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EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE * FEBRUARY 1968

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INFORMATION ON EXTENSION PROGRAMS AND GOALS FOR UNDERSTANDING AND SUPPORT BY TARGET AUDIENCES AND THE PUBLIC



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.

ORVILLE L. FREEMAN
Secretary of Agriculture

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EXTENSION SERVICE

REVIEW

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More Mileage Per Gallon of Ink!

How much mileage can you get per gallon of ink?

The kindest response to that question is that it's rhetorical. The unkindest is that it's ridiculous. But in a certain context it deserves some thought.

Some of you have completed your plan of work for 1968-69. Some of you are working on it. The rest of you will be working on it soon. Collectively, you'll literally use gallons of ink.

Hopefully these gallons of ink will produce a very concise and explicit set of goals, methods, and criteria for evaluation of program results. Assuming that the problems have been accurately defined, these are the criteria under which your plan will be judged "acceptable" or "unacceptable."

Unfortunately, the supreme test of your plan comes not when it is measured against these criteria. The supreme test comes when you look at it in retrospect to see how nearly you achieved the stated goals.

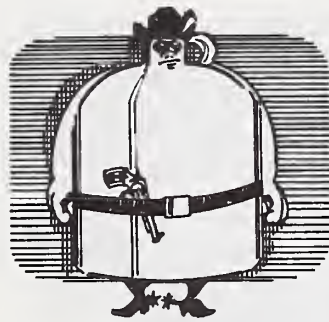
Hopefully, your plan includes methods for getting public understanding as well as understanding and support of the target audiences. Learning is achieved fastest when both the public and target audiences fully understand the program, are in agreement with the goals and methods, and are convinced they are reasonable and feasible.

Getting this understanding is where you need the "extra mileage ingredient"—just a little more ink to mount a public information program. The right amount of ink used to get public understanding can increase manifold the mileage you'll get from the ink used to write your plan of work. 'Nough said?—WJW



New Route for Safety Messages

by
Robert E. Kowalski
Assistant Extension Editor
Iowa State University



People don't like to be told what to do "for their own good." As a result, messages on any sort of safety often have to be disguised to make them palatable.

The problem is to think of new approaches. But one can't be simply "shooting in the dark." Some rational approach, based on what we know about communications behavior, is needed.

Research shows that people are sometimes more willing to believe messages conveyed by friends and acquaintances than by those who are purported to be experts. This is called the "two-step flow of communication."

What happens is that a specialist's

message is received by some persons who believe it, think it worthwhile, and pass it on to others. The "others" believe the message since it comes from those they trust.

The Iowa Extension Service has been trying to make homemakers more safety-conscious about pesticides and household chemicals, with particular emphasis on keeping foods and chemicals separate. Storing household chemicals along with potatoes, onions, etc. under the kitchen sink, for example, creates the danger of food contamination.

The problem was how to present the information in a manner that the women would heed and accept. How about the two-step flow of communi-

cation? First of all, who do women trust? And how do we get the message to *them*?

Homemakers shop in supermarkets which give them the most for their money, and in which they can place their trust concerning quality of products. They eventually establish friendly relationships with their grocer, perhaps on a first-name basis.

Thinking about this prompted use of the grocer as a communication sender.

A poster was created showing a "battle" between chemicals and food products stored under the sink. The Kitchen Culprits—Caustic Drain Flush, Benny the Bleach, Pete Pesticide, and Mousie Killer—are shown individually and in battle with foods. The legend at the bottom reads "STORE AWAY FROM FOOD."

It was hoped that grocers would display the posters along with pesticides and household chemicals. The housewife could see the safety message when she bought household chemicals, and feel that the message was coming from someone who had nothing to personally gain from her acceptance of the message.

The idea was tested in supermarkets and grocery stores in Ames, Iowa. Seven managers agreed to display the posters. When the stores were inspected a week later, five of the seven had done so.

Considering this a fairly good percentage, we wrote letters to the 101 county Extension directors, explaining the project and its success in Ames. The 38 directors who agreed to cooperate asked for 1,936 posters for the 968 stores in their counties.

It would be hard to determine how many women began to store foods and chemicals separately as a result of the project. If even one poisoning has been avoided, however, the effort will have been worthwhile.

If nothing else, a new channel has been developed for communication of chemical safety messages. And this channel is almost certain of attention from homemakers in the market for household chemicals. □



The farm-city tour caravan prepares to embark on its radio-guided trip around St. Lucie County's farms and tourist spots.

Broadcasting a Farm-City Tour

**Florida county
adds
new twist
to common event**

by
Hugh Whelchel
County Extension Agent
St. Lucie County, Florida

"A better way to communicate to the participants on a Farm-City Week tour"—this was the problem facing the Agri-Business Committee of the Chamber of Commerce and myself as we planned a Farm-City tour that would accommodate an undetermined number of people.

The group was to tour the area around Ft. Pierce, a scant hundred miles north of Florida's famed Miami Beach.

The county is plush in tourist attractions and lush in agricultural growth. The Atlantic beaches feature the vacation spots, while to the west, beyond the sand dunes, is a virtual agricultural paradise. The tour was to tell the public of the activities on both sides of the sand dunes.

The tour, we decided, should not last over 2½ hours. It should cover all phases of agriculture in St. Lucie County (citrus, ranch, dairy, tomato); it should be comfortable for the tourists and explained in layman's terms that could be heard by all. These dictates, plus the limited time, presented a nearly impossible situation.

A ray of sunlight flashed as someone suggested working with the radio station through a portable studio. Let the people ride in cars, and lecture to them over the radio! A check with the radio station added new hope. We found that all we needed was a car equipped with a radio telephone. A call to the station could be transmitted over the air and picked up by the participants.

Although we saw our radio tour shaping up, there were still many details to be worked out. Would there be any dead spots where the radio telephone would not work? How long should we broadcast at one time? How often? What time schedule?

A meeting with the local radio manager and telephone representative answered many of these questions. We could have 30 minutes broadcast time during the 2½-hour period.

The station manager proposed 5- and 6-minute broadcast periods timed at strategic points of the tour. The 10 minutes after the hour and the half hour were reserved for news, so our broadcast periods had to fall into the remainder of the hour.

The telephone representative suggested a trial run to test reception and set up a time schedule. He joked that the only problem might be a long-winded customer on the channel when we needed to broadcast.

An added side benefit soon became apparent. As important to the success of the event as the conducted tour itself, we realized, would be the many people listening to the tour on the radio but not involved physically in the caravan.

It was important then, that all narration should present a complete, descriptive picture to hold this invisible audience. No problem arose here, and many listeners felt they received a clear and interesting account of St. Lucie County agriculture.

The hour of the tour came. We pulled out at 1:35 p.m. The 18 cars carried four or five persons each. At 1:40 p.m. we called the radio station and were put immediately on the air. The system worked perfectly.

We summarized what would be seen and made a few general comments about agriculture in St. Lucie County. As we rode through the tomato field, we talked about the tomato industry. The same was done with dairying, ranching, and citrus production. In all, we broadcast six times, and the reception was excellent.

The group left the cars at only two stops. One was at a large dairy where they walked through the milking barn to observe the process. The second spot, at the end of the tour, was a visit to a citrus grove.

These stops allowed the group to stretch their legs. Most of the description of the specific enterprise and this phase of the county's agriculture was presented by radio prior to each stop.

Feedback and comments on the tour have been most pleasing. The radio station, the Chamber of Commerce, and the county agent's office have received compliments from both those making the tour in person and those making the tour via modern electronic sound systems.

If you are thinking of using this type of communication for a tour, I'd like to mention a few facts that became apparent to us. Be sure the car you broadcast from has a radio tuned to the station. This lets you hear the announcer introduce you and gives you the cue to start your commentary. Don't try to adhere to an exact broadcast time schedule—there are too many variables.

Make arrangements for policemen to be present to get the caravan started and into the traffic flow. Each driver should be agriculturally oriented, know the area, and be used to country driving conditions. Furnish each car with a mimeographed map of your route, particularly when congested areas must be crossed. □

One of the two stops at which the group left their cars was at this dairy, where they observed the milking process.



'The Law in Missouri'

by
James Mariea
*Extension Assistant
Extension Division
University of Missouri*

Missouri program shows value of responding to public needs

What happens if you die without a will? What are your rights and duties as a debtor? As a tenant? These are a few of the questions Missourians are asking. They want to know how our State law affects the family.

In response to the public interest these questions reflect, the Missouri Bar Association and the University of Missouri Extension Division have designed a cooperative educational program called "The Law in Missouri."

The format of the program is best described by the joint efforts of its sponsors.

The Missouri Bar Association contributes legal study plus the speaking talents and practical experience of veteran attorneys. The Bar researched the topics and helped develop outlines which attorneys use at local presentations of legal topics.

The Bar Association also provides a liaison between the county Extension staff and local officers of the Bar to facilitate lawyer participation in the program.

The faculty from the MU School of Law at Columbia has been involved in the planning stages, publications, and training sessions for Extension staff members. Attorneys speaking at the evening programs have done a fine job of establishing rapport with their

audience while explaining the law in layman's language.

Extension provides a statewide but local level teaching organization to bring the law to the people. Meetings are organized, scheduled, publicized, and conducted at the county level by home economists and the county Extension director.

The latter requests the district public information chairman of the Bar to choose an attorney to be invited to speak at an evening program. After his talk, the audience asks the attorney questions. There is no charge for admission.

Married couples generally attend together. Newly marrieds, new residents of Missouri, and those anticipating family business transactions are anxious to learn how the Missouri law applies to them. However, many couples attend so they will know "just in case" a legal problem should arise. This is what the Bar calls "preventive law."

The finer points of law cannot be taught in a question and answer session, but the participant can learn to recognize legal problems and anticipate them by learning the basic legal concepts involved in the topics presented.

To date, there are nine topics in



Miss Mary Johnson, Extension family economics specialist, and E. A. Richter, the Bar's director of public information, select materials and publications to be used in the cooperative educational program, "The Law in Missouri."

"The Law in Missouri." They are: insurance; buying on time; the court system; the landlord-tenant relationship; buying and selling property; leasing land in the urban fringe; marriage; estate planning; and settling your estate.

The program began in 1963 with three topics and has since expanded to nine in the same way it began—by popular request. Audiences ask for more information about topics already presented, and they also ask for new topics.

This interest has been gauged by distributing questionnaires after a program or providing a suggestion box for audience use.

The program began through the work of committees from both the Bar and Extension. Miss Mary Johnson, Extension family economics specialist, and E. A. Richter, the Bar's director of public information, have been the liaison between the two groups since the program started.

The original committee work led to the development of outlines for the presentation of three topics in 1964. Ten subdistrict conferences were designed to carry the format of the program from the State level planning stage to the local level implementation stage. Local Extension personnel and 30 attorneys from across the State attended the conferences.

As interest grew in "The Law in Missouri," more research was done, new topics were added, and pamphlets were written giving practical information about family legal problems.

These are distributed by the Bar and the Extension Service, as well as being used to supplement the speaking and discussion programs.

Actual program participation was about 7,000 families in 1966. In response to this growing interest, Jackson County alone offered five topics at two locations for about 500 participants last fall.

Individually, neither Extension nor the Missouri Bar Association could have taught the law to Missourians. The former group is made up of teachers but not lawyers; the latter is made up of lawyers but not teachers.

In cooperation, however, a basic understanding and therefore anticipation of legal problems which the family might face can be conveyed via practical information about "The Law in Missouri." □

New Farming



County agent Ray Sartor and Mrs. Chester Thrasher discuss the quality of cucumbers harvested on her farm in Tippah County, Miss.

more money for low-income farmers

by
Duane B. Rosenkrans, Jr.
Extension Editor
Mississippi State University

A new enterprise to provide more income for small farmers is needed in many counties and multicounty areas. Here's how the Mississippi Cooperative Extension Service is successfully guiding such a development in a seven-county area in the northeast corner of the State.

The enterprise is cucumbers for pickling, still harvested by hand here and in many areas. This means that most of the labor is done by members of the farm family.

Returns are quite encouraging to the growers when compared with previous farming experiences. Some

growers in this seven-county area sold \$500 or more worth of cucumbers per acre.

In 1967, the first year of this seven-county production and marketing program, 437 farmers planted a total of 407 acres of cucumbers for an average gross income of \$248.62 per acre. Most of these families have limited resources and low incomes. Most farmers planted only one or two acres of cucumbers.

As the first commercial cucumber program in the seven-county area, this effort is paving the way for more truck cropping. Most of these counties plan to at least double their cucumber production in 1968. Some growers will plant other vegetable crops such as pimiento peppers, okra, and peas that are harvested after the cucumbers.

Establishment of cucumbers as a new crop in the area resulted from a discussion of supplemental farm enterprises between W. T. Smith, county agent at Booneville, and Belton E. Berry, Extension district program leader for the 21 northern Mississippi counties.

Smith received the Superior Service Award of the U. S. Department of Agriculture in 1967 for his efforts to assist small farmers.

Berry further discussed the matter with C. B. Duke, Jr., district Extension agent, and the late K. H. Buckley, Extension horticulturist. They decided that the seven counties had much in common as an area for a cucumber production and marketing program. With Buckley's advice, the group chose a pickle firm with which to deal.

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Ventures . . .

needed diversification for commercial farmers

by
Henry W. Corrow
Extension Editor
University of New Hampshire

A northern New England vegetable-growing team is displaying courage rivaling that of the hardy, seagoing cartoon character who takes his spinach straight.

Popeye always comes from behind to win. The Coos-Essex Spinach Growers Association, likewise, has launched a new, two-State agricultural industry against long odds.

With two harvests under their belts, it looks as if the five partners in "Operation Popeye" will come out on top.

Their namesake depends mainly on brawn to buffet his way to success. The fledgling spinach growers, however, are bolstered by their farming prowess and a heavy assist from the county Extension agents in Essex County, Vt., and Coos County, N. H.

It's taken over 2 years, countless hours of practical research, and a lot of soul-searching and thought. But what started "from scratch" in 1965 has already brought over 100 acres of spinach into production.

While it may still be too early to tell, spinach-growing may join the dairy, potato, and Christmas tree industries as a potent factor in the economy of the two counties. What's more important, the innovative partners may have started a valuable trend in commercial diversified farming in this area.

Veteran farmers all, the partners plugged all the leaks they could find to make sure their "Popeye" venture would set sail keel down. Even then, the challenge has been formidable.

Colebrook's Charles W. Jackson is heir to his family's spud-growing ability. Clarence and Harold Marshall of Northumberland have a similar background linked with dairying.

Just across the Connecticut River in Vermont is Bert Peaslee of Guildhall, whose father was one of the Green Mountain State's all-time top potato producers. Mark Sweeney, Jefferson, has a way with cropland and cows.

Like many new enterprises, the spinach partnership seized an opportunity to fill a need. Suffolk Farms of Chelsea, Mass., has been trying to squeeze more of the crisp vegetable out of Bay State farmers and those in Maine and Pennsylvania.

The firm contacted Ralph B. Littlefield, the Extension county agent leader at the University of New Hampshire. He passed the word to Dwight G. Stiles, agricultural agent in Coos County, who did something about it.

Stiles relayed the message to county dairy, spud, and vegetable farmers. They exhibited only mild interest at first. But at a meeting Stiles held in nearby Groveton, six farmers, including one from Vermont, turned out to

hear the UNH Extension horticulturist tell about the possibilities of commercial spinach production.

Since Vermont was represented, the group visited Earl D. Clarke, Stiles' counterpart in Essex County. The University of Vermont cooperated in the new venture.

Meetings with Suffolk Farms were set up, and the interested farmers visited the Chelsea packing plant. With the help of Stiles and Clarke, they "picked the brains" of specialists at the land-grant universities in New England and at Cornell.

They contacted seed, farm supply, and pesticide firms, and visited farms where spinach is under cultivation.

Since 1962, the Coos County Rural Areas Development Committee has been seeking new projects which would bolster the county economy. As members of the RAD Standing Committee on Agriculture, the group found ready support. Spinach farming became an endorsed RAD endeavor.

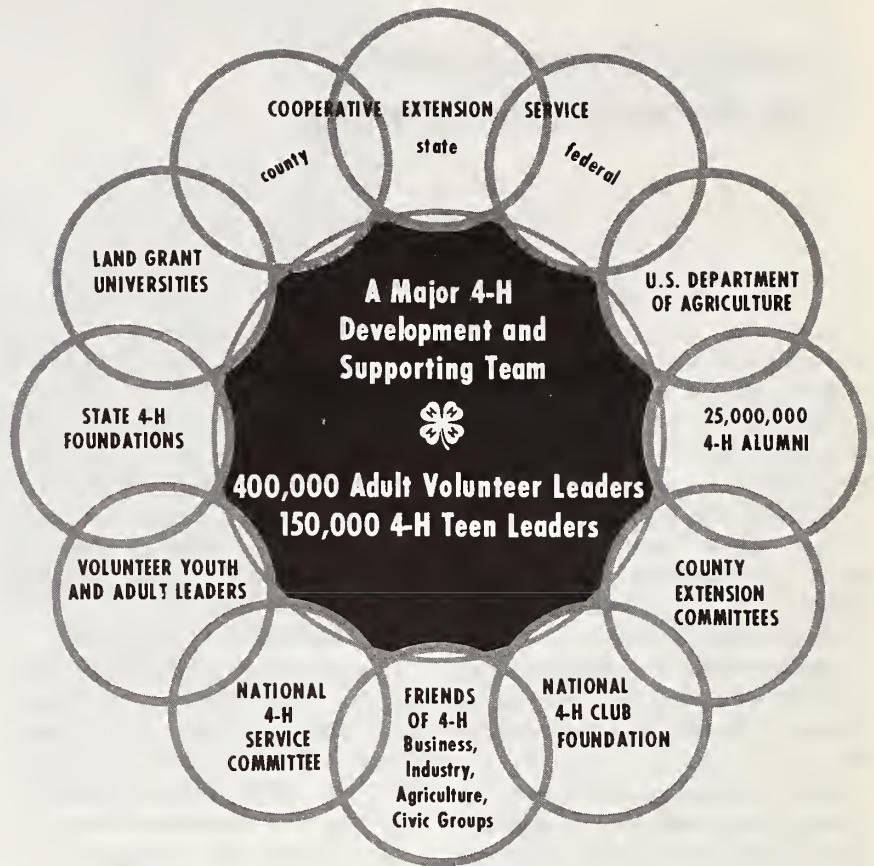
Continued on page 15

Supermarket manager in Littleton, N.H., tells county agent Dwight Stiles, right, that his customers are pleased with "Operation Popeye" spinach.



4-H: Progress and Projections

by
E. Dean Vaughan
Director, 4-H
Federal Extension Service



Editor's Note: This article was adapted from Dr. Vaughan's speech to the National Association of Extension 4-H Agents in Washington last November.

When the final accounting is made, all that really counts in life is whether one has tried to make things a little bit better for those who follow. I believe 4-H is one very good way of doing that.

It is often stated that most of the great things which happen are caused

by young people. This fact is sometimes illustrated by the story that at the age of 27, Alexander the Great wept because there were no new worlds to conquer. This same story might also be used to point out that even the most accomplished youth may be rather naive!

There were, are, and probably always will be many new worlds to conquer. The young will be most likely to conquer them—if they have had proper guidance.

This, of course, is why leadership—

both professional and volunteer—is vital to 4-H or to any other attempt to guide youth into becoming useful and productive citizens.

4-H is a big, powerful idea. It is also a very lively and complicated organization.

4-H provides learning experiences for boys and girls through a broad range of programs. For example, J. Caleb Boggs is a Senator from Delaware, Don Meredith is a football player for the Dallas Cowboys, Roy Rogers is a movie cowboy, Jean

Shoemaker is my secretary, Jerry Boyd is a member of my car pool and is a cotton specialist in the USDA, Jane Vaughan is my wife.

They all have at least two things in common. Each is a former 4-H'er, and each will tell you that 4-H was one of the finest experiences of his youth.

4-H is a proud name and emblem. It is also one of the most remarkable educational ideas of the century. The favorable image of 4-H throughout the world among people in all walks of life is of inestimable value. It behooves each of us to capitalize on that value.

It is essential, however, that we do not allow the image of 4-H to become static. Youth development is the goal. 4-H is the label on the package. What we do in the name of 4-H must grow and change along with the needs of youth. Our methods as well as our programs must reflect innovation and adaptability to change.

What kinds of growth and change are necessary? I wouldn't be so brash as to claim to have all the answers. There are, however, some ideas which I would like to discuss.

Peter Drucker, the famed management consultant, has observed that among young people today "there is a passionate groping for personal commitment to a philosophy of life." Life magazine in a recent series of articles asked, "How does a human being make his life count for something?"

The famous educator and columnist Max Lerner recently spoke at a USDA Graduate School lecture series. He said, in part, that all young people need to identify with someone, and then later they need to rebel against that same someone. They also need some danger in their lives. But, most of all, they need a "Jerusalem."

In other words, young people need to be committed to something. I submit that if someone is committed, anything is possible.

The challenge for everyone interested in 4-H is to make it an organiza-

tion which provides learning experiences which have meaning for young people—experiences which will help them find ideas and ideals to which they can and will become committed.

During the recent National Outlook Conference on Rural Youth in Washington, D. C., it was repeatedly emphasized that youth wants to talk to us and they want us to listen.

I have a feeling that 4-H programs and organizations are largely designed by adults for youth. I am less sure that they are necessarily the kinds of programs and organizations that youth wants and needs. I am sure that we need to find out.

We need innovations in programs that will appeal to boys and girls of differing age levels, on farms, in cities, whoever they are and whatever their interests and levels of income may be. We cannot permit 4-H to become no more than a nice, quiet club for nice, quiet kids from nice, quiet—and affluent—neighborhoods.

We have not merely the opportunity—we have the solemn obligation to bring 4-H to more young people in more places than heretofore dreamed of.

4-H is going to expand!

There is a wave of youth in America and around the world which will not be denied. By 1970 one-half of the population of the U. S. will be under age 24, and there will be about 60 million youth of 4-H age.

Rural farm youth is decreasing, rural non-farm youth is increasing moderately and the numbers of urban youth are increasing at a very rapid rate. This puts 4-H in a dilemma.

We are being urged, even pressured, to take 4-H into urban areas. However, we have not yet received Federal funds for such work. This is coming, but it isn't here yet.

Meanwhile, we have no intention whatever of decreasing our efforts on the farm and in rural areas. There are still many millions of youngsters we haven't reached, especially in rural non-farm areas.

We have an ample supply of potential customers. We are projecting a modest 1 percent increase in the proportion of total youth to be served by 4-H. But we are projecting a very sizable 52 percent increase in the numbers of youngsters in 4-H, including both rural and urban areas, by 1970.

In making these projections, we are asking for two things: 1) more money, and 2) greater efficiency.

How do we reach more youngsters with the funds and professional people we now have? We do it with all kinds of improvements and additions in methodology and programs. But basically it means a difference in organization.

There never will be enough money to hire all the professional help it would take to serve significantly greater numbers of youth with the system of direct work between 4-H agents and 4-H members themselves.

Professional 4-H people are going to have to serve more as adult educators than as youth educators. We are going to have to become even more dependent upon adult volunteer leaders, junior leaders, and paid aides and assistants.

In summary:

—We need to continue to give guidance to youth, but we need to listen more carefully to what they say they want and need.

—We need to be more flexible about who 4-H is for and about how we make 4-H available.

—We especially need to make it possible for teenagers to apply their need for commitment to something worthwhile.

—We need to expand 4-H in terms of numbers as well as in kinds of people served and in kinds of programs.

—And most of all—we need to do it now!

These are the challenges as I see them. These are the challenges to which I am committed. How about you? □

Using Recreation Resources

Extension helps county group take action

Recreation Association members choose slides to be included in a slide set showing the area's scenic, historical, and recreational points. The slides will help create more local awareness of the tourist-recreation industry and will also be shown to interested groups from outside the county.

by
Guy H. Temple
*Area Resource Development Agent
Pottsville, Pennsylvania*

Schuylkill County, Pennsylvania, located in the anthracite coal mining region, is staging an economic comeback through the efforts of many individual development groups. One "plus factor" for the county's industrial resurgence is its present and potential recreational facilities.

The Extension area resource development agent recognized that many of the surrounding counties had been making efforts to publicize the leisure activities they could provide.

Many Schuylkill County residents did not realize the potential of their county in the recreation field, nor did they realize the number and variety of activities already available to them at home.

Consequently, a natural resource committee of local leaders was asked

to develop a list of all outdoor recreational facilities of the county, as well as a list of scenic drives and overlooks.

The committee members, suggested by members of various agricultural agencies in the county, were community or commodity leaders in the areas of forestry, wildlife, water, and land use.

The list which the group developed served a dual purpose—industrial promotion and tourism. The county's Tourist Promotion Agency used the list as the basis for a promotional brochure about the county.

The natural resource committee, with educational leadership and encouragement from Extension, realized that the list also had further uses. The

owners of the recreation facilities on the list, they pointed out, might have many common problems which they could solve collectively.

In response to this suggestion, the Extension area resource development agent and the Extension recreation specialist developed a special program for all those associated with the outdoor recreation industry.

The assembled group heard of the past and possible future of tourism and recreation promotion from the director of the Tourist Promotion Agency. "Common Problems and Opportunities in Recreation and Some Ways to Solve Them" was the topic covered by the Extension Recreation Specialist.

One operator commented, "I had never considered myself in the tour-



ism and recreation business. We do have many common problems and should join forces to solve them.”

As a result of this meeting, the recreation facility owners and operators formed the Schuylkill County Recreation Association. The Extension resource development agent is continuing to offer educational leadership and encouragement to the group.

The Association expects that the present rapid development of Schuylkill County's recreational facilities will eventually bring the county recognition as a recreation and tourist center. The Recreation Association can be an organization of much importance to help bring this about.

At present, the Recreation Association has 20 members. Membership

is open to any business engaged in either indoor or outdoor recreation, hotels, motels, and restaurants.

The primary objective is to produce one or more promotional efforts each year, to be paid for by the Association from its membership dues. Members exchange information that will help them cope with such problems as petty theft, public abuse of property, employment, wages, government regulations, and taxes.

Members of the Association also gather and exchange information on programs of assistance, advice, or support available free of charge, or by subsidy from government agencies.

Attractive, timely brochures serve as a good vehicle to help encourage outsiders to spend more time in the

area. Last year the Association designed and printed 50,000 such brochures, describing each member's facilities and identifying them on a map.

A brochure is included as an insert with the Schuylkill County Scenic and Historical brochures, developed by the Tourist Promotion Agency, the County Commissioners, and several area Chambers of Commerce.

Ten thousand Association brochures were distributed to hotels, motels, restaurants, motor clubs and sport shows, locally and in surrounding counties and States.

An additional 20,000 are being distributed through the businesses of the Association members, and the remaining 10,000 are held in reserve.

Current projects of the Association include printing a new brochure and providing tourist-promotion place mats to restaurants. A slide film series for presentation to high schools and service clubs is now being prepared.

When local people become involved in projects to promote their area, they begin to appreciate what they have and work harder to develop and promote it.

A single activity often leads to the study and consideration of other possibilities open for communities and counties to “put their best foot forward.” □

more money

Continued from page 8

The cucumbers were to supplement, but not to replace, other farm enterprises.

The first of many meetings was with the county agents and some associate county agents of the seven counties. The agents were fully informed about the proposed program, but were not put under pressure to promote it.

After surveying their counties about such things as interest in commercial cucumbers and possible acreage, the agents met again with the district staff, the Extension horticulturist, and company representatives. The final decision was made to go into an area production and marketing program.

County agents then held meetings for prospective cucumber producers. They also used newspaper articles, radio programs, and newsletters to help explain the program. Meanwhile, the pickle company had employed a person to help in each county.

Contracts with growers were signed in the county meetings, at county agents' offices, and in other contacts.

The educational effort then shifted to stress the need for following closely the guidelines for seed, planting time, fertilization, and other cultural practices. Most growers followed through well, and the weather cooperated.

Cucumbers in northeast Mississippi are planted in mid-April. Harvesting usually starts about June 15 and lasts about 6 weeks.

By harvest time, the pickle company had set up eight cucumber grading stations in the area. Growers had been well informed about grades. They knew that to get the highest grades and returns, cucumbers must be picked every other day. This requires at least two pickers per acre, making it a family job in most cases.

Representative of statements from agents at the close of the season was that of Percie B. Stricklen of Iuka.

"Our farmers were well pleased with cucumber production. Cucumbers fit well on our small farms and offer an opportunity to use family hand labor available through the summer months. Families also stated they were happy to have a cash income at this time of the year when there is no other income from cash crops," he said.

He and other county agents added that growers in the 1967 program gained know-how that will help them to do a better job in 1968. Others who observed their success are encouraged to go into the program.

Farmers in every county in the district are being offered a chance to produce and market cucumbers in 1968, and county agents in some of these 21 counties have made definite arrangements for several truck crops. All five firms which had contracts for

pickles throughout the State in 1967 would like to expand.

Chesley Hines, Extension horticulture leader, estimated that 7,700 acres of cucumbers for pickles, worth about \$1,700,000, were grown in 50 of the 82 counties of Mississippi in 1967. Most of these were on small, family-operated farms.

Developments of this kind contribute to Mississippi's "1.5 by '75" program for agricultural growth. This Extension program, strongly supported by many other agencies and organizations, has the State goal of farm production with a yearly value of \$1.5 billion by 1975, an increase of 62 percent in a decade. The State goal for horticultural crops is \$43 million per year by 1975 compared with \$17 million for the base year, 1964. □

Discussing cucumber grading on a farm in Tippah County, Miss., are, from left, James Clarke, associate county agent; Bon Adkins, farm owner; and Ray Sartor, county agent.



diversification

Continued from page 9

In April 1966 the agriculturists voted to plant 100 acres on a trial basis. They organized their association in 1967 with the help of an attorney who is also a member of the RAD committee. They also hired a bookkeeper.

County agents Clarke and Stiles, with University personnel, set up test plots to discover how best to control weeds, how to apply fertilizer and select suitable varieties. Scientists from several commercial firms provided information and materials.

Problems soon cropped up. Former potato land on which much of the spinach was to be raised contained disease organisms common to that crop. These went to work on the spinach when it emerged. A 50 to 60 percent loss took some of the plantings.

Sour soil, also common to potato acreage, was a drawback. Other hurdles were weed control, harvesting technique, fertilization practices, and a lack of proper spraying equipment.

The first crop called for heavy investment: a mechanical harvester, a planter, cultivator and bedder, and ice-making equipment to supply the refrigerant needed for the 4½-hour trip to the Boston area in two semi-trailer units the growers had to purchase. Peaslee set up a spinach-grading room in his equipment barn.

It's not been an easy row to hoe. But persistence produced two plantings in 1966 on a total of 160 acres which netted 12,150 bushels for a gross income of \$20,400. Last year, with two plantings on 168 acres, they grew 20,170 bushels and grossed \$37,326.

Says Sweeney, "In the years ahead we feel there will be more vegetable production on the better land. If this takes place, it will increase farm land values substantially."



This dark green, crinkly spinach plant is the type demanded by the commercial trade. Inspecting it closely are, left to right, Harold Cole, growers' association bookkeeper; Harold Marshall, grower; and Dwight G. Stiles, Coos County agricultural agent.

Noting that the counties' agricultural economy has been heavily based on milk production and farm forestry, he concurs with the RAD agriculture committee that truck garden crops might provide the needed diversification.

Suffolk Farms believes this, too. The firm would like the growers to experiment with two acres of escarole and chicory this year. They have promised to assign their specialists to help.

Suffolk is placing import orders for spinach seed in Holland and Denmark for the "Popeye" partners in an effort to find more suitable varieties.

Clarke and Stiles are giving yeoman support all along the line, and the pri-

vate firms stand ready to advise and supply test materials.

"The growers are looking ahead to 1968 with enthusiasm," says Stiles. We are planning additional fertilizer, variety, and weed control experimental plots. Earle and I feel optimistic, although we realize there are still many problems to solve."

An indication of the amount of forward thrust is the decision to increase acreage 10 percent this year.

Stiles praises all who have weathered the storms of innovation during the past 2 years. Most of all, he lauds the farseeing farmers who took the plunge from the comfortable craft they know to an uncertain future—not only for possible profit, but for the good of the north country. □

ECOP—what is it?

—why is it?

—what does it do?

—how does it do it?

ECOP (Extension Committee on Organization and Policy) is a deliberative and advisory body concerned with policy development and planning on a nationwide basis. It has 13 members. State Extension Directors from each of the four geographic regions of the country elect three members from their respective State central administrative groups. The administrator of the Federal Extension Service (FES) is ex-officio with full membership privileges.

ECOP was established by the National Association of State Universities and Land-Grant Colleges in 1905. Its function was to coordinate work between the land-grant educational institutions prior to the passage of the Smith-Lever Act in 1914.

ECOP helps the State Cooperative Extension Services (CES) achieve a national consensus of mission and purpose. It helps identify the changing responsibilities of Extension. It assists FES in interpreting nationwide goals of the U.S. Department of Agriculture as they relate to and affect Cooperative Extension programs. It helps harmonize State and local problems with national needs and concerns.

ECOP achieves these goals by:

—Appointing standing and ad hoc sub-committees to study problems and proposals and serving as a repository for sub-committee reports.

—Interpreting CES to chief administrative officers of the Nation's land-grant educational institutions.

—Functioning as a communications link between CES, FES, and USDA.

—Maintaining liaison with departments and agencies of the Federal Government.

—Identifying, organizing, and

sponsoring workshops, conferences, and seminars.

—Acting as a forum for debate and review of major policy issues facing Cooperative Extension.

—Providing review and study mechanisms to relate to national organizations and agencies concerned with Extension programs.

—Shaping proposals for programs and their support as well as communicating these to various organizations and bodies. □

