

**EXTENSION
SERVICE**
review

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1976

**Pest
Management
Practices**



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.

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Secretary of Agriculture

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EXTENSION SERVICE REVIEW

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CONTENTS	Page
Piloting pest management	3
A rural second home	7
Mecca draws county agents	8
Spotlighting professionalism	10
"Needs of Youth"	12
"City" farmers	13
Controlling tansy ragwort	16
Learning — the Extension way	18
Top talent for teen leaders	20
Wisconsin wildfoods	22
People and programs in review	24

We get letters . . .

. . . But, we'd like more!

One note from an Extension specialist at VPI awarded us the "blooper of the year award" for our "callous indifference" in using the word "color" in a caption in the Sept.-Oct. 1975 *Review*. We welcome his comments, but hasten to add—our staff has always prided itself in being "colorblind" in such instances.

A recent letter from a longtime Extension communicator, Harold Swanson, Minnesota, noted that ". . . nearly every article in *Extension Review* did have application to Extension programming and definitely presented some of the most creative ideas we can find in Extension work."

Another welcome comment, but—what do the rest of our readers feel about the *Review*? If you don't let us hear from you, we'll never know.

During the past year, the *Review* has taken on a new look: new logo, updated format and design, space in the masthead for credit to photographers . . . Also, an effort by our staff to bring you the latest in Extension programming, while it's still new and innovative.

So, whether they be "bouquets" or "bricks," please send us more letters. When I was just a "gleam" in my father's eye, former ES Information Director Les Schlup phrased it much better than I can:

"Thus far, the *Review* has plowed only a short furrow. Much untouched fertile soil still remains uncultivated . . ." —*Patricia Loudon*

Piloting pest management

by
William Carnahan
*Information Specialist, ANR
Extension Service-USDA*

John Reese, a Licking County, Ohio, farmer, says there just aren't enough hours in the day to check his many acres of corn for weeds, insects, and other pests. "And besides," he says, "I don't always know what I'm looking for."

Consequently, Reese is one of many hundreds of farmers across the country participating in the pilot pest management program of the Extension Service.

Last summer, half-a-dozen young people in Licking County, mostly college students, were hired to scout more than 4,000 acres of corn each week for insects, weeds, and other pests. Their findings were used to develop pest control recommendations for Licking County farmers.

Extension Agent Merle Sheetz said many farmers in his county were probably applying more soil insecticides for corn root worm than necessary. "Now," he said, "our farmers realize they seldom need to apply these chemicals when their fields are properly monitored for insects."

The pest management program has been underway in Licking County about 3 years. Agent Sheetz says, "It now means that less chemicals are used—a big saving for the farmers,



This wall chart lists all the participating farms, field by field, in the Licking County, Ohio, pest management program. Harriet Ogle, secretary in the county office, enters data collected daily by the scouts. The chart tells at a glance the date the field was planted, each time it was checked for insects, and what was found.

Dennis Morihara, a pest management scout, sweeps an alfalfa field for potato leafhoppers on a Noble County, Ind., dairy farm. After recording the number of insects and damage he finds, he reports to Edwards, the pest management specialist.

and it means less potential contamination to the environment—a big help for all of us.”

“What pest management does,” says Joseph M. Good, Extension’s director of pest management programs, “is to combine the best management practices to keep pest populations below economic injury levels. Then we can get the highest crop yields possible in an environmentally and economically sound manner.”

It is an interdisciplinary approach to pest problems, Good explains, and



is based on knowledge of each type of pest, its environment, and its natural enemies. Pest management emphasizes natural controls where possible.

In Michigan, for example, scouts monitor apple trees for red mites and rust mites (the bad guys) and for beneficial mites (the good guys).

Frequent scouting makes it possible for the county agent to monitor mite populations. When it looks like the beneficial mites are building up faster than the red and rust mites, no sprays are used and biological control becomes the key. If the red and

rust mites seem to be taking over, the county agent may recommend spraying with a selective miticide.

Royal Kline, a Michigan apple grower in the program, says, "It saves us money on spray materials and on labor because we wait until we get the scouting report. If there is no pest problem, we just don't spray." Kline, a program member for 4 years, used to spray routinely every 7 to 10 days. Now, he sprays only when insect and disease problems are developing.

Kline also likes the program from the pollution standpoint because "we are not putting as many chemicals on the ground or in the streams."

In other pilot pest management projects across the country, potatoes are being monitored in Maine; citrus in Florida; vegetables in Delaware, California, New Jersey, and Michigan; tobacco and cotton in North Carolina; and grain sorghums in Kansas.

These are only a few of the 30 projects underway the past year in more than half of our states. This state-federal cooperative venture began in 1971 with only two projects. In 1973, it had 29 pilot projects. Statewide cotton pest management programs are being developed in most cotton states.

In the Sacramento River Valley of California, pear-grower John Wheeler has been in the program 3 years. Here's what he thinks about it: "There's no doubt we've benefited from the program. It's saved us money, and we're making progress toward getting along with the environmentalists as far as our insecticide programs are concerned," he said.

Wheeler said, "I followed the Extension Service recommendations, and while there are certain risks involved when dealing with pests, we have saved ourselves thousands of dollars."

"That's money in our pockets, and eventually the consumer is going to benefit because our lowered costs will hopefully be passed on to them," he added.

In Oklahoma, the Extension Service has set up a mobile diagnostic

laboratory for identifying plant pests—weeds, insects, diseases, and nematodes. According to Pest Management Specialist Roy Sturgeon, "the mobile lab puts us right in the field and saves time because we don't have to send our samples to the lab at Stillwater."

The Oklahoma program is supported at the state and area level by Extension specialists in weeds, entomology, agronomy, and plant pathology. "We find the most economical way to handle pests is to have a total crop management program that includes pest management," Sturgeon said.

Farmers in Hughes County, Okla., grow a lot of peanuts. Extension Agent Jess Barbre, Jr., says "the program helped boost our yields, which puts more money in our growers' pockets so they can buy new tractors and ice boxes and build up their homes." He said peanut yields in Hughes County have increased 600 to 800 pounds an acre over the past 3 years.

Blacklight traps are being used on Maryland's Eastern Shore to pinpoint and forecast insect outbreaks. During the night, the blacklights attract and trap moths. During the day, 4-H club members and volunteer farmers collect the insects and send them to a university laboratory where they are identified, sorted, and counted.

Information from the insect activity is summarized in a semi-weekly report sent to cooperating growers and to county agents. An increase in insects may signal a potential problem, and scouting is stepped up in farmers' fields to provide them with accurate, up-to-the-minute information on their needs for insect control. The number of insects trapped is also used as a guide in determining how often to spray.

Gavin Dively, Maryland's pest management specialist, says "our sweet-corn producers used to spray on a regular basis. Now they spray only when it is necessary."

He said this has meant a considerable dollar saving for Maryland's sweet-corn growers, and they feel that money saved through





Accurate records are essential to an effective pest management program. Here, a scout records the kinds of insects found and the number and percent of damage. Also recorded is the farmer's name, his field number, and the date. Fields are scouted every 7 days, and the data collected is transferred to the wall chart in the Licking, Ohio, county office.

the scouting program justifies the cost of the scouting.

Maryland is also using biological control for another crop pest—Mexican bean beetles on soybeans. In the state's major soybean counties, a parasitic wasp from India is being raised in greenhouses. In the early spring, the wasps are released in soybean fields, where they parasitize the bean beetles, destroying them. Since the wasps do not overwinter in nature, they are eventually destroyed when cold weather comes.

Farmers are not the only ones using pest management. A commercial sweet-corn processor in Maryland has employed two women to scout contracted sweet-corn fields for insects. At the end of the day, the women report to a company fieldman, who reviews the data they have

collected and then decides which fields, if any, need spraying.

William Blair, Ohio's pest management specialist, made an independent study on the projects throughout the United States. Here are some of his findings:

"Pest management offers many advantages to the farmer, to the consumer and to the environment," Blair says.

To the farmer, it can mean big dollar savings, because in many cases pesticide applications have been cut in half. Consequently, the farmer spends less money on pesticides and less money on labor to apply them. Hopefully, these savings can be passed on to the consumer. Use of fewer pesticides is a step in the direction of helping the environment, too, Blair says, "and this is certainly a plus for

all of us."

He cited other advantages: "We have found better ways of teaching people about pest management, and this is what the Extension Service is all about. We've gotten more people involved, too — many of them volunteers."

The program has also developed information that is proving useful in helping some farmers to organize associations or cooperatives for more economical and effective pest management. Some have even branched out and are becoming consultants—offering their services for a fee to other farmers.

Costs for scouting or monitoring fields for pests run from \$1.50 an acre up to \$8 an acre, depending on the crop and the number of pests being monitored. In some cases, the cost is higher, especially for fruit crops.

"In 4 years, we have seen the development of better economic thresholds for establishing pest control recommendations," Blair says. "We have also developed new monitoring techniques, and we can now make more intelligent decisions about pest control."

Unfortunately, Blair concluded, some people have thought of pest management as a new tool to do away with pesticides. "What the program has really done," he said, "is show us better ways to use them. Pest problems will change over the years and we will have to change with them."

"There are so many positive things that have come out of this pilot project," Blair concludes, "that it has to be considered one of the best investments this country has ever made." □



Scattered across the scenic hills and valleys of the northern Catskill counties of Greene, Delaware, and Schoharie in New York are the many seasonal homes of nonresident landowners. To these homes and their picturesque surroundings of wooded hillsides, clear streams, and old mountains, flock an increasing number of city and urban residents.

The desire to escape city living and to hunt, fish, and enjoy rural life is the main reason for this trend. And with this influx of the "new people" from New York City, Long Island, New Jersey, and Philadelphia has come a concern by local Catskill residents of the impact on community services and the natural environment. It is estimated that in these three counties alone, there are more than 8,000 "rural second homes."

Most of the properties in the region are scattered over a number of acres. Often, there's a vacation home. Recently, the trend has been to vacation home developments where scattering is reduced to a concentrated area.

These properties are usually for seasonal use only. But, owners are in-

creasingly making them permanent residences upon retirement from city jobs, or when moving their young families to a "better environment" where they hope to find employment in the surrounding small rural communities.

Studies and surveys show a definite need to work with these nonresident landowners by helping them to understand and manage their rural resources and better relate to the rural community and its environment. Through the cooperative team efforts of Extension agents, William Schumacher, Greene County; Paul Mattern, Delaware County; and Kenneth Hotopp, Schoharie County, a series of pilot educational meetings was held near the landowners' permanent residences in New York City, Long Island, and New Jersey.

The pilot series consisted of 3-hour meetings with three sessions: "Your Second Home" — planning and remodeling information, water and sewage considerations; "Enjoying Your Land" — alternative land uses, specific problems (fencing, posting), community relations, and safety in

by
Donald J. White
*Community Resource
Development Specialist
Capital District, New York*

the woodlot; and "Helping Is At Your Fingertips" — maps and aerial photos, government programs, land-scaping considerations, pest and small animal controls, and environmental differences between the city and the Catskills.

Following the success of these meetings, another series of indepth workshops was held the following year in different locations. These sessions, each 2 hours per topic, covered: orientation to country living; forestry—planting, managing, and harvesting; new construction and remodeling; and landscaping, shrubs, and lawns.

The pilot meetings and the followup series were held in early spring, with another series held when they were vacationing at their seasonal property during July and August. These 2-hour meetings covered a wide range of topics: understanding differences in climate and environment; insects, weeds, animals, and other pests; your country home; security on your property, and where to turn for help.

During the 3-year period the meetings were held, more than 1,500 nonresident landowners were personally contacted. Many more were reached through special mailings of newsletters and publications. But the demand for educational assistance to the nonresident continues. Based on the successful pilot series, future meetings and workshops will be held for this new Extension audience — the nonresident rural property owner. □

Mecca draws county agents

by
Virgil Adams
News Editor
Cooperative Extension Service
University of Georgia



Agents arrive at the convention hall for professional tours.

County agents, nearly 1,800 strong, came to MECCA in late September looking for WISC.

MECCA is the Milwaukee Exposition and Convention Center and Arena, and WISC, the first four letters in Wisconsin, stands for "Wisdom, Inspiration, Service, and Cooperation."

And that sums up the 60th anniversary professional improvement meeting of the National Association

of County Agricultural Agents (NACAA).

One thing about Milwaukee—it's a lot more than the "Beer Capital of the World," and Frank C. DeGuire, a brewing company president, pointed out that fact when he welcomed the agents to "A Night in Old World Milwaukee."

The city is also a major agribusiness center. "With the excep-

tion of water," said DeGuire, "every ingredient in beer comes from the farm field."

County agents could relate to that.

More than one speaker, of course, made a play on the meeting's theme. "The Agricultural Associations, with all of their 'Wisdom, Inspiration, Service, and Cooperation,' still must depend on teamwork, not only within their organization but in the Extension family, to perform the tasks and accomplish the missions with which they have been charged," said John L. Graves, director of the Idaho Cooperative Extension Service.

Edwin L. Kirby, administrator, Extension Service, USDA, said: "Let me paraphrase your WISC for the purpose of my assigned topic 'Serving Our Clientele.' If we are to meet

will remain a strong, viable organization to meet the expanding and changing needs."

NACAA looked to its own members for the meeting's major professional improvement session. Five "Search for Excellence" winners in each of four regions, sought out by the Association's Extension programs committee, spent an afternoon sharing ideas about 4-H and youth, rural development, urban programs, farm income, and administrative management in county offices.

Other celebrities included the winners in Public Information and Environmental Quality Awards Programs, and the Career Guidance honorees.

Also, the Distinguished Service Award recipients. These 107 agents,

the vegetation, all creatures great and small, and the most important of all, mankind, the most unique of all creation."

A strong organization, including five national officers, five regional directors, nine national committee chairmen, with vice chairmen in each region, and finally committee members in the states, makes a NACAA go.

Norman J. Goodwin of Dewitt, Iowa, was president in 1975 and responsible for the program in Milwaukee. He stays on as a member of the 1976 Executive Committee.

Thurman J. Kennedy, San Antonio, Tex., moves up to president, and Robert L. Jones, Westminster, Md., advances to president-elect.

Voting delegates at the Milwaukee meeting elected Edward Koester, Gooding, Idaho, vice president; John K. Wells, Norwalk, Ohio, secretary; and Laxton Malcom, Frederick, Okla., treasurer.

Directors are: Herman R. Lynch, New Boston, Tex., and Rowe R. McNeely, Salisbury, N.C., Southern Region; Wing You Chong, Hilo, Hawaii, Western; Robert Miller, Salisbury, Md., Northeastern; and Dan Merrick, Atlantic, Iowa, Northcentral.

1976 committee chairmen include: Richard G. Marek, Carlsbad, N.M., Policy; Raymond D'Armond, Livingston, La., Extension Programs; Bobbie D. Davis, Cincinnati, Ohio, 4-H Young Men and Women; Lloyd C. Baron, Hillsboro, Ore., Professional Training; Virgil Adams, Athens, Ga., Public Information; George Perisho, Peoria, Ill., Public Relations; Earl Howes, East Aurora, N.Y., Recognition and Awards; Russell E. Hibbard, Norwich, Conn., State Relations; and W. M. Hale, Cleveland, Tenn., Scholarship.

The 1976 annual meeting of NACAA will be held August 15-19 in Richmond, Va., with Delbert E. O'Meara, Emporia, Va., as the annual meeting chairman. □



While James Smith, NACAA secretary-treasurer, speaks, the ECOP agents' association subcommittee panel members look on. From left to right: Nancy Ascue, president - NAE4-HA; Thurman Kennedy, president-elect - NACAA; Genevieve Harris, president-elect - NAEHE; and Charles McDougall, deputy administrator, ES-USDA.

the needs of those we serve, we have to Work to Improve our Service to Clientele. Such a challenge will require all of the Wisdom, Inspiration, Service, and Cooperation we can provide."

Kirby also told the agents, "You are working directly with people who want and need Extension educational assistance. The extent to which you are successful will determine the extent to which Extension

representing less than 2 percent of the NACAA membership, were the real heroes of the meeting. Said J. R. Johnston, an insurance company executive, at a breakfast in their honor, "Your distinct achievement is the fact that you have spent your life up to this point for something that will outlast it. To know a county Extension agent is to know a man who works with the very basics of God's creation—the soil, the water, the air,

Spotlighting professionalism

by
Patricia Loudon
Information Specialist
Extension Service-USDA



Cindy Kidwell reports on Texas' successful TV series—"You Can Do It."

"professional excellence" in public decisionmaking, community resource development, 4-H development, and retirement. Nancy Steorts, Assistant to the Secretary of Agriculture for consumer affairs, spoke to the role of the Extension home economist in public decision-making.

The all-day "spotlight on telecommunications" seminar, coordinated by Betty Fleming, information specialist, and Gary Nugent, radio-TV specialist, ES-USDA, was attended by more than 1,500 agents.

Highlighting TV at the local level, four county agents and one state specialist showed what a little bit of ingenuity and a lot of professionalism can do to get television coverage for Extension programs.

Betty Oliver of Arkansas, who announced the Extension Household Hotline via local TV news, said, "Anything on a news program has an automatic audience in every home with a television."

Charlotte Young, Iowa, who specializes in consumer shows, noted, "Visuals represent your image as a professional. And TV reaches the hard to reach—the poor, the invalid, and the old."

Chuck Thorpe, Ga., received the loudest applause of the day when he revealed his successful system of providing state-produced 35mm visuals to local agents so they can produce a new 1-minute public service announcement (PSA) every day of the year. These PSA's reach more than 250,000 Georgia homes daily.

"Involve the audience you want to reach," recommended Naomi Johnson, Ind., in her "Slim Down; Shape Up" TV specials. Carole Sammons, Conn., also emphasized audience participation through question-and-answer sessions on TV-guest shows. "Is TV worth it?" she asked. "How else can everyone in the audience simultaneously see what you're demonstrating? How else can you get personal contact with so many people?"

The afternoon half of the seminar included an overview of TV by

Nugent, a presentation by Mary Lou Rowland and Cindy Kidwell on the Texas "You Can Do It Series," use of the latest techniques in videocassette production by Cordell Hatch, Penn., and nutrition education with videocassettes, by Janet Poley, Neb.

At the recognition banquet Thursday evening, 78 agents received NAEHE's Distinguished Service Award. Bonnie Bartlett, N.Y.; Sharon Fisher, Kans.; Almeda Goolsby, N.M.; Ruth Johnson, Ill.; Virginia Jones, Miss.; and Sheryl Nelstead, Minn., received Florence Hall Awards.

Communications Awards went to Ruth Klossner, Minn. (newsletter); Kathy Wolter, Ill. (radio tape); and Sheri Meyers, Neb., (news column). Patricia Sacks, Mass., and Molly Saul, Ore., received Grace Frysinger Fellowships, while Anita Rohde, N.D., was awarded the annual J. C. Penney Fellowship.

Speaking at the recognition dinner, Opal Mann, assistant administrator, home economics, ES-USDA, predicted present trends will change modern family living patterns and practices. "If we are to remain a viable force in educational assistance to families, we must understand changing values, diverse family needs and roles, and provide flexibility in educational programs appropriate to the interest and needs of the family and the community," she said.

Nettie Ruth Brown, Fla., is outgoing president of the association. New officers include Genevieve N. Harris, Miss., president; Virginia Zirkle, Ohio, president-elect; Willette Merritt, Va., Jacqueline Anderson, Colo., and Ann Domsch, Kans., vice-presidents; Betty Heinback, Penn., secretary; and Shirley Neel, Tex., treasurer.

Regional directors are Charlotte Schuttler, S.D. (Central); Geraldine Bentley, Ky. (Southern); Helen Cole, W.Va. (Eastern); and Grace Kay, Wyo. (Western).

After hearing the closing remarks of Andy Holt, president emeritus, University of Tennessee, the home economists returned to their counties and states with renewed pride in both their professionalism and heritage. □

Lured by a desire to "spotlight" their professionalism, more than 2,000 Extension home economics agents journeyed to the scarlet-colored hills of Eastern Tennessee near the close of October.

Attendees at the 41st annual meeting of the National Association of Extension Home Economists (NAEHE), the agents gathered high on a hill overlooking Knoxville to focus on continued professional excellence, professional accountability, and past heritage.

Virginia Trotter, assistant secretary for education, U.S. Department of Health, Education and Welfare, keynoted the opening session with a challenge to the home economists to emphasize the role of women in community education through Extension programs. "With the changes in the educational community, with more emphasis on adult learning concepts, the total community approach is the aim of educational improvements," she said.

"Attitudes must change about women's roles, and women themselves," the assistant secretary continued. "Learn to respect each woman in what she wants to do. Women's leadership roles need to be established in every community in our Nation."

Other sessions spotlighted

"Needs of youth"

by
Sue K. Benedetti
Information Specialist, 4-H
Extension Service, USDA



Oregon's exhibit stresses teen involvement.

"When teachers really feel good about kids—it's more important than what they teach."

Betty Siegel, dean of academic affairs for continuing education, University of Florida, used these words to sum up the effect that youth workers have on young people as she keyed the 29th annual conference of the National Association of Extension 4-H Agents (NAE4-HA), Nov. 1-6 in Louisville, Ky.

In her speech, "Needs of Youth," Dr. Siegel also spelled out the major areas in which agents could assist youth in developing. They are:

- "Recognize the uniqueness in all the children you work with."
- "Be attentive to the cues and clues they are giving (you)."
- "You are teaching young people that they are of infinite worth."
- "If you really believe that your people will succeed—they will."

"Helping young people to feel at home with a group is the most important thing you can do in 4-H," she concluded.

Edwin L. Kirby, administrator, Extension Service, USDA, capped off the "Come Alive in '75" conference at the annual awards banquet for the 850 attending members and their spouses by saying, "4-H is people—giving of themselves. It depends on those who have a concern for people—especially young people—and for the quality of life."

Among those who have "given of themselves" were the 23 Extension agents with 25 years' service and 51 distinguished service awardees, who were honored at the banquet.

The conference program consisted of a series of four seminar periods with 22 seminar topics: Creative Camping; Involvement of Older Teens; Rational Emotional Self-Help Techniques; Dynamics of Group Leadership; 4-H Can Do, 4-H Communicates Data, Creative Recreation; Audio-Visual Materials; Art Experiences for Youth; School Enrichment Programs through Trained Volunteers; Funding Grants, Proposals and Accountability; How to Plan a 4-H Information Program; Attracting More Males to the 4-H Program; 4-H Extension and Program Management; The Younger Child and 4-H; Managing 4-H Volunteer Staff; Staff Relations Between Federal Staff and Field Staff; Hunter Safety; The Road Show to Selling 4-H; Model Rocket Building; The Winners/Losers Dilemma in 4-H; Put a Little Career Ed into Your Life!; and Helping You Help Youth.

New association officers chosen during the conference were: president - Wayne Collette, Colo.; president-elect - Wayne Schroeder, Wisc.; vice president - J. Roland Flory, N.C., and secretary - Raymond Wagner, N.D.

New regional directors are: Northeast—Glen Chaplin, N.J.; North Central—Varlyn Fink, Iowa; Southern—Charlie A. Elliott, Va.; Western—Marlo Meekins, Colo. □

"City" farmers

by
James R. Morrison
*Educational Communicator-4-H
Cooperative Extension Service
University of California*

They used to say, "you can take the boy out of the country, but you can't take the country out of the boy." But now, down in San Mateo County, Calif., they have taken the girls and boys out of the city and are taking the city out of them both.

Youngsters, many of whom never had set foot on the farm before, are learning to farm—living and loving the opportunity they have. Under the 4-H farms program, they raise their own livestock—something country 4-H youth have long taken for granted.

Started in the 1950's as a town garden project, the 4-H farms now number 10 and draw hundreds of girls and boys from San Mateo, Burlingame, San Carlos, Belmont, South San Francisco, Daly City, Portola Valley, and San Bruno.

And what are they producing? Beef cattle, chickens, rabbits, ducks, sheep, doves, quail, pheasants, and even peacocks. Each farm is on land provided by a city as a rule—like the one in San Francisco City water district property, high in the hills, south of the city. Or the one in San Carlos city park—not yet fully utilized by the peninsula suburb.

All of the farms have neat buildings, fences, and corrals, built from materials donated by interested service clubs, merchants, and parents — and constructed by the 4-H'ers and their families.

The watchword of the 4-H "farms in the city" is cleanliness. "It's important," leaders remind the youth, "to keep our farms as sanitary and free of

flies and odor as possible, so we will be considered good neighbors, and not nuisances."

How much work does it take to start a 4-H "farm in the city." Plenty—any 4-H leader or youngster who has been involved will tell you. But every minute of the work is repaid manyfold by the results and the eager, happy faces of the 4-H'ers

that line a corral when the time comes to show off their prize steers or lambs.

And like their country cousins, who usually have plenty of land at home for their stock, the city youth are just as ecstatic when a pet lamb or steer gets the nod from the judge at the San Mateo County Fair and Floral Fiesta!



A 4-H farmer cleans up.





These Burlingame and San Mateo 4-H'ers utilize San Francisco water district property for their farm.

If the watchword of the farms is cleanliness, the keyword is "work." Some of the youth work every day for several hours and other days—like Saturdays—they cleanup: repairing corrals or sheds, or tending an ailing lamb. These city 4-H'ers are learning what country girls and boys long have known—that producing food is no simple, matter-of-fact task.

There have been some problems, vandalism among them. It isn't possible to keep someone at the farms 24-hours-a-day. Occasionally, ignorant and unfeeling night visitors have damaged pens and frightened the animals.

But, city youth are learning some of the many problems that may face them if they pick farming as a future career.

And many will. "It's amazing," 4-H leaders and advisors say, "just how many of our members have their eyes on careers in agriculture. Many of those we have been working with on farms in San Mateo are looking forward to careers in farming or some agricultural field."

Time and space are two elements of the 4-H farm program that need special attention. "There isn't enough space for the many youngsters who want to participate in the projects," report Alice Hogben and Russelle Johnson, 4-H leaders in the Belmont area.

"This makes it necessary to limit those with lamb projects to about 3 months on the farm, and those with beef to around 5 months. And this is something of a disadvantage to a city youngster, who wants to start out with a very young animal and watch it grow to maturity."

Another advantage of the 4-H farms is to give the city 4-H'ers a broader outlook of "what's out there," said Sergio Garcia, 4-H youth advisor.

"We are updating the program to fit today's needs," he stated. "City kids are getting a chance to raise livestock and become familiar with many phases of agriculture and related skills."

And those related skills take in a wide range of activities, from the basic agricultural projects to automotive repair, electrical crafts, homemaking, photography, plumbing, sheet metal work, tractor operations, vegetable gardening, community service—and a most important area, junior leadership.

Is it hard to get started? Well, "yes" and "no," the leaders say. It's easy if you look at the program as an experience that can be fun, a challenge—and a way to make money. A project can be started and carried to a successful conclusion by almost any youngster with initiative and a willingness to work.

Where does the money come from? Sometimes from parents, but often from banks that are willing to lend money to capable youth, who want to learn the basics of financing and can show a reasonable chance of completing a livestock program successfully. In almost every county in California—and in the Nation—community support of the 4-H livestock auctions has been strong. It is through these auctions that many of the youthful 4-H members dispose of their livestock at a profit.

But profits are not always guaranteed—like in one San Mateo County 4-H farm, where neighborhood dogs broke into the corral one night, attacking 17 lambs. Unfortunately, 14 had to be destroyed—and others suffered growth setbacks that will boost production costs and make profits questionable.

Just like with any ordinary sheep farmer! □

Controlling tansy ragwort

by
Kenneth K. Kingsley
Communication Specialist
Oregon State University
Extension Service

A tiny, colorful insect is eating its way into the hearts of western Oregon ranchers.

The cinnabar moth has shown localized successes at controlling the poisonous weed tansy ragwort—a threat to the \$4 million livestock industry west of the Cascades.

Much of the credit for the expanded role of the cinnabar moth in tansy control in southwest Oregon goes to Lynn Cannon, Oregon State University's Extension agent in Coos County. Working with some key ranchers in that part of the state, Cannon helped establish the insect in the county in 1964. By 1973, suf-

ficient quantity of and demand for the cinnabar moth called for distributing 300 colonies (1,000 larvae each) among Coos, Curry, Douglas, and Willamette Valley Counties.

Tansy ragwort was inadvertently imported into the Northwest from Europe in the early 1900's. However, the cinnabar moth, also a native of Europe, was not introduced into the United States until 1959 by the U.S. Department of Agriculture. The moths eat only tansy ragwort.

Some estimates indicate that the bright yellow flowering weed has infested more than 9 million acres of Oregon land to some degree. Tansy not only crowds out other forages, reducing the carrying capacity of the pastures, but is also a threat to cattle and horses. If consumed in sufficient quantities, it can cause cirrhosis of the liver, and eventually, death.

Cannon says 200,000 acres of hill pasture and forest land are infested with tansy ragwort in Coos County alone. "The weed invaded this area in the 1930's and continued to spread until nearly all hill and pasture land in southern Coos County became infested."

The affable county agent is quick to credit some forward-thinking ranchers with some of the early successes of the cinnabar moth program in southwest Oregon. Men like Sam Dement, who worked with Cannon to see that the moths were given a chance to spread and multiply.

Dement runs a 400-head cow-calf operation in a series of prairies among cutover Georgia-Pacific timberland in Coos and Curry Counties. For years, he was able to control the tansy with sheep. Unlike other livestock, sheep have a certain immunity to the toxic effect of the weed.

"I started running sheep in 1955," Dement offered, "and they proved successful until 1962-63 when predator loss started running high. Now I have trouble maintaining the herd, and I'm lucky if I get a 30 percent lamb crop." Cinnabar moth control is not an overnight proposition. "We made the initial release of the moth larvae in 1965," Dement said. "The tansy remained stable for



Rancher Sam Dement and County Extension Agent Lynn Cannon have helped spread the cinnabar moth throughout southwest Oregon.

several years, and in 1967 we made additional releases. It wasn't until a couple years ago that we saw much improvement; now we are seeing some real results.

"I feel the cinnabar moth is just starting to show a real benefit in this area. We have 50 to 60 acres where tansy is completely under control, another 300 to 400 acres where it is showing signs of controlling, and the rest of the ranch has enough small patches of larvae scattered here and there. Within a few years, I expect we'll have this tansy problem under control."

Dement has witnessed the economic benefit of tansy control. Much of his tansy-infested land has 25 to 30 percent more forage available now that the weed is under control. "And, we are seeing less death loss than the three or four cattle out of every hundred we've experienced over the past 4 or 5 years."

Livestock losses attributed to tansy are estimated at \$500,000 to \$1.2 million per year in Oregon.

The cinnabar moth is easily recognizable, with a black body and reddish-orange wings. It is the larval or caterpillar stage that consumes the seeds, flowers, and leaves of the tansy. The larvae grow to approximately 1 inch and are ringed with alternating black and orange stripes.

The moths are visible from May through July. They lay eggs on the underside of tansy leaves during May and June, and in July the eggs hatch into larvae which begin eating the plant. In August and September, the larvae move into the soil and go into a dormant, or cocoon, stage. They remain dormant until the following May, at which time they emerge as moths, completing the cycle.

Natural movement by the moths will scatter the insect short distances, but since they are so light, winds often carry them out of the area of tansy infestation. The larvae will travel short distances to reach other tansy plants.

Cannon and Dement do not leave the distribution of the cinnabar moth to chance. In areas where it has multiplied and controlled the tansy, Cannon and Dement collect the larvae in



The cinnabar moth, a relative newcomer in biological control of tansy ragwort, eats away at the plant.

coffee cans for transplant to other areas of the ranch or other ranches in the county.

"We hold the can under a plant, and shake the larvae into the can," Dement explains. "Within a few minutes you have enough for a release (600 to 1,000 larvae). At the new site, I scatter the larvae in a small area (a radius of 15 to 20 feet) and put a few of the larvae on some of the plants. Within 5 minutes, all of the insects are atop tansy plants and eating away."

Working together, Dement and Cannon have interested other ranchers and landowners in trying the cinnabar moth. Between them both, nearly 1,000 colonies have been distributed throughout western

Oregon.

"This is the kind of thing I expect a good county Extension agent to do," Dement said. "Lynn got me to try a new technique of controlling tansy ragwort, and now he uses my localized successes to get others to try it."

The cinnabar moth and sheep are examples of biological control of tansy ragwort, but they do not eradicate the weed, Cannon points out. Oregon State University and the Oregon Department of Agriculture have worked together to demonstrate various methods of tansy control and eradication. With additional research and effective educational programs, the spread of tansy ragwort may soon be checked, Cannon believes. □

Learning — the Extension way

by
Jim Lutzke
Editor
Office of Information Services
Cooperative Extension Service
Michigan State University

The car was bouncing over the back road in Kalamazoo County. Extension Agricultural Agent Dick Bailey, at the wheel, watched the road while giving his three passengers a running discourse on the county's ag production.

Suddenly, Bailey broke off his monologue and asked, "Holly, what road is this we're coming to?"

In the back seat, Peace Corps Intern Holly Murten scrambled for the county map the agent had given her earlier.

"Quick!" he said. "We're almost there and I've gotta know which way to turn."

Holly ran her finger carefully across the map spread out over her lap and shouted the name of a road.

"Wrong!" said Bailey. "Try again." Holly recalculated and offered another guess. This time she was right.

Bailey laughed. "I'm not boring you, am I?" "No way!" came the answer.

"You know," said the agent, "there'll be times when you'll need to be able to read a map to get where you're going."

Bailey's mini-course on map reading was part of a scenario the third week of May when interns from Michigan State University's (MSU) College of Ag and Natural Resources Peace Corps program visited county Extension offices.

Charles Laughlin, director of the Peace Corps program, realizes modern agricultural techniques used in Michigan differ substantially from those most of the interns will encounter abroad.

"But," he says, "the methods of handling interpersonal communications should be much the same over there as here. We feel it is valuable for our interns to see how Extension agents work with people to help them help themselves and others."

For 28 of the interns, the day in the field was a time for both hospitality

and learning. They were hosted by 27 Extension agents representing 15 counties.

Hospitality abounded on all sides—from the agents and the city and farm hosts to the interns, and from the interns to the agents and hosts. The learning was done mostly, but not entirely, by the interns. And it was fascinating learning.



Kalamazoo Extension Director Gale Arent, left, discusses vegetable plant characteristics with, left to right: Peace Corps Intern Holly Murten, Extension Program Aide Rosemary McAllister, Home Economist Ann Nieuwenhuis, and Peace Corps Intern Doug Vincent.

At a rabbit farm operated by Diane and Norman Langshaw, interns Julie Lawrence and Holly learned about the largest rabbit-producing facility in Michigan. Experts on the scene detailed the operation from start to finish—breeding, kindling (birth of the young), feeding, inoculation, and shipment to buyers.

At the farm of Linda Crotzer, Lawrence and Murten were treated to the relatively little-known art of goat production. In some countries, producing goats for meat and milk is a big thing, but in Michigan large goat herds are a rarity. Besides seeing an unusual agricultural activity, the young women had a chance to try their hand at goat milking—and then taste-tested the product. Now that's something to remember!

Peace Corps Intern Doug Vincent also visited Kalamazoo County. Vincent is headed for Thailand to work with fisheries and wildlife projects. County Extension Director Gale Arent guided him to a local wildlife refuge to view game habitat work, then headed for a rural fish farm and recreation area operated by Robert Hamilton.

At the Hamilton fish farm, you can try your luck for trout, bass, panfish, carp, and catfish—and new species are on the horizon. Much of the owner's success can be traced to assistance received from MSU Extension specialists. But, a great portion of it is also due to his willingness to experiment with some of his own ideas and find his way by trial and error.

Back in the city, Murten teamed up



Peace Corps Intern Julie Lawrence makes new friends during the Kalamazoo County tour.

with Home Economist Ann Nieuwenhuis for a visit to Expanded Nutrition Program clients and a local urban garden project.

"It is really interesting to see the interaction between the nutrition aide and her clients," said Murten. "I would never have realized the scope of some of the problems if I hadn't seen it myself."

In Midland County, 4-H Agent Rosemary Thiebaut hosted Interns Roger Geeting and Linda Parker, who married before they traveled to Peace Corps assignments in the Philippines last summer.

Agent Thiebaut was in a good position to offer advice on overseas living—she spent several months in

Thailand participating in the 4-H IFYE program. After receiving a healthy dose of tips on how to work with youth, Geeting and Parking visited a local bike club to see theory put into practice. Thiebaut has successfully planned and carried out a number of long-distance bike hikes, and some of her club members will be pedaling all the way to Washington, D.C., to commemorate the Bicentennial.

When their visit was over, Geeting and Parker were invited to stop by Midland County after their Peace Corps tour is finished. They promised Agent Thiebaut they would.

Good friends are worth seeing again! □

Top talent for teen leaders

by
Harold Rogers
Extension Editor
Cooperative Extension Service
Clemson University

Thirty-eight girls and boys in one softball game? At once? It happened.

And, it wasn't all that unusual—not in the context of the Teen Leader Retreat conducted every year for South Carolina 4-H'ers. This year they went to Camp Long—a rustic, pine-tree-studded facility with log cabins and a scenic lake.

The retreat involved 3 days of living and learning in a serene setting exploded to life by more than 250 4-H teen leaders. The sessions began 4 years ago to bring youth together for a top-drawer offering of skills, ideas, and special recreation they could use in working with 4-H'ers and other people in their home communities.

The teen leaders bunk in cabins. They go through 3 days of moving from one workshop or meeting to another, with time out for recreation and meals, and end each day with impressive candlelighting vespers.

Some of the top talent in the state is brought in for teaching—all carefully selected to assure that individual topics and the overall program are relevant to the day-to-day interests of the 4-H'ers.

It's this variety of talent and topical presentations that may account for the pulling power of the retreats. Eighty-eight 4-H'ers attended the first one in 1972—a number that increased to 260 by the 1975 session. Now 4-H leaders are faced with a decision on limiting participation or holding double programs to ac-



Handweaving is one of many crafts taught by volunteers.

commodate all who want to attend.

And it's all done on a low budget and without a lot of Extension 4-H staff input.

Coordinator E. Joyce Richardson of the state 4-H staff at Clemson University, who inaugurated the programs and directs them each year, says one of the secrets is in letting the 4-H'ers not only plan the activities but also conduct them. Also vital is

the early formation of an advisory committee of county Extension personnel for their input and involvement.

A second key is some "super scrounging" by Ms. Richardson to pull in talented individuals for the programs.

"We let each county nominate up to four teens for the planning committee," she said. "The more than 100



committee members volunteer for responsibilities in conducting the camps and outlining program possibilities."

At the 1975 session, one of the most spirited discussions was on prevention of rape, conducted by an authority in home protection systems, who attended at his own expense. Equally stimulating was a presentation by an 80-plus senior

citizen who discussed "How to Survive Hard Times."

Basic workshops were also held in handweaving, music, leathercraft, art, drama, 4-H radio communications, photography, woodcarving, candlemaking, macrame, cake decorating, embroidery, and growing house plants.

They were organized county-fair style. The 4-H'ers rotated from one area to another, according to pre-registration preference.

In recreation, they could opt for a whole gamut of traditional activities, plus square dancing, horseriding, nature study, weightlifting—and softball, where 38 persons showed up and played at one time.



A historical fashion show gave Bicentennial flavor to the teen leader retreat.

In seeking people with special talent and skills for the programs, Ms. Richardson may have tapped a bonanza often overlooked—other state agencies. Many of the people are approached individually, but many are supplied by the agencies ready and willing to cooperate in 4-H work.

The Parks, Recreation, and Tourism Department produced a special booklet on ways 4-H'ers could work with senior citizens and sent personnel to the retreat to present the material.

The last 2 years, the Department of Corrections sent trusted prisoners and a supervisor to teach leathercraft.

The vocational rehabilitation people made arrangements for the "Handicapped Employee of the Year" to attend and discuss ways the youth could work with physically handicapped people.

The list of getting talent at low or no cost goes on.

The Commission on Aging sent senior citizens to help the youngsters learn how to work with them—a prime activity of 4-H clubs over the state. A need to learn how to communicate with deaf persons also brought representatives to camp to teach sign language.

Hundreds of others came as individuals: the Clemson football quarterback to teach weightlifting; the secretary of state archery association shared his skill; and various Extension specialists participated.

Most important—it's all on a low-budget basis. "Either the cooperating agencies pay for their people to come, or in the case of individuals, we pay a small traveling expense," Richardson said.

There's little doubt the 4-H'ers like what they're getting. Evaluation sheets from the past session show 77 of them favoring extending the retreat to a full week. Twenty-seven wanted to make it 2 weeks.

"You made me understand the needs of our community better," wrote one of the teens. Still another may have paid the supreme compliment with, "simply loved the whole thing!" □

Wisconsin wildfoods

by
Christine DeSmet
*UW-Extension Writer
University of Wisconsin-
Extension*

"There is enough green food growing wild in Wisconsin to feed most of its residents," said Larry Monthey, outdoor recreation specialist in the University of Wisconsin-Extension's (UWEX) Recreation Resources Center.

Wisconsin residents are clamoring to know more about these wild foods, and what began as a hobby for Monthey has become a very popular Extension program called "Edible Wild Plants."

In 1974, the first year of the program, about 800 people participated in 22 workshops around the state. In 1975, the figures reached more than 1,000 in 25 workshops.

Ironically, the program almost did not get the go-ahead when it began in 1973. "Some Extension people were fearful at first," said Monthey, "because of the danger of someone eating a poisonous weed. And we don't deny this hazard. There are about a dozen lethally poisonous plants in Wisconsin fields and woodlands, plus another 40 or so with some toxicity. We nurture at least twice this number in our homes and grounds plantings."

But, Monthey explains that the programs are conducted under the premise that to avoid any food poisoning, you should know exactly what plants you are gathering; and, as with any new food item (wild or tame), eat only a small portion the first time.

"The usual procedure for an edible plant class is to spend 2 hours of classroom work (with a slide show), 2 hours of field study, and 2 hours of actual foraging and tasting," says Monthey.

Where kitchen facilities are available, a salad or cooked samples are prepared, and served picnic-style in the early evening.

"An attendance of 25 participants is about optimum," the UWEX specialist says, "although a maximum of 50 per workshop can be handled where local help is available."

Monthey praises the active interest the county UW-Extension offices have in the program. They planned 16 workshops this summer, and he receives new requests almost every week. "Continuing education agents and the home economists are the most involved with scheduling the workshops," Monthey said. "With their help we train local leaders and counselors so that the people who can use this healthful and nutritious food source are shown what foodplants are available and how to use them properly."

Monthey says people use about 4,000 plants worldwide out of a total of about 250,000 species of higher plants—those with flowers and seeds. This record is not so good, he comments, and we are just now coming back to utilizing more of our vegetation.

"Most people are acquainted with more species than they think they know," says Monthey. "The best way for a person to start foraging is to begin with those plants she already knows, like the dandelion, plantain, clovers, and blue violet.

"Then, after using these for a while, they can add a few species each year and soon they'll be using 40 or 50 wild foodplants."

Monthey says the Wisconsin Indians used about 300 wild plants for eating and about 200 more for medicines, dyes, cordage, and other purposes. "However, most Indians today do not know much about their great plant heritage.

To make it easier for his students, Monthey and the UWEX Recreation Resource Center have developed two illustrated workbooks, which identify and describe the 100 most common wild edibles found in Wisconsin. One booklet explains the wild "vegetables," while the other is about fruits and nuts. Each sells for \$1.50, helping to keep the cost of the program low for participants.

Because the program is informal, Monthey gets a variety of participants, including retirees, teachers, homemaker's club members, youth leaders, young adults (16-to-25-year-olds).

"The retirees usually have ample time available to pursue this educational, healthful, and money-saving activity; and its appeal is enhanced by the 'togetherness' aspect," affirms the Extension specialist.



Larry Monthey takes participants in the wild foodplants workshop on a field trip.

The younger adults are mostly from the back-to-nature group and those who enjoy camping, backpacking, and "living off the land." However, one group is increasing its presence in the workshops for many of the same reasons already mentioned—the family.

"We have been planning weekend excursions for families. It is a great way to do something together."

With this increased interest in foraging as a recreation in Wisconsin, Monthey and the UWEX Recreation Resource Center are taking precautions. He discourages the use of scarce and beautiful Wisconsin plants, even if they have been used for human food by native peoples, so as not to endanger their survival.

"Many of these are not protected by law," explains Monthey, "and we don't mention them in our programs. If a question is raised concerning one of them, we simply say that it is too scarce or too attractive to consider as an edible."

Monthey tells his participants to be mindful of laws protecting certain species, and of the no-foraging regulations in most public parks, as well as to be careful of trespassing on private lands without permission.

When a person knows the plants and the laws, Monthey says foraging can take you to many places even close to home—roadsides, old quarries, abandoned railroad tracks, backyards—to find the lamb's quarters, redroot pigweed, mallow, shepherd's purse, and wild lettuce. □



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Georgia 4-H tree farm first in the Nation

The Rock Eagle 4-H Center marked the site for the certification ceremony of the Nation's first 4-H Tree Farm. It was the first of many ceremonies to be held in commemoration of National 4-H Tree Farm Week. Georgia was chosen for the national dedication ceremony because it is first in both 4-H Club enrollment and tree farm acreage. Former Under Secretary of Agriculture J. Phil Campbell was the featured speaker.

America's tree farm system now includes 32,000 tree farmers who manage more than 77 million acres of timberland. To be certified as a tree farm, timberland must display effective forest management.

Tabletop exhibits offered states

Extension *does* have information to help consumers adapt to a changing economy. You know it. But — do consumers know it?

Four new tabletop exhibits have been developed by ES-USDA to help you tell consumers what Extension has to offer. The exhibits are on these subjects: housing, values, money management, and food shopping. Similar to the recent Bicentennial exhibit (but with brighter colors), the new exhibits are lightweight, inexpensive (estimated cost: \$15 each), and easy to set up and carry.

A quiz has also been developed for each exhibit. Quizzes will be made available in camera-copy form for states to reproduce quantities necessary.

Each state has been sent bulk quantities of a flyer describing the exhibits. Your state publication distribution officer has the supply. Orders must come through the state publication distribution officer and be received by Feb. 27, 1976. States will be billed later.

Green survival knocks on Extension's door

A Bicentennial campaign to get local people to plant more trees and plants is now being conducted as an environmental improvement project by The American Association of Nurserymen. Many states are receiving invitations to become acquainted with the program through state and regional meetings. Armed with radio spots, slide shows, local educational display units, and a special Bicentennial tree identification wrap-around, the drive will reach most states through the association by January 1976. Georgia Extension Service will include it in a special Bicentennial 4-H project.

Wisconsin CES cooperates with labor unions

Unemployed auto workers in two Wisconsin cities rated programs on family tension and decisionmaking most helpful among the five subjects offered by Wisconsin Extension Service at special 1-day learnings. Local labor union leadership helped plan and promote the programs, designed to assist the workers and their families adjust to the many changes in their lifestyle caused by unemployment.

Epsilon Sigma Phi offers scholarship loan

Epsilon Sigma Phi, National Extension Honorary Fraternity, has available to members a study loan at the interest rate of 2 percent. One half the loan is due at the end of the first year, and the balance at the end of the second year following completion of studies. For applications, write to: George R. Gist, associate director, CES, Ohio State University, 2120 Fyffe Road, Columbus, Ohio 43210.

EXTENSION
SERVICE
review

U. S. Department
of Agriculture

March
and April
1976



EXTENSION SERVICE review

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.

EARL L. BUTZ
Secretary of Agriculture

EDWIN L. KIRBY, Administrator
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CONTENTS	Page
Living with change	3
Family day care — “developing a sense of wonder”	4
Project well aware about health	7
Georgia agents reach millions daily with TV spots	10
Busing — a crisis averted	12
Grain marketing	14
Being male in a formerly female field	15
Have tools. . .will travel	18
Making ends meet — today and tomorrow	20
Filmstrip-cassette unit proves timely teaching tool	22
Agents armed with crop and livestock data	23
People and programs in review	24

Living with Change. . .

Extension educators all over the country are helping consumers deal with change. ES-Home Economics is supporting these efforts with a new project, “Living with Change.”

In May, states will receive materials especially designed for county workers — one packet per county. These materials will include:

- “Living With Change” logos in camera-ready copy to be used on 1, 2, or 3-column newspaper stories, newsletters, publications, etc.
- “Living With Change” newsletter heading to which you can add your address.
- “Living With Change” poster in camera-ready copy for easy reproduction and a sample of the finished product.
- A consumer clip-art collection.
- “Living With Change” publication.
- Information on a new USDA “Living With Change” slide set.
- Radio spot scripts.
- Samples of the four “Living With Change” quizzes designed to accompany the four new “Living With Change” consumer exhibits.

States will receive one print each of three new “Living with Change” TV spots (60, 30, and 10-second) developed by Kansas State University. And, a reel of consumer radio spots taped at USDA.

ES-Home Economics hopes that through efforts such as “Living With Change,” Extension Home Economics can better serve people on a national basis.—*Elizabeth Fleming.*



by
Josephine H. Lawyer
Family Resource Management Specialist
Extension Service-USDA

What's new about the idea: **Living with Change?** Plenty!

Yes, it's true. People have always lived with change. But — change today is different than in the past. Economic, social, political, technological — we've got them all! And sometimes, these changes all occur at once. People today often feel they have little or no control over the rapid changes affecting their lives.

No one knows what change the future will bring. However, some clues are found in the past. At least for the next few years, it is expected that:

- Costs of just about everything people use will continue to rise.
- Incomes, on the average, will continue to increase at a slightly faster pace than costs of goods and services.
- Energy use and conservation will need to be taken into account in all private and public decision-making.
- We may need to alter expectations and goals to meet new limitations related to natural and other resources.

Such expectations help define Extension's challenge as people cope

with change in their homes and communities. As costs increase, many people may need to spend a larger share of their income for necessities such as housing, food, and transportation. No doubt lifestyles, standards, and expectations will continue to change. Hopefully, people will consciously make the necessary adjustments in attaining and enjoying a "better way of life" without wasting resources and damaging the environment.

Extension faces the challenge of helping people recognize the basic choices they have when using resources. They can:

- Use fewer resources — spend

less and have fewer goods and services.

- Use resources to better advantage — extend and expand income and other resources.

- Increase resources — increase income and human production; use more community resources.

Extension can help people realize that living with change is part of living, and that their decisions make a difference in how well they live now and in the future.

"Living With Change" is a vital concept today. By learning this, people can maximize control of their lives by setting goals, making plans, and taking action. □



A young couple computes their monthly budget.

Family day care — “developing a sense of wonder”

by
Roy E. Blackwood
*Extension Associate,
Media Services
Cooperative Extension Service
New York State*

This is a story about children. Don't let the fact that it talks a lot about adults, teenagers, buildings, programs, and administration fool you — it's about Cooperative Extension's Family Day Care Program in Nassau County, New York, and the program is, after all, about children.

Extension Specialist Barbara Pine, program administrator, feels



The wonders of sea life are explored while examining a shell.

that a responsive human service program must be run from the place where the people are.

The three-room, ex-wig shop in the village of Roosevelt, that serves as a resource center, is the hub of the program. The building itself is unimpressive; and in this respect is an integral part of the community. The large signs on the front proclaiming it a family day care resource center,

however, make it very visible. Anyone, who even glances inside the large front window, could hardly mistake its purpose.

The purple walls, plants, gerbils, books, games, toys, home-made decorations, bright carpet — all combine to create an environment rich in learning experiences. When the children arrive this room really comes alive. It's easy to see when the girls and boys begin to play with and learn from the various elements in the room that this is its purpose; and it does its job well. So do the two program aides and the senior citizen aide, who help plan, supervise, and participate in the activities of the children, while their caregivers are involved in the other activities of the center.

Down a narrow hall behind the playroom is a combination staff office, storage room, and loan closet where family day care parents can check out on a free-loan basis anything from story books to play pens. Most of the items stay checked out, making the rounds of day care parents. They need not be returned to the center before being checked out again. The name on the inventory card is simply changed to reflect the new user.

Behind this room is the third — a combination conference, lunch, and work room. Here, on Wednesday mornings, day care parents meet to learn about child development, to hear talks by subject-matter specialists and resource persons, to exchange ideas, to discuss problems, or to learn new activities to share with their children. This room is also used as a classroom for the family day care parent certificate training program conducted by Extension, and loaned to other community service organizations as a central meeting location.

Here the three teen aides, trained in child development by the staff, prepare materials for "house calls" to the homes of family day care parents. There they spend a few hours with the children, demonstrating many developmental activities, and in turn learning about

children by working with them in a creative atmosphere. An interested observer is the day care parent, who, during a teen visit, not only has the opportunity to learn new activities to share with the children, but also to step back and see them interact with other caregivers.

It is from the storefront that groups of day care parents, children, and staff leave on excursions to the library, fire house, zoo, or park. These trips help both children and caregivers expand their knowledge of the community, and increase their awareness of available facilities and how they may be used. A police department bus, driven by a uniformed officer, often provides transportation — the result of one successful effort to involve other agencies in the program.

The project has established a cooperative relationship with an impressive number of organizations. The relationship between the program and the Department of Social Services shows a continuing and active cooperation. From the time the storefront day care center began in December 1972, the local library has given special loan privileges as well as establishing story hours for day care parents and their children, and participated in training programs.

Public Health nurses also participate in training classes. From its beginning, the family day care program has been closely associated with the Cooperative Extension Expanded Food and Nutrition Program, sharing resources and exchanging services. Other cooperating agencies include the Parks and Recreation Department, Fire Department, Day Care Council, Verbal Interaction Program, Senior Community Service Project (which supports the senior aide for the program), Neighborhood Youth Corps (which supports one teen aide), Distributive Education Program, and Family Day Careers Programs.

The fact that so many agencies cooperate with the project is not an accident — one of its original goals



was to link family day care to the existing human service network in the community.

When Cooperative Extension initiated the program at the New York State College of Human Ecology, very little was known about the people who provided family day care to children, about environments in day care homes, or about the needs of the caregivers. One study noted that some families preferred family day care to child care in a center because children could remain in their own neighborhoods; several children in the family, from infants to school age, could be cared for in the same home; and the flexibility met the

needs of irregular work hours.

Child care centers had been considered by many the best way to care for children outside their home. However, there were not enough spaces in existing centers to accommodate the large number of children needing care. In New York State, up to six children, including those of the caregiver, may be cared for in one family day care home.

Realizing that increasing numbers of parents of young children were entering the labor force, and would need child care, Cooperative Extension sought to strengthen and support existing child care — family day care — a viable option preferred by

many families. An effort was made to learn more about the needs of family day care providers, who share with parents the responsibility of caring for children and providing an environment that promotes optimum growth and development.

The early years are critical in the development of a child's ability to learn. This program seeks to help the caregiver understand child development and the importance of providing a rich environment that capitalizes on the child's natural curiosity and sense of wonder.

Since the program began in 1972, an effective communications network with day care parents has been built. An analysis indicates that a measurable increase in knowledge and awareness of skills and resources has taken place in the participating caregivers. It is through this kind of increased awareness, and the improved self-image that results, that caregivers will be able to improve the kind of care they give their children. And it is this quality in the program that has made it noticed by other communities and agencies. Several areas throughout the state plan to replicate parts of the pilot effort in Nassau County.

Recently, lack of funds forced the closing of all three day care centers run by the Department of Social Services in Nassau County. The decrease in child care options caused by these closings has brought vividly into focus the need for a support system for family day care. In fact, it has become the only viable alternative left many families.

A newly released report from the U.S. Department of Health, Education and Welfare (HEW) estimates that 91 percent of all day care in the United States is currently provided by family day care parents. This figure outlines the need for programs that will help assure that this care is developmental, rather than custodial.

One way of doing this is to rely on programs like the Cooperative Extension Family Day Care Program in Nassau County. That's why this story is about children! □



Children learn to share at the family day care center.



by
Sabina D. Brown
Health Educator
Cooperative Extension Service
University of Arizona

and
William L. Ivey
Former Deputy Coordinator
Arizona Regional Medical Program

"We believe we're making you an offer you can't refuse—or at least shouldn't," Gerald R. Stairs, dean of the University of Arizona College of Agriculture and director of the Cooperative Extension Service, wrote in a letter to Extension faculty.

Apparently, Extension personnel agreed. Stairs was offering them an opportunity to participate voluntarily in a demonstration of personal health assessment called Health Hazard Appraisal (HHA) during the 1975 and 1976 annual conferences in Tucson. This appraisal is part of Extension's new self-provider health program—"Project Well Aware About Health," designed for Arizona's rural communities.

Ninety of the 140 attending Extension staff showed up at appointed times for physical tests including height, weight, blood pressure, lung capacity and blood samples; then filled out questionnaires providing a short medical history. A computer analyzed the results. Each participant then received a confidential report indicating her or his risk factors for various diseases during the



Participants in Project Well Aware receive individualized professional health-risk counseling.

next 10 years. The report also recommended how to reduce these risks.

The demonstration was one of the most talked-about portions of the conference, which also included health education sessions. The HHA acquainted Extension faculty with Project Well Aware and enabled agents to later assist interested groups and communities who wanted to adapt the new program for local use.

Presently, ten rural communities with limited medical facilities are participating in Project Well Aware, which is funded by the Arizona Regional Medical Program with a \$70,700 first-year grant and a new

\$64,250 second-year grant.

Stairs believes strongly that good health care is an important element of the rural service programs offered by the Cooperative Extension Service. He backs this up with sobering facts.

"When we were organizing this project last fall," he said, "the need for better understanding of the serious health risks we all face was dramatically driven home to us with the untimely deaths of three of our faculty—all under age 50."

When the Arizona Extension conference was over and inquiries about Project Well Aware started rolling in from all directions, no one was more encouraged than the program staff.

In support of the staff, county agents themselves have become walking examples of the project. One agent took results of his appraisal testing to his doctor, began a supervised activity program and lost 30 pounds. A young staff member in her 30's became alerted to a high blood pressure reading, went to her doctor, began a program of aerobics exercise, and knocked 15 points off her blood pressure. Two months after taking the appraisal test, 17 agents had lost weight or begun exercise programs.

One benefit of Project Well Aware is that participants learn to identify the signs and symptoms of acute or chronic illnesses. This makes every participant a "self-provider"—better equipped to care for themselves, their family, friends, and neighbors. In many areas, where suitable professional care is not readily available, this valuable reassuring skill may save lives.

Besides better awareness and application of good health habits, Arizona residents are moving on to the next step of developing real health skills by taking emergency medical training in community college Extension courses. Another interesting by-product of this new health emphasis—people with health backgrounds, such as retired nurses, are volunteering their skills to improve community health care.

In each of the ten selected Arizona communities where Project Well Aware is at work, a project health team has developed a volunteer group of between 50 to 125 adults. This group has taken the HHA test and provided additional information about the community. From this data, the health team formulates an educational program tailored to fit each community's major health problems.

This gives participants the information they need to reduce the risk of chronic and degenerative diseases, such as heart disease and arteriosclerosis, cancer, stroke, liver, kidney and respiratory diseases, as well as motor vehicle and machinery accidents.

Along with the health screening, Project Well Aware has developed a wide range of educational materials available to all county agents. A fact-filled monthly publication, *Well Aware About Health*, is also distributed through county Extension offices. The screening program and educational materials are both developed in Spanish for workers on

farms, ranches and orchards in Arizona.

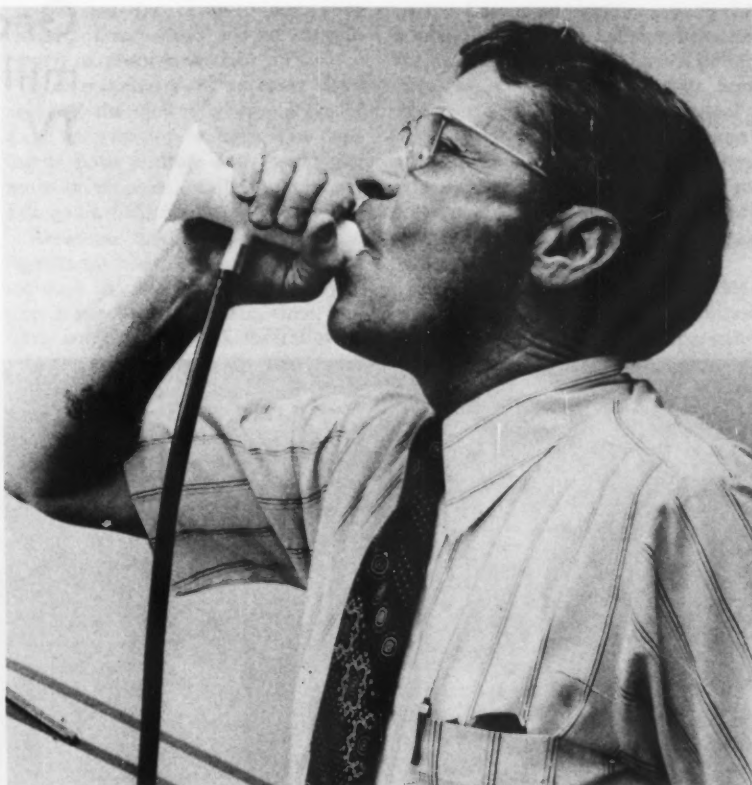
Project Well Aware services are also available on a group basis anywhere in the state. The group can consist of residents in a community, farm organizations, groups of workers, or any other quantity of people. Services are provided for \$15



Blood pressure, a dangerous thread that runs through several of the risks patients encounter in their lifetime, is measured in the Health Hazard Appraisal (HHA) test.

per person. This cost covers laboratory fees, computer health analysis, and educational materials.

Of course, the Health Hazard Appraisal is just one tool used in the growing field of prospective medicine—a new approach to identifying an individual's potential future health problems by systematic analysis.



Paul Drake, assistant state leader for 4-H, measures his lung capacity for a pulmonary function test.

For many years our time and money have been invested in fighting infectious diseases and treating chronic illnesses. Now we need to learn how to prevent these degenerative diseases, or at least catch them early so they can be treated effectively. Much of this depends upon an individual's willingness and ability to assume more responsibility for her or his own good health.

This unmet need is what attracted the interest of the Arizona Regional Medical Program (ARMP) to Project Well Aware. ARMP has put major emphasis on developing better health services in Arizona's rural, medically underserved communities. In addition to Project Well Aware, it has funded vital health programs to control high blood pressure, streptococcal infections, and dental dis-

ease, among others. Project Well Aware offers additional opportunity to apply techniques and preventive skills in many underserved areas.

As John J. Hanlon, assistant surgeon general for the Public Health Service, explains it:

"Regretfully, it is extremely difficult to impress individuals with the importance of their roles and responsibilities for their own health and well being . . . That is the unique thing about Health Hazard Appraisal. It lets the patient know exactly where he stands, and in terms he can readily understand . . . The choices are there before him to accept or reject—but he now knows the consequences."

In Arizona, thanks to Project Well Aware, more people are beginning to know where they stand today in terms of personal health. □

Georgia agents reach millions daily with TV spots

by
Charles S. Thorp, Jr.
*Extension Editor,
Visual Communications
Georgia Extension Service*



After the animated logo opening for each spot, the agent appears for a brief period of time. The Georgia Extension Service identification appears as a chroma key over the agent's shoulder.

The typical Extension program is a half hour on Saturday morning. The format is traditional—almost sacred.

We just assume it meets our programming needs. After all, what is there to compare it with? And the stations like it because it's more than adequate to meet the Federal Communications Commission (FCC) desire for agricultural information.

But, who's watching television at 7 o'clock on a Saturday morning? Who, indeed!

In 1973, nearly a quarter century after Extension discovered the "tube," we decided it was time to find out. According to TV station surveys, practically nobody was turned on.

One program director told us a thousand households is all you can expect at 7 a.m. Saturday. With a potential 1,647,000 households—which happens to be the number in Atlanta—there was no way we were going to be satisfied with a thousand.

So, we scrapped several of the longer "productions" and went to 60-second spots or public service announcements (PSA's).

We're happier. The TV stations are happier. But more important, our viewers are happier.

And there are more of them now. We know that because they're responding. They're calling us—we don't have to call them.

The Georgia Extension ag information staff presented the spot idea first to WSB-TV in Atlanta, and it was with them that we got off the ground.

Here's how it works. Most important is a well-made plan and a schedule.

Once a week two Extension agents to the TV station. The woman home economist tapes four spots and her male coworker does three. Although some time is spent in studio rehearsal, agents find that each week's package of seven spots usually takes less than one hour to produce.

Each spot starts with a 7-second animated introduction to identify it with Extension. Then comes a 43-second message from the agent,

backed up by three-to-four slide visuals. The visuals are either full-screen or chroma-keyed.

The remaining 10 seconds show and tell the viewer where to go for more information or help. The closing is both audible and visual (for more information, call your County Extension Office.)

Reaction has been tremendous. Agents say there has been a marked increase in calls. Many callers mention a specific spot (date, time, station, subject) and ask for followup information relating directly to it. Some say they didn't know about the Extension Service until they saw it on TV.

John Cone, public service director at WSB-TV, says these Extension spots would cost \$500,000 a year if we had to buy them.

The PSA's also help the station meet its public service obligation, and Cone likes them better than the longer format because he feels his station is really serving the public now. At least, it's putting viewers in touch with Extension professionals who can help. Very few people watched the old 30-minute shows, and only a small percentage of those who did were really "turned on" by the subject matter.

The spots get to the people, give them an idea quickly and painlessly, and viewers don't tune us out—even when they want to—because they know it'll be over in less than a minute.

After Atlanta, we moved on . . . to Columbus, Macon, Augusta, and Savannah, using agents from those viewing markets.

They agree with their Atlanta cousins . . . they're reaching more people and serving them better . . . getting a lot more followup . . . with the 60-second spots than they were with the 30-minute programs. And they're doing it in much less time.

In Columbus, for example, the spots are on three or four times every day—including prime time. The old drawn-out show was a weekly one-shot deal, early in the morning!

The subject matter decision is left

to the Extension agents who do the spots. They know what they're comfortable with. And they have a better idea what their people want and need.

Once that's decided, the Extension specialists get involved. They counsel the agent to be sure the information is up-to-date and accurate. But the agent actually writes the script.

We in the Information Department review the scripts, do minor editing when it's needed, prepare the visuals, and handle station liaison.

Most spots cover food, clothing, home management, lawns and gardening. But no subject is off-limits if the agent thinks it's timely.

What about the future of Extension television? We aren't putting down the half-hour shows because they are still a part of our TV effort. But right now we believe our new concept is putting Extension and its people and services on the minds of more people.

Here's a breakdown of our potential audience and the number of times our spots are used in Georgia's major TV markets:

City	Area TV Households
Atlanta	1,647,000
Augusta	570,700
Columbus	690,700
Macon	693,400
Savannah	203,700

City	Spot Use
Atlanta	Twice daily
Augusta	Daily
Columbus	Four times daily
Macon	Twice daily
Savannah	Three times daily

Admittedly, spots can't answer all questions about a topic. They aren't supposed to. We merely want them to tease—create an awareness. "Here's a place (Extension Service) I can go for information."

The response we're getting will keep spots before our eyes—and before the eyes of TV viewers in the Peach State for a long time. □

Busing — a crisis averted

by
James T. Bray
*Area Youth Specialist
Cooperative Extension Service
University of Missouri*

For 18 months an Extension educational assistant (paraprofessional) has walked a tightrope between irate parents (both black and white), community groups, and the school board and school administration in one of the St. Louis school districts because of court-ordered school integration utilizing busing.

Positive results of this involvement include:

- The school district is integrated.
- No major problems arose to split the community.
- A vocational preparatory school was established.
- Teachers, parents, and school administrators because involved in human relations training.

To understand how this happened, let's trace Extension's function in this community. For 2 years we had conducted educational programs, both 4-H and non-4-H, in the school district, developing excellent relations with several school administrators. We had also integrated the summer employment program to avoid "labeling" and stigmatizing either the workers or the program.

As soon as the educational assistant heard about the forthcoming busing order, she alerted me and together we mapped out a philosophy and strategy for making

the plan work as smoothly as possible:

- Work behind the scene, keeping a low profile.
- Attempt to block any plan that could cause over-reaction by either the black or white segments of the community.
- Keep all outsiders away from the school, including the press.
- Keep all events, good or bad, in low profile.
- Work with factional groups to appease them before problems became magnified.
- Meet with all concerned from the superintendent of schools to youth groups to keep them informed on developments.
- Maintain a neutral position, if possible.
- Establish a rumor control system.

School administrators unofficially accepted the above plan and an open-door policy was granted the educational assistant.

De facto segregation was in practice in the area. When the school district was ordered to desegregate its elementary schools, a desegregation proposal was made that would have been detrimental to the black neighborhoods.



After this first plan was blocked, the school district proposed another plan calling for the closing of all black schools and busing the black children to the white schools. This plan not only had the white parents upset, but also the black parents, who were losing their neighborhood schools. However, it was approved and put into effect in September 1974.

Immediately problems sprang up and had to be dealt with:

- The term "busing" had bad connotations for both black and white parents.

- Black children and their parents had never been involved in school transportation.

- School boundaries changed to accommodate increased student enrollment thus forcing white children to change schools, resulting in more angry families.

Using the strategy and philosophy described earlier, leaders of community groups were contacted and asked to keep their organization from discussing the integration process during meetings. "Busing" has been called a volatile term; we, therefore, attempted to remove the explosive ingredient. The term "school transportation" was used instead of "busing" at all meetings. School boundaries were changed to

improve education quality, not to conform to busing. This was agreed to by both school leaders and community leaders. Through mutual agreement the press was kept uninformed. Maintaining this low profile also meant no sensational media stories.

Was everything harmonious—not at all! The anger, frustration, and hatred were all there. We buttonholed, high pressured, politicked and soft-sold community people until they were convinced that outsiders would reduce the chance of everybody getting what they wanted.

The Extension educational assistant was continuously in the middle of everything that was happening—to spot possible rough spots, yet retain the trust of both sides; and many times to be the communication link among various factions.

To insure that the black youth got on the right bus and arrived at the correct school, the educational assistant followed (with school administration's approval) some of the busses. She also rode the school busses occasionally to check out reported problems, then arranged to have school administrators ride them, too.

To ease the feelings of the black parents that they were losing their schools, the assistant arranged to keep the formerly black elementary school gymnasiums open evenings for community youth groups. She identified leaders and established programs.

Even though real efforts were being made to reduce tension, problems continued to flare up. Extension then suggested human relations training for both community people and school personnel. The University of Missouri-St. Louis developed a series of Human Relations Workshops to deal with integration and prejudice. The school district sponsored the workshops in the area.

This school district has not solved all of its problems. However, potentially explosive situations that could have developed into violence were handled quietly.

One reason things were quiet is that there was a person on the scene, who had a clear understanding of the community and could move quietly from group to group, handling each problem as it appeared—the Extension educational assistant. □





by
Howard E. Frisbee
Assistant Extension Editor
Cooperative Extension Service
Ohio State University

Fluctuating grain markets have ruined many a calm night's sleep for Ohio farmers as they dreamed of making a profit on their crops. But the Cooperative Extension Service has a remedy for awakening new market understanding among farmers — a college-level course in grain marketing. And the farmers don't even have to visit the campus to participate.

During the winters of 1974 and 1975, John Sharp, grain marketing professor at the Ohio State University, conducted such a course for almost 600 farmers. The nine 3-hour sessions included homework, finals, grades, and (for those who qualified) graduation certificates. However, participants received no official college credit.

"Many farmers are excellent producers, but poor marketers," Sharp insists. "They are losing money because of poor marketing practices." He explains that farmers are big businessmen: many of those taking the course sell \$60,000 to \$100,000 worth of soybeans and a similar amount of corn each year.

"If a farmer has some bad experiences with the market, he may get the impression that he's a bad farmer. He may be just a bad marketer," Sharp said. "Once

farmers have the tools, they can become their own best marketers; they know their operations better than anyone else."

These grain marketing courses are an answer to requests by farmers, elevator operators, and Extension agents in the major grain producing areas of Ohio for help in making marketing decisions. The first course, held in Wood and Henry counties from December 1973 to March 1974, was attended by 115 large grain farmers and elevator operators.

"This program is the result of a very intensive effort," Sharp is quick to point out. "Seven years ago, few farmers realized how much a better understanding of the market could do for them. They had little interest in taking a tough, college-level course that would train them to make wiser marketing decisions."

In 1968, Sharp shifted to a 75 percent Extension Service appointment. He immediately began a 5-year plan to build interest in marketing education among grain farmers. Speaking at countless field days, vo-ag and other meetings, he emphasized the benefits of greater grain marketing knowledge to farmers. Through this program, he reached an estimated 35,000 farmers, and by the fall of 1973, his enthusiastic message had created a demand for indepth training.

In 1975, Sharp received more requests for the marketing course than he could handle. As a result, he ex-

panded the course to three locations — Wilmington, Tiffin and Ottawa — with total attendance limited to 450 farmers. Extension agents helped to organize and conduct the sessions. Sharp has received requests to hold eight such schools in the 1975-76 season — more than he can handle.

Comments from farmer-students include:

"The course surely made a long winter short and, hopefully, gave us the sense to put more cents in our pockets," Grace Heinze, Fostoria.

"If I don't gain a cent by using much of the information we learned, I got my entry fee paid for just by learning of the many things and information that go into making up our pricing and marketing structure," Walter Hoagland, Pettisville.

Sharp describes the program as "bringing college to the farmers." It begins with economic principles involved in marketing, moves on to the structure of the market, and ends with practical applications of the principles learned. Subjects covered include the futures market — theory and practice, supply and demand factors affecting grain prices, elasticity of demand, grain contracting, hedging, delayed pricing of grain, "basis" pricing of grain and feedstuff, transportation, storage, and world trade in grains.

A \$25 enrollment fee includes a 6-month subscription to the *Wall Street Journal*, which is used by participants to make paper transactions on the futures market. Secretaries in county Extension offices serve as brokers.

For a first-hand look at grain trading, participants have the option of taking a bus trip to Chicago. There they spend a day at the Chicago Board of Trade and the Merchantile Exchange. Each class has voted to get together again 1 day each year for an update on the grain market and a discussion of "what's new" in the grain marketing picture.

As Sharp puts it, "Once they have the tools, farmers can improve their income by using sound grain marketing practices." □

Being male in a formerly female field

by
Elizabeth Fleming
Information Specialist-HE
Extension Service-USDA

Meet Bill...Rich...Frederick... Everett...Michael...Wayne...and Bob. These men are all Extension educators at the local level. They work in states like Missouri, New York, Michigan, and Nevada.

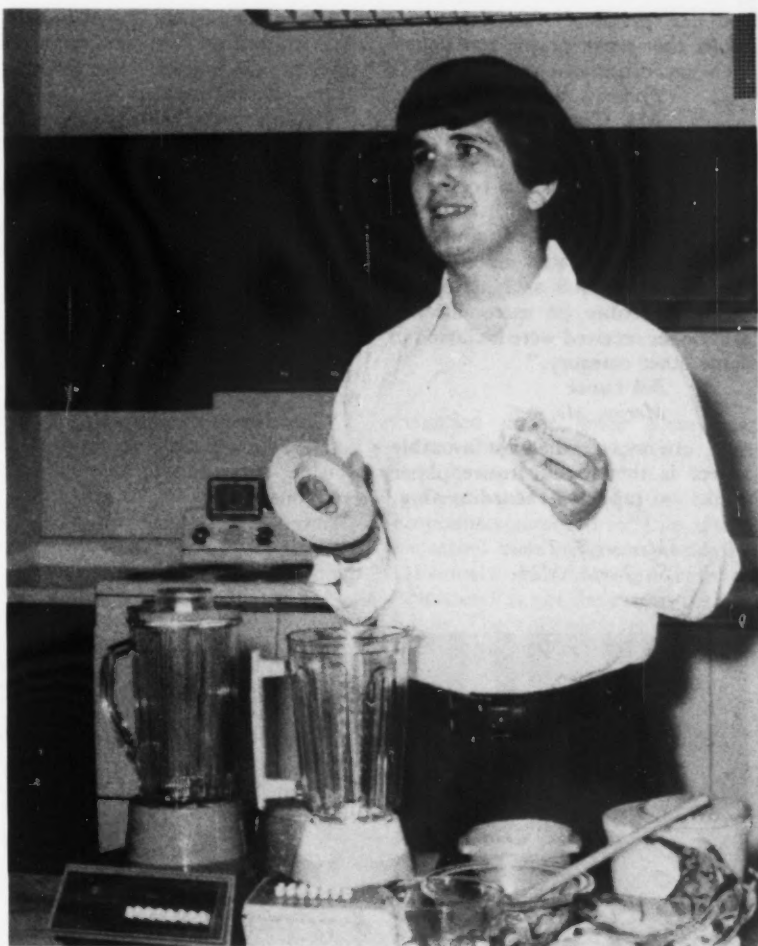
"So what," you say. "There are thousands like them all over the country — called Extension agents, 4-H agents, or CRD agents." Guess again. These men are members of a select group of 10 male Extension home economists at the local level. (There may be a few more than 10, but that's all the EMIS/SEMIS computer discovered in a recent search).

What kinds of jobs do these men do? How do they feel about being classified as home economists? What do they like — and dislike — about home economics jobs? With the help of State Leaders-HE and the male home economists themselves, we got the answers to some of these questions.

Out of the 10, seven answered our requests for information about themselves and their work. Their titles were different — no two alike.

Four of the agents or area specialists indicated that most of their work is in the human relations or child and family development field. One works in 4-H; another in EFNEP; and another in housing and interior design.

When asked if their jobs as male home economists differ from those of female home economists, few variations were noted. Responses to this question seemed vague and the thought occurs, "Is the writer strain-



Rich McCaffery demonstrates proper blender care.

ing to establish a difference here?" Each home economist, male or female, interprets a job in a different way. The question still remains — does the male home economist's job really differ from that of the female home economist?

In preparation for their jobs, the male Extension home economists hold degrees in such varying fields as: child and family development, family relationships, human ecology, psychology, food science, community development, and housing.

When asked what they especially enjoy about home economics work, the men commented:

"...Actually, I don't consider

myself a home economist; but rather a family and human relations specialist. My being considered a home economist is more by circumstance than design."

*Bill Burk
Hillsboro, Mo.*

"...It's such a broad area which encompasses something that is helpful and/or useful to nearly our entire clientele — youth and adults."

*Richard M. McCaffery
Cooperstown, N.Y.*

"...I believe that home economics is a liberating force in America. It is the only discipline I can think of that

teaches practical everyday living skills that make people less dependent on institutions in our society.”

*Frederick H. DuFour
New Hartford, N.Y.*

What did they view as the least favorable aspect of home economics work? The men said:

“...Being classified and administratively treated as a home economist. My job as I perform it would probably be more effective and better received were it classed in some other category.”

*Bob Cusick
Mexico, Mo.*

“...In my role, the least favorable aspect is the administrative paper work — reports, recordkeeping, etc.”

*Michael J. Tate
St. Joseph, Mich.*

How does it feel to be a male home economist in a field dominated by thousands of women? Here are some of the agents' reactions:

“Didn't realize I was one of such a small group.”

“Wonderful! It's a great, expanding field and there's plenty of room for men and women.”

“At times, it's a real pain!”

“Refreshing to work in a non-machismo oriented department. Find the women I work with are more willing to share feelings and ideas than the men I have previously worked with.”

“Sometimes embarrassing when you are in all male company and you're introduced as a home economist.”

Asked if being male helped them do their job, the group was split in their answers. Two said yes. *Everett*

Pollard, Las Vegas, Nev., said, “Being male helped me when I worked with Indians because I got along better with the Tribal Council.” One said no.

Wayne Grossman, Ellicottville, N.Y., called the question “irrelevant,” saying that personalities — not sex — make the difference in how well one handles the job. Two said they honestly didn't know. And one respondent said he just couldn't answer.

The two male home economists who said that being male helped them to do a better job gave these reasons:

“...Have had more success than female counterparts in getting men interested in home economics subject matter.”

“...Was able to help a local professional man building a new



Wayne Grossman (right) makes a point in his home economics role.



Fred DuFour teaches a class on constructing low-cost children's furniture.

home iron out a housing problem. Feel that my being a male area specialist helped."

The men were also asked if they would consider other jobs in home economics. Three said yes; four said no. Those who expressed interest mentioned fields such as social gerontology, nutrition, and research-teaching in child-family development on a university campus.

The last question the men were asked was "Why do you feel that home economics is a good field for men?" Here are their replies:

"...Let's not rush to predrawn

conclusions!"

"...Men can and do work well in child development, family relationships, and the field of aging."

"...I think it is a field that needs some men to obtain a measure of balance. That's something most fields don't have in the U.S. today."

"...I feel that if a man likes working with people on an informal, educational basis, this type of job is ideal."

"...I believe that people have to break out of the roles they are placed in on the basis of their sex."

"...If a man's field of interest is

classified under home economics, then — home economics is a good field for men."

The male Extension home economists surveyed for this article expressed their views very candidly. Obviously, their chosen role as "pioneers" is not the easiest path to follow. There are some real problems associated with being a male home economist.

How does one summarize such a story? The men spoke — and spoke well — for themselves. Perhaps their opinions and concerns can serve to stimulate individual thought and useful discussions among others in local, state, and national offices of the Extension Service. While small in number, male home economists can contribute much to the effectiveness of Extension home economics. Their insights, their experiences should be drawn upon and better utilized.

Only three of the seven men said they'd be interested in seeking other home economics jobs in the future. Some expressed satisfaction with where they are; others did not.

If we want to achieve true equality in the future, we should ask ourselves:

- Why aren't some of these men more positive and proud of their connection with the profession of home economics?

- How can home economics (and Extension home economics) improve its image so that more men are proud to be associated with the field, and more men will seek employment in it? □

Have tools. . .will travel

by
Linda Benedict
*Assistant Extension Editor
Cooperative Extension Service
Iowa State University*

Just like borrowing books from a mobile library, people in Scott County, Iowa, can borrow tools from a tool lending van.

They can even get them delivered right to their door and learn how to use them.

That's a "come-on" feature of the Ship Shape (Self-help Home Im-

provement Project) operated by Joan Zelle, housing aide. She works out of the county Extension office under Extension home economist Mable Flint.

Joan's main job is making home visits to people requesting help with simple home repairs, like fixing leaky faucets and toilets and repairing

electrical outlets. During the warmer months, she helps a lot of people fix torn screens and during the colder months, shows them how to putty windows and install weather-stripping.

A typical day for Joan includes four or five home visits. During a week she'll also speak to two or three



Joan teaches Mary Camp, a Davenport widow, how to do some electrical repair work.

groups on home repairs. Monthly she puts on a public demonstration at a nearby shopping center or neighborhood hardware store.

Joan parked her van at the Scott County fair this past summer to publicize her simple home repair program. She asked for a small deposit before giving out the tools. The deposit is returned when the tools are. The deposit varies from 50 cents up to \$10 depending on how many tools are borrowed for how long.

Joan has the longest simple home repair program going in Iowa. She's been on the job since October 1974. But she's not the first, nor the only housing aide.

This type of individual teaching from an equipped van began as a 6-month pilot project in Cedar Rapids, May 1974, with the assistance of Mary Yearns, Iowa State University housing specialist, and Dean

Prestemon, forest products specialist.

Mary first visualized the repair van service in Iowa. Dean helped with the funding requests and equipped the van — constructing the interior fittings to make it a mobile teaching unit.

The first aide worked in Cedar Rapids. Her success inspired the Extension staff there to hire another aide to cover all seven counties in the greater Cedar Rapids area. However, this system spread the aide's time too thin and didn't prove as effective.

A little farther west near Ft. Dodge, a similar effort is just getting underway. It's taken on a little different slant, though, since it's being funded as a rural development project. The aide there, Jo Ann Albright, covers three rural counties and doesn't have the advantage of shopping centers and densely pop-

ulated neighborhoods for public demonstrations.

She also doesn't have a showy van. She packs her tool kits in her car and does a lot of door knocking.

The basic philosophy of these programs has been to teach people to help themselves. Their main resource of reference is the Extension publication, *Simple Home Repairs*, PA-1034. The target audience is low-income and elderly people.

The housing aides stick to simple home fix-ups so they don't interfere with the business of local plumbers, carpenters, and electricians.

Before Joan got started in Davenport, Mable alerted the trade unions and businesses asking for their suggestions and help. "I've been in Extension long enough to know you don't surprise people if you want their support," she said.

Joan received free training and supplies from these local tradespeople. The \$300 worth of tools she loans out were donated from local individuals and businesses.

During her first 9 months of service, Joan put into dollars and cents how much she'd saved Scott County citizens with her program. For water faucet repair she saved her clientele \$989 based on the going rate for plumbers of \$21.50 per hour.

For electrical repairs she saved them \$337.50 based on the rate of \$18.75 per hour for an electrician.

And that doesn't include all the other types of training she provides—nor the people she reaches through group meetings.

Joan has no idea what repair problems she'll run into during her daily rounds. And there's no job she won't tackle, her supervisor said.

"I'm always learning," Joan laughed.

An 85-year-old man called Joan to his house and donated some tools to her van. He was so impressed with the story of her program he told her:

"I don't know how you get your funds, but you're a godsend to this county."

Wouldn't it be nice to have Joan and a simple home repair van in every county? □



Joan shows a passerby some of the tools available from her lending library.



MAKING ENDS MEET- TODAY & TOMORROW

by
Bernadine H. Peterson
Family Living Education

and
Nellie McCannon
Agricultural Journalism
University of Wisconsin-Extension

In a time of rising unemployment, lack of money is often the worst family worry. So when 159,000 Wisconsin workers were laid off in mid-January 1975, this was an opportunity for University Extension to reach a "new" audience—families living with unemployment.

Laid off auto workers in Kenosha and Janesville had helped swell unemployment figures and Special Unemployment Benefit (SUB) funds were running out.

Extension staff, including county home economists Phyllis Northway and Penny Landvogt worked with representatives from local auto workers unions in both cities to plan the program—"Making Ends Meet."

Coping with stress as a family unit is a major concern in families where a wage-earner is unemployed. The effects of stress were explored in one session, "Getting it All Together." Jane Tybring, Extension specialist in family relationships, and Wilbur Thomas, human relations specialist, role-played several ways of handling stressful family situations related to unemployment and involved participants in analyzing and discussing these.

Evaluation by participants identified areas of new learning. Marion Longbotham, housing specialist, and Glenn Barquest, agricultural engineer, demonstrated tools, methods, and products for simple home maintenance and repair. They also discussed ways to avoid home repair frauds.

Ruth Diez, specialist in textiles and clothing, demonstrated selective purchasing of jeans and T-shirts. Pitfalls to avoid and substitutes for money (time and energy) were presented by Margaret Nelson, Extension specialist in family economics, as ways for families to avoid overspending.

"Money can be saved in the supermarket if we use wise buying practices," said Charlotte Dunn, food specialist. Jane Voichick, nutritional sciences specialist, discussed saving money and still maintaining an adequate protein intake by making wise food choices. "Many of us get more protein than we really need," she said.

Fact sheets, carrying the "Making Ends Meet" heading, covered "Reinforce Readymade Clothing for Extra Mileage," "What is This Crisis Doing to My Children?," and "Consumer Protection for Job Seekers."

During the noon break there was time to chat informally with specialists and view Extension exhibits on gardening, food preservation, food safety, home repairs, and the services of the local Extension office.

Community services and agencies, including the Food Stamp office,

area technical school, library, Transit Authority, Family Planning, Social Services, and the United Auto Workers Credit Union, also provided exhibits to alert families to local community sources of help and information.

The program was advertised via local media and handbills. The United Auto Workers local in Janesville told about the program in a large newspaper ad. *The Kenosha Labor* newspaper ran a series on "Making Ends Meet," including an editorial headed "Help in Hard Times."

Although fewer individuals than expected participated in the program, certain positive outcomes were noted. New contacts were established between United Auto Workers and the University of Wisconsin-Extension in both communities.

A nucleus appears to have been created for developing a "new" audience for Extension programs in the two counties. One program participant wrote: "This meeting is only a drop in a huge knowledge desperately needed."

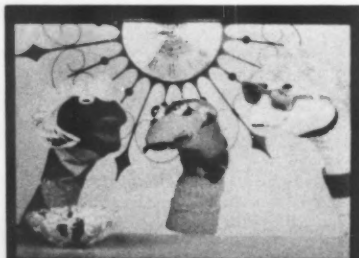
Both Janesville and Kenosha Extension home economists find themselves in a better position to work with people in their communities since involvement with the program. In Kenosha, Phyllis has continued to use fact sheet information in newspaper columns. In Janesville, Penny is continuing efforts to work with area unemployed in "Making Ends Meet." □



A young family learns about home maintenance procedures from Glenn Barquest, Extension agricultural engineer.

Filmstrip-cassette unit proves timely teaching tool

by
Karen A. Rugh
Asst. Home Economics Editor
Cooperative Extension Service
The Pennsylvania State University



Slide #4 *Meet Henrietta, Aggie and Alvi—people who have budgeting problems.*



Slide #5 *And this is a special shopper—a wise manager, who can deliver her family's food money.*



Slide #6 *There are bill beasts, ready to attack a victim of poor credit management.*



Slide #7 *And here's Stan, a doorstep delivery person, who can deliver headaches to your door if you're not careful.*

What all these folks have in common is that they and other personalities appear in a series of 15 filmstrips produced for people who work in consumer education.

Colorful personalities and clever scripting, aimed at teaching low-income families how to better manage resources, are typical of the lessons developed in a special project undertaken by The Pennsylvania State University Cooperative Extension Service.

Project Director Harold E. Neigh, Extension consumer marketing specialist, says the project was designed to develop and evaluate educational material for a synchronized audiovisual system.

Neigh has developed 15 lessons, each with a single concept, under the broad categories of budgeting, food shopping, consumer protection and credit. Input for lesson contents came from many sources. But because nutrition aides working with the Expanded Nutrition Education

Program in Pennsylvania were more familiar with the consumer needs of the intended audience, their experience and ideas were relied upon heavily for the lessons.

The delivery system selected for the project was a filmstrip—cassette tape playback unit. The sound track is synchronized with the film advance. The viewing screen is 3 by 4 inches—suitable for one to three viewers at a time. The proximity of the machine and viewer tends to draw the viewer in and make for a more personalized type of instruction. Weighing about 8 pounds, the machine is very portable. It can be operated on ordinary house current and used in a variety of study situations.

“The playback unit is an effective technique in gaining the attention of homemakers,” reports Neigh. With the machine, information can be taught in the same way to all recipients with little or no chance that an important point will be forgotten or overlooked. Although it was not demonstrated, nutrition aides using the machines and lessons, felt they were able to communicate more effectively with poor readers.

Neigh feels there should be no problem of transferring the teaching system and lesson contents to other states and other clientele. The approach is intended for low-income consumers on a one-to-one basis. The lessons have already been used in various ways outside the scope of the project. The film-strip and cassette can be operated in a number of different teaching machines.

The material is being made available on a cost basis to other state Extension Services, agencies, and commercial firms. Pennsylvania county Extension staff members are already maximizing it by developing education programs in similar subject areas for various audiences. □

Agents armed with crop and livestock data

by
Gary L. Vacin
Assistant Extension Editor
Agricultural Economics
Cooperative Extension Service
Kansas State University

Kansas Crop and Livestock Reporting Service, headed by Ray Hancock, and two Extension economists, Joe Kropf and Richard Fenwick. The result was a series of five



Joe Kropf, (left) discusses the statistical marketing program with Raymond Hancock (center), and Richard Fenwick.

Ever since the U.S. government began collecting marketing statistics in 1839, many farmers and ranchers have been critical of public release of crop and livestock reports. This criticism has intensified since the big Soviet grain purchase in 1972 and the break in livestock markets in the fall of 1973.

As a result, county agents across Kansas saw the need to educate farmers on the value and application of the crop and livestock estimates issued by USDA and the Kansas Crop and Livestock Reporting Service. So they turned to Kansas State University for help.

K-State, in turn, involved the

regional meetings across the state designed to arm county agents with information they would pass on to Kansas farmers.

The day-long programs emphasized three basic points: how crop and livestock estimates are developed; why crop and livestock reports are needed; and how to use the data.

Fenwick opened the sessions with a discussion of why timely, accurate statistical information is necessary if agriculture is to maintain any semblance of an open market system.

As an illustration, he cited the obvious production and marketing differences between manufacturing

and farming. "The tractor industry is characterized by few producers selling to a large number of buyers," Fenwick pointed out. "Public market information is not necessary because there are so few manufacturers. Prices reflect costs and markups; output is geared to demand, and if the market softens production is simply curtailed."

On the other hand, farming is characterized by many producers selling to relatively few buyers. A farmer in northwest Kansas is not aware of the production plans of a farmer in southeast Kansas. Thus, production estimates and price fluctuations serve as signals to both farmers.

"Knowledge of production and price data is necessary if farmers are to make rational management and marketing decisions," Fenwick said. "Accurate and free access to market information is one of the requirements for competition-among-the-many. The continuation of an open market agriculture much as we have today partially depends on accurate crop and livestock reports."

Hancock outlined his agency's role in the overall effort; that of collecting raw material, reviewing survey results and publishing estimates readily accessible to all. He itemized the reports coming from his Topeka office, which include summaries of crop and weather conditions, production prospects, pasture and range situations, cattle on feed, slaughter, livestock coming into and leaving the state, and prices for farm products.

Kropf stressed that the real value of crop reports is not that they are free, but that they come from an unbiased source. "They don't present the information as it ought to be or what biased interests might like it to be, but rather as it is," he said.

"Commodity organizations can be biased in their situation and outlook estimates, either by chance or design. The producer needs the most accurate situation and outlook statistics possible. Only then can he effectively manage his marketing." □

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4-H'ers Sing A Salute to America

The Salute to America Singers — a group of 36 4-H'ers—is putting the Lakes Country area of Southwest Missouri on the Bicentennial map. Offering a singing salute to their American heritage, the brightly red-white-and-blue attired youth premiered at the 1975 Missouri State Fair and will soon release a record album entitled: "A Musical Salute to America." Other plans for the Bicentennial year include a national tour in the spring of 1976 and a trip to Europe in late summer.

The singers were organized as part of an inter-county program to strengthen the citizenship aspect of 4-H youth development by University of Missouri Extension Youth Specialists Jim Sawyer and Bill Young. After official approval by the Missouri Bicentennial Commission, the program received some funds from the University of Missouri, a grant from the Missouri 4-H Foundation, and financial support from area 4-H and Extension Homemaker Clubs.

Summer Workshop Scheduled in Farm Management

A summer workshop called AEc 510, Advanced Farm Management for 9 hours of graduate credit, will be offered for Extension workers in all states June 21 - July 31, 1976 at Oregon State University. Deadline for enrollment is May 15. For more information on the course and housing, etc., write to Manning H. Becker, 213 Extension Hall, OSU, Corvallis, OR 97331. (505—754-1484).

Rural Health Week Planned

April 4-10, 1976 is National Rural Health Week. ES and the National Extension Homemakers Council are among the several agencies and organizations cooperating in this week. Planners of the event have prepared a kit of materials which (1) describes the activities of all participating and sponsoring groups, (2) offers suggestions for local NRHW events, and (3) contains information about additional available rural health materials. ES is supplying kits to states in sufficient numbers to distribute to all county Extension offices.

NRHW is intended to be a Bicentennial event and will coincide with the National Conference on Rural Health to be held in Phoenix. The American Medical Association will sponsor a 1-day Extension workshop and research forum on rural health at that same time.

people and programs in review

New Applied Forestry Journal Seeks Manuscripts

The *Southern Journal of Applied Forestry* is a newly formed quarterly being published by the Society of American Foresters. The journal will provide a medium for communications among those concerned with forest land management in the South by disseminating the latest technical information and applied research results.

Volume 1 is scheduled for 1977. Manuscript submissions and inquiries about the journal should be addressed to:

Harold E. Burkhart, Editor
Southern Journal of Applied Forestry
Department of Forestry and Forest Products
Virginia Polytechnic Institute and State University
Blacksburg, VA. 24061.

Sewing Without Seeing

Sewing a garment isn't easy; and if you're blind, it's next to impossible. In Michigan, Wayne County Extension Home Economist John Criner organized a recent workshop — "Sewing Without Seeing" — to assist teachers and occupational therapists in instructing the blind to sew.

Aided by the Greater Detroit Society for the Blind and volunteer instructors (some of them blind), the workshop proved so successful Criner plans to hold another one on teaching knitting, crocheting, and rug hooking to the blind.

North Carolina Offers Special Summer School

The annual Special Summer School for Extension and other adult educators is scheduled for June 28 - July 16, 1976 at North Carolina State University. Courses will be offered in agricultural waste management, commercial vegetable production, farm management, program development, evaluation and accountability, food preparation, aging, and leadership.

Printed brochures with application forms are available from P.O. Box 5504, Raleigh, N.C., (919) 737-2819.



**EXTENSION
SERVICE**
review

U S Department
of Agriculture

May
and June
1976

Cooperative
Extension
Service--
Born from
a Need
of People

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.

EARL L. BUTZ
Secretary of Agriculture

EDWIN L. KIRBY, Administrator
Extension Service

Prepared in
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Cover photo:

At a 1939 county elimination to select a champion judging team, fellow 4-H'ers listened closely as Richard Mather recited his reasons for placings to County Agent H. R. Stucky. (Montana)

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 60 cents per copy or by subscription at \$3.80 a year, domestic, and \$4.50 foreign.

Reference to commercial products and services is made with the understanding that no discrimination is intended and no endorsement by the Department of Agriculture is implied.

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EXTENSION SERVICE review

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

CONTENTS	Page
Cooperative Extension Service—born from a need of people	3
Gestation	3
Birth	5
Adolescence	9
1914: Extension legitimized	10
4-H: early hustlers	10
Help for homemakers	12
Mobilizing for World War I	13
Depression days	13
World War II and the nifty fifties	14
Recognizing rural development	16
The sixties. . . and what is EFNEP?	16
Mulligan Stew served media style	17
Extension goes international	18
Extension is COMMUNICATIONS	20
Administrators of Extension Service-USDA	21
Dynamic future . . . the seventies and beyond	24
The Knapp Arch	27

A photojournalism look at Extension

Many years are covered and many people were involved in this issue of the *Review*. Although the Cooperative Extension Service is only 62 years old, it seems appropriate during our Nation's Bicentennial to look back into history for the roots of Extension's unique heritage.

The ES-USDA information staff, who spent many hours searching old files and rewriting copy, takes pride in believing this is one of the most complete photojournalism histories of our agency.

Special thanks go to Mary Cowell of the USDA Photography Division and Frances Dickson, who recently retired from our information staff, for their help in unearthing many priceless photographs. Also to Helen Brock of the ES-USDA staff and Wayne Rasmussen and Jane Porter, historians from the Economic Research Service, for assisting with the text. Many of the photographs were taken by now retired USDA photographers, Edwin C. Hunton and George Ackerman.

If we've left out the favorite Extension historical date or event from your state because of space limitations send it in—we'll save it for Extension's Centennial issue in 2014! — *Ovid Bay*.

Cooperative Extension Service — Born from A Need of People

*“What a man hears, he may doubt;
what he sees, he may possibly doubt;
but what he does, he cannot doubt.”*

This quotation from Seaman A. Knapp helps explain the idea behind the birth of the Cooperative Extension Service, which emerged from farm demonstrations... “learning by doing” girls’ and boys’ canning and corn clubs... the gatherings of overworked and weary homemakers to learn practical lessons in family living. These were the real reasons the Extension Service first drew a meaningful breath.

These are the reasons the Extension Service breathes with vitality today. The basic Extension idea was born from the needs of people—men and women across the Nation, attending “farmers’ institutes” to hear

“professors” from the “ag colleges.” They learned about the newest grain varieties, how clover increases yields in crop rotation, why protein in the ration is important to fatten livestock, how to can and preserve food, and how to stop the boll weevil.

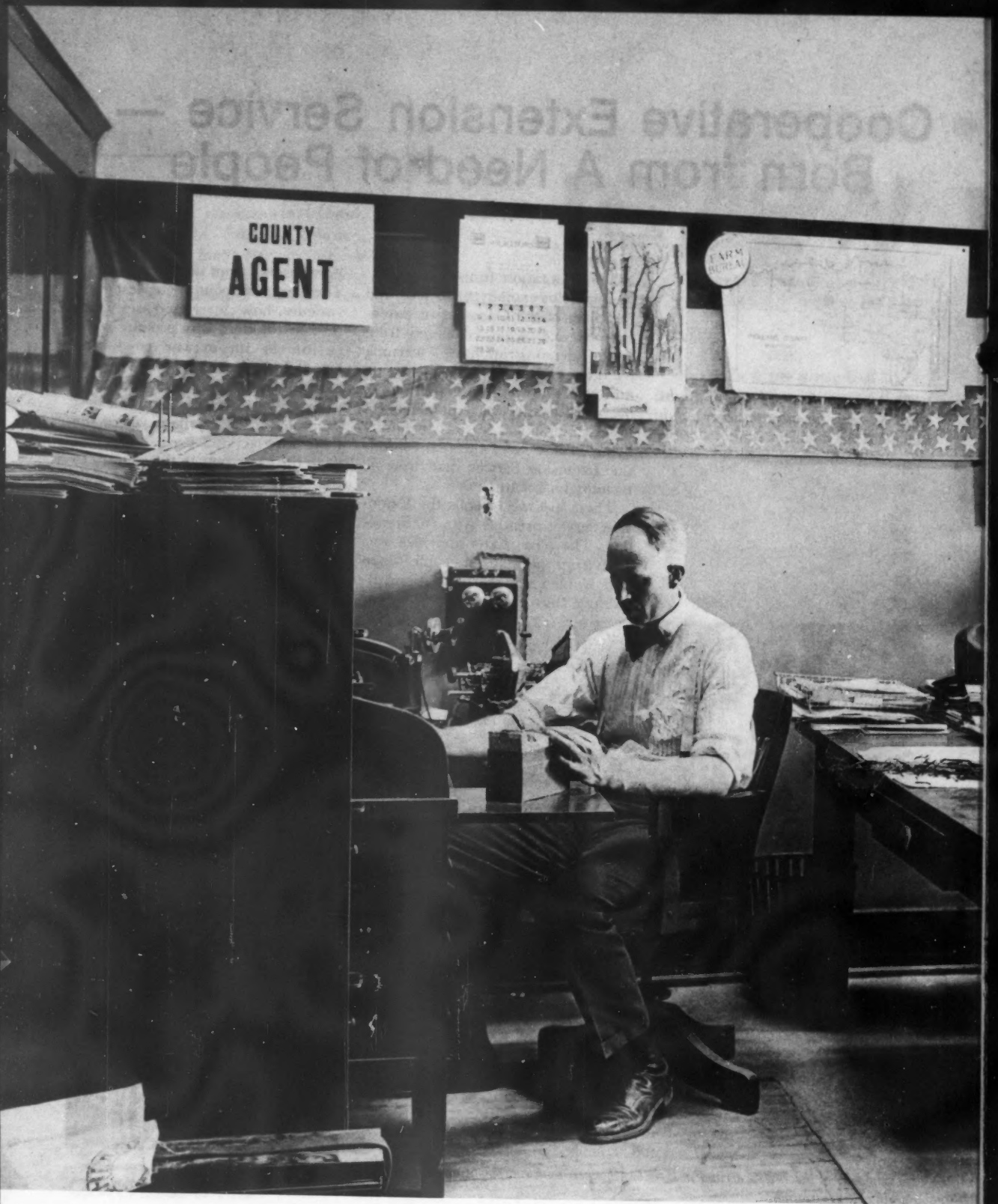
Extension Service is one of the best examples in government where the motivating action for legislation rose from the grassroots in the country to the Congress. Apparently it took longer that way! Let’s see how it came about. . .

Gestation

The growth of Extension was interwoven with actions at both the



Homemakers of the 1920's arrived in their best bonnets with equipment for an Extension clothing demonstration.





This Montana county agent's office typified the Extension base of operations in 1919.

national and state levels for several decades before the formal format of disseminating educational information was established by the U.S. Congress in 1914:

—In 1856, just after his election to Congress, Justin S. Morrill, Vermont, introduced a resolution to the agricultural committee suggesting that agricultural schools be established similar to those at West Point and the Naval Academy. The resolution was killed, but he reintroduced the idea in 1857 as the first land-grant bill. President Buchanan vetoed it in 1859.

—Exhibits and manuals found in a library in Cattaraugus County, N.Y., establish 1856 as the first date of a corn-growing contest (not a club) for boys. Horace Greeley, founder of the *New York Tribune*, sponsored the contest.

—As early as 1859, Massachusetts records an "institute" for farmers sponsored by the state board of agriculture. Open meetings of "agricultural societies" became popular in the New England states with the agricultural colleges picking up the "institute idea" as a means of publicizing their programs, recruiting students, and building political support. Other early institutes were Connecticut, 1863; Kansas, 1868; Illinois, 1869; Iowa, 1870; and Nebraska, 1873. By 1900, more than 2,000 such institutes were held yearly as the movement gained national recognition. Agricultural college staffs appeared on these programs to discuss new practices. Thus was initiated the three-fold plan: teaching students, conducting

agricultural research, and applying the results through Extension.

—The Land-Grant Bill finally signed by President Lincoln on May 15, 1862, during the hectic days of the Civil War, endowed the state land-grant colleges with 11 million acres of public land.

—In 1875, both Connecticut and California established an agricultural experiment station. Stimulated by the demand from the land-grant colleges for development of research, Congress passed the Hatch Act in 1887, appropriating to every state \$15,000 for experiment stations.

—From 1904 to 1911, railroad "demonstration trains" carried speakers discussing selection of seed corn and other subjects to several stops each day. One leader was Prof. P. G. Holden, Iowa State College. In 1911, 62 trains carried 72 lecturers more than 35,000 miles and reached almost a million people. (And they did all this without an EMIS-SEMIS system!)

Birth

The boll weevil—not Smith-Lever—was midwife to the Extension Service.

In 1892, the cotton boll weevil sneaked across the Rio Grande River from Mexico and started chompin' on that bigger (naturally) Texas cotton. By 1903, the insect had Texas cotton producers in an economic bind and ready to give up on their most profitable crop. About this time along came an uncommonly successful agricultural teacher with the unlikely name of Seaman A.



During World War II, Extension promoted victory gardens on the home front.



Proud smiles of these 4-H boys reflect their hopes for a prize at a 1933 county fair.



In 1916, this county agent's tour made a popular outing for Indiana farm families.



Electronic communication—radio and telephone—speeded information from the county Extension office to the public in the 1930's.

Knapp, who obviously preferred the soil to the sea.

Knapp, a USDA employee since 1898, had been developing rice production in southern Louisiana for 13 years, using one farm in each township as the "demonstration farm." Knapp was not napping. He didn't want the boll weevil in Louisiana. At a mass meeting in Terrell, Tex., Feb. 26, 1903, he proposed a "demonstration farm" to show area farmers how following the directions of USDA could help combat boll weevil damage to their cotton yields. A committee of eight businessmen deposited \$450 in a local bank to cover any loss if the experiment failed.

You know the rest. Walter C. Porter volunteered 70 acres of his

farmland—probably figuring that \$450 would be the best "crop" he had banked in years! Instead, by the end of the year he had made \$700 more than if he had followed his old practices.

Next, the Secretary of Agriculture and the Chief of the Bureau of Plant Industry visited the farm and recommended \$250,000 be appropriated to combat the boll weevil. After Congress came through with the money, the Bureau of Plant Industry assigned \$40,000 to Knapp to determine what could be done about "bringing home to the farmer on his own farm information which would enable him to grow cotton despite the presence of the weevil."

Jan. 27, 1904, W. M. Bamberg was appointed as agent to *hold meetings* in

towns along the Fort Worth and Denver Railroad. (Extension has been holding meetings ever since.)

That year other agents joined Bamberg—20 in Texas, 3 in Louisiana and 1 in Arkansas. They held approximately 1,000 meetings where 7,000 farmers agreed to hold demonstrations on their farms. Working 10 to 20 counties along the railroad line, these men were called "agents" and not "county agents." Today, they would be called "area" or "district" agents. So, Extension had "area agents" before "county agents."

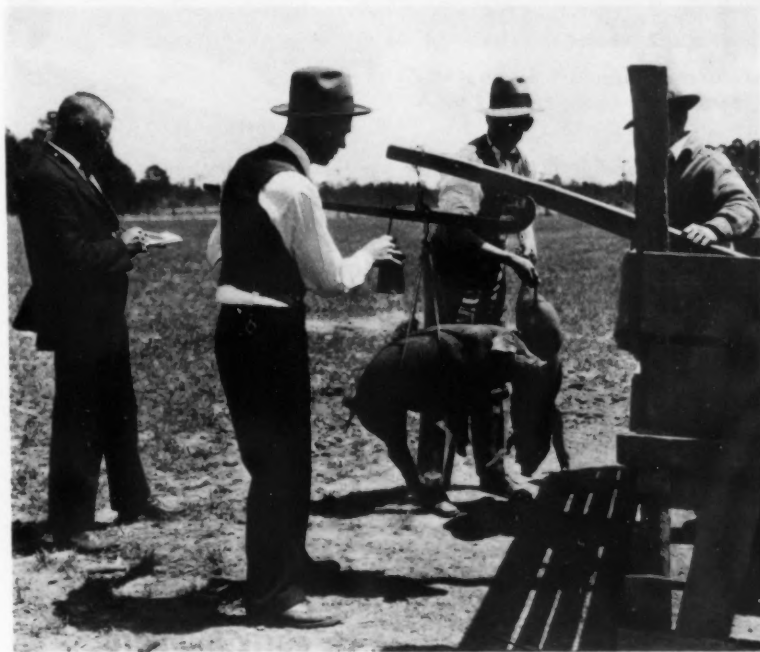
Adolescence

Proof of the recognition of the value of Extension's early goal of helping people help themselves was the terrific private and local tax support in the South during the 1906-14 period before national legislation started appropriating annual funds. The General Education Board (John D. Rockefeller endowed) furnished \$1 million to extend Knapp's demonstration farm work, and more than \$1 million came from local businessmen, equipment companies, and tax units.

This funding plus limited USDA funds gave Knapp the opportunity he had been dreaming about—to start a network of USDA agents in each county of the Nation.

The first "county agents" were both appointed the same day—November 12, 1906. W. C. Stallings served in Smith County, Texas; Thomas Campbell worked in Macon County, Alabama, in cooperation with Tuskegee Institute.

Who was the first state director of Extension? Depends partly on how you define the terminology used to describe the job. Cornell University established an "Extension Program" in 1894 with a state appropriation, and named Liberty Hyde Bailey as



Weighing pigs was part of the job for Extension specialists in North Carolina in 1929.



The Smith County, Texas, Boys Corn Club and their crop thrived with the help of W. C. Stallings (bearded) — one of the first county agents in the United States (1909).

“director.” Illinois appointed Fred H. Rankin as the “University’s Agent” in “Institute and Extension” in 1902. Ohio made A. B. Graham “Superintendent” in 1902, but a separate “Department of Extension” was not established until 1909. Iowa named Perry G. Holden director in 1906. Kansas, Minnesota and perhaps others had directors at an early date.

1914: Extension legitimized

Extension was real and growing. But all of the state “parents” of Extension felt a need to “legitimize” their progeny to get it more support and recognition from the expanding subject-matter departments at the land-grant universities.

Aided by land-grant staff, Senator Hoke K. Smith, Ga., and Rep. Asbury F. Lever, S.C., presented the bill that made the Extension Service a legal educational arm of the U.S. Department of Agriculture. It was signed by President Woodrow Wilson on May 8, 1914. With this legislation, Extension became a nationwide system funded and guided by a partnership of federal, state, and local governments to deliver information to help people help themselves through the land-grant university system.

Initial federal funding was \$600,000 with an additional \$500,000 each year for the next seven. Federal funding for Extension in fiscal year 1975 is \$229 million. This is more than matched by state and county funds to support the Extension

programs carried on in agriculture, home economics, community development, and 4-H-youth by more than 16,000 professionals and 7,000 paraprofessionals, plus administrative support staff.

The forerunner of the present Extension Committee on Organization and Policy (ECOP) was the 1905 “Extension Committee.” The present name was stamped on the committee in 1915 as its duties were enlarged. The 13-member (plus the ES administrator *ex officio*) ECOP serves as the focal point and vehicle by which the Cooperative Extension Service system achieves a sense of common mission and purpose.

4-H: early hustlers

Parents and community leaders haven’t changed much. They’ve



The "Mulligan Stew" gang blow their horns for nutrition in the popular 4-H television series of the early 1970's.

been interested in developing their youth into responsible adults for a long, long time. But, about 1902, they seemed to start "putting it together" in a format that worked. Take your choice on which state was first—probably the one you live in! The records indicate:

In January 1902, A. B. Graham, superintendent of schools, Clark County, Ohio, organized a "Boys' and Girls' Agricultural Club." The program offered growing corn, planting a garden, testing soil, club meetings, visits to club members' plots, and an exhibit.

In February 1902, Supt. O. J. Kern, Winnebago County, Ill., organized a "Farmers' Boys Experiment Club" to promote improvement in rural schools. About 1903, the Texas Farmers' Congress sponsored the "Farmers' Boys and Girls League." In March, 1904, Supt. Cap E. Miller, Keokuk County, Iowa, organized a "Boys' and Girls' Agricultural Club."

In 1904, T. A. Erichson, Douglass County, Minn., spent \$20 of his meager salary as superintendent of schools to buy seed for one of the first corn-growing contests involving youth in that county. He later became its first state 4-H club leader. In 1906, more than 3,000 boys and girls were enrolled in agricultural clubs in Ohio. Girls' canning clubs originated in Aiken County, S.C., in the early 1900's.

The first boys' and girls' demonstration clubs under USDA sponsorship appear to be those started in Holmes County, Miss. in 1907. Organized by W. H. Smith, 82 members exhibited corn at a local fair. Smith became nationally known as "Corn Club Smith."

4-H was not always 4-H! The first emblem design was a three-leaf clover, believed used originally by O. H. Benson in 1907 or 1908 and standing for head, heart and hands. In 1911, Benson suggested that the fourth "H" should be "hustle" and the 4-H design was adopted. Later, O. B. Martin is credited with suggesting that "health" replace "hustle", and the 4-H emblem has

stood for "head, heart, hands and health" ever since.

Knapp initiated the National 4-H Camp in Washington, D.C., in 1910 when he promised a free trip to Washington to the club boy with the best corn yield in Mississippi. Following that lead, sponsors in South Carolina, Virginia, and Arkansas made the same offer, and the four winning boys visited the White House and received diplomas from "Tama" Jim Wilson, then Secretary of Agriculture. In 1911 and succeeding years, attendance grew until the camp became official

in 1927.

Today, two non-government organizations coordinate private support to 4-H nationally and assist Extension Service with programs: The National 4-H Service Committee, Chicago, formed in 1921, and the National 4-H Foundation, Washington, D.C., founded in 1949. The first National 4-H Congress was in 1922. Plans are now underway to unify these organizations as the National 4-H Council.

The first International Farm Youth Exchange (IFYE), now International 4-H Youth Exchange, was

conducted in 1948. Since that beginning, 3,500 U.S. youth have visited 76 countries, and 4,000 foreign youth have come to the United States. The 4-H Foundation started helping with this program in 1951.

Help for homemakers

"Our efforts heretofore have been given in aid of the farm man, his horses, cattle, and hogs, but his wife and girls have been neglected almost to a point of criminality. This bill provides the authority and the funds for inaugurating a



Extension Editor Louis True got his story in 1938 by interviewing a farmer "on location" in an oat field.



"Showing how" in Afghanistan—a U.S. Extension specialist on the job in 1958.

system of teaching the farm wife and farm girl the elementary principles of home making and home management, and your committee believes there is no more important work in the country than is this".

Congressman Lever made these comments as he cosponsored the Smith-Lever Act in 1914 stressing its home economics feature.

But, like county agents, home demonstration agents had not been waiting for legislation to give them a go-ahead. Their record shows:

—Ella G. Agnew was appointed on June 3, 1910, by USDA as the first county home demonstration agent. Actually, she served three Virginia counties — Chesterfield,

Halifax, and Nottoway.

Marie S. Cromer, after working with girls' canning clubs, became a home demonstration agent on August 16, 1910, in Aiken County, S.C.

Annie Peters, Boley, Okla., and Mattie Holmes, Hampton Institute, Va., joined the growing ranks in 1912.

First county home demonstration agent in the West was Amy Lyman, appointed to Sanpete County, Utah, on July 29, 1913.

The farmers institutes also advertised programs "especially for women." A typical program included home sanitation; kitchen equipment; house furnishings; home decoration; preparation of starchy foods, quick breads, and pastries;

and use of leftovers. In 1915, 335 home economics schools were held for 21,000 farm women in Arizona, Indiana, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, West Virginia, Wisconsin and Wyoming.

"Reading courses" for women were offered during the 1890's in Michigan, New Hampshire, Connecticut, New York and Pennsylvania. These courses included "household economics," "story of germ life," "what to eat and how to serve it," and a "study of child nature."

Mobilizing for World War I

The Federal War Emergency Fund was a boon to home demonstration agents. They were often the only ones left in the field and became an effective part of the U.S. effort—*Food Will Win the War*.

By June 30, 1918, 2,435 counties had agricultural agents and 1,715 counties had home demonstration agents assisting USDA efforts to increase wartime production of agricultural commodities.

Many county agents went into active service. Those who stayed on the job joined a nationwide effort to mobilize farm labor, putting into practice the best methods of increasing food production and conservation.

Extension agents also took an active part in the Liberty Loan and war savings campaigns and the Red Cross. However, when the emergency war fund expired on June 30, 1919, lack of financial support cut the number of home agents to 699 by 1921.

Depression days

Farmers were the first group to feel the pinch of the Great Depression, when production exceeded demand and the United States didn't have the export grain market that farmers now enjoy. County agents switched their emphasis to helping farmers with marketing techniques, including cooperative marketing of



EFNEP nutrition aides bring health and hope to low-income families.

grain, milk, livestock, and fruit and vegetables. Co-ops started to supply farmers the fuel, feed, and agricultural chemicals they needed.

USDA selected Extension to explain and interpret the new agricultural agencies and government action programs of the early 1930's to farmers and ranchers, helping them dig out of the Depression.

During those lean years, the home agent expanded her field from garden and food production and preservation to teaching home and money management, and other useful skills for homemakers.

In June, 1936, a group of Extension homemakers met at USDA in Washington, D.C., and—you guessed it—organized! They formed the



The trip from farm to processor was made easier and safer in 1920 by Extension know-how.

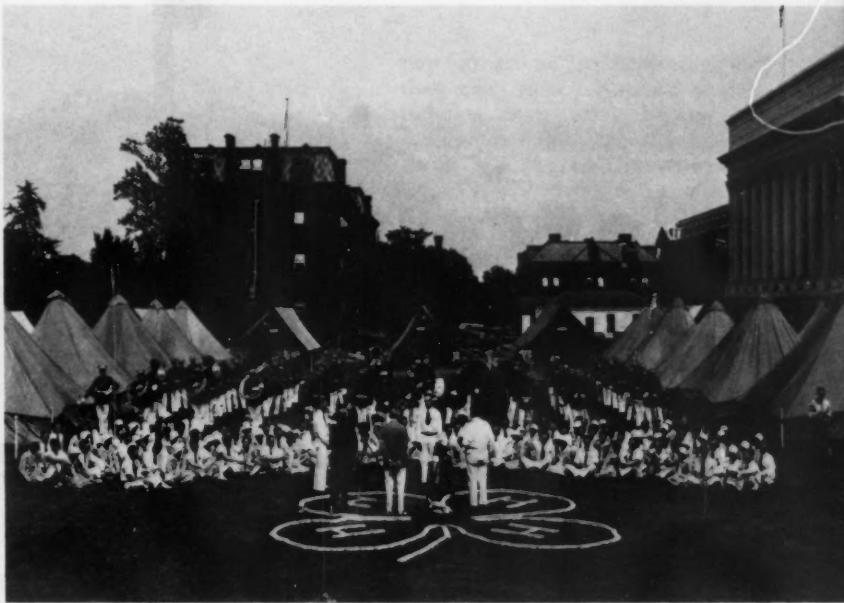
National Extension Homemakers Council (NEHC) to support and extend Extension's adult educational efforts in family living.

NEHC now numbers 600,000 and recently published the successful *Treasure Trails of the U.S.A.* for the Bicentennial year.

World War II and the nifty fifties

In early 1941, the Extension Service took on a key role in the "Food and Feed for Family Living" campaign of the National Defense Program. "Victory gardens" became fashionable both on farms and in city backyards, while 4-H'ers conducted scrap metal drives to help the war effort. Home demonstration agents stressed food conservation, and village, town, and city women joined the uniform-clad Women's Land Army to harvest vegetables and fruits.

When World War II ended and surpluses began to plague farmers



and ranchers, Extension again evolved programs to meet the needs of people.

County agents learned a new "language" as they carried new research information from state specialists to the farmer. New subject matter included selective herbicides which would leave a corn plant unharmed but kill all the broadleaf weeds around it; insecticides so strong a few ounces or pounds would protect an entire field; and feed additives that at a rate of a few milligrams per day, increased livestock gains and feed efficiency.

Serving commercial agriculture became more than a full-time job, and Extension began placing "subject matter specialists"—better trained for tomorrow's technology—in "area offices" to serve several counties.

By the fifties the 4-H Club program had added a new phase, now called "special interest groups"—one of the fastest growing areas of 4-H work today. Volunteer local leaders determine much of the success of Extension youth programs.

4-H'ers at the fourth national club camp in Washington, D. C., pitched their tents near the USDA Administration Building. (June 1930)



Local leaders planned community improvements for Butler County, Kentucky, in the 1950's.



On a spring day in 1932, Virginia 4-H'ers watched a culling demonstration at an outdoor meeting.

Recognizing rural development

While those early "county agents" in Texas and other Southern states were prolonging the reign of King Cotton by introducing educational information to combat the boll weevil, they were also doing "Community Development" work. Only it didn't go by that name. That came later.

In 1918, West Virginia Extension published a circular—*Focusing on the County Community*—to guide county agents in channeling all types of educational assistance to rural people. The victory gardens of the early forties were another form of community development. Hundreds of these original single-purpose organizations expanded into multi-purpose organizations, including cooperatives.

But it wasn't until 1955 that the term "Rural Development" (RD)

was stressed by Under Secretary True Morse of the Department of Agriculture. He initiated pilot programs in several counties. These community efforts helped farmers with limited and diminishing farm income opportunities. By 1961, 250 counties had pilot programs.

An expanded program started in the early sixties. Called Rural Areas Development, it focused on total community concerns. Congress first approved special funds for Extension to carry out this work in 1966. RD was mentioned in legislation for the first time in Title IX of the Agricultural Act of 1970. Title IX established RD as a national goal and as a mission of USDA. The first exclusive RD legislation was enacted in 1972, with Extension accorded a specific role in Title V of the Rural Development Act.

So, although it's often regarded as the "new kid on the block," rural development education can trace its

roots to the earliest days of Extension.

The sixties . . . and what is EFNEP?

The economy stayed strong in the sixties as the United States became involved in the "cold" war which turned hot in Vietnam. Surpluses gradually disappeared and agriculture returned to a "free market economy" with less and less grain in government bins.

Surveys showed relative prosperity, but many rural and urban families had neither the chicken nor the pot to put it in. Unaware of their nutritional needs, they didn't know how to properly buy or prepare food. Deciding that a country with our resources should feed everyone adequately, Congress appropriated \$50 million a year to teach low-income people how to select and prepare food correctly.



A county agent and farmer pause to ponder the 1925 potato crop prospects in Oregon.

USDA assigned the Extension Service leadership for this new effort called the "Expanded Food and Nutrition Education Program" (EFNEP). Conducted by the home economics and 4-H staffs at the state and county levels, the key element of EFNEP was the training of paraprofessionals (aides) in selected communities to make one-to-one contact with people needing help. EFNEP has enrolled 1,234,000 families in 6 years (1969-75), making it the biggest shot in the arm for Extension home economics since home demonstration agents started driving from door to door in a Model T Ford.

Mulligan Stew served media style

Extension philosophy has always stressed the merit of "teaching the

pup" as well as "trying to teach old dogs new tricks." National studies indicate that eating habits and nutritional knowledge of teenagers could stand great improvement. Since youth spend a lot of time watching television, Extension Service-USDA, in the early seventies funded and produced six 30-minute programs on nutrition for TV called *Mulligan Stew*.

Programmed-learning comic books were prepared and made available to accompany viewing and were tied in with classes in schools where possible. During the first years on the air, more than 300 commercial and educational TV stations used the films and approximately 6 million youth signed up to use the workbook. In addition, millions saw the programs but had no contact with Extension agents.

In 1968, the first nationally developed 4-H series featuring photography preceded *Mulligan Stew*.



Network radio reached large farm audiences with the "National Farm and Home Hour" from 1928 to 1960.



Extension goes international

Not content with spreading its people program from "sea to shining sea," Extension went "international" long before the Office of International Extension (OIE) was formally established in 1966.

Thirty-six foreign women and men learned "improved farm practices and Extension work" in 1944. From 1945 through the mid-1950's, Extension-type staff — both military and civilian — helped wartorn na-

Local farmers flocked to this 1935 growers' market set up by Extension in Muscogee County, Georgia.

tions rebuild their agriculture through the Marshall Plan.

Beginning in 1955, the Agency for International Development (AID) began contracting with land-grant universities for longer range agricultural development, with 35 schools participating.

Since 1966, 125 Extension women and men have served through AID Missions. One of International Extension's newest projects is a pilot test on teaching family planning

education.

Since that beginning in 1944, every state has helped train some of the 4,900 Extension workers from 100 developing countries — plus 17,700 non-Extension staff whose jobs relate to Extension education.

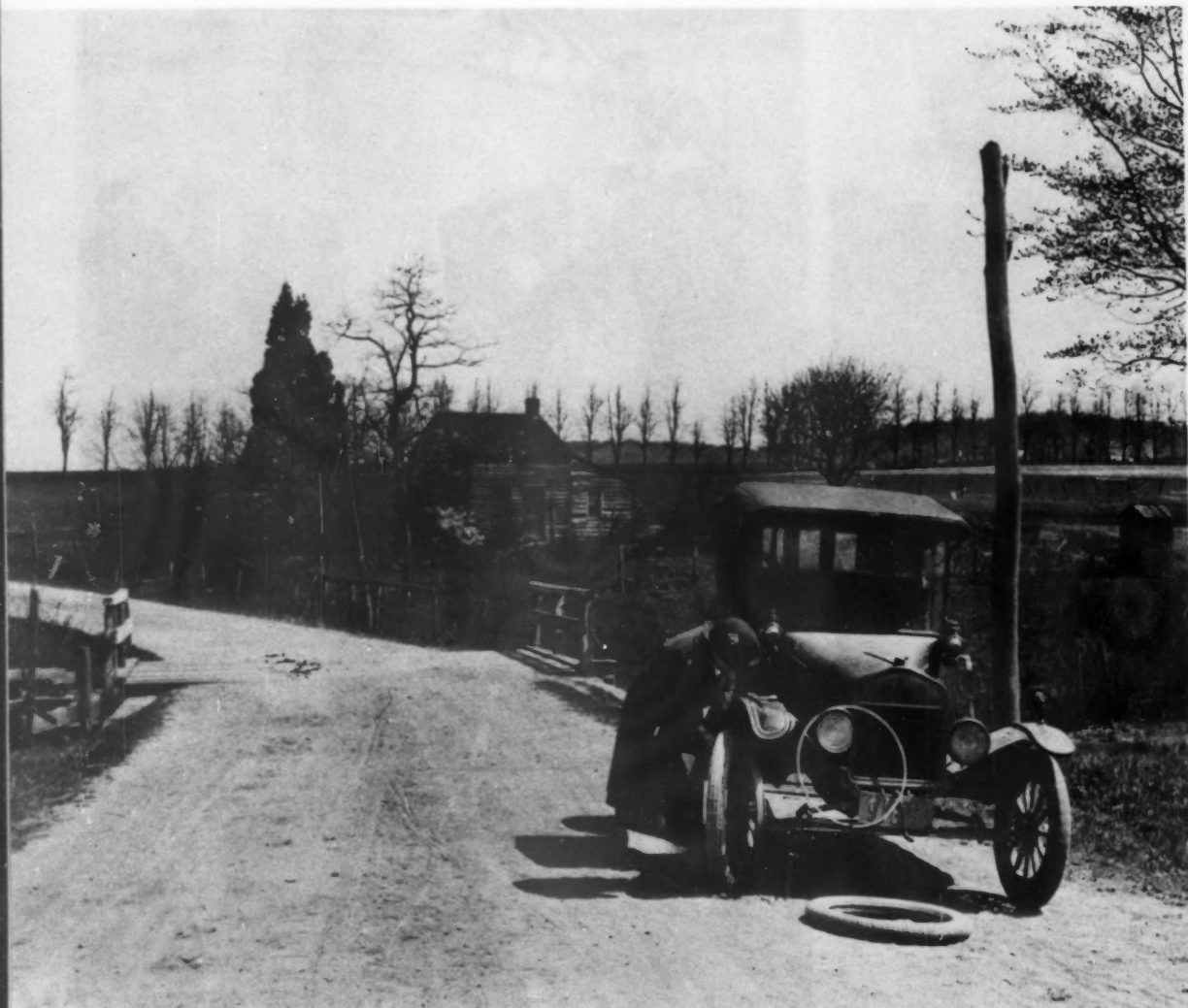
Today, with a world population of 3.5 billion expected to double by the year 2,000, the need for Extension assistance in developing countries was never greater.



Pennsylvania county Extension agents brought animals into the studio in the mid-50's to liven up telecasts.

In a 1969 U.S. Extension workshop, women from developing countries learned skills to teach others at home.





Extension women have always been "liberated"—this home demonstration agent fixed her own flat.

Extension is COMMUNICATIONS

"...to aid in diffusing among the people of the United States useful and practical information on subjects relating to agriculture and home economics and to encourage the application of same."

These are the most important 30 words in the entire Smith-Lever Act. That's what the Cooperative Extension Service is all about . . . reaching and teaching people.

How does an Extension staff "dif-

fuse among the people . . . useful and practical information?" Mostly by communications — oral — visual — written — and face to face.

Oral communication seems to come naturally to most people in Extension! Holding meetings and demonstrations soon develops oral ability and missionary fervor that has been an Extension trademark since the days of the old master Seaman Knapp—who was also a Methodist minister on weekends.

Visual aids, publications, and

mass media communications in Extension got their greatest impetus from Reuben Brigham who became the first Extension editor of Maryland in 1913. He was called to the Washington office of Extension in 1917 to develop an editorial and visual aid service for Extension editors. Since many states had no editorial offices, he helped initiate many of them. He stressed the need for this separate unit of administration to work with state specialists in preparing educational material for



Hand dusting was "pest management" for this South Carolina tomato patch in 1932.

county agents to use with their clientele. He set standards of professional quality to help the mass media extend the Extension message. In 1930, Brigham and his assistant and successor, Lester A. Schlup, founded the *Extension Service Review*, developing it into a nationwide exchange of good teaching ideas among agents.

Brigham sought and secured Extension participation in the then powerful *Farm and Home Hour* of the National Broadcasting Company (NBC).

Schlup headed the national Extension communications program from 1941 to 1958, conducting a strong training program with state staffs.

Today, state Extension communications staffs, following in the footsteps of Brigham and Schlup, attend regional and national workshops for professional improvement and cover the Nation with

useful information through contact with the local media.

Administrators of Extension Service-USDA

The "States Relations Committee" was the first official name of the present-day Extension Service headquarters from July 1, 1914, to June 30, 1915, with A. C. True, chairman. The name was changed to "States Relations Service" from July 1, 1915, to June 30, 1923, with True as director.

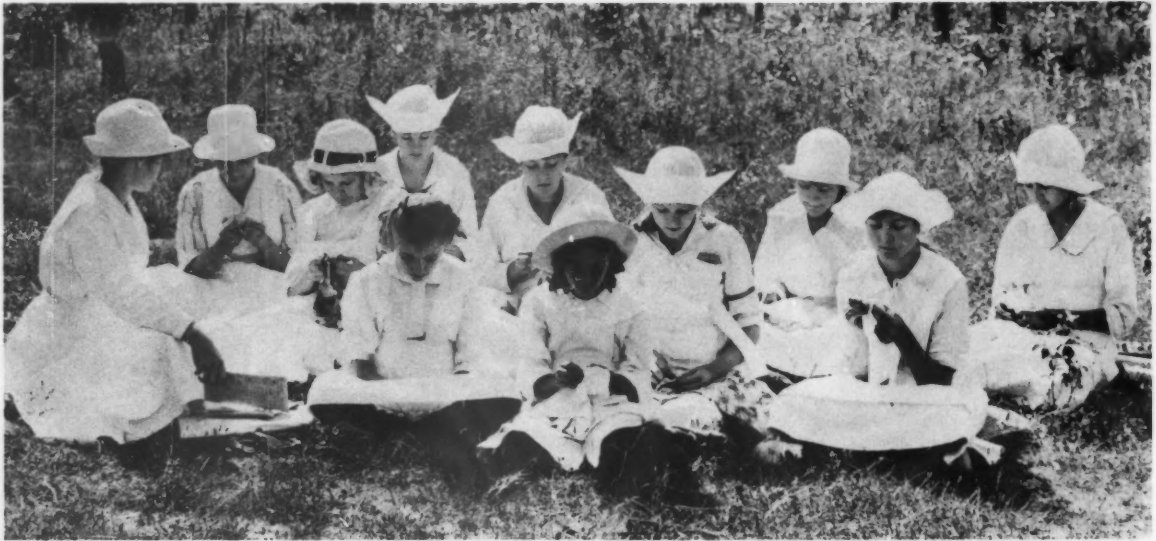
On July 1, 1923, the Extension Service was set up as a separate USDA agency, with C. W. Pugsley, Asst. Secretary of Agriculture, serving as the Acting Director of Extension work.

C. W. Warburton followed Pugsley, serving 16 years as Director of Extension Work from September

24, 1923 to January 31, 1940.

One of the directors of Extension work who had great influence on the growth and development of the organization was M. L. Wilson. He served as Director during the World War II years and recovery period—February 1, 1940, to January 21, 1953. Wilson, an early Extension worker in Montana, became one of President Franklin D. Roosevelt's farm policy advisors. In 1934 he was appointed Assistant Secretary of Agriculture, and in 1937 became Under Secretary of Agriculture.

C. M. Ferguson, from Ohio, became Director of Extension Work for USDA on January 22, 1953, with his title changed to Administrator of Federal Extension Service in December 1953, under a reorganization of the Department by Secretary Benson. His years as Administrator brought increased appropriations for



Crisp white caps were uniform-of-the-day for this 1917 Maryland 4-H sewing club.



Community canning was a mother-daughter project. (1918)



Refinishing furniture was a favorite 4-H project in 1928.



An Extension agronomist and a group of Maryland farmers discussed seed treatment in 1926.



A North Carolina tobacco wagon train stopped on the way to market for inspection by the county agent in 1924.



A Florida homemakers club plucked 200 pounds of chicken to sell as a co-op order. (1935)

farm and home development programs and rural development efforts. His leadership in FES was recognized by Secretary Benson with his promotion to Assistant Secretary in 1960.

P. V. Kepner came to Washington from Cornell University in 1942, serving as Extension economist, assistant to the Director, and Deputy Administrator before becoming Administrator on September 29, 1960.

E. T. York, Jr., at age 37 the youngest FES Administrator, served from April 1961 to May 31, 1963. He became Vice President for Agricultural Affairs at the University of Florida, and is currently chancellor of the Florida State University System.

Lloyd H. Davis, a former marketing economist, Associate Extension Director, and FES Deputy Administrator, became Administrator in 1963 and served until January 14, 1970. Davis is now Executive

Director of the National University-Extension Association in Washington, D.C.

Edwin L. Kirby became Administrator on January 15, 1970. In March 1970 the agency returned to its earlier name, "Extension Service," dropping the word "Federal." Kirby came from the Ohio Cooperative Extension Service to become Associate Administrator of FES in 1969. After becoming Administrator, he was recognized by USDA with the Distinguished Service Award for leadership in balanced programming and other Extension endeavors.

Dynamic future . . . the seventies and beyond

Extension Service is 62 years old in 1976.

But is Extension today still filling the important function of providing the people with information they

want and can get nowhere else?

Let's look at the recent record:

- With Extension agricultural agents and state specialists, known for their ability to quickly introduce new techniques and new programs throughout this country, Extension Service is giving national leadership to the multimillion-dollar USDA pest management program and training of pesticide applicators.

- Inflation . . . recession . . . high cost of living. You name it. The seventies have it. Millions of consumers all over the country are dealing with social, economic, and technological changes. They know that Extension home economists in 3,150 counties can help them with factual, unbiased information on family living.

- Communities—even small ones—must make multimillion-dollar decisions about their future.

Extension educational assistance has helped people make thousands of these decisions. In fact, Extension assisted in more than 50,000 different community projects in 1975-76. Community leaders and local officials are asking for, and receiving, Extension help in developing leadership, improving organization, streamlining decisionmaking structures, setting goals and solving problems.

- The present Extension 4-H program reaches nearly 5 1/2 million youth a year and has been copied throughout the world. Recent grants of \$7.5 million to reach low-income youth through EFNEP and \$7.5 million to involve youth in community development continue to expand 4-H to meet the changing needs of today's youth.

There are many other examples of service to people and strengths of Ex-



A pilot program in "rural development" recognized the problems of rural towns like this one in the mid-1950's.



Food as "ammunition" to win the war was shown at this 1918 Vermont Extension exhibit.

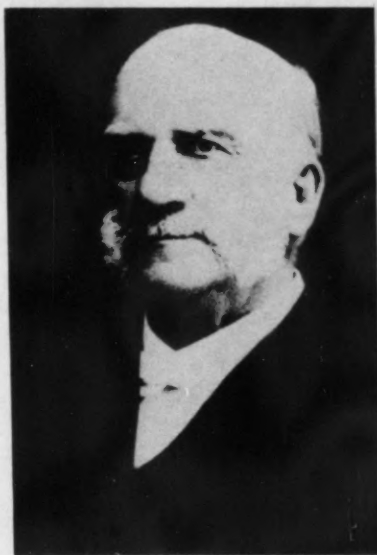
tension Service that you can add from your own experience and the programs of Extension in your own state.

The World Food Conference in Rome in 1974 ushered in a new era for Extension. The focus of the conference on the food needs of the world in the upcoming decades accompanied the evaporation of grain surpluses as bad weather in Russia coincided with increased food demands.

Related to the increased demand for food have been soaring inflation, record prices for farm products,

record costs of production, and record welfare programs, including increased distribution of food stamps. Food is an important commodity in U.S. world trade, cited as a key factor in world peace, and is basic to the health and nutrition of people here and abroad.

No question about the future of Extension in a dynamic era! The United States and the world are fortunate that Extension staffs have the experience and maturity to help fill present and future **needs of people.**□



The Knapp Arch

On June 16, 1934, President Franklin D. Roosevelt signed a resolution of the 73rd Congress designating the arches connecting the USDA Administration Building with the South Building as memorials to James Wilson, Secretary of Agriculture, 1897-1913, and Seaman Knapp, father of the Extension Service. These were the first monuments in Washington, D.C., to honor accomplishment in agriculture.

Epsilon Sigma Phi, national Extension honorary fraternity, which

worked for the resolution, installed bronze memorial tablets.

Recently modernized, the Knapp Arch remains a tribute to its namesake and to Extension. In a glass case stands the trophy cup presented to Knapp by his coworkers in 1910, and a gavel made of wood from the Porter farm, Terrell, Texas, the birthplace of farm demonstration work. A portrait of Knapp hangs on one wall, and lighted color transparencies depicting agriculture, home economics, 4-H, and rural development line the opposite wall. □

The man and his monument . . . Seaman A. Knapp and the Knapp Memorial Arch at the U.S. Department of Agriculture in Washington, D. C.







**EXTENSION
SERVICE**
review

U. S. Department
of Agriculture

July
and August
1976

**Focus on
Communications**

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.

EARL L. BUTZ
Secretary of Agriculture

EDWIN L. KIRBY, Administrator
Extension Service

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Cover photo:

Earl Otis, Extension information specialist, Puyallup, Wash., snaps a photo for the 1976 Yearbook of Agriculture. (See feature story, p. 3)

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.

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EXTENSION SERVICE review

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CONTENTS	Page
Area communications specialists expand your audience	3
Green Star Gardeners learn through videocassettes	7
A "sure cure" for the reporters' blues	10
County capitalizes on cattle feedlot	12
When youth garden—the community smiles	14
'Nobody ever cared' . . . until now	17
Aides handle hoes against inflation	18
Saving energy safely with wood	20
Ag service centers—one stop for assistance	22

Extension educates for safety

Education is what the Extension Service is all about. "Educate for Safety"—the theme of National Farm Safety Week—is a natural for Extension workers. The week is July 25-31 this year.

Education is a continuing process, and a key to the safe production of food and fiber crops. Here's a special opportunity for Extension workers to think about expanding their safety education programs, or starting new ones for the farmers and farm families we serve.

We can set up safety programs through local farm organizations, homemakers' clubs, commodity groups, implement dealers, and others. And don't forget the 4-H'ers!

The National Safety Council recommends: Read and heed instruction manuals and product labels. Be informed on what to do in case of emergencies such as severe weather, fire, poisoning, injuries, and drowning. Learn first aid and resuscitation methods. Teach children what is safe and unsafe, and how to deal with hazards and risky situations. Make sure they learn how to swim.

Learn as much as possible about safety. Educate yourself, your family and the farmers you work with. Your safety education program can save lives, time, and money—*William Carnahan*

Area communication specialists expand your audience

by
Ovid Bay
Director of Information
Extension Service; USDA

Although "area subject matter specialists" are a familiar part of most state programs, "area communications specialists" are relatively scarce on the Extension scene. Today more and more states are getting great support from this new breed of communications specialist.

The pattern of operation varies from state to state. Some area communications specialists use the conventional university researchers and Extension specialists as key resource people. Others utilize local county agents, covering local events as part of their service. Let's look at how some area communications specialists are supporting Extension programs:

ARIZONA

I spent a day trying to keep up with Robert (Bob) Halvorson,



5:30 a.m.: Bob Halvorson, right, on KTAR radio with Johnnie Linn for 10 minutes.

Phoenix, who broke into his assignment as an "information county agent" 20 years ago when handling the farm page for the Sunday edition of the *Arizona Republic*. Local radio stations started asking Bob "for equal treatment" and he started feeding them material on tape. Television followed.

Bob is on three TV channels live 5 days each week and on three radio stations 6 days a week plus one TV film spot. This calls for 27 miles of travel each day and some close timing each morning. He has keys to all of the major stations and the schedule goes like this:

5:25 a.m.—begin the day with phone message to KJJJ radio.

5:30 a.m.—on KTAR radio with Johnnie Linn for 10 minutes. Discussion included the county fair and irrigation farmers' fuel problems. Headed for next station.

5:45 a.m.—on 7 minutes at KOOL with Len Ingedrigtsen. Topic covered: winter pruning. Drove back to KTAR-TV.

6:00 to 6:25 a.m.—after shaving and a cup of coffee, getting ready at KTAR-TV for 5 minutes in the middle of the *TODAY* morning show. (Worth about \$30,000 a week if you bought the space.) KTAR-TV gives Extension Service this 5 minutes of local programming, furnishes Bob 16mm color film as needed, and processes it for him. This morning's program included a 30-second piece of film on adjusting a combine. Film supplied Bob is the "tail ends" from 400-foot segments not completely used by the regular news team on KTAR-TV, Bob can also use this film on other stations after he uses it at KTAR.

7:00 a.m.—taped 1 1/2 minutes to be a part of the 30-minute daily news at 8:00 a.m.

7:15 a.m.—to coffee shop for breakfast.

9:00 a.m.—to KOOL-TV to tape 9 1/2 minutes for use the next morning on their 5:20 a.m. farm program. This channel is also picked up in the Tucson area and the program goes to other cities in Arizona on CA-TV.

10:00 a.m.—to KPHO-TV for a 6-minute interview which is used on an irregular schedule at 11:50 a.m.

11:00 a.m.—back to KOOL-TV to tape a 4-minute spot for use the next day.

11:30 a.m.—arrives at the Maricopa County Extension office and starts editing film and making visuals for upcoming programs. Bob uses "real things" as props as much as possible. He has a small film library and can put sound on if desired—usually narrates the film as it is shown on TV.

Noon—Lunch.

1 to 3:00 p.m.—to the University



5:45 a.m.: ...quick trip to KOOL radio for 7 minutes live.

of Arizona research plots shooting 16mm film for use on a future TV program. Today's subject is the Buffalo gourd—a native plant with some potential as a livestock feed.

4:00 p.m.—as we dropped the film off for processing at KTAR-TV, I asked Bob, "Is every day like this?" He replied with his Scotsman's twinkle, "No, some days are rather busy!"

Bob attends many night meetings as a reporter, and often as the guest speaker or MC. The stations look upon Halvorson as "their farm reporter" and he is careful to *stress selling of ideas and news* on the air and not just fulfill a role as a press agent for an institution. This is a tight rope to walk and some Extension specialists feel they may get

short changed on credit and visibility with the soft sell approach. But, how many can match 5 minutes on the *TODAY* program?

Linda Loe spends half of her time in the Phoenix area as a home agent and half as an area communications specialist. Linda does a consumer column for local media and short TV features on two stations. She often interviews the staff of consumer agencies for the spots. Loe finds one of the big needs is additional budget for TV visuals and exhibits for meetings.

"When can Extension afford the budget for an area communications specialist?" Three-fourths of the people in Arizona read, watch or listen to the media in the Phoenix area, so we feel the area information

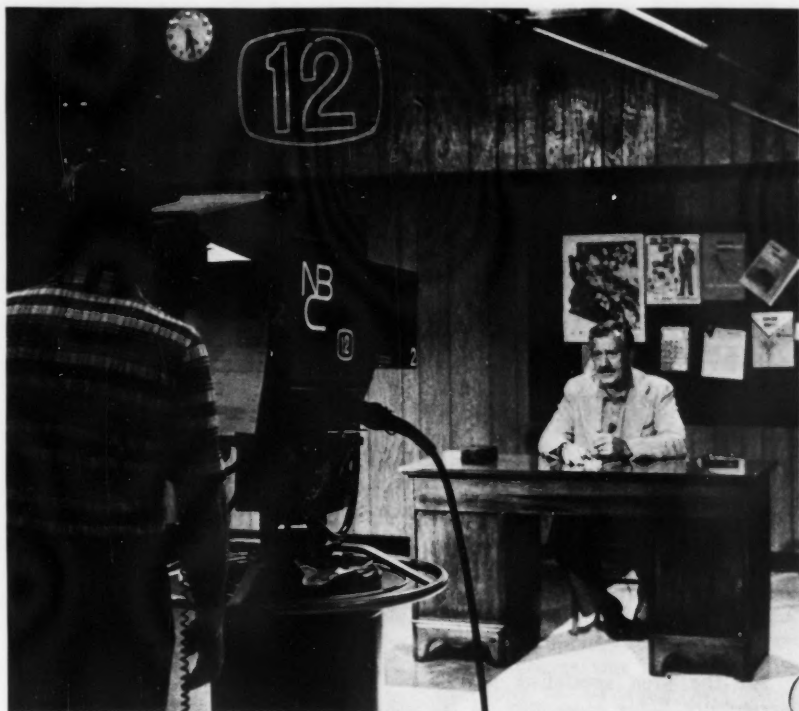
dissemination approach is an effective and practical way to reach our clientele," sums up Gordon Graham, head of Arizona's agricultural communications.

NEBRASKA

Rollie Graham and the communications crew at Lincoln, Nebraska, face a different situation than Arizona. The University Extension staff is on the east end of the state—a long drive to the North Platte and Scottsbluff areas. And, the farming practices and techniques change from the Corn Belt to the Great Plains—almost two entirely different types of agriculture.

"At two of the stations, North

EXTENSION SERVICE REVIEW



6:25 a.m.: ready for 5 minutes in the middle of the *TODAY* show on KTAR-TV.

Platte and Scottsbluff (Panhandle), district communications specialists are assigned to help staff prepare educational materials and also work with the media," explains Rollie. "Since there are 38 counties in these two Extension districts, the approach is more like a mini-operation of a state communications office."

Jim Peters at North Platte maintains his own mailing list and includes news releases of research and Extension events and developments. Jim does five radio programs weekly for ten area radio stations; two TV programs weekly on a North Platte station; and takes, develops, prints, and distributes photos for slide and TV programs. He also works with the county agents on their communication problems and helps distribute publications.

Stan Haas has a district assignment at Scottsbluff, with a little different approach. His basic responsibility is in 4-H information while Jim's main effort is in agricultural production. (Home economics infor-

mation is handled from the state office.)

Stan helps develop and coordinate district 4-H specialists' efforts in preparing written, audio and visual materials in support of their 4-H program. He works closely with the media in the Nebraska Panhandle, in publicizing 4-H programs.

TEXAS

"Texas was probably the first state to test the Area Information Specialist concept when they employed Don Bynum in 1962," said William "Bill" Tedrick, editor and head of the department of agricultural communications at A&M. "Since then we have established five additional positions and changed their name to Area Communications Specialist, a title more in keeping with their multimedia assignments," he continued.

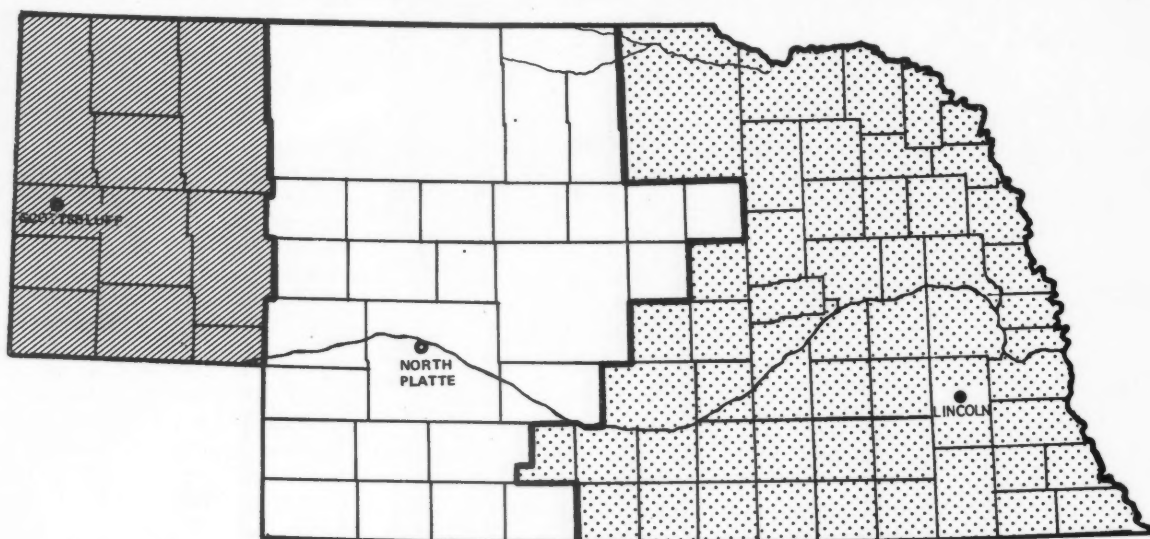
In addition to Don headquartered at San Angelo, Texas has John

Ferguson in the lower Rio Valley at Weslaco, Herb Brevard in East Texas at Qverton, Jim O. Jones, at Lubbock serving the Panhandle area, Harold Clark, at Dallas, and Barry Jones at Uvalde. Their goal is to eventually have an area specialist in each of the 14 district Extension offices.

To understand the many advantages of having area communications specialists in Texas, you need to consider the tremendous variation a state that size has in agricultural production. While cotton is being planted in Lower Rio Valley, they may still be harvesting in the Panhandle. Or consider agriculture in the East Texas Piney Forest area as contrasted to valley agriculture at El Paso in Far West Texas. And imagine the variation in between—both east-west and north-south!

Recognizing that state Extension educational or research programs could not adequately serve these contrasting needs without local adaption and programming, a series of Agricultural Research and Extension Centers were proposed. Nine are currently operational with two more in the development stage. These centers do not exactly match the current 14 Extension districts of the state, but at present all but three district offices are or will be located at a Research and Extension Center. A sizable staff is housed at each center to serve the 12 to 20 counties within the district or, in some instances, multi-district area.

The area communications specialists provide communications support to the staff within the assigned districts. They also contribute to state-oriented communications programs by feeding information to the staff at College Station for state-wide distribution or adapt state-oriented information to local needs through rewrites and media contacts.



Nebraska is divided into three communications areas.

As might be expected, no two area communications specialists carry out their responsibilities in exactly the same way. Harold Clark located at the Dallas Research and Extension Center serves a highly metropolitan area where the staff conducts conferences and workshops directly with clientele. Harold helps plan, promote and conduct these conferences which have attracted more than 50,000 people over the past 2 years. A major part of his time is spent working directly with the Dallas area media to promote and follow up the conferences. In addition, he works directly with the area Economic Development Program.

By contrast, Don Bynum in San Angelo, John Ferguson at Weslaco and Herb Brevard in East Texas deal with more rural-oriented situations, spending more time assisting the county staff directly with multimedia efforts and consultations.

Jim Jones at Lubbock—the last agricultural stronghold in the state—works with a cadre of competent farm editors and broadcasters and is highly successful in funneling information their way.

All the area specialists handle agriculture, home economics, 4-H/youth and rural development information programs. They report that these multiprogram demands are probably the most taxing and perhaps frustrating aspects of their work.

The Texas area specialists also help determine communications training needs at the district level, assisting with the training programs as they are offered across the state. They are the Extension front line contacts with local leadership with excellent opportunities to report on and interpret the work of the Extension Service and Experiment Station as part of their everyday activities.

WASHINGTON

The Washington Extension Service office is located in the wheat fields at Pullman—the southeast corner to the state. However, 70 percent of the state's population lives in the 19 western counties on the west side of the Cascade mountains. The major media outlets are here, too.

The weather and crops are also different in this end of the state, and the Western Washington Research & Extension Center at Puyallup serves their research and Extension needs. In 1959, the first area information specialist came to Puyallup to coordinate communications efforts at the center and in the counties. Since 1963, Earl Otis has run the one-person information service. Earl has a lot of personal contact with the media—often they call him—and he has his own mailing lists which he coordinates with the state office of Pullman.

“Western Washington media still receive radio tapes, TV spots, news releases, and features directly from Pullman. However, our area communications specialist is a vital and equal member of our information staff. He is a readily accessible generator of area media material and a reliable source of information for us,” sums up Hugh Cameron, WSU College of Agriculture editor.

This statement could be made about all the area communications specialists as they perform their “different,” but “vital” part of the Extension information effort. □

EXTENSION SERVICE REVIEW

Green Star Gardeners learn through videocassettes

During the winter and early spring of 1976, Vermont and New Hampshire Extension agents offered the Green Star Gardener course in 14 different locations. Using videocassettes as one of the main teaching tools, agents trained some 250 garden leaders, with a potential audience of 10,000 home gardeners.

A flick of the switch, and Extension specialists Ted Flanagan of Vermont and Otho Wells of New Hampshire appeared on the TV tube showing how to plan a home vegetable garden. After the 15-minute presentation, Extension agent Ray Pestle turned off the TV and opened the meeting for questions and discussion.

Pestle's audience were 30 garden leaders from southern Vermont, who had signed up for the Green Star Gardener training program in

by
Karin Kristiansson
Associate Editor
Multimedia Project Coordinator
The Extension Service
University of Vermont

Bellows Falls. After several minutes of discussion, Pestle again turned to the TV sets, and switched on Agronomist Winston Way, with liming and fertilizing advice for the home gardener.

The next evening, Pestle took the equipment and cassettes to Woodstock, Vt., 30 miles north, where another group of garden leaders met for the Green Star Gardener course.

This course was repeated in 12 locations in Vermont and New Hampshire, by six agents. Each agent was a local teacher/leader. With the videocassettes, he was able to bring six top-notch garden

specialists into the classroom with in-depth gardening information. The audience included garden leaders, garden store personnel, vo-ag teachers, and other resource people. They welcomed the Green Star Gardener as a much needed refresher course.

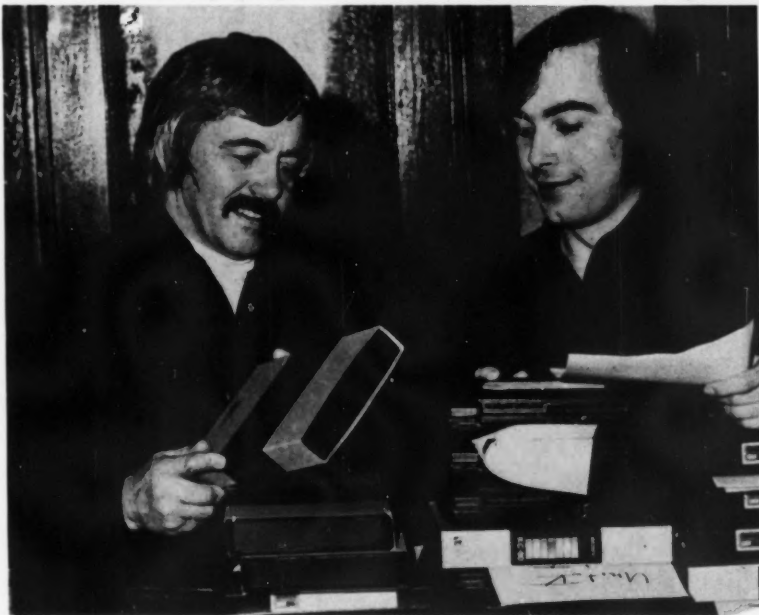
Most of the planning and production of the Green Star Gardener material was done during the summer, fall, and winter of 1975. Patterned after the Master Gardener program in Washington State, the Vermont-New Hampshire project was aimed at garden leaders and experienced gardeners, who, in turn, would be able to help thousands of home gardeners with Extension-directed information and advice.

Vermont Extension Vegetable Specialist Ted Flanagan, and Extension Agent Ed Bouton set up the initial guidelines.

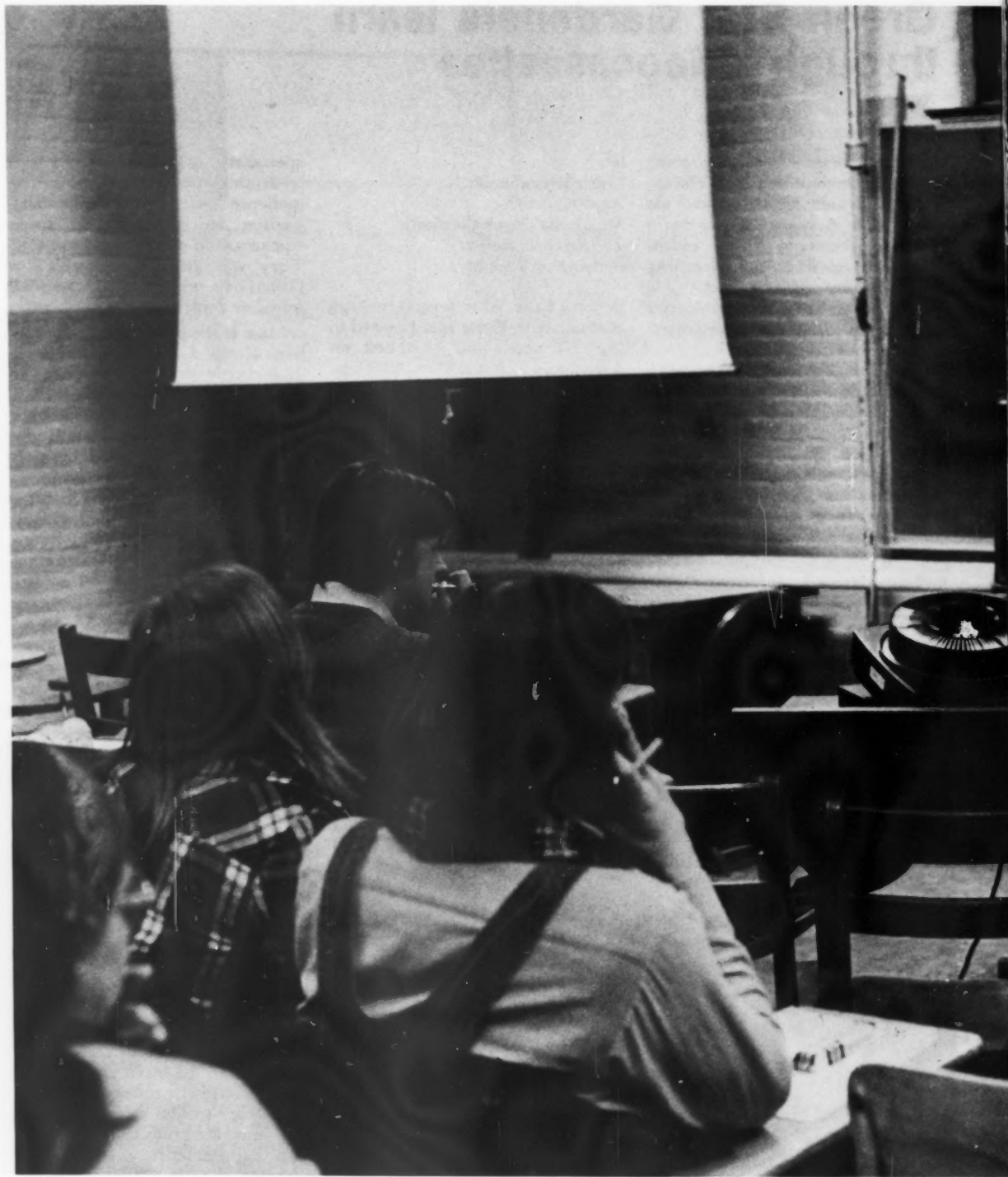
"We recommended a series of 6 to 8 consecutive sessions for the course, lasting from 4 to 8 weeks," explains Flanagan. "The overall objectives were to give garden leaders and experienced gardeners a deeper understanding of soils and garden practices. The course would help them identify and solve gardening problems, and make available to them the expertise of Vermont and New Hampshire specialists."

The course was divided into six units: planning and planting; soils and plant nutrition; plant diseases and control; insect problems and control; cultural practices; and pesticide use and safety.

The Extension garden specialists made 27 15-minute color videocassettes, produced in the Burlington studios. The cassettes were integrated into teaching units, with supplementary slides and reference material. A study guide was designed for the course leaders.



Ted Flanagan and student William Tebo check copies of the videocassettes.



Participants in the Green Star Gardener course watch a videocassette on soil testing.



JULY-AUGUST

The Green Star Gardener participants received a manual, including garden leaflets and brieflets, prepared by Vermont and New Hampshire specialists, plus materials from USDA and other states. The course fee was set at \$15, but was waived for participants who worked directly with Extension-sponsored garden projects.

Six teaching kits—cassettes included—were prepared for the agents and used in the 12 locations.

Parallel to the multimedia Green Star Gardener courses, two traditional courses were given, where individual subject-matter specialists appeared in person. The target audience was the same—garden leaders and experienced gardeners. The specialists covered the same subject matter as in the cassettes, and the local Extension agent served as coordinator. Identical pretests and post-tests were given to all participants.

Preliminary results of the evaluation indicate that the participants were highly in favor of the program; that cassettes were well accepted; that the learning process was about the same, whether they learned from cassettes, or attended a "live" presentation; and that the agent in charge was a very important component of the course.

Ed Bouton, Extension agent in eastern Vermont, took the Green Star Gardener program to three counties. He believes cassettes are an excellent teaching tool.

"However," he emphasized, "it is important that the agent/teacher is completely familiar with the subject matter discussed in the cassettes. Supplementary visual material and time for questions and discussion are very important components of a successful course."

The Green Star Gardener program is part of a 3-year Vermont-New Hampshire multimedia project, funded by Extension Service, USDA.

Designed by Vermont's Associate Director Robert E. Honnold, it is aimed at incorporating new multimedia techniques into Extension education. One main component of the project is the production, use, and evaluation of videocassettes.

Honnold says, "We are looking at videocassettes as new resources for leader training, as well as educating the general public. Specialists and agents will reach a large audience with carefully structured programs that can be repeated and very easily revised and updated.

"In the Green Star Gardener program, the leaders we train will take Extension information to thousands of home gardeners. The leaders will also be able to use cassettes for meetings and individual instruction."

This program is only a beginning, says Honnold. "Our next project is ready to go and includes a series of four programs on food preservation. Starting this summer, we will be planning the multimedia project for FY 1976-77, which concentrates on consumer education and consumers at the marketplace."

After only 6 months on the road, the multimedia project has already opened up new avenues in Extension teaching. Cassettes are now available from other states in limited numbers. Many states indicate that the 3/4-inch color equipment is being used increasingly for inservice training and direct teaching.

Bouton and his colleague, Extension Agent Phil Grime, plan to use the cassettes over their local cable television system, with phone-in questions from the public. During the summer, gardening and food preservation cassettes will be featured at local fairs and in a shopping mall. And, starting this fall, Gordon Nielsen, pesticide coordinator, (Vt.), will be using a series of cassettes (produced by Oregon) in the Vermont pesticide applicator training program. □

A "sure cure" for the reporter's blues

Maybe you majored in home economics or animal husbandry, but today you've got the "reporter blues."

The page looms blank in your typewriter... the hour is late... you're weary.

But you must write a news story about an irrigation project, do the public service announcements for a food preservation workshop, or work up copy for a TV slide series to promote a farm management workshop. In desperation you knock out a couple of paragraphs "to make do."

There is a BETTER and more professional approach.

The county agent can be relieved of journalism "chores" — photography, hours in the darkroom, the irksome soliloquies at the typewriter—when such become the responsibility of an Extension information representative in the county Extension office.

And with this "reassignment," the county Extension program can become stronger and more emphatic. Those hours once spent struggling over news stories and features can be used, instead, to plan and develop educational programs and demonstrations. These, in turn, become the basis for more news stories, features, radio and television programs.

I've seen this routine set in motion in the Lane County, Oregon, Extension

office where I've served as information representative for 21 years with the staff of Extension agents: currently, two in 4-H club work, two home economists, two horticultural agents, a forester, livestock

by
Val Thoenig
*Extension Information Representative
Lane County Extension Service
Oregon State University*



Val Thoenig, "sets up" a favorite subject—a 4-H'er and her project.

agent, field crops specialist, predator control agent, and the agents who coordinate the county's Expanded Food and Nutrition program.

In 1955 the position of information representative was originated as an experimental pilot project, when six county Extension agents convinced the county commissioners that an aggressive information program was essential to alert the thousands of newcomers to the county (more than 82 percent in the previous decade) to the opportunities in Extension education. They had the blessing of State Director Frank A. Ballard whose philosophies and goals for Extension remain widely recalled and quoted.

Wisely, the Extension agents and Ballard emphasized that professional training and experience were essential for the new job. Happily, my training and interests in journalism and people seemed made to order for that job.

The timing was right to start an Extension information program. Lane Extension Service was gearing up for a 10-year long-range planning program. The county was in the midst of change from a rural-oriented to metropolitan area, orchards were being uprooted, farm land gobbled up for new subdivisions. Homemakers were entering the job market. Families were facing new strains. Installment buying was setting new records; and consumerism was a relatively new word.

Even then in Lane County the stereotyped 4-H'er with a calf was outdated. Fewer than half of all 4-H club members came from homes on three or more acres; more than half were from suburban and city homes.

New programs, new audiences, a wider spectrum of challenges and responsibilities were opening up.

But the outlook was bright. Programs had a firm foundation of Oregon State Extension specialists and the strength of the county Extension agents behind them. A "framework" for the information program was ready-built—11 county newspapers, including a daily and

two biweeklies, 12 radio stations, 2 commercial television stations.

Those were the days of Lane Extension "mass meetings"—big productions for big groups, news headlines, picture pages. The spin-offs were gratifying. As people learned about Extension they enrolled their youngsters in 4-H club work, got involved in a home Extension program, participated in agriculture-related activities.

Annual "Red Hat Days" staged by the home Extension agents, Extension wildlife specialists, and local sportsmen attracted up to 1,400 people. Television monitors placed throughout the great Agricultural Building brought viewers close to demonstrations on the care of venison "from kill to kitchen."

Some 600 homemakers turned out for a "Suds and Duds" day to learn about detergents and new laundry equipment; a Christmas crafts fair had the fairground parking lot jammed, traffic snarled for seven blocks.

The Lane 4-H Fair became a solo production as parents and club leaders insisted that 4-H'ers be removed from the carnival atmosphere of the county fair, that "their" fair be a learning experience.

The Spring Lamb and Wool Show began as a cooperative venture between the Lane County Livestock Association and Lane Extension Service. To this day it remains a favorite rural-urban celebration for several thousand people.

These programs reflect what a small staff of agents can accomplish when given time to plan and develop, and when their efforts are backed by a professional information program.

Over the years rapport between Lane Extension and the media has grown stronger and mutual. No newspaper is too small or too insignificant to qualify for the Extension

releases. Stories are localized with pictures of Extension volunteer leaders, "hometown" 4-H'ers, and agriculturists putting Extension research into practice.

Many opportunities to be on television have made both TV studios familiar territory to many 4-H'ers, Extension leaders, and agents. Half-hour programs promoting the 4-H Fair and Lamb Show are 20-year "traditions."

If I were asked which media programs best illustrate the success of the Lane Extension information program, these would come out on top:

- Hour-long TV programs at prime time (7 p.m.) arranged so Extension could bring timely information to the public on subjects such as inflation control, food preservation, or what to do in case of a "deep" freeze or flood.

- Weekly half-hour TV program, *Creative Living* developed and produced by two Extension agents, televised on both commercial television stations. One station tapes the program, makes it available to the other.

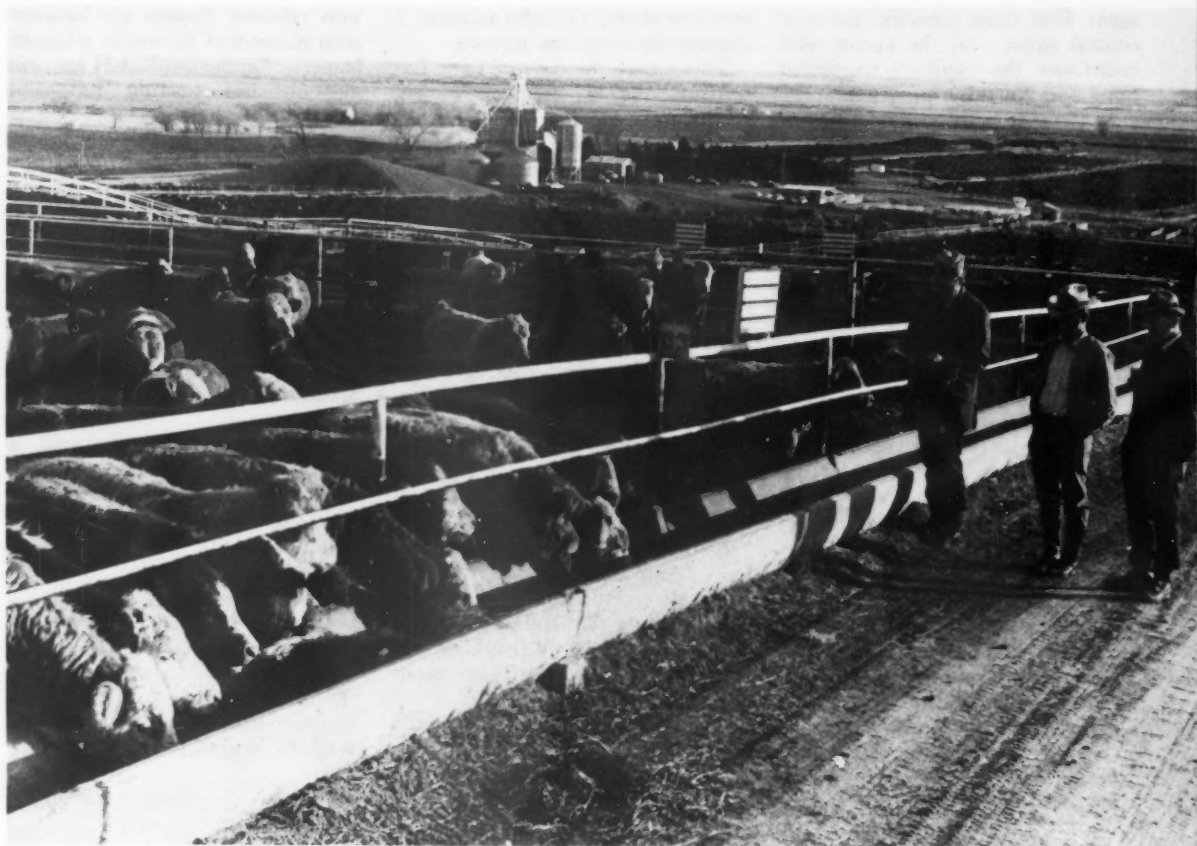
- Weekly, 2-hour radio call-in Extension Forum program.

- Monthly, two half-hour week end televised programs as the Extension feature, *You and Your Community*. This, too, on commercial television. report including a color slide presentation on the *Agriculture-USA* program.

- Daily, radio noontime agricultural messages by agents.

In addition, we've had innumerable newscasts on radio and TV, color slide public service announcements on TV, and thousands of column inches in county, regional, and statewide publications. Recently, a New York City paper picked up an Extension information feature—a success story about the Expanded Food and Nutrition program that had been made available nationwide through the USDA feature service.

An information specialist at the county level can be an important asset to your Extension program. □



Keith Zoellner, Max Deets, and Kenneth Fromm inspect the Solomon Valley Feedlot.

County capitalizes on cattle feedlot

by
E. Lee Musil
*Asst. Extension Editor, Agriculture
Cooperative Extension Service
Kansas State University*

Until 10 years ago, the cow-calf operators, backgrounders and farmer-feeders in Mitchell County were much the same as anywhere else in Kansas.

"We weren't capitalizing on our potential in cattle finishing," recalls Kenneth Fromm, Mitchell County Extension director. "Only a few farmers were finishing cattle in their small on-farm lots even though we

had the milo and cattle numbers to support a commercial feedlot."

Stringent federal water pollution controls added momentum to establishment of a commercial feedlot in the county. After several years of organizational efforts, the 17,500 capacity Solomon Valley Feedlot opened in 1970 under the ownership of farmers, bankers, and other businesses in Mitchell County. Since

EXTENSION SERVICE REVIEW

then, the county has doubled its number of cattle on feed and provided a lucrative market for feedgrain and forage production.

Profits from the enterprise are returned to a broad spectrum of investors. Since the feedlot generates \$5 for every \$1 spent, it contributes significantly to the county's economic health.

The Kansas State University (KSU) Extension Service was a major contributor to the formation of the feeding corporation. Fromm, as local Extension agent, acted as a catalyst and educator. He asked KSU Extension specialists to conduct a feasibility study, speak at organizational meetings, arrange tours of 15 western Kansas feedlots and help design the lot construction.

"It was difficult to organize and raise enough capital to get the project underway, but we finally did it," explains Richard Vetter, a rural Beloit stockman who was the corporation's first president. "If we hadn't built a feedlot here we would have been feeding cattle somewhere else. Now we're using the products (cattle and milo) produced here in the county."

"Establishment of the feedlot was a combination of progressive credit institutions, Extension workers, and farmers, and the hiring of a topnotch feedlot manager," Vetter says. "And if the livestock producers hadn't been behind it, there was no use putting it in."

Solomon Valley Feedlot is unique in many respects. First, it is not owned by one or two cattle barons but by many stockmen. Fewer than 25 percent of the stockholders are non-farmers. "This has provided stability to the lot," says Dean Haddock, president of a local bank and one of the original backers. "There's a lot of know-how collectively among the stockholders."

There have been few investment feeders; 56 percent of the cattle being fed are owned by county residents, and 75 to 80 percent are farm and ranch owned. Solomon Valley Feedlot's working capacity ranges from 14,500 to 15,500 head, for an

annual turnover of 36,000. It is one of few feedlots in the state to feed micronized (popped) milo, the predominant feedgrain of north central Kansas. Each day cattle in the lot consume 5,000 bushels of milo, 50 tons of silage, 5 tons of alfalfa and 7 tons of protein supplement.

Cash flow has been excellent. Even during the 2 years of depressed cattle prices, the lot did not lose money.

The impact of the feedlot's progressive ownership extends beyond the borders of Mitchell County. The Kansas Bull Test Station, sponsored jointly by the KSU Extension Service and the Kansas Livestock Association, is located at the feedlot and is making a significant contribution to the beef cattle industry in the state.

Established in 1970, the station tests 400 to 500 bulls each year. Its purpose is to compare the genetic gain and conformation of bulls and sires, promote herd improvement with performance-tested bulls, and encourage and assist performance-testing and recordkeeping as ways to more efficient beef production.

"Testing does not improve the bulls; it merely helps identify the superior ones," explained Keith Zoellner, KSU Extension beef specialist who supervises the tests. "On-farm testing is another tool in selection of better cattle. A breeder entering the test can compare his bulls with others under a common environment. By upgrading the bull quality, the end product is better cattle in Kansas. That is the primary reason for testing."

Besides showing average daily gain, the test includes ultrasonic rib-eye measurements to identify the bulls that produce the most red meat and muscling.

"The bull test station gives us ex-

posure to a segment of the cattle industry where we have prospective customers," manager Max Deets explains. "We're interested in the educational aspects because we want to encourage superior feeding stock."

Deets would like to see more retained ownership of cattle in the lot—cattle belonging to either the cow-calf operator or backgrounder. "We prefer to do business with beef producers instead of speculators," he said. "Retained ownership adds stability to the lot. Of course, we have to accept lighter weight cattle."

To promote retained ownership, the feedlot, a bank, and Extension are sponsoring a Commercial Cattle Improvement Program (CCIP). Area cowmen are encouraged to place 5 to 10 percent of their steer calf crops in a feeding trial at the feedlot to obtain average daily gain, carcass traits, yield grade and quality grades. Information from the "futuraity" tells producers where their herd needs improvement.

"Last year's feeding trial showed that if a cowman had genetically superior calves, it was worth \$96.84 to him to keep his calves and put them in the feedlot rather than sell them as stockers," reports KSU's Zoellner. "The producer of top quality calves who lets the feeder have them at average market value is not getting a fair deal. He should be retaining his ownership."

After 1 year of testing, the CCIP revealed that as average daily gain went up, so did net profit. The percentage calf crop is 20 times more influential in determining net profit than any other factor measured.

CCIP encourages cowmen to set production goals, stresses the importance of weaning a high percentage of the calf crops, and urges the purchase of bulls to meet those production goals. □

When youth garden— the community smiles

by
Carmen R. Walgrave
*Whiteside County Extension
Advisor, Home Economics
Cooperative Extension Service
University of Illinois*

Community support of the Expanded Food and Nutrition youth garden project is alive and growing in Whiteside County, Illinois. Forty organizations and individuals have donated time, money, and garden supplies in the 5-year history of the program.

The garden project began in 1971 with only five gallon buckets—each sprouting either a tomato or pepper plant. Over the years it has grown to four sites where more than a hundred children each has a garden. During these 5 years, 580 young people have grown gardens assisted by 123 adult and older teen volunteers.

The project also provided an opportunity for leadership development; taught several hundred children about foods, nutrition and gardening; and put food on the table in the homes of many low-income families.

Individuals and industries provide the land for the sites. Two are limited to the space available in the community, but the other two garden sites have unlimited acreage depending on the turnout of youth from that area each spring.

With today's large farm equipment, the job of getting garden sites tilled in a residential area is difficult. But farmers working adjoining land or men with small garden tractors and disks donate their time and equipment each year. Local



Isabelle Silguero and Doug McHale put a lot of effort into getting the garden soil ready for planting.

businesses contribute seeds and plants—a significant gift and in some cases a sacrifice on their part.

Planting day is an exciting time for everyone involved. Many youngsters at each garden site have never dug a row, planted a seed, or held a hoe or rake. With patience and lots of volunteer help, they plan

their gardens—each a small area clustered to form the community garden.

Rainy weather teaches perseverance to see who wins, the youth or the weeds. Dry weather teaches discipline as youth carry water in plastic jugs, cans, and buckets to nurture along their

plants.

Children are encouraged to plant radishes, lettuce, peas or some other early bearing vegetable, another vegetable that comes on in mid-summer, and tomato and pepper plants that provide a late summer incentive to keep at the job. Vegetables are harvested at weekly garden

of squash, cucumbers, etc., they pick them and take them to the housing for elderly and give their vegetables to the residents.

Vandalism hit two of the garden sites, causing a great deal of damage. Squash and cucumbers were pulled out and many plants uprooted. City police talked to the gardeners and

their gardens can attend the White Eagle 4-H Camp, approximately 45 miles from the community for overnight camping. Ten organizations contribute to the cost of this camp.

The campers have organized recreational activities, free time, a time to swim, and in small groups to prepare all their own meals. Many adult volunteers, including parents, help direct camp activities. A local bus company provides transportation and the licensed bus driver for the company donates his time and is also camp counselor while he's at the campsite.

The program assistants are a big asset to the garden project; at the end of each season they evaluate each garden. One assistant said that while the youth were cleaning up the garden in September, several new boys asked if they could have a garden next year. Also, all of the experienced gardeners wanted to be a part of next year's project.

Another program assistant mentioned that interest grew throughout the season instead of waning. She started out the summer with four youngsters and ended with twelve. Still another classified her garden workers as "good", "better", and "best". Her pride in their work showed. She also mentioned in her evaluation how she enjoyed working with the parents of the youth.

The real jewels, however, were the quotes from the youth themselves: "This was the first time I planted a garden. Taught me more about agriculture and was fun to meet different people."

"Things would have been better about the garden if somebody wouldn't of ruined my row."

"It was fun planting seed, but not picking weeds."

"I liked it because I like working outdoors."

Since 1975 the garden clubs have continued through the winter months as 4-H clubs electing officers, giving demonstrations, learning about nutrition, and preparing for the next year's garden.

Gardening is fun when the entire community smiles. □



Juan Rega grins over his first garden—a tomato plant in a five-gallon bucket.

meetings and in between by family members. The produce is taken home for the family.

Vegetables requiring lots of growing space are put together in a community garden at each site. All youngsters work to take care of this area. They can take the produce home and in cases of an abundance

helped them learn from the experience. One of the boys, seeing that every hill of sweet corn had been cut off, said to the program assistant, "Now I think I know how people feel when teenagers throw a rock through a window."

All youth who attend garden meetings regularly and take care of



Children in the child-parent-community program learn about nutrition at day camp.

"Nobody ever cared" . . . until now

by
Elynor Williams
*Extension Communication Specialist
Agricultural Extension Service
North Carolina A&T State University*

Operating from the 1890 institution of A&T State University, a series of programs is blooming in Greensboro, North Carolina, reaching citizens who have not been traditionally exposed to Extension.

These programs are assisting city dwellers, low-income farmers and restless urban youth in their quest for a more livable environment and a satisfying life.

"In developing the Extension component at A&T," said Assistant Director R. E. Jones, "we have attempted to capitalize on all the resources made available to us from both the land-grant institutions—North Carolina A&T and North Carolina State and from the communities we serve."

Extensive staffing in the areas of family living, agriculture, community development, and 4-H and other youth activities was done over a 3-year period with specialists, agents, and paraprofessionals in 19 counties bringing educational opportunities to several thousand black, white, and Indian families.

The family living department zeros in on urban family needs in many ways. Agents help young girls and boys discover the joys and savings of sewing their own clothes, and young married couples develop skills in child rearing.

Sometimes results are dramatic—as when a program assistant in food and nutrition assists an overweight homemaker to lose 90 pounds through meal planning and diet control.

Often though, the rewards can't

be measured—as when a teenager beams at the close of a child care workshop, confident that she will now be able to make some extra money babysitting.

Cooperating with the local Drug Action Council, the Extension resource management department offered ex-drug offenders classes in money management. One man expressed his satisfaction with the course by saying, "now, I'll be able to be more successful in planning and using my funds."

Youth activities at A&T cover a broad area with special emphasis on children 6-19 years old. The child-parent-community program, a special needs project, provides an innovative approach to the social growth and development of 6-8 year olds. Educational enrichment and creative experiences in art, music, communications, and practical skills highlight weekly sessions for children in 10 participating communities. Tours and trips are also used, to illustrate and enhance lessons.

Parents contribute to the program at monthly discussion sessions that emphasize information enabling them to help their children in reaching their fullest potential. For example, discussions center on the importance of play to the growth of a child, or how to keep the communication channels open between parent and child.

Involvement of older youth is the focus of 4-H in the city. This program provides sound educational experiences to help 9-19 year olds in personal development, citizenship, leadership, environmental awareness, scientific exploration, and leisure education.

Special interest classes open up a "world of possibilities" to urban youth in such subjects as gun safety, first aid, city government, and career

exploration. Programs in bowling, softball, and camping assist these young people in coping with increased leisure time.

With a growing concern for the decay of our cities, the Extension community resource development department is helping organize community members into problem-solving groups. Many communities are now beginning to alleviate some of the conditions causing problems in their environment.

For example, in one community few services and facilities usually available to city residents existed. Within a 6-month period, an Extension-organized community group developed petitions for water, sewer, and street paving which the city council passed unanimously. This activity alone touched the lives of nearly 500 families.

The plight of the small, low-income farmer is also a concern of the Extension Service at A&T. Through the farm opportunities program, they are receiving information and technical assistance in agricultural technology and management.

Agricultural technicians or paraprofessionals work on an individual basis with these low-income farmers to help increase their: incomes from all sources; use of farm technology and managerial techniques; knowledge and use of public agencies; participation in community agencies; and appreciation and skill in setting and working for achievable family goals.

To date, some 600 farm cooperators are benefitting from the program in its operation through 19 of the 100 counties in North Carolina. Net incomes from farming have increased more than 30 percent since the program began. One farmer remarked to a visiting technician, "I've been farming this same farm 16 years, and nobody ever cared about me to help in any of my problems over the years until now."

These remarks, in a sense, sum up what the Extension Service at A&T State University is trying to do — help people to help themselves. □

Aides handle hoes against inflation

by
Marjorie P. Groves
*Assistant Extension Editor
Cooperative Extension Service
Iowa State University*

Hard to believe something as peaceful and natural as a garden could be part of a war effort. But, when garden and food preservation aides marched out of Extension offices across Iowa last summer, they sought recruits to battle inflation, recession, and the effects of rising unemployment.

These 35 paraprofessional aides were hired from planting through harvest season as a way to meet food and budget problems of unemployed or low-income families in 28 Iowa counties. They came to Extension



Amie Cole, center, a garden and food preservation aide in Fort Dodge, Iowa, helps a homemaker and her mother learn to can carrots. For Donna, right, last summer's garden was her first.

with experience in gardening and food preservation, so that they needed only occasional updates from Extension home economists (EHE's), county Extension directors, or horticulture specialists.

One aide, Carol Barr, began handling the hoe for Fayette County in April. Railroad administrators supplied her with the lists of local folks to be laid off, so that she could start visiting them immediately with tips on food budget stretching.

Barr had gardened for years on a small acreage to keep her family well fed. She could identify easily with the families she visited; her own husband was laid off before she finished her stint with Extension.

The garden and food preservation aides located families wanting help not only through existing Extension Service programs and other agencies, but also on their own. Dan Burkhardt, Fayette County Extension director, said Barr would drive into town, park her car, and walk down the sidewalk looking for gardens. Then she'd stop and introduce herself.

Cindy Fields and Claudia Wanet, Cerro Gordo County aides, visited every town in the county to offer advice or hold workshops. "We'd take our hoes, wear our grubbies, and work right along with people. All the time we'd be chatting about insects they could expect or how often to water," said Fields.

"In training we tried to emphasize simple vegetable culture, things that wouldn't fail and use of basic tools. A rake, hoe, and shovel are all that were needed," explained Hank Taber, Extension horticulturist.

The garden aides found time to work with some audiences fairly new to Extension. Fields and Wanet worked with Migrant Action on a community garden of 89 plots especially for migrant families.

Another client required some special help. She was blind, but wanted to learn to can for the first time. Aide Kathe Cook, Clarke County, explained that they used a pressure canner with an automatic pressure gauge that makes a sound.

"She cold-packed the food, eliminating the chance of getting burned pouring hot water in the jars. We marked her timer for the correct processing time. She eventually was able to do the canning alone although her husband stays nearby to make sure no accidents occur," Cook continued.

The aides learned a lot about people, too. In Black Hawk County they stressed the importance of having community or group gardens within walking distance of all the gardeners.

Barr held gardening workshops seated on a picnic table in the parks. She publicized the times when she'd be available to take calls and to help people identify a garden pest or weed. (The unidentifiable ones were sent to the plant disease lab at Iowa State University, Ames.)

Aides around the state stretched their imaginations to get gardening and food preservation tips out. A TV station gave one aide a spot to fill at the end of the regular newscast. Others fielded questions on radio call-in shows.

Two aides covered special smocks with a vegetable design so they'd be recognizable wherever they went. Fields assumed the pen name "Edie Eggplant" for a column in the Mason City *Globe Gazette*. Aides in the Creston Extension area put up canning and freezing displays in store windows. In southern Iowa aides also set up tables in grocery stores to test pressure canners while homemakers shopped.

Other counties held clinics where women made appointments to bring their canners in for checking. "This really paid off," said Fayette EHE Patty Dillon. "We checked 30 canners. Only one was completely correct. In fact, one nearly blew up while we were checking it." A Ringgold County clinic tested 82 canners and reported most were in good working condition.

And work they did! Aides like Iona Hansen of Sioux City saw homemakers they had assisted store away 100 or more quarts of vegetables by the time their gardens stopped producing. □



Saving energy safely with wood

It may be a hot day in July when you read this, but you'll need time to plan ahead if you'd like to try a similar educational program during the coming winter.

by
Russell E. Hibbard
*Field Coordinator and
Extension Agent
New London County
College of Agriculture and
Natural Resources
University of Connecticut*

More than 2,000 people in eastern Connecticut, anxious to discover how to conserve energy, turned out on a Saturday last December, for a Wood Burning and Safety Field Day. It was sponsored by the Cooperative Extension Service in eastern Connecticut and Region 4 Forestry Division of the Connecticut Department of Environmental

Protection.

Overflow crowds had attended evening meetings earlier in the fall at the Extension centers in Windham and New London counties to learn about choosing a wood stove. They wanted followup programs and more information. Those attending also requested information on the safe use and maintenance of chain saws,



Using a mechanical screw-type safety wood splitter.



Preparing log to cut with chain saw.

on how to cut down and limb out a tree, which trees to cut and which to leave, and what species of trees give off the most heat as fuel.

The regional forester could best answer many of these questions. I met with Peter Merrill, regional forester, to decide how to meet the needs of this new audience concerned with wood burning. We decided to conduct a field day, with exhibits and demonstrations covering all aspects of using wood as a source of energy. Safety was a major emphasis.

We agreed that an ideal site for the field day would be Region 4 Forest Headquarters in Voluntown, Connecticut. A large garage-type

building with five deep bays provided a covered area for exhibits and demonstrations. The adjacent woodland provided an excellent area for demonstrating felling trees and timber selection practices.

Each exhibitor paid a \$5 fee; this money was used for running box ads in the local newspapers. Papers also ran feature stories and five local stations made free radio announcements. The publicity was excellent.

The program featured exhibits of chain saws, wood stoves, wood splitters, and smoke detecting devices. For comparison, there was a cord of wood stacked, a cord cut up, and a pickup load of wood. Several common species of trees with B.T.U.

(British Thermal Unit) values were exhibited. An Agricultural Stabilization and Conservation Service (ASCS) exhibit provided an opportunity for woodland owners to sign up in forestry-related programs. The Extension Service staffed an exhibit of bulletins related to field day subjects.

A demonstration area that accommodated 75 people was set up in one of the garage bays. Three agricultural engineers from the University of Connecticut gave presentations on choosing a stove, and on principles of heating and safety devices in the home. A Christmas tree safety demonstration was also timely. One of the chain saw companies provided an excellent film on chain saw safety.

All demonstrations and talks were arranged in rotation. This meant that as soon as 75 people filled the area, allowing for short breaks between presentations, a new demonstration would begin. All demonstrations were repeated three times during the day.

Outside were demonstrations of wood splitters, chain saws and sharpening chain saws.

As soon as a group of about 75 people had seen the exhibits and demonstrations, Extension agents and Soil Conservation Service workers acted as guides and led the group to the forestry demonstration area about a quarter of a mile away where foresters demonstrated felling trees and cutting practices.

The field day turned out to be a family affair with picnic atmosphere, on an ideal Indian summer day. A local church sold beverages and sandwiches.

Reactions to the wood safety field day were enthusiastic. A number of people phoned the Extension Center after the event, expressing disappointment at not being able to attend. They'd heard good reports about the field day and wanted to know when the next one would be held. The editor of the local *Norwich Bulletin* wrote, "The field day was a huge success, hope you plan to make it a yearly event." □



Ag service centers —one stop for assistance

Does the one-stop ag service center—the all-in-one home for USDA agencies on the local level—offer any advantages to county Extension offices?

George Schwartz, Stevens County, Minnesota, Extension director, answers this question with an emphatic “yes”.

“The new ag service centers are the wave of the future,” said Schwartz, when his county Extension office joined forces with four other local USDA offices last spring in such a center.

“A one-stop center offers you up-to-date, modern facilities with accessible, no-meter parking, plus closer proximity and better working relationships with other agencies. The centers create more traffic for Extension and attract more people to our programs,” he added.

Stevens County gained approval from the USDA to build the service center at Morris in February 1975. It is the first county center in Minnesota to be housed in entirely new facilities. Groundbreaking ceremonies were held in August 1975, and the agencies moved into their new home in March 1976.

Along with the Extension Service, the Agricultural Stabilization and Conservation Service (ASCS), the Farmers Home Administration (FmHA), the Soil Conservation Service (SCS), and the Federal Crop Insurance Corporation (FCIC), are housed in the center.

Schwartz believes cross-agency cooperation is a big factor in the success of the Morris center: “The give-and-take among all the agencies, their respective committees, and the county commissioners makes this place go,” he said. “We’re all working for a common goal—to meet the needs of the people in Stevens County.”

William Dorsey, district Extension director located in Stevens County is also an advocate of the ag service center concept. “This sharing of resources has not only helped strengthen our budget, but has also had a direct impact on the quality of our programs since the center became operational,” he said.

Local people like the new service center at Morris, too. Harold Luthi, a Stevens County farmer, said, “I’m more than pleased with the services offered by the new center. Today I had business with three agencies—I checked on irrigation with the Extension Service, received a commodity loan from ASCS, and ordered some trees from SCS. Having all offices under one roof saves time.”

Another farmer, Elmer Wendt, put it this way: “Appreciate the fact that all agencies are together, and I can take care of all my farm business in one stop.”

Through a trade-off agreement among the five agencies, ASCS provides a centralized receptionist-reference service and office equipment. Extension is responsible for



Here's the team that makes the ag service center at Morris go: center, Diane Zeigler, Extension home economist, and George Schwartz, Extension agent; left, Clarence Haberer, FCIC, and Dean Paulson, ASCS; right, John Mall. SCS, and Randall Grimm, FmHA.

furnishing the meeting room with furniture and visual equipment, and for snow removal. FmHA purchases all supplies; SCS provides janitorial services; and FCIC the backup receptionist. During peak periods the agencies also trade off support staff.

The support staff at Morris quickly learned the basic programs of all the agencies to better answer questions and to direct people to the right office.

The Morris center meeting room is a special feature found in all ag service centers. It was built to hold

the many educational meetings that are an integral part of the Extension program at the local level.

The Morris center meeting room is a special feature found in all ag service centers. It was built to hold the many educational meetings that are an integral part of the Extension program at the local level.

By July, almost 700 ag centers will be operational. Extension is collocated (either in the center or in the same building as the center) in 35 percent of these. Present plans call for 900 centers to be operating by the end of the year. □



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people and programs in review

Extension staff honored by USDA

On May 25, 1976, 11 Extension staff members and a Community Extension team received one of the Department's highest honors—the superior service award.

Cited for the valuable contributions to Extension made through their various programs were: *James L. Adams*, county director, Golden, Colo.; *Tee Roy Belton*, Extension specialist, special programs, Little Rock, Ark.; *Peter Bieri*, university Extension resource agent, Whitehall, Wisc.; *Richard C. Bornholdt*, cooperative Extension agent, Montour Falls, N.Y.; *Elsie Fetterman*, specialist, family economics and management, Storrs, Conn.; *Alberta B. Johnston*, area supervisor, Portland, Ore.; *Bruce A. McKenzie*, Extension agricultural engineer, West Lafayette, Ind.; *John C. Miller*, Extension meats specialist, Caldwell, Idaho; *Richard L. Norton*, cooperative Extension fruit specialist, Rochester, N.Y.; *Robert R. Pinches*, program leader, 4-H Youth, Washington, D.C.; and *Virginia I. Zirkle*, county Extension agent, Ottawa, Ohio.

Receiving the award for the Cerro Gordo Isolated Community Extension Team from Aguada, Puerto Rico, was *Efrain Figueroa-Pérez*, Extension agricultural agent and head of the unit. Team members include: *Yolanda Rivera de Sanchez*, *Miriam Acevedo-Acevedo*, *Gloria Ramos de Alers*, and *Israel Crespo-Torres*.

Tate chosen young executive

Thomas G. Tate, program analysis officer, ES-USDA, has been named to USDA's Young Executive Committee (YEC). Each year agencies nominate 20 women and men under age 35, who show potential for future growth. Joel Soobitsky and Sue Benedetti, both of the ES-USDA 4-H staff, represented Extension on past YEC groups.

Soybean problems featured in new slide set

A new color slide series, "Soybean Problems," prepared by the Cooperative Extension Service, University of Illinois with special ES-USDA funding is now available for \$25.60. Send to the Vocational Agriculture Service, University of Illinois, 434 Mumford Hall, Urbana, Ill. 61850. The slides show many insect, disease and herbicide injuries and other problems that interfere with normal growth of the soybean plant.

Back to school rewarding if students help plan

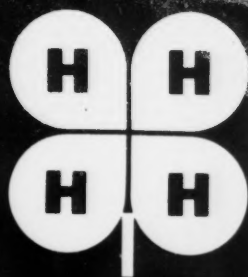
Going back to school can be rewarding, especially if the students get a chance to help plan their own training. C. M. Skillington, Elk County, Pennsylvania, Extension director, believes local government leadership training seminars are successful because participants become involved in decisions about the subject matter content of the seminars. He and CRD Agent George Keener (recently retired) laid the groundwork for the successful program planning committee approach.

Registration for the last three yearly seminars averaged 80 persons, including appointed and elected officials and concerned citizens. About 99 percent of those taking part in the series felt the seminars sharpened their information about, and understanding of, local government issues.

EXTENSION
SERVICE
review

U. S. Department
of Agriculture

September
and October
1976



ROOM
TO
GROW

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.

EARL L. BUTZ
Secretary of Agriculture

EDWIN L. KIRBY, Administrator
Extension Service

Prepared in
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EXTENSION SERVICE review

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CONTENTS	Page
Georgia develops "unique career" program in Congress	3
Go directly to 4-H—do not pass jail	8
Suburban kids trade backyards for barnyard	10
Junior firefighters train for future	12
County cooperates for safe skating	13
Feminine "faces" frolic for 4-H	14
Come to the town and country fair	16
"Winging it" wins crop data	20
Consumer survey guides grocers, legislators	22
People and programs in review	24

4-H—Room to Grow

The ways to grow in 4-H, are as many and varied as the program itself.

On our cover, a Utah youth in the 4-H juvenile justice program silently waits to catch—not only a fish, but also a better ring on the merry-go-round of life.

Minnesota 4-H'ers (p. 14) frolic through their original "faces" presentation, proud—not only of themselves, but also in their newly discovered heritage as American women.

In Delaware, suburban 4-H kids (p. 10) are learning about love and responsibility—not only for their animals, but also for each other.

These articles represent just a few of the numerous 4-H activities that more than 5 million young people across the country became involved in this past year. In 4-H, all of these youngsters can find their own special "room to grow."

—Patricia Loudon

Georgia develops "unique career" program in Congress

by
Virgil Adams
*Extension Editor—News
Cooperative Extension Service
University of Georgia*

and
Sue K. Benedetti
*Information Specialist, 4-H
Extension Service-USDA*

"Based on your application and the high recommendation of Dr. Tommy Walton and the Georgia 4-H Council, I am pleased to offer you a special aide position."

One recipient's assessment of that sentence written by the late Senator Richard B. Russell is, "Everyday words—but they shape the life of a young man!"

From 1960 through 1968, 25 other young Georgians received similar messages from him. And since 1972, five more young men have received the same good news from Senator Herman E. Talmadge.

The Dr. Walton referred to in Senator Russell's letter is the recently retired assistant director, 4-H and youth development, of the University of Georgia Cooperative Extension Service.

Walton claims all 31 of the 4-H participants as "his boys." And rightfully so, for it was he, in cooperation with William Jordan, administrative assistant to Senator Russell, who started the program more than 15 years ago.

Beginnings

When Walton visited Washington for national 4-H conference, a 4-H committee meeting, or any other business, he always made it his business to visit his Congressmen on Capitol Hill.

During such a visit in 1960, Walton was chatting with Senator Russell and Jordan. The Senator

casually mentioned how hard it was to find good young men to fill his special aide positions. Walton immediately saw an opportunity to provide a "unique career advancement program" to some promising and deserving Georgia 4-H'ers.

"How about me recommending a couple of 4-H members each year?" he asked.

That was it—it was just that simple. Walton started recommending two young men, and with that, his responsibility ended. He made it clear to the 4-H'ers that his recommendation did not assure them employment with Senator Russell. However, not a single one of "his boys" was ever turned down.

After Walton's recommendation, the Senator and his staff extended the invitation to apply, interviewed the applicants, and signed them up for these positions to learn about government.

The program continued with Senator Russell until his death in 1968. In 1972, following a visit from Walton, Senator Herman Talmadge picked it up. Talks are now under way with Sam Nunn, Georgia's junior Senator, for the same program.

On-the-Job in '76

Many of the participants share Walton's view of the "unique career advancement program." One of these is Steve Cash, Georgia 4-H alumnus, and current employee in Senator Talmadge's office.



Dashing from the Senator's office to the documents room, Steve Cash catches the subway.



Robert Dixon, Steve Cash, Mary Walton and Tommy Walton listen intently as the story of the Georgia 4-H special aide program is told at the Tommy L. Walton Appreciation Dinner.

"This is probably the best opportunity I'll ever have to study our political system and get to know about Washington, D.C.," said Cash.

Since his arrival in Washington last fall, Steve has learned to view the Nation's Capital with a little less awe. The skillful way he maneuvers a visitor through the halls of the Russell Senate office building, down the stairs, through the tunnel and into the subway to the Capitol attest to the confidence and knowledge he has gained working as a receptionist and Senate documents distributor during his 9-month tour.

Cash's day at the office begins at 7:30 a.m.—assisting with early morning calls and visitors, opening the mail, and other clerical duties. This isn't a regular part of Steve's assignment, but something he wants to do for his own education. Many past participants have worked on college degrees during these hours. "Assisting with the clerical work is one of the most valuable things that I've done," he said. "It's given me a chance to learn the ins and outs of office management from the ground up."

Steve's regular assignment is working in the Senate documents

room from 9-5, or as long as the Senate is in session. Here he searches out documents, filling orders primarily for Senators' offices. This involves storage of every bill, amendment, resolution, committee report and public law that goes through the House or Senate along with some private laws and special committee reports. Orders are filled primarily with materials from the current Congress (the 94th).

Cash finds that he's considered the 4-H "expert" in the Senator's office. If a 4-H group comes to town, he gives them a VIP tour of Capitol Hill. If there's a question about 4-H programs—Steve's there to answer it. He also represents the Senator at many 4-H functions in Washington.

A chance to attend receptions and Washington happenings as a representative of the Senator is, "an exciting and unique public relations opportunity" in Steve's words. "Meeting the Vice President and Cabinet members, as well as many people from national organizations, has been a good experience for a small-town Georgia boy," he added.

Other Participants

What about the other 30 "small-



town Georgia boys" who preceded Cash? Have they, too, benefited from their experience as a participant in the 4-H special aide program?

Early this year 23 of them "came home to Athens-town" for the Tommy L. Walton Appreciation Dinner. Those who could not make it joined the others in putting their reminiscences in letters which were bound and presented to the state 4-H



Steve Cash, Georgia 4-H special aide, categorizes Senator Talmadge's mail.

director. They all said, in one way or another, "Dr. Walton, I thank you."

His "boys" are now doctors, lawyers, engineers, businessmen, district attorneys, executive secretaries to governors, county and municipal managers They live in Washington, D.C.; Illinois;

California; North Carolina; South Carolina; Louisiana—as well as Georgia.

No doubt about it, the program has had a direct effect on these 31 young men over a 15-year period. They're quick to acknowledge how that year in Washington altered their career choices, attitudes, out-

look, and entire lives.

Career choices? Listen to George W. (Buddy) Darden: "During the summer of 1962, after one year of college, I had no serious or definite career plans. Working at the Rock Eagle 4-H Center as a counselor, I had planned to return to North Georgia College in the fall. During

my year in the program I became convinced I wanted to participate in the field of law and government." Today Buddy Darden is district attorney of the Cobb Judicial Circuit.

Frank Stancil, Jr., doesn't believe he could have "gained such insight into the working of the legislative branch of our government any other way. Books, lectures, and courses on government rarely come close to the true mechanics of government in action," he said.

For William C. Warren, the year with Senator Russell was the beginning of many years of work and study in Washington. "And I am still here," he said. "After leaving the Senate 4-H aide job, I went over to work in the House of Representatives post office under the guidance of Congressman Phil Landrum. While attending college, I worked on the early morning shift for 3 years."

Warren received his law degree and today handles mostly public relations and Washington lobbying accounts.

J. Kenneth Luke remembers his



Filling document requests for 100 Senators is all in a day's work for a 4-H special aide.



Steve has a quick smile and a friendly handshake for one of the many people he meets on the Hill each day.

duty as "a valuable experience in becoming independent and finding my own way for a year. It was a rare privilege for college kids to be able to work in one of the most prestigious and highest offices of government and observe the wheels of our national government turn." Today Luke is assistant county executive in Greenville County, S.C.

Some of the participants remember the year as an opportunity to see history in the making and to meet the people who were making it.

Barry E. Mansell, Southern Bell manager at Newnan, Ga., was in Washington in 1963, the year President Kennedy was assassinated. "I

will never forget the funeral procession in Washington and the thousands of people who came through the rotunda of the Capitol.

"Seeing the president, senators, congressmen and various heads of states was hard to get used to at first," Mansell remembers. Then he learned an important lesson shared by all of the participants: "Since I saw them pretty often, I finally realized they were human, too."

Future

The dinner for Walton was the inspiration of former participants Donald Johnson, National 4-H Council, and Robert Dixon, youth

and educational services representative with a Georgia power company. Appreciation was their main objective, but they also had a secondary motive.

"We would like to see 4-H members in every Senator's office in Washington," said Johnson, "and we aim to market that dream." These same opportunities for special aides exist on the state level, too.

Walton's advice to any state 4-H leaders wanting to start such a program is, "When you are in Washington, by all means go by and see your senators and congressmen, and then offer 4-H's cooperation if the lawmaker is interested." □

by
Arthur Jones
Asst. State 4-H Leader
Cooperative Extension Service

and
Cliff Cahoon
News Editor
Utah State University

Go directly to 4-H—do not pass jail

It was cold enough to be ice fishing season, but the fast-flowing Green River was wide open and only the people fishing were frozen.

Fifteen-year-old Robert had seen Jon get a quarter from one counselor for being the first to catch a fish. He had seen several of the others hold up their catches. Suddenly, it was his turn and he reeled in a trout. It wasn't a big fish, but it was acceptable and his pride was obvious.

"This is the first fish I've ever caught," he shouted, beaming as he held the wiggling trout in his gloved hand.

Later, Robert's pride at catching his first fish would be replaced by cool nonchalance as he caught more. Besides, it was part of the unspoken code not to act pleased too long. He had to act "cool" and "tough" to keep his place in the group.

Robert was one of several boys who earned their way on the camping trip by getting in trouble with the law. The trip is part of the 4-H Juvenile Justice Program conducted by Utah State University (USU) Extension. Funded by the U.S. Department of Justice, the program is a trial alternative to traditional forms of juvenile punishment.

The program began when USU Extension decided the principles of 4-H could be used in helping kids who need some guidance. We've found that involving these youngsters in a year of 4-H cost the taxpayer less money than current court alternatives.

While detention looms as a real possibility for some of the youngsters, most are first offenders who would not be jailed. In fact, most of the boys are not what you would call hardened delinquents. Many have simply been caught in youthful pranks. Of course, others have been arrested for assault, burglary, car theft and other serious offenses.

On any of the camping trips, successful fishing keeps everyone occupied. But when they aren't busy or excited about something, the boys' conversation and actions take on a definite "who's toughest" tone. They talk very freely about the activity for which they have been arrested. There is no bragging; it's just very matter-of-fact.

One of the adult counselors who goes on the camping trips said, "When they're together each one puts up this toughness barrier, but

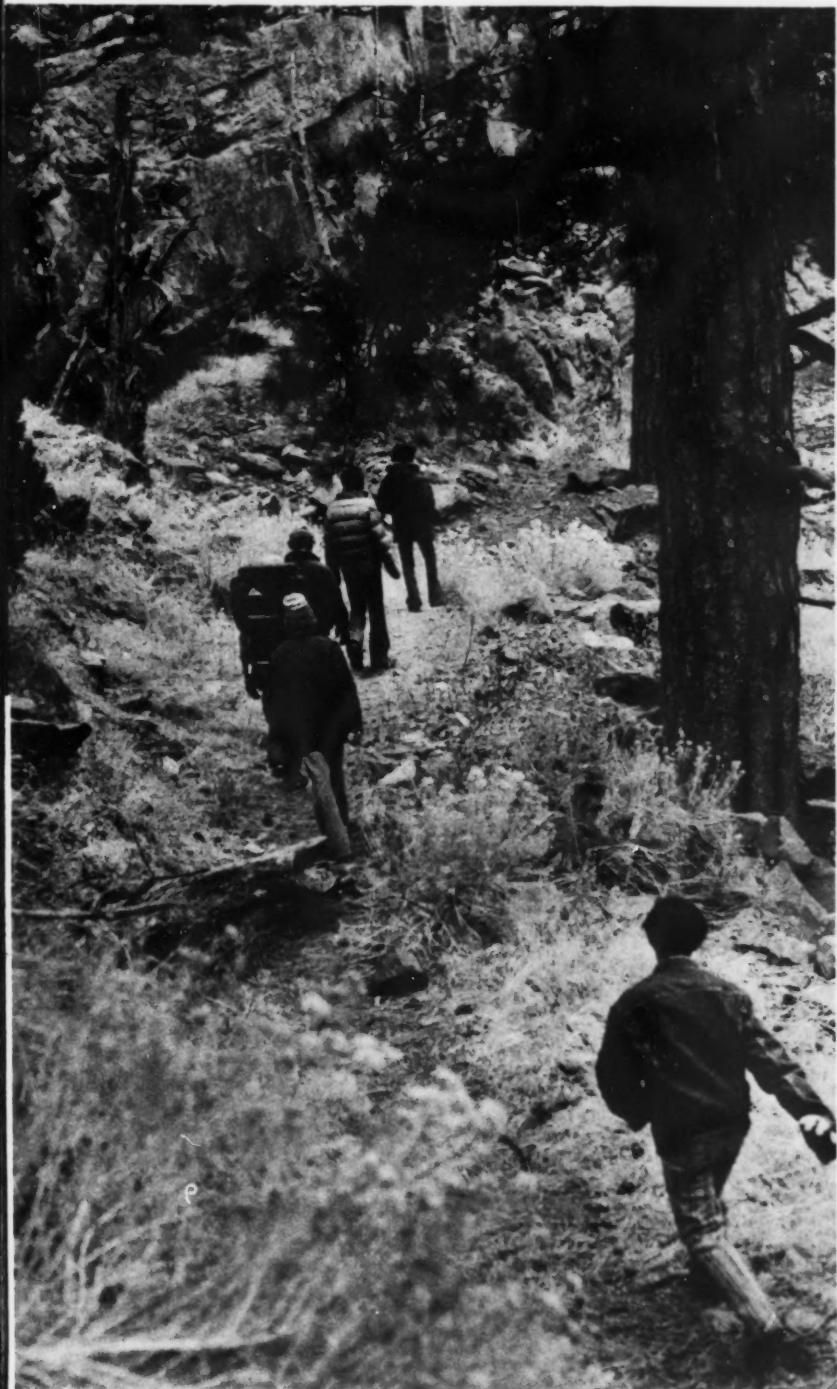
on an individual basis they talk about their problems and worries very freely. They have fears and insecurities like we all do, and like all of us—they are sometimes reluctant to express them."

All the youths are full of energy. If the fishing is good we practically have to take their fishing poles away in order to hike back to camp or do some other activity. While a different group goes camping practically every month, the place and the activities depend on the weather.

From testing conducted at USU prior to the camping trip, we know the vocational interests of each boy. While camping we try to capture those interests either by talking with the boy, or, if possible, getting him involved in a project related to his interest.

We try to give each camper a feeling for the outdoors. One hope of the program is to show the youths there are many ways to have fun without getting in trouble. When legitimate fun and learning become as challenging and rewarding as deviant behavior, this goal is achieved.

This concept of legal entertainment is a big part of the program.



Hiking is part of the 4-H camping experience for juvenile offenders in Utah.

Those who participate do so voluntarily. They have access to urban 4-H programs with enjoyable projects such as karate, leatherwork, and minibiking. Each agrees to participate in 4-H for 1 year after the camping trip and to visit USU.

Their year in 4-H should be one positive experience after another.

The one-upmanship among the boys subsides toward the end of each camping trip. After roughing it for a few days, catching fish, hiking and just surviving, they have proved to themselves and each other how really tough they are.

It's also amazing how the boys soon learn to cooperate and get along with each other. They are often disagreeable at first, but when they realize that by working together they can eat faster, keep warmer, and fish longer, they soon change.

At the end of the trip a feeling of togetherness prevails. We all feel close to the boys and try to keep in contact with them after returning home. The experience, while short, takes them out of their current routine. It also provides enough positive impact to give most of the boys something to cling to when they return home.

Keeping contact is necessary to the program. Two 4-H professionals maintain a weekly contact with the boys and their parents—we don't want to lose them!

The program is new and the obvious question is, "Does it work?"

Actually, it's too early to tell. The only evidence we have is that only one boy out of the 40 we have worked with in the program has returned to court. They seem to be trying as hard as we are to make it work. With that kind of support, how can we fail? □

Suburban kids trade backyards for barnyard

by
Doris Henrique
Assistant Agricultural Editor
University of Delaware

For a kid with a yen for farming, growing up in Delaware's suburban New Castle County can be kind of tough. Seventy percent of the state population is concentrated in the upper half of this county. If you live in one of the many developments there, your neighbors would probably object to your keeping a couple of sheep or pigs in the backyard. As a matter of fact, it's not even allowed.

A group of 4-H'ers has found the perfect answer to this dilemma. For the past 5 years they've been leasing a barn on the outskirts of the county's major city, Wilmington. At the barn, made available through the interest and cooperation of its owner, A. Felix DuPont, Jr.—they raise pigs, sheep and beef cattle.

The project started with just 13 participants the first year. According to county 4-H Agent Dean C. Belt, the group has now grown to about 35. To participate, 4-H'ers must belong to a local club, live near enough for easy access, and lack the facilities at home for raising livestock.

The young people must also be willing to accept the responsibilities of an animal project. These include showing up at least once a week on the day scheduled—rain or shine, mud or snow—to feed and water the animals and muck out the barn.

Last summer there were 14 pigs,

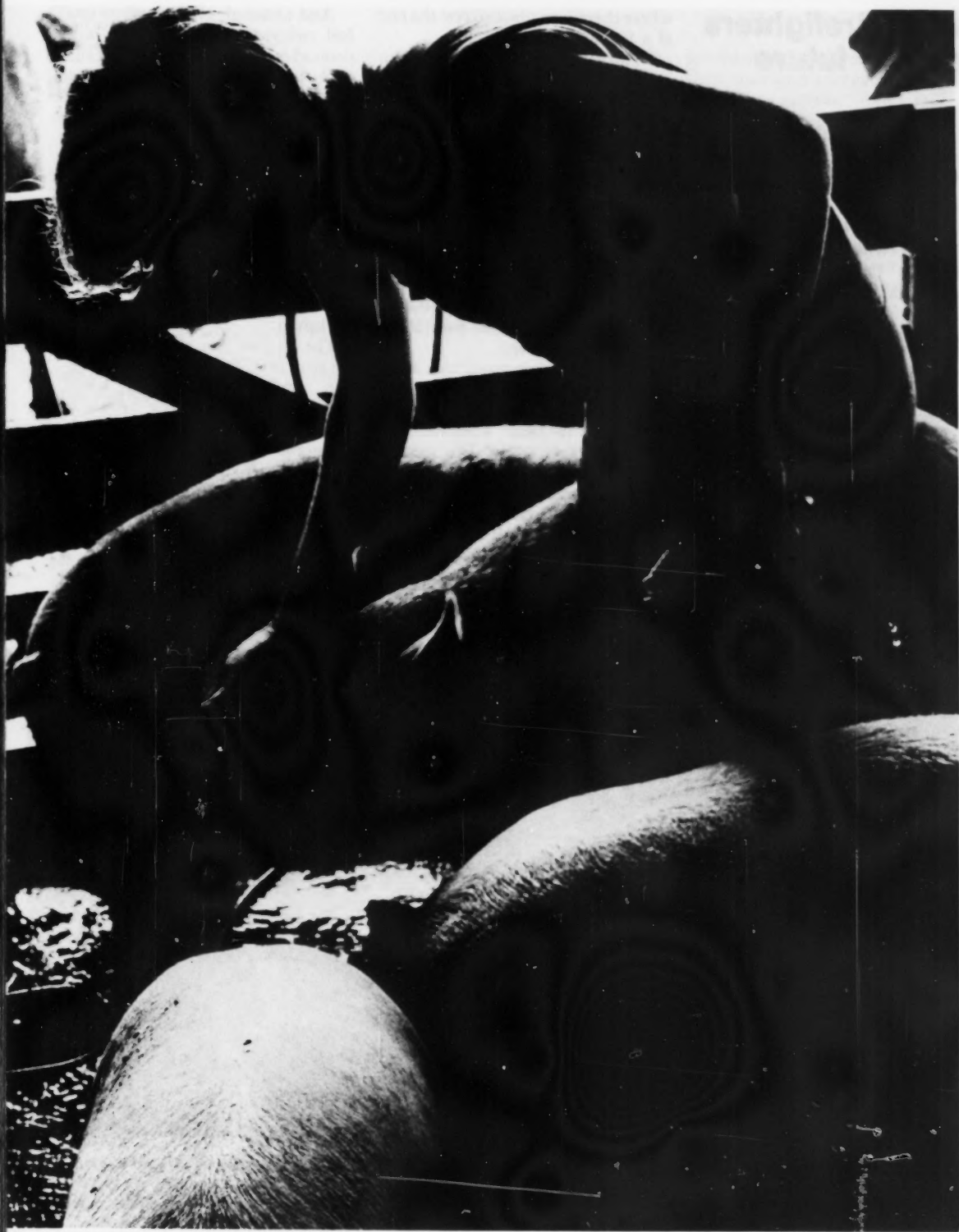
20 lambs and 6 steers in the barn—each animal representing an individual 4-H project. A lamb project lasts 3½ months. Swine take 4 months, and steers take between 10 and 11 months to raise to market weight. During the time it takes to grow out each animal, its owner learns how to feed, how to "fit" (trim and clean) and how to show it.

The 4-H'ers also learn the principles of livestock judging. Older members pass on tips to those less experienced and take on much of the responsibility for seeing that things at the barn run smoothly. Leaders of participating clubs also keep tabs on the operation.

Target date for completion of projects each year is the Delaware State Fair, where the youths have a chance to show their animals. Last summer, barn members did exceptionally well at the fair—especially with the steers, which took first place in every class and won the junior grand championship for steers of all breeds.

The rewards of this livestock enterprise go beyond winning ribbons, of course. There's the pride in ownership of a valuable animal and the sense of accomplishment in seeing it reach top form. There's also the fellowship in working with other young people toward a common goal. □

Cheryl Keiffer gives pigs a scrubdown at the barn.



SEPTEMBER-OCTOBER

Junior firefighters train for future

by
Margaret Mastalerz
Extension Specialist - Press
West Virginia University

Many youths dream of becoming firefighters when they grow up. Dressed in the traditional wide-brimmed hat, boots and fireproof coat, they imagine riding through streets on a shiny red truck—blowing sirens, fighting fires, and saving lives and property.

As members of junior 4-H volunteer fire clubs, some 400 West Virginia adolescents are seeing their dream come true. This one-of-a-kind program in the Nation has volunteer firemen working with youths aged 13-17 who are interested in becoming firefighters someday.

"These young people get a lot of good, personal satisfaction, and a feeling of worth to the community," said Glenn Snyder, Jr., state 4-H youth development specialist, and an originator of the fire program. "No awards are given to them for their work. Their experiences are their rewards."

Club members are taught the same things as volunteer firefighters. They learn first aid techniques, and use of demand air breathing apparatus. Special buildings, under controlled conditions, are set on fire, and the junior firefighters practice putting them out.

"We train them to hold a ladder in mid-air with ropes, and let someone climb up one side and down the other," explained Terry Largent, volunteer firefighter and a leader for the 13 youths in the 4-H program in Hedgesville. This "ladder raise" is often used during a fire in a building with a high ceiling, such as a church,

where there's no place to rest the end of a ladder.

"This technique is taught in training because it develops confidence and stresses teamwork," said Lee Husted, fire service Extension specialist.

What the junior firefighters can't learn in their community firehouses, they learn at once-a-year week end workshops at West Virginia University (WVU). Under the supervision of Husted, the youths practice such activities as search and rescue operations in a burning building. The fire conditions are controlled, and safety is stressed.

Because of their age and lack of insurance, the teenagers are not allowed to participate in actual firefighting in their communities; they aren't even allowed to ride to fires on the station's trucks. "These boys are official members of the fire department, but they can't actively participate in the work until they are age 18," Largent said. "They are insured for their practicing, but not for actual firefighting."

And although club members may feel twinges of envy as their older comrades ride off to fight a fire, they stick to the rules. Most want to become practicing firefighters when they reach 18, and some will further their studies of fire safety through college or vocational school.

But in the meantime, they learn safe firefighting practices, participate in fund raising activities for their firehouses, and raise money for themselves, too. The Hedgesville 4-H firefighters raised the funds for their annual trip to the WVU workshop.

The program began 5 years ago at the request of the Fire Service Extension Advisory Committee, which wanted to involve young people in the state fire departments. It's jointly sponsored by the state 4-H and the Fire Service Extension.

"I like the program because you can help people if they need it," said Jimmy Kinney of the Hedgesville group. "I plan to become a firefighter, and this is a good way to start." □



A volunteer firefighter explains the use of a breathing apparatus.

County cooperates for safe skating

by
Tony Burkholder
Information Coordinator,
4-H-Youth
Cooperative Extension Service
Michigan State University

An accidental icy swim in the Pere Marquette River flats, 4-H, and community involvement were common ingredients in forming the Mason County Ice Recreation Association in Michigan.

In December, 1974, Robert Laude, a 4-H club member, and three of his friends visited Bob Ojala, 4-H youth agent. Laude explained that about 50 youth skated and played hockey on the river every day after school. Just the week before, a skater fell through the ice. The concerned youth were looking for a safe alternative to river skating.

After reviewing the situation, Ojala called a meeting for anyone in the county interested in setting up a hockey program. "More than 50 people showed up that first time," he reminisced.

Out of that meeting, and the involvement of other community members, grew the ice recreation association.

"Our first goal was to provide a safe place for youth to skate and play hockey," Ojala said. "We wanted to make sure the entire county felt free to use the facility, so we decided against building it at any one school. We believed the county fairgrounds would be the best location."

The fair board agreed to the plan and provided lights, water, dressing room and an outdoor restroom.

To raise money to build the ice arena, the association conducted a fund-raising drive. The young skaters sold booster patches and decals, and contacted service clubs, businesses, and individuals who

donated money and building supplies. The Mason County Parks and Recreation Commission, which is usually not involved in programming, provided an additional \$1,000. Paul McCrath, a construction firm accountant and hockey enthusiast, coordinated the drive.

Families—young and old—worked together to build and paint the 4-foot-high boards around the 16,000 square feet of ice. Ron Gorzynski, elected rink manager, coordinated the building operation and made the ice.

Once they had a safe facility, the organization bought six sets of goalie equipment, helmets, skates, and sticks from a hockey school in Chicago. "Two association members drove down one Saturday to pick it up. We wanted to make sure that anybody, whatever their family's financial situation, could safely participate in the program," Ojala said.

But materials alone won't build a youth program. "One of our major concerns is keeping kids at the

forefront. A lot of people have given their time and energy to make this program a success," Ojala said.

Mel Christopherson, a former Michigan State University hockey player, is head coach. He teaches the young people the fundamentals of skating and hockey, stressing sportsmanship as an important part of the game. Members, grouped by age, play other community teams as well as scrimmaging among themselves.

A former professional figure skater, Joan Craymer, taught about 40 youth self confidence and grace through figure skating.

This year more than 125 young people took part in the program. Through the association they can learn to work with government, industry, and adults—as well as how to play hockey or figure skate.

A flexible 4-H program and a need started the Mason County Ice Recreation Association. Community dedication, cooperation and leadership keep it growing. □



Erecting the hockey boards around the ice rink took a lot of effort and cooperation.

by
David A. Zarkin
*Extension Information Specialist
Agricultural Extension Service
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Feminine "faces" frolic for 4-H

Gaining peer group acceptance for 4-H in the Twin Cities, Minnesota, suburbs has not always been easy, but the Roseville Clover 4-H Club members discovered one way to bridge this gap.

Their original conception and performance of "The Many Faces of Women" has done much to attract attention to the 4-H program in their area. Through the costumes they made, the words they speak, and the songs they sing, these 4-H'ers portray both the famous and infamous women in American history.

"They don't fit the stereotype of the 4-H member—a fresh-faced young woman showing off the dress she sewed or the bread she baked. Instead there's Rosie the Riveter, Betsy Ross, Phyllis Wheatley, the Bowery girls and others on the stage singing 'I am Woman,'" wrote Margaret Zack in the *Minneapolis Sunday Tribune* picture magazine.

These young women even received rave reviews when they were "under the weather" after driving north to Fergus Falls in a bus with a leaky exhaust system.

Although shaken, but not seriously ill, they went directly from the county hospital to a convention and performed their show before a responsive and appreciative audience, who gave them two standing ovations.

Authentically attired, the 4-H'ers present sketches of more than 30 American women during their 30-minute historical survey. Betsy Ross sews her flag in the belief that women should place love of country above other considerations. Laurie Toenjes, 16, as the Statue of Liberty asks the audience, "Who symbolizes liberty? A woman! Who wrote the inscription? You guessed it—another woman!" The members then sing a chorus of "Give me your



"Bowery Girls" Ginny Carley, left, and Karen Rees are firm in their convictions—they'd "rather be pitied than censured."

tired, your poor," in tribute to writer Emma Lazarus.

Karen Torgerson, 13, says: "I'm Rosie the Riveter, have you heard about me? You may have heard about the pinup girls, but I was the woman who was really needed during those war years. When I saw those signs saying 'Uncle Sam Needs You,' I knew that meant me, too."

Linda Sporre and Mary Jo Bonesho use this dialogue as today's women:

"Say, have you read this article in *Ms.* magazine about women's lib? It's really neat! After all, when a woman is doing the same job as a man, she ought to be paid the same."

"I agree with that, Marge, but there's some of it I'm not too sure about. Seems to me that some women are just trying to be like men. Let's face it, men and women are different."

"Sure they are, but some differences are trained in. You know, a man is supposed to be aggressive, outspoken, competitive and athletic. A woman is supposed to be understanding, loving and tender. Why can't men be loving and tender and women outspoken, competitive and athletic?"

"That's true. But some male values aren't worth copying. Just because some of them like to see sexy women selling shaving cream and

razor blades doesn't mean I need Joe Namath telling me to buy a certain brand of pantyhose."

"Yeah, TV advertising bugs me, too. They always make women look like flirts or part of the four walls of a house. Women are so much more. We have many other talents."

"And I think today's woman can accept who she is and also others who aren't like her. Today a woman can be respected as a person, not for whose wife she is, who her children are or what her position in society or a job might be."

Through some of their performances, the club raised several thousand dollars to that it could accept an invitation from the Minnesota Bicentennial Commission to perform in Philadelphia and on Minnesota Day in Washington, D.C., in early June. The group also performed on the Freedom Train when it stopped in the Twin Cities in August 1975.

Since the club began the "Faces" program, six boys have joined the group and become actively involved as the stage crew. They also helped raise money for the club's trip east by making and selling "Paul Revere" lanterns after performances.

Carol Bonesho, club leader, credits enthusiastic public acceptance of the club's efforts to current interest in women's history, achievement of youth apparent in the presentation, grassroots orientation of the Bicentennial, and interest in seeing 4-H thrive in a suburban setting. More than entertainment, Bonesho sees "Many Faces of Women" as a citizenship contribution that dovetails into the club's participation in the 4-H citizenship short course in Washington, D.C.

The "Faces" program has also given each member a sense of pride. Project work has always been a mainstay of the Roseville Clover 4-H program and more emphasis will be placed on it this fall. With the Bicentennial drawing to a close, the club "can't live forever hanging onto something. Besides, the kids don't grow without new challenges," Bonesho said. "We will look for another avenue of innovation." □



Joan Smiland, Sandy Robinson, and Dianna Sether, all 14-year-old 4-H'ers, admire "Betsy Ross" flag.

COME TO THE "TOWN & COUNTRY FAIR"

by
Elizabeth Fleming
Information Specialist,
Home Economics
Extension Service-USDA

USDA employees know what Extension Service is and what it has to offer. Right? Very wrong!

"I never knew Extension had information like this" was heard from every direction at the recent Town and Country Fair held to introduce employees to ES Home Economics.

The May 4-5 event in the USDA patio also kicked off the national Extension Home Economics "Living with Change" campaign—a campaign designed to show consumers that Extension *does* have information to help them live with change. Packets of "Living with Change" multimedia materials were sent to states at this time.

A group known as the Metropolitan Extension Council (MEC) made up of 17 Extension home economists from the District of Columbia, Virginia, and Maryland, developed the exhibit ideas presented at the Town and Country Fair. They received support from their state home economics staff and the ES-HE staff.

What's most unique about the Town and Country Fair is that these home economists succeeded in interpreting and molding the "Living with Change" theme so well that more than 1,000 USDA employees, agency administrators, and invited guests went away with an up-to-

date, impressive picture of Extension Home Economics.

Results of the Fair

Was Town and Country Fair worth doing? MEC home economists and agents feel it was. "By pooling our resources and working together, we achieved more visibility," said Maryland's Pat White. "Homemade signs won't do any more. It makes you feel good to look professional!"

Here are some other results of the Fair:

- A feature about the event in USDA's *Food and Home Notes* was sent to national media, plus many home economics educators.

- Four 5-minute segments on USDA's *Across The Fence* TV show reached an estimated audience of 1 million viewers on 100 stations. Topics covered: food preservation, re-created clothing, quilting, and toys.

- Three 3-minute "Consumer Time" radio spots were distributed to 300 stations across the country. Also, two 60-second items were used on USDA's *Consumer Spot News Line*, a telephone call-in service for radio stations.

- "Telling The Extension Home Economics Story"—a 75-frame slide set—describing the Town and Country Fair and the "Living with



Lengthening a dress can be an economical and fashionable step. Maryland Home Economist Karen Abernethy demonstrates.

Change" theme was prepared and distributed, on a loan basis, to state Extension Leaders-Home Economics.

Development

The idea for the Town and Country Fair was conceived in November 1975 when MEC members met with the author to discuss the "Living with Change" concept.

With budgets tight and time limited, these home economists were cautious about their involvement. Their major concern was—what will we (the counties) get out of this?

Through "Living with Change" funds, some money was available for low-cost, cardboard exhibits. These would unify the event, giving it a professional look.

MEC members were also enthusiastic about sharing the results of the fair with other states.

- Do you need to upgrade or update your present exhibits?
- Are you satisfied with the public image they present for Extension Home Economics?
- Can you apply any of the methods and techniques used in the "Town and Country Fair" to your own situation?
- Have you explored the possibility of using the MEC teamwork approach on a county, regional, or multistate basis? Through such a team effort, could you pool resources and achieve more professional results?



Step right up and play Credit Card Bingo! Virginia Extension Agent Denise Shaw shows how.

Here are some of the successful exhibit ideas developed by the group:

Dress A Child

A display of self-help clothing for children included reversible clothes which can be easily and quickly adjusted to hide stains and spills. Extension Agent Donna Morgan, Fairfax County, Va., showed slides of children dressing themselves and how to adapt patterns to make clothing with more self-help features.

Make A Toy

A child's wagon of homemade toys including items such as the "grip ball"—a coordination toy for babies—attracted much interest. Ex-

tension home economist Pat White, Prince Georges County, Md., demonstrated how to make egg carton animals, bean bag frogs, and floatable animal sponges. Handouts included: *What Kind of Toys Shall We Offer Children* (reprinted from Association for Childhood Education International) and *Toys May be Hazardous . . . Choose Wisely* (reprinted from National Safety Council).

Go Fishing For Consumer Tips

USDA employees grabbed a pole and went "fishing" for consumer tips. Behind a screen, covered with fishnet and shells, they caught consumer tips shaped like fish.

Washington Technical Institute home economists Hattie Holmes and Angela Earley developed this exhibit. MEC members have also used this idea successfully with 4-H members. They stapled each "fish" (twice) and attached a magnet to the fishing pole hook. This did away with the person who sat behind the screen.

Managing—When You're Handicapped

Visitors to this exhibit saw store mannequins with specially designed garments for the handicapped in current styles, plus kitchen devices such as a dish mop, pot stabilizer, and potato peeler which could be used with one hand. Using a stocking aid you can make, Extension agents Joyce Martin, Erna Pettibone, and Hazel Bland, Arlington County, Va., showed how to put on a stocking when you can't reach your feet. Handouts included: *Clothes to Fit Your Needs* (VPI publication 664), and a listing of sources of information available to handicapped people.

Managing—When You're Elderly

Another exhibit presented by Arlington County, Va. home economists featured shirts with special closures for men, and garments with action pleats to help those with stiff joints. Handouts included: *Clothing In The Elderly Years* (VPI publication 492).

What's Your Beef?—More Meat for the Money

A local supermarket chain provided the meat and Extension Agent Marie Turner, Fairfax County, Va., provided the talent and facts needed to show USDA employees how to stretch their meat dollars. Marie demonstrated how to cut meat properly; answered questions on meat grading, freezing, etc.; and showed visitors how to get a broiling steak from a chuck steak and adapt

the restaurant concept of "portion control" to family use. Handouts included: USDA publications and *More Meals from Meat*, a one-page flyer from the National Meat and Livestock Institute.

Credit for Peanuts?

Throwing darts doesn't usually lead to a better knowledge of credit. But, at this exhibit, Extension Agent Anne Gilmer, Alexandria, Va., helped players throw darts to see if they would hit bankruptcy or not. Their skill enabled them to win or lose a few peanuts, and gain some new insights into credit. Handouts

included: *Credit: How Much Is Too Much?* (VPI publication PA-MHM-137) and *Stay On Target*, a worksheet for families to use at home. (An illustration of this exhibit will be in publications packet for State Leaders-HE.)

Let the Computer Work For You

Both women and men visited the fair, but the men were particularly fascinated with the computer. They lined up to fill in a worksheet with brief financial facts. Then they watched closely as the computer provided them with a printout com-

paring their budget to an ideal one.

Extension Agent Martha Reeves, Fairfax County, Va., also distributed worksheets for other computer programs on energy, auto maintenance, and college costs.

Credit Card Bingo

It took visitors only a minute or two to play a new game, "Credit Card Bingo" and learn the meaning of some important credit terms. Extension Agent Denise Shaw, Prince William County, Va., gave out a take-home version of the game for family use.



Fishermen (and women) at this exhibit caught consumer tips in the shape of fish.

Re-create Your Wardrobe

Fashion shows of "re-created" clothing were a live and attention-getting feature of Town and Country Fair. Garments modeled by volunteers included: skirts and dresses lengthened by inserting bands of fabrics, redesigned garments that were originally ill-fitting or outmoded. Also displayed were: children's garments made from fabric from out-of-style adult garments.

Extension home economists Karen Abernethy, Montgomery County, Md., and Marcie Myers, Prince Georges County, Md., wrote the fashion show script and coordinated the exhibit. Handouts included: a new leaflet, *Recreate Your Wardrobe*

(University of Maryland L80) (The fashion show script will be in publications packet for State Leaders-HE.)

Money Know-How And Your Future

Fortune reading is a popular pastime. At this exhibit, Extension home economist Julia Lacey, Federal City College, Washington, D.C., provided a crystal ball and a fortune teller. Visitors picked a card with a good or bad money management concept on it. The fortune teller then predicted the effect of that judgement on future money-related matters. Handouts included: a publication titled *Money Know How and Your Future* (Federal City College, Washington, D.C.)

Adventures in the Home

Lawnchair rewebbing can be done . . . at home . . . cheaply. Other skills can be learned, too, such as repairing garden hoses and removing burn marks from wooden furniture. Demonstrations at this exhibit coordinated by Extension home economists Marilyn Mills and Hattie Holmes, Washington Technical Institute, provided some very practical information.

Other exhibits included: **Contact Your Local Extension Home Economist**, information on how to reach MEC members at their local offices; **Take the Quiz**, the four tabletop "Living with Change" exhibits on money management, values, housing, and food shopping; **Plant It! Pick It! Preserve It!**, factsheets on canning and freezing, with exhibit staffed by Cay Rhoads, Montgomery County, Md. home economist; and **Consumer Life . . . in Years Gone By**, a

colonial Bicentennial display designed by Extension agent Denise Shaw, Prince William County, Va.

Lunch and Watch Corners for those bringing lunch, featured the new "Living with Change" slide set and the Texas videocassette on their "You Can Do It" household repairs program.

Special Showing

A preview showing of Town and Country Fair was held on May 4 for representatives of national organizations, other government departments, and USDA agencies.

On the program were Secretary of Agriculture Earl L. Butz; Paul A. Vander Myde, USDA's assistant secretary for conservation, research, and education; Nancy Steorts, USDA special assistant for consumer affairs; ES Administrator Edwin L. Kirby; Opal H. Mann, assistant administrator, ES-HE; and Ava Rodgers, deputy assistant administrator, ES-HE.

Need More Information?

The MEC has agreed to respond to specific questions (not publication requests) on Town and Country Fair. Write Marcie Myers, Extension home economist, Prince Georges Cooperative Extension Service, 15209 Main Street, Upper Marlboro, Md. 20870.

One set of selected sample publications mentioned in this article is available per state. This request should come from the State Leader-HE and be directed to Marcie Myers.

A one-page sheet providing how-to's for making the cardboard exhibits used at the Town and Country Fair is available. Write to the author of this article, Extension Service, Room 5416-S, Dept. of Agriculture, Washington, D.C., 20250. □



Can a potato be peeled with one hand? Come see! "Town and Country Fair" barker Roy Porter (U. of Md. Extension Service staff) interviews Joyce Martin, Virginia Extension agent, to draw a crowd at the *Managing—When You're Handicapped* exhibit.

“Winging it” wins crop data

by
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*Asst. Extension Adviser,
Agriculture, Fayette County*

and
T. Joe Faggetti
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“Winging it,” as an old cliché states, is one way to attain success. And winging it, is exactly what the Fayette County, Illinois Agricultural Extension Service is doing to keep close tabs on crop conditions.

Through a cooperative venture with a Vandalia bank, T. Joe Faggetti, University of Illinois Extension adviser, and members of the agriculture Extension council and various agri-businesses have been flying over Fayette County fields this past cropping season.

“We have been keeping a close eye on such conditions as the Kaskaskia River overflow in bottomlands, planting progress, crop stands, plant diseases, drought effects, crop outlook, and harvesting progress,” Faggetti said. “Flying over the county gives us greater opportunity to keep agriculturists abreast with what’s currently happening.”

In the past 14 months Faggetti and other agricultural business representatives have flown 14 flights over an estimated 1,700 farms. “It might take a lifetime to make that many specific farm visits,” Faggetti commented.

A more realistic idea of crop conditions is a distinct advantage of the aerial surveillance. “Viewing crops from the roadside can often be deceptive,” said Robert Provines, agriculture Extension council representative. “Flying over a field lets you get away from end rows to see those low, drowned-out spots and other yield-depressing areas of a field.”

“I really enjoyed seeing the difference in the crops over the county,” said Anton Matzker, secretary of the Fayette County agriculture Extension council. He had gone up to view large acreages of just-planted beans. “You could pick out beans right to the row that were having trouble coming up due to moisture conditions.”

“But the real advantage of the program,” Matzker continued, “is to the Extension advisers. They can survey much of the county at one time to pinpoint the problem areas, then later visit those areas for closer inspection.”

The potential for flying inspections of cropland was a direct result



of the summer droughts in 1973. In an effort to attain needed data during this time, Delbert Miller, manager of the Vandalia airport, had volunteered his flying services to the county disaster committee, of which Faggetti was a member.

"The bank has continued to provide the aerial service whenever we feel there is a need," Faggetti said, commenting on the cooperative efforts of the organization in loaning the use of its plane. In early summer, flights are scheduled every 2 weeks. Toward midsummer, they begin on a weekly basis to keep on top of moisture conditions, chemical damage, and crop progress during the crucial growing season.

"Detecting problems in early stages has been one of the biggest advantages of these flights to me," Faggetti reported. "We were able to advise many farmers on what to do with late spring chemical damages to soybeans at least 2 days before national and statewide news services were aware of the problems."

After each flight, Faggetti reports through his local newspaper columns and radio broadcasts what he saw and what farmers should be on the lookout for. He is considering making radio tapes while in flight in order to more accurately relay what he sees.

"People like to know how they stand in relation to other farmers in the county," said Faggetti. "With a county about 45 miles long and 35 miles wide, this is the only way I can accurately relate such conditions."

The flying inspections are now a stable part of the Extension program in Fayette County, where all involved—the bank, the Extension advisers, and above all, the farmers—benefit! □

Consumer survey guides grocers, legislators

by
Martha S. Holdsworth
Assistant Editor
Cooperative Extension Service
The Ohio State University

Everyone is concerned about food. People produce it, market it, buy it, and most of all—they eat it.

As consumers, we wonder if supplies are adequate. We question whether food is safe and nutritious. We ask about food prices.

Food retailers and distributors need to know where consumer preferences lie. Their job is to satisfy the family shopper; their profits depend on it.

In Ohio, both the food industry and consumers have turned to the Cooperative Extension Service at The Ohio State University for assistance.

There, two Extension agricultural economists, Vern Vandemark and Edgar Watkins keep up to date with what's happening with food through an annual food distribution conference, store management seminars, customer surveys, and marketing publications.

In 1974 an independent supermarket in northeastern Ohio asked the two economists to conduct a consumer survey in two communities (Hudson and Stow) in their trading area. Questionnaires were mailed to 1,896 households selected randomly from a street directory. A total of 533 completed questionnaires were returned.

The survey objectives were to identify customer priorities in selecting a food store, discover their con-

cerns about food, and show what adjustments consumers have made in food buying as a result of inflation. The survey also explored similarities and differences of the two adjacent communities.

Wives were indicated as doing most of the food shopping. Average family size was 3.71 persons. Weekly grocery expenditures totaled \$49.96 in Hudson, and \$37.08 in Stow. This averaged out to \$11.34 per person each week.

Supermarkets traditionally have attracted customers who live relatively close to the store. This was true for the area surveyed, with the average distance to the stores being 1 to 3 miles.

Customers considered price as the most important consideration in buying food. They also chose stores on the basis of their cleanliness, food quality, selection and variety, store location, and employee attitude.

The survey also asked consumers how they felt about five food-related issues:

- Open code dating of perishable products
- Unit pricing
- Listing all ingredients on the package

- Few chemical additives
- Placing nutritional information on the package.

Customers were asked to rate the importance of each of these. "Open code dating" and "all ingredients on the package" were listed by the majority as being "very important." The other three were mostly considered "important."

Eighty-four percent of the consumers made suggestions for food store improvement. These responses centered around store layout, pricing, and checkout.

Customers suggested such things as wider and uncluttered aisles, and fewer changes in location of merchandise. Others felt that bakery goods and dairy products should be placed at the end of the shopping pattern. They wanted lower prices, legible price marking, faster checkout times, and more clerks and bag boys at peak hours.

Customers indicated they had made five major kinds of adjustments to cope with inflation:

- Buy less, or buy less of some foods
- Buy lower-priced or substitute products and brands
- Changing other shopping and buying habits
- Adjustments in growing, storing, and preparing foods
- Changes in home use, planning, and meal patterns.



Ohio consumers like these made their needs known to supermarket managers, through Extension.

One of the big values of this kind of work is that it has application to a diverse set of audiences, Watkins said.

Survey results were summarized and published, and copies sent to each county and area office. The findings have been the basis for presentations for consumer groups and store managers, for radio tapes, and programs on two Ohio television stations. Outside Ohio, the information was used in the U.S. Senate's Agricultural and Forestry Committee report, "The Market Functions and Costs for Food Between America's Fields and Tables."

Results were used as resource material at retail workshops sponsored by Texas A&M University and the University of Missouri. Workshop participants came from almost every state. They were provided an opportunity to assess trends, changes, and needs in this sector of the food trade.

"Home economists can use the information to pinpoint the problems of consumers and see how they have adjusted. Farmers can identify consumer concerns over farm commodities. Food distribution firms can use the survey to develop their competitive strategies and apply customer responses to their stores," Watkins says.

The survey information helped fill a need for current facts about the food market at a time when interest in legislative issues, food prices, and food supply and demand were at a high point. □

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people and programs in review

W. K. Kellogg Foundation Fellows Hold Reunion

When graduates of the National Agricultural Extension Center for Advanced Study (University of Wisconsin 1955-68) gathered in Madison, Wis., recently for a reunion-conference, they spent considerable time finding out what each other were now doing. They discovered that of the 86 Ph.D. graduates, six now serve as presidents, three as chancellors, and three as deans in land-grant institutions. Fifty-four are state directors or leaders of statewide program areas in Extension, and 20 are professors of Extension education.

About a third of the 167 graduates of the center, supported primarily by a grant from the W. K. Kellogg Foundation, Battle Creek, Mich., attended the Madison event, July 1-3. One speaker, Susan Fratkin, director of special programs for the National Assn. of State Universities and Land Grant Colleges (NASULGC) discussed collective bargaining trends in institutions of higher education. NASULGC was primarily responsible for the formation of the Extension training center.

The Secret of Affluence: New USDA Publication

"For an understanding of affluence, let's start with food," says the new 24-page USDA publication, *The Secret of Affluence*, "This booklet serves primarily as a handout at the USDA Pavilion this summer for the U.S. Bicentennial Exposition on Science and Technology, Kennedy Space Center, Cape Canaveral, Florida," said Larry Marton, Office of Communication.

A breakdown of what the average 5 acres of U.S. farmland looks like is included. This breakdown is also part of the exhibit, which demonstrates that there is enough land in the U.S. to average approximately 5 acres per citizen for food, clothing, and exports. We have distributed copies to states for one per county. If you need more let us know.

Canning With Your "Neighbor"

"Ask your 'Neighbor' when you have any question on canning" may sound confusing to some, but to everyone in El Paso, Texas, it means Helen D. Neighbor, county Extension home economist. She has the answer, or will find it, to any question her consumers may have on food preservation.

Community canning workshops with bilingual volunteers to assist the many low-income, Spanish-speaking residents have been one of Neighbor's most successful methods of helping homemakers learn proper canning techniques.

The volunteers often conduct 'on their own' workshops in their neighborhoods. Even though handouts given at the workshops are written in Spanish and English, some consumers unfortunately cannot read and follow the instructions. So the reinforcement of actually learning by doing is of great help.

First Pork Fact Sheets Released


Two of 75 proposed fact sheets on pork production for inclusion in a Pork Industry Handbook have been released by Purdue University. First subjects covered: Management of the Boar and Vitamins for Swine.

The result of a pilot project funded by ES-USDA, the fact sheets are available on a subscription basis for \$15, and will be sent to subscribers over the next 30 months. Subscription information is available from the Mail Room, Agricultural Administration Bldg., Purdue, West Lafayette, Ind. 47907.

For states interested in printing their own copies, information on ordering negatives is available from the Agricultural Information Department, AGAD Building, Purdue.

Romney Accepts 4-H Partner Award

The National Center for Voluntary Action was recently named a "Partner in 4-H for contributing significantly to strengthening of 4-H volunteer leadership development programs nationwide, for providing generously of their staff resources and materials in behalf of 4-H leader training, and for continually seeking opportunities for greater cooperation and support to 4-H." Michigan's former Governor George L. Romney, chairman of the board of the center, accepted the award from Dr. Rhonwyn Lowry, deputy assistant administrator for Extension's 4-H program.



EXTENSION
SERVICES
review

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1976

A Bridge of Hope

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.

EDWIN L. KIRBY, Administrator
Extension Service

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CONTENTS	Page
A bridge of hope	3
Neighbors profit in do-it-yourself project	7
Land use — "we've got to do something"	8
Colorado conducts experiment	10
Depressed area chooses "COP" over "cop out"	12
Agriculture is link in American-Soviet exchange	14
Arbitration clears the air in Alabama	18
Women unlimited	21
Retailers wholesale Extension information	22
People and programs in review	24

Community Development: Mystical or Practical?

Do you ever get the feeling that community development is some mythical, mystical process carried out by a mysterious group of people on the fringes of the Extension "mainstream"? Sometimes we do.

Here's an attempt to clear up some of the myths surrounding this Extension program area.

Myth: The community development (CD) process can begin only when a community representative hollers "Help! We've got a little problem out here!"

Analysis: This can happen, all right. But CD is an ongoing, research-based program within Extension, just like all the other programs. It's equipped to fight brushfires, sure. But a continuing program will help prevent the fire from ever getting started. The "Bridge of Hope" story from Puerto Rico (p. 3) illustrates this point.

Myth: When a community issue arises, a CD specialist is the only one equipped to cope with it.

Analysis: Most county Extension staffs have CD people they can call on to help. Nearly 1,000 Extension people have some specialty in CD. But county staff have knowhow to carry out CD programs. Note how the county agent got involved in the CD process in the Colorado teacher education article (p. 10).

Community Development: mystical or practical? Our vote goes to the practical approach. — *Donald L. Nelson*

A bridge of hope

A bridge can be something more than a cold structure of sand, gravel, cement, and iron bars. It can also represent hope for a better life — as it does to the low-income families of Cerro Gordo.

This small community in Aguada, Puerto Rico, was so isolated that its citizens could see the nearby towns of Aguadilla and Mayaguez across the Rico Canas — but could not reach them.

The people of Cerro Gordo had no running water, no telephones, no cars, and only a one-room school. Fifty percent of them were on welfare, and the average annual income was \$242 — lowest on the island.

Organizing for help

In 1974 an Extension Service team, as part of a program financed under the Rural Development Act of 1972, began working with the people, who refused to accept their situation as hopeless.

The result of their cooperative efforts was two new bridges and a road — the first link of “hope” to the outside world. The residents assisted with the actual construction of the bridges — a savings to the project of \$12,000.

“The new bridges opened the doors of the community of Cerro Gordo,” said Lalo Pérez, chairman of the citizens’ steering committee. “Our people can now benefit from services which other Puerto Rican

Communities have enjoyed for years.”

The new bridges and road were just the beginning. With the assistance of the Extension team, community meetings were held; other problems identified; and action plans formulated.

“Together we knocked on doors, and aggressively looked for help. Other agencies were impressed with the Cerro Gordo people’s sincere determination to help themselves,” said Efrain Figueroa-Pérez, Extension agricultural agent and head of the Extension team. Other team members have included Yolanda Rivera de Sanchez, Miriam Acevedo-Acevedo, Gloria Ramos de Alers, Israel Crespo-Torres, and Alfreda Soto.



This new bridge joins the once isolated community of Cerro Gordo with the outside world.



The old homes . . .



. . . and the new.



Fetching water was once a chore for the children of Cerro Gordo.



Better nutrition and health

The team assisted in a survey on the nutritional and health habits of the community. They initiated an educational campaign — conferences, demonstrations, circulars, and home visits — to interest people in the nutritive value of foods, correct meal preparation, and good buying habits.

Assisted by the team, state and municipal health personnel tested 697 members of 105 community families for parasites. After delivering the tests to the Mayaguez Regional Health Center, team members helped in the treatment to control the parasites.

In cooperation with the local Rotary Club, a medical clinic was organized in Cerro Gordo. Team members encouraged medicine suppliers to donate free drugs to physicians at the clinic.

Adequate water and housing

Water from a spring — the only drinking source in the community —

was contaminated. The team organized meetings between community leaders and representatives of the local government, state health department, Soil Conservation Service (SCS), Farmers Home Administration (FMHA), and State Rural Development Corporation to find a solution to the problem. With funding from the Puerto Rican government, a new rural water system is now in operation, bringing clean, safe water to the homes in Cerro Gordo.

Often old and dilapidated, the majority of the homes in Cerro Gordo are wood-constructed. Extension team members helped the community organize a self-help housing program. Thirty-two families are enrolled in the project, with 14 new homes already constructed.

Native craft revived

In addition to improved living conditions, the Extension team has seen a real attitude change — from despair to hope — in Cerro Gordo. This renewed community spirit has spurred a revival of the native straw



"Let's Learn to Sew" was one popular aspect of the Cerro Gordo self-help effort.

craft. Older craftsmen are again teaching this skill to the youth. Although the straw hat project is not yet a big money maker, it is a significant source of income for many families in the community. The people are organizing a cooperative to nurture this native industry, with visits to neighboring villages and fairs to sell their wares.

The mayor of Aguada, Mable

Velez Acevedo, enthusiastically endorses the many improvements in her community: "Cerro Gordo can serve as a shining light for Puerto Rico's other isolated communities."

In May 1976, the Cerro Gordo Isolated Community Extension team received one of USDA's highest honors — the Superior Service Award. But their most valuable award has been the hope they have

helped the people of Cerro Gordo find.

And on it goes — one action leading to another. A new start — a new way — a bridge to a better life for the families of Cerro Gordo. **A bridge of hope.** (This article was adapted from a special edition of *Rural Development Research and Education*, quarterly magazine of the Southern Rural Development Center, Mississippi.) □

Neighbors profit in do-it-yourself project

by
David E. Ryker
Extension Editor
Cooperative Extension Service
University of Arkansas

Two years ago, the Goodsons of Howard County, Arkansas, bought five acres with a 35-year-old house for \$7,500. The house needed a lot of work and extensive remodeling. The Goodsons got help from Arkansas Extension specialists in preparing remodeling plans. Then, during a 1-day Extension workshop at their home, six people removed

deteriorating wallboard, installed insulation in two rooms, and covered the inside of the exterior walls with 6-mil-thick polyethylene plastic. Finally, they installed prefinished paneling. That's quite an accomplishment for first day "do-it-yourself'ers!"

In Arkansas, many families like the Goodsons are getting this kind of help through Extension.

A new program, known as the 1862-1890 Extension Home Management Project, helps families learn "do-it-yourself" methods to improve their homes.

Irene Lee and Earline Larry, the 1890 home management specialists of the University of Arkansas at Pine Bluff; John Langston, Extension agricultural engineer assigned to housing; and Evelyn Seversen, Extension housing specialist; began planning the project workshop. Seversen and Langston also researched workshop materials that would add to the comfort of the

structure, be easy for a beginner to install, and be inexpensive to purchase.

Before presenting the program in counties, Seversen and Langston conducted a training session for county Extension agents-home economics, program aides, and home management specialists Lee and Larry, who would work closely with people in the projects. The aides and home economists learned about the options available to families on limited incomes. Then they advised families on selection and application of prefinished wall paneling, ceiling and floor tiles, and either rockwool or fiberglass insulation for attics.

Seversen and Langston suggested that families should consider prefinished wall paneling in a price range from \$5 to \$8 for a 4 x 8-foot panel, made of either plywood or hardboard.

Following the training conference, the first paneling workshop was organized at the home of a family enrolled in the project. After counseling from Lee and Larry, the homeowner selected and purchased the required materials. Directed by Seversen and Langston, the home management specialists and the aides then paneled a room for the homeowner. In all the other workshops, families did their own work under the direction of the staff.

To publicize the program, the staff held countywide meetings for people interested in the do-it-yourself project. Here, they learned what to consider in selecting building materials and what was involved in joining one of the workshops.

The staff encouraged people joining each do-it-yourself workshop to hold it at one of their homes. Staying together as a group until each family completed a project for their own home was also important.

Home maintenance, improvements, and repairs are big items in the budget of most homeowners. To people with limited incomes, these items present a special problem. In Arkansas, the problem is on the way to solution. □



Before nailing on the paneling, workshop participants line the walls with polyethylene.

Land use— 'we've got to do something'

by
Marjorie P. Groves
Extension Editor
Cooperative Extension Service
Iowa State University

Corn tassels, apartment towers, or industrial smokestacks for Iowa's countryside? Land use is no longer just a topic for debate teams.

"Between the Bicentennial and the year 2000 must come some serious planning for Iowa's 56,280 square miles," says Eber Eldridge, Extension economist at Iowa State University. State legislators, mayors, environmentalists, farmers, and hundreds of other Iowans agree.

By 2000, population in the state will increase by one-third, while the number of acres will remain the same. "If there were enough land for everyone to use in any way, there'd be no cause for concern," says Eldridge. "And, there'd be no need for a land use policy."

"Now, as we end our Bicentennial, there is no frontier. All desirable open space is, in effect, occupied," the economist continues.

"A land use policy is just that — a settled course approved and followed locally, statewide, or federally regarding wise use of land," Eldridge says. Such a policy would include all uses for the land, and identify space for urban and industrial development, farming, etc.

Land for all needs

Sometimes it's recreational use that causes concern. Wayne County is one of four counties surrounding Lake Rathbun, a new lake created

by the U.S. Corps of Engineers. During 1974, almost 2 million visitors used the lake. Business boomed. A large mobile home park and second housing development were added.

Wayne County supervisors, seeing the need for planning and zoning, appointed a commission. The commission turned to County Extension Director John Bode for advice in developing philosophy, objectives, and goals. Bode also assisted in figuring out a way to classify rural land into an agricultural zone and rural residential zone.

Most land use decisions can't be made by a mayor, environmentalist, or farmer alone. Therefore, the Extension Service at Iowa State organized a land use task force of specialists to work with groups on what to consider and how to start.

This team includes a sociologist, agronomist, journalist, political scientist, and other economists like Eldridge. Eldridge figures team members have conducted more than 250 meetings with approximately 10,000 participants since 1973. This doesn't include events carried out by county and area staff.

"Communities are now developing policies," Eldridge says. "At first we concentrated on awareness; now we're helping them with tools for implementation and looking at alternatives."

Waterloo experience

Often it helps to sit down, listen to experts, and discuss local implications. Meetings on "Public vs. Private Control Over Land Use Decisions" were held in the seven counties of the Waterloo Extension Area. Goals were established to create an awareness of issues surrounding land use and to stimulate further study, discussion, and analysis.

Clair Hein, Extension community resource management specialist, says a varied group attended meetings: soil district commissioners, farmers, legislators, boards of supervisors, urban people, and regional and city planners.

Discussion ranged through changes in land use over the years, soil types, Environmental Protection Agency feedlot regulations, and legislative efforts.

"A big issue has been private rights versus public interest. A lot of folks are interested in how much government should get into land policy decisions and which land uses to control," Hein says.

One citizen at the beginning of an Extension-sponsored meeting muttered that land use was "the worst socialistic scheme I ever heard of." But, by the end of the session, he had concluded that there were problems and, "We've got to do something." □



Colorado conducts experiment

Will teacher trainees 'turn on' to rural life?

by
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Cooperative Extension Service
and
Robert W. Richburg
Associate Professor of Education
Colorado State University



Teacher trainee Jean Buess, works with the junior high orchestra during the rural education experiment in Colorado.

Given a choice, will the most qualified university graduates in education choose to teach and live in a rural community? The answer: probably "no." But, a Colorado State University (CSU) pilot program funded through a Cooperative Extension Service Title



V Rural Development grant may suggest ways to lure these more qualified teachers into rural areas.

The Department of Education at CSU conducted the program to determine if the attitudes of its students toward living and teaching in small rural communities could be altered by participating in an intensive 4-day rural teaching experience.

Coming from such urban and suburban environments as Denver and Colorado Springs, CSU students are reluctant to look for teaching jobs in smaller rural communities — particularly in the Eastern Plains area. Graduates with more than one job offer usually choose the familiar metropolitan teaching situation. If select students had a chance to sample living and working in a small community, might they develop more appreciation for the opportunities available there?

Nineteen CSU teacher trainees in the upper 30 percent of their graduating class were involved in an experiment. They "took over" for the regular faculty of the Weldon Valley School in Weldon, Colorado, a community of 300 persons located 100 miles northeast of Denver.

Morgan County Extension Agent Chester Fithian arranged for the student teachers to live with families of the children attending the Weldon Valley School. Most of them had never been on a farm, so this experience proved to be the highlight of the project.

They milked cows, helped with chores, attended 4-H meetings and rode to and from school on the same buses as their students. Farm life made such an impression on the trainees that several of them returned to visit their host families on subsequent weekends. One returned to be a soloist in the community church; another lent a hand at branding time on the farm where he had stayed.

In the Weldon Valley School, each trainee taught at least four classes a day under supervision of the regular classroom teachers and instructors from CSU. After school, trainees assisted with extra-curricular clubs

and sports activities. By allowing the teacher trainees to take over all the classes, the regular staff was freed to update their teaching skills through inservice training. This saved money for the school district, since they normally have to hire substitute teachers.

The trainees filled out a questionnaire both before and after their rural teaching experience to see if the 4-day program changed their attitudes about living and teaching in a rural community. There were many significant changes in attitude. For instance, the trainees found the rural community to be a more friendly, interesting, and exciting place to live than they had expected it would be.

They also viewed the rural community as more progressive than they had previously believed. Their perceptions of the rural school were also altered. They perceived it as having more teaching resources, more progressive administrators, and better trained staffs than they had thought before this experience.

In each instance, living in a rural community and teaching in a rural school were thought to be more desirable at the end of the project than at the beginning.

The teachers at the Weldon Valley School were also asked to evaluate the pilot project. Randi Meyer, an English teacher, summarized the feelings of many: "I thought it was super. The CSU trainees gave me an extra shot of enthusiasm and helped rekindle some of the old idealism that has burned away with the rigors of teaching. Many of them were pleased with our school and community. Perhaps such a program will attract high-quality people to rural areas."

The Weldon Project will be repeated in other areas under the continued assistance of the Title V Rural Development Extension program in Colorado. With this increased attractiveness to rural areas enhanced by preservice experience such as this project, it is hoped that progress can be made toward improving the quality of rural education. □



Depressed area chooses 'COP' over 'cop out'

by
A. Stewart Holmes
and
Bruce Sorter
*Community Development Specialists
Cooperative Extension Service
University of Maryland*



Should an economically depressed area "cop out" — decide events are beyond their control and plead for help? Or should it organize a "COP" — a Community Organization for Progress? With the help of local Extension community development agents, people in just such an area of Maryland have decided to follow the latter path.

COP is a group whose concern is problems affecting communities in a four-county area on Maryland's Lower Eastern Shore.

The group has elected officers, developed a constitution, and started their work by selecting a single problem and developing an action program to help correct that problem — high intensity of unemployment in certain communities of the area. The 1890 Extension program at the University of Maryland, Eastern Shore, provides funds for COP.

Extension staff members working with the project are Leon Johnson, Jerry Klement, George Monroe, Jim Perkins, Garnie Polson, and Dean Tuthill. Marc Tefteau and Lewis Thaxton also assist with COP.

The group surveyed selected communities in the area to examine (1) the percentage of unemployed and underemployed persons, (2) the skills of the unemployed and underemployed, (3) the types of occupational training desired by the

unemployed and underemployed, (4) the characteristics of the labor force, and (5) the employment opportunities available.

The results of this survey will assist these communities in determining their training needs and developing methods to reduce their unemployment rate.

COP sprang from a 1971 community development project for rural low-income communities called "Teamwork in Lower Eastern Shore Communities." Sponsored by the Maryland Cooperative Extension Service, this project was financed by a small grant through Title I of the Higher Education Act. According to the 1970 census, 16 to 28 percent of the population in each of the four counties, compared to 10 percent for the entire state, had incomes below the poverty line for that year.

The "Teamwork" project initiated a community change process by helping people in the target low-income communities organize themselves as a group, identify their problems, formulate objectives, and develop a plan of action that would lead to problem solution.

A 15-member planning committee — consisting of eight local citizens from the target population, four county community development agents, and three state Extension staff members — developed the basic framework for the program series.



It included several evening meetings on such topics as the social action process, developing community leadership, teamwork for equal opportunity, social change and racial discrimination, improving job opportunities, improving relations among families, and planning. The basic format for each of these meetings was speaker presentation followed by questions and discussion.

Also scheduled was an all-day tour featuring three housing projects in the Washington, D.C. metropolitan area, which had involved citizen participation in their initiation and development.

More than 160 people, representing 37 different communities, attended at least one meeting in the series. Average attendance was 62 people per meeting. More than 95 percent of the attendees were black. More than 50 percent were over 50 years old.

The Extension people felt the project was successful in providing a foundation for future community change. On post-project evaluation questionnaires, 50 percent of the respondents gave the project the highest possible rating (1 on a scale of 1 to 5), 38 percent gave it a rating of 2, and 12 percent a rating of 3.

Perhaps the most important factor in the project's success was the con-

tacts local agents had already made with many of the communities and participants involved, long before the project was initiated. This promoted confidence and good will among some (but not all) of the people from the beginning. Especially important were the previous contacts these agents had with the eight citizen members of the planning committee.

Holding the meetings in the small local communities themselves rather than at some centralized meeting place in the four-county area, contributed much to the project's success.

Citizen members of the committee were actively involved in every phase of the planning process. Especially important was their input on the selection of topics or problems dealt with in the evening meetings. On the basis of their rankings, eight problems emerged as having higher priority than the others. Consensus discussion then resulted in selection of the final problems to be discussed in the evening meetings.

Involvement in the "nuts and bolts" operations of the project was not limited to just the eight planning committee members. The community lay leaders involved in the housing tours were especially effective. Other participants made local arrangements for facilities and refreshments and actually helped conduct the meetings.

The importance of good food and friendship was recognized throughout the program series. At the close of each meeting, these refreshment periods proved helpful in encouraging informal discussions among the participants. In responding to the open-ended, post-project evaluation question, "What did you like most about the entire program series?", exchange of ideas with fellow participants was the answer most frequently given.

Another incentive of the program was a partial transportation reimbursement of 5 cents per mile given to those who drove their own cars, bringing a carload of others with them. The project employed this reimbursement scheme because of the wide geographic area covered and the fact that many people were of limited financial means.

As a means of encouraging people to attend the evening meetings, a certificate of completion was given to each individual who came to at least five out of the six meetings.

The real test of a program series is what happens in the communities afterwards. It is still too early to answer that question fully on Maryland's Lower Eastern Shore, but "COP" has accomplished more than any "cop-out" ever could. (*Stewart Holmes is now an employee of the Federal Power Commission, Washington, D.C.*) □

Agriculture is link in American-Soviet exchange

by
W. Francis Pressly
*Coordinator of Programs
National 4-H Council*

Life on the farm—Soviet Union style—is not like anything you'll experience in the Midwest, or the South, or anywhere else in the United States.

By living and working on five state and collective farms this past summer, 15 young agricultural specialists became the first Americans to see for themselves how and why Soviet agriculture is different.

Their 15 counterparts—the first group of young Soviets to live and work with American farmers—began a 12-week stay in the United States in June.

At the completion of the exchange program in September, the U.S.S.R. delegates met the returning U.S. delegates at the National 4-H Center in Washington, D.C.

Cooperating with the Cooperative Extension Service, the National 4-H Foundation coordinated this Young Agricultural Specialists Exchange Program (YASEP) to make these "firsts" possible. International Harvester Company funded this international exchange with the Bureau of Education and Cultural Affairs, U.S. Department of State,

assisting with travel expenses of the American delegates.

The purpose of the exchange was to share the practical application of agricultural technology and to strengthen understanding and communication among people of the two nations. It paid off.

"It's not until you can live in a culture, see it with your own eyes, that you can understand a way of life," said Delegate Dale Posthumus, a 23-year-old graduate student and research assistant at Michigan State University, East Lansing.



Alan E. Zeithamer, North Dakota, surveys the swine confinement complex near Borisovskiy where 10,000 swine are finished per year.

The American exchangees spent 6 hours a day for 14 weeks studying the Russian language and culture in preparation for the YASEP opportunity. Chosen for leadership skills, strong 4-H backgrounds, and personal commitment to and experience in agriculture, the enthusiastic group included 13 men and 2 women from Michigan, Iowa, Illinois, Idaho, North Dakota, Missouri, North Carolina, South Dakota, Colorado, Virginia, and Minnesota.

After arriving in the Soviet Union, the delegates continued their language study for a month at the Byelorussian Agricultural Academy in the western U.S.S.R., where they also studied Soviet agriculture and economics with Soviet instructors.

Next, the experience they had been preparing for—6 weeks working on Soviet farms.

The delegates were matched one to one with Soviet workers on the five state and collective farms where they worked. But even this close contact didn't make comparing these Soviet



Russian exchangees work on the sorting line at a potato plant in Big Lake, Minnesota.

farms to the delegates' own home farms easy.

"The main goal of Soviet agriculture has been industrialization—to turn the farms into factories," explains Gene Gengelbach, Plattsburg, Missouri. "Each worker has her or his own special job, unlike the American farmer, who is an agronomist, cattle feeder, veterinarian, repairman, and farm manager, all in the same day. Our two systems of agriculture are



U.S. delegate Kathy Kinton, (right) from Fuquary-Varina, North Carolina, tests milk.



George Howe Jr., Casselton, North Dakota, discusses harvesting with Russian Igor Sheglov.

so different that it is hard to compare them."

The tremendous size of the Soviet farms made a vivid impression on all the Americans. The state and collective farms they worked on included a poultry "factory" with 1.5 million laying hens; a new swine complex producing 108,000 market hogs a year; two cattle farms, one of which fattens 10,000 cattle a year and another which raises about 2,000 dairy heifers annually; and a 22,000-acre collective where 1,200 people work.

The Americans were kept busy in the U.S.S.R. feeding and cleaning up after beef and swine, weeding, harvesting grain, driving farm machinery, and speaking whenever they could to farm workers.

The Soviet exchanges did similar work here, but with a healthy dose of American individuality. While the Americans stayed together as a group in special housing, on or near the farms on which they worked, the Soviet exchangees lived in groups of two or three with American farm families.

At the request of the Soviet Ministry of Agriculture, they worked on farms with soils, climates, and agricultural problems similar to those in the U.S.S.R. Selected by state and county Extension staff, 28 families in Minnesota, Iowa, North Dakota, South Dakota, Illinois, and Michigan hosted the Soviet exchangees, planning their activities for 10-day periods. After working on two farms, the Soviets attended a 10-



Neil J Bock, Iowa (right), gets instructions from Tanya who works in this USSR swine complex. Gene Gengelback, Missouri (behind Tanya), helps with the automated feeding.

day agricultural technology seminar at the University of Minnesota, St. Paul. Then they returned to the farms for two more visits.

The Soviet exchangees were particularly impressed by the dedication of American farmers to their jobs. "They wouldn't change their lives for anything," Sergei Dunaev told a reporter in Iowa. Dunaev, a doctoral student in the economic cybernetics department of the Moscow Agricultural Academy also commented on the long hours and unrelieved work schedules of American farmers. In the Soviet Union, he reported farm workers put in 8-hour days, starting as late as 8 or 9 o'clock in the morning. These workers also receive a 3-week paid vacation per year.

Visiting the Kirkton corn and wheat operation in Graymont, Illinois, another of the Soviet exchangees commented on the American system: "The level of mechanization in farming operations is the same in the Soviet Union," said Valeri Zadoroschenko, senior engineer at a state farm in the Kuban region. "We just have fewer, but larger units."

Like all the host families, the Kirktons managed to show their Soviet visitors the local sights—a softball team in action and the Livingston County Fair—as well as the workings of an American farm.

Back in Washington, D.C., September 9-10, the 30 YASEP participants shared some of their thoughts about the exchange with

local and national news media, the 4-H staff, and representatives of cooperating groups.

These words of Neal Fisher from North Dakota State University, Fargo, sum up the feelings of all the exchangees about their experiences: "The information that we gained in agriculture was very important because agriculture was the common bond. We used it (agriculture) as our link in strengthening understanding and communications among the people of our two countries."

This historic 1976 American-Russian exchange is just the beginning of a new cooperative venture designed to continue for 5 more years. □

Arbitration clears the air in Alabama

by
Kenneth Copeland
News Editor
*Alabama Cooperative
Extension Service
Auburn University*

In February 1971 when Bill Mayfield joined the Alabama Cooperative Extension Service as agricultural engineer, dark storm clouds were brewing.

As he investigated Extension's present educational program for cotton ginners in the state, he discovered that the Alabama Air Pollution Control Commission (AAPCC) was considering imposing some strong restrictions on cotton gins.

Some ginners were talking of defying any restrictions. Some said they couldn't afford to make all the expensive changes required and would have to close down their gins.

At stake was Alabama's 500,000-acre cotton crop, which each year grossed farmers more than \$100 million. Mayfield realized he had a big task before him.

With research experience on controlling air pollution in gins, Mayfield assumed the role of arbitrator between the cotton ginners and members of the AAPCC. After meeting first with officers of the Alabama Ginners Association, he sat down with the Alabama Air Pollution Control Staff. "I was a stranger to both groups and they were strangers to each other," Mayfield

said. "So my first task was to show them that we wanted to work out a solution acceptable to both sides. I tried to get the two sides together while keeping the matter out of the newspapers and courts."

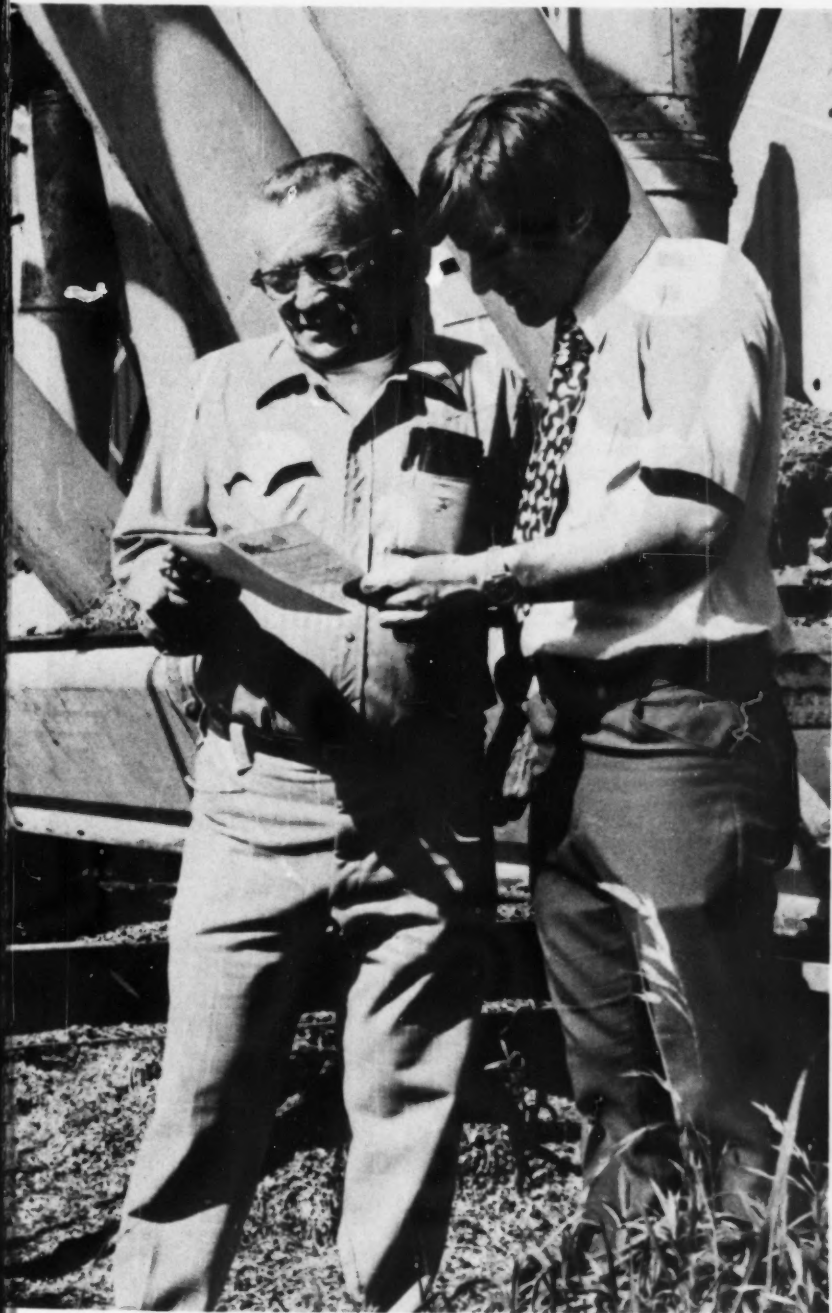
And he succeeded. Both sides began to give and take.

After getting both groups talking, he worked with the AAPCC to formulate regulations for cotton gins and worked with ginners in implementing these control measures.

Mayfield then authored a publication, *Collecting Cotton Ginning Wastes*, describing the pollution problem and equipment needed to solve the problem. The Southeastern Cotton Ginners Association published and distributed it throughout the Southeast.

As a result of this cooperation, the AAPCC regulations listed specific sections for cotton gins. Although these regulations require installation of pollution control equipment, ginners, except in a few cases, were allowed 2 or 3 years to fully comply.

Mayfield also organized three clinics to assist ginners in understanding the new AAPCC standards. At these sessions, Air Pollution Control personnel explained the



Bill Mayfield, right, discusses efficient gin operation with Jack Davis, a Town Creek, Alabama, ginner.

regulations to ginner. Mayfield discussed the problems of air pollution from cotton gins and suggested solutions. Equipment suppliers and contractors also participated.

County Extension Service personnel assisted by publicizing and attending the clinics, which were attended by approximately 60 percent of Alabama's ginner.

Plans for machinery changes to bring gins into compliance with regulations were prepared and made available to local Extension offices through Extension's Plan Service in Alabama. These plans allow a ginner to buy the needed equipment and install it himself at a substantial saving. Mayfield and county staff members maintained a close relationship with equipment suppliers and contractors to help out with any problems that arose.

The agricultural engineer and county Extension staff members also visited more than 50 percent of the gins throughout Alabama to discuss individual problems with ginner and ways to solve them.

Last year, Mayfield received the Alabama Governor's Award for Air Pollution Control for his educational efforts with the ginner. □



Women unlimited

by

Marjorie W. Klinck

Extension Agent

Indiana Cooperative Extension Service

Purdue University

"I'm so alone."

"It's terrible not to feel needed."

"I really don't think I can take that office—I'm not capable."

"I'd really like to go back to school."

These are some of the feelings women in Seymour, Indiana, were expressing 3 years ago when the Indiana Cooperative Extension Service initiated a unique program called **Women Unlimited**.

The basic principle of this project has been to help individuals discover within themselves the capacity for growth, change, and personal development. The local people call it "Women's Growth Project."

Marjorie W. Klinck served as project leader; Jan Armstrong, John Dunbar, Dama Wilms, of Purdue University were consultants; and Mary Fuqua, assistant director of CES at Purdue, was project coordinator.

The pilot program covered three phases:

Phase I—*Objective*: To create an awareness of the changes taking place in society relative to women.

Method: Slide-tape presentation to community groups followed by discussion.

Phase II—*Objective*: To encourage personal growth for a greater sense of self-worth. *Method*: Presentation of six 2½-hour seminars, plus a followup session 2 months later. Topics covered were: Getting to Know Me, Understanding Me, Liking Me, Alternatives for Me, Choices for Me, and Goals for Me.

Phase III—*Objective*: To promote additional personal growth and to assist in developing skills to function actively in community affairs. *Method*: Accomplished by different women in many different ways, a step at a time.

Examples of personal growth and community involvement included:

- joining organized groups
- organizing small groups with common interests
- becoming an active volunteer
- organizing community programs
- living creatively at home
- accepting outside employment
- becoming involved in local decisions about government, education, and welfare.

What has happened to Seymour

and to the "Women Unlimited" participants as a result of the program? As the women have become aware of their own needs and capabilities, so has the community. Also, men and women have developed a greater sensitivity to abilities of all members of the community.

Attitudes and behavior changes resulting from the seminars are described in these words of the participants:

"I have become a friend to my family."

"Besides putting frustrations up for examination, this program went on to do something about them."

"I feel certain that everyone who participated came away with a much better gut-level feeling of adequacy instead of inadequacy."

"The program helped me feel more worthwhile as a person. I had had a lot of bad opinions of myself as a woman and as a person."

The concept of this pilot project can be of value to every human being. While it was developed with women in mind, it became obvious during its implementation, that it could apply to anyone—male or female, young or old, low or middle income. □

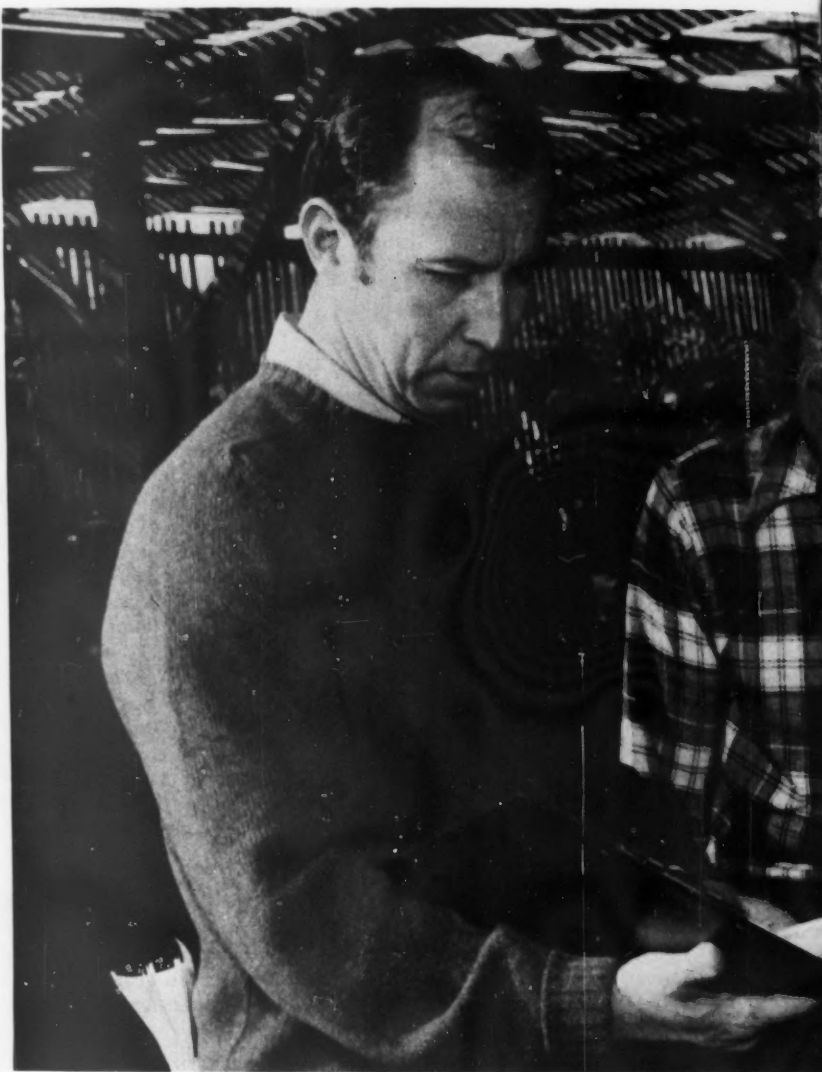
Is it realistic to try to set up a horticultural education program for consumers in a metropolitan area of 7 million? With a small budget and staff to do the job, Cooperative Extension in Los Angeles County, California, thinks it is. Farm Advisor Ted Stamen is totally immersed in this task. His approach, based on what he calls the "jackrabbit theory," appears to be working.

Stamen's main job is to develop an educational program for the county's 500 or more retail nurserymen, landscapers, and the floriculture industry. Tacked on to this responsibility is that of extending horticultural information to the county's consumers—home gardening is a big thing in the Los Angeles metropolitan area.

His approach is to extend University of California horticultural information directly to the industry, which, in turn, will pass it along to consumers. That's what Stamen means by his "jackrabbit theory."

Early this year, Stamen contacted the four chapters of the California Association of Nurserymen (CAN) in Los Angeles County, presenting them with his ideas for conducting a 7-week, co-sponsored, basic horticultural course. These four chapters represent 80 percent of the county's nursery industry.

"Their response was totally positive," Stamen says. Each chapter appointed a representative to a planning committee for this course. The result of the cooperative venture was a training package which not only met the needs of retailers, producers or distributors, and Extension, but also served the county's consumers. This approach also made it possible to avoid some of the problems that often arise



Ted Stamen, left, and Rocky Yamamoto, president of the Centinela Chapter, California Association of Nurserymen, discuss training to be included in their fall course.

Retailers wholesale Extension information



by
Forrest Cress
*Educational Communicator
Cooperative Extension
University of California*

following Extension-sponsored short courses for consumers.

This educational package—called the Professional Course in Horticulture, attracted more than 300 persons involved in the nursery and allied industries the first time it was offered last spring.

Sponsored jointly by Cooperative Extension and the CAN chapters of Los Angeles, San Fernando, Centinella, and Inland, the course featured sessions on how plants grow; the soil and fertilizer needs of plants; varietal selections and maintenance of turf; selecting plant material and caring for it; successful growing of vegetables; weed control in ornamental planting; and insecticide recommendations, safety, use, and legal requirements.

A second course was offered in October. Called "Horticultural Merchandising and Business Management," the 5-week training program was offered at two different locations because of Los Angeles County's large size. On Tuesday evenings, the course was given in the western end of the county near the Los Angeles International Airport, and on Wednesday evenings near the eastern boundary of the county in Claremont.

"By zeroing in on the retailers and helping them raise their level of expertise," Stamen explains, "we know the consumer will ultimately benefit. You might say that the retailer is the multiplier or wholesaler of educational information that Cooperative Extension has to offer.

"If but 100 persons attended this course and passed along what they learned to 10 customers a day, look at the multiplication of our efforts." Stamen further emphasized that the key to this approach is the support of the nursery industry.

The spring course was promoted by putting together an attractive brochure, distributing copies to industry salespersons, and letting them carry the ball from there. Stamen also publicized the course in his monthly newsletter.

At the last session of the spring training program, Stamen distributed a questionnaire to all participants to profile the class and to obtain information useful in planning future courses.

Of the 328 persons attending, 61 percent responded. Most were retail sales personnel or landscapers; 51 percent were between 28 and 30 years of age. Most had 2 or more years of college.

"Responses to the questionnaire," Stamen notes, "show that people in the industry want a professional-level program. If they are going to give up one night a week to attend an educational course, it must be a quality product in every respect."

Respondents also said they look for an educational program that offers top-notch speakers, a professional lecture room, a recommendation book or handout literature, and a certificate of completion. Although some might regard the certificate as superfluous, Stamen notes, many employees want it for their personnel files. Others want one to hang on a wall in their offices.

"They equate our courses," he adds, "with what industry has to offer. Last but not least, we received many favorable comments on the fact that our short course is a cooperative venture between the University of California Cooperative Extension and the California Association of Nurserymen. More co-sponsored programs of this nature are needed." □



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people and programs in review

"Using Extension Home Economists As Mass Media"

The above quote is the headline in a recent issue of *Publicity Craft*, a newsletter published for public relations specialists.

Actually, it is a compliment that this trade recognizes Extension's place in the community: "You can place publicity material—including mentions of product and company names—with Extension home economists. You can take advantage of their grassroots access and prestige to get your message across."

Perhaps this recognition should also cause us to re-examine the free PR material both women and men Extension agents are exposed to daily. Some of it is excellent educational information and can be useful in supporting your program. But, all of it must answer to the question: "Do you approve these materials for your own professional endorsement?" The opportunity "to be used" is a balancing act we all need to continually evaluate.—*Ovid Bay*

1977 Extension Winter School Scheduled

Plans have been completed for the 16th annual Extension Winter School at the University of Arizona, Tucson, from January 24 through February 11, 1977. The school will offer six courses, three semester credits each, for \$95 per course. For details contact Arlen Etling, Room 224, Agriculture Building, University of Arizona, Tucson, AZ 85721 (602-334-1696).

1976 USDA Yearbook: Do You Have Your Copy?

The Face of Rural America—the first USDA Yearbook with a pictorial format—is getting good reviews. Through 335 photos by 53 photographers across the Nation, this 77th USDA yearbook depicts rural America at work and at play in the Bicentennial year, 1976.

You, your relatives and friends may request a free copy from your Congressman. You can also purchase copies for \$7.30 at government bookstores across the country, or by sending a check or money order to the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402.