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EXTENSION SERVICE *Review*

MAY 1961

TELLING
AGRICULTURE'S
STORY

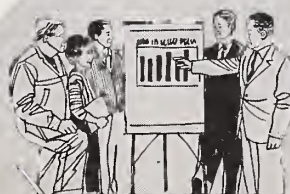
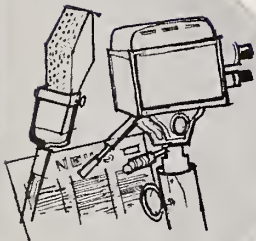
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Official monthly publication of
Cooperative Extension Service:
U. S. Department of Agriculture
and State Land-Grant Colleges
and Universities cooperating.

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 community.

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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EAR TO THE GROUND

Never before have so many been fed so well for so little. This paraphrase of Winston Churchill's famous quote helps sum up the story of American agriculture.

Yet many of those being fed so well—our nonfarm friends—don't know this story. Why not? Mainly because no one has told them.

This issue features methods extension workers are using to tell this story. Talks, radio and TV programs, newspaper articles, exhibits, and tours are among the many methods being used to help develop a better public understanding of agriculture.

This is not a one-shot proposition. At every opportunity, you and I—and everyone in agriculture—should tell this story. We should tell it again—and again—and again.

To supply you facts for this continuing job, we're starting a series of articles giving facts about agriculture's contributions to our economy. The first of these—Why Milk is a Good Buy—is on the back page of this issue.

For the next several issues, we're reserving the back page for more facts you'll find useful in preparing messages for nonfarm audiences. When possible, these will be timed to

fit the season or special months. This month's article on milk, for example, gives good facts for use during June Dairy Month.

There are many facets to agriculture's story. Better food at lower cost is an important one, of course. The nonfarm public also needs to understand agriculture's other contributions.

Our city friends should be reminded, for example, that agriculture's progress permitted release of workers to other jobs. And this made possible the production of goods and services which give the average American a level of living envied the world over.

In essence, this job of telling agriculture's story is a public relations effort. Public relations has been defined as doing a good job and letting others know it. The facts show what a good job agriculture is doing. Now we need to "let others know it."

Next month brings summer weather, school vacations, and dozens of 4-H and YMW activities. So our June issue is packed with articles on extension youth work—successful programs, new programs, new approaches and how they were developed.—EHR

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Growth Through Agricultural Progress



Putting Agriculture in Proper Perspective

by E. T. YORK, JR., Administrator,
Federal Extension Service

Editor's Note: When Dr. York wrote this article, he was Director of the Alabama Extension Service.

IN May 1959, one of Alabama's leading daily papers carried an editorial cartoon depicting the farmer as a big hog, growing fat at the expense of the government treasury and the consumer public.

Some 18 months later, this same paper carried a strongly worded editorial deploring the fact that the farmer did not receive his just share of the national income and suggesting that something should be done to help him.

Educational Effort

This reversal in editorial opinion represents the change in attitude of a large segment of the Alabama public toward the farmer during this period. A major contributing factor to this change has been a concerted educational effort by the Alabama Extension Service to put agriculture and the "farm problem" in proper perspective.

This effort has been directed primarily to the nonfarm public. Agriculture's story has been told to scores of groups throughout the State—to civic clubs, chambers of commerce, business and professional organizations, garden clubs, officials of county and State government, and others.

In telling this story, we have had a three-fold objective:

First, we attempted to explain why we have such a troublesome farm

problem and why it is so difficult to resolve.

Second, we emphasized the tremendous contributions which agriculture has made and is continuing to make to the nation's economy and to the welfare of the people.

Finally, we attempted to characterize our agriculture abundance and our ability to produce in abundance, not as a liability but as one of our nation's greatest assets.

Understanding the Problem

We pointed out that a farm problem is not a new experience—man has been confronted with a farm problem of some sort throughout history. A major reason for this is that agriculture production cannot be accurately predicted or controlled because of the uncertainty of weather, pests, and other factors which affect production.

We emphasize that throughout history the farm problem has most frequently taken the form of insufficient production, and recurring famine has been the usual experience of mankind. This situation prevails in many areas of the world today.

Which type of farm problem is preferred—too little production or too much? There can be only one answer. To be sure of adequate supplies of farm products at reasonable prices all the time, we must have some surplus—this is our insurance against hunger.

As a basis for further understanding, we pointed to the tremen-

dous explosion in agriculture productivity in recent years. The average productivity per farm worker has more than doubled in the last 20 years. In fact, productivity has gone up more in the last 2 decades than in all recorded time prior to 1940.

This is a story of fantastic achievement—almost too great to comprehend. This increase in agricultural efficiency has contributed greatly to our nation's economic growth by freeing manpower and other resources for business and industrial development.

This increase in agricultural efficiency has also made it possible for the public to spend an ever-decreasing share of income for the products of agriculture. Today the American public spends only 20 percent of its disposable income for food—far less than any other nation. This has created new demands and expanded markets.

Picture the Benefits

We indicated how increasing agricultural efficiency has resulted in enormous savings to the consumer. For example, the take-home pay for an hour of labor will buy from two to three times as much food as it would 20 years ago. We have also pointed to Department of Agriculture estimates that if farmers were using the same materials and methods as 20 years ago, the American public would

(See Proper Perspective, page 102)

Better Public Relations Is a Family Affair

by LOUIS H. WILSON, Secretary and Director of Information, National Plant Food Institute, Washington, D. C.

FARMING is suffering from pernicious anemia in public relations . . . although there are times when it would seem more proper to call it 'malicious' anemia. It definitely needs professional help . . . a complete clinical checkup . . . and good professional treatment . . . and this illness is very much a family affair."

This is how North Carolina's Commissioner of Agriculture L. Y. Ballentine described the condition of agriculture's public relations.

Agriculture's Family

All of us are proud to be members of this agricultural family. And I heartily concur with Mr. Ballentine that the problems facing farmers, in terms of public relations, are very much a "family affair."

No family members are better qualified than extension workers to tell the story of American agriculture . . . to improve the posture of the American farmer . . . or create a better image of agriculture.

In a report on his personal in-

terview in December with Secretary of Agriculture Orville Freeman, Associate Editor Wayne Swegle of *Successful Farming* magazine said:

" . . . he is going to work hard in selling agriculture to the rest of the people in the nation. He's going to call attention to such facts as this: that we as a nation work less for our daily bread than any other nation on earth."

Mr. Swegle reported Secretary Freeman as saying " . . . that if the cost of food had gone up in proportion to other prices, the cost would have been billions more to consumers in recent years."

Secretary Freeman listed as a prerequisite of any farm program, "a heightened public awareness of agriculture's contribution to our society and a more sympathetic understanding of farm problems." He says we must make people see the value of our ability to produce, to help them realize what a blessing it is.

How can our land-grant colleges help meet this challenge of better public relations for agriculture?

Committee Proposed

As a step toward improving public relations for agriculture, consider a Consumer Services Committee for Agriculture. This would consist of key men and women within land-grant institutions who can furnish facts for the stories that need telling.

Possible members of the Consumer Services Committee would be the dean of agriculture, director of extension, director of the experiment station, dean of home economics, and agricultural editor. It might also include the presidents of farm organizations in the State; a few industry representatives; and presidents of State press, radio, and TV organizations.

Many of our land-grant colleges have made substantial contributions in getting across to businessmen, legislators, and consumers the story of agriculture's contributions to the economy. But in many areas much more needs to be done.

Agriculture—The Business

We should point out that farmers are one of the biggest customers of industry. They use 50 million tons of chemicals annually, 6½ million tons of steel each year (nearly half as much as the automobile industry), enough rubber each year to put tires on 6 million cars. And agriculture buys more petroleum each year than any other industry.

One farm worker, working shorter hours, today can grow food for about 24 people, compared with 11 in 1940. This represents a gain of 118 percent in efficiency in 20 years. Efficiency in farming means more and better foods at less cost to the consumer.

For every self-serving statement in favor of agriculture nationally, there is a comparable statement of local significance. Assembling these declarations offers you an opportunity to render a real service, not only to the farmers you serve, but to consumers everywhere.

Facts for Consumers

Once you get the facts on contributions that farmers have made to the economy of your State, you can set into motion plans for getting the facts before the public.

Remember that you will not be talking exclusively to an agricultural public, but to the consumer public. You will have to tailor your information accordingly.

Fact sheets can be sent to editorial writers of newspapers, farm magazines, consumer publications, and women's page or home economics editors. There should be scripts for women's programs on radio and television stations.

Ammunition to inform the public can take the form of self-serving declarations, motion pictures beamed at consumers, television programs, radio shows, and speeches to civic groups and other organizations.

(See *Family Affair*, page 102)



Louis Wilson (left) of the National Plant Food Institute discusses agriculture's public relations with Dr. Oliver Willham, president of Oklahoma State University.



The University's Role in Improving Public Understanding

by DR. OLIVER S. WILLHAM, *President, Oklahoma State University*

THE supremacy of American agriculture for producing quality products efficiently remains unchallenged in the world today.

This is a fact that every American should realize and appreciate. Everyone should reflect upon how this supremacy has been obtained and ask the question: "How can we keep this enviable position in the world of the future?"

The answer is simple—by continued study, hard work, and above all, a live awareness of the importance of agriculture to the overall economy and society of the nation.

Agricultural Heritage

The United States is a great industrial nation, but it first had to become a great agricultural nation.

Before agriculture in any nation is improved, it takes three-fourths to four-fifths of the labor force to feed and clothe the people. In the United States today, this vital work is being done by about 10 percent of the people. The other 90 percent have been relieved to work on things that make for higher standards of living.

The United States owes a great debt to agriculture for these contributions and for the character that farm life has put into the nation's people. One of the great national concerns of today is how to develop children in a city environment to have the character of farm-reared children.

Past Contributions

About 100 years ago the people of the United States adopted an idea which agricultural leaders had been thinking about for half a century. This was the land-grant concept of education—an institution of higher learning within the reach of the masses.

The development of modern agriculture in the United States and the development of the land-grant colleges and universities have gone hand-in-hand. In fact, the land-grant system of education can be given much credit for our advanced agriculture.

The passage of the Morrill Act, which established in each State: "at least one college where the leading

object should be . . . to teach such branches of learning as are related to agriculture and the mechanic arts . . . to promote the liberal and practical education of the industrial classes in the several pursuits and professions in life," really started agricultural education in America.

It soon became evident that there was little reliable information on how to farm. This led to passage of the Hatch Act in 1887, which established an Agricultural Experiment Station in each State. These Experiment Stations were given the responsibility of coordinating their research work through the U. S. Department of Agriculture.

In 1914 the last gap in the agriculture services was filled when the Smith-Lever Act was passed. It established the Cooperative Extension Service through which new knowledge in agriculture and other fields could be taken to the people on the job.

It was when the three divisions of the land-grant system (colleges and universities, experiment stations, and cooperative extension work) were completed and started to work as a unit with the U. S. Department of Agriculture that rapid progress really began in agriculture. Since then, mechanization and science have produced undreamed-of results.

Drastic Changes

These great advances have been accompanied by equally great social and economic problems. With mechanization, units had to become larger; capital invested had to be greatly increased; and cash expenses multiplied.

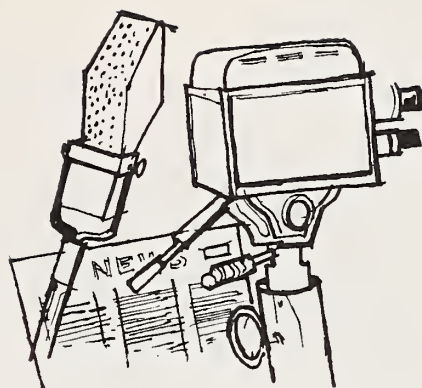
Farming became an exact business in a short while. It demanded the best business management for success. Production per individual on the farm increased by 65 percent, while production per individual in other industries increased by only about 40 percent during a like period.

During this period of rapid change in agriculture, the people as a whole have been busily trying to keep abreast of the changes in their own fields. This has brought about a condition hitherto unknown in America.

(See *University's Role*, page 102)

Educating Consumers on Agriculture

by SHARON Q. HOUBLER,
Federal Extension Service



A MORE efficient marketing system is the objective of consumer marketing economics programs. Part of this program involves educating consumers on agricultural products.

Programs are now operating in 40 States, with about 115 persons working in 60 cities. Our best estimates indicate that media used reach 60 percent of the nation's population.

Many types of information on agriculture are presented to the public. The methods usually depend on size of urban population and availability of mass media.

Methods of Informing

Newspapers are widely used. Articles are written under bylines and background information also is made available to newspaper writers. The same is true of radio. Television generally is used less, but is important in some areas.

Other methods include display racks in stores, libraries, manufacturing plants; homemaker tours to production areas, processing plants, wholesale and retail markets; homemaker conferences; displays at conventions and fairs; TV classes on food buying; 4-H marketing days; and meetings of producers, trade groups, and consumers.

The New York consumer marketing specialist released information on the subject, *Does Food Cost Too Much*. This material was made available to newspapers, radio stations, and county agents.

The information contained com-

parisons of consumer income and food prices. These showed that incomes have increased much more rapidly than have food prices, and also showed the amount of food which can be purchased from an average hour's earnings. Increases in food costs and increases in costs of housing, transportation, medical care, clothing, etc., also were compared.

An Oregon release, *Farm City Partners and Progress*, emphasized the interdependence of farmers and urban people; the increased efficiency of producers and resulting low cost of food relative to factory worker wages; the variety, quality, and increased number of services connected with food. In addition, it discussed the size of the labor force involved in supplying producers, equipment and supplies needed in production, processing, and distribution of agricultural products.

Farm Share Shown

As a result of USDA research in marketing costs, much educational material has been developed on the farmer's share of the consumer's dollar and the cost of different marketing functions.

Some releases are confined to one product. For example, Iowa developed a release, *Consumers Bread Price*, which showed the proportions of the retail price received by the farmer, retailer, baker-wholesaler, miller, etc. It also discussed the importance of each marketing function

in providing consumers with the desired product. This information was made available to county extension offices and principal newspapers in Iowa.

More general in nature is a release from the consumer marketing office in Detroit explaining the price spread and cost involved in marketing agricultural products. The title was, *Where the Food Dollar Goes*. This received wide use in Detroit papers and also was made available in surrounding areas.

Cooperative Promotion

Meetings of trade organizations, State and county fairs, and local promotional efforts are all fertile areas for educating consumers on agriculture.

For example, Ohio developed an exhibit, *Partners in Progress*, which showed the growth and increased efficiency of the production and marketing system and its contribution to improved living standards.

Another example relating to a cooperative effort with local groups comes from Michigan. In Grand Rapids, local promotion of agricultural products, called *Apple Day*, was conducted cooperatively between producer groups and the local trade. The consumer marketing program, using public service time, broadcast information on apple varieties, supplies, qualities, and methods of production. Local growers also told their stories over these radio stations.

Some television classes have been conducted for consumers on the purchase of food products. One such class was a week-long course at Knoxville, Tenn., covering all aspects of food buying including an understanding of the sources, seasonal changes in supply and price, trends in food consumption, and marketing services.

Challenge of Success

The public needs a better understanding of the agricultural production and marketing system. This understanding can come through many educational programs.

(See *Educate Consumers*, page 100)

Church Leaders— Channel for Telling The Agriculture Story

by PHILLIP F. AYLESWORTH, *Federal Extension Service*



Editor's Note: Mr. Aylesworth, program relationships leader in the FES Administrator's office, is currently on assignment in the Secretary of Agriculture's office. He is working with Dr. Frank J. Welch, Assistant Secretary for Federal-States Relations.

ONE of the most effective means for bringing about better understanding among rural people is through an informed clergy and church lay leaders.

To effectively carry out their leadership role, these church leaders need inservice training. Rural pastors need help to better understand the context of the community in which they serve, refresher help in educational methods, and opportunities to become acquainted with sources of help in the community.

The land-grant college is anxious to enlist this body of leadership in helping people generally to better understand the present day rural community. In turn, rural church leaders are eager for this information which will enable them to more effectively minister to people.

Training Programs Grow

Programs of leadership training by land-grant colleges for rural church leaders were a natural outgrowth of these interests.

Such programs for rural or town and country church leaders are taking on increased significance. Now 25 State land-grant colleges or universities and six Negro land-grant colleges are carrying on inservice

training programs for rural church leaders.

Developing closer working relationships with the leaders of this important community institution—the rural church—has made it possible to reach persons not reached through other channels. This relationship has broadened the range of contact and brought greater understanding of the agricultural situation and the impact of programs administered by the Department of Agriculture and other agencies.

Working Together

The Department of Agriculture and the State land-grant colleges have been working with rural or town and country departments of church organizations and rural life associations for many years.

There are many examples of this working relationship. As early as 1910, colleges of agriculture were exploring the prospects of offering training conferences to rural clergy.

A USDA bulletin, *The Rural Church and Cooperative Extension Work*, published in 1929, recognized the opportunities for a closer working relationship between State land-grant colleges and the rural church. The bulletin contains many examples of accomplishments resulting from cooperative efforts of extension and the rural churches.

Two years ago, we surveyed inservice leadership training activities for rural clergy as provided by land-grant colleges. The composite purpose of these programs is:

- To help rural clergy better un-

derstand the economic and sociological facts affecting the community and the implications for churches;

- To acquaint rural clergy with the services and programs of the land-grant colleges;
- To give help with educational methods and processes of working with people in leadership techniques;
- To discuss problems of mutual concern relating to churches and community life;
- To share experiences, thus encouraging improved working relationships between all agencies serving rural life.

Leadership conferences or institutes perform a unique function. They emphasize factual information which will help people understand the current developments and trends in the community and their impact on people and institutions. Training is also given in educational methods and processes in working with people.

Program Content

The conferences include presentations and discussion of the following:

Changes taking place in the community today—in population and family life, in the structure of farming, and in community institutions and services.

Exploration of Resources—development of greater understanding of the programs of agencies and organizations serving in the community.

Demonstration of educational

(See *Church Leaders*, page 104)

Extension's New Dimension

by WARREN ROVETCH, Director,
Education Research Associates, Boulder, Colorado

RICHARD Hofstadter, a noted historian, observed, "The United States was born in the country and moved to the city."

Extension was born in the country and made some changes too. But the question is: Has it changed as much as the nation and people around it?

The agricultural productivity explosion, the drastic decline in numbers of farms, chronic surpluses, and problems of the rural revolution emerged most dramatically and persistently after World War II. But by 1945 Extension's primary patterns and aims were established and more closely attuned to production goals of the farm unit than public problems faced by farm and city people in an urban-industrial society.

The "Third Market"

A gap remains in urban and rural thinking. Traditionally domestic and foreign markets constituted the only two markets for farm products. Government surplus purchases since the 1930's have made a "third market" part of the agricultural industry.

Three decades of government purchasing, a period that spans the total working life of the majority of farmers, has led much of agriculture to view the government "third market" as a *just* market. The urban taxpayer, who pays (as he sees it) the farm program cost, views the "third market" as *unjust*.

Other images reinforce this gap or "glass curtain" and keep farm and city people from beginning at the same point, seeing the same things, or talking the same language.

Agriculture sees rich soil and good management combining to create abundant, inexpensive food to feed a

growing nation and its efficiency freeing the cream of farm youth and masses of labor for city work.

The cities, faced with population and slum pressures, see the social and economic costs of assimilating poorly educated, unskilled marginal farmers and their families.

New Dimension of Opportunity

Some forces are operating to close the rural-urban gap. Urban America is beginning to appreciate that U. S. agricultural efficiency is a major cold war tool. Rural America is coming to see many of its interests and problems as part of a "marble cake" of concerns—in contrast to the traditional "layer cake" compartments of city and farm or local versus State and federal interests.

Individuals find a growing proportion of problems influenced by public decisions. Mounting global crises draw their attention to national goals. Thus, the nature of major problems combines with the educational capability of Extension to open a new dimension of responsibility and opportunity.

In early 1961, extension services of Arkansas, Iowa, Pennsylvania, and New York launched broad public education efforts within this new dimension.

Arkansas's topics were: Arkansas Today, A Changing Arkansas, A Developing Arkansas, and Arkansas Future. Citizens were told through press, radio, TV, and organized county contact, "You can get the facts, discuss the issues, reach informed judgments."

Iowa's statewide effort had over 45,000 adults discussing: What Do Freedom and Democracy Demand? What Does Growth Require? What

Prospects for Agriculture and Main Street? What Prospects for Families and Communities?

Key leaders in New York discussed: What's Ahead for Our Schools?, Roads for the Future, Outlook for Local Government, and Paying for the Future.

Pennsylvania asked citizens: Why Do We Have to Grow? What Must We Know to Grow? What Do We Have to Grow? How Do We Go to Grow?

Common Strategy

While different subject matter materials were developed in each State, they shared certain educational and operating principles.

Content: Subject matter dealing with common goals bridged the gap in understanding between farm and nonfarm groups.

Educational Method: Fact sheets provided background, facts, trend analysis, and discussion questions, but no answers. Discussion groups of about 10 persons met at times and places of their own choosing, usually someone's living room.

County Responsibility: The county extension services organized and administered the county effort, locating individuals who in turn organized and ran the discussion groups. Twenty such individuals equaled 20 groups and 200 participants.

State Responsibility: The State extension service provided fact sheets, promotion brochures, overall county organizing guides, and mass media support to backstop county efforts.

The four States see the self-administered discussion program as part of a larger educational strategy that is an additional dimension which will take time to develop fully and is not a substitute for traditional work.

Continuing effective work in this new dimension depends on a subject matter competence as broad as the whole land-grant institution and new administrative methods in the organization of extension and land-grant resources at State and county levels.

One difficulty is that a State has to figure out how to do all these new things while in the midst of a flow of traditional work. Some States have.

Telling the Facts to Our Nonfarm Public

by HOWARD H. CAMPBELL, *President, National Agricultural County Agents Association, and Nassau County Agricultural Agent, New York*

NEVER before have so few farmers fed so many people so well at such a reasonable price.

In spite of this there is dissatisfaction and misunderstanding both on the part of the farmers and the general public. Farmers are distressed by low prices and the nonfarm consumer blames the high cost of food on the people who produce it.

Nobody is happy with things as they are, but there is small chance of improving the situation until the nonfarm public learns more about agriculture and its problems. If we are to resolve these difficulties, everyone who knows the true story of agriculture must go "all out" to educate those who need and have a right to know the facts.

For some time county agents have been promoting better understanding of farm problems with the publics they are able to reach.

For several years, the agricultural agents in Michigan have been holding meetings with their legislators

and congressmen, giving them a picture of agricultural work in Michigan. Now, plans are being developed, whereby more people in the extension field will carry the true story of agriculture to people throughout the State. Director of Extension N. P. Ralston has appointed a new committee on public relations which will stress keeping the public well-informed about agriculture.

Face-to-Face Meetings

Recently, three county agricultural agents and one former agent, all past presidents of the Michigan County Agricultural Association, met with members of the Senate and House Appropriations Committees. The meeting was intended to give congressmen an account of the agricultural situation and the continuing need for agricultural research and education to keep America strong.

Pennsylvania county agents are experienced in telling the American farmer's story to the nonfarming

public. They pioneered in building better farm-city understanding, and have successfully assisted many communities with rural-urban meetings, farm tours, business and factory open house, demonstrations, and exhibits.

Pennsylvania Growth is a self-administered discussion group program. This is part of a pilot project in which the Pennsylvania extension staff is cooperating with the State Extension Services of Arkansas, Iowa, Missouri, and Ohio and the Iowa Center for Agricultural and Economic Adjustment.

It reached more than 18,000 persons enrolled in about 1,400 study groups. These groups were assisted through carefully prepared materials and guides in studying State and county agricultural, social, and economic problems.

Many different kinds of rural-urban programs are arranged by county agents, in which both farmers and businessmen participate. They are identified by various titles—Town-Country Day Programs, Farm-City Tours, Farm-Industry Days, and Farm-City Week programs. These functions are arranged with service clubs, chambers of commerce, and other county organizations.

County agents have organized speakers bureaus, in which both agents and lay farmers are available to discuss the farm problem before nonfarm meetings. One agent identifies his talk as Program of Progress, when he describes the agricultural situation to city folks.

Mass Media Approach

The extension agents in Dade County, Fla., have been faced with rapid urbanization. County agents were anxious to use a report as a way of telling county residents about agriculture.

With the help of the editorial department, they designed a report as a series of "feature" stories about the problems and successes of the people with whom they work. This report carried many pictures and a good bit of art work. It was planned so that mass media sources could use the material almost as it appeared. The Progressive Farmer magazine

(See Agents Reach, page 104)



Escambia County Agent E. N. Stephens tells agriculture's story to thousands of Floridians (farm and nonfarm) at the Pensacola Interstate Fair.

Netting a Better Public Image

by WILLIAM MADIGAN, News Editor, Indiana

Good Neighbor awards are making Indiana's Farm-City program click.

Public recognition for organizations which brought about better understanding between Hoosier city dwellers and their rural neighbors spurred statewide participation in the 1960 Farm-City program.

Thirty-four organizations competed for top honors in the Good Neighbor Award program. The Indiana Farm-City committee gave plaques to 16 winning organizations for their "outstanding achievement in bringing about better understanding between Indiana farm and city people."

Award Winners

Winners ranged from radio and television stations and a large daily newspaper to local community efforts sponsored by chambers of commerce, county Farm Bureaus, and Rural Youth clubs.

Prize-winning activities included:

- Some 1,800 persons attended a

Farm-City banquet sponsored by the chamber of commerce in one city.

- A northern Indiana radio and television station sponsored a farm tour for 80 city children and their mothers.

- A U. S. Senator (a farm owner himself), a former secretary of agriculture, the president of a State farm organization, and the dean of agriculture at Purdue appeared on a central Indiana radio station to tell city listeners about agriculture's contribution to Indiana's total economy.

Developing an Idea

The idea of the award program and public recognition was born when the State Farm-City committee realized that the program needed statewide interest to exert wide-spread influence.

In line with this thinking, the climax—presentation of awards—was a public affair. Leaders of agriculture and industry gathered at local meetings to honor the winners. This brought additional recognition in the

way of radio, television, and newspaper coverage.

The Good Neighbor awards program did what was intended. It stirred up efforts of previously uninterested groups.

Moreover, public recognition focused new attention on the prime objective of Farm-City activity—to bring about a better understanding between farm and city people.

County Agents' Efforts

Just what part did extension workers play in this effort to tell the story of Hoosier agriculture to the nonfarm public? The record speaks for itself.

In a summary of 1960 Farm-City Week in Indiana, the committee wrote:

"Through the combined efforts of civic, labor, farm, church, industrial, and youth groups, the Good Neighbor awards program has accomplished its goal. A special vote of gratitude goes to the county agricultural agents for coordinating many of the community programs."

Extension workers in many Indiana counties have carried on farm-city activities for a good many years. The county extension office has served as the coordinating center for such programs. This seems desirable since the job of promoting a clearer understanding between farm and urban residents is a 52-weeks-a-year project.

Local Participation

As long as 15 years ago, one Indiana county tried to improve rural-urban relationships. Early efforts, which have expanded and are continuing, included participation by local banks, service clubs, and business establishments.

On the farm-city front last year an agricultural committee was established at a countywide level. The county agent helped plan a tour on which businessmen were guests of farmers. He presented half a dozen educational programs at service clubs, spelling out specifically agriculture's role in that county.

Since 1952 one of Indiana's most productive agricultural counties has

(See Public Image, page 108)



L. E. Hoffman, (second from left) director of extension and 1960 chairman of the Indiana Farm-City Committee, presents a Good Neighbor plaque to the Jefferson County Committee. At left is County Agent Paul Hanibut.



The soybeans exhibit in this county booth at the Minnesota State Fair showed a sample of the contributions agriculture makes to today's living. The fair, held in the State's most highly populated area, draws a majority of urban visitors.

Exhibits Help Carry the Message

by GERALD R. McKAY, *Extension Specialist in Visual Education, Minnesota*

EXTENSION exhibits are helping tell urban dwellers one of America's greatest success stories—agricultural production.

Exhibits are reaching people in cities and towns who don't read county agents' columns, or listen to their radio and television programs, or attend extension meetings. And exhibits are reinforcing the message for those who hear only occasionally about America's production of food and fiber.

Big Audience Appeal

In Minnesota, both State and county extension workers have reported to their urban friends with exhibits. Typical occasions include Farm-City Week, State Fair, University of Minnesota Week, Farm and Home Week, Editors' and Legislators' Day, 4-H Club and Home Demonstration Weeks, county fairs, and achievement days. Many short courses and field days have also provided a setting for exhibits.

In most of these situations, the

audience has been both rural and urban folks although city dwellers were in highest proportion.

For example, at the 1960 State Fair approximately 64 percent of the visitors in the State 4-H club building were from urban centers. This building had over 250,000 visitors during the 10-day fair.

The main exhibit, 4-H for Town and Country, was planned jointly by the State 4-H staff and display specialists from Minneapolis department stores. It featured phases of the 4-H club program that would interest both farm and nonfarm groups.

In the State Fair horticulture building, extension specialists showed new products made from farm produce—potatoes, fruit, and honey. Twenty-three county booths also told a story of agricultural production and its relation to our urban economy.

Editors' and Legislators' Day is an annual event at the university. Each department uses exhibits to show its contribution to the people of the State. The event, held on the day of

the opening football game, attracts a large number.

At this occasion last fall, agricultural economists told how agricultural production affects the general welfare. The State 4-H staff told how club work was adapted to city families, and the Information Service explained how agricultural bulletins were available to city residents.

Farm and Home Week, another annual affair on the agricultural campus, attracts upwards of 3,000 people. Exhibits again play a role in telling the story of agriculture's productions.

Stopping Shoppers

University of Minnesota Week last February opened another door for information through exhibits. Most of the departments of the Institute of Agriculture, including extension, placed exhibits in the windows of business establishments in Minneapolis and St. Paul.

Several explained advantages everyone enjoys because of a highly productive agriculture. For example, the total food situation was discussed in the economics department's window.

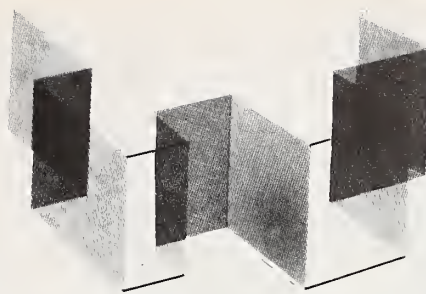
4-H and Home Demonstration Weeks have both been utilized to tell agriculture's story to rural and urban residents. Window displays in many counties featured activities of youth and women in the agricultural economy.

Every county has its fair or achievement day for 4-H club members. These days have called for many booths which were planned either by the clubs or farm organizations. Some of the booths depicted phases of agriculture and its contributions to the county's welfare. In a number of county fairs, local chambers of commerce cooperate with extension agents to get the county's agricultural statistics before the public.

At a recent State plowing contest, a 40 by 40 foot tent was used by the home agents in four counties for exhibits that told the story of farm women in the economy. Exhibits were planned by home councils and agents with some help from the State information office. Similar exhibits have been set up at other field days.

Another way of telling the farm

(See Exhibits Help, page 101)



Explaining Agriculture's New Dimensions

by CHARLES C. RUSSELL, *Extension Teaching and Information Specialist, New York*

AGRICULTURE in the Empire State is an important, strong, and vigorous enterprise. Its farmers produce a wide diversity of products on highly specialized farms. Its economic health and that of its allied industries is directly related to the prosperity and progress of New York State.

"Agriculture's new dimensions go beyond farms . . . They basically involve farmers, but also include their suppliers, and . . . firms that assemble, process, and distribute products."

This is how New York State introduced the agriculture story to leading groups in business, government, and education.

Reviewing the Situation

Staff members from the New York State College of Agriculture at Cornell University combined efforts to produce a carefully prepared publication on the agricultural situation in the State. We felt that it was bound to help give New York residents a new concept of agriculture and a new understanding of its future role in the progress of our State. Moreover, we knew that, properly done, it would gain support for the college from many sources.

Consolidating personnel to appraise where we had been and where we were going in New York agriculture was our most challenging project during 1960.

After a good look at the State's agricultural situation, we asked subject matter specialists to help us pre-

pare an informational brochure. This brochure would project trends and estimate what was ahead for New York agriculture in the 1960's. For the first time, this information would be presented in one publication.

Agriculture's influence, growing beyond the boundaries of New York's more than 80,000 farms, gave us the theme for our brochure: Agriculture's New Dimensions.

Selected Audience

From the beginning, distribution was planned for a highly restricted audience. Cost of putting out a quality informational piece was a major factor in this decision. Our distribution list consisted primarily of leaders in farm organizations, businesses allied with agriculture, government circles, labor, and education.

County agricultural agents received copies for themselves and a limited number for key people in their counties, including local supervisors in county government.

The college tried to get a copy to top-management level in all phases of industries related to modern agriculture. Since dairying accounts for more than half of our agricultural income, all segments of this part of our agricultural industry received copies.

Our most rapidly growing section of horticulture—ornamental nursery and turf crops—was pleased to receive an authoritative look at its developing prominence as revealed in our brochure.

Since the dissemination of information was our primary purpose, we

tried to form a happy marriage between easy-to-understand charts, graphs, and readable text.

Continuity followed the challenge of change in the agriculture of New York State. Production, distribution, and basic research were treated in the development of each subject matter area.

We did not try to sell the college and Cornell or their programs. Rather, we tried to treat problems and progress as they fit New York's agriculture.

Primarily, we tried to create a better understanding of the growing importance of agriculture and its contribution to New York State. We tried to design a prestige piece in the public relations sense because we felt it would be a better vehicle for getting this concept before influential people.

EDUCATE CONSUMERS

(From page 94)

Much more emphasis in the consumer marketing program is needed for increasing public understanding of the agricultural production and marketing system.

The challenge is to present such information in a manner which will attract consumer interest. Mere facts about increased production efficiency will not interest most consumers. They want to know the effect of such increased efficiency on themselves and on the total economy.

Outside Support

The examples described above should give an indication of the potential and possible methods. We all recognize that the need exists.

Educational information for consumers on agricultural products has received excellent support from mass media. Michigan consumer marketing workers estimate that the newspaper space and radio and TV time (provided free) would cost approximately half a million dollars weekly at commercial rates.

Such efforts also have received excellent support from producer groups and marketing firms, as well as from consumers. All see how they can benefit from this improved understanding.

EXISTENCE—the Continuance of Being

by GEORGE HAFER and RAY COPPOCK, *Information Specialists, California*

Our very existence depends on agriculture. Extension and the television industry are helping make this plain to metropolitan California via a series of TV programs called Existence.

TV station KRCA in Los Angeles started the project when they decided to try a new agricultural program in the public interest. Their objective was not a program to present information solely to farmers, but also to tell the metropolitan audience that its way of life is based on continued dynamic progress in agriculture.

University Involved

Seeking a steady flow of agricultural telecasts with urban appeal, the producer contacted the University of California.

Dr. Daniel G. Aldrich, Jr., dean of the Division of Agricultural Sciences, felt that if handled properly, this could be a powerful method of telling agriculture's story to the nonfarm audience. Half the State's population is within range of KRCA.

The University offered full cooperation of the Division of Agricultural Sciences with George Hafer, extension information specialist, assigned as liaison.

EXHIBITS HELP

(From page 99)

story to city residents is through school visits to the university's agricultural campus. Many teachers bring their classes to the campus for special occasions, and exhibits are an effective part of educating these groups.

Our effectiveness in using exhibits to tell agriculture's story to urban people can be increased in a number of ways.

- We must decide what story we're trying to tell and how

The programs cover the full scope of agriculture. The 4-H club program has been featured twice. Pesticide residues, biological control of weeds and insects, rodent control, agriculture's contributions to the economy, and specific agricultural commodities have been included.

University guests on the program have included county farm and home advisors, extension specialists, department chairmen, deans, and chancellors. Industry guests have been leading executives of several companies including the board chairman of a large banking organization.

The programs depend heavily on participants' ability to translate their knowledge into laymen's language. Only an outline script is used. Spontaneity is the objective.

The programs are video-taped in advance of the broadcast date. Personnel involved with the program to be taped meet for the first time in the studio. The afternoon and evening are devoted to organizing and developing the program. Visuals include movies, slides, charts, and actual objects. Makeup follows a 30-minute camera rehearsal just before the actual taping.

The first 30-minute, color telecast of the series went on August 13, 1960. For 3 months, the series was broad-

cast late on Saturday mornings. Then it was moved to a better time during early Sunday afternoons—with three other local KRCA public service programs.

Impact Indicators

In January 1961, Existence topped them all in audience rating and tied for third place among all programs in its time slot on seven metropolitan Los Angeles stations.

Audience response has been good. The program received a letter of commendation from the Director of the Foundation for the Betterment of Radio and Television.

Personal reports to the moderator indicate that high school science teachers are recommending the program to their classes. Letters indicate the objective is being realized—statements such as, "I have always wondered what is being done to assure our food supply in light of our rapid growth."

To increase the usefulness of the series, 16 mm. copies of the tapes are being made. These may be offered to other commercial television stations.

The list of suitable subjects is almost limitless. So KRCA has placed no termination date on Existence.

much of it can come from the federal office, how much from the State office, how much from local sources.

- We must give some thought to locating urban audiences and determining how much information they already have.
- We must coordinate the timing of exhibits with other media, such as newspapers and radio, and plan some continuity in the messages carried by them.
- We can utilize more opportunities like festivals, field days, and other gatherings.

- We can evaluate the exhibits and, from this study, improve them.
- We can plan further in advance, bringing together county extension staffs, State information workers, and agricultural economics specialists.
- We may need to provide some help to the county people who will be doing much of the grass roots work. This can be in the form of materials, statistics, or suggestions on getting information about the county's agricultural story.

UNIVERSITY'S ROLE

(From page 93)

The majority of the people are not acquainted with agriculture and the problems it faces in this modern society.

There is a great danger that ignorance of our agriculture can lead to deterioration of the basic industry. The problem will become worse if a concentrated effort is not made to keep the public aware of the basic nature of agriculture.

It is the responsibility of the land-grant colleges to improve the public's understanding of agriculture and of agriculture's contribution to society. This responsibility can be carried out by working closely with farm and commodity organizations and all interested groups.

For Public Knowledge

What does the public need to know besides the basic nature of agriculture?

They should know what a large customer the farmer is in the overall economy of the nation. They should realize that farming must be economically healthy to prevent a great recession in many segments of the economy. Few people today realize that farmers purchase annually \$25 to \$26 billion worth of goods and services.

Farmers have an investment totaling \$203 billion which is three-fourths of the value of current assets of all corporations in the United States. The public should understand that 38 percent of our labor force depends upon agriculture for the basic production job or the job in processing, transportation, and selling.

The public should give thought to problems in agriculture, too. For example, how can the nation keep a safety carryover of food products from one year to another and prevent this carryover from becoming a burden?

Agriculture has needed help in making adjustments. It is vital that the public understand the need for this help and why it must be continued long enough to insure proper adjustment, but not too long to seriously handicap agriculture.

The land-grant colleges and universities are in an excellent position to point out to the masses that every person is profiting greatly from the new agriculture. For example, an hour's factory labor today will buy nearly twice as much beefsteak as it would 30 years ago. This same hour of factory labor will buy over twice as much bacon, milk, or oranges as it would 30 years ago.

The farmers of the United States were instrumental in establishing the great land-grant system of higher education along with the U. S. Department of Agriculture. These three groups have worked together during the last half century to bring about a greater advancement than ever before.

Now it is time to work hand-in-hand in another great educational program. We must help the people of this nation, the consumers, understand agriculture and its contributions to society.

PROPER PERSPECTIVE

(From page 91)

be paying some \$30 million more each day for food.

We emphasized the need for giving more prominence to this daily saving of some \$30 million, rather than the \$1 million daily cost of storing surplus farm products. It should be recognized that the consumer would not realize this saving if it were not for increased efficiency in production, which also accounted for the surplus.

To answer the criticism that the farmer is responsible for higher food costs, we pointed out that while food prices did increase an average of some 32 percent from 1946 to 1957, the farmer got only 0.4 of 1 percent of this increase. With the farmer having to pay higher prices for virtually everything he bought during this period, his net income has declined almost continuously since the late 1940's.

Abundance—A Blessing

In attempting to put agriculture in proper perspective, we emphasized that our agriculture abundance should be looked on as one of our nation's greatest assets. More than

half the world's population is existing on inadequate diets and literally thousands are dying each day from malnutrition.

Throughout much of the world, populations are increasing at the fastest rate in history. Despite the significant advantages in agriculture in recent years, the per capita production of food in many densely populated regions of the world is as much as 10 percent below what it was 20 years ago.

It seems that with all the resourcefulness and brainpower our great nation has, we should be smart enough to devise some means of taking advantage of our tremendous capacity to produce food when this is the No. 1 need in much of the rest of the world.

Let us thank Almighty God for our agricultural abundance and find ways of using this great blessing for the benefit of mankind.

Success Story

Agriculture has one of the greatest success stories imaginable. Concerted educational efforts to present the "true" story about agriculture have been fruitful.

We must continue to tell this story so agriculture will have the support and confidence of the nonfarm public. This is essential if we are to solve some of agriculture's most pressing problems.

FAMILY AFFAIR

(From page 92)

After all, this is a family affair, and who can speak more authoritatively for farmers than the folks in our land-grant college system?

There are no panaceas for improving the image of the American farmer or the farmer in your State. But we have a good story to tell and the story needs telling.

As Commissioner Ballentine said, "Farming is suffering from pernicious (or malicious) anemia in public relations." You are the family physician with the right prescriptions to put the farmer on the road to recovery at a time when the need for a better understanding of agriculture and its problems was never so great.

Explaining the Farm Story to Businessmen

by JOHN G. McHANEY, *Extension Economist, Texas*

YEARs ago the Texas Agricultural Extension Service realized that the public needed to better understand agriculture and its contribution to the total economy. Our answer was to show how agriculture, business, and the economy fit together.

Through educational programs, we emphasize that the agricultural industry of Texas not only involves farmers and ranchers, but also businesses which supply their production items or process and distribute their product to the consumer.

Council Created

One of the early developments in this field of work was the Texas Commercial Agriculturalist's Council. Organized in 1949 by Dr. Tyrus R. Timm, extension economist, and several commercial agriculturalists, this council continues to grow in membership and responsibilities.

One function has been to create a better understanding of the interdependence of business and agriculture and contribute to a better public image of agriculture.

Several years after its organization, the council, in cooperation with extension and the university, held their first public agribusiness conference. Each council member invited the top executives in their business organization to attend.

The agribusiness subject matter was presented by a team of extension specialists and other university staff members. The team consisted of four to six staff members. Each was given 10 to 20 minutes to discuss his phase of agribusiness.

Visual aids helped dramatize the subject and make it more interesting. A handbook, *Agribusiness in Texas*, was distributed to everyone attending these meetings.



Dr. Tyrus R. Timm, extension economist, tells his audience of businessmen that we must look at the total agricultural industry and that the industry must move forward together.

Subjects discussed included: Agribusiness is Important to You; The Agricultural Industry Yesterday, Today, and Tomorrow; Texas Farm and Ranch Production; Production Resources Supplied to Texas Farmers and Ranchers; Value Added to Texas Farm and Ranch Products by Processors & Distributors; Texas Farm and Ranch Population and Business and Industry.

Teams have been asked to present similar programs to farm and ranch clubs, chambers of commerce, and other civic organizations in the industrial centers of Texas.

Businessmen's Research

As a result of these programs, more businessmen in Texas have a better understanding of the interdependence of business and agriculture. Cities such as Houston and Amarillo have conducted their own agribusiness surveys.

The entire October 1960 issue of *Amarillo*, a magazine sponsored by the Amarillo Chamber of Commerce, was devoted to their research study

in agribusiness. The study was intended to show the public the importance of agriculture to the economy of the Amarillo area.

The basic data for this study were obtained from and with the help of various government agencies, extension and the Amarillo Chamber of Commerce. It was supplemented by interviews with many Amarillo businessmen.

The following subjects were covered in the magazine: *Agribusiness, A New Concept*; *Agribusiness—Its Impact on Retailing and Wholesaling Activities*; *Agribusiness—Its Importance to Manufacturing*; *Agribusiness—Grain Industry Highly Important*; *Agribusiness—Livestock Still Means Much to City*; *Dairy Industry Big*.

Other Local Studies

As a result of the agribusiness team's program in Houston, the chamber of commerce in that city conducted a 2-year study of the importance of agriculture to the area's economy. The study report was published in the house organ of the chamber. Extension specialists and Texas A & M staff members helped with the study and preparation of the report.

One of the first research studies on the importance of agribusiness to a local area was made by the Texas Agricultural Experiment Station and the Dallas Chamber of Commerce. This was the direct result of several agribusiness team presentations in this area. The resulting publication, *What Agribusiness Means to Dallas*, received national publicity.

Other Approaches

Individual extension specialists have been asked to discuss The Interdependence of Business and Agriculture at educational meetings with the business and agricultural leaders of both large and small towns.

To supplement its educational program in agribusiness, extension published a leaflet, *An Inside Look at Texas Agricultural Industry*. Agricultural economics staff members have also used television and radio

(See *Tell Businessmen*, page 109)

AGENTS REACH

(From page 97)

published a story from it almost as soon as it was released.

Many agents are using television effectively to tell the agricultural story to nonfarm audiences. Some have had regular programs for a number of years. In areas of dense population, where two or more States join together, agricultural college editors can help agents with TV programs to report on agricultural problems on a broader basis.

Talking It Over

In Colorado, 21 counties are carrying on a discussion program, Agri-Challenge. Four of these counties are holding Agri-Challenge meetings for the second year. All of the groups are fairly evenly divided between farmers and businessmen.

The first year was a discussion with farmers and businessmen about agricultural and urban problems and

their inter-relationship. The second year is a discussion of proposed solutions to agricultural problems.

Carl E. Rose, 1960 president of NACAA, reports that his farmers annually hold a Farmer-Businessmen's Banquet (businessmen as guests of the farmers). U. S. Senators, governors, and farm organization leaders appear on the program to discuss the farm situation to bring about better understanding between farmers and businessmen. Usually, between 400 and 500 attend.

In Garrett County, Md., nothing is left to chance by County Agent James A. McHenry in his successful program to improve agriculture and to inform nonfarmers of the true farm situation.

Garrett County has presented programs about consumer prices, farming trends, and the "why's" of farm surpluses to service and civic clubs. Practically all major service clubs now hold a Rural-Urban night once a year.

McHenry tells the farmer's story

to these groups and to farm organizations with speeches backed up with publications. The bulletins contain facts and graphs to show why Americans pay less of their income for food and still are the best fed people in the world. USDA publications and magazine article reprints are handed out for later, more careful reading.

After a successful pilot start last year, McHenry has set up a "speaker's bureau." He schedules specialists from the University of Maryland, College of Agriculture to present a comprehensive picture of a particular phase of the agricultural story.

Both businessmen and farmers praise McHenry's efforts. A typical remark from a businessman is, "I didn't realize the situation in agriculture!" Farmers say, "I'm glad somebody is telling the true story, I wish we had more people doing it."

Yes, county agents are telling the farm story to the nonfarm public in the areas where they live whenever and wherever possible.

CHURCH LEADERS

(From page 95)

methods—panels, resource groups, discussions, exhibits, and tours are included in the program. Communication methods and courses in group processes are utilized.

These conferences, held by land-grant colleges for church leaders, have done much to build better understanding among rural people. They have also helped rural churches better relate their activities to the changing community.

An excerpt from a 1946 Conference of Rural Church Leaders and Representatives of Agencies of the USDA clearly sets forth the objectives—the same today as then.

"The clergy can assist in developing receptive attitudes toward facts, ideas and toward changes in the economic and cultural life . . . Rural church leaders want to make greater use of the services of the Federal and State agricultural services and obtain improved mutual understanding with all forces in rural

life . . . The solution lies in a unified approach of rural leaders to solve the broader problems of farm people."

Encouraging Understanding

A national conference on Planning Inservice Training for Rural Clergy by Land-Grant Colleges was held at the University of Wisconsin last summer. The 50 participants were about equally divided between national church executives and land-grant college representatives—extension directors and program directors.

Purposes of the conference were:

- To provide an opportunity for denominational executives to understand better the unique contribution of the inservice leadership training conference by State land-grant colleges.
- To bring about fuller understanding that working with representatives of the rural church is a mutually profitable function of the land-grant college.

- To clarify the respective roles of the university and the church.
- To share ideas on the goal to be achieved, the program content, techniques of presentation, promotion, and recruitment.

This conference did much to bring about greater understanding of the unique function to be performed by this program of inservice training for rural clergy. A national committee, representing four major church bodies, State Extension Services, Department of Agriculture, and Farm Foundation, gave leadership to this activity.

The future should see an even more effective mechanism to bring the true facts in the agricultural situation to people in the rural community.

Organizations and agencies serving the rural community work through different administrative structures and reach people through different channels. But the overall goal is the same—a concern to improve the welfare of people in the rural community.

Teamwork Turns the Trick

by FOWLER A. YOUNG, *Clay County Extension Agent, Missouri*

NONFARM people, as well as farmers, serve on Extension's team in Clay County, Mo. So, telling the story of agriculture to the nonfarm public is a year-round process.

Various civic clubs conduct annual Farmer's Day programs, twilight farm tours, and visit exchanges. Dinner gatherings are staged to attract nonfarm people and banquets are given for farm families. But we believe that the everyday working together of the various committee members is most helpful.

Our extension council is composed of both farm and nonfarm people. On practically every committee, nonfarm men or women work side by side with farm people, for the success of that particular activity. At the same time, those who make their living from farming and those who do not can exchange understanding.

Working Cooperatively

More than one-third of the 600 Home Economics Extension Club members are nonfarm people. A majority of members in 11 of the 36 clubs are farm women, while in 13 the majority are nonfarm.

More than 600 boys and girls are enrolled in 4-H club work. Nearly half of them are from nonfarm families, and nearly half of the adult leaders are nonfarmers.

Both farm and nonfarm people



Volunteer leaders, both farm and nonfarm, conduct the Clay County annual Livestock Tour and Barbecue that attracts an average attendance of 2,000.

take part in most of extension's educational events. The program for the 35th Annual Soils and Crops Conference was planned by a committee of both groups. The conference was designed to be of interest to both producers and consumers. For instance, part of the program illustrated how good cropping practices tended to lower food costs.

Farmers and nonfarmers alike contribute to defray the cost of the annual Livestock Tour and Barbecue. Together they tour livestock farms, hold a barbecue beef dinner, and visit. Average attendance is 2,000.

Family Visits

The family visit exchange, conducted a few years ago, involved more than 30 farm and 30 nonfarm families. As the name implies, it involved an exchange of visits. The extension staff and the North Kansas City Chamber of Commerce served as organizers and clearing house.

On a given afternoon, a farm family visited a city family at their home and work. A week later, host and guest families switched roles.

The merchants of Liberty, Mo., the newspaper, and extension teamed up during 1957 to tell an agricultural story. Each month they selected and recognized a Farm Family of the Month. A two-page feature story of

accomplishments emphasized the importance of farming in our economy. The extension council selected families, agents prepared stories, and merchants purchased supporting advertising space.

An annual event in Clay County is the election of township representatives to the County Extension Council. Announcements of the meeting, however, emphasize the event as Extension's Family Food and Fun Night (potluck supper and recreation). News items and circular letters suggest, "If you live in the country, bring a guest from town; if you live in town, bring a guest from the country."

Management Explained

Balanced Farming is an important phase of Clay County's extension program. Nonfarm people are interested in helping to promote this program. They have learned that efficiency in food production and marketing means lower cost to consumers.

Balanced Farming tours and annual meetings of cooperators are well attended by nonfarm people because the program is designed to interest them. While on tour, nonfarmers see crops and livestock that are to be turned into food for human consumption. As new practices are explained, they become aware that modern day farming is a highly skilled and complex occupation and that agricultural intelligence resulting in efficiency is a must if they are to continue to be well fed.

Telling the story of agriculture is natural in an extension office like ours. Office calls are numerous, many from nonfarmers. Staff members are never too busy to explain extension's function and how a well-informed rural population benefits the entire economy. This office remains open on Saturday to serve suburban and urban people.

Radio, television, and newspapers are good places for Extension to tell the story of agriculture, too. Clay County papers carried the following in a recent extension column.

"Mr. W. B. Yancey recently brought me a copy of the Breeder's

(See Turns the Trick, page 108)

City Meets Country In Exchange Tours

by M. W. WALLACE, *Montgomery County Agricultural Agent, Ohio*

CAUGHT in the midst of America's rapid urban growth, Montgomery County, Ohio, organized a Farm-City Committee in 1955 to help promote rural-urban understanding.

Montgomery County is in an area noted both for fertile soils and industrial production. Of the county's 527,080 people, only 11,257 live on farms. Long ago these farmers realized that they needed to tell the success story of agriculture to their nonfarm neighbors.

In forming the Farm-City Committee, each township within the county elected one farmer to serve a 1-year term. Objectives, set out in the committee's first year, were:

- To develop mutual understanding of rural and urban problems through a program of exchange visits between farms and industries;
- To develop an understanding of common problems as a means of building strength, character, and prosperity for the citizens of the community, State, and Nation;
- To demonstrate the interdependence of agriculture and industry;
- To show the scientific progress and efficiency of agricultural production and its contribution to the total economy.

Exchanges Arranged

The committee, meeting with community leaders and members of the Dayton Area Chamber of Commerce, made definite plans for exchange tours.

As a first step, farmers and their wives were invited to visit any one of six Dayton industries. One morning in February 1956, the guests—238 of them—met in the auditorium of a Dayton manufacturer. They were welcomed by a spokesman for indus-

try and given details of the day's program.

Chartered buses took visitors to the host company where they toured the plant, were dinner guests of the management, and heard company officers discuss different phases of business. Time was provided for questions from the farmers.



In July, businessmen were invited to a farm tour. Seventy-four tourists met at a rural school for a short session, then were transported by tractors and wagons to one of two farms. At an appointed time, the groups changed farms.

In the evening, the entire group re-assembled at the school cafeteria for a chicken dinner, prepared by wives of committee members and served by local 4-H'ers.

In the school auditorium the owners of the two farms visited explained their business operations, investments, and returns. State extension economists talked about general agricultural production in Ohio, and State Extension Director W. B. Wood spoke on the importance of agriculture in our general economy. The extension agent discussed the importance of agricultural production in Montgomery County.

The program later was established as an alternate year exchange. One year industry was host to the farmers; the next year farmers were hosts to their industrial friends.

Last year the Farm-City Committee tried a new angle. Downtown

Kiwanis Club members and wives, invited to a farm tour, assembled at the county fairgrounds, 10 blocks from downtown Dayton. A chartered bus took them to a modern dairy farm to watch the evening chores. They were welcomed by their host and joined by members of the Farm-City Committee, who acted as tour guides.

Smaller Groups

At this point the guests were divided into groups of 12 so they could tour different phases of the operation simultaneously. They saw such operations as feed grinding, corn silage unloading, and milking in a herringbone milking parlor. The milking operation drew the greatest attention.

After the tour the guests were taken by bus to a country-style chicken dinner. A question and answer period followed the meal.

Discussion of the farm operation included comments on capital investment, production cost per hundredweight of milk, hours worked per year, selling price per hundredweight of milk, and health inspection.

Comments by members on the tour indicate some of the benefits and impressions they experienced.

One prominent businessman who had grown up on the farm commented, "They certainly have made a lot of scientific changes in agriculture, particularly dairying, since I was a boy."

One homemaker remarked, "I am deeply impressed with the cleanliness of the milk produced."

Perhaps the most significant remark was that of a homemaker who said, "Never again will I complain about the price of a bottle of milk after having seen all the labor and the cost necessary to produce it."

Encouraging Outlook

The Farm-City Committee members thought this activity was the most successful tour ever held. They felt that the smaller group became friendlier and more enthusiastic. The visitors were able to discuss what
(See *City Meets Country*, page 108)

Farm-City Tour

Helps Promote

Understanding

by CLAUDE G. SONGY, JR., County Agent Ascension Parish, Louisiana

PROGRESS in our society depends on mutual understanding and cooperation. This is essentially what Kirby L. Cockerham, extension entomologist, told a group of Louisiana businessmen. His talk followed tours of a ranch, meat packing company, and supermarket which illustrated the same idea to this group.

Cockerham was speaking to a group of farmers and businessmen at a luncheon in Gonzales, La. This gathering was one of 6,000 groups throughout the U. S. and Canada which met during Farm-City Week in November.

The aim in each case was, "... to learn more of this interdependence ... to see some of the changes which all are experiencing, to view their accomplishments, and to try to see what is ahead for each," Cockerham said.

Farm Operations

The Gonzales group included 35 local businessmen who were taken on a tour of the beef cattle industry—from production on the ranch, to sale of retail cuts in a supermarket.

First stop on the tour was one of two farms operated by brothers. The two farms total 2,500 acres of pastureland on which 1,100 brood cows graze. Main objective of the operation is the production of milkfat calves, weighing from 400 to 500 pounds.

Livestock has taken first place in agricultural rank in Louisiana, making it the 15th State in the nation in this enterprise.

When the businessmen arrived,

they were shown to the corral where newborn calves were being vaccinated, castrated, and marked. Older calves were being selected for market. Cattlemen willingly answered all questions.

A pasture tour to see the remainder of the cattle completed the farm visit.



The businessmen were then taken to a meat company to see the slaughtering operation. This is a large, modern facility, capable of handling over 200 animals a day.

The group was particularly impressed with the speed and skill with which animals were dressed. In the large chilling room, the meat company owner explained how carcasses were inspected and graded.

Later at a large supermarket in Gonzales, the tour group watched a side of beef being made into various retail cuts. They saw each cut weighed, priced, wrapped, and placed on the counter.

Again questions and answers flowed freely. Questions included: How many steaks are there in a side of beef? How can you tell if the meat will be tender? Why are some cuts more expensive than others?

From there, the tour led to a luncheon (juicy steaks) and the talk by Mr. Cockerham.

Cockerham attempted to show how closely related agriculture and other businesses are. He explained,

"Modern technology has had a powerful influence on all our lives and is responsible for the need of continuing adjustment. At one time, we were afraid that technology was going to eliminate many jobs, instead, new jobs have been created."

Showing Cross Dependence

Cockerham continued by explaining how the U. S. has moved fast from a 90 percent rural population before the Revolutionary War to an 85 percent urban population today. This means that 15 percent of the population is capable of producing more than enough food for the country.

This minority group of farmers, the businessmen were told, is today consuming 6½ million tons of steel (exceeded only by the auto industry), 15½ billion gallons of petroleum, 50 million tons of chemicals (largest user in U. S.), and 15 billion kilowatts of electricity (largest user).

Emphasizing interdependence, the speaker explained that farm people look to the city for food; machinery; chemicals; job opportunities for surplus labor; processing plants; distributing systems; finances; and health, education, and police services.

The Agribusiness Picture

Farmers have made progress in the same long stride that the rest of the country has. Average yields of cotton, sugar cane, and rice have increased from 50 to 100 percent. Dairy cattle are giving 15 percent more milk, while broilers are finished in 8 weeks instead of 12. Total farm production has increased 50 percent, while production per farm worker has increased 75 percent.

We told our city audience that there is a \$16 thousand investment for each farm worker in Louisiana. That pictured the size of the farm business in terms they could understand.

This group of businessmen, like thousands of others around the country, saw a new side to the agricultural industry. Our group included bankers, insurance company representatives, farmers, and merchants. We feel we've shown agriculture's story to people who should know it.

CITY MEETS COUNTRY

(From page 106)

they had seen while riding to the different stops.

The committee was aware that progress in telling the success story of agriculture is slow. To date we have reached only a small percentage of the county's urban population. However, progress is being made, and if the program can be duplicated in some form throughout the U. S., then we will be able to bring about better understanding and working relationships between industry and agriculture in our nation.

PUBLIC IMAGE

(From page 98)

carried on a program through a rural-urban committee. In addition to farmer-businessmen tours and a 4-H barrow show and sale, the committee sponsors a county achievement program. Evaluating results of this overall program, the county agent observed:

"Activities are planned jointly . . . All have increased the good will and better understanding between city and country people of this and adjoining counties. Many businessmen, farmers, 4-H club members, and parents have commented favorably on the fine relationship between rural and city people in this county."

Much effort goes on the theory that "there is no better place to develop good relationships than at the dinner table." Luncheons, banquets, barbecues, and ice cream suppers have served as excellent common meeting ground for farm and city folk.

Service clubs combine their talents and facilities to bring these groups together. The State extension staff contributes speakers.

Another county agent each week sends a letter covering agricultural items of mutual interest to some 200 business and civic leaders. One month he included a page on food costs. This points to one of the most widely held misconceptions which blames farmers for "higher food costs."

From a highly industrialized county, the agent reports that 150 farmers

and their wives were guests of 50 businessmen for a luncheon and tour through a large farm equipment manufacturing factory.

While a panel of farmers and businessmen discussed their problems of the 1960's before a rural-urban audience at a service club luncheon, the discussion was taped. This tape served as the program for several other meetings.

Understanding Develops

Women leaders of various State farm and city women's organizations carried on programs aimed at better understanding between the groups. Most popular included visits to farms and farm homes, meat cutting demonstrations, and style shows.

Our community life is undergoing vast changes due to the tremendous impact of a vital expanding agriculture and industry. But whenever farm and city people get together, whether for a sandwich and glass of milk or at a meeting, they learn more about each other. They exchange facts instead of rumors; friendship replaces misunderstanding. In sum, they reach a lasting, fuller realization of the interdependence of farmers and city workers.

What is the net result of all our effort? It adds up to a clearer, better public image of agriculture.

URNS THE TRICK

(From page 105)

Gazette, December issue, 1927. On page 13 an automobile advertisement of one of the 'low price three' lists the two-door coach at \$595.00. On page 66 there appears an article relative to egg prices. It shows best eggs selling in Chicago for 51 to 54 cents per dozen.

"The consumer who thinks food prices are high now should, it seems to me, compare the relative increase in price of non-agricultural products as compared to agricultural products—especially food.

"Has the price you pay for eggs, milk, butter, cheese, bread, corn meal, etc., advanced in price—yes, even meat—as much in comparison as has non-agricultural necessities? Efficiency in farm production and marketing undoubtedly makes the difference."

When nonfarm people and farm people are serving on the same team, to further an educational program that will benefit all, the exchange of ideas pertaining to problems of their respective occupations becomes a habit.

To sum it up, we Clay County agents think the best way of telling agriculture's story is to make non-farm people an important part of our extension program.



Almost two miles of cars make the annual Livestock Tour in Clay County.

Mutual INTEREST FURTHERS Mutual UNDERSTANDING

by R. W. CRAMER, *Chautauqua County Agricultural Agent, New York*

To know a person is to be interested in him. And the same goes for his business.

In Chautauqua County, many city people know farmers and farm families personally. They can talk intelligently within their own groups about agricultural problems.

By the same token, many farmers can walk into leading stores, call owners and managers by their first names, and talk over business.

Unusual? Outstanding? Perhaps not. But this county's program of rural-urban relations has paid big dividends.

Chautauqua is not a rich county. Alternative opportunities for farmers have not been plentiful. Neither has suburbia spread rapidly.

Jamestown (population 42,000) is a furniture city. Dunkirk (population 18,000) is a steel city. The balance of the county (population 145,000) is dependent on our 3,000 farmers and our \$20 million annual agricultural industry.

Idea Germinates

Fortunately we have had, through the years, aggressive agricultural leadership with vision and purpose. Our rural-urban relations program started about 20 years ago when the county agent and a group of farmers invited a group of businessmen from Jamestown to tour a sugar bush operation (maple syrup).

Following the tour, the joint group sat down to pancakes, sausage, maple syrup, and coffee. These leaders saw the need for better and more wide-

spread understanding of each other's problems. They felt that if different segments are going to live together and plan together both on a national and local basis, they should also understand together.

Both groups were interested in expanding this event. And it has continued as a joint extension service-chamber of commerce project.

Present Operations

This annual event is called the Jamestown Chamber of Commerce Sugar Bush Tour, but the itinerary includes dairy farms and other points.

Traveling in buses, the group normally visits two sugar bushes, two other farms, and ends up in a rural community for dinner.

Our plan includes having at least one farm leader as a member of each service club. This gives him the opportunity to function as a member of the group.

At least two rural-urban days are held annually by one service club. In this case, business people invite farmers and normally arrange for an outstanding agricultural speaker.

Annual Meeting Expands

About 12 years ago extension moved its annual countywide business meeting into Jamestown for an expanded annual meeting. The following year, the Jamestown Chamber of Commerce served as host to extension's annual meeting and provided entertainment, awards, and refreshments. More recently,

the Jamestown and Dunkirk Chambers of Commerce have alternated as hosts.

Agriculture and extension played a considerable part in the Jamestown City Centennial last year. Rural groups and farmers organized a cow-milking contest, an agricultural parade, and a joint farmer-businessman luncheon.

Understanding Adds Up

Many of our urban neighbors know something about the investment and work involved in farming and the returns farmers can expect for their labor. City people know about the work behind a gallon of maple syrup. And they know that the farmer gets 10 cents from the 27 cents they pay for a quart of milk.

Many urban people and city leaders are aware of the Extension Service and its functions. And through the years we have noticed a more sympathetic press and radio.

We have no doubt that the people of Chautauqua County (rural or urban) have benefited from our program for better rural-urban relations.

TELL BUSINESSMEN

(From page 103)

to reach more people with the agribusiness story.

A kit pertaining to agribusiness was prepared for county extension agents to use during Farm-City Week. This kit contained materials which would be useful in discussing and pointing out the importance of agriculture to nonfarm groups.

The agribusiness concept has been incorporated into the 4-H club program, using an adaptation of Pennsylvania's Town and Country Business Program. In Texas, this program provides for 3 years of activities in agribusiness, marketing, and economics in daily living.

Through a better understanding of the importance of agribusiness, the agricultural industry in Texas will continue to grow and become more efficient. This is important to the economy of Texas because so many people, both in cities and in rural areas, depend on agribusiness either directly or indirectly for their livelihood.



by **ROBERT E. WHITE**, *Grand Isle County Agent*, and **KAY WEBB**, *Acting Editor, Vermont*

OVER 80 city folks were waiting at the door of the Grand Isle Creamery to "see how this country milk plant handles 30,000 quarts of milk daily" one July morning in 1959.

It was only 8 a.m., and these people were on vacation. But they wanted to see what was on the Tour for Summer Visitors arranged by the Grand Isle County extension office.

An even larger group—125 men, women, and young boys and girls—turned up at the prosperous dairy farm of Dr. Charles Stephenson the same afternoon. They listened with interest—even amazement—when the county agent told them that this 280-acre farm, with 70 head of dairy stock, represented a \$50,000 investment.

You could just see some of the businessmen start calculating as they asked about the cost of a new tractor and a new baler. In a mimeographed handout we listed the major items of expense for an average farm as well as for an excellent farm. We quoted the total milk production and the total investment in machinery.

Milking Time Visit

The highlight of the tour was the milking operation for which the visitors waiting impatiently. We were too busy keeping the people from all rushing into the stable at once, to stop to take pictures. It was like fighting a department store sale.

We had to explain that aside from the lack of room, we couldn't let more than a few into the well-scrubbed barn at a time. They had no idea that cows were temperamental and, if disturbed by a lot of noise, would not give their normal volume of milk.

The year before, a pen stable operation was included in the daily tour. This worked out well, for only 5 to 6 people could enter at one time. However, too mechanized an operation doesn't have the interest of a more conventional dairy farm.

Tourists, small groups at a time, watched with eager curiosity as a cow was prepared and milked, and the milk was strained and cooled.

They learned with great surprise that the farmer only received 10 to 12 cents for every quart of milk. (We gave them the figure in quarts, realizing that a hundredweight of milk wouldn't mean much to city folks.)

They were also interested in the creamery plant, especially the weigh sampling and laboratory testing for fat and quality. We invited the people to ask questions, so they stayed until noon.

As well as a fact sheet on the plant, we distributed the extension publication, *Good Tasting Milk*, which explains the Vermont quality-flavor-control program. For the homemakers we had the extension leaflet, *Milk Tastes the Best—how to handle milk in the home to retain its good flavor*.

The project was started several years ago to show city people the

value of milk and milk products. The largest town in Grand Isle County is only a village by metropolitan standards. But in June and July the population triples as vacationers arrive from all parts of the Northeast.

Our main problem was to let these folks know about the tour. Few vacationers read the local papers, so the first year we wrote letters to all of the hotels, summer camps, and summer cottages. The second year, the State extension office printed a small poster for us. Milkmen distributed this with their door-to-door deliveries, and the grocery stores used it as a basket stuffer. Everyone cooperated.

Far-Reaching Impact

We've had visitors from the metropolitan areas of New York, Pennsylvania, Connecticut, New Jersey, and Massachusetts—also Canada, Malaya, and the Netherlands. Sometimes I've seen familiar faces as visitors came back for a second or third tour.

Many visitors have shown their appreciation for this opportunity to see how the farm business operates. One man, a Federal Land Bank official from Massachusetts, wrote to thank us for the tour after returning home. Another visitor, a teacher from Katonah, N. Y., planned to use the dairy tour as a classroom study subject.

Dairy tours for summer visitors in Vermont are effectively telling agriculture's story to the nonfarm public.



Vacationers were especially interested in the fat and quality testing at this Vermont milk plant.

Feed Grain Program —A Team Job

Success of the 1961 Emergency Feed Grain Program reflects cooperation and coordination—and fast-moving informational and educational work—by Cooperative Extension and ASC workers. Hats off to all who helped!

We think you'll be interested in the letters reprinted below.



FES Administrator E. T. York, Jr. (left) and CSS Administrator Horace Godfrey examine an exhibit of extension informational and educational materials on the Feed Grain Program.

April 25, 1961

May 3, 1961

Dr. E. T. York, Jr.
Administrator
Federal Extension Service

Dear E. T.:

In the current feed grain program we have the best example of teamwork between Extension and CSS that I have had the pleasure of witnessing, and my experience in the Department, as you know, goes back quite a few years.

We feel we are getting excellent support from your agency as well as from cooperating State Extension Services, and we are very grateful.

Having known you for a long time, I have the utmost confidence that your leadership in Extension assures continuing cooperation in all programs of benefit to farmers. I want to assure you that we in CSS are equally devoted to the principle and practice of cooperation and will work with you to the best of our ability.

Let me underscore my statement to you as you assumed your new duties. That we will welcome any suggestions you may have for the improvement of our programs or our working relationships.

Sincerely yours,

Horace D. Godfrey
Administrator

Mr. Horace D. Godfrey
Administrator
Commodity Stabilization Service

Dear Horace:

Many thanks for your thoughtful letter of April 25 concerning the cooperative effort in the Feed Grain Program. I am delighted to have your evaluation of what Extension has been able to contribute to this program.

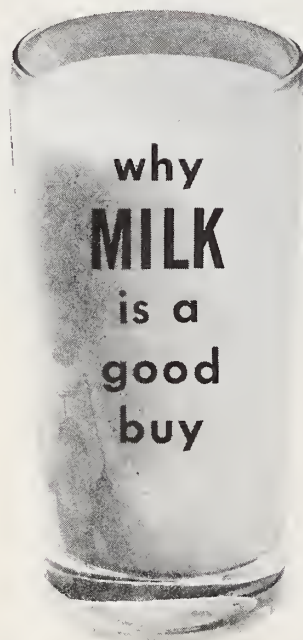
I think you know that this concept of cooperation exemplified in this particular instance is certainly very basic to my thinking, and we shall always try to maintain this type of relationship.

Please call upon us whenever we can be of assistance, and let us have your suggestions and ideas at any time concerning ways in which we can more effectively carry out our responsibilities.

Thanks again for your thoughtful letter.

Sincerely yours,

E. T. York, Jr.
Administrator



MILK is a good buy. You know it, but do consumers know it?

Unfortunately, no. The average consumer doesn't realize that food, and milk specifically, is a good buy in terms of today's prices and incomes.

Take this scene at a local supermarket for example. Checkout girl: "The amount is \$12.91." Shopper: "No wonder the farmers are getting rich!"

But look at what was bought—6 bottles of soft drink, 3 pairs of stockings, 2 long-playing records, 50 lbs. of softener salt, 1 mop, 1 egg beater, 1 qt. of milk, and 1 box of dry cereal.

The groceries (milk and cereal) came to 52 cents. The farmer's share of the sale was about 13 cents (10.9 cents for milk, 2.4 cents for cereal).

Since supermarkets have returned to the old general store lineup of merchandise, the fact that food

really is a bargain is hidden. Given the correct information, consumers will appreciate the efficiency of our farmers in supplying high quality food at low prices.

Let's take a look at some facts.

Milk's Real Price

The real price of milk is determined by the amount of work a consumer has to do to earn enough money to buy it. In these terms, the real price of milk has dropped steadily in recent years.

The U. S. Bureau of Labor Statistics has data going back to 1890 on the price of milk and on the number of minutes of factory work required to earn the price of a home-delivered quart of milk.

For example, in 1890 the average hourly wage was 16 cents. Milk averaged 6.8 cents a quart, so it required 25.5 minutes of work to buy a quart of milk.

In 1914, the average wage-earner worked 22.9 minutes to earn enough for a quart of milk. He worked 15.3 minutes in 1929, 9.5 minutes in 1947, and only 6.8 minutes in 1959 to earn the price of a quart of milk.

During this time, average hourly wages and the retail price of milk both increased. But wages rose at a faster rate, so it took less time to earn the cost of a quart of milk.

To the consumer, today's real price of milk can be explained simply: the farm price for milk has changed little during the last 10 years—but it costs more to market it—so the retail price is higher—but incomes are even higher than that—so it takes a smaller part of your income now to buy a quart of milk.

There are three major steps in milk's trip from farm to consumer—collecting, processing and bottling, and distributing.

The shopper in the supermarket example would have been surprised to learn that the dairy farmer received only 10.9 cents of the \$12.91 bill. Here is why.

When you buy a quart of milk, the farmer gets 10.9 cents. The marketing system gets about 13 cents for assembling, processing, retailing, delivery, and other expenses; and 1 cent profit before taxes.

During 1960 each American, on the average, consumed 1,488 pounds of food. Milk and milk products, except butter, provided 28 percent of the total food supply. Dairy farmers received only 19 cents from each food dollar.

Good Food Value

Milk supplies protein for muscles and other tissues, fat and sugar for body fuel, minerals for bones and other tissues, and vitamins essential to growth and health.

The calcium and phosphorus build and repair bones and teeth, aid in clotting of blood, and help regulate muscular and nerve action.

Milk's protein builds and repairs tissues, and supplies energy. And milk-supplied vitamins promote growth, keep bodies healthy, and protect them from infection.

Milk is one of the cheapest foods in terms of food value. Its quality has been improved in recent years because it is produced under more sanitary conditions, nearly all of it is pasteurized, much of it is homogenized and has vitamin D added, and it is kept cooler during marketing.

Since there is practically no waste in the preparation and use of dairy products, the homemaker gets a full pound of usable product for each pound she buys.

The consumer has a real food bargain in milk.