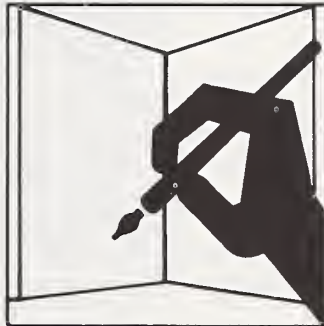
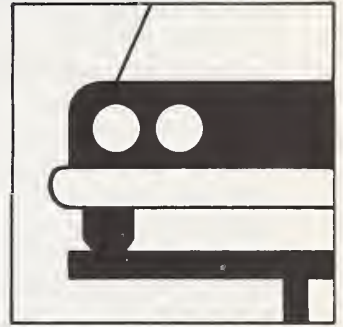
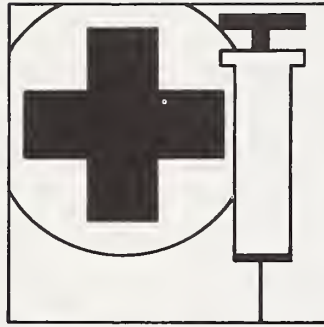
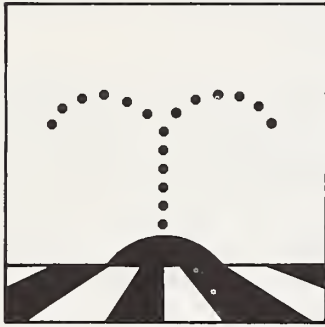
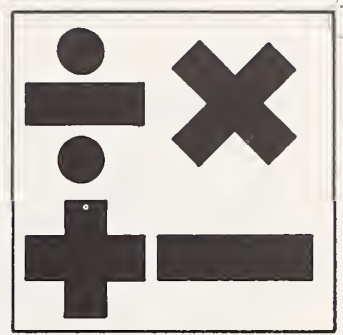


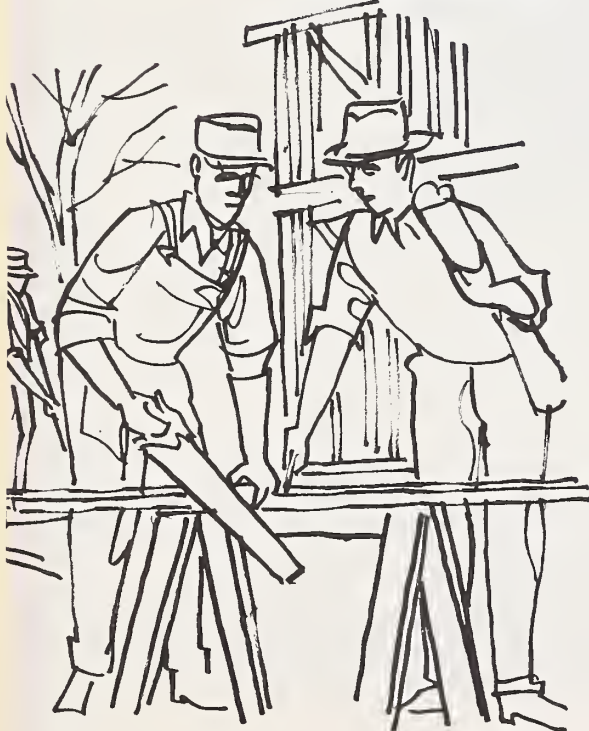
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EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE * SEPTEMBER 1971

DEVELOPING MANPOWER
PAGE 10

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

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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Transition to the future

In his book, "Future Shock," author Alvin Toffler sees the organizational structure of the future as what he calls an "ad-hocracy"—groups of specialists temporarily banded together to solve immediate problems.

His prediction seems plausible, because movement in this direction is already evident. The Government, for example, is looking at many of the problems of people and seeing that the answers do not lie with any one agency or department, but that many have a contribution to make. Universities, too, are drawing on expertise across department lines to help their States and communities.

The "Concerted Services in Training and Education" program, now operating in 13 States, is a good example of an effective cross-agency plan for solving one problem—the need for rural manpower development. Since this program began, the number of rural people participating in education and training programs has more than doubled in the areas in which it operates. See page 10 for the story of how CSTE works in Minnesota.

And on a scale ranging from modest to comprehensive, Extension is involved with other agencies, departments, and organizations in solving a variety of problems. Other examples in this issue of the Review are a North Carolina feeder pig cooperative (page 4) and a Mississippi measles inoculation campaign (page 14). Both involve a temporary pooling of efforts to attack a problem.

Whether it's called simply "interagency cooperation" or regarded as the dawning of a new organizational era, this method of helping people seems to be working.—MAW

Servicemen's wives—a receptive audience

by

Marilyn E. Jordan
*Extension Home Economist
Elmore County, Idaho*

Make the notice short and to the point, but still interesting. If there is a nominal charge, be sure to state it. Most servicemen's wives have little money to spend for extras.

Third, arrange to attend an Officers' Wives' Coffee or NCO Wives' Club meeting and tell the president that you'd like to say a few words. The audience probably will know nothing about the Extension Service, so you'll need to go into considerable detail about your aims and what you expect to accomplish. Be brief. You want to give them just enough to entice them to join a class.

Fourth, find someone on the base to be your contact person. My contact for the first class was an NCO wife who read about the class in my local weekly news column. All those in the class were her friends.

The contact for my last group was the base home economics teacher. Having a good contact is important. Without one, the response for class sign-up will be small.

Make what you have to offer sound exciting and answer a need; find a way to publicize what you have to offer; present what you have to offer in person; and find a contact person on the base.

But don't stop there. Do everything in your power to produce a stimulating series of classes. Servicemen's wives will not tolerate mediocrity. They won't be back the next week.

If you have a military base in your area, you will find your servicemen's wives one of your most receptive audiences. Don't ignore them just because they are a transient population. They need you and what the Extension Service has to offer. □



Marilyn Jordan, Extension home economist, watches as two young servicemen's wives demonstrate their creativity in her home decorating class.

appeal to this group—make it sound exciting, and answer a definite need.

The second step is to publicize what you have to offer. All military bases have a daily bulletin, and it's required reading for everyone, so this is a good channel for publicity.

At the organizational meeting for my "Do Your Own Thing in Home Decorating" class, I looked at the eager faces before me.

A girl who couldn't have been over 20 had a skin color I had not seen before. She was from Samoa. Another, an oriental in her forties, was from Hong Kong.

A tiny dark girl said she was Dutch, but wasn't what I expected a Dutch girl to look like until I discovered that she also was part Indonesian. The young girl in the front row was pregnant.

Most were between 22 and 32, with a sprinkling of older women among them.

Here was an exciting class who would give me as much as I would give them. They all had one thing in common—they were servicemen's wives.

We in Extension often ignore this group because they "never really get their suitcases unpacked before they move on."

My servicemen's wives are a most receptive audience. Many are away from home for the first time. In the middle of the desert where Mountain Home, Idaho, is located, they have time on their hands. Their husbands encourage them to do something constructive instead of having one "Koffee Klatch" after another.

I offer a variety of classes, but decorating classes are always the most popular. It sounds exciting to them and seems to answer their need to create a well-decorated home even though it is a temporary one on a military base.

No other group is offering decorating instruction. Commercial businesses sponsor both food and clothing classes. This illustrates the first rule on how to

Cooperative opens door to new audience

by
Woody Upchurch
Assistant News Editor
North Carolina Extension Service

"Folks around here have never seen any hogs like these," said Mrs. Pearlie Bond. "You ought to see those little pigs when they walk around, how round they are back here," she added, gesturing toward the ham area.

Mrs. Bond's pride in the new hogs is shared by the 116 other members of the Albemarle Cooperative Association, Inc. It is an organization of rural residents who have one critical common need—more income.

The cooperative is a result of inter-agency cooperation and local initiative involving 11 counties. Through it, the people are turning to the production of high quality feeder pigs to help meet the sometimes desperate need for additional income.

The cooperative has started as an antipoverty effort, but eventually it will draw participation by farmers in all income brackets. It is expected to have a significant impact on the area's swine industry.

The current goal is the establishment of a graded feeder pig market. The area, although one of the leading pork producing sections of North Carolina, doesn't have a feeder pig market.

"We believe that once the market is established in the area, with easy ac-



cess for everyone, the feeder pig business is really going to take off," commented Jack Parker, North Carolina State University Extension livestock specialist.

The cooperative was organized in 1969 with support from the Office of Economic Opportunity through the North Carolina Rural Fund for Development.

Gene Sutton, rural services specialist with USDA's Farmer Cooperative

Service, was assigned to the project to help in structuring the cooperative.

"The goal is to create an independent cooperative that will become financially self-sufficient," said Sutton. "We're confident that this cooperative is going to reach that goal."

An office has been set up in Edenton and is managed by Marcus McClanahan. His main job right now is to keep members informed of what is going on and to serve as overall coordinator.

Mrs. Pearlie Bond gets a few pointers on pig raising from Extension specialist Jack Parker, left, and Wayland Spivey, Extension Service technician who is also secretary of the feeder pig cooperative.

Farmer memberships cost \$50. Each county has a man on the board of directors, which currently has a nine to two black-white ratio. Each county has an advisory committee, one member of which is the local county Extension agent.

One member in each county is designated as county supervisor. It's his responsibility to assist members with problems and to encourage the use of recommended production practices.

These supervisors were trained by NCSU Extension specialists.

One of the most significant aspects of the feeder pig program is the fact that the Extension Service and other agencies are reaching people whom they have not been able to reach before.

Previously, most of the low-income people had only the vaguest concept of Extension.

Communicating has been one of the major challenges.

"For the most part," Parker explained, "we haven't been able to work with them before now because it requires face-to-face, one-to-one contact. Some of these people are near the very bottom of the income ladder. They are extremely far behind in hog production technology. Therefore, you can't send them printed materials or try to reach them through general or mass means of communications.

"Now we are gaining access through this cooperative. They are very receptive and seem willing to drop old methods of raising hogs and accept the newer, better methods."

In most instances, the cooperative members have very small parcels of

land, too small to farm economically. All of them already had a few hogs which they kept for home consumption or as a modest source of "bread and butter" money.

Under the cooperative program, demonstration projects were set up with a \$25,000 OEO grant. About 15 members received 10 gilts and a boar, for which they could pay a lease fee, or if they wished, buy outright.

The hogs—the same ones Mrs. Bond is so proud of—were hand selected by Parker. They come from the best breeding herds in North Carolina and bear scant resemblance to the "native" hogs on the members' farms.

Parker outlined a production program for members—in many cases, the first scientifically-based production information these people have ever received.

"If they follow through as we believe they will, this will be the only feeder market in the State selling pigs from a uniform production program," the specialist said.

Getting new information to low-income hog farmers has been one challenge; another holdup in starting projects to help these people has been money.

Generally, conventional loans are not available for initial investment. Even Farmers Home Administration loans were out of the reach of some as individuals.

The cooperative organizers have helped solve this by securing the \$25,000 OEO grant and a \$25,000 no-interest loan, also from OEO. Individual "get-into-business" loans have been arranged through Farmers Home Administration and local agencies.

"There is no way some of these people could have gotten these loans without the cooperative," said Sutton. "And without the loans, there is no way they could get into the quality feeder pig business on a profitable scale."

A minimum herd size of 10 gilts has been established for members. That's tiny by commercial standards but big enough for a start for these people.

This size unit should return a profit of about \$1,000 a year, depending on market prices. This isn't much, the cooperative leaders admit, "but when a family is earning only \$2,000 or \$3,000 a year total, an extra thousand becomes quite significant," McClanahan emphasized.

The quality of the hogs they are now growing, plus the prospects for increasing their income, obviously has the cooperative members excited.

Said Mrs. Bond of her little Chowan County neighborhood: "There are people coming in here all the time to see these pigs. We talk about hogs and pigs all the time now."

Parker underscored the significance of Mrs. Bond's comments by pointing out that one good, well-run feeder pig operation in a community can have a chain-like effect.

"I could take some of these people to visit one of our large commercial producers, but it wouldn't be the same as having them come to Mrs. Bond's place to see her 10 gilts.

"They couldn't relate to the big operator, because they know he has the money to operate the way he does. But at Mrs. Bond's, they see how someone in their own situation can improve. They can leave here saying, 'If she can do it, so can I.'"

Cooperative members already have over 1,800 gilts and sows on hand. These alone should give the proposed market about 1,500 pigs a month. But local interest indicates the volume will be much greater. □

Texas dairymen find demonstrations convincing

by
Thomas H. White, Jr.
Area Dairy Specialist
Texas Agricultural Extension Service

Dairymen are busy people. Labor, cattle, breakdowns, and long hours demand not only their regular working hours, but much of their spare time, too. As a result, a dairyman often does not do a job nearly as well as he knows how, because he does not have the time.

This often affects him financially, especially when it comes to determining his dairy herd ration and those ingredients which are the best buys.

The first principle of education is to start with interest that people already have. Most dairymen have an interest in cutting feed costs, increasing production, and saving money.

It is easy, then, to interest dairymen in the *idea* of using carefully calculated, nutritionally balanced, least-cost rations. But getting them to try it is a different matter, because determining such a ration takes many calculations and more time than most dairymen are willing to spend.

Research in other States, however, has shown that a computer can relieve the dairymen of many of these burdensome calculations. Linear programed least-cost rations fed to high-producing dairy cows, they have found, will maintain production and in most cases will save on feed costs.

The idea of programing feeding operations to insure least-cost rations, then, is appealing. It solves problems rapidly and accurately, and provides a means for taking feed price information from the field, solving a feeding problem quickly, and returning the answer to the field in a very short time.

But to convince our dairymen that it would work in Texas, we needed a



demonstration in the local area, conducted under local farm conditions.

Three Texas county agricultural agents—Neil Tibbets, Bob Greenway, and Al Petty—decided to undertake the task. They are conducting least-cost dairy ration demonstrations with cooperating dairymen in their counties to illustrate how beneficial it is to determine the best feed buys.

The agents presented their proposals for the least-cost ration demonstrations to the dairy subcommittees of their County Program Building Committees for approval. The overall county committee is made up of key agriculture and agribusiness leaders in the community. They identify problems and develop overall long range county programs to solve them, and they coordinate the efforts of various commodity subcommittees.

The dairy subcommittee plays an important role. It establishes the major dairy problems that need to be solved and proposes long range objectives

which would help to solve these problems or to improve them. The subcommittee agreed that the demonstrations would be a good way to attack the problem of high feed costs and raise the net profits of the dairymen.

In most cases, the least-cost ration demonstrators were members of the dairy subcommittees. Because they are dairy leaders in the counties, their practices are accepted by other dairymen.

In addition, they recognize the importance of records, they participate in the local Dairy Herd Improvement testing association, and their herds are above average in production. Also, their feed dealers were willing to quote the prices and to mix the ration according to recommendations.

The county agricultural agent and the Extension dairy specialist visited each prospective demonstrator to discuss the program and its potential. The demonstration in one county was established easily, because the dairyman was

through the computer and put in the return mail on Monday afternoon.

Copies of the results go to the feed dealer, dairyman, county agricultural agent, and area dairy specialist. In most cases, the results are received in the Tuesday morning mail.

The area dairy specialist serves as a "safety valve." He makes suggestions on ration changes and observes the ration results received from the computer. He also must see that rations formulated by the computer are safe to be mixed. If he sees an error in the computer program, he takes steps to see that the ration is corrected before mixing.

Most dairymen have their own ideas, likes, and dislikes about certain ingredients. At first we work out a program, based on these factors, that the producer will accept. Then we offer alternative suggestions. If these are not readily accepted, we run the ration the dairyman wants and then run a second ration containing our recommendations.

Usually, when the dairyman sees the savings he can realize through following our recommendations, he is willing to make a change. In many cases, this means using a feed grain he would not previously have considered feeding.

At times, feed dealers question the recommended ration and believe that the cows will not eat the feed. One benefit of the program is that we have convinced some of the feed dealers of the potential and capabilities of the least-cost ration dairy program.

What have the results been on the individual demonstration farms? Tibbets established the first demonstration in the 40-cow Holstein herd of Cooke County dairyman Vernon Friedrich. Friedrich realized a \$1,315 saving on feed the first year, while his DHIA rolling herd average increased 912 pounds of milk per cow, to 14,570 pounds. This past June, after 20 months in the demonstration, the average was up to 15,335 pounds.

Wise County Agent Bob Greenway established the least-cost ration result demonstration in the Dan Rhine dairy herd, which consists of 70 Holstein cows.

Rhine realized a net savings of \$464 on feed purchases for the year, and the herd increased production 2 percent above what was expected.

Petty's demonstration, with the 50-cow herd of Denton County dairyman Lewis Diepenhorst, was not unlike the others. By the end of the first year, the tolling herd average had increased by 2,000 pounds. Savings in the feed purchased during the year amounted to \$555. Diepenhorst's dairy herd income over feed cost increased \$3,159 over the previous year.

The increased production in the demonstration herds seems to be a result of the incentive provided by the least-cost ration experiments. Seeing the added net profits produced by better management in this area of their operation has encouraged the dairymen to improve their entire herd management.

We have been able to use the results from these demonstrations to provide concrete information in our dairy clinics, short courses, and on-the-farm conferences with dairymen. They illustrate that what has been proved by scientific research is applicable in the local area.

The results of the demonstrations were presented at the 68th annual meeting of the Association of Southern Agricultural Workers, and several requests for information have been received. We also have been asked to discuss least-cost dairy ration at an animal health conference sponsored by the Texas Veterinary Medical Association.

The demonstrations have aroused dairymen's interest and have helped them realize that the time they take to sit down and formulate a least-cost ration may be well spent.

And in achieving this objective, the demonstrations illustrate the importance of planning, organization, and teamwork—planning by the commodity subcommittee; working through the County Program Building Committee; and teamwork involving the dairymen, feed dealers, county Extension agricultural agents, and Extension specialists. □

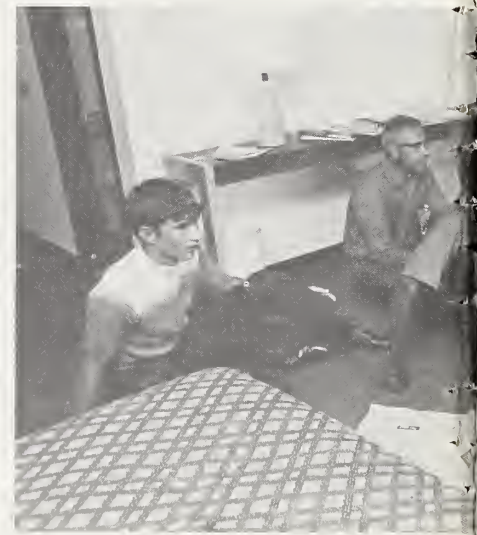
Denton County Agricultural Extension Agent Al Petty, left, looks at the least-cost ration that demonstration farmer Lewis Diepenhorst is feeding to his dairy herd. The county agent is an important link in the chain which provides the State Extension specialist the information he needs to get the dairymen fast, accurate ration recommendations from the computer.

already interested in the results being obtained from the demonstration in the neighboring county.

The demonstrations require a great deal of teamwork. It was necessary to develop a method for getting the results from the field to the computer and back in a very short time. And if the results were to be accurate, the information provided to the computer had to be accurate.

The county agricultural Extension agents serve as the liaison between the dairymen, the feed dealers, and the Extension specialist. It is the agent's responsibility to get the feed prices from the feed dealer on Friday afternoon and mail them to the area dairy specialist. The feed prices from the three counties are received in the district office, in Denton, on Monday morning.

The area dairy specialist phones them to Cecil Parker, Texas A&M Extension farm management specialist at College Station, usually by 9 a.m. Monday. Parker sees that the feed prices are run



Because of the generous support and interest by 4-H members, leaders, Extension staff and the many friends of 4-H in business and industry throughout the Nation, Phase I of the expansion of the National 4-H Center was completed by July 1.

With the expansion, the Center, which serves as the national classroom of 4-H and Extension, can accommodate nearly 700 persons with complete conference, sleeping, and dining facilities.

Two new buildings have been added to those that were on the campus in the Chevy Chase area of the Nation's Capital when the National 4-H Foundation first opened the Center in 1959.

The new buildings, modern in decor but traditional in design, consist primarily of sleeping accommodations—190 twin-bedded rooms with bath.

To increase conference capacity, the buildings include a new selfservice dining room, seating 600, plus banquet

rooms for groups from 20 to 100 and many conference rooms of varying size. The Ohio Room in Smith Hall, which has been used as a dining room, will become an assembly room seating up to 400.

Expansion of the Center will make possible greatly increased training opportunities for 4-H and Extension. Many more 4-H members will be able to attend the one-week Citizenship Short Courses. In recent summers, these have been filled to capacity—and have overflowed to the University of Maryland campus.

Other training opportunities, leader forums, international exchange orientation, social studies courses for high school students, and conferences for all of 4-H and Extension will increase.

Plans are being made for an exten-

The 4-H Center grows

by
Margo Tyler
Information Director
National 4-H Club Foundation
Washington, D.C.



Typical of the new 4-H Center addition are, from left to right, the pleasant dining room; a comfortable lounge, one of which is on each floor of the dormitory wings; one of the brightly-decorated twin bedrooms with bath; and the terrace in front of the building.

sive staff development and training program in keeping with a recommendation by the Extension Committee on Organization and Policy. It will be financed by a recently-announced five-year grant of \$675,000 from the W. K. Kellogg Foundation.

Tentative plans call for training sessions to provide orientation for new State 4-H leaders and staff members; and training in such areas as program management, volunteer staff development, effective programming for youth from low-income families or from urban areas, international programs, and development of private support.

The plan also calls for development of training models for States, national workshops on areas of societal concern, and a series of workshops either for

specialists or in program areas such as aerospace, nutrition, educational television, and the like.

General and basic courses in such subjects as communications, supervision, evaluation, and program planning also are being considered.

The National 4-H Center belongs to 4-H and Extension. The added capacity and more comfortable accommodations, coupled with the strategic location, make it an ideal site for any education program related to Extension and the land-grant university system.

For example, many States have used the Center for training programs. Many groups are planning to take advantage of the expanded and modern facilities for local, State, regional, and national conferences.

Programs at the Center need not be initiated by the National 4-H Foundation or by the Extension Service, USDA. All Extension personnel can encourage groups and Government agencies related to 4-H and Extension to utilize the Center when planning educational meetings or trips to Washington, D.C.

The Center staff is prepared to assist all groups in planning and conducting conferences. The services offered by the Center include a wide variety of special programs materials, including visual aids and other equipment, plus assistance in designing a program and selecting speakers and resource people.

As is typical of 4-H, the Foundation is still working to "make the best better." With continued support of the States to fulfill their pledges of nearly \$2 million, plus the continued work of the National 4-H Advisory Council, expansion will continue.

More than half of the \$8 million goal already has been pledged, making possible the completion of Phase I. But much still remains to be done.

A seminar center, to which the family of the late J. C. Penney and the J. C. Penney Company already have granted \$500,000, is part of the plan. Smith Hall will be remodeled, too.

At the National 4-H Conference in April, 12 States presented contributions of nearly \$80,000. The total received from States to date is \$635,000. Some States who have fulfilled their pledged goal have indicated plans to make additional contributions and others are working to make their goals in the near future.

And members of the Advisory Council throughout the Nation are intensifying their efforts to make the dream of a completed expansion of the Center a reality.

When completed the Center will be one of the most modern and up-to-date practical training facilities in the Nation. Participation at the Center is open to all of Extension, and suggestions of ways it can best serve the training needs of 4-H and Extension in the seventies are most welcome. □

Helping people to help themselves and improve their rural communities has been in the forefront of many experimental and demonstration projects in recent years.

Among those involving the Extension Service is the Concerted Services in Training and Education (CSTE) program. It is interdepartmental, and focuses on education and manpower training as related to community resource development.

CSTE is attempting to improve the level of living in selected small towns and rural areas by increasing employment opportunities. Through local involvement, CSTE develops leadership, individual dignity and initiative, and community pride.

CSTE began with recognition of the urgent needs of rural people for vocational-technical education and occupational training. About 3 million rural residents had less than 5 years of schooling, and about 19 million had not completed high school.

The percentage of eligible rural youth going to college was only about half that of urban areas. The proportion of rural participation in education and manpower training was less than half that of urban areas.

The Concerted Services program is not designed for massive Federal intervention. It uses one or two individuals in a rural area as catalysts for promoting assistance programs through existing agencies.

The local resource person's title—"coordinator"—aptly describes his role. He is a coordinator of local ideas or plans, not of agencies. His job is to innovate, communicate, and stimulate—but not to administer funds or other programs.

CSTE began in 1964 with creation of a 16-member task force representing seven Federal departments and agencies. They were to provide a concentrated effort in three experimental areas—Todd County, Minnesota; St. Francis County, Arkansas; and Sandoval County, New Mexico. Project work began in 1965.

Now, 13 States have Concerted Services units. Oklahoma, West Virginia,

by
Jared Smalley
*Assistant Coordinator, Concerted Services
and
Agricultural Extension Service Instructor
University of Minnesota*

'Concerted Services' develops Minnesota manpower

Kentucky, Illinois, Montana, Georgia, Texas, Nebraska, Maryland, and Maine have joined the original three.

Cooperating Federal agencies now include the departments of Agriculture; Labor; Health, Education, and Welfare; Interior; Commerce; Housing and Urban Development; the Office of Economic Opportunity; and Regional Commissions.

The Extension Service, USDA, serves a key role by providing the liaison between the local coordinators and the participating Federal agencies. This function is the responsibility of C. B. Gilliland, who is the executive secretary of the Washington CSTE Task Force. Representatives of Labor and HEW serve as cochairmen.

The Minnesota project is a good example of the Concerted Services activity in the manpower field. It is supervised by the Agricultural Extension Service at the University of Minnesota in cooperation with the Minnesota Department of Education. Funding is through the Manpower Development and Training Act (MDTA).

The Minnesota professional staff includes Sherman Mandt, coordinator, and Jared Smalley, assistant coordinator. Mandt is a former county agent, and Smalley was previously a local newspaperman, so both already knew the area well. They have appointments to the University of Minnesota Agricultural Extension Service faculty.

During CSTE's first year in Todd County, the coordinator worked with

This is the third in a series of articles on rural development. Next month—Extension help for local government in Oregon.

local communities to determine the need for basic adult education courses and training in occupations where present and projected area job openings were indicated.

The Minnesota Department of Manpower Services surveyed 6,009 village and township residents about attitudes on work, willingness to change jobs, distance they would commute to work, and their employable skills.

Community leaders used the results to study possible expansion of local industries, and to encourage outside prospects to locate in the area.

The inventory also helped generate interest in training and education. A program was started to train persons in the offset printing trade, one of the area's largest employers.

At right, a former MDTA student replaces a car's ignition wiring. He is a new employee in an automobile agency's shop.

A basic education class began, to help adults in the area who had not finished more than eight grades of formal schooling.

Emphasis on farm training and education took on a new dimension with the use of manpower training funds. Six of the Todd County communities had training programs in general farming.

Mandt worked closely with county and area agricultural Extension agents, and Extension specialists on the St. Paul campus of the University of Minnesota to relieve the area's agricultural problems by:

—helping form a technical advisory group in Todd County, and organizing a three-county council,

—working with the Staples vocational technical school to develop a 300-acre Central Minnesota Demonstration-Research-Irrigation Farm,

—helping organize a Central Minnesota Irrigators Corporation for farmers attempting to irrigate,

—helping get Extension specialists in

irrigation and farm marketing for the area,

—joining in development of an MDTA irrigation technician class to train 15 low-income farmers each year,

—promoting veterans' farm training programs, which are now operating in three locations,

—encouraging local agencies to study the dairy situation in the CSTE area, and

—working with area agencies and representatives of communities to develop action proposals and a small farm brochure.

The impact on small farms has been apparent, Mandt said. Extra money brought in through MDTA training allowances went into farm improvements and uplifting family standards of living.

Farmers learned how to keep better records, studied new farming ideas, reviewed their own units, and were brought together in a face-to-face situation to discuss mutual problems and possible solutions.

Some farmers in the MDTA irrigation classes had the first successful crop in their farming experience. And some farmers in the training classes stopped farming after learning about economics and management and seeing that they could not adequately increase their operations. However, most prefer to work and live on their farms if possible, Mandt explained.

Expansion of the Concerted Services project into Wadena County in 1967 and Otter Tail County in 1968 also began with manpower surveys.

Interest in community development began to mount, and people asked for more information on industrial development and housing. At a three-county seminar in 1968, representatives of State and Federal agencies discussed these topics with more than 100 community leaders.

Seminar participants also formed a three-county development committee, which meets several times a year.

A large processing company saw the manpower inventories, did a followup survey with CSTE help, and decided to

invest over \$1 million in the area and employ about 150 persons.

CSTE in Minnesota has also helped other firms arrange for Economic Development Administration loans, Small Business Administration assistance, on-the-job training contracts, and other types of training.

CSTE helped bring a branch office of the State Department of Manpower Services to the area one day a week, and a full-time office of the Division of Vocational Rehabilitation has been established.

Much training has been made available in the CSTE area for nonfarmers. High schools, vocational schools, and junior colleges have expanded their vocational offerings. Other MDTA training classes were provided for machine set-up operators, nurse's aides, clerk-typists, and auto service mechanics.

Surveys of future occupational needs of employers led to addition of courses like plumbing and truck driving. Other training courses and seminars are helping upgrade area health services.

Manpower training opportunities expanded in 1968 when the Labor Department began an 11-county Rural Minnesota Concentrated Employment Program, which includes the three CSTE counties.

Other ventures have included additional seminars on housing and industrial development; drug education programs; seminars on village problems such as code enforcement, zoning, sewer and water systems, solid waste disposal; tourism and resort clinics; development of vocational and junior college level training for police officers; a proposal for similar training for firemen; promotion of youth employment centers; and work with communities on environmental education and development of community facilities.

Semiannual conferences in Washington, D.C., acquaint the local coordinators with current Federal programs affecting rural areas. And, back home, the coordinators maintain regular contact with the State offices which administer these programs. □



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Dairy genetics— challenge to 4-H'ers and farmers

Having a heifer in the 4-H Dairy Genetics Project means responsibilities—and hard work—for each young animal owner. But David Dowler, above, is quick to say that "it is absolutely worth the time."

Ohio and Marshall Counties are a contrast to the rest of West Virginia. While 61 percent of all West Virginians live in rural areas, 85 percent of the residents in Ohio County and 51 percent in Marshall County live in the urban environment around the city of Wheeling.

Ironically, these two highly-industrialized counties have given birth to what may be a one-of-a-kind 4-H dairy project.

Several years ago Extension workers Robert Kelley and D. A. Hutchison lamented that many dairymen did not know the true genetic makeup of their herds. They also discussed the need for a sound educational genetics program for youth, particularly those who planned to pursue a farming vocation.

Why not, they thought, devise one dairy genetics project that would benefit both youth and dairymen?

The result was a "4-H Dairy Genetics Project," which Kelley and Hutchison developed. Kelley is State Extension dairy specialist. Hutchison, then

Marshall County Extension agent, is now an area program coordinator at the WVU Appalachian Center.

The proposed project got enthusiastic support from Edgar Hooper, Ohio County Extension agent, and Halley Hubbs, Marshall County 4-H agent. They decided in mid-1968 to initiate the project jointly.

The project calls for the involvement of both 4-H'ers and local dairy farmers. Participating farmers must breed their cows to specific project standards. Then 4-H members buy heifers from these farmers at \$125 each.

All breeding is done by artificial insemination and the dairy farmer must follow rigid genetic breeding practices.

The 4-H youth, in turn, must raise their heifers to conform with project requirements. They must feed and care for their heifers properly and keep accurate records on growth and development.

The next step was to spread the word.

"In the fall of 1968 we held a joint county meeting," Hooper explained. "We invited leading dairymen, and 4-H Club members and their parents. Some of the 4-H members had been involved in the standard dairy project, but we also involved others we felt might be interested.

Using slides and other visuals, Hooper, Hutchison, and Hubbs explained the proposed project. It was well received by the 65 people attending.

The next job, according to Hooper, was to organize a committee to oversee the project. Hooper and Hubbs compiled a list of leading dairymen and from it the "Ohio/Marshall County 4-H Dairy Genetics Committee" evolved.

Originally, the committee had seven members, with Hooper and Hubbs heavily involved. It has grown to 15 members who need only occasional guidance from the agents.

Hooper emphasizes the importance of selecting the right committee members. "We wanted active, progressive-minded

Richard Miller, below left, discusses his heifer's progress with (left to right) his father, Ronnie Maiden, and Basil Davis, all members of the 4-H Dairy Genetics Committee; and Edgar Hooper, Ohio County Extension agent.



dairymen who were interested in youth and who had a positive outlook in the dairy business." Apparently this philosophy has worked. Committee members have been enthusiastic and diligent about fulfilling their responsibilities.

With the organizational structure established and the standards explained, it was time to begin breeding.

The first 54 cows were bred in the fall of 1968. Twenty dairymen participated. Only 20 heifers were born the following spring, however—the other 34 were bulls.

That is typical of the breeding history so far. In 1970, only 25 heifers were born under project standards. As of early this summer, only three heifers had been born, while 24 4-H'ers waited for animals. They draw numbers to determine the order in which they will receive their heifers.

Extension personnel have conducted many educational meetings for the 4-H'ers. They explain the reasons for

the project, define genetic terminology, emphasize the importance of genetics, and provide directions for the young people to follow.

The project is now in its third full year, and the first heifers raised by 4-H'ers are being readied for sale. The committee has arranged for an auction in September.

The sale is important to both the 4-H members and the participating dairymen. In the eyes of the public, the sale will be the final proof of the project.

"But from an Extension standpoint," Hooper said, "this is not the evaluation." The real proof of the project, he said, is whether it has achieved its main objectives.

For the 4-H members, the project has these objectives:

- to use a dairy animal as a tool for teaching genetic principles,

- to teach basic business principles of production, including costs of production and elementary principles of marketing,

- to create a meaningful working relationship between youth and adults, and

- to obtain for the youth a profit for use in further personal development.

For dairymen, the objectives are:

- to use the virgin heifer for the genetic improvement of dairy herds,

- to afford a new source for herd replacements,

- to create an awareness of the genetic potential of dairy herds through record utilization, and

- to develop an awareness of the importance of using sires with a high predicted difference.

Hooper is confident that the project is meeting these objectives. Participating youth and dairymen seem to agree.

David Dowler, for example, has been involved in the project from the beginning. David, who is 18, has two heifers in the project and is awaiting a third.

"I learned a great deal from the county agents about showing and raising

heifers," he explained. He also said that he and his father, who is a dairyman, have benefited from a mutual interest in the project. "My father has picked up a lot of tips on breeding from this project, and he has helped me a lot, too."

David has been in 4-H for 8 years, but he said this is the first 4-H project that has totally involved him. "If you do a good job, this is really a full-time project," he smiled, "and it's absolutely been worth the time I've spent on it."

Basil Davis, one of the participating dairymen, has one of the finest dairy herds in northern West Virginia. He is very conscious of his herd's milk production and says he has learned from this project "that you'd better breed with 1,000-pound-plus bulls or better."

He also noted that many other local dairymen are taking heed of the genetics lesson taught in the project. "It's surprising how many farmers around here are breeding to better bulls than they were 3 years ago," he grinned with twinkling eyes. "We definitely have an educational project here, no doubt about it."

Ronnie Maidens agrees. He is chairman of the 4-H Dairy Genetics Committee. "All of us have learned to know our herds better and have learned to use better sires. Also, this is my first opportunity to work with 4-H youth and I'm really enjoying it."

Hooper says there have been some oversights, too. "I think our biggest mistake has been in not taking pictures of the project from the very beginning. We should have been documenting our work all along. We also should have paid one of our office secretaries to come to our meetings to take minutes."

But the achievements of the project are displayed in the smiles of the participating 4-H'ers and in the proud tones the dairymen use to talk about the heifers they have produced.

The documentation also can be found among the many fine-looking herds of Marshall and Ohio Counties, an example of agricultural success at the industrial crossroads of America. □

Rubella, more commonly known as German or Three-Day Measles, accounts for birth defects in hundreds of children each year. The risk has been lessened in Oktibbeha County, Mississippi, through a testing and immunization program in which Extension played a key part.

The idea for the community-wide project was originated by Dr. J. C. Longest, a general practitioner and director of the Mississippi State University student health center.

He saw a need for testing women to determine susceptibility to Rubella and following up with immunization when appropriate.

The Rubella epidemic of 1964-65 resulted in at least 30,000 defective babies in the United States. Their medical care, special education, and rehabilitation will possibly cost \$2.2 billion.

Knowing that an epidemic was predicted for 1970-71, Dr. Longest wanted to determine the susceptibility in a community which includes a university campus with female students and a large group of young marrieds.

He also was interested in getting a good response to the Rubella vaccine, which was to become available in January 1970.

Dr. Longest realized that a broad educational and information program was necessary for the success of such a project, so he asked Mrs. Jeanette Norment, county Extension home economist, to help.

Dr. Longest and Mrs. Norment agreed that the project would be two-fold: a testing program and an educational program. Targets for the testing program were women of childbearing age, and the educational aspect was directed toward the general population.

"Since health problems, and particularly handicaps, pose a more serious situation for low-income families, special consideration in planning was given to this group," Mrs. Norment said. "Direct attention was provided students residing in campus housing and mobile homes."

A thorough testing program prior to the availability of the Rubella vaccine was vital. Dr. Louis Cooper from New York City, a pediatrician and respected authority on Rubella, agreed to do the testing as part of his research and to present a public lecture on Rubella in Oktibbeha County.

Mrs. Norment's major role in the project was education and information. She used all the channels of communication established by the Extension Service to educate and inform the gen-

eral public. Females of childbearing age were especially urged to take advantage of the Rubella testing program.

"Four methods were utilized in initiating and carrying out the educational program: organized groups, Extension aides, mass media, and other agencies," Mrs. Norment explained.

"The county Extension Homemakers Council was presented information on Rubella, the testing program, and Dr. Cooper's lecture. They voted to sponsor



Heading off a health problem

by
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the activities in the town and county, as well as to provide volunteer workers to man the testing stations."

"Rubella Robs the Cradle" was the lead program for the 18 Extension Homemakers Clubs during September. Dr. Longest presented information at leader training sessions on Rubella and also discussed the proposed project.

The home economist, in an effort to get the information to a larger group than usual, held a special meeting. Members of other organizations—women's civic clubs, Civic Coordinating Council, Golden Triangle Vocational School, and families enrolled in the Expanded Food and Nutrition Education Program—were contacted and invited to attend or send a representative to the meeting.

Leaders representing other than Extension groups were asked to take the information to their clubs. All leaders received kits of materials to serve as background information. These kits were also made available to others on request.

The Extension Homemakers Club leaders were given program material, including visuals, to use in presentations to each of the 18 clubs in the county. About 360 homemakers received this information through the meetings. Each member was encouraged to tell others.

A young Oktibbeha County woman is tested for susceptibility to Rubella, or German measles. More than 3,600 of the county's 6,000 women of child-bearing age responded to the campaign.

"The second method we used to distribute this information was through Extension aides, who were given training by our home economists and encouraged to attend the special meeting. They were supplied with materials to use in informing the families with whom they worked," she said.

Mrs. Norment said that the most extensively used method was mass media. Radio spots were prepared and used by the three radio stations, with a potential listening audience in Oktibbeha County of 28,000.

"These spots included information on the testing program, who should have the test, when, and where," she explained. "We also prepared radio shorts announcing the lecture to be given by Dr. Cooper, as well as using the information on our weekly radio programs."

The home economist also used television to get the information to the public. Releases were prepared for station WCBI in Columbus, Mississippi, for use just prior to Dr. Cooper's lecture and the testing day. This is the television station viewed most frequently by people in Oktibbeha County.

"The newspaper gave the project excellent coverage. One of the several feature articles prepared for the newspaper was done after the return of the results of the testing program, to encourage use of the vaccine," she said.

Mrs. Norment also included information about the project in her weekly "Home Economist Notes" carried by the local newspaper.

The home economist and 4-H members distributed four information sheets explaining the testing program and telling when and where it was to be. These sheets were placed in five laundromats, at each apartment in the married students' housing, and on cars in four major shopping centers.

Material also was provided to the manager of the student housing units for inclusion in the newsletter he prepares for distribution to each apartment.

"Others proved extremely helpful in informing families with whom they

worked," Mrs. Norment said. "Managers of the public housing units, the director of Head Start, and the health specialist on the State Extension staff all cooperated."

The Mississippi State University Pre-Med Club sponsored the project on campus. Since the campus testing station remained open from 8 a.m. to 10 p.m., a large group of helpers was required to man it. When the club had difficulty in getting help, Mrs. Norment contacted a service club and four social sororities, each of which volunteered and scheduled workers.

Oktibbeha County has approximately 6,000 women of childbearing age. On the testing day, 3,636 of these women were tested for susceptibility to Rubella.

Of this number, 1,866 proved to be immune, 1,572 were susceptible, and 198 were equable and treated as susceptibles. Those found susceptible were encouraged to consult their local physicians to arrange for immunization.

The Oktibbeha County Medical Association agreed that more followup was needed to fully utilize the testing program. Mrs. Norment, a local physician, and a newspaper correspondent prepared two news releases for this purpose. The following week there was evidence of an increase in immunizations.

"At this point in the project, we contacted the local health department and plans were finalized for an immunization program in grades one through five of the Oktibbeha County and Starkville public schools," Mrs. Norment said.

Evidence that the education and information program had been effective could be seen in the final phase of the project. School children in grades one through five were provided with permission slips which parents were asked to sign. During the period April 1970 through May 1971, 2,241 children of a total 2,726 in this age bracket were immunized.

Health department and school officials report that people are now better educated and informed about Rubella. □



A monument to cooperation

The word "cooperative" in our name "Cooperative Extension Service" indicates in its narrowest sense the Federal, State, and county partnership in financing, planning, and conducting informal education.

But "cooperative" has a broader general meaning. Looking at it from its general meaning reveals some additional elements that have made our Cooperative Extension Service the greatest informal educational organization in the world. We find all kinds of partners in the formal Extension organization—people who participate in the programs; people who serve on advisory committees and boards; people who serve as leaders; businesses and industries who cosponsor specific projects with Extension; industries who provide resources in addition to those that come through the public appropriations process.

The recently completed Phase I of the National 4-H Center, described in the article on page 8, typifies government-industry-individual-nonprofit foundation cooperation at its finest.

Not one of these partners could have accomplished this feat alone. It stands as a monument to cooperative effort. Business leaders serving in a volunteer capacity tapped resources that could not have been reached without their help. 4-H Clubs throughout the country tapped individual resources that otherwise might have been overlooked.

Foundations and individuals have contributed to provide accessories and equipment that add greatly to the comfort and effectiveness of the facility.

Extension and its offspring—the National 4-H Club Foundation—provided overall leadership and coordination, and the administrative mechanism necessary to backstop the fundraising campaign, develop plans, and provide continuing supervision of the actual building process in line with policies established by the Board of Directors.

The Center expansion stands as a "working monument." It is a monument in the sense that it is the product of cooperation involving partners that number in the thousands. They represent a broad array of interests, but all are committed to the goal of preparing youth to assume leadership in government, business, industry, and education as they reach adulthood.

It is "working" in the sense that it provides more than a brief encounter with the present and past heritage. It offers a facility and faculty where youth may expand their insight and understanding of the economic and political framework within which we move to serve the more primary needs of society.

And the youth involved partake of the opportunities the Center offers, and indeed help plan the offerings, on the same basis as the Center was established—**VOLUNTARY COOPERATION.**—WJW