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YOU CAN DO IT!

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RURAL DEVELOPMENT
MAKING RURAL AMERICA A BETTER PLACE
TO LIVE AND WORK

"The purpose of rural development is to create job opportunities, community services, a better quality of living, and an improved social and physical environment in the small cities, towns, villages, and farm communities in rural America."

*The President's Task Force
on Rural Development*

YOU

can make rural America a better place to live and work if you will take the initiative in your own community.



HERE IS HOW YOU DO IT

1

Know what can be done to make your own community a better place to live and work.

2

Know how to do something about it — who to see — how to get things started — how to get your community to work with you. (This folder will help.)

3

Take the initiative. Nobody knows your community, its people and its needs better than you do.



WHAT RURAL DEVELOPMENT IS



It's People Building:



Good education and job training opportunities; good health and medical services; better nutrition; expanded social outreach to youth, the aged, the disadvantaged. It's community leadership, income security, and cultural growth. People are the basis of development.

It's Economic Development:



Millions of youths would rather stay in rural America if they could find satisfying jobs. Making your community a better place to live and work includes the creation of jobs by expanding business, attracting investment, and increasing farm incomes.



It's Community Facilities:



If your community lacks public water and sewer systems, adequate housing, gas and electricity, telephones or transportation — there are ways to get them.

It's Environmental Improvement:



The preservation and restoration of the natural beauty of rural America. It is clean air, clear lakes and streams, unspoiled mountains and shorelines. It is the improvement of soil, water and timber resources and the development of recreational lands for America. Environmental improvement invites development.





HOW TO DO SOMETHING ABOUT IT

- Discuss rural development with others. Explore their interest. Get their support.
- See the chairman of the rural development committee in your area. Explain the needs of your community and ask his help.
- If you don't know the chairman, contact your local representative of any of the following:

Cooperative Extension Service

Farmers Home Administration

Rural Electrification Administration

Forest Service

Soil Conservation Service

Agricultural Stabilization and
Conservation Service



TAKE THE INITIATIVE

You and your neighbors know your community best. Determine your own needs and priorities first. Then call on your local officials and your Rural Development Committee for action. If there is no Rural Development Committee that can serve your community, start one.

Remember, your initiative brings the rest of the team into action with you.

For additional information, write:

Rural Development

Room 242-E

U.S. Department of Agriculture

Washington, D. C. 20250



THE REWARD

- A pleasant, progressive community.
- A better place for people — to grow up in and to stay in.
- A place of opportunity for agriculture and industry.
- A better environment; clean air; clean water and a big, beautiful outdoors.

IN SHORT: A better place to live and work and the satisfaction of helping to make it that way.

