

AGRICULTURAL EXTENSION SERVICE
NORTH CAROLINA STATE
OF THE UNIVERSITY OF NORTH CAROLINA
AT RALEIGH

AGRICULTURAL EXTENSION SERVICE
AGRONOMY SPECIALIST

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RALEIGH, N. C.
27607

MEMORANDUM

TO : Members of the Steering Committee of the All-Practice
Demonstration Group
FROM : *E. R. Collins*
E. R. Collins, In Charge, Extension Agronomy
SUBJECT : Minutes of the Meeting on January 9, 1965

Attached are the minutes of the Steering Committee Meeting of the All-Practice Demonstration group held on January 19, 1965 at the North Carolina State Faculty Club.

Please note that the discussion and committee reports are summarized in nine points on pages 1 and 2. This summary precedes a more detailed account of the proceedings.

May I have any suggestions or corrections in order that these may be added to the minutes..

ERC/ds

Enc.



MINUTES OF THE STEERING COMMITTEE OF THE
ALL-PRACTICE DEMONSTRATION GROUP
January 19, 1965
N. C. State Faculty Club

Summary of discussion and committee reports.-

1. Use existing commodity organization structures as far as possible in determining the need for, and methods of carrying out, all practice demonstrations.
2. It appeared obvious that industry was not being involved early enough in the planning stages for all-practice demonstrations. Counties that had involved industry in the planning organization and execution, along with the selected cooperators, seem to have less problem in getting the cooperation of all concerned. Ask each industry to designate someone to be the contact person and to be responsible for necessary supervision on a regular basis.
3. The productive level of the selected cooperator will be determined by the objective of the program. Place emphasis where the greatest impact can be developed. Place more responsibility on the cooperating farmer. Do not spoon feed him. Expand program into new communities and to the entire county as rapidly as possible.
4. Donated materials were not considered generally desirable, and sometimes detrimental to most effective all-practice demonstrations. Going over the operational procedure carefully with the cooperating farmer decreased the amount of supervision necessary and the number of mistakes.
5. No good answer appeared to be forthcoming relative to the desirability of adjusting the farmer's equipment versus putting in the demonstration with adjusted equipment taken to the farm. It was pointed out, however, that when the farmer's equipment was adjusted, it left the farmer with a better knowledge of how to do the operation next year, even though it took more time on the part of the supervising personnel the first time. The possibility of community equipment or custom operation was also brought into the picture.
6. Careful use of the results can improve the effectiveness of the demonstration. In some cases the cooperator is very effective in disseminating the information to the community. In other cases, the cooperator resents the use of his yield data at the

county or state level. It was felt that each county should handle the release of their individual data to be most effective under their conditions.

7. The general summary as given for the 1963 all-practice demonstration was generally approved by the committee for the 1964 summary.
8. The Soil Testing Laboratory reminds you that a special service will be given to soil samples from all-practice demonstrations when they are clearly marked.
9. It was suggested that the all-practice brochure be mailed to all counties and a copy is attached. Additional copies are available through regular channels.

The Chairman, George Smith, called the meeting to order at 10:15 and reviewed the history of the all-practice demonstration program in North Carolina. The first meeting of the Steering Committee was held on December 16, 1961. The commodity groups were organized for corn, cotton, peanuts, and soybeans in January 1962, small grain in June, 1962, and burley tobacco in December 1962. Also, a short review was given relative to the progress and participation which has been covered in previous minutes of the all-practice demonstration meetings.

The chairman called on district agents and county extension chairmen to review their experiences relative to involving industry in organization, planning, and carrying out all-practice demonstrations. Comments were made by Clyde Peedin, George McDaniel, Charles Turner, J. A. Spaulding, Ralph Sasser, J. W. Ballentine, Chester Williford, Mark Goforth, and Paul Dew.

Comments indicated that better farmers were frequently selected for demonstrations because of their ability to follow through with the suggestions given. The average farmer requires more supervision, and requires working with longer before new practices are picked up. Particularly with the average and below average farmer, it was necessary to be present when each practice is carried out to be sure that it is done in line with recommendations.

Some reports indicated that industry was relied upon to supply the material for these demonstrations. In other cases, the reports indicated better success when the cooperating farmer supplied all of the materials and equipment needed to properly carry

out the demonstration. There is strong feeling on the part of some that demonstrations were much more effective when the farmer supplied the materials and equipment necessary, except for new products that were generally not available.

Grover Dobbins reviewed the organization of one county that was set up on the commodity basis, with sub-committees to carry out supervisory responsibilities. These commodity committees met with the farm cooperators and reviewed the plans for carrying out the demonstrations. In each case an effort was made to have the person responsible for supervising the demonstration at this meeting. Procedures were discussed on how to carry out the recommended practices and adapt available equipment for the conditions encountered. The results were particularly outstanding in that all members of the commodity committee, and the farmer cooperators, were familiar with the procedure and each knew the part that he was responsible for supervising.

Several comments were made relative to the advantages of taking below average farmers, average farmers, and above-average farmers, in order to make the greatest contribution to raising the lower yields and also determine the potential of the crop in the community.

Charles Turner indicated that they selected top producers that would do a good job the first year; below average farmers on the basis of bankers record the second year, with the extension staff attempting to do all the work themselves; with an expansion and cooperation of other groups the third year. He indicated that the demonstration resulted in spread of this information by those seeing the demonstration; also, by others attempting to beat the yield of the all practice demonstrations. He also indicated that it was desirable to follow through beyond the production stage and emphasize the utilization of the grain produced.

Mr. J. C. Spaulding reviewed the background of the earlier corn demonstrations and the need for the agents to have confidence in the suggested practices. He indicated that most agents had gained confidence in the production practices but felt that industry may not have the same confidence as the agents that have been closely

associated with the demonstrations. He used the example of Bertie County where the first year of the demonstration was primarily to sell the agent, the second year to sell the people, and the third year to launch a general program in the county.

Several agents indicated that involvement of the people were necessary. Use of the extension advisory board, commodity committees and community committees were very effective arriving at the need, the practices necessary to improve the situation, in developing a workable program for selecting the cooperating farmers, and in getting the demonstrations set up and properly supervised. In one county, a group of business firms joined together to advertise the bundle of practices agreed upon by the committee; also, to point out the practices less frequently followed by the farmers. These paid advertisements in the newspapers and on the radio were effective in getting the attention of the people.

One thought was expressed that 10 to 12 demonstrations are desirable because this is sufficient to justify assigning sufficient time to do the job right. This permits the person assigned to be present when each practice is carried out, make weekly visits and print a booklet listing the agri-business groups cooperating. There was considerable discussion relative to the publicity that should be given to the results. Part of the group felt that county and state publicity was desirable. Perhaps more persons felt that the demonstrations would be adequately discussed in the community where the demonstration would be most helpful.

It was frequently pointed out that it was difficult to get help from industry except for taking soil samples, etc. It was also pointed out that industry was very seldom involved in the planning stages of the all-practice demonstrations. Counties that involved industry in the early planting stage appeared to think that industry cooperation was not much of a problem.

No good answer was given to how to handle the lack of adequate equipment on the demonstrator's farm. Time involved by the supervisory force was less when the equipment was taken to the field already adjusted, or when equipment was borrowed from

a neighbor. It was pointed out in this case, however, that the farmer did not have a piece of equipment properly equipped on his farm to plant the rest of his crop for the year of the demonstration, and following years.

Chester Williford indicated that many segments of agri-business were supervising their own customers in all-practice demonstrations with satisfactory results. Also, that three communities were set up where an industry man was trained to supervise these demonstrations. The increase from 30 to 55 thousand bales of cotton in the county is an indication that progress is being made.

Mark Goforth pointed out that the bankers have what they call a "Key Banker". He is the contact man for the Extension Service. The question was asked as to whether this might not also be effective for other segments of agri-business.

Paul Dew indicated a slightly different organization with a farm equipment committee, a bill board committee and a publicity committee. The 6 all-practice participants were volunteers. These farmers were brought in for an explanation of the program. It was felt that this was adequate for the farmers to be able to carry out the program satisfactorily without each field operation being watched by the agents.

Dwight Bennett pointed out that all-practice demonstration comparisons with farmers' yields were frequently misleading because the farmer modified many of his practices to improve his yields. Some of the all practice commodity committees do not require check areas because of the misleading results.

The discussion was continued after lunch by representatives of industry.

E. Y. Floyd pointed out that the industry wants to see the educational agency be in the forefront on education. Also that the nitrogen group had indicated that they had gone about as far as they could with a single variable, nitrogen, in demonstrations. Therefore, it was necessary to pay more attention to the other farm practices used. He indicated that he felt that we should be working with the average, below average, and top farmers in order to move the lower group forward and also show the potential of production. He recognized that the lower group would need the greatest amount of

supervision. As the industry gets a better understanding, he feels that there will be fuller cooperation.

Norfleet Sugg pointed out that the objective of industry and extension were the same, namely, to get the maximum results for the people. He indicated that the all-practice demonstration approach was so good that it was being looked at by other states. He pointed out that the all-practice demonstration approach is simply a vehicle, and that we should be giving careful thought to what to do in the future. He felt that greater emphasis should be placed on selling the all-practice demonstration program to the top of agri-business and not to the small dealer who sells a small amount of material. He pointed out that industry is very much interested in the program but that they like everyone else had a full schedule.

Nance Barron added that it will take much longer to work with those in the low yield level than with the better farmers. Mr. E. Y. Floyd had pointed out that some Virginia county agents were envious of the outstanding programs carried on by some of the border counties in North Carolina. Nance indicated that the mountain of conceit was also favorably viewed by some of the counties across the line in South Carolina.

George Hyatt told the group that the 1.6 in '66 Program was progressing nicely with plans to intensify our efforts in 1965. He pointed out that the new all time high state yields were made on most crops in 1965. He told the group that plans were now underway for a new and better program to replace the 1.6 in '66 now in progress.

Following this discussion, the committee was divided into four groups with the following charge:-

1. Set up an organizational structure that will permit involving all county forces in an all practice demonstration program.
2. Develop procedures for carrying out an intensive all-practice demonstration program in the county. This should involve all segments in active supervision of these demonstrations to bring about an attitude change relative to the economical potential of the commodity selected.

In setting up this program, keep in mind the necessity of bringing about behavioral change so that the group of practices will be adopted by the demonstrator and by his neighbors.

The following are the group reports.-

Group I

1. Redefine "All-Practice". Is it a demonstration or program?
2. Involve everyone concerned in all stages, from planning to completion.
3. Call the industries concerned into caucus and let them designate someone to be responsible for his part of an all-practice demonstration.
4. Have a representative from each represented industry.
5. Form county all-practice committees from members of already existing county organizations such as county livestock associations, etc. Don't over-organize.
6. Involve agricultural education, FHA, banks, etc.
7. Ask insecticide dealers or manufacturers, for example, to supervise insect control on a demonstration on a regular basis.
8. Publicize results through newspapers, radio, etc. Stress net profit.
9. Place more responsibility on the farmer, don't spoon feed him.
10. At this time, work with those who can show greatest net profit, not necessarily where largest improvement can be shown. This will come later.
11. Include new practices as they become available.
12. Expand one field into a community, increase number of communities and those communities into a county.

Report by Nance Barron, Secy.

Group II

1. The aim is to get increased participation of farmers and business representatives.
2. How to get increased participation?
 - a. Develop a better overall plan - Do not expect business firms to donate materials (for example). Make your contacts at all levels from the administration to the county dealer.

- b. Planning equipment is critical - adjusting the individual cooperator's equipment takes too much time.
- c. Publicity is important - make information available to all. Results should be disseminated statewide. It is felt that there is a need for a publicity committee at the state and local levels.
- d. In trying to organize an all-practice committee, use existing commodity production committees to build the all-practice demonstration program.
- e. It was suggested that community ownership of some equipment might be desirable. This may be a next step beyond the all-practice demonstration.

Report by George Capel, Chairman

Group III

- 1. The all-practice program is an educational program - a training aid for industry people within the county.
- 2. Procedures should be worked out by the county with the county advisory board aware of the all-practice program and helping to identify the problem area.
- 3. Industry should be brought in at an early planning stage.
- 4. Use top management of farmers.
- 5. It was suggested that state committee be represented at a wider area.
- 6. Suggestions were made that the all-practice demonstration program be tied into the area associations, that the list of all-practice committees of the state level be mailed to each county, and that the publicity given results be left up to the county.

Report by Paul Dew, Chairman

Group No. IV

The all-practice demonstration is a teaching tool designed to teach people to use available agricultural technology.

All counties have existing county advisory boards and commodity organizations. These should be utilized to pin point overall county problems and needs - do not over organize.

These organizations can be expanded either formally or informally into all-practice demonstration committees. All segments of agriculture, including key farmers, and agri-business should be involved. Participation by all involved should be voluntary in order that industry may benefit through better customers.

The initial organizational meetings should be called by county extension chairmen. Selection of the demonstrator should be made by the entire group.

Demonstrations should be primarily carried to conclusion by the farmer with necessary supervision by members of the all-practice committee.

The results of the demonstration should be used in the most efficient way to influence local adaptation. The use of individual tests at the state level should be minimized.

Report by R. L. Robertson, Chairman

The discussion following these reports reviewed the advantages and disadvantages of county-wide and state publicity of individual results. The secretary read part of the summary report for 1963 and it was agreed that this was generally satisfactory for the state level.

It was brought out that the Soil Testing Laboratory will give special handling of all practice demonstrations soil samples if they are so marked.

George Smith was requested to write the county extension chairmen and county agents to get their report in from the 1964 all-practice demonstration. Also, that a copy of the all-practice demonstration brochure should be sent to all agents.