

ATTACHMENT IV

Examples of types of Extension work  
included in each Purpose

NOTE:

1. No increase in money is being requested in 1970 for elements; Pesticide Safety and Forestry Production and Marketing. Your 1970 column may, therefore, be left blank for these two elements. You should, however, enter the 1969 increase distribution, as applicable, for your State.

2. Some changes have occurred in the Purposes for the following areas, since the time you completed your projected fund increase distribution for 1969. You may, therefore, want to review these and develop new 1969 figures in addition to those for 1970.

- a. Farm Income - Purpose 04 - Clarified.
- b. Foods and Nutrition - Reworded, with provisions for programs specifically designed to assist individuals with low incomes (\$3,000/year or less).
- c. Family Living - New Purposes, with provisions for programs specifically designed to assist individuals with low incomes.
- d. Recreation, Wildlife, and Natural Beauty - Two Purposes added (80 and 81).
- e. Forestry Production and Marketing - All marketing and utilization has been included in one Purpose (88).

3. Each Extension Purpose which has been changed or reworded, is underlined for your convenience.

ATTACHMENT IV

October 5, 1967

1. EXTENSION ELEMENT - IMPROVING FARM INCOME

Extension Purpose

- 01 To help farmers understand external factors that affect the farm business.

Examples of programs in support of this purpose include topics such as; domestic and foreign economic outlook, trade, Government policies, programs, etc.

- 02 To help farmers become more effective managers through increasing decision-making skills and business operation skills.

Examples of programs in support of this purpose would cover such topics as; business analysis, organization, factors of production (land, labor, capital), optimum resource combination, technical management factors, enterprise management, etc.

- 03 To help farmers become more effective managers through familiarity with current machine and structure technology, knowledge of how to adapt relevant technological advances to their individual needs in the areas of production systems (including farm structure).

Examples of programs in support of this purpose would cover topics such as economical construction, functional design, maintenance of buildings, equipment maintenance, materials, handling systems, etc.

- 04 To help farmers become more effective managers through familiarity with current plant and animal technology and knowledge of how to adapt relevant technological advances to their individual needs in areas such as; reproduction, breeding and selection systems, etc.

Examples of programs in support of this purpose include topics such as; livestock stock performance testing, dairy herd improvement, beef carcass evaluation, certified seed production, new variety selection, etc.

- 05 To help farmers become more effective managers through familiarity with current nutrition and feeding technology and knowledge of how to adapt relevant technological advances to their individual needs.

Examples of programs in support of this purpose include topics such as; least cost rations, feed analysis, soil testing and analysis, fertilization application, growth regulators, etc.

- 06 To help farmers become more effective managers through familiarity with current disease and pest control technology and how to adapt relevant technological advances to their individual needs.

Examples of programs in support of this purpose include topics such as; chemical weed and brush control, insect surveys, spray - pesticide chemical application programs, eradication of plant or animal disease campaign, rodent control, etc.

2. **EXTENSION ELEMENT - AGRICULTURAL PRODUCTION CAPACITY (SOIL AND WATER CONSERVATION)**

Extension Purpose

- 11 To involve community citizens in the selection, planning, and implementation of soil, water and natural resource conservation projects.

Examples of programs to support this purpose, may include topics such as; feasibility of the conservation of natural resource projects in the community, the economic and/or conservation benefits of the project, agency cooperation, community resources, effect on related community programs, etc.

- 12 To provide technical support for watershed improvement projects.

Examples of programs to support this purpose are; watershed needs in the community, the operation, construction, maintenance of the watershed, technology of watershed maintenance, organizing watershed improvement, etc.

- 13 To encourage and provide technical support for multiple use of natural resource projects, and to advocate conversion of appropriate single purpose projects to multiple use.

Examples of programs to support this purpose includes; soil and water conservation assistance, agency cooperation, support of projects, uses of the watershed projects multi use of soil and water resources and conservation projects and their appeal to the public, etc.

3. EXTENSION ELEMENT - AGRICULTURAL MARKETING AND DISTRIBUTION SYSTEM.

Extension Purpose

- 19 To increase the effectiveness of producer marketing.

Examples of programs to support this purpose include such items as; decision-making in the market place; market requirements; quality requirements; what, when and where to market; market information and outlook for products and commodities; new markets for farm products, new methods and techniques of marketing farm products, alternative markets, marketing orders and agreements, Government policies and programs, abundance of food and fiber (both domestic and international), bargaining, consumer preferences, etc.

- 20 To increase the effectiveness of supply, distribution, and processing firms.

Examples of some topics included to support this purpose are; assisting in evaluation and application of economic and technological economic research results to efficiency and cost reduction, decision-making, alternative solutions, managerial proficiency, planning, internal and external forces affecting farms, management and operational efficiency, etc.

- 21 To improve marketing and distribution systems.

Examples of programs to support this purpose are; coordination of production and marketing, cooperation and coordination of marketing system segments, application of research, management principals, operation technology efficiency in the marketing system, movement of specific commodities from producer to consumer, etc.

- 22 To expand markets for agricultural products.

Examples of topics in support of this purpose are; domestic and foreign markets, market intensification, new and improved products, expanded market areas, alternatives for expanded markets, consumer understanding of products, price quality and type.

- To assist in the development of new and improved processes and products.

Examples of some topics to support this purpose are; applied research to process and product marketing decisions, evaluation and application and utilization technology.

- 24 To assist in the development of new farm supply and marketing enterprises.

Examples of some topics to support this purpose are; new agriculturally related business operation and management, feasibility of new business, etc.

#### 4. EXTENSION ELEMENT - FOODS AND NUTRITION.

##### Extension Purpose

- 38 To improve the ability of low income people (under \$3,000/yr) to make the correct diet and nutrition choices, and to practice safe and economical food preparation, handling, preservation and storage.

Examples of topics for this purpose include such items as; understanding nutrition, improved food habits, and the relationship to health, meal planning, preparation, serving preservation, storage and safe handling of food. Also include topics such as buying and selection of food, other food resources, eg: the home garden, wild games, distributed food and food stamp programs, etc.

- 39 To improve the ability of people, who are not low income to make the correct diet and nutrition choices, and to practice safe and economical food preparation, handling, preservation and storage.

Examples of topics for this purpose include such items as; understanding nutrition, improved food habits, and the relationship to health meal planning, preparation, serving preservation, storage and safe handling of food. Also include topics such as buying and selection of food, other food resources, eg: the home garden, wild games, etc.

5. **EXTENSION ELEMENT - HEALTH (PESTICIDE SAFETY, CIVIL DEFENSE).**

Extension Purpose

- 46 To develop an understanding of pesticides and their safe use. To implement safe practices in order to reduce contamination, illness, and death due to pesticide misuse.

Examples of programs to support this purpose include topics such as: new chemicals, use of chemicals, application and residence of chemicals, protective clothing, contamination, and new pesticide technology for the general public.

- 47 To develop an understanding of the need for using pesticide-chemical safety in food production and in safeguarding the environment.

Examples of programs in support of this purpose include such tasks as: the assemble review, abstract and distribution of research and regulatory information about pesticide-chemicals, and additives (food, feed, colar, etc.) for commercial users. Programs on chemicals information centers and the liaison with industry, government and private organizations concerned with chemicals such as dealers, applicators, federated garden clubs, councils, special interest groups, and others. The curricula, visuals, publications, radio and TV film spots on pesticide-chemical safety, etc.

6. EXTENSION ELEMENT - EDUCATION AND TRAINING--4-H YOUTH AND DEVELOPMENT.

Extension Purpose

54 Acquire knowledge and skills in science and technology.

Examples of programs in support of the above purpose will include such items as: Acquire a sense of inquiry and curiosity; appreciate the importance of research as it relates to practical work experience; understand the relationships of chemical, physical and behavioral science to everyday problems of farm, home, and personal living; appreciate scientific principles and understand the "whys" of technical subject matter; learn how to apply scientific concept to personal work experiments and experiences; increase knowledge and skills in food-nutrition, textiles-clothing, home management, housing and furnishings, and time and money management; understand the importance of agriculture to the community and to the national and international economy; learn about research findings applicable to livestock and plant production; acquire understandings and develop skills in the principles of production, marketing and management; understand the relationships of plants, animals, soils, water, and other resources; and increase knowledge and skills to improve employability, etc.

55 Stimulate personal growth and development.

Examples of programs in support of the above purpose will include such items as: Develop a feeling of self-worth, understand factors necessary for a realistic concept of self and maintenance of personal identity; learn how to function as an individual in a free society; acquire positive personal goals, values and standards; learn basic concepts of home and family living; establish communication techniques for establishing acceptable behavior patterns as family members; learn how to analyze personal abilities, interests and competencies; develop positive attitudes toward work; acquire skills for making and carrying out decisions; increase knowledge and skills necessary for personal appearance, health and physical fitness; appreciate the importance of safety and apply acceptable practices to personal and family living; acquire attitudes and skills for creative use of leisure time; explore avenues for careers in home economics, agriculture, and related fields, etc.

56 Acquire understandings and attitudes toward citizenship responsibility.

Examples of programs in support of the above purpose will include such items as: appreciate institutions fundamental to a democratic society; relate personal values to economic and political citizenship; understand, establish and practice relationships between self and others in homes, groups, community, State, nation and world; understand characteristics of the community; gain skills in community study and action programs; establish communication techniques for acceptable behavior patterns as community members; develop skills needed to analyze public issues; understand the process involved in local, county, State and Federal government; appreciate the importance of natural resources and efforts to improve the esthetics of surroundings; increase knowledge and skills necessary for conducting community health and safety programs; appreciate varying social, cultural, ethnic and economic situations of people and institutions in the world; and learn how to share technology, funds, and materials between young people in the United States and other countries, etc.

57 Develop leadership effectiveness.

Examples of programs in support of the above purpose will include such items as: understand the role of leaders in a democratic society; develop general leadership characteristics for working with, and guiding others; learn about leadership opportunities for youth; **develop leadership skills of young people to lead youth**; develop leadership skills of adults to lead youth; acquire knowledge and skills necessary to function in and maintain groups; **develop competence** to study situations and identify problems; increase understandings necessary to plan programs to meet youth needs and interests; improve abilities to serve as 4-H officers or committee chairmen; and learn how to assume and conduct community leadership tasks and roles effectively, etc.



7. EXTENSION ELEMENT - SERVICES FOR LIVING (FAMILY LIVING)

Extension Purpose

63 Other individuals and families become more effective managers through acquisition and use of technological and economic subject matter, including the various aspects of management, as a basis for decisions about the use of economic and other resources.

64 Individuals from families who have low incomes (under \$3,000/yr) become more effective managers through acquisition and use of technological and economic subject matter, including the various aspects of management, as a basis for decisions about the use of economic and other resources.

Programs to support these purposes should include such topics as; consumer protection services, buymanship, money management, comparison pricing, use of credit, economic outlook, efficient use of time and energy, family values and goals, steps in decision-making. Some aspects of health and safety.

65 Other individuals and families acquire and use technological and aesthetic subject matter as a basis for planning, constructing and maintaining items for personal and family use.

66 Individuals from families who have low incomes (under \$3,000/yr) acquire and use technological and aesthetic subject matter as a basis for planning, constructing and maintaining items for personal and family use.

Programs to support these purposes should include such topics as; principles of design, construction, procurement and maintenance of housing, home grounds, clothing and home furnishings. Some aspects of health and safety.

67 Other individuals and families acquire knowledge and skills for competence in interpersonal relationships, and for total personal development, including child development.

68 Individuals from families with low incomes (under \$3,000/yr) acquire knowledge and skills for competence in interpersonal relationships, and for total personal development, including child development.

Programs to support these purposes should include such topics as; family relations, family communication, role of individual family members, relationships between the family and the community, physical and/or emotional development, various aspects of child development, some aspects of health and safety, etc.

7. EXTENSION ELEMENT - SERVICES FOR LIVING (FAMILY LIVING) continued

- 69 Understand and cope with external factors that affect home environment and home management, including the use of public and private services and facilities.
- 70 Assist those individuals who have low incomes (under \$3,000/yr) understand and cope with external factors that affect home environment and home management, including the use of public and private services and facilities.

Programs to support these purposes should include such topics as; government policies and programs, use of public and private services and facilities, domestic and foreign outlook as it affects the home, some aspects of health and safety.

8. EXTENSION ELEMENT - COMMUNITY DEVELOPMENT SERVICES

Extension Purpose

- 72 To increase citizen participation in both community decision-making and community development programs.

Examples of programs in support of the above purpose will include such items as: the understanding developed about internal and external factors that affect the community and its development, the organization and maintenance of groups, committees, councils, etc.; leadership development, decision-making about community facilities and services, improved conditions for business expansion, development of natural resources, and community environment; orderly development including planning and zoning, TAP, etc.

- 73 To increase the effectiveness of community development programs through Extension's specific support during program planning and implementation.

Examples of programs in support of the above purpose will include such items as: the work that is for programs that have been selected and are now in the process of planning and implementation. May include sewer lines and utilities, facility location and construction, etc.

9. EXTENSION ELEMENT - RECREATION, WILDLIFE, AND NATURAL BEAUTY

Extension Purpose

- 79** To involve community members in exploring the feasibility of recreation facilities and wildlife and natural beauty areas. Community members should also be encouraged to participate in selection of such facilities and areas.

Examples of programs in support of this purpose include such items as: community potentials of recreation, wildlife, and natural beauty developments; feasibility of enterprises, alternatives, management and operation of recreation businesses, etc.

- 80** To improve the operational effectiveness (management, administration) of both private and public enterprises with primary emphasis on recreation, wildlife, and/or natural beauty.

Examples of programs in support of this purpose include such items as: the application of new techniques research findings; experiments to the increased efficiency of private and public recreation; tourism, wildlife and beautification enterprises, etc.

- 81** To encourage individuals and organizations concerned with one area (recreation, wildlife, or natural beauty) to actively explore possible joint (multi-purpose) facilities or areas with other organizations.

Examples of programs in support of this purpose include such items as: joint facility and enterprise developments, exploring feasibility of such combined efforts, the techniques of management and operations for combined recreation, wildlife and/or natural beauty programs.

10. EXTENSION ELEMENT - RESOURCES FOR TIMBER

Extension Purpose

- 87 To improve the understanding and use, by commercial operators, of recent developments in production technology.

Examples of programs in support of this purpose include such items as: On-the-ground demonstrations, in-depth schools and other Extension teaching methods on thinning, timber stand improvement, planting, pruning and similar practices designed to increase growth rate in cords/board feet per acre per year.

- 88 To improve the understanding and use, by commercial operators and small woodland owners, of recent developments and practices in timber and other forest product marketing and utilization.

Examples of programs in support of this purpose include such items as: Measuring, top-price selling of timber, poles and other primary products based on size, timing, product, using local and distant markets, market potentials for special forest products such as Christmas trees, storax, mistletoe, similax, seed, stump-wood, programs for the sawmill sector, efficiency of timber and forest product plants, forest product marketing, etc.

- 89 To teach the principles of forestry and forest conservation and multiple use to small woodlot owners.

Examples of programs in support of this purpose include such items as: forest and woodlot management tree farming, timber as a crop, analysis and information on opportunities for and management of additional income producers and other benefits forest land. Specific examples: fishing and hunting rights or clubs, grazing permits, second-home lot leasing, camp-sites, nature study groups, woodland picnic areas, forest aesthetics, forest recreation, water quality and other environmental factors enhancing the public knowledge and appreciation of natural resources and their influences.