesota?

MS. BISHMAN (AREA EXTENSION AGENT): Yes, we are providing a career ladder with three levels. Each has a different job description, responsibilities, and income. Some aides now help with staff training, cooperative efforts with agencies, and record keeping.

INTERVIEWER: EFNEP was the first job for many aides, wasn't it?

MS. BISHMAN (AREA EXTENSION AGENT): Yes, and the income helped them improve their family diets and level of living.

INTERVIEWER: Dr. Hutchison, what has EFNEP meant to the Texas professional staff—the agents and administrative people who operate the program?

"They learn easy, nutritious recipes to carry home."

DR. HUTCHISON (DIRECTOR): For some, the intensive nature of EFNEP has given them a whole new reason for being. The great needs of the people with whom they are working, the personal involvement that develops from the one-to-one teaching approach, the tremendous response and warm appreciation from the participating families, and the rapid growth and development of the participants and aides all contribute to this.

INTERVIEWER: Dr. Craven, what has EFNEP meant to the South Carolina professional staff?

DR. CRAVEN (STATE LEADER): Prior to EFNEP, our professional staff was making a diligent effort to reach families with limited resources, but progress was slow and manpower was far too scarce. With aides, the professionals can see much more progress than they did when they were working alone. And what we are doing in EFNEP is felt in other counties where the program is not being conducted.

As much of a work challenge as EFNEP offers to home economists, we have never had one indicate that she didn't welcome the program in her county. In fact, they are more likely to ask, "When will we get the program?"

We are keenly aware that there is more evaluation of EFNEP than there has been with any other program that we have ever conducted. Home economists sense that they have a program with continuity and depth. With some programs, we were not able to reach families over a long period of time because of a lack of this continuity and resources

DR. HUTCHISON (DIRECTOR): I grew up during depression years and

"Getting involved with people is their most rewarding experience."

"I told her she could save money and give her family the same amount of milk they needed."

thought I was well acquainted with poverty. Visiting in many EFNEP homes has helped develop my sensitivity to the magnitude of problems faced by these families.

DR. CRAVEN (STATE LEADER): More personal satisfactions are associated with my EFNEP experience than with any other phase of my professional life. I became a State leader in 1966 and I felt frustrated that we could never get satisfactory programs for low-income families because they were not group oriented. The professional staff did not have the time to visit them individually and accomplish what we wanted to do. Now, as State leader, I have the great satisfaction of reading EFNEP success stories—some 50 to 75 stories have just come in from the counties—and I can see the changes taking place in the lives of these families.

INTERVIEWER: Ms. Bishman, what has the program meant to you?

MS. BISHMAN (AREA EXTENSION AGENT): EFNEP has given me an opportunity to work with an audience I had long felt the need to reach. I used to plan home economics programs for many different audiences and there was not always time to work intensively with the low-income group. Aides gave me the opportunity to reach a new audience in an effective way.

INTERVIEWER: Dr. Hutchison, how do you feel that EFNEP has helped Extension in your State move forward and what specific accomplishments have you seen in the 5 years of the program?

DR. HUTCHISON (DIRECTOR): Some 117,000 Texas families have been enrolled in the adult phase of EFNEP since 1969. We have had 76,500 youth enrolled and more than half a million individuals, who have participated in the program either as adults or youth. Many have moved on into more traditional approaches to Extension work—group methods of learning, for example.

I think that EFNEP has increased the visibility of Extension and demonstrated the competence of Extension.

And I also think that EFNEP has enabled us to develop closer working relationships with a great many agencies. It's helping us to work in mutually supporting ways towards common objectives.

INTERVIEWER: Dr. Craven, in what ways has EFNEP helped Extension in your State and what specific accomplishments have you seen?

DR. CRAVEN (STATE LEADER): We have certainly learned more about families with limited education and resources, and improved our methods for reaching them with information. This can benefit all families.

I think it could be said that in the early years of the program EFNEP probably helped with the integration of the races. We have passed far beyond that point now, but when EFNEP started, we had white aides working with negro families and negro aides working with white families in many cases. Up to that point, government agencies and educational groups had relatively little of that in the State.

There are some families with whom we have failed, but the greatest majority have made progress. At one time, aides found it difficult to enter the homes of some of the prospective or participating EFNEP homemakers. Today, we don't hear much about the problem. This is great progress.

The greatest side effect of EFNEP is the development of increased pride in the EFNEP families. They are motivated to seek jobs, education, and better housing. The preparation of good, nutritious food is so dependent on having adequate facilities to prepare and serve it. I often say to the State staff that we will never have completely served many of the low-income families' needs until we have better housing because the two are so related.

It was interesting this year to see the reaction we received when we had to discontinue a couple of the EFNEP units because of limited budget. People wrote us, asking why such a good program had to be discontinued. Many were from other parts of the State and knew little about Extension, but they'd heard about EFNEP through mass media, and had perhaps seen it in their community, and they wanted to say that something as good as EFNEP shouldn't be stopped—anywhere.

INTERVIEWER: And on that positive note, I'd like to express the *Extension Service Review's* appreciation for your participation in this interview. Our thanks to all of you.□

Extension homemakers develop recipes that will help sports fishermen utilize their catch.

Scientists and Homemakers— Dynamic Duo

by
Janice R. Christensen
Home Economics Editor
North Carolina Agricultural Extension Service

Extension homemakers, with their kitchen know-how, are helping food science specialists, with their laboratory know-how, solve practical problems in the processing, preparing, and cooking of seafoods.

This cooperative venture began in April 1973, and continues on a 1-day-a-month basis at the Seafood Science Laboratory in Morehead City, North Carolina. Partial funding for the experiment comes from the Sea Grant program.

"The food scientist has a vast storehouse of information about seafoods, plus the changes that occur from storage, aging, and temperatures," acknowledges Ted Miller, Extension food science specialist for the North Carolina Agricultural Extension Service. "But, when it comes to food preparation, some of us can't even fry an egg!"

"Members of Carteret County's Extension homemakers clubs have cooking and food conservation know-how," Miller says, "so we agreed to team up."

By working together, the scientists and the homemakers hope to help sports fishermen, food processors, and consumers. They devoted one of their first work sessions to ways to eliminate the large amount of waste in fileting fish.

The homemakers suggested that fish heads and backbones, which are usually thrown away, could be boiled to extract gelatin. Fish to be frozen could then be dipped in this gelatin solution as a protection from freezer burn, they observed. The end result—better quality frozen fish for consumers.

By experimenting with shellfish, shrimp, and small fish, the homemakers hope to find new uses for shrimp heads and for clam, scallop, and oyster shells.

They're trying to solve some big-fish problems, too. One hassle sports fishermen face is how to get their big fish home from the boat or surf without losing quality.

The women advise a salt-ice technique. This involves a last minute addition of salt equal to 5 percent of the weight of the ice. This mixture quickly removes heat from the fish. Superchilled to 28° F. fish will stay fresh for at least a week.

Cateret County homemakers don't like to see quality fish go to waste. "Too many sportsmen have their pictures taken, then throw the fish away," Ms. Emma Avery, one of the homemakers, notes. "We're developing recipes to help the sportsman or his wife prepare amberjack or grouper for delicious at-home eating."

The once-a-month session isn't enough for the interested homemakers. Between laboratory sessions they test different recipes and methods of preparation at home, asking their fellow Extension homemakers club members to serve as taste evaluators.

The women have set some specific goals for their work:

- to write a publication for sports fishermen
- to determine better use of flavor additives
- to find methods of utilizing small or "trash" shrimp
- to discover better ways of handling and preparing the various species of fish.

"This new cooperative role has many advantages," Miller feels. "The teamwork is great; the laboratory explorations are exciting; and the findings are adding a new dimension to data already available."□

Helping Others Helps 4-H'ers in Utah...

by
Pat Bean
Writer, Information Services
Utah State University

"A smile is a curve that sets a lot of things straight."

This motto is written on a painted blue rock in a small flower garden at the Utah State Training School for the mentally retarded.

The garden belongs to a young man whose flowers were among the exhibits at a recent 4-H Fair for the school, and it represents his 4-H project.

"Bringing the 4-H program to our school for the mentally retarded is the turning of a dream into a reality," commented one of the school's administrators. "The program gives participants a wide range of satisfying experiences, helping them to improve their skills and widen their horizons."

Ruth Ann Tolman, Utah State University 4-H Youth Development agent, reports twenty 4-H clubs now active at the school, with projects involving sheep, rabbits, cooking, sewing, rock collecting, art, nature study, and home improvement.

"We are planning a new club with dairy goats, as soon as we find some to purchase," she commented.

The 4-H program has been available at the State training school for 2 years. The participants, referred to affectionately as "kids," range in age from 12 to 50.

When the program first began, participants had to be sought out. Now there's a waiting list.

The school donated an old barn on its property to the 4-H'ers, who cleaned it up, painted it, and added bright green window boxes planted with flowers. The barn presently houses rabbits and sheep.

Leaders for the various clubs are all volunteers. "The many hours donated by these volunteers are responsible for the success of the program," Ms. Tolman commented.

She pointed this out during a tour of the fair exhibits—the hours it took helping the 4-H'ers to cook, sew, and care for the animals.

Among the sewing items were three teddy bears. "We had to promise the students we wouldn't keep them on display too long," Ms. Tolman noted. She said the students had become quite attached to the stuffed animals after making them.

Also of interest was a display of skirts and ponchos, made by students, who eagerly brought their teachers in to look at their handiwork. Two of the boys active in the rabbit 4-H Club showed off their animals—some of which they'd named after their teachers.

"It's a very rewarding job," concluded Ms. Tolman. □

This 4-H student at the American Fork Training School proudly shows off one of his rabbits.

in New Jersey...

by
Jo-Ann Hoffman
County 4-H Agent
Rutgers

A 4-H "paint-in happening" is a recipe for helping.

"Take one roll of blueprint paper—200 yards long; add a variety of water-based paints—all colors, in all sizes of containers; put on one gently sloping hill; add 200 teenagers and 24 neurologically impaired children; mix well. You now have a 4-H Paint-In Happening!"

The above recipe is one of many followed during the past 2 years at the New Jersey 4-H Senior Camp Conference, held in August. The neurologically impaired children are sponsored by the Association for Children with Learning Disabilities of New Jersey. One of their State people and one of the 4-H State people thought that mixing the neurologically impaired children with some very active and "normal" teenagers would be good for the children and even better for the teenagers.

At the first senior camp, in 1972, most of the teenagers were a little apprehensive. They didn't know what neurologically impaired, or N.I. children were, and they couldn't understand just how they were different. Most knew about emotionally disturbed children, or retarded children, but had never heard this particular label.

Plans called for two big brothers and sisters for each of the 12 little brothers or sisters. But, when the children arrived, more teenagers wanted to become involved, and their involvement was needed. Many neurologically impaired children are very hyperactive. It often took three or four teenagers to keep up with one little 9- or 10-year-old N.I.

The first year was a success. The children took part in every activity planned for the teenagers, evening activities, movies, games. The teens didn't request that adult counselors take over. They accepted responsibility.

At the end of their 2½ day stay, the big brothers and sisters were as sad to see the children go as the children were to leave. One parent thought she could thank the teens for giving their time to the children. She offered to leave a tip for each of the three teenagers who had taken care of her son. Instead, the teenagers asked her to donate the money to the Association for Children with Learning Disabilities, for research.

The 1973 camp was even more successful than 1972. Instead of 12 this time, there were 24 children. Another change —instead of sleeping in two cabins, the children were spread throughout the entire camp. This made bedtimes a little difficult, since all the camp now had to be quiet going in and out of the cabins. But it did share responsibilities and awareness of the children and their difficulties. Some problems arose, but nothing that couldn't be handled with understanding and love.

The teenagers feel they are receiving far more from working with the N.I. children than the children do. It helps them recognize people as individuals. And being able to deal with an N.I. child and his problems helps them in dealing with other people and their problems.

It's something a little different, and it means getting involved. It's the "heart and hands" of 4-H— helping others and helping yourself, too. □

Close up of a filbert in green stage, about twice natural size.

What's a Filbert? ...Big Business in Oregon!

by
Dennis Dimick
Extension Communication
Oregon State University

Not everyone outside Oregon knows what a filbert is. It's a flavorful nut, with a smooth round shell, that you may know as a "hazelnut." This is the story of how it's brought greater prosperity to growers, with the help of Extension.

The Willamette Valley of Oregon is the center of America's commercial filbert production. Washington County Extension chairman Lloyd Baron has played a major role there in doubling production, and turning the struggling filbert industry into a thriving, money-making business.

Although filbert production is ideally suited to the Willamette Valley, the small industry with only 2,000 producers had problems.

"Most growers did not think they could improve their yields," Baron said. "First, we had to show the grower he *could* improve his production, and then show him how to do it. When we began the program, growers were averaging about 1,000 pounds yield per acre. This was barely above the break-even point."

The industry needed new ideas in production, marketing, and management techniques. Baron enlisted the help of local advisory committees of growers, processors, and marketing people to generate ideas for the filbert program. Committees previously had been organized to serve other tree fruit and nut industries in the valley, and Baron felt they could advise the filbert industry as well.

"When I told them about an educational program to improve the status of the filbert industry, they were enthusiastic," Baron said. "Working together, we decided on four program objectives that seemed realistic."

These four program goals were to:

—Make producers aware of their problems and want to improve their production and marketing practices.

—Help producers want to adopt approved practices, improve on them, and support research for new practices

—Show producers the advantages of working together and accepting leadership roles.

—Turn the industry into a prospering, money-making part of the Oregon economy.

"We decided to emphasize communication and education, applied research, marketing, and production," Baron said.

The first program started in 1962, when Baron worked cooperatively with agents from two neighboring counties, and an advisory committee, to set up a tri-county shortcourse.

"The shortcourse was set up to show growers why their orchards needed certain kinds of maintenance," Baron said. "Since the beginning, we have had 90 to 130 attend annually."

Baron has organized tours each year for growers. They've made annual 1-day trips to visit progressive orchardists and processors in the area, and made evening visits to filbert demonstration plots. They attended an orchard equipment show in California.

"A few years ago, a group of 34 growers traveled to Spain, Italy, and Turkey to study production and marketing techniques," he said. "Even though their production is lower in some countries due to poor soil and less mechanization, we came away with valuable information."

Because the filbert industry in Oregon is rather small and quite young, it has limited means for conducting research projects. Growers put their orchards at the disposal of researchers.

At first, programs received money

from the Oregon Filbert Commission. Once the programs got established and were showing results, people and organizations all over the State offered assistance. Growers in Washington State offered help.

The first activity to improve production was a 5-year rotational pruning program that added 300 pounds annual production per acre, and changed the "every other year" production pattern of filberts.

"Before the pruning program was started, growers would get good production one year, and virtually none the next," Baron noted. "We started the pruning program, and a boron spraying program to increase tree fertility, against the advice of industry experts."

The program showed that a solution of boron, when applied at correct rates and intervals, will increase the production of trees by 400 pounds per acre. The boron program cost producers $5 an acre in the spring, and gave them $125 per acre return at harvest time.

The application of lime to orchards had not been explored as a way to increase production before Baron began his programs. With the assistance of State specialists, he was able to show that proper liming would increase production by another 400 pounds per acre. Baron also has been responsible for improving pest control programs for filberts.

"By doing the required plot work and preliminary tests, we were able to get three pesticides registered and approved for use on filberts," Baron said. "In addition, we were able to show that proper aphid control would increase yields by another 8 percent."

Marketing always has been one of the weak spots in the Oregon filbert industry. Something was needed to strengthen the growers' position in the marketplace.

"Our first step was to hold a five-session shortcourse for area growers to acquaint them with principles of marketing," Baron said. "We then formed an industry-wide marketing committee to review the present situation, study industry needs, and determine our course of action."

The committee was successful in getting a guaranteed price for growers before delivery, and in a 3-year period was able to increase growers' price by 6 cents a pound.

Baron helped growers set up a bargaining association that was able to increase the grower price another 1½ cents a pound. The association also eliminated price cutting, stabilized the market, and improved grower-packer relations.

Management and production practices were not forgotten.

"With the aid of Extension agricultural economists at Oregon State University, we were able to develop an enterprise cost analysis program for growers," he said. "Also, we used a computerized system to compare and study grower production costs."

Annual field demonstrations for growers showed them new harvesting machines, spraying techniques, and soil preparation methods.

A leaf analysis program also was established with Baron's assistance. He worked with Extension specialists at OSU to set up the service that shows growers the fertiiity needs of their orchards.

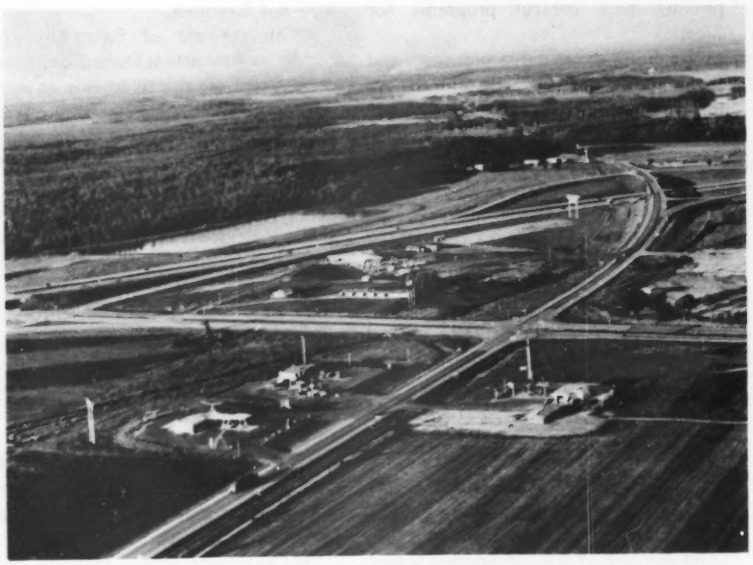
Baron says there is still much to be done, even though the once break-even industry has changed into a thriving, profitable way of life.

"We have been able to increase filbert yields from 1,000 to 2,100 pounds per acre, and some growers reported 3,000 pound yields in 1972," Baron said. Prices to growers have increased more than 10 cents a pound in the last 5 years, while prices for most competing nuts have stayed the same or slipped.

The filbert industry no longer experiences drastic ups and downs in production, or in market prices. □

Agent Baron (right) discusses marketing techniques with processor.

Filbert grower and Agent Baron examine crop in orchard.



This interchange shows problems of sprawl and poor planning.

The Oakdale Interchange is a model design allowing for easy access.

An interstate road system is going to be built with seven interchanges throughout your county. What would you do? In Monroe County, Wisconsin, this news sparked development of one of the first rural interchange plans in the United States, plus a comprehensive land use plan and zoning ordinance.

Citizen committees, the county board, landowners in the interchanges, and a planning firm were involved over a period of several years in designing a plan to meet the county's needs. The plan emphasized: maintaining aesthetic values, insuring orderly development, and meeting the needs of travelers.

In 1963 the county board adopted the first draft of the zoning ordinance and hired a zoning administrator to implement it. Problems soon erupted. The ordinance failed to designate a specific area within an interchange for commercial use, industrial use, and/or recreational use.

Design specifications for the buildings being erected on the interchanges were limited. Developers began building the cheapest possible structures — unsightly and of little resale value.

But, the Monroe County Board of Supervisors met these challenges by hiring a planning consultant to work with me in my capacity as County Extension Resource Agent to make necessary changes. Business people and landowners in the interchange areas became involved in revamping the plans, along with a planning firm.

By 1968, a total land use plan had evolved and was adopted by the Board of Supervisors. Evaluation and necessary adjustments to the plan are made as development of the interchange continues.

Several unique features of the zoning ordinance, which complements Monroe County's rural interchange plan, set it apart from others. It outlines three distinct districts:

—The H-1 Recreation Conservation District is designed for motels, gift shops, cheese shops, etc., but doesn't allow service stations.

—The H-2 Commercial Highway User District includes service stations, along with restaurants, motels, and other necessary interstate travelers' facilities.

—The H-3 Highway Industrial District

Rural Interchanges—
Gateways to the Community

by
L.R. Anderson
Extension Resource Agent
University of Wisconsin

is set aside primarily for related industry, such as warehousing, truck maintenance, and terminals for small trucking companies.

Developers and builders must meet several requirements: (1) applications for any building, structure, or construction permits within the highway interchange area must come before the zoning committee for a special use permit, (2) a landscape plan, indicating the exterior design of the building and materials required, and the usual landscaping designs, must be submitted with the development proposal, (3) a grading design to insure control of sedimentation and soil erosion must be prepared.

The county zoning committee also has authority to hire an architect and engineer consultant to survey any plans, — an assurance that the developers are complying with the rules and regulations of the county. Committee members take their work seriously. For example, they persuaded a private entrepreneur to replace trees uprooted during construction.

Commercial and industrial uses tend to set the character of most highway interchange areas. An interchange is a gateway or front door to the adjacent community. This fact is frequently overlooked.

Ideally, feeder roads connecting a freeway with the central business district should be the most attractive and efficient streets in the city or region.

Growth around interchanges follows a definite pattern. In the beginning, retail services and construction businesses have the greatest development. Then businesses oriented toward highway use and through traffic show an increase.

They are joined by businesses directed to the needs of travelers. Commercial users also locate along the feeder road. Finally, real property value, real estate transfers, and total government expenditures greatly increase, as a gradual flow of residential development settles along the highway and encroaches the interchange area itself.

Even a good zoning ordinance doesn't solve all the problems. Monroe County has found it difficult to maintain access control to feeder roads close to the interchange.

Six or seven service stations, for example, may locate on the major feeder road, creating both a business and an aesthetic problem. Low cost motels, which are not necessarily sound business ventures, may spring up in otherwise rural areas.

Sometimes lack of continuity exists between the State highway department and the local government in maintaining a particular route pattern. Sign regulation is another problem area, as county thinking and State and Federal regulation are not always compatible.

Nevertheless, a good zoning ordinance based on an adequate land use plan is one of the best tools we have to improve developments, particularly commercial, along the interstate system. □

Flag raising ceremony with official presentation of flower planters to the Mayor highlighted community youth project.

City officials and others talk freely about problems with youth and their apparent lack of community pride. But, try asking for a solution, something of genuine importance to the community that youth can become involved in. More than likely, you'll get a vague "hands-off" response. This situation is not isolated. It exists everywhere.

One city official told me, "We can't set a precedent (in encouraging innovative youth projects) that we'll have to live with from now on!"

In Cedar City, Utah, we began planning a community-wide beautification project — involving 240 young people from 30 youth organizations. But, this official reluctance, plus concern for liability and State laws, presented a real stumbling block. Yet, community response to our finished effort — the attractive flower boxes lining the city streets — was gratifying.

Just how did it happen? First, Extension helped organize a youth committee of three girls and two boys. They felt that beautifying Main Street would be a real community service. But how? City officials had already vetoed planting flowers in the park. That would require too much supervision and follow-up on the part of the city.

We talked it over. Maybe if we planted some flowers in planters ... if every youth group in the city sponsored a planter ... if we ordered the flowers as a unit ... and if we could just get the planters wholesale....

It was a long shot. But, after a little investigation we discovered some planters and flowers at wholesale prices. To lessen vandalism, we decided to use the school colors, gold and red. Time being short, we ordered 60 planters and 120 pony packs of yellow marigolds and red verbena, and set to work.

The youth developed a plan for action, outlining how the project would work. Then they called on the city beautification chairperson to get her approval.

She was ecstatic. "We've been wishing for this type of support for years," she exclaimed. "I'll gladly help you." The committee members had their first ally.

From experience, we knew certain groups needed to be sold on the project before it would succeed. The committee assigned members to present their plan to

different organizations and the city council.

Next the group visited the Chamber of Commerce and the community beautification committee, asking each for their support. They got it, 100 percent.

The big hurdle was approaching the city council for final approval. If they said "no," we would have 60 planters to sell and dozens of flowers to plant somewhere.

For their presentation to the council, the youth chose their spokesman carefully. Larry Hatch was elected. The rest attended to lend their support. Larry passed out the plan for action, carefully and expertly explaining each item. Then he simply asked the council for their approval and a chance to prove that the youth project could succeed.

It passed. City Councilman Kerry Jones said this was the first time in his tenure of office that any group had come to a city council meeting asking to *give* something. Everyone else always wanted something. "Such an attitude is very refreshing!" he exclaimed.

The next day both the city newspaper and radio carried the story of the youth project to the rest of the community.

In all, 30 youth groups participated. Each planter with soil and flowers cost $10.00. Some groups bought two, earning their money with pop bottle drives, concessions at ball games, and other activities. An oil company bought five of the planters.

The city beautification committee came to our aid and purchased ten; these could be repurchased by other youth groups, if desired. That gave us an even 50 planters for beautifying Main Street. The other 10 planters were sold at cost without flowers. With city council approval, we then planted the remaining flowers in the park.

The youth committee organized a special planting week for the young people to fill all the planters with flowers. Each group then took their planters home; the others were cared for by the 4-H club.

July 16 was the big day! Some 163 young people were up at 6:00 a.m. placing the planters on the street. They also brought their brooms, dust pans and shovels, cleaning Main Street from one end to the other. At 7:30 a.m. they met in the city park for the flag raising and formal presentation of their planters to the mayor.

Recently a prominent businessman asked me, "How long do you think it will be before the city lets these flowers die?"

I smiled, replying with pride, "The city won't ever let these flowers die; they don't belong to the city. The planters and flowers belong to the youth. They planted them and they are taking care of them, including the watering!"

A bit puzzled he asked, "Where do they get the water?"

"From the merchants with taps on the front of their stores," I replied.

"It's truly a great project," he commented.

And indeed it is. Pride in both its youth and its flowers has bloomed in Cedar City. □

Youth Pride Blossoms in Cedar City

by
Alene Chamberlain
Assistant for Iron County
Utah State University Extension

Youth place planters of flowers to brighten Main Street.

"He Does a Good Job"

A few years ago a rural sociologist set out to find the most effective way for community development agents to carry out rural development programs. The data-gathering technique of the researcher was to tape interviews of people in the area served by the agent. In one community the interviewer attended a planning meeting of local officials and leaders. He explained why he was there and what he was doing.

He then switched on his tape recorder. "Marvin is your Extension community development agent," he said. Then he asked: "What does Marvin do?" There was a little rustling of paper and a lot of shuffling of feet. After a long pause, punctuated by some puzzled glances among the interviewees, one person finally said: "We don't know what Marvin does, but we hear he does a good job!"

This story probably applies to many Extension workers besides Marvin, but especially does it apply to his particular kind — the community development agent. Many of the results of his toil never really come into sharp focus. Nor can his efforts be precisely measured. Additionally, the "payoffs" in Extension community development work are often slow in coming. The time lag between idea, motivation and assistance, and the tangible result may be months or years.

And when the ribbon-cutting ceremony celebrating some community achievement finally arrives, the agent is likely to be standing on the sidelines while others pose for photographs. But "Marvin" knows what he has done and the people involved in the project do, too. Like the people at that planning meeting, they may not know exactly what he does, or how he does it, but they do know he helps them get things done in the community and that through his assistance the community is becoming a better place to live and work in.

The "Marvins" of Extension will be pleased to learn that more people will be getting the opportunity to know about the job the Extension community development agent can do.

In a recent meeting of the National Rural Development Committee attended by Secretary Butz, Administrator Kirby said that ES will strive to help State Extension Services to increase the total man-years devoted to community development in the years ahead. He said that, in line with USDA objectives, States will be encouraged to concentrate their efforts on problems and opportunities of people living outside of cities with populations of 50,000 and over. (This is no small group — nearly two-thirds of the U.S. population lives in such rural areas.)

Title V, the research and extension portion of the Rural Development Act, is already leading to the addition of more Extension community development agents. Ohio's 3-year pilot plan, the first to be approved by the Cooperative State Research Service and Extension Service, is typical of what many States are planning. Called GROW (Generating Rural Ohio Wealth), a research and an Extension agent will be stationed in a five-county area to help the people there adjust to the impact of a new power plant and a large industry. The Extension agent will carry out the Extension missions of community development, which are, simply stated: developing leadership, helping with community organization, providing information and education and performing community service.

Many State rural planning and development districts are now served by Extension community development agents. Mr. Kirby told the National Rural Development Committee and Secretary Butz that "it is our hope that each of the nearly 500 planning and development districts which have rural areas can have the opportunity for a program similar to the Title V program for the five Ohio counties" in the future.

"What does Marvin do?" The next community group confronted with this question may have a more ready answer. — *DONALD L. NELSON, Rural Development Information*

Extension Meets the Energy Problem

EXTENSION SERVICE
REVIEW
U.S. DEPARTMENT OF AGRICULTURE * MAY-JUNE 1974

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The Extension Service Review is for Extension educators — in County, State, and USDA Extension agencies — to help people learn how to use the newest research findings to bring about a more abundant life for themselves and their communities.

The Secretary of Agriculture has determined that the publication of this periodical is necessary in the transaction of the public business required by law of this Department. Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through July 1, 1978.

The Review is issued free by law to workers engaged in Extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, at 40 cents per copy or by subscription at $2.25 a year, domestic, and $2.85, foreign.

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REVIEW

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CONTENTS

Meeting the Energy Challenge

Energy — or the lack of it — affects all our lives in one way or another.

During the past year, the United States — once a land of bounty — found the reserve stock of one precious source of energy, oil, being depleted. Demand exceeded supply — a problem further complicated by the Mideast oil embargo.

All across the land, people were called upon to change their lifestyles — to *save energy* on the job and at home. In rural America, Cooperative Extension Service met the challenge by helping farmers, families, and communities adapt to this new way of life.

Workshops, special projects, publications, newsletters, radio and TV, exhibits, press releases and packets — all tried tools of the Extension trade — were mustered to assist people in saving energy at work and at home.

The articles in this issue of the *Review* tell only a few of the ways these tools are being used in energy conservation and management. We found their use mirrored in every State during our search to discover *"How Extension Meets the Energy Problem"*. —Patricia Loudon

Be Safe . . . Be Seen

by
Rick McQuiston
News Editor
Cooperative Extension Service
University of Georgia

Before the seasons finally caught up with Daylight Saving Time, early morning pedestrians faced a serious hazard on dark streets. Those most likely to fall victom to automobiles were students on their way to school.

4-H Clubs across the country worked hard and fast to alleviate the problem. In Athens, Georgia, 4-H waged war on darkness with a "Be Safe — Be Seen" campaign.

With financial backing from the Athens Kiwanis Club, County Extension agents ordered thousands of feet of reflectorized material. Extension agent Louise Turner, who headed up the local project, said 4-H Clubs distributed reflective products to 4,554 students in 11 Athens-area schools.

Students received two types of the glow-in-the-dark material.

Students at Fowler Drive Elementary School in Athens line up to receive reflectorized iron-on strips and tape from Louise Turner (left), Clarke County Extension agent, and Amanda Miller, 4-H member.

For clothing, they got a reflective-transfer film. Simply remove the paper cover, place the film on the back or arm of a jacket, and run a hot iron over it. This removes the film, leaving a 6-inch silver strip visible at 600 feet in automobile headlights.

For bicycles, books, shoes, and other paraphernalia, 4-H'ers passed out a removable, pressure-sensitive tape. Like the transfer strip, the tape can be seen from 600 feet on a pitch-black morning.

Six hundred feet — over 1½ times the length of a football field — gives motorists plenty of advance warning there's a pedestrian up ahead.

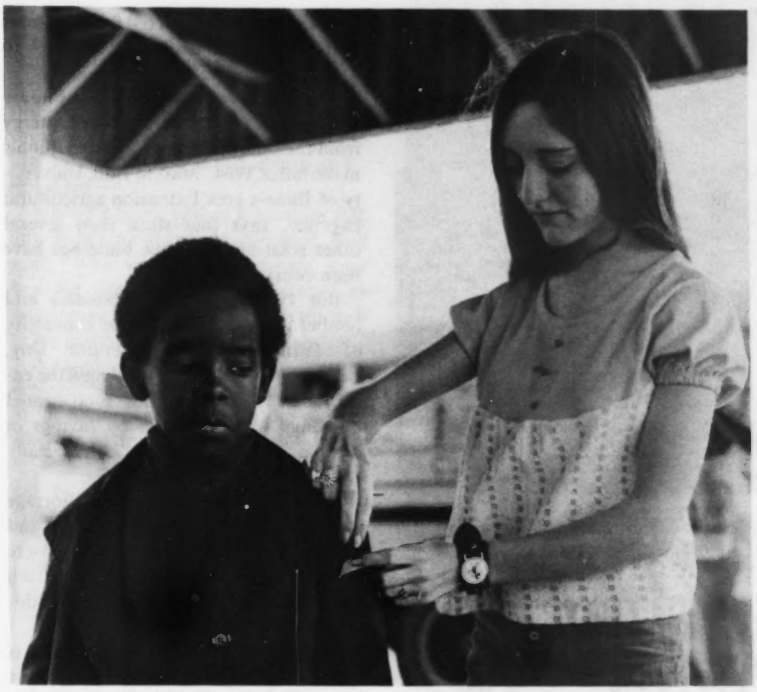
On the other hand, without reflectorized protection, a pedestrian is lost in darkness at only 55 feet. That's barely enough time for an alert motorist to react and hit the brake pedal.

Ms. Turner complained that the energy crisis and the early start of Daylight Saving Time caught everyone off guard. "Reflectorized material was almost impossible to find. It took time to get the 'Be Safe' project into gear. Meanwhile, students were taking a big risk walking to school and waiting for buses on unlighted streets."

She plans to watch the energy situation closely during the coming months. "If and when it's announced that Daylight Saving Time will be in effect the year 'round, Extension will act immediately to order more reflectorized products and set up distribution channels."

So next winter, if Uncle Sam still sees fit to wake the Nation an hour early, Clarke County 4-H will be prepared. □

In the headlights of a car, reflectorized tape on bicycle at right shows up. At 55 feet only the tape would be visible.



4-H'er Amanda Miller shows 8-year-old Eric Chambers how and where to apply luminous strip.

In darkness the young cyclist is not visible until he wheels directly into the beam of headlights. With reflectorized tape, his bicycle reflects a bright light at 600 feet.

Marvin Hall (left), University of Illinois area Extension agricultural engineer, and Bill Gray, of Hamilton, Ill., discuss advantages of using solar heat to warm livestock buildings.

Sun Warms Newborn Pigs

by
Jim Baxter
Communications Specialist
University of Illinois

There's "no fuel like an old fuel." At least that may be the case when it comes to heating swine confinement buildings.

The first Illinois swine farrowing house designed to utilize the unlimited energy from the sun was built in Western Illinois in the fall of 1964. Marvin Hall, University of Illinois area Extension agricultural engineer, says that since then several other solar-heated swine buildings have been constructed.

But Hall told Illinois builders and lumber dealers attending the University of Illinois Farm Structures Day, February 26, 1974, that until now the extra cost of constructing solar-heated buildings was not offset by savings in heating fuel because fuels — especially LP gas — were relatively cheap.

"However, with the energy shortage expected to continue indefinitely and fuel prices at least double what they were a few years ago, supplemental heat from the sun is now of great interest," he added.

In solar-heated buildings, the roof is made of corrugated steel. Any type of corrugated or ribbed metal can be used to collect heat from the sun's rays. Dark-colored surfaces are best because they absorb more heat than light-colored surfaces.

Here's how the system works. Fans pull outside air into inlet ducts and move it underneath the roof perpendicular to the roof corrugations. The air picks up radiant heat absorbed by the roofing. The air then flows to a central collection duct under the roof, where it is blended and pulled into an inside distribution duct that runs the full length of the building. Fans then blow the heated air into the building. Old air leaves the building through outlets in the side walls, or it can be exhausted below slotted floors.

In University of Illinois tests with solar-heated buildings, outside temperature had little effect on the amount of heat gained from the steel roofing. However, during the night, on cloudy days, and during extremely cold weather, some supplemental heat is necessary.

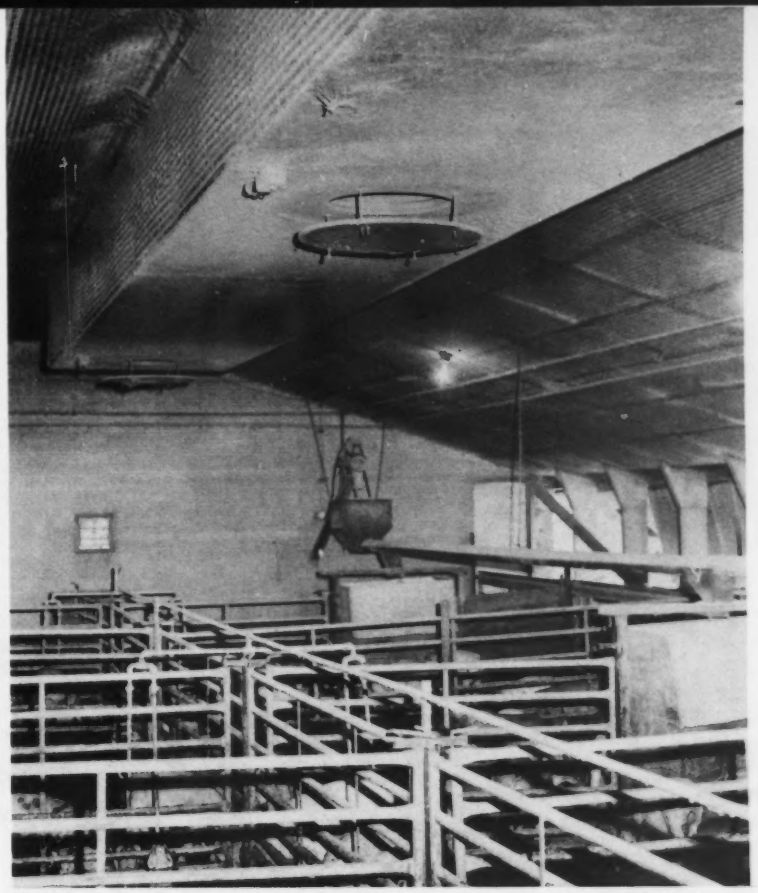
Hall said the maximum recorded temperature rise between outside air and air entering an experimental building was 44 degrees F. At the time the outside air

was 10 degrees F., there was a complete snow cover on the ground, and a bright sun at 3 p.m. The minimum temperature rise recorded was 14 degrees F. with no snow cover, a heavy cloud cover at 3 p.m., and outside temperature of 28 degrees F., he added.

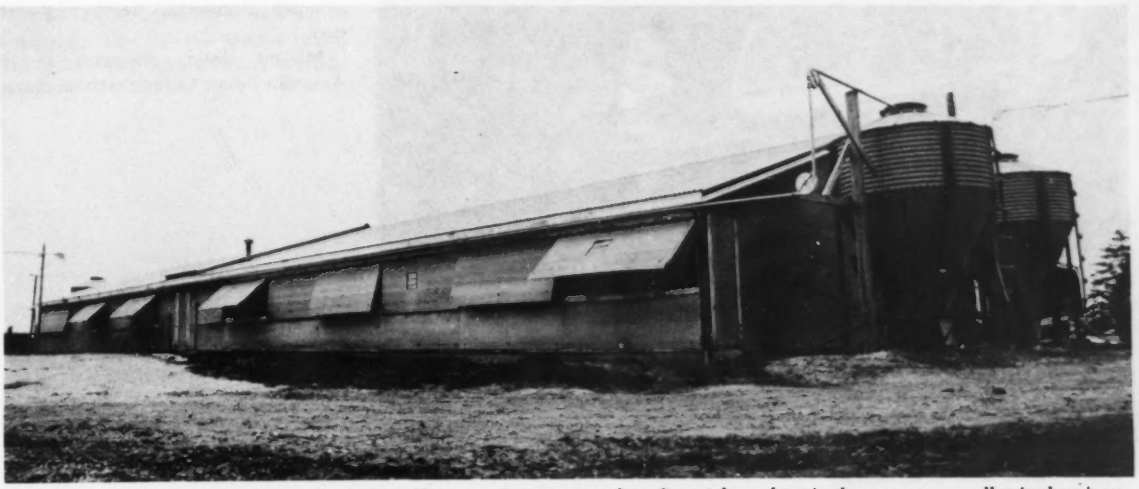
A solar heating system is possible with any floor type of pen arrangement, Hall said. And you can incorporate solar heating into existing buildings by creating an air chamber beneath the roof or by adding another roof.

A summer ventilation system must be designed because the system picks up heat in the summer as well as in the winter. This can be done by reversing the air flow or turning the winter system off completely and utilizing a different summer ventilation system, Hall said.

He reported that two plans for solar-heated swine buildings — No. 562, "26-Sow Farrowing House" and No. 563, "Slotted Floor Swine Finishing Building" — are available from the University of Illinois. Each plan costs 50 cents. You can get copies by writing to Agricultural Engineering Department, University of Illinois, Urbana, Illinois 61801. □



Fans pull outside air into openings at each end of the structure. The air picks up solar heat absorbed by the roofing. Fans located in the duct openings, pictured above, then blow the heated air into the building.



A summer ventilation system must be designed because the corrugated roofing picks up heat in the summer as well as in the winter. Doors on both sides of Bill Gray's building open to allow warm air to escape.

Car Talk for Women

by
Jim Owen Jones
Area Information Specialist
Texas Agricultural Extension Service
Texas A&M University

Horst explains tune-up technique.

The most efficient use of fuel during the present energy crunch depends greatly on regular automobile maintenance and prompt corrections of malfunctions.

In Texas, more than 750 consumers from Amarillo and Austin recently participated in "Car Talk for Women," workshops geared to learning more about car maintenance and repairs.

County home economics agents of the Texas Agricultural Extension Service coordinated the workshops, which were co-sponsored by the county familly living subcommittees.

Potter County Extension Home Economics Agent Mona Hildreth explains, "Observing the procedures and descriptions of car repair seemed to be the best way for women to learn the whys and hows of car repair. We seem to be so ready to believe whatever a mechanic tells us. We just don't want to reveal how little we know about cars."

"You put an automotive expert in the kitchen, or even some husbands, and you'll see the same dilemma in reverse."

Everything from diagnosing auto problems and making repairs to preventive maintenance, tire safety and inspection requirements was taught.

"We learned about changing oil, checking for leaking oil, gas, water and brake fluid; checking headlights, turn signals and other lighting equipment. We were also shown how to detect sluggish acceleration, defective brakes and steering, and small things about a car we take so much for granted," stated one participant.

Milton Horst, instructor in the Amarillo Junior College auto mechanics

course, explained to 250 workshop participants that better communication between the car owner and serviceman should result in efficient service at less cost. "If you understand how your car works and what the parts are, you can help the serviceman identify the 'symptoms'," he said.

The events were capped with a survey of the women participants, who evaluated topics, methods, and speakers. There were dozens of highly favorable responses.

One of the 484 Travis County participants reported that lack of knowledge had cost her $60 when a wornout muffler had been put on her car.

"Now I am able to tell what the main parts of my car are and can do simple things like checking the oil and battery water, and I can locate problems such as worn cables and hoses," she said. "This will help me suffer less frustration and reduce the cost of car upkeep."

Several participants stated that they read their owners' manuals for the first time.

In"Car Talk" workshops, the county Extension agents were supported by Extension specialists, Henry O'Neal, Lynn Bourland and Steve Cochran, as well as numerous local resource people.

"If we can be wise consumers of car service, we'll save not only money but time, fuel, and annoyance," commented Nancy Lockhoof, Travis County Extension home economics agent.

"The risk of trouble on the road will be decreased. The car will handle better, look better and have a higher trade-in-value." □

Milton Horst, auto mechanics instructor, explains air filter function to Mona Hildreth, Potter County home economics agent.

Extension women's group learns how to change a tire.

Awareness Is the Key

... for farm leaders

by
Delmar Hatesohl
Information Specialist
University of Missouri-Columbia

With shortages of fuel and fertilizers, plus skyrocketing prices, it's not difficult to get farm leaders to think about the immediate problems caused by the energy situation.

But how do you get these leaders, including agricultural researchers on campus, to take a look at the long-run implications for agriculture?

One way is to get them together in a workshop, review the best information available, and try to project the implications for production agriculture and agribusiness.

Such a workshop was held at the University of Missouri-Columbia in March. The dean of agriculture invited a limited number of lead from throughout the State. Selected S : and field Extension staff, along with college research staff, were urged to attend.

Attendance was small enough to encourage "give-and-take" discussion sessions. And discussion was lively because of different viewpoints presented by speakers and members of the audience.

The broad approach taken to the energy question is illustrated by the makeup of the committee that planned the workshop. It included researchers and Extension specialists in agronomy, engineering, economics, animal husbandry, atmospheric science — and a discipline sometimes overlooked in these discussions — sociology.

The political and sociological questions sparked much of the discussion in the general session. The opening speaker, Dr. Milton Russell, economist, Southern Illinois University, said there are no simple or painless solutions to the energy shortage.

He said that policy decisions being made now can reduce the problem and shorten its duration, or the policies can make the problem worse and stretch it out.

Allowing prices to rise provides strong incentive for consumers to use less and adjust as soon as possible to the longrun increases in energy costs that are inevitable anyway, Russell said.

Another speaker said that the social and political implications of the energy and other resource shortages may be more difficult to deal with than the purely physical problems.

"The problem the U. S. faces as it ends its pioneer period is not so much physical or technical as institutional. We can rebuild the physical component to our living and still live very well," Harold Breimyer, UMC agricultural economist, said. "The bigger question," he said, "is whether the U. S. is prepared to accept a social discipline that was not necessary earlier."

"I wish our resource problems lent themselves to a strictly free market system, but they don't," he said. Solving these problems will require a bigger role for government , Breimyer continued.

"The absolute necessity of improving our capacity to govern ourselves may be the single most important economic and political consequence of the energy situation." Breimyer said.

Looking at the longer run, Rex Campbell, UMC rural sociologist, said that higher energy costs will bring drastic changes.

He predicted more population movement to the Gulf areas, even lower birthrates, and changes in patterns of recreation.

He said most Americans will not willingly or easily give up their present lifestyle or even reduce it unless forced to.

Following a half-day general session, those attending the workshop broke up into three special interest groups: crops, livestock, and engineering.

Much of the value of the workshop came from the diversity of opinion that was expressed, and the "reasonable debate" about certain points. This fit well with Extension's goal of providing information so that people can do a better job of making their own decisions. □

Workshop speaker, Dr, Milton Russell (second from left), visits during a break with a farm organization official, a rural electric co-op manager, and a director of a major farm supply marketing co-op.

... for young people

by
Jeff Idleman
Editorial Assistant
Mississippi Cooperative Extension Service

"Of course we had all watched the energy crisis develop on TV, but it hadn't had too much effect on us. All it meant was that we couldn't go to Leland — a neighboring town — as much as we used to because we didn't have enough money for gas."

These comments, made by a high school senior in Greenville, Mississippi, were typical of the attitude of most students in the area.

With so many conflicting reports about the energy crisis in the media, most young people either didn't know what to think, or else just didn't care because it hadn't affected them personally.

William Carter, Extension 4-H youth agent in Washington County, watched this attitude develop. "Not many things had changed in the Washington County area as a result of the national energy situation, so you couldn't really blame the young people for their lack of concern," he said.

Carter realized that students need to take the situation as seriously as anyone else. His first step was to write the President's Council on Energy for background information.

Once he had reviewed the information, he felt the need for personal contacts in the educational program. As he put it, "You can't talk back to the media."

To overcome this problem, Carter contacted representatives from three major energy areas (natural gas, electricity, and petroleum) to make brief presentations and field questions at a number of local junior high and high schools.

They all agreed that it would be best to have the representatives present the energy situation in capsule form and then field questions.

The 1-hour program was set up in five schools and reached a total of 4,756 students.

The oil company representative, Milton Acker said, "Brief (10-minute) presentations by each speaker brought the major problems into focus and presented future alternatives. They defined problems for future consideration."

Acker continued,"The question and answer portion of the program let the audience discover the difficulty of our present situation. The fact that many of the questions facing us now have no immediate answers has a long-lasting effect on the audience. It starts them thinking."

An electric company representative, Herman Cooper, said, "Awareness is the key."

He noted that the rising costs of energy are graphically demonstrated by the fact that a new nuclear power plant in Mississippi will cost more when completed than all his company's present facilities.

"However, the plant is necessary to release our limited supplies of fossil fuels for use in making plastics, synthetics and for transportation," he said.

Frank Duncan, representing a gas company, noted that some groups are not being reached effectively by the media, such as the young and the poor. He felt that the program in the schools helped bring insight to these groups.

He also felt that the program's question and answer period made the company representatives aware of student opinions. "The feedback from the sessions helped develop understanding between the two groups," he said.

Principal Bill Dodson of Greenville High School remarked,"The students were better educated on the issue than I ever expected. This program has generated more interest than any other program we have had."

Kerry Patterson, a student at Greenville High said the face-to-face confrontation with the experts helped students get closer to the situation.

"Most of us hadn't had any real contact with the energy crisis. Now, we are beginning to think of the future and what our role will be," she said.

Two other students, Randal Gorman and Stan Perkins, organized a followup session at the high school to pursue questions raised by the original program. About 60 members of the science and ecology clubs participated in the round-table discussion.

"The smaller numbers of people involved in the second session helped everyone feel more at ease," said Gorman. "We really began to appreciate the candor of the representatives and felt that they answered each question as honestly as possible."

Most participants in the program felt that smaller contact groups would have been more effective in involving the students. Audiences ranged from 700 to 1,400 each session.

The energy program served a real need in the community by focusing on the young people. As County Extension Agent John Fulcher pointed out, "These are the people who will have to live with this situation for the rest of their lives. It is vital that they become aware of the problems and begin working for the solutions as soon as possible. □

Indiana Thinks Energy

by
Mardel L. Crandall
Information Specialist
Indiana Cooperative
Extension Service

Reviewing their visuals, Ms. Shank (left) and Ms. Chrisman plan a presentation.

Think energy. A simple admonition — and an important one during the nationwide energy shortage. But in Indiana "thinking energy" was more than a simple saying. It became a driving force behind an energy conservation campaign. Its sponsor: the Indiana Cooperative Extension Service. One of its purposes: to help Hoosier homemakers understand the need to conserve energy.

The push began at the 1973 Homemakers Conference last June — way before "energy crisis" became a major topic of discussion. "More than 2,000 Hoosier homemakers had a chance to learn about energy conservation at the conference," says Sandra Shank, Extension housing-home furnishings specialist at Purdue University.

And learn they did. The women returned home, knowing how important it was that they lower their thermostats, weatherstrip their windows, and insulate their attics.

But the teaching didn't stop there. Extension home economics specialists began to brief their field staff, who would probably handle thousands of questions about energy conservation before the crunch was over. To prepare the home economics agents, the specialists planned a 3-day training session for September 1973.

Energy problems in the United States, energy fundamentals, energy requirements, and Purdue resources on energy gave the agents a more than adequate background when they returned to their home counties.

Was the training effective? Without doubt — if subsequent county and area programs are any indication. The home economists began to push the save-energy theme in their counties. The results are unmistakable: homemakers are concerned about the energy situation and willing to do something about it.

Typical of the county programs is one that Ann Chrisman, area Extension agent in Fountain County, planned for homemakers. Designed for Extension homemaker clubs, the lesson included information on insulation, air leaks, equipment care, and humidity control.

"About 30 lesson leaders heard the

lesson," Ms. Chrisman estimates. "And," she adds, "many of them took it back to their homemaker clubs. The results were encouraging: many homemakers actually practiced what they learned. For example, they added storm windows, weatherstripped the doors and windows, and turned down their thermostats."

Catherine Kocian, area Extension agent in Noble County, also found that homemakers responded to her lessons with action. After conducting leader training with 35 lesson leaders from Extension homemakers clubs, Ms. Kocian found that one woman went home and put plastic "storm windows" in all her windows, cutting her electric bill in half.

"Many of the women have had their homes insulated," Ms. Kocian adds. "And the women are using small appliances more than larger ones as a result of the energy conservation lessons."

Purdue University specialists Otto Doering, Extension economist; Bruce McKenzie, Extension agricultural engineer; and Sandra Shank, Extension home economist, combined forces to present yet another program. This one, an areawide program in Clark County. Participants in the daylong seminar learned about our energy resource base, how our demand has grown, how we got into the crisis, and what choices we have.

Aware that such programs require media support, the specialists began to work on packets for agents to use as background information. Included in the materials: a 20-page booklet titled *Energy Conservation in the Home.* Written in question-answer form by an ad hoc energy conservation committee, it was to help agents handle questions that might arise.

Ms. Shank also prepared a leaflet for the general public, *Energy Conservation Tips.* The bulletin has been so popular that it has been reprinted by the Indiana Department of Commerce and several utility companies in the State.

Thinking energy ... it's an important part of the Cooperative Extension program in Indiana. "But we aren't quitting here," Ms. Shank says. "There's still a lot to be done."□

Ann Chrisman, Fountain County Extension home economist, tells lesson leaders from homemaker clubs about energy saving measures.

"Stress the importance of good insulation," says Sandra Shank, housing specialist for the Indiana Cooperative Extension Service.

Food and Fuel for the People

by
Ken Fettig
Publications Editor
Extension-Research
Michigan State University

"Food and Fuel for the People" was the theme this year of a fine, old Michigan State University institution — Farmers' Week.

Started back in 1914, the first Farmers' Week was held in East Lansing. The years have wrought changes in the week-long event and the numbers and kinds of people it attracts, but the basic institution thrives on the campus today, 60 years later, still relevant to the problems of the times. This year's theme emphasized the current national energy problem.

Nearly all Land-grant colleges once had a Farmers' Week, but the only one in the country today is at MSU. And it's alive and well., From the beginning of Farmers' Week up to the present, Extension has played a major role in organizing the program.

If the interest from commercial exhibitors can be used as a barometer, Farmers' Week is here to stay. A record 200 commercial exhibitors displayed their wares as attendance and interest in exhibits climbed in 1974. An additional 25 exhibits or displays were sponsored by MSU departments. Many were keyed to the theme "Food and Energy for the People."

More than 100 different educational sessions were available, also focusing on the program theme. One hundred and twenty-nine off-campus speakers, and 107 campus personnel participated in these sessions involving 40 MSU departments.

Energy programs included "Demonstration Studio" and "Energy and Agriculture," presented by the MSU Agricultural Engineering Department. The Fisheries and Wildlife and Resource Development Departments explored energy as it relates to environmental quality.

Governor William G. Milliken, speaker at a special breakfast conference, discussed energy and land use in Michigan.

Gone are some of the hoopla and the crowds of an earlier era, but Farmers' Week at MSU serves at least one very basic need: maintaining good

The Michigan campus was the "showroom" for energy exhibits.

relationships among several different groups.

"Farmers' Week is one of the best ways we have to communicate with the ag leaders of the State and the taxpayer in general," says Byron Good, professor of animal husbandry and Farmers' Week chairman. "It's a chance for them to see what's going on and it brings them up-to-date on agricultural research and practices."

"Farmers' Week is one of the major institutions associated with Michigan State University," points out Dr. Gordon E. Guyer, director, MSU Cooperative Extension Service. "I firmly believe that it provides an important opportunity to relate the resources of MSU to the citizens of Michigan. With the continuing energy problem and the call for increased production of food, this year's program was of special interest."

Farmers' Institutes were started in the late 19th century in an attempt to bring college services to farmers. By 1914, several different Institutes were meeting on the campus throughout the year. That year, 1 week was set aside to bring all of them together. That was the grandaddy of Farmers' Week.

In 1974, some 12,500 people attended Farmers' Week, March 18-22 — an encouraging upswing from 1973, according to Good. By comparison, the event drew 30,000 - 40,000 visitors annually in the '50s. An important consideration, however, is that the declining numbers of farmers since the '50s means that relatively as many are still coming today.

But Farmers' Week keeps changing and must continue to change if it is to stay alive, say its staunchest critics — its sponsors.

Room and board at Lansing hotels was listed in the 1917 program as ranging from 50¢ to $1.50, and upwards. Meal prices in East Lansing restaurants were standard in 1917 — dinner: 25¢, supper: 20¢. This year, visitors had to pay as much for a gallon of gas as 1917 visitors paid for a day's meals.

"It's a different character from what it used to be 30 to 40 years ago," says George McIntyre, retired director of the

Farmers of the future study safety exhibit.

Commercial exhibits interested potential buyers.

A young visitor enjoys mechanical exhibit.

An exhibit of Michigan woods ties in with energy theme.

MSU Cooperative Extension Service. People weren't anywhere near as mobile then; they came and stayed all week to see exhibits and attend meetings because they didn't have ready access to communication and specialists."

McIntyre ought to know. He's witnessed all but a handful of Farmers' Week programs.

"4-H used to bring busloads and busloads of kids to the campus when I was in high school back in the '20s," he reminisces. "Then when I came to the College, we used to march in the agricultural parade every year. People really got excited about seeing the military band, the military units and all the prize livestock. We would march through the water and slosh through the mud on the gravel drive in front of the Ag Hall," he recalls, shaking his head, almost in disbelief.

Today's farmers are much more specialized and interested in just one area, but they still like to come to campus and visit the farms, exhibits, attend recognition banquets and association meetings," McIntyre says. "Our farmers are much better informed, they are intelligent and articulate, and when they come to a meeting they come to participate.

Still, one of the problems facing Farmers' Week planners in the future is attracting people to the "classrooms" during the week.

"Our crowds like to go to the barns and look at the equipment, look around the barns, this sort of thing," reports Clint Meadows, professor of dairy science and dairy chairman of Farmers' Week. "Farmers like to come to campus, and this will continue, but we really don't know what approach to take — the decline in attendance at subject matter meetings has been steady," the 17-year veteran says.

Competition among departmental programs (as many as 15 programs take place at any one time) and the many exhibits of farm machinery and equipmemt spread all over the campus, contribute to this problem.

"People don't like to sit in a program all day — they tend to move from program to program," reports Bob Maddex, ag engineering professor and general exhibits chairman. "In the next few years, we will probably see departments working together more — for one, two or three programs a day, rather than 15. All our surveys show that exhibits are our main drawing card."

What kind of daily programs do attract attention?

"It's not the topic as much as the personnel," insists Meadows. "The best attended programs seem to be those with speakers who are well known by farmers and widely published in farm publications. The next most popular is the panel of farmers, especially those who have done an outstanding job."

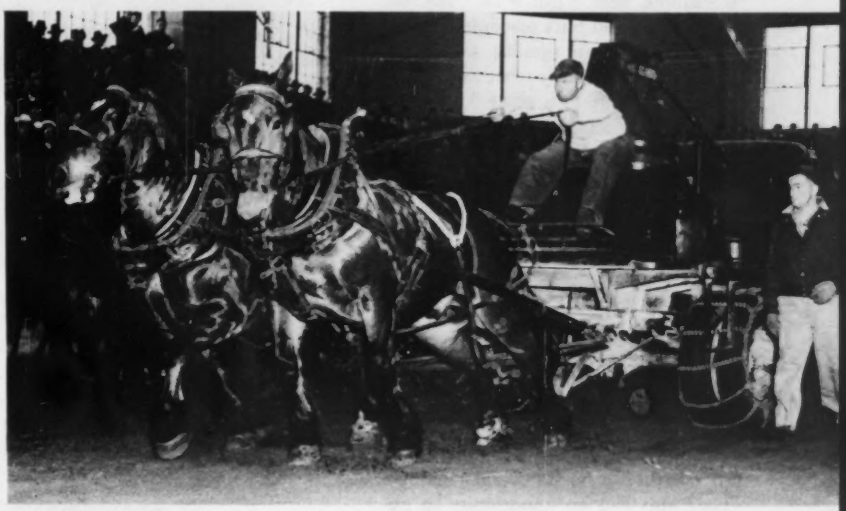
Choice of speakers and topics was much easier 60 years ago. For example, the 1917 Farmers' Week booklet listed a major program, "An Ear of Corn and How to Grow It,"

And, in the summer in the '20s and '30s, a special Farmers' Day was held with a parade and floats.

"Biggest criterion for a speaker was a loud voice," recalls E. B. Hill, professor emeritus, agricultural economics. "Following a parade from the farms on the edge of campus, an open-air meeting was held in a natural amphitheatre setting near the center of the campus. But, that was all discontinued because the steel wagon wheels were cutting up the campus turf."

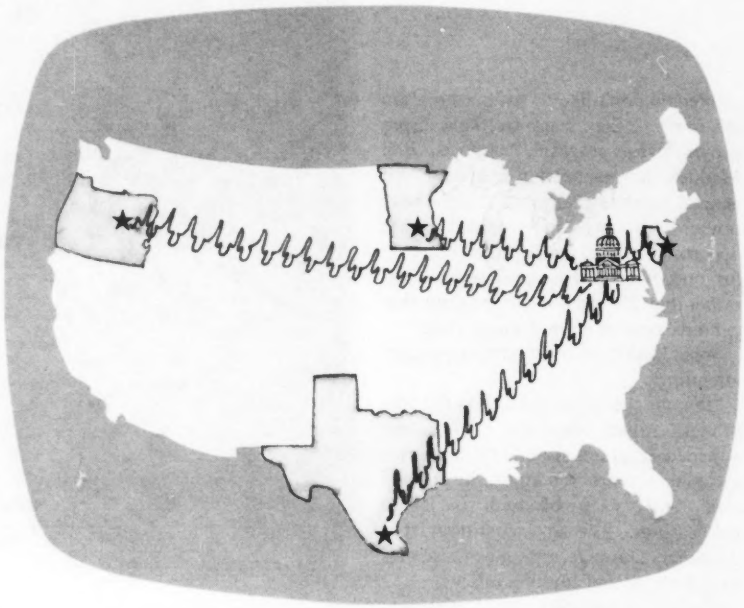
Most of the MSU staff directly concerned with Farmers' Week agree that declining attendance at meetings reflects at least two things: (1) there are fewer and fewer farmers left and (2) the educational delivery systems that have become identified with the Cooperative Extension Service have never been more effective.

The new idea of 60 years ago has continually adapted itself to meet farmers' needs. It has seen wars, a depression, rampant inflation and the current critical shortages of resources, especially energy. □



Horsepulling was a big attraction at Farmers' Week in the '30s and '40s, as shown in this old photo.

A Morgan horse still draws attention at Farmers' Week today.



Telelecture Saves Time and Travel

by
Elizabeth Fleming
Information Specialist, HE
Extension Service , USDA

Bring four State Leaders-Home Economics to Washington, D.C., for an hour's session? ES-Home Economics needed the four State Leaders for their New State Home Economics Leaders Workshop, held April 9-12. But the energy crisis and busy schedules made it seem much more sensible to plan a telelecture. And that's what they did.

The telelecture took place April 10 at 1:15 p.m. Participants spoke on "What I Needed to Know." Three of them attended the last New State Home Economics Leaders Workshop, held 3 years ago, and one was a more experienced State Leader. They could speak knowingly about: what I needed to learn most, how I learned it, how I cope with ongoing changes and crise.

The objectives of the New State Home Economics Leaders Workshop were to help participants expand their knowledge of USDA, Extension Service, and Home Economics policies, organization, program thrusts, missions, and functions. They also had an opportunity to exchange information and ideas to strengthen their role as State Leaders, and gain further understanding of program development.

On the telelecture phones were Opal Mann, ES Assistant Administrator, Washington, D.C., who served as moderator; Ann Litchfield, Oregon; Florence Low, Texas; Beatrice M. May, New Jersey; and Evelyn Quesenberry. Minnesota.

Listening and asking questions in Washington, D.C., were 18 State Leaders and several ES-Home Economics staff members. Buzz groups were formed, and an elected spokesman asked their questions of the State Leaders on the phone.

It was a lively, useful session and everyone agreed that the telelecture was one way to beat the energy crisis. Financially, $1,125 in transportation and per diem was saved by not bringing the four State Leaders to Washington. The session took only an hour out of their busy schedules.

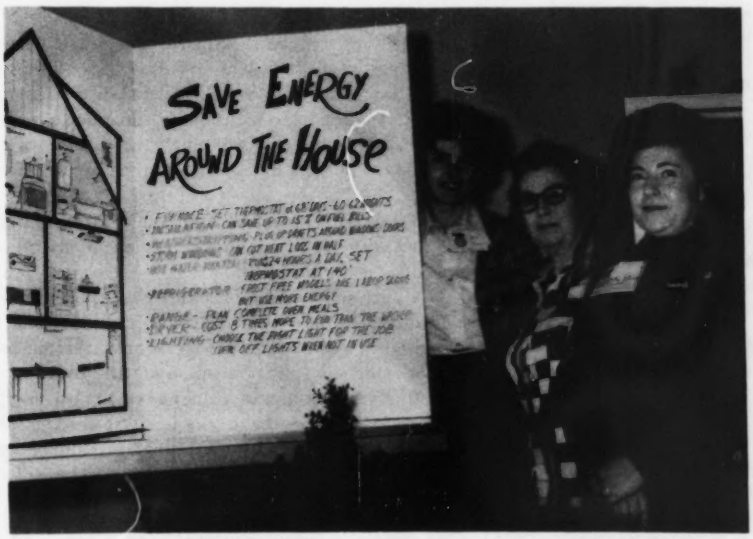
All in all, the telelecture looks like a most effective and economical way to communicate in the '70s. □

"The Energy Challenge for Homemakers" was the title of an exciting day geared to helping Massachusetts homemakers cope with the changing energy situation. And homemakers are indeed facing an energy challenge!

Increased cost of all energy sources, and the variable supply-demand situation are two factors homemakers must consider in many decisions from meal preparation to housing, equipment selection, and transportation. The homemaker is faced not only with the confusion of the immediate situation, but also the limited supply of natural resources in the long run.

by
Carol B. Meeks
Assistant Professor
Extension, Community Services
University of Massachusetts

Energy Conservation for Homemakers



Ms. Betsy DiFranco (left) and Ms. Jacquie Wenz (right) workshop speakers, discuss energy saving methods with Ms. Comeau, Waltham homemaker.

Dianne Schenk, Essex County home economist; and Nancy Stutzman and Mary Ellen Lavenberg, Middlesex County home economists; decided to help homemakers meet this energy challenge through a day-long seminar.

Goals of the day were to help homemakers to better understand the energy situation, to become aware of alternative solutions to our energy needs, to develop energy-conserving practices around the home, and to analyze energy advice so that they could follow safe and recommended practices.

After planning the program with local utility companies, the home economists presented it in both Essex and Middlesex Counties.

Discussion topics and demonstrations varied slightly on the 2 days, but included:

"Yes, There is an Energy Crisis" by Jacquie Wenz, a gas company comsumer representative, who discussed energy sources and alternative means of meeting future energy needs.

"Solar Energy — the Ultimate Resource" by Dr. Peter Teagan, provided insight into the feasibility, costs, and various solar energy systems that homemakers may be making decisions about in the future.

"Conserving Energy Around the Home" by Betsy DiFranco, electric company home economist, utilized a slide series developed by Carol Meeks, Extension community services specialist. Emphasizing all phases of family living, the series provided tips on energy conservation.

"Saving Energy with Small Appliances" by Alphena Plourd, included a demonstration of toaster ovens and electric skillets and ways they can be used to cut electrical usage. A demonstration of oven meals was featured in "Saving Energy with Large Appliances".

"For Safety's Sake" by Dianne in Essex County and Nancy in Middlesex County wound up the program. They provided guidelines on sorting out unwise energy advice, as well as on safe food and laundry practices to follow while conserving energy.

Seminar participants went home with expanded mental horizons about the energy challenge and how to meet it in their homes. □

ES-USDA Teamup to Save Energy

The Extension Service-USDA and the Cooperative Extension Service in the States can well be proud of the "evidence" in this issue of the leadership role of Extension workers in planning, preparing and distributing useful information on energy conservation management. Also, Extension educational materials were being prepared in 1972 and 1973, before other agencies of government, organizations or industry focused much attention on the upcoming problem.

For example, ES specialists produced Energy Conservation Fact Sheets for distribution to their State counterparts and the mass media every few weeks all during the summer of 1973. Much of this information was also used on USDA radio and television programs, which are distributed to commercial stations all over the Nation.

A survey of energy materials revealed that the State Extension Services had made energy a high priority crash program. Extension personnel are serving as members of Governors' Energy Task Forces, and as leaders in county energy programs. They are cooperating with researchers and others working on energy problems — including how to conserve it, get it if you are out, and start research to produce more.

The Office of Communication, USDA, has put an accelerated energy information program into operation. This started with an "Energy Information Packet" for the Outlook Conference in mid-December. This packet included fact sheets and reports on ways to conserve energy on the farm and in the home, and copies of speeches related to energy which were part of the Outlook program. These packets were distributed to the media and to County Extension offices.

Working with the Farm and Industrial Equipment Institute, Chicago, and the National Farm and Power Equipment Dealers Association, St. Louis, a sticker "Tuned Up To Save Energy" was developed. The farm machinery industry is distributing it to dealers to place on tractors and trucks when they are tuned up. A quarter million have been ordered. A poster listing "Ten Ways to Save Energy" has been designed to hang in farm implement shops, and over 15,000 have been ordered. More than 400,000 of these posters were distributed to local offices of USDA. The same idea was picked up by the Farm Electrification Council. They produced an insert of "Ten Ways to Save Electricity On The Farm" for the inside front cover of *Electricity on The Farm,* with a press run of 250,000, sponsored by 45 different power suppliers for their customers.

The USDA SAVENERGY Information Kit includes suggestions on "Energy Management On The Farm," "Energy Management For The Rural Family," "Energy To Keep Agriculture Going," and "Energy Conservation Checklist." It includes instructions on how farmers can handle energy problems, and a list of the 10 Federal Energy Offices, with directors, addresses and phone numbers. ES-USDA distributed one copy of this information kit to each county office, and a limited number to each State Office. ES will supply the negatives of any of the booklets to any State Extension office that wishes to run copies.

The ES 4-H staff distributed a series of four spirit duplicating masters dealing with the energy problem to all county offices and State staffs.

The USDA Energy Office is directed by Nicholas H. Smith, who points out that the Department's energy management program is designed as a package of suggestions and reminders to help get the most work out of a gallon of fuel or a kilowatt hour of electricity. The aim is to conserve limited energy supplies, and to help reduce the impact of rising costs of fuel, and all forms of energy on the farm. The program is also designed to show the public that the farmer is making good use of his allocation of fuel.

USDA is working closely with the Federal Energy Administration on current and future programs on energy conservation and management. — *Ovid Bay, Director of Information*

EXTENSION SERVICE
REVIEW
U.S. DEPARTMENT OF AGRICULTURE ✣ JULY-AUG. 1974

Indian Cultures an Extension Concern

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The Extension Service Review is for Extension educators — in County, State, and USDA Extension agencies — to help people learn how to use the newest research findings to bring about a more abundant life for themselves and their communities.

The Secretary of Agriculture has determined that the publication of this periodical is necessary in the transaction of the public business required by law of this Department. Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through July 1, 1978.

The Review is issued free by law to workers engaged in Extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, at 40 cents per copy or by subscription at $2.25 a year, domestic, and $2.85, foreign.

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EXTENSION SERVICE
REVIEW

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Working With the First Americans

American Indian cultures — old and new — are the subject of two articles in this issue of the *Review*. One story reveals Extension's role in helping a modern community display pride in its Indian crafts and culture; the other tells of city youth exploring ancient American Indian life through archaeology.

Today, Cooperative Extension Services in 17 States are providing American Indians with informal educational programs in agriculture and natural resources, home economics, 4-H Youth, and community resource development. About 40 agricultural agents and 42 home economics agents, one CRD professional, and 21 paraprofessionals are working with Indians through a funding agreement between Extension and the Bureau of Indian Affairs.

They are working with 46 different agencies on reservations or in tribal areas. —*Jean Brand*

Herman Westmeyer (standing), explains to the group assembled in Chanute how the VPPC will operate.

Better Pork Through Video-Phonic Clinic

by
Don M. Springer
Section Leader
Extension Television Production
Kansas State University

A swine producer leaned forward and listened intently as another producer asked a Kansas State University Extension swine specialist a question on a situation similar to one he was experiencing on his own place. An exchange of this type of information happens often at Extension meetings, but in this case the three participants were at different locations nearly 300 miles apart.

The intent listener was at a meeting in Chanute (southeastern Kansas), the questioner was at a similar meeting in Norton (northwestern Kansas), and the specialist was a panel member at a meeting being held on campus at the university in Manhattan (northeastern Kansas).

As soon as the specialist finished with his answer, another voiced came over the telephone amplifier as a producer in Liberal (southwestern Kansas) verified that he had already tried what the specialist had said and it had indeed worked for him. He then added a couple of innovations of his own on practical application of the advice.

Almost immediately another question was directed to the panel at Manhattan and the lively discussion continued. This went on until the chairperson called it to a halt. Then everyone turned to watch the next video cassette presentation appearing on the TV set.

This was the situation as Kansas swine producers attended a unique statewide pork clinic last January held simultaneously at 11 different locations through the use of video cassettes and live telephone hookup. Participants ran the gamut of those involved in pork production, including the integrated operator with a few sows,to large-scale feeders, feed manufacturers, bank agricultural representatives, and others in related interests.

The project was the inspiration of Wendell Moyer, Kansas State University Extension swine specialist, and Don Springer, Extension television production specialist. The two educators began study on the project, which they called the "Video-Phonic Pork Clinic," more than a year ago.

Seward County Extension Director and Agricultural Agent, Harry L. Kivett (down front), operates the cassette player as swine producers watch the monitor at the VPPC session in Liberal, Kansas.

They enlisted the assistance of other Extension specialists in preparing materials featuring swine production management techniques, facilities, health, and economics for each of the sessions. Presentations were prerecorded on video tape for simultaneous playback over television sets at each of the 11 sites. After each color presentation, all 11 meeting points were connected by a "party" telephone line.

Participants in the program were then able to discuss problems or questions they might have with a panel of Extension specialists at the Kansas State University meeting. Producers at each site were able to hear the questions as they were asked, and the replies from the panel members during the 10-minute discussion period following each presentation. There was time for a general discussion just prior to closing down the 2-hour "Telenet" conference call.

Each of the three Monday afternoon sessions covered a different phase of swine production. These began on January 7, with "Breeding and Selection," followed on January 14, "Farrowing," and January 21, "Finishing and Marketing."

Each of the 235 participants paid a $10 registration fee. For this fee they received a booklet containing all the information covered during the three sessions, and a swine handbook of housing and equipment.

They were also able to submit questions to be answered about anything not discussed during the meetings. Two weeks after the final session, participants received a transcript of the clinic questions and answers, plus those submitted in writing on the question cards.

Three big "firsts" were involved in this meeting. This was the *first* time that materials were produced on video cassettes geared strictly to the producer and presented to him.

It was the *first* time video cassettes were used in combination with the "Telenet" for immediate access by the producers to panel members, and to other producers at other locations. And it was the *first* time in Kansas that an Extension meeting had been recorded, transcribed, edited by the specialist, printed, and distributed to all participants so that everyone would have a record of and continuing access to the material covered in the discussion.

Initial response has been good. Participants told host agents after the final session that they thought the clinic was "a great idea," "excellent," "well organized and handled."

The agents were enthusiastic about the meeting, wanting "to be in on it" if something similar were done again.

Preliminary results from the four questionnaires each participant filled out and returned look very favorable. Many items criticized at earlier pork clinics did not receive criticism this time. Special attention had been given to correcting these problems.

Immediate access (via telephone) to the panel helped alleviate the feeling of frustration in not being able to ask questions. Every participant could get a question answered if he made the effort to ask it during the sessions or by submitting it in writing. This virtually eliminated the criticism that important questions were left unanswered. Less than one in 20 made this criticism, compared with almost one in five at the earlier meeting.

Almost 97 percent of participants said that the program was "helpful," and met or exceeded their expectations. They said that it had been worth their time and money, and that they would attend a similar session held on another subject. Nearly 93 percent would advise a friend to attend a similar session, and more than 97 percent recommended the continued use of video cassettes.

To the ears of those involved in the clinic this is the "sweet sound of success." □

Southeast area Extension livestock specialist, Herman Westmeyer, listens to Wendell Moyer, KSU Extension swine specialist by video.

Lord's prayer in sign language.

Indian Fair Kindles Pride in Culture

by
William R. Beasley
Asst. Extension Editor
Montana State University

"For the first time, I'm really proud to be an Indian."

If there were no other proof of success of the winter fair on the Fort Belknap Reservation in north central Montana, this young Indian boy's comment would suffice.

The eighth annual Fort Belknap Mid-Winter Indian Fair, held February 1-3, this year, was advertised as "largest and best of its kind in the Northwest." It involved the Gros Ventre and Assiniboine tribes. Every reservation community has an active committee, and hundreds from the reservation and nearby Harlem serve on event committees.

Planners boast of achieving "all the goals we set out to reach, 10 times over." The fair's success contradicts the widely-held belief that low-income or minority people just don't participate in community events. More than once it has had to find larger quarters, and crowds of more than 1,500 sometimes strain facilities.

There is one major reason for success —the Indians know it is their fair. They work to make it better because it is their exhibits, their art, their tribal dances, their crafts, their friends and neighbors, and their competitions — from bingo to baby contest.

The fair idea started during a 1966

coffee break. Grace Miller, reservation Extension agent who has made things tick, was talking with Bureau of Indian Affairs (BIA) and Community Action Program (CAP) workers. They recalled fairs of 30 or 40 years ago.

The trio then asked, "What do you think?" of everyone they met, and enthusiastic replies resulted in urging from agency and tribal spokesmen to go ahead. Agency Supt., Harold Roberson named a BIA resource group, with his promise the fair wouldn't become a BIA project.

A community hall meeting resulted in a committee of Extension, BIA, Public Health Service, CAP, and VISTA workers and some individuals. It picked a period of wintertime boredom, the first weekend in February 1967, for a small exhibit of local crafts.

Booths represented four communities, Extension, BIA, Public Health Service, and business. Bingo and a raffle were to provide the traditional free lunch and free admissions.

Then disagreement over the raffle, failure to obtain a buffalo or elk to barbecue, and Christmas activites interfered. Things bogged down. The inertia was overcome by involving more people and through effective promotion. Tribal Secretary Wallace Bear designed an attention-getting premium book cover. Tickets, entry tags, and prize ribbons were handmade to save money and involve people.

Pessimism melted as booths took shape, posters appeared, and people heard neighbors on radio programs. The raffle of a deepfreeze, quarter of beef, a dressed hog, and a star quilt added interest.

Entry day brought a surprising total of Indian food, craft and clothing items, trout flies, weeds, antiques and many exhibits seen before only by family members or close friends. It was necessary to eliminate commercial exhibits to make room. It took 14 hours for two Extensions agents from the Rocky Boy Reservation to complete judging.

People came before the fair opened and after it closed. Lunch was served to 750, with as many turned away. About 2,500 persons heard Julia Schultz Ereaux, age 94, recall her Depression-era experiences as Fort Belknap's first Extension agent.

Lodgepole, a tiny community that complained of having "nothing anyone would want to see," took both school and community exhibit grand prizes.

The 1967 fair was "good as our old fairs," and it made money. The difference from 32 years earlier? Then emphasis was on the white man's skills. Now the fair features native arts and crafts.

The fair has outgrown the Tribal Hall. It has added Indian dancing, night programs, Senior Citizen Day, contests and guest stars such as Miss Indian America and western singers. Entertainment includes contests for queen, junior queen, babies, pie-eating, and dancing.

All schools and most area organizations help. School buses bring pupils of Head Start through high school age. Nearly everyone on the reservation becomes involved.

"Management and coordination" is how Ms. Miller describes Extension's role. She handles much of the advertising and news and works with schools and the fair committee. She insists that others make decisions and be responsible. Sara KillEagle, an Extension aide, is fair secretary-treasurer.

The Mid-Winter Fair is an Indian event all the way — crafts, arts, clothing and food exhibits; Indian people competing with others; Indian entertainers, authentic tribal dances; and — *women* doing most of the work!

The fair works because those involved decide what to include and how to get it done, and then do it. But despite the high level of community involvement, Grace Miller warns that such an event takes a great deal of behind-the-scene work and time.

Community leaders must do the planning and be responsible for both the broad program and details. An Indian fair must be "of, by, and for the people, and really represent their culture, customs, and desires," she said. □

Pie-in-the-eye contests are popular.

Tribal dances guarantee fun, participation.

Can They Hear Our Message?

by
Del Dahl
Communications Specialist
University of Illinois

"In Extension we're always talking with people. If they can't hear us, we aren't getting our job done."

That's only one of the reasons Bill Scheiwe, Pike County assistant Extension adviser, launched a hearing testing program in cooperation with the Pike County, Illinois, Department of Public Health.

The hearing-testing program, consistent with the safety education objectives of Pike County's Extension program, was easy to implement during the county agronomy and swine winter meetings already scheduled.

Scheiwe describes the overall objective of the hearing-testing program this way:

"We've been telling people — especially farm people — to protect their ears from noise for years. But we wanted to bring that message closer to home by illustrating that noise damage could affect them personally for the rest of their lives. Our basic message was: 'The ringing may quit, but when the damage is done, you don't recover completely.'"

By the time the winter meetings were over, 192 people had their hearing tested by public health audiologists, using audiometers loaned for the program. And the message was emphatically brought home to Pike County farmers.

In the screening clinics, participants sat down and put on earphones. They were asked to raise their hands when they heard a sound.

Then a series of sounds was transmitted by an audiometer. Participants were checked at 25 decibels and at frequency levels varying from 500 to 8,000 cycles per second. The audiologists also checked bone conduction because some sound is conducted by bone.

A whopping 87.5 percent of the farm people who took the test failed it. In contrast, only 45 percent of the non-farm people failed. The test group included 192 people, 147 farmers and 45 non-farmers.

Those who failed were asked to make appointments for retesting and for the threshold test. The threshold test measures decibels at which a person can hear at various frequencies.

Of the 139 who failed the test, 103 returned for retesting, and 80 attended later consultation sessions with audiologists from the Illinois Department of Public Health in Springfield.

Of these people, 114 had farmed more than 5 years. Four had farmed less than 5 years, and only 20 had not farmed during their lifetime.

"Some of the data become more clear if you know the people," Scheiwe commented. "Several farmers who had farmed as many as 35 years passed the test. But I know them, and they've got small livestock operations and never have operated noisy equipment," he explained.

"The big grain farmers who run machinery long hours just didn't pass the test," he added.

Scheiwe says the trend toward bigger farm units — usually accompanied by the use of large, and generally more noisy equipment — will continue to have detrimental effects on the farm operator's hearing.

And he's convinced that people who work on farms and operate machinery have to protect their ears if they want to avoid annoying and sometimes serious hearing losses.

Scheiwe explains the problem this way: "Sound reaches a person's ears as pulsating waves of air pressure. The waves travel through the air until they strike the eardrum. Vibration of the eardrum is then transmitted by the bones of the middle ear to the inner ear."

In the inner ear, Scheiwe says, vibrations are picked up by some 400,000 hair-like projections that in turn signal the auditory nerves to the brain.

The danger comes when the "hairs" of the inner ear are stressed too hard for too long, he explains. Rest in a quiet place can often restore the system to normal. But after many hard — and noisy — days, some of the hairs refuse to come up and permanent hearing loss is the result.

The "danger level" is between 85 and 90 decibels, Scheiwe says. A decibel is a relative loudness measure based on a scale with "one" as the faintest sound. A whisper ranks at 20 decibels, normal

Ruth Adams, public health nurse, shows William Scheiwe how the audiometer works.

speech at 60 decibels and a shotgun blast at 140.

A farm tractor running a crop dryer yields about 100 decibels — well above the threshold of possible hearing damage.

Now that farm people are aware of the problem Scheiwe sees the next step as encouraging them to adopt practices to protect their hearing.

He points out that several manufacturers now make accoustical cabs for tractors. But farmers who cannot invest in accoustical cabs can still protect their hearing by investing a much smaller amount of money in ear muffs or ear plugs.

In one study, accoustical ear muffs reduced the noise level of all but one tractor to an "acceptable" 85-decibel level. Most farmers agreed that after an initial adjustment period, ear muffs weren't uncomfortable to wear and didn't interfere with normal hearing.

Several companies manufacture these muffs and plugs. But not all brands are equally effective. Farmers operating equipment for relatively long periods of time should ask to see test data on ear muffs and plugs, and should select hearing protection that reduces the decibel reading to 85 in the range of 2,000 to 6,000 cycles per second. □

Lake developers are encouraging buying a piece of the countryside by appealing to desires for water-oriented, recreational, or "natural" living.

Lake Developments — Boom or Bust for The Consumer?

by
Richard J. Toth
Assistant Director,
Extension Information
University of Missouri-St. Louis

Throughout the Nation, many purchasers of lake property are failing to make careful decisions and objective evaluations of lake developments before they buy. A team of University of Missouri Extension specialists decided they could assist the Missourians by finding the facts through a special consumer study.

Their methods and findings should be useful to community development specialists in other States.

"Serene and satisfying views of lakes have led hundreds of people to make an immediate purchase, without considering all the good and bad features of lake developments," said Donald Boesch, an Extension community development specialist from southeast Missouri.

Boesch led the university group as it surveyed more than 100 lake property owners and managers and a fourth of the 200 man-made lake developments within a 65-mile radius of St. Louis. Aided by research and information from several universities and government agencies, the specialists from University of Missouri campuses and field staffs in eastern Missouri studied the impacts of lake developments on environment, on local county resources, and on the consumer's pocketbook.

The 18-month project resulted in what may be the first publications in the Nation on buying lake development property. They are titled: *Lake Development Property — A Consumer's Buying Guide,* and *Checklist for Buying Property in Small Lake Developments.* The consumer buying guides are now available to the general public upon request at local Extension centers throughout Missouri.

The study also resulted in a conference in St. Louis May 15, which examined the lake housing boom from the viewpoints of government agencies, private companies and consumer interests.

Boesch said it's hard to predict what effects the energy shortage will have on the recent growth of lake development communities. "Some people may decide they don't want to commute from lake sites to their jobs, but others may want to

spend their leisure time at a relatively nearby lake rather than take long driving trips during their vacations," he commented.

"For many urban and suburban dwellers a lake can offer benefits of rural living while still providing some conveniences found in and around a large city," said Thomas Vonder Haar, University of Missouri-St. Louis Extension coordinator of public policy programs. "But the potential buyer should be aware of many, not-so-obvious pitfalls in buying lake property," he added.

Boesch and Vonder Haar point out that potential buyers should first consider how they are going to use the lake property — for a permanent residence, second home, recreation, retirement, investment, or for a combination of uses.

The Extension study team suggests several ways consumers can evaluate lake property before making a decision to buy land:

— Visit several developments for comparisons. Visit the selected site several times during various seasons. Discuss the lake development with present residents.

— Determine the financial base of the development and what protection exists if the development is sold or goes bankrupt.

— Read and understand the "property report" (required of larger developments by the Federal Office of Interstate Land Sales Registration) and check the title.

— Find out about building and recreation restrictions.

— Check the possibility of financial assessments and property tax increases.

— Discover what utilities are available and how easily they can be hooked up.

— Check the condition of the dam and what kind of road system exists or will be built.

— Determine what police, fire, health, and other public services are available.

— Consider whether the site is likely to maintain its "back-to-nature" look in the future or if it will become an "urban subdivision."

— Obtain the services of an attorney to be certain all aspects of purchasing lake property are understood. □

Karl Buhr (right) and other University of Missouri Extension community specialists interviewed lake property owners at huge complexes such as Lake St. Louis (shown here) and small developments.

Women patients in rehabilitation unit (seated) learn to sew before returning to their families.

Stitch a Little, Talk a Little For Mental Health

by
Linda B. Kines
Information Officer
Virginia Polytechnic Institute and State University

Women in crisp polyester dresses laughed a bit nervously, and some silently rehearsed what they would say in imaginary conversations.

Their car circled the hospital's brick administration building, with its imposing white columns, and headed for the rehabilitation unit across the campus-like grounds.

"I didn't know what I was scared of, but I was scared to death the first time we went to Southwestern State Hospital," said Ms. Dean Reeves, chairperson of the 11 Extension homemakers clubs in Smyth County.

Ms. Reeves has since become a mainspring of these special, semimonthly meetings held at Southwestern State Hospital, one of four state-supported institutions for the care of the mentally ill. The hospital in Marion, Virginia, houses about 1,200 patients.

For more than a year now, 10 of the Smyth County clubs have taken turns presenting their Extension homemakers' programs, such as candy making and crocheted jewelry, to the everchanging membership of the homemakers club in the rehabilitation unit of the hospital.

"Not only do the meetings give the women something to do while they still are at the hospital, their Extension homemakers club experience gives them a link to their communities if they join a local club when they return home," said Charles B. Miller, hospital rehabilitation counselor.

Women assigned to the coed rehabilitation unit usually will be discharged in 2 to 3 months. The rehabilitation unit houses approximately 20 women, ages 15 to 60.

"Theoretically, patients referred to the rehab unit by the hospital are ready to go home," said Miller. "However, many patients need additional personal and social adjustment."

Emphases in the unit are on women returning to their families as homemakers and on women being employed as companions, said Charlotte Faris, home economist working at Southwestern State Hospital through Virginia's Department of Vocational Rehabilitation.

Several patients have left the hospital to find jobs in area nursing homes, mills, sewing factories, and as waitresses, kitchen help, and domestics.

The rehab unit has a well-equipped kitchen with models of key appliances, a dining area, and a sewing area with the latest in sewing machines, donated fabrics, and patterns. Women patients learn to plan menus, cook meals, clean up, and construct and repair garments, said Ms. Faris.

Patients learn to take better care of themselves, said Miller, but a lot of people go back to society with no idea of how to socialize.

"Especially vulnerable are women who return to their homes, husbands and children, and often are left alone during the day with their housework, to brood and possibly have a reoccurance of their illness," said Miller.

He originated the idea of an Extension homemakers club within the rehabilitation unit, and Charlotte Faris backed his inspiration. Linda Pelphrey, Smyth County Extension agent, enthusiastic about the possibility, contacted Ms. Reeves.

Ms. Pelphrey and Ms. Reeves called a meeting of Smyth County club presidents, who added their nods of approval and pledged cooperation. Along with Kathy Ratliff, Smyth County Extension agent, they spent a typical day at the rehab unit, observing group sessions and eating lunch prepared by patients.

They agreed upon two meetings a month for the hospital club, instead of the usual one for an Extension homemakers club, because of the rapid patient turnover. Clubs would take turns providing homemade refreshments and presenting program topics from their own monthly meetings.

Another important factor, when two or three members from the "hostess club" presented their program at the rehab unit, the county club with the next scheduled program would visit to familiarize themselves with the hospital and patients.

"One Smyth County club member had been in a mental hospital," said Ms. Reeves, "and she let us know how much a patient would appreciate attention."

"Still," she said, "some county women weren't too happy about the prospect of regularly visiting the hospital." After they presented programs at the hospital, the majority changed their attitudes.

Patients were offered no other option but to attend the hospital club meetings at first, Miller said. From the beginning, he has encouraged patients not to hide their problems from "hostesses" presenting a program. Quiet, noncommital attitudes initially characterized the patients.

"I can't say the patients are overly enthusiastic, but they come in to participate, smile, and laugh," said Ms. Reeves.

"Dress around here is usually casual — slacks and tops," Miller said. "But for some recent meetings patients have dressed up and worn high heels."

He also feels "there's quite a bit of communicating between the patients and the visiting club members."

Usually presented as lectures, programs have included: entertaining at home, baking pies and pastry, decorating bathrooms, and posture tips. Patients enjoy handicrafts and programs where they can participate. Topics requested by the patients include applying makeup, good grooming and dried flower arranging.

Club members from the hospital recently joined other clubs in the Smyth Extension Homemakers Council at their 1973 "Holiday Fair." Southwestern State Hospital participants exhibited a table of their handmade articles. They stayed with their exhibit throughout the day, talking with visitors and other Extension homemakers club members.

"The whole hospital knows about the rehab unit's homemakers club, and it's an incentive to become eligible for the rehabilitation program," Miller said.

One side effect from the hostess-patient contact is that the Nebo Extension Homemakers Club, sewed 16 pairs of draperies for the hosptial. A local 4-H club independently decided to donate the proceeds from a bake sale.

Smyth County Extension homemakers clubs maintain interest in the patient even after she leaves the hospital. If the former patient is from Smyth County, the local club president is given her name and address and asked to contact her about joining a club in the community.

In other areas of the State, Ms. Reeves sends the names of discharged patients who have participated in the hospital's homemakers club to their home county groups.

Through their work, Smyth County homemakers are giving each patient a much-needed link to the home community. □

by
Joseph R. Cardenuto
Recreation Specialist
Cooperative Extension Service
The Pennsylvania State University

Pennsylvania Promotes Campground Profits

Joe Cardenuto (right) discusses financial management with Tom Brewer (left) and Dan Walker, campground manager.

How do you promote a better understanding of financial management and planning in an industry whose owner-operators have education ranging from 8th grade through college — and who come from a variety of occupations ranging from farmers and housewives to medical practitioners?

Campground management workshops in Pennsylvania are now helping such owner-operators plan for better returns on their investment.

At first glance, Pennsylvania's 600 to 700 private campgrounds seemed to be adequately managed and providing sufficient return on the investment. But a closer look showed this was not always the case. Research by the Northeast Regional Marketing Research group indicated returns were not enough to cover costs of labor and return on investments on a majority of these operations in Pennsylvania. Financial planning and evaluation of alternatives was apparently a problem.

Pennsylvania specialists began by taking campground management workshops to each development district of the State. They established eight annual workshops, four in the fall and four in the spring. County Extension staff and Resource Development agents cooperated in setting up regional programs tailored to help campground operators and potential developers.

Participants in two of the workshops — people who are campground developers — came from backgrounds in real estate, mining, public relations, veterinary medicine, art, education, accounting, and many others.

Research indicated that campground operators had insufficient training or knowledge of business management, yet investments were sizable, some near a half-million dollars.

While interest in the regional workshops continued at a high level, it was apparent that a 1-day "single concept" workshop was needed to concentrate on some of the financial aspects of campground business management. Would these operators participate in a "one concept" work session? Campground operators are a busy and restless lot — would they sit still for 9:00 a.m. to 5:00 p.m. sessions?

An interdisciplinary approach was selected to improving business practices through understanding of financial analysis and financial planning. Educational objectives were drawn up and discussed by the Extension specialist for community and commercial recreation, Extension farm management personnel, and an Extension economist specializing in markating and business management.

We decided that Extension could present an educational program to help the campground operator become more proficient in business management. The workshop program which evolved consisted of the following topics:

- *Controlling and analyzing your business.*
  How is it done? What is required to assist you in accurate analysis?
- *What is a financial statement?*
  How is a financial statement developed? What should it contain? How should it be organized?
- *Managing your business.*
  How can financial statements best aid you in managing your business?
- *Planning and management.*
  What is financial planning and management? How do you achieve it? What are the steps to be taken and what "management tool" can be applied?

A 1-day seminar was judged to be the best approach. Invitations went to a limited number of campground owners. Those listed as members of the Campground Association of Pennsylvania, which represented many of the State's "first generation" operations, were notified and asked to pre-register if they wished to attend.

From this list of 91 operators, 65 responded. While the invitation had stipulated that the first 40 who expressed an interest would be accepted, telephone calls and letters prompted a second session even before the first one was held.

The "Financial Management Workshop" was launched. At the opening session a few owners came as a husband and wife team — to go through the program together. One couple had their teenage son along. They said "We expect him to take over the business so why shouldn't he be here?"

Through a team teaching approach, seminar leaders Joe Cardenuto and Tom Brewer used visuals and case studies to convey principles and practices involved in financial management.

It was surprising to learn that several participants had taken college courses in business administration. It was gratifying to have them evaluate the seminar as "most helpful," or "more meaningful than college course work."

The Campground Association of Pennsylvania requested that Extension develop a 3-year management program to help improve their members' knowledge and skills in making informed decisions about campground operations.

Concern for the financial success and future of campground business is prompting operators to seek educational assistance to improve their managerial skills. While the Extension Service continues to cooperate with other USDA agencies in developing new recreation firms, it must also follow through in the long-term interest of its clientele.

Management education in recreation enterprises is as much an Extension responsibility as farm management education. □

Washington Field Trip Brings Archaeology to Life

by
Mike Holmberg
Information Specialist (Radio-TV)
Washington State University

The seven Spokane students worked with Washington State University archaeologists to excavate the remains of an old general store at the Alpowa site. In 2 years, this site will be flooded by the backwaters of the lower Granite Dam on the Snake River.

Archaeology is a "dead" subject for most of us. But it turned out to be a pretty lively subject on a field trip in Washington last summer.

Using Community Pride funds from the 4-H Foundation, Dave Holland, Spokane County Extension youth agent, took seven high school students from inner-city Spokane on a 2-week archaeological field trip. They spent most of their time visiting and working at three Washington State University excavation sites. But they also went camping in the forests of western Washington.

None of the students had any real interest or knowledge of archaeology at first. In fact, Holland points out that most of the students had not spent very much time outside Spokane before and were pretty much unaware of what the rest of the State was like.

"This trip was really quite a success," Holland said. "It may sound a bit trite, but I think this experience helped these kids expand their outlook on the possibilities available to them.

"They gained an awareness of the various geological and geographical areas of the State. Also, they probably look at the environment a bit more critically now. The trip opened up some new horizons for them," he added.

"One of the important points about the trip," Holland said, "was that it put eight of us together in one station wagon for much of the 2 weeks, forcing us to live with each other and get along for the whole trip."

The idea for the field trip originated when Holland was returning from the Northwest Anthropological Society meetings. He started talking with the field director at one of the WSU excavation sites about the possibility of bringing a group of teenagers to the site. After that, he worked closely with the WSU Anthropology Department in making the arrangements. He applied for Community Pride funds to help cover costs.

The first stop on the tour was an excavation site called Alpowa. The group spent about a week at this site — helping excavate a former settlement and a prehistoric Indian village.

It wasn't just a pleasure stop. The kids were out working and helping with the excavation. "When these kids volunteered for the trip, I don't think they

Dave Holm gets as comfortable as he can as he carefully sifts through the soil.

Marijean Masonholder and Chris Young use their trowels to carefully dig around artifacts they helped uncover.

expeeted to do as much work as they ended up doing, but I didn't hear any eomplaints," Holland said.

"I think they felt that, by working, they were doing something to help earn the trip," he said. "It wasn't so mueh like the whole trip was just handed to them."

All the teenagers got to do several different things at the Alpowa site. They rotated among the various exeavation areas and also spent some time working in the laboratory. The work wasn't confined to digging. They also learned something about arehaeological teehniques like mapping, surveying, and recording locations of artifaets.

"To really learn anything about archaeological techniques, you have to do it yourself," Holland said. "You ean't really learn anything by sitting around and watehing someone else do the work.

"From another standpoint, if we had been at Alpowa as visitors or observers, I don't think we would have been aeeepted by the group as well as we were. This way, we got more involved in the social atmosphere of the exeavation site."

From Alpowa, Holland took the group to an exeavation site ealled Lind Coulee in the central part of the State. They spent about a day there working in the excavation and finding out about the history of the area.

Then it was on to the Paeifie Coast for some eamping and a visit to a third exeavation site. The group camped next to Mt. Rainier one night, and the seeond night went to the northwest tip of the Olympic Peninsula.

They had to backpack 4 miles in to the exeavation site staying long enough to see what was going on and then baekpacking out.

"Our sehedule was too tight or we might have stayed longer," Holland said. "We eould have easily spent another day or two there. I hope we can do something like this again next year, but I'd sure like to take an extra day or two just so we have time to take a break somewhere in the middle of the trip and have some time off."

It was a tired group that arrived back in Spokane. Two weeks of digging and traveling wore them out. But they all agreed that the trip was well worth the effort.

"A field trip like this is one way we youth leaders ean exploit our own speeial interests," said Holland. "And it lets us expose those interests to young people in our own areas. It doesn't have to be archaeology. There may be other subjects that you know something about that could spark an interest in young people if you share them." □

No More 'Clean Plate' Clubs!

by
Val Thoenig
Information Reporter
Lane County Extension Service, Oregon

The tinier the capacity, the more important the contents — and "in a child's diet there is no room for nonessentials," says Alice Epple, Oregon Extension nutrition agent in Eugene.

Such was Ms. Epple's concern as she initiated plans for Extension's "Nutrition Workshop" for teachers, volunteers, cooks, and administrators of Lane County's day care centers and for "day care providers" (private homes caring for one to four youngsters).

The results —

* Inter-agency cooperation on the program.

* Attendance of 92 — a 100 percent representation of county day care centers.

* "Very probable" upgrading of nutrition for 1,158 preschool children in centers including 4-C's and Head Start.

Workshop "students" agreed that "good cooking and nutrition aren't one and the same."

Marilyn Grooman, dietician, food buyer, and cook for 141 children in Eugene's Montessori School, explains: "Planning meals that will meet certain standards of nutrition is my responsibility. It's not easy." She added, "How I wish I'd gotten this training long ago."

Nor was the size of a child care center the measure of value gleaned from the workshop. Barbara Reed, a day care "provider" in suburban Eugene, prepares food for as few as four youngsters. "I've studied nutrition in schools, but this training has sensitized me," she said. "Suddenly, I'm really aware of nutrition, the worth of a snack, and size of servings."

Other workshop participants specified ideas "most helpful" to them:

* Ethnic-oriented foods as the cultural and nutritional enrichment for children from minority groups.

* A "child's garden" as a showcase of vitamins, source of "make your own" salads, for use in teaching children to eat vegetables.

* Use of food in teaching "concepts" — nutrition, initiative, group-action, personal satisfaction.

Committee plans for the workshop evolved over a 3-month period. "Nutrition was our focus," Ms. Epple says. "But relating the subject to the audience was the major goal."

The workshop was publicized through newspaper, radio, television. Letters were mailed to all centers, followed by phone calls.

"We made it easy for them to attend," Ms. Epple said. "Duplicate sessions were scheduled afternoons and evenings. Our audience was more concerned with application than with theory."

Carol Easton, Lane Community College nutritionist, discussed "Food as Children See It." "You scale down furniture and clothes for children," she pointed out. "Why not scale down the size of helpings?" Nutrition hard sell is out, she said. "No more clean plate clubs, force feeding, or such myths as "Carrots will make your hair curly."

Chadwah Stein, chief nutrition consultant, Oregon State Division of Health, urged serving of ethnic foods to bridge the gap between home and school.

Ken Brownell, coordinator of the food services program, Lane Community College, shed light on recordkeeping, budgets, cost-per-serving, recipe conversion.

Naomi Namura, nutrition consultant with the State Division of Health, suggested a garden as an "exercise in nutrition." Art Berwick sanitation and education director, Lane County Department of Public Health, emphasized "clean hands, clean service, clean food, temperature control, healthy workers."

Day care center people evaluated as "most helpful" the materials compiled by Judith Forest, Oregon Extension foods and nutrition specialist; ideas for meal planning; information on community resources; "helps" on food buying, storage, and recordkeeping. They'd also like another Extension Nutrition Workshop! □

Good and nutritious — is the protein and calcium-boosted "pudding popsicle" Alice Epple, Oregon Extension agent, offers Orinda Whal, resource leader in the USDA Food Services program.

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PEOPLE AND PROGRAMS IN REVIEW

Extension-IRS Meet to Plan 'Farmer's Tax Guide'

Farm Management Extension Specialists from a number of States met with IRS personnel in Washington, D.C. May 14-16, to plan the 1975 edition of the "Farmer's Tax Guide" and discuss tax-preparer edueation.

Want to Build a Log Cabin?

A recent Alaska course on building a log cabin has rekindled an interest in this frontier-type home. Alaska's Extension Editor James A. Smith reports wide State distribution of a companion publication, *Building a Log House in Alaska.* Copies are available for $1.00 outside of Alaska, plus 25¢ handling charge.

First USDA Land Use Workshops Held

Three regional workshops — Connecticut, June 12-13; Indiana, June 25-26; and Georgia, July 9-10 — stressed USDA's important role in Land Use Policy and Planning Assistanee while encouraging ageneies and Land-Grant universities to provide leadership and assistance to local people in solving Land Use Planning problems.

Telephone Links Livestock Auction

A group of Idaho and Oregon sheep producers have organized the PNW Livestock Producers Co-op to auction their sheep and lambs by telephone. Aided by Extension Specialists John Early and John Miller of the University of Idaho, and Steve Marks and John Landers of Oregon State University, these producers organized the co-op to inerease the number of buyers bidding for livestock in southwestern Idaho and eastern Oregon. The telephone auction is a pilot projeet of Extension's Western Sheep for Profit Task Force, one of four regional task forees organized by ES-USDA, with assistanee from the State CES staffs.

'County Agent in Vietnam' Honored

The highest State Department honor, the Seeretary's Award, was bestowed posthumously May 17 on Tom Ragsdale, a former "County Agent in Vietnam" from Shelbina, Missouri. Tom was eaptured and died at Hue during the Tet offensive in 1968.

Bicentennial Celebration — South Dakota Style

South Dakota is leading the way with an aetive program recognizing the upeoming Bicentennial Celebration in 1975-76 — the South Dakota 4-H Bicentennial Community Pride Plan. The theme is community serviee and community pride — an excellent way for youth and adults to work together to mark the end of the first 200 years of this Nation and begin the next 200.

Home Economist Honored by New York

Natalie D. Crowe, chairperson of the Human Resources Program Unit of CES at Cornell University, Ithaca, recently received New York State's Epsilon Sigma Phi award for her program leadership focusing on the needs of children and parents. Ms. Crowe directs the special needs funded project on Family Day Care Mothers for Nassau County.

'Environmental Quality'

Clay Napier, Publieations Editor, University of Arizona, is still searching for publications available from universities or government agencies on "environmental quality." Clay has published an interim list, requesting corrections, deletions, and especially *additions.* The list is useful to specialists, researchers, county agents and others with a high interest in environmental matters.

EXTENSION SERVICE
REVIEW
U.S. DEPARTMENT OF AGRICULTURE * SEPT.-OCT. 1974

Working with International Youth

VOL. 45 • NO. 5 • SEPT. - OCT. 1974

The Extension Service Review is for Extension educators — in County, State, and USDA Extension agencies — to help people learn how to use the newest research findings to bring about a more abundant life for themselves and their communities.

The Secretary of Agriculture has determined that the publication of this periodical is necessary in the transaction of the public business required by law of this Department. Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through July 1, 1978.

The Review is issued free by law to workers engaged in Extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, at 40 cents per copy or by subscription at $2.25 a year, domestic, and $2.85, foreign.

EXTENSION SERVICE
REVIEW

Offical bi-monthly publication of Cooperative Extension Service: U.S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

CONTENTS Page

In Review

"People and Programs" — that's what Extension work is all about. Our new back-page feature is designed as a forum to exchange ideas about what's interesting, newsy or different in Extension.

What unusual activities are your staff involved in? Most of us get newsletters concerning our own specialties, but often never learn of events important to our fellow Extension workers in other fields.

For the small space available, the *Review* staff will try to highlight brief items on special events, workshops, and new Extension ideas from many sources. We hope you'll contribute! — JB and PL

At the doorway to her host family's house in the Costa Rican village of La Suiza, Grace Woodman of Paw Paw, Michigan, spends a quiet moment with two village children.

Youth — Latin America's Promise for The Future

by
E. Dean Vaughan
Assistant Administrator
Extension Service - USDA

"We thought we were farmers, but we were only planting the seed."

Thus a farmer in Guatemala described his reaction to the new agricultural technology demonstrated in his community by 4-S club members, including his own son Pedro.

Pedro is one of hundreds of rural youths who are learning new skills in agricultural production and leadership, home improvement and nutrition, through expanding rural youth programs in Latin America.

Spearheading this growth is the Inter-American Rural Youth Program (PIJR), an arm of the National 4-H Foundation in cooperative association with the Inter-American Institute of Agricultural Sciences of the Organization of American States.

Andrea Nazarenko of Moscow, Pennsylvania, learns about one of the local products in Brazil, bricks made of mud.

PIJR links the 4-H program of the U.S. Cooperative Extension Service and youth development programs of Central and South America and the Caribbean. It works with national governments and institutions and private organizations to help rural young people realize their potential and become more effective participants in their society.

PIJR emphasizes the value and the potential of the individual girl or boy as resources in rural development. Young people learn quickly, and often are more willing to change than their parents.

Pedro, for example, completed his first year in the 4-S bean project, and despite unfavorable weather, doubled the average production. Black beans have high protein content, and help fill the nutritional needs of Pedro's family and customers.

Pedro is just one of the many youngsters benefitting from food production and utilization projects funded thorugh a grant from the W. K. Kellogg Foundation.

Projects are in progress in Guatemala, Costa Rica, Paraguay and Venezuela. But the results are being shared throughout the hemisphere. Many other countries are using the new technology for growing corn, beans, soybeans and vegetables and for raising poultry, rabbits, and other sources of protein.

The U.S. 4-H involvement is not just on paper. Volunteer 4-H alumni serve as Youth Development Project (YDP) workers in the four project nations as well as in other less developed countries in Latin America, and also in Africa and the Far East. YDP's spend a year or more working closely with professional counterparts, usually a club agent or home economist.

Together they plan and carry out organization of clubs, improvement of projects, recruitment and training of leaders. Despite differences in language and culture, YDP's quickly become members of their host communities and make contributions that last far beyond their one-year stay. And through other 4-H international exchange programs many professionals and volunteers in nations around the world have opportunity for study in the United States.

The YDP brings his U.S. home community into closer touch with the potential and the problems of Latin American youth. James Courtright of Springfield, Oregon, started a pen pals project between young people in his Costa Rican community and in Oregon. A Missouri

Susan Wasserman, YDP to Paraguay, on right, with girl from Paraguay grinding corn.

1974 Inter-American Conference on Rural Youth in San Jose, Costa Rica, October 13-18, 1974.

With the theme "Rural Youth and Their Decisions for the 1980's," the conference includes training sessions and discussions by leaders on methods of improving and expanding rural youth programs.

U.S. Extension professionals participating in the Central America 4-H travel seminar will be a part of this conference.

Several regional seminars also have been held to exchange information and share results of successful methods and materials.

The results are impressive. Today nearly 400,000 rural boys and girls are enrolled in 4-H type programs in Latin America and the Caribbean, four times the number involved in 1960.

group raised $85 to help Marilyn Kay Kuntemeyer, Palmyra, Missouri, buy materials for sewing demonstrations.

The YDP experience is not one-sided. It helps the volunteer as well. Paul Ramsden of Highland, Wisconsin, said after his work in Jamaica in 1973:

"Above all, go into this experience with an open mind. You are going into a new culture. Your values and goals are going to be challenged — especially by yourself. You are going to be super-frustrated at times and super-elated at times and you probably will come out of this experience as I did, feeling that it was the very best thing you have ever done for yourself."

To help strengthen youth programs in Latin America, an Inter-American Rural Youth Advisory Council was formed in 1971. It is meeting in conjunction with the

Sandra Lee Jones, YDP to Venezuela, talking with boys and girls at school in Barquismeto, Venezuela.

PIJR serves as a catalyst to encourage this growth. It concentrates on strengthening leadership and creating a favorable climate for cooperation through consultations, training services and communication.

As Galo Plaza, secretary general of the Organization of American States and honorary chairman of the Inter-American Rural Youth Advisory Council said recently:

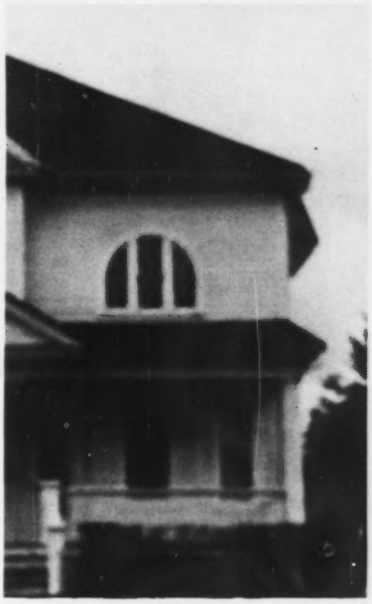
"The 4-H movement in Latin America is the most efficient and effective vehicle for modernization of agriculture in Latin America. We in Latin America are not frightened by youth. We must understand them and bring them into our economic life. We are doing this through 4-H and thus doing what we can to improve the lives of the coming generation."

Every Extension worker has a stake in helping people everywhere fulfill their potential. There is opportunity for direct and indirect participation in the exciting work with rural youth in Latin America and the Caribbean. To find out how, contact your State 4-H office. □

Arthur Tenbrink of Hayward, California, shares photos of the U.S. with a Brazilian host sister.

William Rapking, YDP to Venezuela, talking with two young farmers.

Cedar House Halfway Home



by
Twila V. Crawford
Assistant Extension Editor
Kansas State University

People with Cedar House, a transitional living facility at Olathe, Kansas, came to Jo Conley, Johnson County Extension home economist, for assistance with interior design and nutrition.

Ms. Conley helped and became so involved she now is president of the board of directors of Cedar House.

Cedar House is a unique facility in Kansas. It offers services to accommodate the needs of people 16 years of age or older. Other transitional living facilities in the State are concerned wih one kind of problem such as mental, emotional, alcoholism, drug abuse. Cedar House is concerned with the many different problems of individuals.

This "halfway house" is a vital link in a person's rehabilitation and reestablishment in the community. It serves as home base where she or he can keep in touch while trying to get life back in order after a troubling situation. People admitted to Cedar House have potential for employment or functioning as homemakers.

Cedar House was established in 1966 with a 3-year nonrenewable federal grant. In 1969 Cedar House was incorporated as a charitable, nonprofit organization. Funds come from the United Fund, membership dues, an annual bazaar, and from residents of Cedar House.

Residents are expected to pay as much of the actual cost as they are able to. One who is working is expected to contribute two-thirds of his or her take-home pay.

Louise Meyer, director of Cedar House, credits Ms. Conley with helping make the community aware of the facility. The county home economist often talks about Cedar House while informally visiting with groups.

Approximately 50 persons each year are helped at the rambling two-story house. "Someone always is coming and going," Ms. Meyer explained. Most are ready to leave the program within 3 to 6 months. Juveniles may need the group home and its services longer.

"Here at Cedar House a homelike atmosphere is coupled with the assuming of adult responsibilities related to daily living. Each individual deals with personal problems in a group setting. When people come here, they must be able to behave responsibly," Ms. Meyer said.

Staff positions include the director, a job placement counselor, a night counselor, and a weekend counselor. These people understand human behavioral situations.

Referrals come from such agencies as social services, county courts, hospitals, and guidance centers. Most Cedar House residents are from northeast Kansas, although there is no residency requirement.

Cedar House is accepted in the community, and people in the Olathe area have become involved in its activities, contributing their own talents, such as painting, carpentry, decorating.

Extension Homemakers Units help support the house. They donate food and money and make items for the bazaar held each year by the Cedar House auxiliary.

While Home Economist Conley is deeply involved with Cedar House, she also works with the disadvantaged, elderly, young homemakers, and 4-H youth. She serves on a day-care center board and was a member of the original Olathe adult education board.

Co-workers say she develops leadership abilities in other people. "The wonderful feeling of accomplishment I receive is from being able to help people," Ms. Conley says. □

by
Lee N. Dreiman
Extension Agent
Portland, Indiana

Women 'Man' Tractors With New Know-how

When I was first approached concerning some lecture courses for female tractor operators, I thought: "Women's Lib" has reached the farm!

But I was wrong. Ms. Calvin Gagle, a Jay County homemaker, had read a magazine article for women who must operate farm machinery. We talked about the article, about the educational needs of women, and about the many aspects of the life of a farmer's wife. Ms. Gagle insisted that as the county Extension agent, I should initiate and coordinate a learning session for women who operate tractors.

Much thought and planning were needed before undertaking such a project. Feeling ill-prepared and apprehensive, I hesistated to admit there was a need for this type of education in Jay County. I know that an increasing number of farm women are expected to operate farm machinery. But what farmer-husband has the time and patience to teach his wife the safety aspects of machinery, the proper handling of routine tilling, and the implement

language needed to request parts for repair work?

I decided that farm women do need the opportunity to learn these things.

As my first step in researching the proposed program, I contacted four implement dealers in Portland during May, 1973, requesting their cooperation and input. although somewhat doubtful about the idea, the dealers seemed to recognize that women did indeed need more education about farm machinery and the fundamentals of agriculture.

In early December an informal meeting was held with the dealers to lay the groundwork for a short course to train women to operate tractors.

With five tractor-related fatalities in Jay County during the past five years, safety needed to be an important feature of the program.

We chose Richard Willsey, farm safety specialist from Purdue University to initiate the program. If this proved successful, a later session could be held. With the Jay County Courthouse auditorium as the meeting place, preparations began for the first session.

A large ad ran twice in the local newspaper, *The Commercial Review*. We used the Extension homemakers mailing list to send form letteres explaining the program and requesting a return card which was enclosed. The machinery dealers sent the same information to many on their preferred customer mailing lists. Enthusiasm rose as the returns came back with favorable comments and questions.

Forty-three people attended the first session held on January 16, 1974. Mr. Willsey's excellent discourse on safety measures Included safe driving tips and practices to avoid. He also stressed the importance of preventing hearing losses.

Mainly mothers of teenagers, the women attending represented a cross section of Jay County. They came from farms of 80 to 1,150 acres. But all had one common purpose in attending — an intense desire to obtain information about safety on the farm and to ask questions about farming and related problems.

Reactions to this first session were positive with favorable comments from the women attending. In lively discussion before the meeting, they expressed a desire for further information. We asked the women to prepare a list of questions or offer their suggestions for a second meeting.

Questions poured in, and the agenda for the second meeting started taking form. The women wanted to know about the use of jumper cables, how to manage different types of soils, how to plow three-cornered fields, what depth to plow, and what to do when the tractor gets hot. They asked about speeds for plowing, disking, and road traveling. They had submitted a variety of challenging problems for the panel.

The questions were summarized and categorized before the meeting. The dealers had been reluctant to accept responsibility in speaking roles for the first meeting, but as the second was being planned, they volunteered themselves, their employees, and any other resources they could provide.

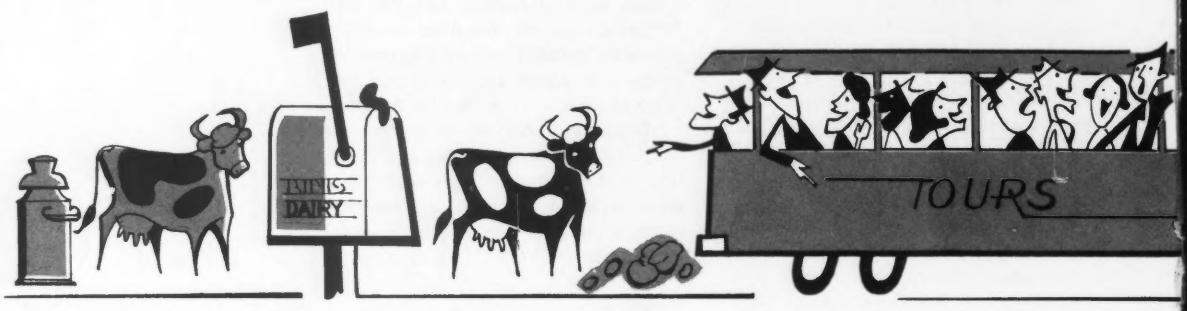
Nine instructors formed a panel for the second session held on February 20, 1974. Most were implement dealers or their employees. A relaxed group of 46 appeared to enjoy the exchange of problems and solutions. Some of the women brought their husbands; those husbands went away from the meeting with a different outlook toward their wives' problems.

After all the questions related to farming projects had been answered, the women talked about their personal tractor driving experiences. The women also exchanged ideas about how to pass the time while waiting in the long lines at elevators.

During a more informal period with refreshments provided by the implement dealers, we received positive comments of appreciation from the participants. Many felt thay had learned much from the two sessions and would feel more free to seek help with future problems.

The meetings provided valuable experiences for the women attending. They felt a need for this type of education and participated when it was made available. The congenial atmosphere also improved relationships between the women and the implement dealers.

One woman's request for help in operating a tractor had grown to include many facets of farm problems and their solutions for many other women. □



Dairy Tour Sparks Ideas For Profit

by
John M. Sperbeck
Extension Information Specialist
University of Minnesota

"Fantastic — I really recommend it — it's the greatest learning experience I've ever had."

That was one Minnesota dairyman's reaction after returning from an organized tour of dairy farms and research facilities in Pennsylvania, New York and Michigan.

"I figured I'd paid for the cost of the 6-day trip by the time I returned home, in new ideas," said Vince Kahnke, Waseca, Minnesota. .

"I'd toured about every dairy farm around here — I knew most barns in the area inside and out. So I figured it was time to see how dairymen in a different part of the country operated," he added.

Mervin Freeman, the tour leader and area farm management agent with the University of Minnesota Agricultural Extension Service, further explained the theory behind taking 25 dairymen and their wives halfway across the country to observe dairy operations under vastly different conditions: "We're trying to bring dairymen the latest in dairy technology and management.

"We wanted to zero in on new ideas not yet implemented in Minnesota. We're getting to the stage in Minnesota where dairy production costs are increasing rapidly, and farmers are going to have to learn how to overcome them. Farmers in the East have been living with higher taxes, feed and labor costs, so we thought it would be a good idea to go there."

The idea of farmers learning from other farmers through tours isn't new, but Freeman thinks management-minded dairymen should do more of it.

The idea of the Minnesota dairy tour started when Freeman and Ron Orth, another Extension agent, studied dairy herds in six States during a quarter leave 2 years ago. "We surveyed 60 farmers in Minnesota and found they had made many mistakes that had cost them thousands of dollars in their expansion plans," Freeman said.

"We thought that an organized tour might save more dairymen from making the same costly mistakes that we had seen other dairymen make. We try to let the host farmer tell his story. I do most of my work before the tour starts, organizing farms to visit, and planning the schedule."

Charles Walker, Grand Meadow dairyman, is enthusiastic about the tour idea. The day after we called on him, he was planning an open house for a new free stall parlor system. "I copied many of the ideas from the tour," said Walker, who plans to double his herd size from 80 to 160 cows.

"One reason we expanded is that I'd like to give at least a couple of the boys a chance to stay on the farm. But you have to watch your timing with an expansion move like this," said Walker, who is 40. "I told my banker when I was planning the move that 2 or 3 years from now would be too late — I'd better forget it if I didn't make the move right now."

Kahnke, who milks 120 cows averaging more than 500 pounds of butterfat and 13,000 to 14,000 pounds of milk in partnership with his son, Vince Jr., made some changes when he got back from the tour.

"I started mixing grain with the silage instead of feeding it separately. We're using a loose housing set-up, and if the cows didn't get a chance to load up on grain in the milking parlor, some of them went without. I also decided to change teat dip, and made some feeding changes with my dry cows as a result of tips I picked up on the tour. I had been getting my dry cows too fat," said Kahnke. His son, Vince Jr., signed up to go onthe tour the second year.

"We saw some great management on the tour — I was really impressed by the way some of the easterners operate," said Vince Sr. "It made me think we're a little spoiled in the Midwest. We have more options in cropping plans and don't have some of the high-cost obstacles I saw in New York and Pennsylvania. Anyway, such an experience is bound to sharpen your management skills." □

Farm Visits Focus on Fun and Food

by
Byron Hutchins
Area Advisor,
Resource Development
University of Illinois

On a sunny Sunday in June, some 10,000 Chicagoans go "down on the farm." The annual event is Farm Visit Day, sponsored by the Illinois Cooperative Extension Service and local farm groups.

"We don't try to pick show places," said Phil Farris, Kane County Extension advisor, who handles much of the publicity for the event. "We want to show city folks how a bottle of milk, a sirloin steak, or a carton of eggs are produced. A lot of city families, particularly those with children, welcome the opportunity to see a modern farm and get acquainted with rural neighbors."

Twenty-nine farms in six northern Illinois counties were selected for display on the first visitor's day in 1972. Last year, nine counties participated.

The farms range in size from 100 to 800 acres and specialize in beef, dairy, hogs, sheep, Arabian horses, vegetables, corn, soybeans, eggs and turkeys.

Farmers use various methods to tell their story. On one dairy farm in Kendall County, the prize cow of the herd was tied in the yard. In front of her were a bale of hay, a bucket of water, and the ground feed she would eat that day. An accompanying sign told that he had produced 123 pounds of milk yesterday — enough for three 9-ounce glasses a day for 73 days.

One farmer in Whiteside County displayed all of his equipment with price tags attached. This showed the variety of machinery needed and the cost involved.

The Whiteside County planning committee made elaborate publicity preparations and received the most visitors. They passed out brochures in banks, restaurants and grocery stores. They held a special steak dinner for the news media before the event. Ministers urged their congregations to visit a farm or two after services. Speakers visited clubs and appeared on TV and radio programs.

The county committee is the key to the program's success. The Farm Bureau, NFO, DHIA, Livestock Feeders and Pork Producers are active in each county they represent. The committee selects the farms, meets with the host families, determines the information to be presented, arranges for refreshments, and handles local publicity.

Communication between rural and urban people is vital. These urban visitors want to learn more about where their food is produced. All are courteous, friendly, and delighted by the opportunity. Farm host families are equally happy with the response.

A good summary of the day comes from a letter written to Farris by one of the visiting families: "On our way home, our tired 7-year-old daughter said, 'I bet we had more fun today than anyone in our neighborhood'." □

No Water Shortage for York County, Nebraska

by
Dan Lutz
Assistant Extension Editor
University of Nebraska-Lincoln

How do you go about putting equally desirable but sometimes conflicting goals in perspective, allowing both improvement of a county's economy and continued quality of life without undue conflict?

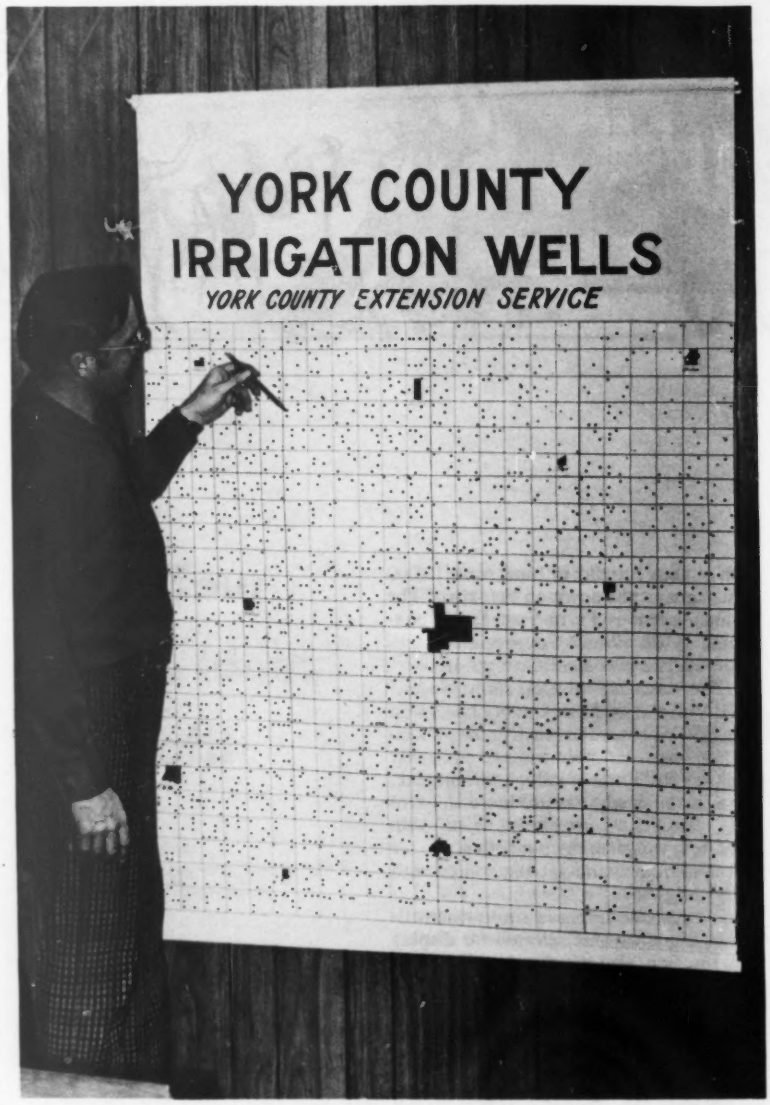
In water-plentiful Nebraska, Harry H. Hecht, York County Extension agent, has been a leader in the conservation and wise use of this key resource. Foreseeing an inevitable drain on ground water supplies through rapidly expanding irrigation development, he led in organization of the first Ground Water Conservation District in Nebraska.

Recently, Hecht has been moving York County toward a comprehensive plan for countywide rural zoning, putting him in the first wave of Extension workers in this important aspect of land use planning.

He received a U.S. Department of Agriculture Superior Service Award in May 1974 for his "leadership in conserving and using Nebraska's limited water resources; notable success in crop irrigation programs, especially soybeans; and furthering much-needed countywide planning and rural zoning."

A cursory look discloses some pretty old-hat approaches: reports, meetings, news articles. But all are part of a plan that doesn't have the obvious Madison Avenue campaign image. Organizing a group, telling people the group was organized, telling the group what people think, and then telling people what the organization thinks are not unrelated. One dovetails into the other, reaching back to a need identified by Hecht some time previously.

One of Hecht's most consistent and effective media tools is his personal column, which has appeared in the York *News-Times* for many years. He uses the column to dispense information and advice, to motivate his readers and drop an occasional opinion. He has kept a constant flow of information on York Coun-



Visitors to York County Extension office see this up-to-date map (it's a white window shade), locating the county's approximate 1,800 irrigation wells.

ty's irrigation economy before readers.

Years ahead of his time in his concern for the depletion of ground water, Hecht organized the York County Irrigation Association in 1957, and in 1958 began systematic measurements of static water levels in 68 irrigation wells.

His campaign to form a Ground Water Conservation District followed classic lines. Other agents could fit his methods to their local circumstances.

First, he generated awareness about the establishment of a district through irrigation clinics and tours, a corn yield program, and a series of information meetings. He involved cooperative sponsorship or input by other agricultural organizations.

The concept of York County landowners retaining local control of their ground water was identified early in the campaign as a powerful incentive to establish the district.

Hecht advised and assisted Irrigation Association officials in circulating petitions to get the district issue on the ballot.

He tailored educational programs, involving many meetings and heavy use of mass media, to explain what a Ground Water Conservation District would provide.

Hecht co-authored a bulletin with University of Nebraska Extension Water Resources Specialist Dean Axthelm, which became an important information piece in the successful petition drive. The bulletin cited scientific records, data and knowledge about York County water levels.

Hecht's close working relationship with the daily York *News-Times* resulted in stories and editorial support. The paper noted that "this may be a historic vote that will influence other areas of Nebraska to accept or reject the water district idea," and said, "York County is setting the pace for all of Nebraska in trying to do something about declining water levels."

The control center for the automatic irrigation system on the Ed Thieszen farm near Henderson, Nebraska, saves labor and water. Shown checking out the center are Floyd Marsh (kneeling), general manager of the Upper Big Blue Natural Resources District; Harry Hecht, York County Extension agent (left); and Thieszen.

What methods made this project succeed? Hecht says, "Constant publicity through special features and regular news columns to keep people informed of impending situations. Local people must believe in a program themselves and be willing to sell or defend it."

Hecht's chronicle of the successful campaign: " Project discussion started . . . received information from State agencies . . . public meeting of irrigators . . . legislation introduced to change law authorizing district . . . joint meeting with other counties . . . other counties not in favor of joining district now . . . irrigators voted at annual meeting to proceed with discussion . . . county agent prepared bulletin on county ground water . . . irrigation association endorsed formation of new district . . . state agencies approved district . . . brochure mailed to irrigators . . . petitions filed with county clerk . . . hearing held, no objections filed . . . general election voting tabulations: 916 favoring formation of district; 547 opposed . . . combined boards of irrigation association and new ground water district met; irrigation association dissolved and all funds and equipment turned over to ground water district."

In 1969, Hecht published a mimeographed report on a York County Water Quality survey, which has been widely quoted, in tune with heightened public interest in pollution problems.

Results of the survey have been important in allaying fears that increasing use of commercial fertilizer in heavy amounts is contaminating ground water. The survey, reported by Hecht in the Omaha *World-Herald*, the State's largest newspaper, showed that nitrate levels were remaining well below health danger levels. Hecht's conclusion: "It would appear farmers are getting blamed for a lot of pollution they are not causing."

Under Nebraska's pioneering system of statewide natural resources districts, the York County Soil and Water Conservation District in July, 1973 became a part of the Upper Big Blue Natural Resources District. Hecht in 1972 assisted in the development of program plans and location of district headquarters adjacent to the York County Extension office. □

Parents Preview Great Expectations

by
Duane R. Rosenkrans, Jr.
Associate Extension Editor
Mississippi State University

Expectant parents have proved to be a new and receptive audience for Cooperative Extension Services in a three-county area of south-central Mississippi.

Using the multi-county approach, three Extension home economists secured the cooperation of physicians, the regional medical center, and others to offer a series of four classes for interested couples. The response was so good that the sreies will be repeated twice a year under Extension's leadership.

The home economists who planned and arranged the classes are Pauline Alford of Amite County, Virginia Jones of Walthall County, and Rosemary Sassone of Pike County. Amite and Walthall counties are on either side of Pike County, where the Southwest Mississippi Regional Medical Center is located.

Development of the series was started more than 6 months in advance.

The idea had been "planted" by State Extension specialists, and this was the first group in Mississippi to conduct such instruction. Another factor which influenced the group was that Virginia Jones and her husband had only a few months before traveled to a hospital in Jackson, more than 90 miles from their home, to attend similar classes. The home economists discussed it with an obstetri-

Virginia Jones, Extension home economist, bathes her baby in a demonstration before the class for expectant parents.

cian who assured them that he would "like for all of my patients to have this opportunity."

Next step was to secure the cooperation of the medical center administrator. The idea fitted exactly his concept of making the hospital truly a part of the community. He liked Extension's involvement, making it clear that the classes were open to all regardless of what hospital they planned to use. He also liked the organization and the publicity the Extension home economists provided.

Early preparation for the series included securing supplies of various publications. Some of these were family life and health education materials familiar to all home economists. Other materials were recommended by physicians.

Sources included the Mississippi Cooperative Extension Service; U.S. Department of Agriculture; U.S. Department of Health, Education,a nd Welfare; Mississippi State Board of Health; other government and health agencies, and manufacturers.

As the time for the classes drew near, letters were mailed to expectant parents, using lists obtained from obstetricians. Those planning to attend were requested to fill in and return cards to their county Extension offices, although this was not required.

The home economists made about 20 large posters and 50 smaller ones, and displayed them in public places. They arranged well-timed newspaper publicity, including informal group pictures of instructors. Radio announcements were also prepared. Publicity was continued while classes were in progress.

The four classes were scheduled on Monday evenings during April. Something different was offered each time,and the topics were well publicized.

Participants evaluated the classes by filling out a simple form after completion of the series.

The experience that rated highest with the expectant parents was their visit to the labor room, delivery room, and nursery during the third session. In addition, they received an explanation of the hospital's policies for maternity patients. Also rated high was a motion picture showing childbirth.

In a session for "fathers only," a pediatrician answered their questions while mothers were being taught useful exercises by the physical therapist.

Other features included demonstrations on how to bathe, feed and otherwise care for the baby after taking it home; a family planning session; and a maternity fashion show.

Instructors besides the local pediatrician and physical therapist included other medical center personnel, nurses and personnel from county health departments, and a speaker from the State Division of Family Planning.

Out of 40 evaluations, 33 rated the class excellent, 6 good, and 1 fair.

Some comments from the expectant parents were particularly interesting. While most of the couples were expecting their first baby, one mother who already had one child wrote, "I was unaware of many things with my first child. Now I feel I know what is going on." Another observed, "The film on delivery was excellent. I did not know anything about this even though I have already had a child."

An expectant father stated, "There were so many things I didn't know anything about, simply from being a man." Another wrote, "It relaxed my wife."

The classes were free, but one participant wrote, "I would have been willing to pay for it."

Forty couples were present at most sessions and a large number attended all four. Some missed the first class but attended others after hearing about it. Some missed the final class — one couple because their baby was born the night before. In at least a couple of instances, expectant mothers had to miss one of the classes but their husbands were there.

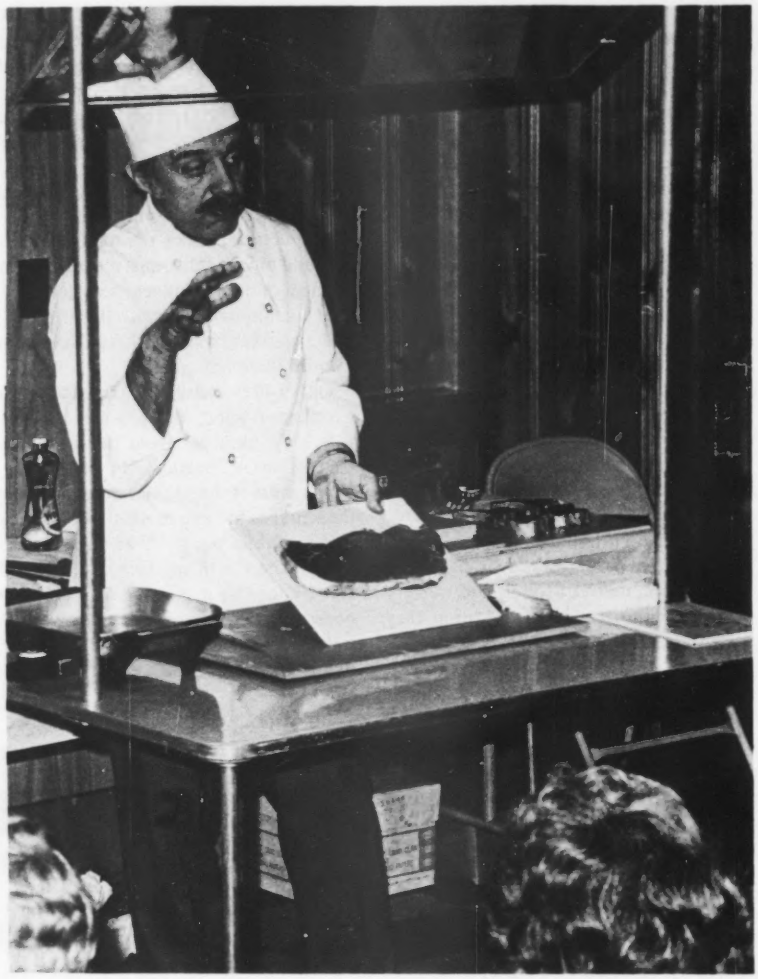
More than 120 persons attended one or more of the classes.

At the end of the final class, each couple received a certificate and a prenatal gift package consisting of sample diapers, nursing bottle and other items.

These young couples were almost entirely a new audience for the Extension Service, the home economists reported. At the first class, they knew only a few people in the audience.

Extension and the medical center plan to repeat the series of classes twice a year. □

Equipment in the delivery room is explained to this couple in the expectant parents class by a nurse.



Robert Rust, Iowa State University Extension meats specialist, gives pointers to the audience on how to get the most out of a cut of meat.

Food — A Family Affair

by
Don Wishart
Assistant Extension Editor
Iowa State University

Meetings usually scatter families in every direction. Not so with the Southwest Iowa Family Food Fair — 1974. Extension staff there capitalized on the fact that almost everybody is interested in food. And 2,500 men, women, and children attest to the fact that it truly was a family affair.

Children were welcome. The Dairy Council of Central States provided activities for preschoolers during the afternoon sessions. And elementary children had a similar program in the evening. Most of the activities were food-related, including games to teach the basic four food groups and new foods.

Several exhibits at the fair catered to children also. One called "Snappy Snacking" was manned by nutritionists from Iowa State University. Kids were invited to come up and make sandwiches that looked like faces. Their "art materials" ranged from cucumber slices for eyes to mustard and ketchup for smiles.

While the kids experimented with the "Basic 4," so did parents. Included on the agenda were sessions on canning, microwave cookery, gourmet meat cookery for men, breads, small appliances, dairy foods, and beef dishes.

Three food presentations were conducted at the same time for 45-minute periods. Then the audience moved to a different topic area for the next session.

Mary Jo Huseman, Kansas Department of Agriculture and Kansas Wheat Commission, led the session on breads and cereals. Through slides and demonstrations, she brought fair visitors up to date on proper dough preparation, baking, and seasoning. She also shared information about baking utensils that give the best results.

The surge of interest in home canning was evident at the well-attended session led by Mary Lou Williamson, representative of a manufacturing company. She talked about new canning equipment, cookbooks and garden varieties that are good for canning. Ms. Williamson stressed safety and the importance of knowing proper canning techniques.

"The Great Microwave Cooking Show" by Bonita Nichols drew crowds, too. She seemed to read the minds of fairgoers as she explained just how microwave cookery works. She answered questions on the differences in microwave

and conventional ovens and mentioned the speed and cleanliness of the microwave type. Ms. Nichols prepared several foods using the oven.

Mary Beth Jung, representing an appliance manufacturer, demonstrated how to prepare unusual but simple fruit dishes with small kitchen appliances. She explained how to retain vitamins and other nutrients in vegetables by stir frying, and showed equipment that could be used to make homemade sausage.

Wherever there are recipes given out, there are people. Janine Knop, representing the Iowa Beef Industry Council, found this out. Her session was called "Beef for All Occasions." While she demonstrated how to make different beef dishes, she shared the recipes with the audience. Among them were directions for "Beef Jerky" and "Beef Fudge."

Robert Rust, Iowa State University meat specialist, also gave away recipes — this time appealing to the men in the audience. He donned a chef's hat and shared some hints on sensible meat buying and preparation. He emphasized the importance of accurate time and temperature of cooking. Carving makes a difference, too, and thinly sliced meat tastes better and goes further.

Rust encouraged men to try meat cookery and tempted them with a recipe for sausage simmered in a wine sauce.

Anne Richards, from a dairy company, made a milk punch, gelatin salad with yogurt, cottage cheese spread, and baked products with nonfat dried milk solids to show the variety of ways to include milk in meals.

There were also local exhibitors — county cattlemen's dairy committee, county pork producers and "porkettes," seed companies, hardware stores, and other local food-related businesses.

Many of these participants gave away door prizes, which added a little excitement and gave them good advertising.

The Family Food Fairs were held in four towns. Each fair lasted one afternoon and one evening. The program was basically the same in each town, though local exhibits varied.

The success of the food fairs was due to the effort of the total Extension staff — State and local.

Work on the fairs began in June 1973 when Enid Wortman, consumer management specialist in the Southwest Iowa Extension Area, began making contacts for the program. She secured all the experts and directed the publicity.

A consultant from the Iowa State University Information Service provided publicity ideas, suggested food fair symbols and wrote news releases. Local Extension personnel were responsible for "personalizing" the publicity and appealing to their counties to "Come to the Fair."

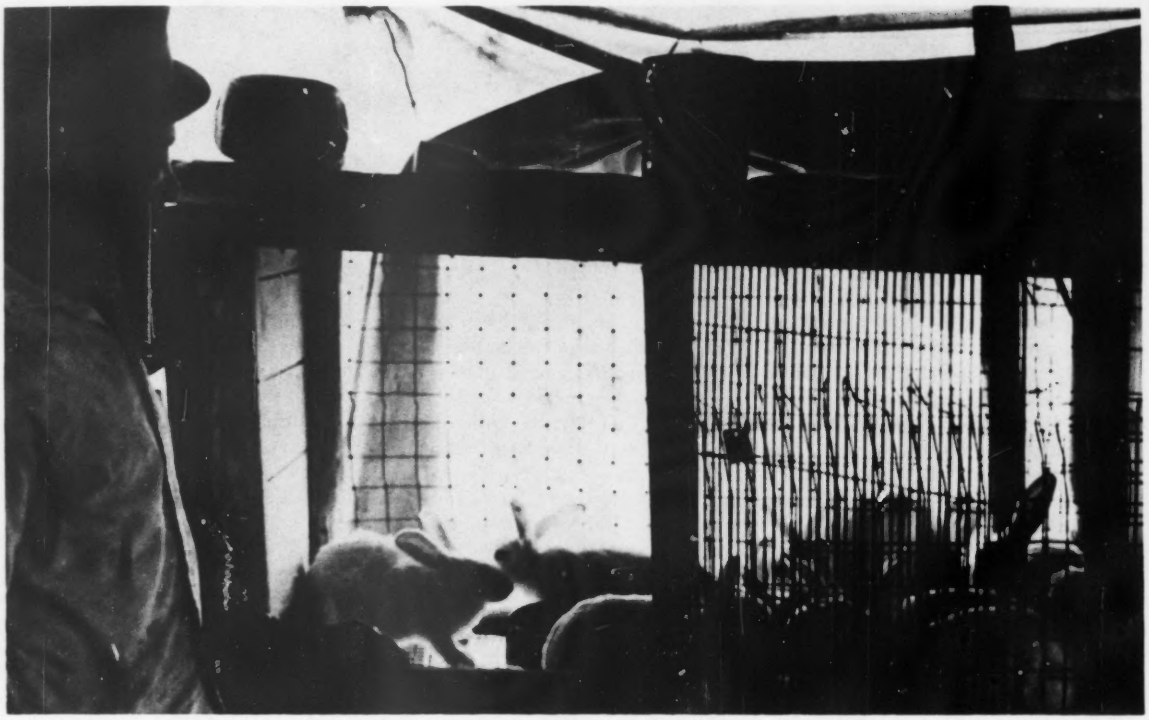
As we said, the fair was held in four towns. It came to Atlantic, March 17; Glenwood, March 18; Clarinda, March 20; and Harlan, March 21. Southwest Iowa Extension Area staff members were involved in program planning and also were present at the fairs. The staff in counties hosting the fairs also made a commitment to help in their county and to secure local exhibitors.

Robert Hegland, Southwest Iowa Extension Area director, explained the purpose of total staff involvement.

"Extension work in our area is based on the philosophy that we have one Extension program, not three or four separate segments," he said. "We believe that Extension programs should be planned with both youth and adult family members in mind. Our staff members appreciated the opportunity to be exposed to the toal educational program, not just the area where they have special expertise."

A lot of work and a lot of time, but 2,500 people know just a little more about selecting and preparing food from the basic four food groups, and can make better sense of the 1974 consumer market. □

An Iowa State University nutritionist distributes the raw materials for a group of children as they make happy face sandwiches.



Chester Wallace examines young rabbits he hopes to market. Rabbit production is a new venture for Wallace, but he thinks it has good income possibilities.

Raising Rabbits Raises Incomes In Texas

by
Herbert Brevard
Area Information Specialist
Texas A&M University

Twenty-two families in Panola and Harrison counties in Texas have participated in a self-help program to increase their income and improve family nutrition. Sponsored by the Harrison-Panola County Community Action Association, Inc., the program is known as the Supplemental Income and Nutrition Program.

Wanting to sponsor programs with a long-term impact, the association board of directors asked Harold Wells, Panola County Extension agent, to study the economics of rabbit production for families with limited income. Wells found very little information available on rabbit production in East Texas. He and S. A. Anderson, executive director of the association, then visited a large rabbitry in Rogers, Arkansas, and obtained information on all phases of rabbit production and marketing.

But, problems began with the delivery of rabbits. Some of the participants had inadequate shelter for the animals. No records were availble on the breeding dates of the purchased does. Numerous young rabbits died because nesting boxes were not prepared in time.

These problems soon turned into learning and teaching opportunities. Wells arranged for educational meetings to teach potential producers necessary management and marketing skills. Six meetings and a 1-day shortcourse, with an experienced producer as instructor, were held.

Robert Downs, Sr., left, watches as Harold Wells, Panola County Extension Agent, weighs a young rabbit for market. Downs has returned 16 does and two bucks to the program.

When the program began, rabbit feed cost $88 per ton. It currently sells for more than $144 per ton. Fryer rabbits, marketed between four and one-half and six pounds, initially sold for 28 cents per pound. Currently, they sell for 46 cents. As a result, the profit potential has basically remained unchanged.

They found that rabbits could be raised economically, with a ready market available through the Arkansas firm. (Lining up a market *first* is vital!) With good management, $8-$12 profit per year per doe could be expected. After hearing this report, the association's planning committee began contacting prospective producers.

Plans included furnishing 16 does and two bucks to each qualified family, plus feeders, waterers, cages and a 4 to 6 month supply of rabbit feed. In turn, the family would shelter and properly care for the rabbits. Within one year, the family also agreed to return 16 does and two bucks to the program.

But, after 5 months and 68 contacts, the program failed to materialize.

For reasons still unexplained, interest in the project was re-kindled in February 1973. After locating rabbits and equipment, the first family received their rabbits.

How successful has the program been? Currently, seven families in Panola County and three in Harrison County are participating in the program. All 16 original families have returned 18 rabbits each to the program.

Three or four families have gone out of the rabbit business, primarily for lack of time. One family produced 120 pounds of rabbit meat for home use and sold 1,791 pounds in one year.

Eight to twelve dollars doesn't seem like much money to some people. To the Panola and Harrison County families, the rabbit program means additional income and adds a delicious and nutritious delight to the family menu. □

PEOPLE AND PROGRAMS IN REVIEW

Get to 'Know America'

As a spinoff of the coming Bicentennial celebration, special "Know America" 5-day seminars will be offered during the fall, winter, and spring months at the National 4-H Center in Washington. Although sponsored by the National 4-H Foundation and the National Extension Homemakers Council, any ES-approved group is invited to take advantage of this educational program.

New Gift Idea for Graduates

"Gift Certificates" for University of Missouri study are now available for correspondence courses or for credit hours of on-campus study. Certificates can be used at the Columbia, Kansas City, Rolla or St. Louis campuses. For more information on this continuing education promotion contact Marion Wallace, Area Continuing Education Programmer, University of Missouri Extension Center, 880 West College, Troy, Missouri 63379.

Extension and RD — Hand-in-hand

Extension personnel chair 33 of the 52 State-USDA Rural Development Committees and hundreds of the areaandcounty committees. The Guthrie County, Iowa, RD Committee, with the local Extension agent as chairperson, sponsored a community attitude survey in one town. The town's Chamber of Commerce credits the survey with helping to change the attitude of retailers from fatalism to dynamism.

Extension Home Economist Heads AHEA

Margaret Fitch, Arizona State home economics leader, is the new national president of the 50,000-member American Home Economics Association. She is the third Extension home economist to receive this honor in the 65 years of the organization.

ES-USDA and OSHA Sign Safety Agreement

Extension Service-USDA and the Occupational Safety and Health Administration (OSHA), U.S. Department of Labor, recently signed a Memorandum of Understanding to clarify the responsibilities and areas of operation in job safety and health training, and educaion and information activities, as they relate to agricultural employees and employers.

4-H Education for Parenthood

Pilot programs in Education for Parenthood, under a $100,-000 grant from the Office of Child Development, HEW, are now in progress in Maryland, Minnesota, Texas, and California. Teenagers are learning about child development and receiving practical experience in working with children outside the school system.

EXTENSION SERVICE review

U.S. Department
of Agriculture

November
and December
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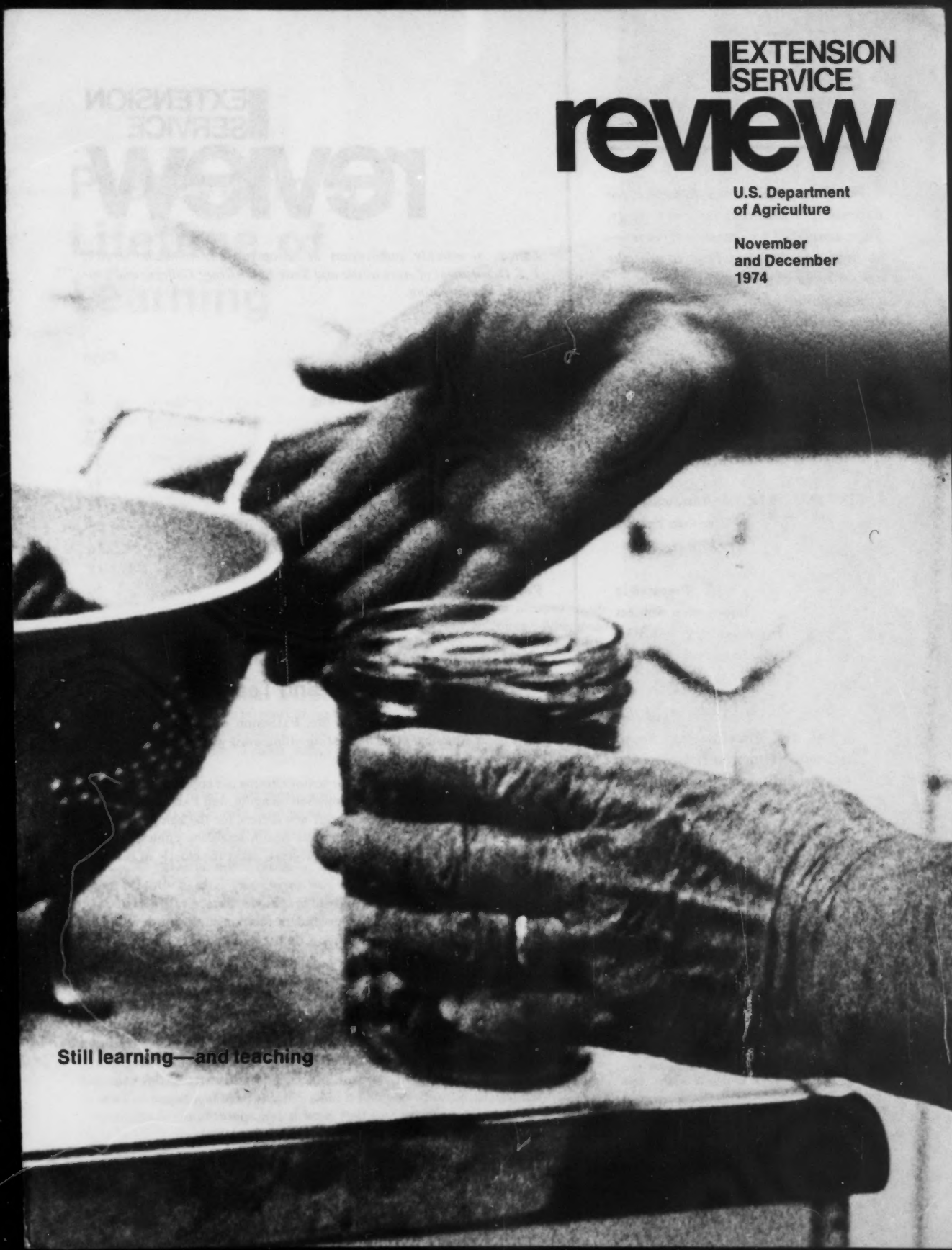

Still learning—and teaching

VOL. 45 NO. 6 NOV.—DEC. 1974

The Extension Service Review is for Extension educators — in County, State, and USDA Extension agencies — to help people learn how to use the newest research findings to bring about a more abundant life for themselves and their communities.

The Secretary of Agriculture has determined that the publication of this periodical is necessary in the transaction of the public business required by law of this Department. Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through July 1, 1978.

The Review is issued free by law to workers engaged in Extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, at 40 cents per copy or by subscription at $2.25 a year, domestic, and $2.85, foreign.

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EXTENSION SERVICE
review

Offical bi-monthly publication of Cooperative Extension Service; U.S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

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Still Learning. . . and Teaching, Too

Learning goes on all through life. Extension educators are helping many older Americans find interesting, stimulating ways to continue their education and growth.

In one State, a television series for senior citizens is a cooperative project among the station, the State commission on aging, and Extension. Other Extension educators provide special newsletters for the aging, help establish senior citizens' groups, conduct health screening clinics, set up telephone circles and group feeding projects, assist the elderly in getting better housing, etc.

But older citizens have the capacity to give as well as receive. This issue of the *Review* has a story of teacher-student relationships that developed during canning classes in Arapahoe County, Colorado. Food preservation provided the opportunity for senior citizens to demonstrate their teaching abilities to younger homemakers. The learners were enthusiastic about the help they received and the fun they had in the process. "Why doesn't society make better use of senior citizens?" one asked.

Perhaps this heart-warming story will suggest to Extension educators the potential benefits of giving senior citizens the chance to share their lifelong learning experiences with others. Many stories like this can be told, for the Nation's 20 million older citizens have just begun to show what they have to give. All they need is the opportunity. —*Elizabeth Fleming*

Preserving a Lifetime of Learning

by
Betty Lou Henry
Extension Specialist
Foods and Nutrition
Colorado State University

A senior studies dried foods.

For 6 weeks this past summer, the fragrance of old-fashioned corn relish and other freshly canned foods drifted over the town of Aurora, Colorado. One could easily trace the delicious aroma to a high school home economics kitchen. There, five volunteers over 60 years of age were sharing their time-honed food preservation skills with 70 eager young homemakers.

"I want to help others learn the joy and satisfaction that come with canning and preserving food," said one energetic grandmother. Then she bustled away to help an 18-year-old novice pack juicy tomatoes into a jar. This scene was repeated in other towns of Arapahoe County.

What a unique, dignifying approach to working with older people! Rather than doing for seniors, ask them to do for others.

Laura Bowman, Extension agent in Arapahoe County, knows that older homemakers have many skills to share with their young counterparts. She's been working with oldsters for several years now through the "Town of Littleton Cares" (TLC) program for retirees.

Laura also has an ear attuned to the needs of people in her county. When food prices started to spiral she heard the rumbling that signified renewed interest in old skills, such as "putting up" food for the winter. She asked herself, "Who is better equipped to teach these skills than homemakers who have been practicing them for a lifetime? Why not bring young and older homemakers together to get better acquainted and learn from each other?"

Laura recruited five homemakers who have been preserving food for almost half a century. To update their techniques, they attended a State workshop on food preservation sponsored by Colorado State University.

Laura planned a series of six weekly lessons to cover various procedures, such as making frozen jams; use of the steam-pressure and water-bath canners; pickling and drying of herbs, fruits, fruit leathers, and vegetables. Freezing techniques were also included.

When the course was advertised in Aurora, 70 people, including two men, signed up—too many for the workshop-type classes Laura had planned. So, two

A senior demonstrates food preservation methods.

series of classes were held, on consecutive evenings. The evening sessions proved helpful to men and women who worked and were unable to attend during the day.

Extension home economists Laura Bowman and Gale Loeffler gave factual information at the first series of lessons. Senior volunteers instructed the young women as they prepared and preserved spicy relishes, fruit jams, green beans, and corn.

Learners loved the experience. At each session they produced a jar or package of preserved food to take home. "I'm going to mail this (jar of tomatoes) to Mother in Kansas," said one young homemaker. "It's the first thing I've ever canned, and she'll be so proud of me." Another young homemaker so enjoyed making frozen strawberry jam at the first lesson that she went home and "put up" 70 more half-pints.

Other learners commented on their experiences. "These older ladies have so much knowledge and make learning such great fun!" "Why doesn't society make better use of senior citizens? These women are great!" Do you think a class on breakmaking could be taught? I'm sure they (senior volunteers) could teach us so much about the art of bread-making."

Class members at work.

Class members still call Laura asking for phone numbers so they can continue the May-December friendships that blossomed over steaming kettles of strawberry jam.

Senior volunteers were equally enthusiastic. After every session they got together to discuss the class. Talk centered around how little the younger women knew about food preservation, but how eager they were to learn.

One senior volunteer, Ocie Benton, wanted to attend her grandson's graduation in Kansas, but hated to miss even one class. So, she helped with the evening class, then boarded a midnight bus headed for Kansas. She arrived in time to watch her grandson march down the aisle to receive his diploma. On the return trip, Ocie planned her arrival in Denver at 4:00 a.m. so she could help with the food preservation class that evening.

The grandmothers' sharing of their lifetime experiences made learning most vivid. For example, Ocie Benton talked about one of her canning failures as a young bride. She suspected that some green beans she had canned were spoiled and unsafe to eat. Rather than waste the beans, she fed them to the chickens and the chickens died. Her story graphically emphasized the importance of correct canning methods and careful handling of questionable canned goods.

Altogether, the food preservation classes provided delightful experiences for both learners and instructors. Extension educators, taking the cue, should give older Americans the opportunity to share their wealth of lifetime learning with others for the growth and betterment of all.□

Learning a new skill from an experienced homemaker.

A discussion about pressure canning.

Gearing Up For Gardeners

by
James M. Stephens
Assistant State Vegetable Crops Specialist
University of Florida

When I strolled into a routine county gardening meeting with the usual 100 copies of gardening handouts under my arm, only to be faced with an audience of over 1,000 gardeners, I knew the spirit of the "Victory Garden Era" had returned to Florida.

Indicators, such as the Gallup poll, the cost of living index, seed company reports, and increased contacts with gardeners had already made me suspect business was going to pick up. Now, I knew agents in Florida counties would need all the help they could get in meeting the educational demands of this burgeoning audience.

To determine just how well counties were geared up to working with these new faces (even in rural "everybody-knows-everybody" counties, unfamiliar faces dominated heretofore routine meetings), we surveyed Florida county Extension agents in the spring of 1974. The survey included questions on the sources of food for home consumption, such as home canning, freezing, and community canning centers.

Agents confirmed our suspicions that home vegetable gardening had increased greatly throughout the State. Estimates ranged from a low of 200 spring gardens in sparsely populated Dixie County to a high of 70,000 gardens in Duval. As expected, the trend showed that the more populated counties had more home gardens. Most of the home gardens are individual family plots rather than group or community projects.

Agents in general were not too enthusiastic about the prospects for community gardening projects. However, in a few retirement-oriented counties with abundant "high-rises" and mobile home villages, this approach to raising part of one's own food supply showed promise.

With the increase in gardening activity has come a greater demand on the Extension worker's already "too little" time. Most counties, even the sparsely populated ones, averaged from 50 to 100 inquiries per month year around, with an increase seasonally. One county reported 10,000 inquiries per month in the spring, while at the other end one county received only four to five inquiries on vegetable gardening per month.

Agents were asked if county staffs had adequate training and sufficient resources to provide the necessary educational assistance to this particular audience. Responses indicated most counties do have at least one member of their staffs sufficiently trained to handle inquiries and conduct a program on vegetable production in gardens. But they also expressed a strong need from the State level for further additions to their arsenal of resources in the form of gardening publications and training aids for use with large audiences.

The agents expressed a need for publications that were: (a) simply written,

A Florida gardener checks spacing of pepper plants.

(b) concise fact sheet style, (c) free to the user, (d) up-to-date, (e) kept in print, (f) covering an assortment of subjects, ranging from individual crop leaflets to insect control, diseases in the home garden, and harvesting tips. Some agents wanted a more detailed booklet on gardening which would include pictures, charts, tables, etc.

Also needed were training aids for conducting group presentations including slide loan sets and films on good gardening practices. Timely gardening information supplied on a regular basis for use with radio, television, and newspaper gardening columns was another useful method noted by the agents surveyed.

Armed with the necessary resources noted here, Florida county agents, like Extension agents everywhere, can help the ever-increasing number of home vegetable gardeners trying to do something about the rising cost of living.□

Genesee County's pilot program brought smiles to handicapped riders.

Handicaps No Hindrance With Horses

by
Colleen Seeley
4-H-Youth Editor
Michigan State University

"Our 4-H leaders . . . felt that 4-H should contribute to the growth and development of all youth, especially those with the greatest need—our disadvantaged and handicapped," says Michigan State 4-H staff member Dave Merry. He's coordinator of the State's new "Handicapped Horseback Riding Program." It was initiated about a year ago in Genesee County.

The 10-week pilot program resulted from an idea developed by the State 4-H Horse Developmental Committee and Ms. Lida McCowan, executive director of Michigan's Cheff Center for teaching horseback riding to the handicapped.

In Michigan alone there are 64,000 crippled children. Thousands of others are handicapped by mental and emotional disorders.

Learning of Ms. McCowan's success at the Cheff Center, 4-H leaders decided that horseback riding might be a way to involve handicapped children in 4-H. Besides, what a wealth of human leadership and resources such a program would have to pull from in Michigan—200,000 horses and 15,500 4-H horse members!

Seventy-five 4-H horse leaders and members volunteered their time and their horses; the Cheff Center loaned head gear, body harnesses, and other necessary equipment; another local leader donated the use of his riding area. Ms. McCowan acted as technical advisor; a local mobile home dealership constructed and donated a mounting ramp; and the Flint branch of the United Cerebral Palsy and the State 4-H youth programs jointly offered staff support and financial assistance.

Thirty-six children with a variety of handicaps participated in the sessions, all conducted according to accepted concepts of therapeutic riding and with the involvement of the medical profession in determining appropriate exercises. The children were all covered by insurance.

In addition to riding, they learned anatomy, horse grooming, and names of equipment; and they played various games on horseback.

Connie Solem, the certified instructor employed for the program said, "The children were physically stimulated and

showed a marked improvement in mental attitude. They found they could do things that other children do."

In March 1974, a second 10-week program began. Several 4-H clubs and an Optimist club made donations.

Although Dave Merry doesn't like anyone to "sensationalize" the program, some touching things have occurred. One girl became so excited to ride one day that she rushed to her horse relying only on her crutches. It was the first time she had walked alone.

An extremely important part of the program is the love of the child for the horse—for a living animal that learns to respond to the child's wishes and thus provides the child with needed emotional stimulus.

"His spirit soars as he reacts to the new sensation of being on a height above others. He becomes aware that, for the first time, he can be mobile and independent of other people and mechanical aids. The horse is his 'equalizer' and he is performing as a normal person," wrote one of the program helpers.

In addition to the emotional benefits of the program, horseback riding offers excellent physical therapy—improving balance, posture, and coordination.

"To the handicapped child, horseback riding presents a challenge. The person is faced with competing against himself in endurance, quality and performance, and against others with similar handicaps," says Dave Merry.

Each exercise in a normal riding program has a specific purpose in a handicapped program. Standing in the stirrups is a standard exercise in preparation for jumping; in a handicapped program this exercise is used to strengthen lower extensor muscles.

Half-halts, halts, and backing used in regular riding and provided through games such as "Red Light, Green Light" will help strengthen arms and legs. They will also help to teach hand grasp as well as coordination. Another exercise for coordination is running up the stirrups.

Twisting the trunk, lateral bends, stretching the arms and legs, rotating arms and legs, and other exercises all have their place in a riding program for the handicapped, as long as the exercises are directed by the instructor and approved for the rider by the physician and therapist. Although many of the exercises are similar to those done in physical therapy departments of hospitals, the horse often provides the youngster the incentive to do them more willingly and effectively.

Since the pilot programs in Genesee County, several other Michigan counties have shown interest in establishing similar programs. 4-H leaders from seven of these counties received scholarships from the State 4-H youth programs and attended the Cheff Center's 4-week instructor training session in July. Six are now certified instructors and one is a certified assistant instructor. Four will start programs in the fall.

And Genesee County? They will soon begin their "long-range" program, consisting of two semesters with 5 days of riding each week. The projected annual cost is approximately $90,000, but the program committee is confident of securing most of the funds from within the community.

The program may eventually go statewide. Plans are under way to employ a full-time program coordinator and a part-time secretary; to train 30 instructors, 100 assistant instructors, and 200 instructor aides at the Cheff Center; to purchase and provide on a rental basis to counties 10 complete sets of equipment; and to develop various media forms for volunteer training and program promotion.

"We feel that the program not only has a great deal to offer the handicapped, but also our 4-H members," Dave says.

Volunteers are learning to relate to and accept the handicapped, to be able to share the benefits of their "normal" life with the less fortunate, to communicate with and teach others.

One boy, seeing the change taking place in the handicapped children, decided to change his college major from physical education to physical therapy.

"The future of riding programs for the handicapped is limited only by those who are not handicapped," Dave reminds people. "They are the ones who must provide the necessary volunteer and financial assistance."□

4-H leaders learned various techniques of teaching riding to handicapped children.

Special Salute to a County Agent

Bill Craven.

by
Virgil Adams
News Editor, CES
University of Georgia

County Agent William H. Craven had been totally involved in planning Burke County's "Salute to Agriculture." When the program got under way May 11, 1974, at the National Guard Armory in Waynesboro, Ga., Bill Craven, appropriately, was the master of ceremonies.

Then James Beall, president of the county Farm Bureau chapter, stepped to the podium and interrupted Craven.

And just like that, Burke County's "Salute to Agriculture" became "Bill Craven Day."

It was one of the best kept secrets—by more than 400 people—in Burke County History.

Craven wrote in his popular column on the front page of the local newspaper the next week, "The planners and executors of the event had done a perfect job of hiding from us the purpose of the gathering . . ."

He continued: "Just over three years ago we came to this vast and rolling empire of Burke. Here we immediately found a friendly and progressive people. Here lay a mammoth agriculture that offered a public servant so many fields of service. You warmly received us in a personal way, and you were so receptive to what meager contributions we offered to your farming and gardening efforts. Your county officials were and are so very cooperative in furnishing us with what was and is needed to transform ideas and ideals into lasting accomplishments."

Among the people extolling the virtues of their county agent was Herman Talmadge, Georgia's senior senator.

Talmadge, chairman of the important Senate Agriculture Committee, showing a little "down home" favoritism, called Craven "the best county agent in the Nation."

He continued, "but Bill Craven is only an outstanding example of the many fine people in the Cooperative Extension Service who have done so much for American agriculture. These hard-working but too seldom rewarded men and women have been vital in making American agriculture the envy of the world."

Citing the success of American agriculture, Talmadge said, "It is because men like Bill Craven were there to move research results to the field. And because people were willing to try the impossible."

Many other leaders—they represented every area of community life in Burke County—were there to pay tribute to Craven. They included the Rev. Carter Berkeley, pastor of his church; Bob Costantini, president of the merchants association; and Jesse Palmer, Jr., president of the local bank.

Grower Bobby Webster praised Craven for the aid he has given farmers and for his knowledge of progressive agriculture, and Ms. Robert Fulcher, Jr., expressed the gratitude of area garden clubs for his assistance. Roy Chalker, editor of the paper, explained Craven's contribution to agriculture's good public relations.

But they did more than pay verbal tribute. Recognition was tangible; a beautifully worded and handsomely framed resolution, and a check.

A scholarship established in his honor, available to Burke County men and women for graduate study in agriculture, seemed to touch Craven the most.

In his column the next week, he said: "The scholarship you so thoughtfully provided bearing our name will over the coming years and decades give young people the opportunity to pursue advanced learning in this ever-expanding field of scientific agriculture."

That's how Burke County's "Salute to Agriculture" became a salute to a good county agent. □

Mall Booths Solve Tax Maze

by
John Boyette
Extension Economist
Mississippi State University

Each January, American citizens receive their annual New Year's greeting from Uncle Sam—their income tax forms.

The rules and calculations associated with these forms are often a maze to the average American taxpayer. In Mississippi, a new approach to adult education was tested last income-tax time by the Economics Department of the Cooperative Extension Service.

Tax information booths were set up in shopping malls in the more industrialized sections of the State in February 1974. Local county agents made initial contacts and arrangements with the mall managers.

Staffed by at least two State economics specialists, the booths were open for questions on Friday and Saturday from 2 p.m. until the malls closed. One weekend was spent at each of three locations in the State.

People stopping at the booths ranged from high school students working part time to retirees drawing social security. No tax forms were filled out, since the tax information booths were organized to answer "on-the-spot" questions. Publicity for the service was handled by the local county agent through various communications media.

Many people stopping to ask a single question wound up asking three or more. The majority of questions were simple ones, such as: "How much tax do I owe if I earned $6,800 last year?"; "Are rabies shots for my pet dog deductible?"; "Is tuition for a college freshman deductible for the parents?"; "How can I keep from having to pay more tax than was withheld?"; "Can I depreciate one room used as an office in my home?"

Students working part time usually asked two questions: "How much can I make before I owe any taxes?", and "How do I get a refund on taxes witheld from my pay?"

There were a few "stumpers," of course. One elderly gentleman had a large capital loss and did not expect to live long enough to charge it all off. He wanted to know what he could do to speed up the writeoff. Another person had bought a home in a U.S. territorial possession. The territorial possession changed to a foreign possession, and then the house was sold at a profit: To what government is tax due on the gain? Questions like these were referred to Internal Revenue specialists.

A large banner identified the booths as being operated by the Cooperative Extension Service. A number of people expressed surprise and pleasure that Extension was offering a service of this nature.

While manning the booths, we, in turn, were surprised to learn how many people had no concept of the Extension Service and its various activities in adult education.

Our tax information booths had served as a valuable two-way tool—help for the Mississippi taxpayer and new friends for the Cooperative Extension Service. □

Setting up shop where the people are. Mississippi Extension economists staffed tax booths such as this in a shopping mall.

These salmon eggs turn into wiggling trays of tiny fish.

It's Always Too Wet To Plow!

by
Earl J. Otis
Extension Information Specialist
Washington State University

It's always too wet to plow as far as County Extension Agent Curtis Nyegaard is concerned.

This old question, posed to agents in every State of the union at one time or another in their careers, just wouldn't fit the assignment Washington State University has given Nyegaard.

Stationed at Port Orchard in Kitsap County, Nyegaard is Washington's only Extension aquaculturist. His many duties include being knowledgeable about fish farming.

"Aquaculture in the United States appears to be at the same stage that farming of the lands was 100 years ago," says Nyegaard. "Aquaculture is on the verge of many technological advancements."

Catfish farming in the South has grown in 30 years to the point where the crop can be insured just as soil grown crops.

In the Northwest, naturally, salmon is spotlighted in aquaculture discussions. But since 1971, legislation has begun to favor salmon farming. Until then it was illegal for an individual to have live salmon in his possession.

In Washington Extension Bulletin 647, recently written by Nyegaard, he calls salmon farming "A new, challenging method of food production."

Still in the experimental and developing science stage, salmon farming, as Nyegaard sees it, has tremendous potential for food production. Tonnages of 150 and upwards to 250 tons of fish per surface acre of salt water is possible, he says, with the coho salmon capable of turning a pound and one-half of feed into a pound of meat.

There is no doubt in the mind of Nyegaard. The United States could become a world leader in the mariculture field and Puget Sound could be in the forefront if a few limitations could be overcome. Unfortunately, these limitations are major rather than minor.

Puget Sound residents just aren't oriented to the farming of their bays and

estuaries right now, as are the peoples of some lands. And costs of getting into the business are high.

Nyegaard has no illusions that fish farmers are going to spring up on every inlet and bay, but companies already in business are proving that a pen-raised salmon is marketable. Already some of the finer Puget Sound restaurants are finding that pan-sized salmon are favored menu items.

The major producer of pen-raised salmon at the present time is a company at Manchester in Kitsap County under the leadership of Jon Lindbergh, a noted undersea technologist. (He's a son of Charles A. Lindbergh, the famed aviator.)

From this operation are coming marketable-sized salmon 12 to 14 months after hatching.

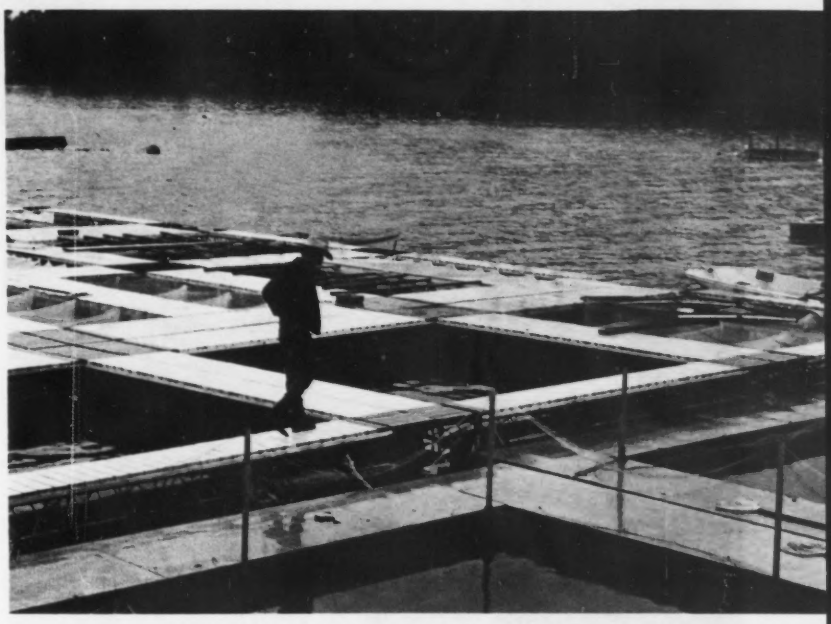
Unlike the farmer of the land whose work can be seen by every passing motorist, the mariculturist is working "out there someplace." Fences and gates with locks often discourage visits. The business is specialized and carefully controlled. Although the harvested crop has a waiting market, much of the work still resembles scientific research more than commercial farming.

But attention is growing. A symposium attended by Nyegaard and others, including the Marine Fisheries Service and the Washington Department of Fisheries, was noted and their effort was praised in the U.S. Senate Committee on Commerce.

One way of getting your teeth into a project is to eat the finished product, and when the subject is pan-sized, pen-raised salmon, the task becomes downright enjoyable.

Nyegaard has great hopes for his unique Washington State University assignment as an Extension aquaculturist and the least of his worries is whether or not it's too wet to plow.□

Extension Agent Curtis Nyegaard, right, studies a home-grown shrimp with Marine Biologist Earl Prentice. Fish farmers hope to be able to raise shrimp as well as salmon.



From these pens in Washington's Puget Sound are coming pan-sized salmon to delight the gourmet's palate.

The school bus owned by the members of the Newbury Center 4-H Club serves as a base of operations for selling popcorn and spun sugar.

Marilyn Fuller encourages 4-H Club member Troy Richardson as he completes a spun maple sugar cone.

Talk about car pools! This small river town boasts one of the greatest—66 owner-passengers for one vehicle. It not only provides them transportation into Vermont, New Hampshire, and Massachusetts, but also serves as sales headquarters when the group sets up business.

The vehicle is a used yellow school bus; its owners are 66 girls and boys, members of the Busy Bees 4-H Club of Newbury Center, Vermont.

These 4-H members bought their bus 4 years ago. Last month they made final payment on it. The money came from spun maple cotton candy and popcorn that the 4-H'ers sold at auctions and other functions.

They are well known at the Flea Market in North Haverhill, N.H.; the Cracker Barrel Bazaar, Newbury, Vt.; and the Bradford Fair, Bradford, Vt. The group has cleared as much as $100 from one day's sales at some of these events.

Purchases at local auctions have pointed the club members in new directions and set new records in their club bank account. Both the popcorn maker and the spun cotton candy machine were bought for $100 at an auction. Used, but in good condition, the equipment came without operating instructions. The club's leader, Marilyn Fuller, wrote to the manufacturers for directions and soon the club was turning popcorn and maple sugar into dollars.

Last week Ms. Fuller attended an auction at Bradford where she bid for and bought 34 band uniforms, once worn by the well-known Bradford Academy Band. The Busy Bees clothing project members will fit the uniforms to the musicians of the club.

Busy Bees Buzz by Bus

by
John W. Spaven
Extension Editor
University of Vermont

Already 20 of the 66 4-H members can play an instrument and by next spring the Busy Bees Band will be highstepping to marching music.

The Busy Bees 4-H Club was organized 26 years ago and for the past 25 years Marilyn Fuller has been a leader. She attributes the club's success to a combination of fine young people, cooperative parents, and outstanding project leaders.

The group has a variety of interests and members are now studying such diverse topics as flower arranging, clothing, dairy, foods and nutrition, cheerleading, arts and crafts, consumer education, outdoor life, and horsemanship.

They are, indeed. "Busy Bees."□

Keith Fuller, Newbury Center, fills a container with special Busy Bees popcorn.

Agent Kraisinger, right, talks to Pratt County caravan at a tour stop.

Pied Piper of Pratt County A Success

by
Ralf O. Graham
Extension Editor
Kansas State University

A "gift of gab" is a necessary attribute for any successful county Extension agent. But even a hardy veteran might shy away from a non-stop talkathon lasting for two and a half hours.

Not so with Steve Kraisinger, the gregarious county agricultural agent who has been dispensing Extension information, advice, and philosophy to citizens of Pratt County, Kansas, for the past 24 years.

With the help of Pratt radio station KWNS, he turned his summer irrigation tour into a twilight Rolling Broadcast Tour.

At 5 p.m. sharp, on August 28, the Pratt County agent "signed on" from his seat in the KWNS mobile unit parked in front of the courthouse. This was the signal to start on a cross-county jaunt that would cover 69 miles. One by one, 85 cars fell in line—all with their radios tuned to KWNS and the free-and-easy comments of tour guide Kraisinger.

As the modern-day wagon train cruised down the county roads, at a top speed of 35 mph, Kraisinger and his guest commentators gave pertinent information about 39 different driveby points of interest. Across the county other listeners who tuned into KWNS got the same on-the-spot reports.

Five times the caravan halted while everyone sat and listened to the county agent interviewing the host farmer about the whys and hows of an outstanding crop production technique, management practice, or equipment use. Eight minutes later they were all back on the trail.

At a midway point there was a dismount stop. Darrel Clark proudly explained to the visitors his company's new solid set irrigation system that uses a keyboard punch system to water any part of the field in any amount at any time. At 7:20 p.m.—a little ahead of schedule—the mobile unit swung into the Pratt County Fairgrounds. Kraisinger "signed off," hopped out of the truck and quickly circulated among the 225 people who had followed him "Pied Piper" style in the caravan. Most acknowledged his personal greetings between bites of barbecued chicken, corn on the cob, sliced tomatoes, and other picnic foods.

When the crowd dwindled, Kraisinger relaxed. Another Extension activity was complete. To the casual observer it appeared to be a rather effortless event.

"Don't you believe it!" Kraisinger said emphatically. "The only successful Extension events are those that have been carefelly planned—right down to the last detail!"

Kraisinger started with the firm belief that a tour is a valuable "show and tell" technique that encourages farmers to try innovative methods. He reviewed the steps he took in setting up the rolling tour:

•In the early spring he checked with his Extension Council Board, then met with the directors of the Irrigation Association to decide the general route for the tour.

•Then he arranged with Bill Young at radio station KWNS to provide the mobile unit, an engineer, driver, and "on the air" broadcast time.

•He asked the county sheriff's office to provide traffic guides at highway crossings to halt cross traffic for the caravan.

•Two members of the irrigation association, George Shrack and Don Fincham, agreed to prepare and help the Extension office personnel serve barbecued chicken at the end of the tour.

•Mid-Kansas Irrigation provided a soft drink for the mid-tour stop.

•To provide aditional backup information and "color" for the broadcast, the county agent asked other Kansas State University personnel to ride along and ad-lib comments at appropriate times.

•As the growing season progressed, Kraisinger asked farmers with outstanding fields along the route to supply detailed production information—crop, variety, date of planting, seedbed preparation, fertilizer, amount of water applied, production cost per acre.

•He made a dry run of the route for precise timing and to check field conditions just before the tour.

•As the tour day approached, Kraisinger contacted five producers who were willing to be interviewed during the tour. However, there wasn't any reherasal so that the on-the-air presentation would be spontaneous.

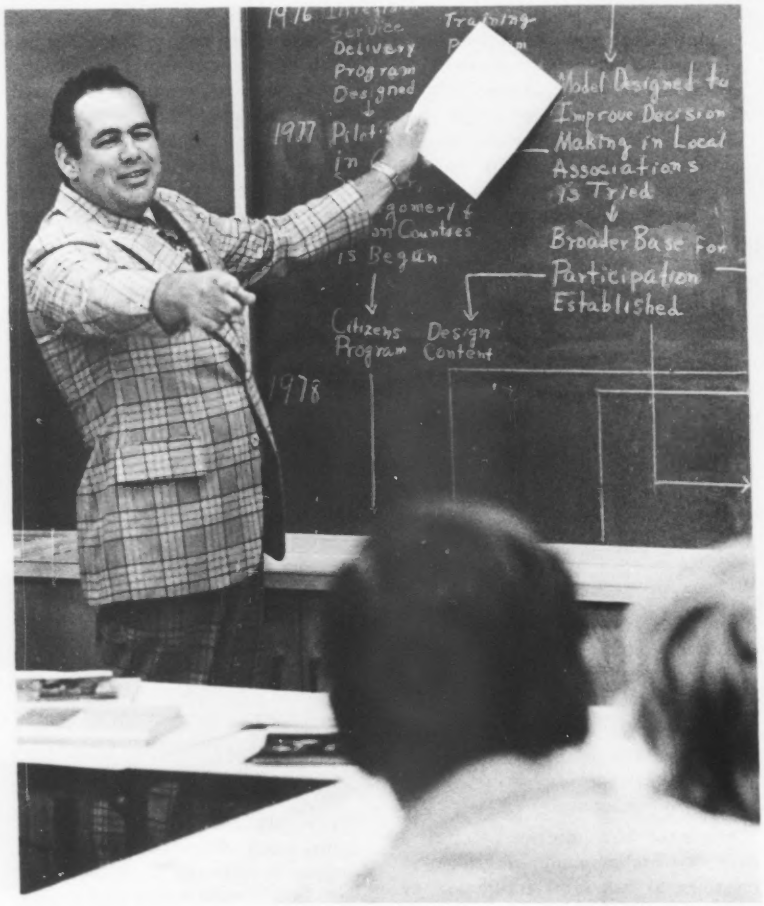
•On the day before the tour, a handout publication listing all the information collected from farmers about the passby fields was cranked out on the office mimeograph machine. A copy of this was given to each person taking the tour.

Feedback indicated that this rolling tour was a success.

For days afterwards, citizens told Kraisinger they enjoyed being on the tour, or listening to his comments on the radio. Farmers came in to check on specific details.

"As for me," Kraisinger admits, "this tour was a ball. Where else would I have an opportunity to talk to thousands of people in a 50-mile radius about some outstanding producers and practices in Pratt County, the trends and future for agriculture and irrigation, a bit of local history, and some successful Extension programs. Also, there were plenty of chances to slip in a bit of humor, advice, and cracker barrel philosophizing."

Will he plan another Live Broadcast Tour next year? "You bet!" Kraisinger says.□



New York's Assistant Director David W. Dik explains planning method for inventing Extension's future to workshop participants.

Inventing Extension's Future

by
James E. Lawrence
Associate Professor
Cornell University

If the future belongs to those who plan for it, New York State Extension workers are entitled to a large share of the good things that lie ahead. Their claim is based on a new method of long-range planning.

It's called "Inventing the Future," or "IF." Introduced into the staff development system by Assistant Director David W. Dik, IF tackles long-range planning from a creative thinking perspective.

As Dik explains IF, "It's simply a sequence of explorations that assist you in thinking about the future; discovering what it means to be human; and learning how to analyze, formulate, and implement social and public policy.

"IF requires you to break away from the common habit of thinking that the future should always be viewed from the present. It does acknowledge the existence and importance of the past, but what has happened before should not obstruct what you might be able to accomplish in the future."

Dik points out that IF, which he believes is a way for Extension to bring more realism to planning problems, should not be confused with so-called inner dialogue techniques, such as conseiousness-raising, encounter therapy, and the like.

"Rather," he says, "IF is an introspection of what you want for your future and what you intend for the future of Cooperative Extension."

The concept was put to the test several months ago when some 30 agents, specialists, and administrators participated in a 4-day session at Cornell, launching Extension's first formal contact with IF. In addition to Dik, Jack Harrison and Patricia Coolican of the Center for a Human Future in Syracuse, N.Y., conducted that pioneering workshop. Harrison has a background in education and theology, and Coolican is a former Extension home economist and TV specialist.

The entire staff heard about the method at its recent statewide Extension conference. On hand to explain its workings and involve personnel in its techniques was Warren L. Ziegler, professor of adult education at Syracuse University and the originator of a pedagogy for inventing the future.

Spinoffs from these sessions are providing renewed impetus to Extension

long-range planning at the county level as agents acquaint local leaders, public officials, and professional colleagues in other agencies with IF. At the training conference of State Extension home economies leaders in Omaha recently, Dik, Harrison, and Neil Raudabaugh, USDA director of program development technology and review, introduced the new planning method on a national basis.

What exactly does IF involve?

The procedure follows a sequence of steps that builds from a base of applied imagination, stretches across a series of creative exercises, and concludes with a plan for strategic action. Identifying personal and institutional goals is a principal part of the process, but stating them clearly and concisely may be "frustrating," according to participants.

As one testified, "I went through stages of frustration and despair, forced to grapple personally and professionally with true goal setting in a way I never thought possible. Frankly, it's an exhilarating experience!"

Some challenges to participants:

•Raise what you believe are the three key questions that must be asked about the future of Cooperative Extension in New York State.

•Write a detailed diary entry for a specific day in 1985, telling what Extension is like, your part in the organization, and something about your lifestyle.

•Describe the consequences of your goal as an occurred event, noting the positive and negative effects on yourself, fellow workers, Extension as an institution, and society in general.

These and other IF exercises force the individual and the group to bring the goal statement down to workable size. They probe their own imagination and intentions while touching base with today's conditions.

"You've got to spring away from the present to imagine what an ideal future might be like. Then, ever so slowly, lower yourself back to reality," says Van C. Travis, an agricultural agent in Delaware County, who went through the Cornell session.

From this activity, expectations and realities blend into a logical strategy for achieving a long-range plan, a down-to-earth approach often lacking in conventional planning.

Possible developments invented for 1985 at the Cornell workshop were:

•Extension learning centers in counties across the State will provide people with resources from public and private institutions.

•Extension will be considered the primary local source of factual, unbiased information on public issues.

•Extension programs will provide a total family approach to the area of home economies.

•Extension will provide all people equal access to program information and materials.

•The public will understand precisely what the words "Cooperative Extension" mean.

The key to the process is giving enough time, concentration, and commitment during the planning session to constantly define and redefine, shape and reshape objectives.

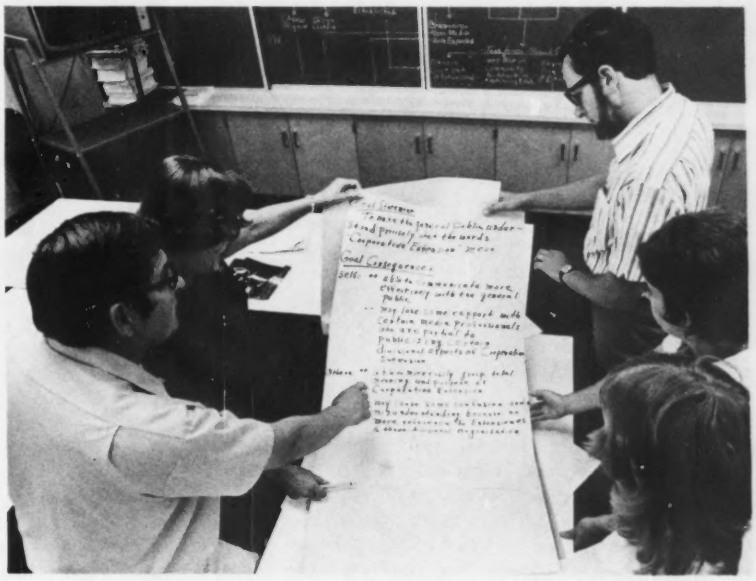
"Goal clarification" is the theme of most exercises. Only the creative abilities of participants are a limitation. IF often succeeds in proportion to how "far out" they are willing to go in their flights of imagination.

IF helps planners break "habit thinking," the straight-line projection of past events which assumes that what took place yesterday is certain to occur tomorrow and probably for a long time thereafter.

"We must stop asking what the future will be like and start exploring alternatives that zero in on what we want the future to be. This way we are forced to make our own decisions and take the responsibility for them," Dik says.

Perhaps the most exciting part of the IF experience is to witness the linking and dovetailing of seemingly isolated, unrelated goal statements into a cohesive matrix that points to the future of Cooperative Extension.

Extension does indeed have a future. Inventing that future is a technique that promises a firm commitment on the part of its staff. □



Debating the merits of a goal statement, Extension planners analyze positive and negative consequences.

people and programs in review

Arkansas Extension Moves Into Prime Time TV

KATV, Channel 7, Little Rock, Arkansas, has offered Dave Ryker and his Information Staff an opportunity on prime time news from 6 to 7 p.m. with John Philpot doing a news-type spot during the telecast. John will be identified with the Extension Service and will do a once-a-week spot on what's news in Extension.

Missouri TV Film Spot Series

The University of Missouri has been awarded a certificate of merit from the American College Public Relations Association for its public service film series titled "Money Don't Come Easy." The fifteen 30- and 60-second spots were financed as an ES-USDA special needs project. Aimed at low-income families to provide them with food buying and nutrition tips, the TV spots have been used by Missouri or nearby TV stations, and at least 15 other States.

ES Inaugurates Computerized Outlook Information

In a cooperative effort with the Statistical Reporting Service (SRS), and the Economic Research Service (ERS), Extension has taken the first steps in computerizing Outlook information, including SRS "Crop Production Reports" and ERS "Agricultural Supply and Demand Estimates." For information on participating in the ES Outlook computerized network, contact Richard Ford, ES, (202) 447-5334. The National Agricultural Outlook Conference, held annually in Washington, D.C., is scheduled this year for December 9-12.

New ECOP Publication Defines CES

Written to give the decision-makers of today and tomorrow a glimpse of what the Cooperative Extension Service is and what its potential can be, *CES, A Nationwide Knowledge System for Today's Problems* is the new report published by the Extension Committee on Organization and Policy (ECOP). Price—40¢ per copy. Order from the Bulletin Room, Colorado State University, Ft. Collins, Colorado 80523.

Holiday Meals Are Fun—Make Them Safe

Reproducible, camera-ready copies of six food safety leaflets on this theme are just off the press. They are: Christmas Dinner, Fourth of July Picnic, New Year's Eve Buffet, Easter Dinner, Thanksgiving Dinner, and Memorial Day Backyard Barbecue. The leaflets are part of ES-USDA's continuing effort to help people keep safe the food they eat.

New Housing and Community Development Act

When the Housing and Community Development Act of 1974 was signed into law by President Ford, the resulting legislation gave greater decision-making opportunities at the local level. Funds now will be made available through grants computed on a three-part formula based on population, overcrowding, and extent of poverty. Under Title I, Community Development, the act authorizes 80 percent distribution to metropolitan areas and 20 percent to non-metropolitan areas.

4-H'ers Meet with President Ford

Geraldine Sumter, a 4-H Reporter-to-the-Nation, met recently with President Ford and 20 representatives of other American youth groups at the White House. The President called these youth leaders together to learn what they thought the Government should be doing for young people. Other recent Presidential visitors included 85 4-H members from Michigan and Colorado, who were in Washington for the Citizenship Short Course.