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EXTENSION SERVICE

REVIEW

U S DEPARTMENT OF AGRICULTURE * JULY 1968



NATIONAL
FARM SAFETY WEEK
JULY 21-27, 1968

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.

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A Vote of Confidence

The Department of Labor has issued a set of regulations governing the employment of youth under 16 in hazardous occupations. Needless to say, agriculture is one of the occupations considered hazardous.

Exceptions to the regulations constitute a vote of confidence generally in Extension and specifically in the 4-H Tractor program. Employers under certain specified conditions may hire boys for hazardous jobs. The conditions include certification by Extension workers that the members have completed the first four units of the 4-H Tractor program.

This certification process should be a sobering experience. It should call forth reflections on a whole series of events. These reflections will include the actual qualifications of 4-H Tractor Club leaders for teaching safety. They'll include the training you provided to these leaders. And finally they'll include the fact that the certifying agent will be dealing with a wide range of personal friends and acquaintances. In many, if not most, cases the agent will know the 4-H member, the member's parents, and the prospective employer.

If all these factors aren't enough to make the certification process a sobering one, then remember that the effective date of the Labor Department Orders precedes by only a few weeks the observance of National Farm Safety Week.

Obviously the success of the program will be judged on the accident rate of youths certified as having completed 4-H training. The effectiveness of 4-H training in safe usage of farm equipment is on test as well as the integrity of certifying agents.

The certification process is one we dare not take lightly.—WJW

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The 'Local Angle'

by
James L. Taylor
County Agricultural Agent
Coffee County, Tennessee



about the spider, and a number of specimens were brought to the office for identification.

“Now that we have a corral with handling chute, I don't see how we ever got along without it.’ This is what Austin Anderson, of New Union, said about the corral which he built by University of Tennessee plans.”

After this lead, the column explained that workers on the Anderson farm had ear-tagged and “given shots” to calves at the rate of one a minute by using the new equipment. A number of farmers have come to the office asking for plans on the corral.

These are just a few examples of “angles” that seem to work for me in getting reader interest. I have no accurate formula to measure results, but the feedback we receive by way of personal contacts, telephone calls, and mail indicates that we do have a wide readership.

Each week these people are made aware of the Extension Service, and are prompted to call or visit our office when the need arises.

I consider the column an effective means of creating interest in new farm practices and informing readers of current problems and current events.

Our main objective is to stimulate interest and desire so readers will pursue the subject and contact the Extension office.

I'm sold on the value of the weekly column and shall make efforts to improve its effectiveness. □

harvest season this week when he delivered the first load of beans to the local elevator.”

From here it was pointed out that it's the beans that get to the elevator that count dollarwise. Then an Extension agricultural engineer's tips on how to reduce combine losses in the soybean field were given.

“What do you think of the person who abandoned two cute little puppies on a lonely country road in Summitville community last week?” This human interest angle was a natural lead into a discussion of proper care for pets, and the 4-H Club dog project.

“How do spiders travel?” This lead, followed by a few words on how spiders take to the air for cross-country travel, prefaced the giving of information about the poisonous recluse spider, which had recently invaded our county and was causing a lot of concern. We had many calls

Column writers must use methods that will attract and hold the interest of readers. Otherwise their time and effort, as well as newspaper space, is wasted.

The mention of something new or unusual, or the use of an anecdote or a humorous quotation as a “come-on” is helpful in maintaining readership.

But the most important method from an Extension viewpoint is adding the local angle. Use names and direct quotations. Mention local happenings such as tours, demonstrations, contests, meetings, sales, problems, new equipment.

How does one go about working this angle into a column idea? Here are a few examples of how I have tried to do it.

To set the stage for a discussion of combine losses of soybeans, this lead sentence was used: “Cookie Womack signaled the start of soybean



Proper Timing: Key To Insect Control

Extension Uses "Weevil Scouts" To Help Ohio Farmers Save Alfalfa Crop

by
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Medina County, Ohio*
and
R. Dale Glass
*County Extension Agent
Wayne County, Ohio*

Alfalfa growers in northeastern Ohio—Ashland, Medina, Holmes, and Wayne Counties—were faced with an economic crop loss of over \$4 million in 1967 because of the alfalfa weevil.

Dairying here is big business, with annual dairy income amounting to nearly \$30 million. Alfalfa, the major milk-making crop, was threatened.

We knew from the past 6 years' experience in southern Ohio that severe economic crop loss from alfalfa weevil would occur unless timely control measures were followed.

Although an intensive educational program was carried out, many growers were indifferent. They thought the weevil would cause no more damage

than we had experienced with the spittlebug.

Local Extension agents and B.D. Blair, State Extension entomologist, knew better. To save the crop, a widespread information and educational program was necessary.

Timing of recommended spray materials was critical. To be most effective the chemical had to be applied when 50-75 percent of the terminal buds showed weevil feeding injury.

In spite of an intensive educational program, many farmers couldn't even identify the pest, let alone know what we meant by 50-75 percent feeding injury.

A crash program had to be initiated. Timing of sprays is critical and farmers needed timely information if they were to be effective in applying recommended insecticides.

An idea was born. Harry Niemczyk, research entomologist at the Ohio Agricultural Research and Development Center, suggested that a system somewhat like the "cotton scout" program in the Southwest might work. We contacted agents in nearby counties and organized an "Area Alfalfa Weevil Alert Program" using local farm leaders as "alfalfa weevil scouts."

A training session was scheduled for the farmer "scouts." Thirty farmers from the area responded to the call. The major purpose of this meeting was to teach the farmers how to identify the weevil, how to determine the amount of eggs laid, and most important, not to spray until the alfalfa showed 50-75 percent feeding injury on the terminal growth. This was the question that farmers did not understand.

After the training session with the alfalfa weevil scouts, an areawide meeting was called. Over 300 farmers turned out for this field meeting. Followup field meetings were held in the next few weeks to acquaint as many farmers as possible with the weevil. Special report forms were prepared for the alfalfa weevil scouts to use in reporting their findings. The help of local radio stations and local newspapers was solicited and received.

Special alfalfa weevil warnings were issued three times a week—on Mondays, Wednesdays, and Fridays. Weevil scouts in each of the counties reported to each of the respective county Extension offices by 9 a.m. on each of these days.

Agents prepared special weevil alerts for local radio stations and daily newspapers. They interpreted the scout reports to give farmers the most accurate and timely control information.

Aerial applicators were contacted,

and alerts were sent out to ground applicators in order to organize an action program. The cooperation of local elevator managers was obtained to handle requests for custom work. Aerial applicators provided an answering service.

Meetings were scheduled for the aerial applicators. Niemczyk and local Extension agents acquainted the aerial applicators with the correct application methods for alfalfa weevil. The aerial applicators were very cooperative in following the suggestions and in staying in the area for a period of nearly 2 months to provide the best type of service to each individual farmer.

As a result of this program, nearly 10,000 acres of alfalfa were sprayed by aerial applicators. Most of the remaining acreage of alfalfa was sprayed with ground equipment owned by the farmers or custom ground applicators. About the only alfalfa stands lost were where the farmers failed to spray.

Through this extensive program, a high percentage of farmers in the four counties were made aware of this serious insect pest. They found they didn't have to change to another forage crop with a lower yield, possibly suffering a drop in the milk check.

Another gratifying result of this program was the wholehearted support of the farmer "weevil scouts" who took time from their work to provide service to other farmers. Besides reporting on conditions in their area, they were called on by many other farmers for advice and also inspected fields for neighboring farmers.

The farmer scouts, enthusiastic about the program, continued it in the spring of 1968. More training was provided, and each weevil scout was equipped with a bug net so he could make observations not only on population of the alfalfa weevil, but on the alfalfa leaf hopper and any other insect that might cause economic damage. □

This kind of damage by alfalfa weevils can cause millions of dollars of crop losses. Ohio's "weevil scouts" help Extension inform farmers about the proper time to spray.



It takes grit to be an optimist on an Indian reservation—especially if you are an Indian. Here you are born into the cynicism wrought by the conflict between one culture that thrives on competition and another that detests it.

But some are determined that all Indians will have the opportunity to hold down steady jobs, live in decent homes, and send their children to college.

Their efforts stir hope among the 7,000 Sioux on the remote Rosebud Indian Reservation in South Dakota. Average family income there seldom is more than \$1,500 per year.

Cooperation by tribal leaders, businessmen, Bureau of Indian Affairs, Office of Economic Opportunity, Cooperative Extension, congressional leaders, clergymen, and others has helped produce desperately needed employment.

Federal funds have helped replace the hovels, chicken coops, car bodies, log cabins, and tents once used as living quarters. By next snowfall some 900 modest homes will have been built, most of them in the last 2 years.

"By fall, almost every family on the Rosebud should be living in a standard house," said Louie DeSmet, Todd County agricultural agent and board member of the Rosebud Housing Authority.

"This new housing," he added, "will have changed the living conditions of 90 percent of the Indian people in communities on the reservation—60 percent of the people in Todd and Mellette Counties.

DeSmet and Ida Marie Norton, home economics agent for Todd County, have the challenge of preparing families to cope with 20th-century living conditions. They work with families who have never had electricity, indoor plumbing, a regular paycheck, or the responsibility of budgeting.

Miss Norton says, "We see people who have never used modern facilities and who have no idea of how to care for floors, walls, windows, or bathrooms.

New Hope on the Reservation

by

Lee Jorgensen

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Cooperative Extension Service
South Dakota State University*

"Because more and more families are taking home a regular paycheck, there is a need for consumer education, especially in recordkeeping and budgeting."

DeSmet and Miss Norton work with every family in the community and provide information on virtually everything inside or outside the home. "Extension methods for organizing and carrying out a program on the reservations vary as much or more between communities as they do between programs," said DeSmet.

"In some communities it takes considerable contact with key leaders (tribal council men and community chairmen). A demonstration or model may work in other communities.

DeSmet felt that all educational programs should first be reviewed with the tribal council, executive committee, and the BIA.

Indian families say they get more from the actual doing and showing than from listening, so Extension demonstrations are brought to the communities. About once a month, the home economist holds demonstra-

tions on use of commodity foods, budgeting, and care of the home.

Cato W. Valandra, tribal president, is convinced that Indians' problems are best solved at home, "not by sending them off to work in some city."

Findings of SDSU sociologists tend to support this idea—they have found that 75 percent of those who leave the reservation ultimately return to the security of the family group.

"Job opportunities and education are the only real things that are going to solve problems on the Rosebud Reservation," declares Harold Schunk, soon to retire as BIA superintendent.

"However, change, even the simplest change among educated men, takes time," he cautioned, "and we are talking about changing the lives of people completely—their emotions, their inherited beliefs, their values."

To understand the conflict between the Indian and non-Indian culture, one concept must be remembered—the Sioux have always shared. Sharing meant survival—to hoard property was evil.

The pattern still persists. Those who adopt the non-Indian way of accumulating material goods are regarded as "the white man's Indian." Even when sharing means dragging yourself back into poverty and hardship, many still choose to share.

The Sioux existed during the hunting era in clans of 20 to 30 families. Habits, norms, and taboos of these early kinship patterns continue.

"Where once 10 to 14 persons lived in one-room shacks, now the grandparents and other relatives are moving into separate housing," said DeSmet. Among a few, this has caused a fear that the closeness of the family and clan ties will change.

Today, the Rosebud Reservation has four basic types of new housing—the "transitional" home, the mutual self help home, low rental housing, and "turnkey III" homes.

Almost completed are 375 low cost "transitional" or adequate shelter homes. The 22 by 28 feet, two-bed-

room dwellings are designed to prepare Indians with incomes of less than \$1,500 for better housing. Rent is \$5 per month for 5 years.

An idea borrowed from pioneer days was introduced in the mutual self help home—future residents build their own houses with the help of neighbors. In return, the head of the household volunteers 500 hours of his free time to help nine neighbors build their homes.

Fifty such units for the steady job holders are being erected. Costing about \$9,000 each, these houses were designed from suggestions offered at community meetings.

Ninety-two low rental housing units have been occupied since the early 1960's. They are one-, two-, and three-bedroom homes.

The Department of Housing and Urban Development has approved construction of 400 homes in the near future. The two- and three-bedroom houses, costing between \$7,000 and \$8,000, will be manufactured at a plant on the reservation. They are designated for eventual ownership under HUD's turnkey III program.

A community improvement and beautification project involves the agent on a face-to-face basis in four small Indian communities.

Soon one home in each of the four communities will be chosen for

landscaping. "This project," he hopes, "will increase pride in family, home, and community." Ambitious cleanup campaigns by Indians have won the Rosebud Reservation three State community development contests.

Many deep-seated human problems exist on the reservation. Alcoholism—ingrained by long unemployment—is high. So is the divorce rate.

Still, much of the evidence points to hope.

"Employment opportunities increased 30 percent last year," said DeSmet, who has been Rosebud Development Corporation chairman the last 4 years.

When the corporation was organized in 1964, 65 percent of the labor force was unemployed. Area market studies by Extension aided area development programs which are now providing employment.

Housing and other antipoverty programs provide nearly 500 full and part-time jobs. But even more significant are the profit-making enterprises which have appeared. Several small industries have come to the reservation in the past 5 years. A large food processing firm with the potential to employ 500 will begin operations soon.

"Our problem is production, not marketing," one plant manager said. "We are taking people who haven't

worked at a steady job for five or six generations and suddenly putting them into a work situation. It is very difficult.

"Their basic skills and intelligence are extremely high. We are beginning to get an employment force that is consistent, that we can depend on."

Extension, the BIA, and other agencies have helped the tribe develop tourist attractions to bring in summer income.

Recently, DeSmet helped the city of Mission and the tribe apply to the Federal Aeronautics Authority for a hard-surfaced airport.

"As a result of what has been taking place out here," says DeSmet, "Indian people have been returning to the reservation for opportunity. The increased payroll has generated a new service station, grocery stores, a motel, and a bowling alley and cafe."

Another thing has been happening. Shrewd Indian businessmen like Valandra are showing other tribes how united efforts can achieve goals. Aggressive economic developers hired by the tribe are showing the Indians how to compete for and win Federal funds for community improvement and industrial development.

As far as Valandra is concerned, the work has just begun. "We intend to keep moving in order to get the jobs we need out here," he said. □

Mrs. Melvin Little Cloud; Miss Ida Marie Norton, home economist; and Louie DeSmet, county Extension agent, survey some of the changes taking place on the Rosebud Sioux Indian Reservation. The Extension agents are helping the Indians use their new housing to the best advantage.



Why Johnny Likes Carrots—

He fixed them himself

by
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Glenwood third graders have upset the apple cart. It's just not true that most little boys spurn carrots and little girls turn up their noses at foods that are new and different.

In fact, whether Johnny and Jane grow up "liking most everything" could easily stem from their introduction to foods.

And according to Virginia Houtchens, Extension home economist in Lane County, Oregon, "participation" in preparation is a more effective route to good nutrition than "invitation"—which at times could better be described as cajoling.

Such is the result of the unique unit lesson in nutrition that the Lane Extension agent completed this spring with some 30 third graders at Glenwood School in the Eugene school district.

Cooperators in the project included third grade teacher Mrs. Herbert (Dorothy) Bell; Miss Marian Pettit, counselor at Glenwood School and the coordinator of the Head Start

program for Eugene schools; and Mrs. Arnold Ryum, school cook, who opened her kitchen to the project in the true spirit of scientific discovery.

"The goal was improved nutrition through the use of abundant foods," Miss Houtchens said. "But we hoped, too, that the project would show whether self-preparation of foods could break down the resistance to certain foods and also just how difficult a foods project third graders could do."

The third graders, themselves, were happily oblivious to any reservations teacher, parents, or agent may have had.

"They were 'gung ho' for any activity—whether it was cutting turnip wedges, baking a custard, or mixing hot chocolate," the agent said.

And as the series advanced, it became increasingly obvious that there was a hand-in-hand relationship between food preparation and acceptance of new foods.

A helping hand . . .



Cooking comes naturally . . .



Third graders inaugurated the series with a tried-and-proven favorite—peanut butter sandwiches and hot chocolate made from powdered milk and cocoa. Before long, however, they had advanced to custard, bulgur casserole, and finally to their most impressive accomplishment—home-made yeast bread made according to the new cool-rise method.

Meanwhile, nearly all the youngsters had become vegetable buffs—able to recognize the difference between Romaine lettuce and iceberg, and sophisticated to the tastes of raw vegetables such as strips of sweet potatoes, peppers, carrots, wedges of rutabaga, turnip, cauliflower divided into flowerets, and radishes.

“The sense of discovery was keen,” the agent said. “Youngsters insisted on saving samples for children who were absent—or taking home extra bits in their lunch box for a younger brother or sister.”

The lesson was an eye-opener, too, she continued. “We adults are often at fault for instilling attitudes such as ‘Johnny hates carrots!’ ”

Miss Houtchens built acceptance to foods by offering “something new with something familiar” and by developing skills that progressed from the simple to the most difficult.

Hot chocolate, for instance, became a simple operation by reconstituting economical powdered milk with water, cocoa, and sugar. “This is a recipe the youngsters loved to demonstrate at home. And their milk intake was increased immeasurably,” the agent said.

But the most difficult job—mixing homemade bread—was simplified by beforehand preparation.

“Only a dedicated teacher would have agreed to this lesson,” the agent said. “But miraculously, flour and dough stayed on tables, and aprons protected school clothes.”

No. 2½ tin cans were both mixing bowls and bake pans for the bread.

“The bread was our excuse for a party,” Miss Houtchens said. “We set it overnight in the school refrigerators to rise—then the next day parents were invited to share the fresh baked yeast bread, cookies, and hot chocolate.”

This meeting had a purpose, too, the agent confided—to find out if the parents felt the training had been worthwhile. They did.

And the mothers volunteered still more information. John and Jane had become more interested in helping with food preparation at home and in a greater variety of foods. The mothers, too, approved the recipes as food budget “extenders.”

As for the kids. Well, one little boy summed up his feelings in a special message to Miss Houtchens. It read. “What’s in my heart? Your own sweet tarts!” □

Kneading with a baseball grip . . .



Testing the dough . . .



4-H Awareness Teams—

Ohio's unique approach to member recruitment

Who *really* knows what 4-H members like to do best? Who has the enthusiasm to work for the causes they believe in? Who are the idols of 10- and 11-year-old boys and girls?

When the Ohio Extension Service looked at these questions, there was one overwhelming answer—high school age 4-H'ers. Why not give them an important title, intensive training, and make them official 4-H promoters? This was the birth of "4-H Awareness Teams," a recruitment idea that really works!

An Awareness Team usually consists of two to four older 4-H members including at least one boy and one girl. During 1967 about one-third of Ohio's 88 counties used Awareness Teams.

In Crawford County, five teams talked to 2,316 fourth and fifth graders. The four Ottawa County teams visited 13 schools, and agents feel they were largely responsible for 11 new clubs and a 23 percent membership increase. The six Wayne County teams visited all fourth and fifth grades in the county and had more than 300 requests to join 4-H.

Results like this win supporters, and area 4-H agents have been largely responsible for helping this idea develop. There were only three or four teams just 2 years ago. Now about 1,000 older members work in practically every county.

The greatest success of Awareness Teams to date has been in the recruitment of new 4-H members. Fourth and fifth graders have been primary audiences. School personnel are impressed by the public speak-

ing experience which Awareness Team members gain and the quality of program they present.

Administrators have been quite cooperative about having these programs during school hours—sometimes in individual classrooms, sometimes in assemblies.

Each 4-H Awareness Team has a unique story to tell. One of the keys to success is letting them develop it themselves. Team members are encouraged to share personal experiences and beliefs. Visual aids such as 4-H activity slides or products 4-H members have made are used to support the story being told.

The Ohio message is simple—you have fun with your friends and learn to do interesting things in 4-H. Awareness Team members are clever enough to know that one bunny rabbit is worth a thousand words when you are arousing a 10-year old's interest.

A second key to success is the fact that practice makes perfect. After writing and illustrating their story, team members practice before each other, Extension agents (to check content), and speech instructors (to check delivery).

No team is scheduled for talks until their talk has been checked and rechecked to make it the best they

can present. Several team members have commented on the valuable poise and confidence they have gained from this public speaking experience.

A third important step is to detail plans for followup. Every 4-H Awareness Team ends its program by distributing a brochure for those interested in more information. "You Can Join 4-H" is a simple brochure designed for 10- to 12-year-olds. One side can be torn off, stamped, and mailed for 4-H information.

Awareness Team members know the names of local 4-H Clubs and their leaders and whether or not they have room for more members. Frequently, interest is so high that a community meeting is held with interested youth and their parents to organize new 4-H groups. A successful 4-H Awareness experience doesn't end until interest is aroused and a solution is offered.

Behind every successful Awareness Team is a supportive Extension staff. County and area agents who have done it describe their roles as follows:

—Define purpose with county 4-H committee and consider qualifications for team members.

—Select team members to include a variety of 4-H experiences and a



A Scioto County Awareness Team prepares a presentation on 4-H for fourth and fifth graders. The successful Awareness Team develops its own material and practices until the presentation is as nearly perfect as possible.

realistic geographic area for practice and performance.

—Assist preparation by providing inspiration, facts about 4-H, and teaching resource materials.

—Make initial contacts for presentations in schools or service groups. Confirmation and details should be handled by the team.

—Supervise practice of team members and offer suggestions for improvement of content and methods.

—Plan specific followup to enroll new members and organize new clubs.

—Stay out of it and allow team members to function effectively during their performance.

—Evaluate results and relate these to future program needs.

Many counties have used 4-H assistants (paid) or key leaders (voluntary) to perform some of these roles, and have been very pleased with the results, but Extension staff is always responsible for the total effort.

Some Awareness Teams specialize in telling the 4-H story to adult groups—PTA's, service clubs, church groups. Several counties are using adult advisors to recruit new advisors. Some Awareness Teams have made radio or television presentations to share their 4-H message with a larger audience.

Extension agents are realizing that many phases of the 4-H program can benefit from more awareness. One Portage County team has developed a presentation on 4-H camping to encourage more participation.

Possibilities for 4-H Awareness seem endless—health, safety, beautification, community service. The basic principle is to ask the experienced member to describe the workable idea.

Most agents who have worked with Awareness Teams have experienced at least one member who volunteers, but doesn't find time to follow through. But there are usually many others who work unbelievable hours to do the best job possible.

Initially, agents may face a selling job with 4-H advisors, with school personnel, and even within Extension staff to trust youth with this responsibility. But these people invariably become enthusiastic supporters after their first Awareness Team experience.

Some agents look at the preparation which is necessary and think they could do it faster themselves. They probably could do one presentation much faster from start to finish, but they can't do 20 or 50 in depth. Awareness Teams can!

Quite a few Ohio counties are reaching *all* fourth and fifth graders with a 4-H message. This is impossible for agents alone. Area 4-H agents are coordinating training so several teams can be trained simultaneously and share resource materials.

Most agents sincerely believe they can give a better 4-H presentation than anyone else in their county, and they should; but there are things a 4-H member can say and emotions he can show which have an interactive value professional staff can never achieve.

Professional staff are justly concerned that the 4-H program be clearly identified with the Cooperative Extension Service, but this can be well done by volunteers. Informed leadership provides invaluable support and program continuity.

Some agents hesitate to ask busy teenagers to accept another job because the best people are already the busiest. Once they ask for volunteers they discover they are offering a golden opportunity—a necessary job, status with peers and with younger boys and girls, an adult responsibility, and a chance to develop personal poise and confidence. Extension agents should describe the job as time-consuming but a real honor. Don't belittle it or consider it a burden.

Awareness Teams are a way of telling the 4-H story more effectively and efficiently. The idea really works for Ohio! □



Area Development Works!

Local Planning, Involvement Still Necessary

by
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Although Kentucky has been doing some community resource development work since before 1914, area community resource development formally began with Public Law 360, Section 8, Amendment of August 1955. By this Act, Congress created the Rural Development Program aimed at helping low-income rural people.

This law provided funds with which an area agent was employed in each of three trade center areas and in one pilot county in each area. Area and county development committees were organized by lay people.

Agency committees composed of Federal and State agency workers helped them develop an integrated attack on low-income problems. Thus, a dual organizational approach was established in counties and areas—responsible lay organizations and supportive agency organizations.

District or area supervisors of agencies and organizations were organized into eight district agency committees.

The State Development Committee has grown from 12 agencies in 1956 to 47 agencies and groups in 1968. The State committee has promoted interagency acquaintance of personnel and programs and developed mutually acceptable guidelines for cooperative field effort in community resource development.

The committee meets quarterly, and its Executive Committee meets monthly. Officers are elected annually and may represent any member agency or organization.

Although the State and district agency committees remain, Technical Action Panels (TAP's) have largely taken over the functions of county agency groups.

The concept of responsible lay organizations and supporting agency organizations was adequately justified. The need of an area resource development agent to assist the committees in planning and implementing programs was evidenced. Although multicounty work was successful, the most desirable scope and nature of the organization were not adequately determined.

In 1961 the College of Agriculture developed a joint project with the W. K. Kellogg Foundation. It was called EKRDP (Eastern Kentucky Resource Development Project).

This action-oriented, educational program sought ways to achieve overall economic, institutional, and human resource development in a 30-county depressed area of Appalachia Kentucky.

They approached the program with the following methods:

—The educational and technical skills of a coordinated team of specialists was used, including the fields of industry, tourism, family econom-

Paul Teague, youth specialist on the EKRDP staff, guides a group of young adults in their discussion on the role of education in the community development process.

ics, community development, business management, institutional management, adult education, public affairs education, youth development, soils, poultry, animal husbandry, and forestry.

—The team searched for pockets of opportunity.

—Local citizen groups and agency workers cooperated.

—Competencies of the total University were utilized insofar as practical.

—A State advisory committee composed of leading social scientists of various colleges of the University of Kentucky has counseled with the project chairman on staffing and programming.

The staff, like area agents, worked with county development associations, area development councils, and the Northeastern Rural Community Development Association. They worked with tourism committees of 10 to 12 counties each, and with city or county industrial foundations.

Some of these groups had broad representation and open-ended membership. Other groups had narrow representation and restricted membership. Numbers of counties in the several organizations varied.

As a result, the scope and nature of a multicounty lay organization for most effective community resource development was more firmly established. Definitely, area development councils encompassing four or more counties, with broad representation and open-ended membership, were successful in planning and implementing total community programs.

In fact, four- to five-county groupings were often necessary to provide adequate natural and economic re-

source bases, population numbers, social participation patterns, and feasible service-area for supporting specialists.

Area development councils provided the most effective groups through which EKRDP staff members and other area development agents could locate and stimulate pockets of opportunity (agribusiness, industry, institutions of learning), and effectively involve needed resources of the University.

EKRDP and area staff members were able to use area development councils effectively to simulate the development of multipurpose interdisciplinary programs. Thus, the task force idea was extremely appropriate in development on a multicounty basis. Interagency task forces have also been used effectively by the Kentucky Development Committee.

In February 1963, agency and lay leaders from Kentucky toured the North Carolina community development program. Some of them later organized the Northeast Kentucky Rural Development Association to stimulate economic and social growth in the area.

This Association comprises 64 selected communities within the 12-county Ashland trade area.

It has 40 members—three directors from each of the 12 counties, one director from each of two Area Development Councils, and two representatives appointed by the Ashland Area Chamber of Commerce. This group annually elects Association officers, except that the Chamber provides the treasurer. The officers and committee chairmen constitute an Executive Committee.

Each county may have its own development committee composed of the officers of organized communities within the county plus a few key, interested businessmen. This group plans and conducts the county program and elects delegates to the area Association.

The functions of the Association are to:

—Stimulate community resource development through county committees and organized community groups in all the counties;

—Provide opportunity for community leaders to be informed and trained;

—Provide an area incentive awards program and arrange a recognition banquet.

The Association's incentive awards program classifies communities as rural farm, rural non-farm, or villages. County committees arrange judging to select county winners in each category. An area committee, appointed by the president, works out details for selecting area winners from among the county winners. At least two judges are assigned to each of the three different community classifications.

A banquet in Ashland is the final activity. It is full of suspense, with no long speeches. With lights low, a hidden historian in bold voice tells of each winning community's accomplishments. Then the winner is announced.

Incentive awards are \$150, \$75, \$50, and \$25 respectively for each classification of communities. Also, each award winner receives an attractive metal road marker with the community name in bold print.

Kentucky found that development needs to be planned and carried out by local leaders in the community as well as at county and area levels. The need for wide participation of local people in successful community development was re-established. Where the local Extension agent provided strong leadership, the county program was very successful.

In 1965, largely because of multicounty resource development experiences, Cooperative Extension Service moved its entire educational program from the county basis to the multiple-county basis. Although most personnel are located in counties, all Extension agents now work on an area basis. □



Even in the best of barns, things happen to vacuum lines. A milk surge by high-producing cows plugged this line and produced the chunk on display.

Vermont Makes War on Mastitis

by
Tom McCormick
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Vermont's silent war on an almost unmentionable dairy disease is beginning to speak loudly. The disease is mastitis, a national scourge. It has been peeling \$1 million a year off the pocketbooks of Vermont farmers.

The cost was somewhat hidden in dumped milk, lost production and premature culling, but it was there. And if farmers didn't like to talk about it, who could blame them? After all, abnormal milk doesn't quite fit the image of nature's most perfect food.

But Vermont did manage to mount a massive campaign against mastitis and did succeed in making substantial progress. Those gains are attracting attention in national magazines and at professional conventions.

Before the details, a word of caution. No one is claiming total victory, either now or in the foreseeable fu-

ture. Mastitis is still present in Vermont as well as other States and some experts say flatly it will always be around. The factors involved are that complicated. But the experts also believe the Vermont system has cut down the incidence of mastitis and has produced significant results.

Back in 1961, State dairy leaders met in the capital to decide what they could do about mastitis, an irritation of the udder which causes abnormal milk. The men realized that mastitis has both a medical and a management side and that no one had all the answers.

Extension was asked to pull together all available information and to head up an educational campaign. The dairy leaders promised full support—no small item, given the sibling rivalry of the industry.

The late Warren A. (Dick) Dodge, Extension dairyman of the University of Vermont, tackled the recruitment. To get everyone on the team, he drew up pledges of support and assistance for DHIA supervisors, veterinarians, county agents, cattle dealers, machine servicemen, fieldmen, vo-ag teachers and others. These pledges were specific. They told what each would do to wage war on mastitis.

Backed by a State committee, which meets monthly, Dodge helped plan a survey of 15 herds with more than 500 cows. Studies were made of milking methods and of machine maintenance. Results from changes were observed over a 23-month period.

The committee also authorized a laboratory check of the California Mastitis Test (CMT) to see if it met their standards for a screening device.

Armed with these studies, the committee decided that CMT made an excellent diagnostic tool and that sound management made a significant difference. The committee also decided on a short intensive mass media campaign to alert dairymen to the war on mastitis. It switched to private channels for the action phase.

Meanwhile Dodge and other committee members were meeting with as many dairy groups as possible. Many counties formed local committees modeled after the State group and containing a cross-section of the local industry. As for the county agents, they were thoroughly trained in milking techniques, checked out on common problems of machine maintenance, and given special literature to help spread the message.

The nuts and bolts of the campaign combined the old and the new. Dairymen were reminded of the elements of cow care—adequate stall size and bedding, the elimination of sharp objects, the problems brought by cow dogs, etc. The basic idea was to protect teats and udders and prevent injuries which allowed infection to start or required the body to heal itself and shed leucocytes.

The next step involved the machines. The studies showed that many machines were being overworked. They simply lacked the capacity to do the job. Other machines, initially excellent, had been poorly maintained.

Dodge and the agents, as well as some other members of the anti-mastitis team, bought flowmeters and began checking vacuum levels. Soon they were recommending four cubic feet per minute, American Standard, right out on the line for each bucket-type unit.

They also found that this high-capacity equipment did such a good job that cows milked out quickly. Irritation resulted when the teat cups were left too long. Soon the team was recommending that no operator handle more than two units.

Skeptics who actually tried the recommendations found that their cows stayed healthy, production increased and in many cases their milk-

ing time actually decreased. One farmer, Dale Hutchins of Orwell, Vt., was clocked in 3.3 minutes milking time per cow while scoring almost perfect on milking methods.

Hutchins, in fact, was the first winner of the Vermont Master Milker Contest, a competition designed to promote the practices recommended by the anti-mastitis committee. This was yet another device to teach dairymen that modern milking is both a science and an art, a trade deserving of recognition.

Essentially the Vermont system calls for teamwork by the whole industry to do something about mastitis. Then, with everyone working toward the same goal, dairymen are encouraged to pamper their cows' udders, get good equipment and maintain it, then milk in timed sequence. If an occasional case of mastitis still arises, and it will in even the best of herds, it's time to get medical advice. And follow it. □

USDA Response . . .

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There are individual counties where disproportionately low numbers of nonwhite youth are served. There should be more Negro and other nonwhite youth and young men and women in 4-H programs.

After the Civil Rights Act was passed, some States discontinued certain 4-H Club events. This trend has been reversed and these events are being re-established on a non-segregated basis.

The use of program aides is helping bridge the gap in rendering service. Many more are needed who, with good professional guidance, can reach and serve those most in need.

"Many thousands of rural Negro homemakers receive less service than white homemakers in their counties, and in counties without Negro staff additional thousands are provided no service at all."

This was true in 1964. A strenuous effort has been made to correct this situation by developing appropriate written materials, giving demonstrations, and using program aides. Nevertheless, in some counties, service to nonwhites is disproportionately low and inadequate. Continued concerted effort will be made to serve all persons on a non-discriminatory basis.

"Many thousands of Negro farmers are denied access to services provided to white farmers which would help them to diversify, increase production, achieve adequate farming operations or train for off-farm employment."

During 1967, in 13 Southern States, 82 percent (1,048,180) of the participants in Extension Service agricultural meetings were white, and 18 percent (230,286) were nonwhite. During the same period 81 percent (1,613,633) of consultations were held with white farm operators, and

19 percent (375,408) were held with nonwhite farm operators. The 1964 Agricultural Census showed that of the total farm operators in the South (including tenants) 93 percent were white and 7 percent were nonwhite.

While the statistics show an overall equal proportionate participation by white and nonwhite farm operators in Cooperative Extension agricultural programs in the Southern States, there may be individual counties where the service to nonwhites is inadequate. Furthermore, these clientele may need more service than others. In recognition of this, Cooperative Extension programs have been developed and implemented within the past three years on a non-discriminatory basis in many counties and States to assist low-income farm operators to diversify, increase production, and achieve adequate farming operations.

The Federal Extension Service pledges that vigorous effort will continue to assure that the policy of non-discrimination is fully carried out in all Cooperative Extension programs with all farm operators.

"No review or evaluation is conducted by the Federal Extension Service to ascertain the extent to which Negroes participate in Extension Service programs."

Reviews conducted by the Federal Extension Service in 1965 and 1966 in 15 Southeast and Mid-Atlantic States (70 counties) provided some data on the extent to which Negroes participated in Extension Service programs. The Office of the Inspector General conducted an audit in 1967 in six Southern States and 72 counties. The Federal Extension Service is working with the State Cooperative Extension Services involved in regard to the evidence of non-compliance disclosed by these audits. □

USDA Response to Demands of the Poor People

Leaders of the Poor People's March on Washington presented a list of seven demands to the U. S. Department of Agriculture on April 29. One of the seven related directly to the Federal Extension Service. It stated:

"The Civil Rights Commission Report of 1965, 'Equal Opportunity in Farm Programs' pointed up widespread discrimination in the implementation of Federal agricultural programs, particularly the Farmers Home Administration, the Agricultural Stabilization and Conservation Service, and the Federal Extension Service. The Commission also found that discriminatory patterns existed in the employment patterns of the Department itself. Little, if any change has occurred in these conditions over the last 3 years.

"We demand that the Department report on specific progress made in correcting the discriminatory practices documented by the Commission almost 3 years ago and present a timetable for correcting the remaining discriminatory conditions described in this report."

The findings of the Commission that related to Extension are listed below. Following each is a brief description of the action taken and progress made by Extension in correcting the findings. This information was included in the document Secretary Freeman presented to leaders of the March on May 23 in answer to the seven demands.

"The Federally assisted State Extension Services of the South are administered through a separate structure and generally on a discriminatory basis, often with separate and inferior offices for Negro staff."

Organizational changes have been completed in all States to eliminate separate supervisory structures for white and Negro employees. However, very few Negroes occupy administrative or supervisory positions. Offices have been combined for white and Negro staff members in all of the more than 400 counties involved. Efforts will be intensified to ensure that personnel are officed by similarity of work assignment rather than race.

"With rare exceptions, at the county level, separate plans of work are usually made for services to Negroes in those counties where Negroes are employed as Extension Service personnel, and Negro and white staff do not plan Extension programs or meet together."

Plans of work and annual reports for white and Negro clientele have been combined in all States. There has been an increase in the extent to which Negro and white staff make joint plans of work and hold integrated staff conferences.

"Responsibility for work with Negro rural residents, in counties where Negro staff are employed, is assigned almost without exception to the Negro staff and the caseloads of Negro workers are so high as not to permit adequate service."

Subject matter assignments are made with increasing frequency on the basis of the agents working in their areas of specialty without regard to race. However, with regard to 4-H and home economics activities, progress is particularly needed to ensure that no assignments are made on the basis of the race of the agent or the clientele. Since the consolidation of white and Negro county offices, and the assignment of staff members on a program or subject matter basis, efforts have been made to increase the amount of time Negro agents spend in assisting white clientele, and the amount of time white agents spend in assisting Negro.

"Negro Extension agents are denied access to training furnished their white co-workers and are confined largely to inferior training, except in North Carolina."

Segregated training for white and Negro staff members has been eliminated in all States. The same quality of training regardless of race is afforded to all staff.

"Many thousands of Negro youths are not served by Extension Services in counties where white youth are served, are denied access to national programs of the Extension Services through 4-H Clubs, and are denied the opportunity to compete with white youth for national and State awards of the 4-H program."

Segregated 4-H youth program events, youth contest and award programs at the county, district, State, and national levels have been eliminated. Participation in such events is now open to all without regard to race, color, or national origin.

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