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EXTENSION SERVICE

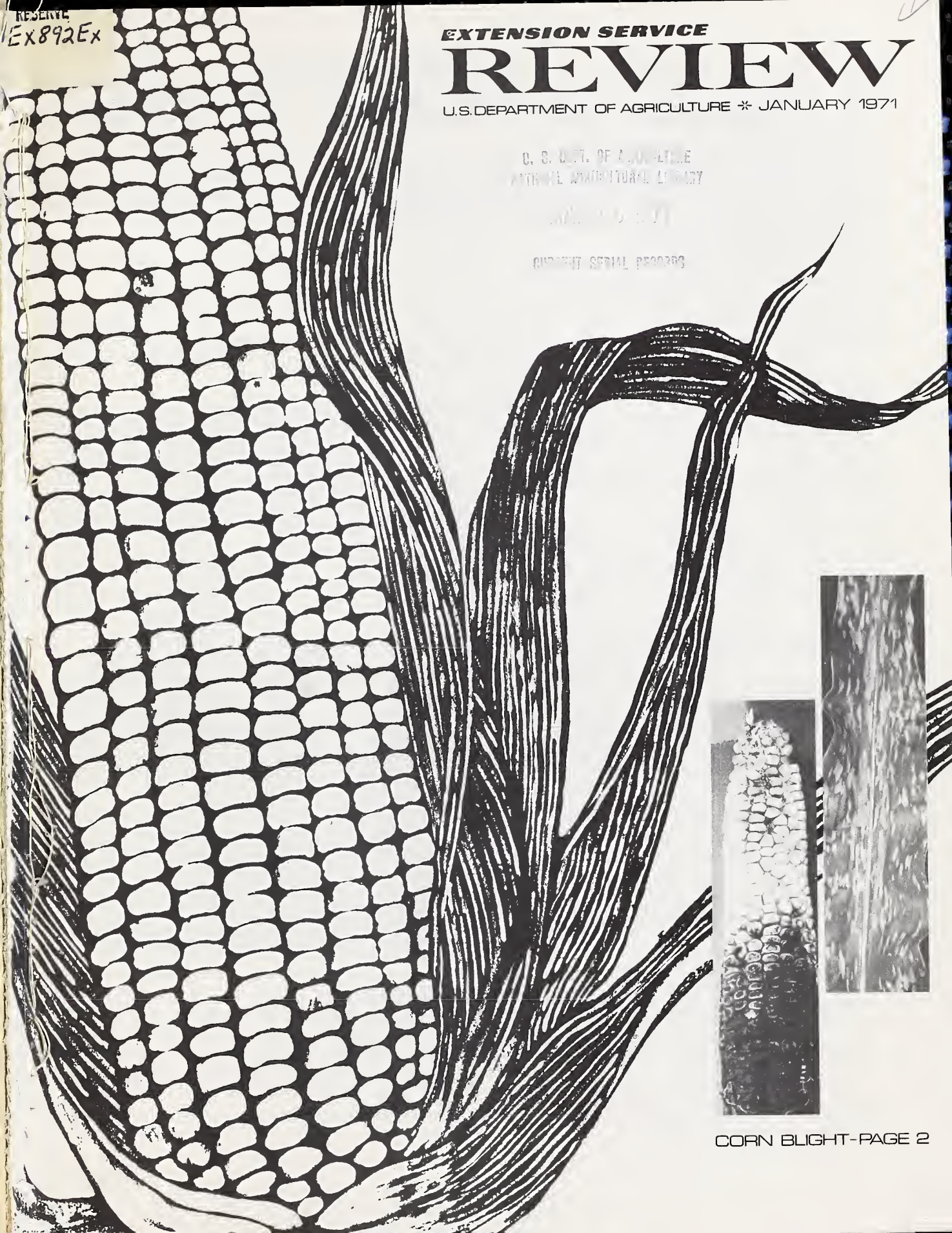
REVIEW

U.S. DEPARTMENT OF AGRICULTURE * JANUARY 1971

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CORN BLIGHT-PAGE 2

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

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

CLIFFORD M. HARDIN
Secretary of Agriculture

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Extension Service

Prepared in
Information Services
Extension Service, USDA
Washington, D. C. 20250

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The Extension Service Review is published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. Use of funds for printing this publication approved by the Director of the Bureau of the Budget (July 1, 1968).

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 15 cents per copy or by subscription of \$1 a year, domestic, and \$1.25, foreign.

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EXTENSION SERVICE

REVIEW

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

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Followup to a crisis

It was one of those things that farmers—who despite modern technology still depend on Nature—expect now and then. Favored by weather and crop conditions, the corn blight crept insidiously into fields across the country. Following closely, and often in the vanguard, was Extension information designed to permit realistic assessment of the effects; inform of safe uses for the affected crop; and help producers recover.

Extension can take pride in the speed with which information flowed from Federal and State specialists to county agents to producers. Facts were disseminated by personal contacts, county and area meetings, and the mass media. State information offices worked frantically to produce timely publications, radio and television programs, and news releases.

And so, the crisis passed for the 1970 crop. But the educational needs are even greater now. To avert a similar disaster in 1971, farmers must know which seeds are blight-resistant and what production practices will reduce blight possibilities.

USDA and the seed industry are working together to provide guidance—but the word must get to individual producers. And that will take the closest cooperation between University researchers and Extension specialists, county agents, community leaders, and local agribusinessmen, as well as USDA agencies and the seed industry.

Nature still will have the last word; but perhaps she'll speak more softly this year.—MAW

Oregon's 'forest classroom'

On the tag end days of Indian summer in Oregon, there's a mass exodus of Eugene fifth graders to a different kind of classroom—a 20-acre wooded hillside about 10 miles west of Eugene.

The event: the Lane Extension Service school forestry tour.

In 8 years of this on-the-site study to learn about the forest industry and conservation, the kids have proven "how well they soak up and retain the informa-

tion," says Lane Extension forester Bert Hockett, tour coordinator.

Idea for developing the tract and tour originated 8 years ago, he explained. "Lane Extension and the Lane County forestry committee decided this was the route to give kids a practical view of the State's main industry. Now school administrators and teachers use the Extension handbooks and tour as an important supplement to the classroom unit on conservation."

The educational worth of the tour, Hockett says, is in the "faculty" and in the subject matter, which is presented in seven stations spaced amidst the trees and ferns, the rhododendrons and salal.

On 15-minute time schedules the youngsters rotate from station to station learning about tree identification, Christmas tree culture, fire control, foresters' tools, forest management, wildlife management, and multiple use of Oregon's woodland.

Their teachers are foresters, naturalists, and conservationists from Extension Service, U.S. Forest Service, State Department of Forestry, Western Lane Forest Protective Association, Oregon Game Commission, and timber companies.

During the 5 days of the tour the school buses shuttle the kids from schools to the hillside classroom.

And it takes all 5 days, Hockett said, to give each youngster a 2-hour "forestry experience." The magnitude of this year's tour: 2,349 fifth graders from 34 schools, 118 teachers, and 44 on-the-site instructors. □



Eugene, Oregon, fifth graders learn about tree diseases and abnormalities at one of the 15-minute stops on the eighth annual Lane Extension Service school forestry tour.

by
Val Thoenig
Information Representative
Lane County, Oregon

C57593

by
Mary K. Mahoney
Extension Information Specialist
Texas Agricultural Extension Service

Aides help small farmers

A new intensified agricultural education planning assistance program is reaping large benefits for approximately 200 small farmers and ranchers of Starr County, Texas.

These small producers—most of whom have only a limited grasp of the English language—are making progress in many phases of agricultural production through the use of improved practices. Most, however, were not aware that educational assistance and cost-share farm programs were available to them until this pilot program was launched by the Texas Agricultural Extension Service about 18 months ago.

The Intensified Farm Planning Program is helping to increase the earning power of the small producers, according to Buford Dobie, Starr County Agricultural agent. Starr County is one of 10 in Texas where the program started in April 1969.

The Extension Service initiated the Intensified Farm Planning Program to help the farmers or ranchers who gross \$10,000 or less annually. Many participants have a net income of less than \$3,000.

The 10 counties stretch from the Red River to the Rio Grande, and include Milam, Cherokee, Red River, Lamar, Freestone, Lee, Washington, and Guadalupe, as well as Starr.

The pilot program was designed to help producers improve their earnings with a minimum disruption of their established social and community ties.

Agricultural program aides are employed to work with cooperators. The program aides provide assistance on an individual basis to develop farm and ranch plans, utilize available resources effectively, seek additional resources, and explore off-farm employment opportunities. Many of the cooperators in the pilot program were not being reached by present Extension programs and did not actively participate in educa-

tional programs or seek help available to them.

District agents serve as advisors to the program in each section of the State. Joe H. Rothe, State agricultural agent, is State advisor, and Dempsey Seastrunk, farm and home development specialist, is project leader.

In Starr County, Lazaro Rodriguez, the aide, works closely with the participating families and County Agent Dobie in planning improvements and in helping producers to follow through on their practices. Rodriguez is in contact with about 200 of the farmers and ranchers, and provides intensified help to 44 families at present.

Getting vital agricultural information and facts about farm cost-share programs to the small farmers is essential to progress, and both Dobie and Rodriguez can communicate with the cooperators in Spanish as well as English.

Some of the cooperators do not read in any language, so that written communications must necessarily be quite brief and contain simple messages which are enhanced by drawings.



Range deferment results in excellent stands of Buffel grass for a Starr County rancher, above right, who is working with County Agent Dobie, left, and Lazaro Rodriguez, program aide. Opposite, Rodriguez (right) shows a farmer how to irrigate a field of young tomato plants.

"As a result of the bilingual approach, many of the cooperating producers now have enough understanding about agricultural practices and Federal cost-sharing programs that they are doing effective long-range planning," notes Dobie.

Before the intensified farm planning project began, the small operators who knew of Federal assistance programs for farmers did not know how to qualify for these aids or apply for them. With additional help through this program, these Starr County farmers and ranchers are moving forward rapidly. As a result of added income realized through the program, the level of living of the families involved has improved.

Cooperating Starr County farmers and ranchers have established pasture demonstrations; planted cover crops; secured soil-test analyses; fertilized fields according to the test results; and improved efficiency of irrigation systems.

They began regular spraying of livestock to control parasites and reduce screwworm infestations; built cross fences to use range land to better ad-



vantage; drilled water wells and installed water troughs; and improved or rebuilt corrals to handle their livestock more effectively.

An example of the high degree of success of the Starr County farm planning program can be seen in the accomplishments of one of the ranchers. Although he operated 350 acres of rough pasture land, he had never seen his way clear to make needed improvements. Since learning about projects and Federal cost-share programs, he has rootplowed and seeded Buffel grass on 200 acres of this raw land.

Before the improvements were carried out, he was able to run only five cows on the land, and had to provide supplemental feed for the stock during the winter months. Since improving the land, the rancher is now carrying 45 mother cows and calves on the same amount of land, and is not having to feed them each winter.

Additionally, the rancher has drilled a good water well, installed a windmill and large water trough for the cattle; cross-fenced his land so that several pastures now have permanent water from the well; and built a new set of corrals to facilitate working and marketing the livestock. He also has learned the value of spraying his stock at regular intervals to control parasites and screwworm outbreaks.

The program benefits to this rancher and his five-member family do not stop there, however. They investigated the possibility of securing a Farmers Home Administration home improvement loan, and discovered that they could qualify for assistance. They have remodeled and added to their home.

Better quality livestock are now evident on this Starr County ranch. After increasing the carrying capacity of his land, the rancher bought improved breeding stock and culled less profitable animals from his herd. He is now selecting registered herd sires with great care, and he continues to build up his herd. The rancher and his family have set other improvement goals, which they believe can be realized.

Dobie and Rodriguez plan their educational programs to meet the needs of

each farm and ranch family involved. They also work closely with members of the County Advisory Committee for the Intensified Farm Planning Program.

Serving on the Advisory Committee are Rene Barrera of Fronton, chairman and farmer-stockman; Andres Canales of Rio Grande City; Amando Oliveira, local Farmers Home Administration office manager; Alfonso Perez, County Agricultural Stabilization and Conservation Service office manager; Alonzo Lopez, a local rancher; and Elias Guerrero, district conservationist with the Starr County Soil and Water Conservation District.

Other resource persons also render valuable assistance. Texas Extension specialists in farm management, resource development, beef cattle, agronomy, and other subject matter areas meet with the county agent and aide to advise them about developing programs. Latest research findings are being adapted for more efficient farm and ranch production.

Special equipment has been made available for the county for use in the program. A portable squeeze chute and a calf table have proven handy as ranchers work their cattle. The Extension Service has provided a portable livestock spray unit, and several chemical firms have provided insecticides for spraying the herds.

"This spray rig has literally opened many ranch gates to us, and has given us an opportunity to discuss better overall livestock programs," says Dobie.

Several of the farmers cooperating in the program have increased their tomato yields on irrigated land by adapting their equipment so that they can place phosphorus directly under the plants. Treated plants on the Guillermo Martinez farm at La Grulla this past season presented a sharp contrast to check rows which did not receive fertilizer, and yields were increased considerably.

Many of the practices carried out by the small ranchers and farmers are in cooperation with the county's ACP program and other programs, which Dobie and Rodriguez interpret to the cooperators. □



Spotlight on heritage

again by 1985, filling all the available space granted for developments by existing zoning regulations.

This puts us in the same stage of development as some other metropolitan New York counties of a decade ago. Some have lost as much as 90 percent of their open space. With it have gone the amenities such as quiet beauty and the pleasures and convenience of easy movement that attract people to recreation areas or parks.

New industries are sought to balance skyrocketing tax rates. Cracker box subdivisions are springing up. Shopping centers, largely architecturally distasteful, are becoming the norm. And the air and water around us are being polluted.

Faced with this situation, Rockland County wonders what its land will look like in 20 years.

Must we end up becoming a duplicate of 10,000 other places in suburbia that have lost their human touches and livability for want of trees, open space, and visual identity? Mediocrity can quickly blot out the best works of man and nature, wherever people forget their heritage.

Although "old timers" claim to know and appreciate the natural and historic wonders of the county, a lot of history and natural beauty can go down the drain before the newcomers realize what's being lost.

The public needs help in identifying, assessing, and interpreting its environmental heritage. The Cooperative Extension Service has hit upon an effective "sensitizer" to help bridge this awareness gap in Rockland County.

Our approach is a series of vest pocket guides. We hope to broaden public awareness of county resources by including heritage, hikes, and natural history in these leaflets. We aim them at teachers, parents, and youth leaders—hoping to encourage them to discover the county with their children.

One of our recent announcements for the series invited county residents to:

"Draw a circle around the place where you live. This is your MAGIC CIRCLE. Think of the discoveries it holds for you and your family. Rockland has many historic and scenic spots worth seeing. Magic Circle explorations can start in any neighborhood, and can be expanded as far as one's imagination.

"So, if you really want to see America, start at *home*. But first you must learn "what is." To start you off, Cooperative Extension offers a series of leaflets on county history, hiking, and nature."

A year's subscription costs \$2. We hope to have 800 people enrolled in the program this year. Also, 3,000 teachers receive the leaflets free. This includes

by
John D. Focht
*Cooperative Extension Agent
Rockland County, New York*

Rockland County, in southeastern New York, has been caricatured as a gigantic Rip Van Winkle of the lower Hudson Valley that has just been rudely awakened by the clamor for change. Its eastern coast along the Hudson River has been compared to the most beautiful aspects of the Rhine. Its center is breached by High Tor Mountain.

The great suburban sprawl that took over 27 counties in the tri-state metropolitan region surrounding New York City first began invading our back country farms and orchards little more than a decade ago. This was due primarily to the completion of three major highways to and through the county.

With its geographical center only 33 miles north of Manhattan, Rockland County has become a commuting suburb for New York City. Its population practically doubled between 1950 and 1960, and projections indicate it will double

90 percent of our elementary school teachers. Many report finding them useful background material for class field trips and discussions.

The layout for the leaflets evolved slowly through trial and error. We use 8-1/2- by 11-inch sheets folded into three panels. Our first issues were mimeographed, because we felt that economy was good. But these were just too messy, and failed to compete for attention with all the other mail people received.

Our text has justified columns and copy is reproduced by photo-offset. An advertising agency designed the format, and it's proving to be a good one that we can live with. To save time in preparing copy, this basic format has been printed on a stack of work sheets.

The symbol for the heritage series combines "Magic Circles" with the county map.

Another series, Nature and You, suggests conservation projects for youth groups and family participation. The first leaflet was a bluebird trail project, so we've taken that bird as a symbol.

Most of the text has been prepared by us, but several historians have also contributed materials. We hope other resource people will climb on the bandwagon.

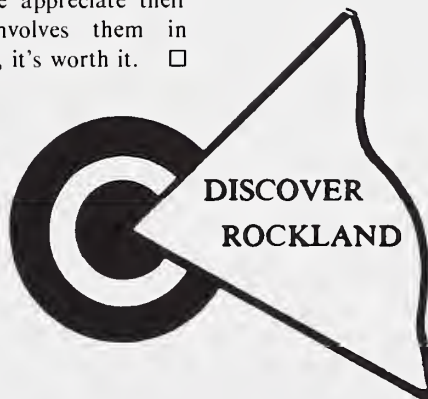
In time, these leaflets will add up to a comprehensive inventory of nature and history in Rockland County. They will interpret the geological history of the area, plus its mineral, soil, water, and wildlife resources. The ecology of each different plant and animal community also will be detailed and illustrated. Cultural, social, and architectural values will be featured.

Unlike many other heritage projects that end up collecting dust on library shelves, each Magic Circle leaflet is a pocket guide encouraging people to go outdoors and discover their county in ever-widening circles.

We think this popular approach will pay big dividends. Perhaps it makes us a kind of environmental tourist bureau; but if it helps people appreciate their surroundings and involves them in environmental quality, it's worth it. □



The accompanying drawings are examples of the art which illustrates Rockland County's leaflets on the area's history, geography, and environment.



4-H'ers fight drug abuse

by
Charles W. Spradling
Area Extension Youth Specialist
University of Missouri

One of the most widespread social ills facing American youth today is the drug abuse problem. The Clay County 4-H Junior Leaders felt an obligation to do something about it.

At a junior leaders meeting last January, Extension Youth Specialist Charles Spradling outlined some of the problems. The 4-H'ers discussed his points and proposed some of their own. They decided the best action they could take was to provide an educational program for youth and adults on drug use and abuse.

A committee of eight members and adults was established to work with Extension youth agents in setting up a symposium on drug education.

During February, March, and April, the planning committee met with Spradling and Extension Youth Agent Lawrence A. Neuhausel. They helped the committee focus on the real problems of drug use and abuse. They worked with the committee to establish priorities, set goals, determine the program content, and plan publicity. Extension Youth Specialist Lawrence Agnew, who had been working with the Kansas City drug

After setting priorities, the committee set three goals:

- to clarify the terms "drug use and abuse,"
- to provide factual information concerning drug use and abuse,
- to set up a situation where youth and adults could talk together.

Several outside resource people met with the committee. They urged the committee to secure knowledgeable people as symposium speakers.

Dr. Robert Schultz, director of the Clay County Health Department, suggested that consideration be given to all aspects of the drug problem. He volunteered the use of Health Department facilities, including audio-visual supplies and a meeting place.

The youth specialist stressed that the manner in which sessions were conducted would be a determining factor in the amount of learning taking place. The committee began to look at methods for conducting each session.

The program content caused much difficulty. The group encountered problems about what should be taught, the best sequence of topics, and who could best present the topics.

Next, the committee questioned whether the symposium should be for youth, adults, or a mixed audience. And they wondered what the reactions of those attending would be if the audience were mixed.

The committee decided the symposium would be for both youth and adults. They felt offering it to both would help achieve the goal of dialog between young people and their parents.

Topics they chose were the psychological, moral, legal, and physiological aspects of drug use and abuse, and an introductory session to acquaint participants with background information on various types of drugs and their effects.

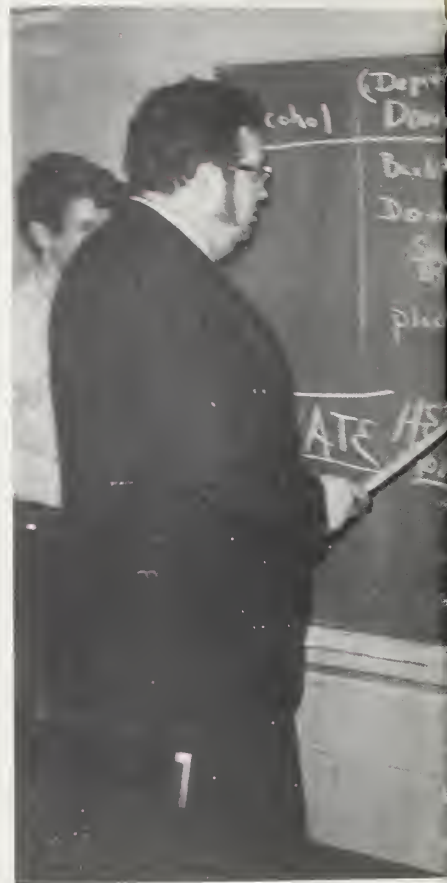
Speakers selected included professionals in pharmacology, psychiatry, mental health, the ministry, the Federal Bureau of Narcotics and Dangerous Drugs, and medicine. All of them had experience in conducting drug education programs.

The youth specialist obtained informa-

tion about different methods of teaching, and the committee selected the method to be used.

Each of the five symposium sessions was divided into 30 minutes of formal lecture, followed by a 30-minute group discussion. For the discussion, participants were divided into groups of 10. After a break, a question and answer period enabled participants to ask questions on points needing clarification.

To publicize the symposium, the committee divided into groups. Each was assigned a specific publicity responsibility. One group handled public-



This program earned the Clay County Junior Leaders a 1969-70 Parents Magazine Youth Group Achievement Award for outstanding service to the community.

ity through the mass media. They contacted all radio and television stations and newspapers serving the Clay County area. And they wrote news releases to inform the public about the dates, time, and place of the symposium.

Another group worked through the public schools in Clay County. Posters were placed in each of the high schools, and brochures were distributed to each high school office. A third group contacted all churches in the county. This group left brochures announcing the symposium and got the cooperation of

the minister in publicizing the symposium to his congregation.

Another group prepared posters and brochures to be displayed by local businesses.

The committee was concerned about evaluating the symposium. They made up a questionnaire to determine whether the goals had been reached. The questionnaire was used to:

—indicate the effectiveness of the speakers and knowledge gained by the participants,

—determine whether the distinction between drug use and abuse was clearly understood,

—decide whether these symposiums should be repeated and if followup was needed,

—evaluate the merits of a mixed audience versus separate sessions for youth and adults.

Results of the questionnaire indicated that participants clearly understood the difference between drug use and abuse. Participants said future programs also should be for a mixed audience. More youth than adults favored this approach.

The symposium speakers were quite effective. Comments on the questionnaires indicated that participants were

pleased with the speakers' factual presentations. They appreciated having the opportunity to synthesize the material and then evaluate the moral aspects for themselves. They were pleased with getting sound factual information upon which to make value judgments.

The junior leaders paid for the symposium out of their own funds, raised by sponsoring a chicken barbecue. They learned how a committee functions, the responsibility of conducting an educational program, and how to cooperatively work together. They are now determining what their next program phase in drug education should be.

With opportunities to assume responsibility, youth can continue to grow and mature into responsible adults. They are capable of assuming responsibility, and youth leaders and parents should give them as much as they are able to accept. With careful help from youth leaders and parents, youth can provide an excellent means of serving the community.

We in Clay County are willing to challenge youth to accept wide responsibility and to assist them in carrying it out. More use of our youth as planners, teachers, and models can help our country continue to grow. □



At the first session, Dr. William McNelly, associate professor at the Kansas University Medical Center, explained the various drugs, their psychological implications, and health factors. Here he explains categories of drugs.

Members of the planning committee, some of whom are pictured below, spent many hours working out the details of the drug symposium.



by
Douglas W. Darden
Associate Specialist (Editorial)
Louisiana Extension Service

Meeting community recreation needs

People in the town of Farmerville—a rural Louisiana community of 3,500—are demonstrating what can be done when business, Government, and private citizens work together on a community development project.

After about a year of hard work, a group of citizens formed the "Space Age Recreation Center," consisting of a prefabricated building and a fenced-in baseball diamond. Inside the building are facilities for games for teenagers. Local volunteers are dressing it up with paneling and concrete blocks. A full program of activities is in progress for youth and adults of Farmerville and the entire parish.

It all began in 1969 when a group of some 300 local families formed the Farmerville Community Improvement Organization and obtained a charter. The first order of business was to study what was needed to improve the community. The most immediate need was found to be a recreation hall and playground.

The organizers felt that, to be effective, each family should have a part in establishing the facilities, so each was asked to pledge what it felt it could contribute. Monthly contributions range from 25 cents to \$16. Not all contributors pledged, but the organization takes in an average of \$275 per month for operating its programs and improving the facilities.

Once it had the pledges, the group began looking for facilities. Located on what formerly had been the Union Parish Fair Grounds was a prefabricated building of more than 5,000 square feet that had been used for exhibits. It be-

longed to the parish police jury—the parish governing body—and had most recently been used to store materials used in training workers for a new garment factory. Half the building was filled with scraps of cloth.

Led by Willie Sensley, LSU Cooperative Extension agent and president of the local organization, a group of citizens asked for and received a 10-year lease on the building, with an option for another 10 years.

The first problem was what to do with all the cloth scraps. Working with the Community Action Program of the Office of Economic Opportunity, the organization encouraged parish people to use the scraps for making quilts. Homemakers pieced them at home, then gathered in the building to do the quilting. More than 500 quilts were made.

A Farmerville town councilman and architect donated plans for remodeling the inside of the building to make it appropriate for a community center. More than 50 percent of the cost of construction was donated by people in the community in the form of materials and labor. The remainder came from contributions.

Offices were constructed inside the building, including space for a locally-organized credit union. Kitchen and restroom facilities were included in the remodeling, along with a special room for a child care center.

An area adjacent to the building has been made into a baseball diamond. A police juryman sent equipment to grade the entire area so it would be appropriate for a playing field. The Claiborne Electric Cooperative agreed to move

a power line that ran through the middle of the field.

Using equipment from an abandoned school, the parish sheriff's department, the City of Farmerville, and the police



Mrs. Genevieve Tompkins, above left, area Extension clothing specialist, watches a sewing class demonstration at the Center.

jury have installed lights and bleachers for the playing field. The town council is fencing the area, including the dugout areas and backstops for the field.

Work is continuing on the community center, but activities have long been underway. The OEO agreed to staff the center with its existing parish staff of two. The board of the Farmerville Community Improvement Organization, however, retained control of activities in the center. The center now operates with one full-time and three part-time OEO workers.

An Extension Service home economics agent soon began conducting sewing classes one afternoon a week. Two classes were taught—one for beginners and another for more advanced seamstresses.

Another activity involved a parish cleanup campaign that originally was sponsored by the parish Technical Action Panel. Taking it one step further, the local organization sponsored a Christmas lighting campaign, with emphasis on cleaning up. Forty-one families participated and local businessmen donated nine 14-pound turkeys for prizes. A Santa Claus distributed about 500 bags of candy at stops during the judging.

Special activities are conducted as the need arises. "Showers" are given for families whose homes have burned. A "clothing bank," is maintained at the center to provide a constant source of clothing for any needy family in the parish.

Even though there are many adult

activities, most are geared to youth. During school time, the center is open each afternoon until 7 p.m. It is open later on weekends and all day during the summer.

Recreation activities include table tennis, shuffleboard, volleyball, pool, and dancing. Baseball and softball leagues were formed last spring.

Besides the adult committee in charge of activities, a teenage committee plans and carries out special activities for their group. Some activities they have sponsored are a coming-home party for college students and a valentine party.

Sensley, who is stepping down as president after the first year, says the Space Age Recreation Center has filled a real need in the community. He explains that the monthly meetings provide opportunities to develop leadership within the community. Also, the organization has provided the community with a focal point.

"When we started this thing," Sensley says, "people said it would never work. In fact, some of them actively opposed it. But some of the ones who opposed it the most are now some of the hardest workers and staunchest supporters." □



Above, homemakers display one of the 500 quilts made from scraps left in the recreation center building. OEO's Mrs. Bessie Warren, right, is Center coordinator. At left, some of the leaders who helped establish the recreation center discuss future plans. From left are Willie Sensley, Extension community and leadership development area agent; R. C. James, president-elect of the Center; Mayor J. G. Elliott; and Carlton White, town councilman.

Learning money management by mail

A group of Extension home economists in Kentucky's Wilderness Trail Area expanded the scope of Extension in their section of the State last year by inaugurating a learn-by-mail course in family financial management.

The course, entitled "Make Your Money Behave," was the first of its kind to be offered by the University of Kentucky Cooperative Extension Service. It was designed, administered, and evaluated by the home economists in the eight-county area—primarily by Mrs. Thelma Pursifull, Bell County home economics agent, and Miss Kathy Bullen, currently home economics agent in Boyd County, but at the time of the project, an Eastern Kentucky resource development specialist in family economics.

Mrs. Pursifull coordinated the correspondence course, and designed it to "reach a group of women who weren't being helped by traditional Extension programs."

by
Glenn Rutherford
Extension Information Specialist
University of Kentucky

She said women with jobs outside the home, and young mothers, often can't leave their jobs or children to attend homemakers club meetings.

"These families had received relatively little information on family financial management—and they desired additional help," she said.

"We had an area staff meeting and decided that each county staff would be responsible for enrolling people in its respective county," she explained.

To avoid confusion, the Bell County office was designated headquarters for the project. "Kathy Bullen and I determined specific enrollment requirements for the course," Mrs. Pursifull said, "and then spent about 6 weeks developing the lessons to be used."

Only individual adults living in the eight-county Wilderness Trail Area could enroll in the program. Enrollees had to complete and return a question sheet at the end of each lesson to qualify for a certificate of merit from the Cooperative Extension Service.

The six lessons which made up the "Make Your Money Behave" course were developed from similar materials written at Texas A & M University.

"Kathy and I tried to write the lessons on high school level. We had individuals enrolled in the course with educational levels ranging from the sixth grade to master's degrees and beyond. And they all seemed to understand the material. We didn't get any complaints about it," Mrs. Pursifull said.

A month and a half before the deadline for enrolling in the course, the project coordinators sent promotional material to radio and television stations and all newspapers in the area.

"We used both regular radio programs

and spot announcements to develop interest in the course," she explained. So by the time the enrollment deadline rolled around, most people in the eight-county area had heard or read something about the course.

A total of 228 persons enrolled in the course—"Actually, quite a few others enrolled, but didn't fit the criteria for various reasons. We even had out-of-state residents try to enroll, and others wanted to enroll groups—entire home economics classes, for example."

Eighty-one persons admitted to the course failed to participate for various reasons, so when the first lesson was mailed out on February 15, there were 147 participants in the eight counties.

Each of the six lessons had a statement of purpose at the beginning—so the "students" were aware of what was to be taught in each specific segment. The lessons were entitled:

- Your Values, Your Guiding Stars
- How Good a Manager Are You?
- How To Live on What You Make
- Managing Your Bank Account
- Save Now—Buy Later
- Buy Smart!

"Each lesson had to be mailed back to our office before the next one was sent. Kathy and I evaluated all the answer sheets ourselves—in fact, once the lessons were underway, everything in the project was coordinated from this (the Bell County) office," Mrs. Pursifull said.

County agricultural Extension agents and other staff members referred all questions about the project to that office.

The course coordinator said having one office control the project simplified the administration of the course. "Kathy has a master's degree in family econom-

ics, so she understood the problems people have in home money management. Together we answered each of the questions the student had, and you know, there weren't too many."

Was the course a success? You bet!

"I was well satisfied with the results. There were some problems with the mechanics of producing the lessons, printing, things like that, that I would change if I were doing it again. But as far as the learning material presented in the course, well, it was excellent. We could see changes and improvements in the people as the lessons progressed. These

people were accepting these concepts of sound money management and were putting them into practice."

Others involved in the project included: Henry Pope, area Extension director; Mrs. Florence Parker and Miss Helen Stevens, State Extension specialists in home management; Miss Vandilla Price, State specialist in resource development; Miss Stella Mitchell, USDA Extension specialist in home management; and the county Extension staffs. Mrs. Opal Mann and Mrs. Marcy Stewart, State home economics program leaders, also served as advisers. □



Two participants in the "Make Your Money Behave" correspondence course discuss it with Mrs. Thelma Pursifull, left, course coordinator. Mrs. Fred Bishop, center, is a housewife with seven children, and Billy Harbin is an insurance agent.

Marketing information interests many groups



Above, left, Extension economist Vern Vandemark speaks at a management meeting for farm supply marketing firms. At right, William Phillips and Ed Watkins plan an in-depth management and marketing school for the eastern Ohio area.

Dr. Lois Simonds, Extension economist, marketing information, talks with other members of a panel on future marketing programs, presented for the Ohio Agricultural Marketing Association.

The Ohio Cooperative Extension Service has conducted educational programs for the food trade for a number of years. The primary audience has been wholesalers and food retailers. But now, specialists are discovering a far broader role for marketing information.

In the past, the program has included the following elements:

—Statewide conferences have focused on quality maintenance, management practices, consumer and employee motivation, store layout, market analy-

sis, inventory control, and advertising and promotion.

—A 2-day food distribution conference which appeals to many segments of the food trade is held on campus; a meat conference is sponsored for retailers and packers; and a frozen food conference is held for brokers, wholesalers, and retailers.

—Local staff members have served as resource people on programs for national and State trade associations. Studies with cooperating retailers have focused on problems of store acceptance

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by customers, motivation of employees and managers, sales forecasting in the meat department, analysis of customers in a market area, the development of case studies for management workshops, and a business summary of retail food stores.

—Specialists in food distribution and market information have pooled their talents and knowledge to develop programs for other groups of clientele who have interests in the practices and policies of food distribution firms.

For some time, however, those in food distribution and marketing information in Ohio have felt that knowledge of organization, pricing, and operation of food distribution firms should be of interest to groups other than food distributors.

Last year, Dr. Lois Simonds, Extension economist, marketing information, and Ed Watkins, Extension economist, food distribution, appeared on programs for turkey growers, nursery growers and nursery store operators, beekeepers, and other agricultural groups.

Both worked with subprofessionals in the Expanded Nutrition Program in metropolitan counties. They helped the aides understand retail pricing policies and identify areas of concern that their low-income clients had expressed.

Factual information about food marketing in low-income areas was provided by a study of a model city area in Columbus which Dr. Simonds conducted in cooperation with a staff member and graduate student of the Department of Agricultural Economics and Rural Sociology.

Ed Watkins and Dr. Vern Vandemark,

Extension economist, food distribution, have served as resource persons on management clinics for cooperative managers and conducted programs for beef and pork farmers in cooperation with animal science specialists. They also have appeared before homemakers' groups to interpret practices and policies in the food distribution trade.

Ed Watkins has developed sessions for fruit growers on marketing practices. His training for roadside market operators is based on food retailing principles related to market location, layout, display, pricing, and merchandising.

Watkins and Dr. Simonds also developed an in-depth session on "Understanding Your Food Market" for homemakers and other interested groups. As a result of work with homemakers' groups, an additional series on "Inflation and our Nation's Pocketbook" was developed, including a resource bulletin on fiscal and monetary policy. This subject also has become a part of the Marketing Policy Seminar for community leaders held each year at many locations throughout the State.

According to these specialists, there is a definite trend among previously antagonistic groups (farmers, processors, food manufacturers, wholesalers, retailers, and consumer groups) to realize the need for cooperating more on common problems rather than continuing to blame each other.

This trend does not rule out the traditional buyer-seller relationship. It does more realistically recognize that we must concentrate on producing and distributing food products which consumers want, in the form that they want them, where they want them, and with some degree of quality assurance.

This type of programing in Extension is more difficult, the specialists point out, because each presentation must be tailored for its particular audience. At the same time, however, this broader approach does meet a real need in helping people understand how each segment of the food production and marketing process affects others, whether they be farmers, processors, retailers, or consumers. □



Designs for living

Early in January the U.S. Department of Agriculture conducted a seminar on the environment and man. Representatives of the press and broadcast media in the Capital area and some other major cities were invited to participate. The seminar was built around the theme "Designs for Living."

Secretary of Agriculture Hardin opened the seminar by tracing the progress of man through development of technology to remove some of nature's harshness.

He pointed out how in the beginning man's impact was so small that nature was capable of overcoming deforming acts and returning to its original state with virtually no long term effects. Then, as man multiplied and his technology became more complex and further removed from processes compatible with nature, something began to change. The environment began to stretch beyond its elastic limit—to a point where it might no longer be capable of snapping back.

"We began to recognize how little we really knew about what we were doing to the environment, and how complex a structure our environment really is" the Secretary continued. "Only in recent years have we begun to understand that the application of our technologies requires new techniques of analysis, and new value orientations, if we are to continue man's progress in a manner which preserves and improves upon the quality of our environment."

Pointing up the building blocks in the Department's approach to environmental problems, the Secretary summarized its environmental mission under three chief, interrelated components:

—To provide life's essentials—food, fiber, forest products,

water from the land, living space, and opportunities for greater human satisfaction.

—To protect and improve the physical environment—soil and water conservation, increased controls over pests, pathogens and forest fires, and efforts to improve food safety.

—To create amenities—recreation, opportunities for relaxation, attractiveness of local settings and broad landscapes.

In pursuing these missions, the Secretary listed four major environmental problem areas on which the Department will make a coordinated impact:

—Evolving and implementing a sound, workable land use policy as a prerequisite for effective management of natural resources;

—Developing and urbanizing rural America by stimulating job opportunities, multi-county planning, improved community services, and new growth centers;

—Overcoming and preventing environmental degradation, including provision for safe disposal of organic wastes on land and the increased use and recycling of raw materials; and

Improving food safety, food qualities, and nutrition—because environmental progress also depends on improving the social environment through better health.

"To bring agriculture's resources into full play," he said, "broad cooperation will be a 'must'—cooperation with allied agencies of all levels of government, with public and private organizations, with land-grant colleges and State Extension Services, and with individual farmers, ranchers, foresters and other citizens—rural and urban."—WJW