

A G R I C U L T U R A L   E X T E N S I O N   S E R V I C E

Annual Report 1961-62

Program Highlights

Five-Year Agricultural Opportunities Program - The big news in Extension during the year was the launching of a 5-year Agricultural Opportunities program designed to raise annual agricultural income in North Carolina to 1.6 billion dollars by 1966. The slogan "1.6 in '66" has been widely used in connection with the program.

The program is the Agricultural Extension Service's part of the Agricultural Opportunities Program developed by the North Carolina Board of Farm Organizations and Agricultural Agencies in 1961 to (1) Increase farm income; (2) Develop marketing and processing facilities and services; and (3) Promote education for family and community development.

This projected program was developed from 100 county programs. In each county the extension advisory boards worked with the county extension staff in setting up an income goal for the people of the county. In the meantime, committees at State College representing various subject matter areas were projecting what they thought were realistic figures on where agriculture in the state might be five years from now. Then the figures were put together and a total income goal of 1.6 billion dollars was arrived at. Some 2,000 people had a hand in developing the program.

Entire Extension Staff Convenes - "Extension Education for Our Changing Society" was the theme of Extension's first general conference in three years and the first statewide conference ever

held for the entire Extension staff off the State College campus. The conference was held in Asheville May 15, 16, and 17, 1962.

Some 800 Extension specialists and county workers heard speaker after speaker highlight the changes that are taking place in North Carolina and throughout the world and the challenges these changes present to the Extension Service and, indeed, the land-grant system. Our economic and human resources, for example, are changing rapidly and Extension must adjust to meet these changes or else some other organization or agency will assume leadership in this field.

Director R. W. Shoffner called on specialists and agents to get behind Extension's Five-Year "1.6 in '66" program and "show the people that we mean business." Copies of Extension's printed "blueprint for action" were distributed on the final day of the meeting.

Rural Areas Development - Extension was assigned a major role in an intensive effort to help develop fully the human and economic resources of rural areas. This effort has been designated by Secretary of Agriculture Freeman as the Rural Areas Development Program. In North Carolina, as in other states, Extension will help organize, develop and guide the program. Assistant Director George W. Smith is convinced that "we are already far ahead of other states because of the successful community and area programs, and pilot Rural Development work in Anson, Watauga and Bertie."

Extension Shares Fair Spotlight - Extension's role in the development of North Carolina's land-grant college was vividly portrayed during the 1961 State Fair, which was dedicated to State College. Among other fair presentations was an extensive exhibit in which every department at State College had a part. Exhibits from the School of Agriculture stressed extension, teaching and research contributions

under the over-all theme "Agriculture: the Key to World Progress."

Food Processing to the Forefront - Two full-time Extension specialists, Frank Thomas and John Christian, were assigned to the School of Agriculture's newly created Department of Food Science. Fred Warren and R. B. Redfern were assigned to the department with teaching and research, as well as Extension duties. Creation of the department means that food processing work done previously in the departments of poultry science, horticulture and animal industry will be pulled together and expanded.

Public Policy Work Expanded - Extension took another major step to expand its program in public policy education. Dr. Arthur Mauch, one of the nation's pioneers in public policy education, joined the Department of Agricultural Economics as a visiting professor. Dr. Mauch has been working closely with extension public policy specialists in preparing five self-administered, discussion-type leaflets pertaining to economic growth in North Carolina. "Decisions for Progress" is the theme of the leaflets which can be used by civic clubs, schools, farm organizations, community development clubs and other organizations interested in public policy.

Agency Assumes Civil Defense Role - Because of the seriousness of the international situation, Extension assumed responsibility for civil defense information and education in rural areas. As part of a national effort, Extension agents are working closely with county civil defense directors. Howard Ellis, specialist in charge of agricultural engineering, is coordinating Extension's civil defense work in North Carolina.

Educational Program for Farm Suppliers - In an effort to help farmers increase their profits, Extension has joined hands with farm suppliers in a new education program. The new program calls for increased emphasis on the "commodity approach" to boosting crop yields, rather than stressing individual production practices. To head the new effort, a "Steering Committee for All-Practice Demonstrations" was named with Assistant Director George Smith as chairman. In addition to college people, nearly 100 industry representatives are serving on the steering committee or on one of the five commodity sub-committees.

4-H Development Fund Mounts - With a short, well-organized drive, Warren became the 15th county to reach its 4-H Development Fund goal. Warren citizens raised \$1,767, slightly surpassing their goal of \$1,762. More than \$175,000 has been raised thus far in the state-wide million-dollar 4-H Development Fund Drive.

#### Personnel Changes

Administrative Appointments - Robert W. Shoffner assumed his duties July 1 as the fourth director of the North Carolina Agricultural Extension Service. Shoffner's appointment as director is for two years. On July 1, 1963, he will become an assistant to the dean. His appointment climaxes a 32-year Extension career.

Shoffner succeeded David S. Weaver who retired on July 1, following 38 years service to State College. Mr. Weaver, however, was appointed special assistant to the Dean of Agriculture on the date of his "retirement" and immediately proceeded to head up the "Agricultural Opportunities Program" for the N. C. Board of Farm Organizations and Agricultural Agencies.

Dr. George Hyatt, head of the Department of Animal Industry, became associate director of the Agricultural Extension Service on

September 1 and will assume the directorship on July 1, 1963.

J. E. Foil began his new duties as Northeastern District agent on November 1, filling a vacancy on the district agent staff created by the retirement of H. M. Singletary.

Retirements - In addition to Director Weaver, several Extension personnel retired during the year. Among these were Miss Ruth Current who headed the home economics program for 24 years. Miss Current became state home demonstration agent in 1937 upon Dr. Jane S. McKimmon's retirement. In 1958 she was named assistant Extension director.

Miss Pauline Gordon, specialist in home management and House furnishings, left on April 1 for a special assignment with the U. S. Department of Agriculture before retiring to her home at Kingstree, S. C. Her work in improving farm homes won for her a USDA Superior Award in 1959 and The Progressive Farmer's Woman of the Year Award in 1961.

#### Recognition and Awards

Carteret County's Outstanding Citizen - Because of his contributions to the betterment of the county, Agricultural Agent R. M. Williams was picked by the Emeritus Club as Carteret County's most outstanding citizen for 1961.

Northampton County Salutes Agent - Ten civic clubs in Northampton County joined forces to select Agricultural Agent B. H. Harrell as their county's "Man of the Year in Agriculture."

State Staffers Recognized - Former Extension Director David S. Weaver was presented the N. C. Wildlife Federation's 1961 Award for Outstanding Contribution to Water Conservation. In a surprise

gesture at their achievement night festivities, Person County Home Demonstration Clubs gave Miss Anamerle Arant a silver bowl "for meritorious service to farm families in 17 Northwestern N. C. counties." The National Safety Council presented a certificate of commendation to the newly formed N. C. Farm Safety Council which Howard Ellis, specialist in charge of agricultural engineering, helped to organize.

Eight 4-H'ers National Winners - Eight North Carolina 4-H'ers were among national winners chosen at the 40th National 4-H Club Congress. They are: Lynn Abbott, Oxford, canning; Paul Lancaster, Jr., Manson, tractor; Gene McGaha, Waynesville, achievement; Ann Roberts, Asheville, dairy foods; Dorothy Hostettler, Statesville, recreation; Arlita Lowry, Pembroke, health; Lucille Mayes, Statesville, achievement; and Anne Hostettler, Statesville, safety.

National Association of County Agricultural Agents Citations - F. D. Allen, M. P. Chestnut, G. Mark Goforth, W. F. Wilson, R. R. McNeely and W. C. Richardson.

National Association of Home Demonstration Agents Citations - Mrs. Elizabeth Jones, Misses Edna Bishop, Eugenia Ware and Vera Jean Childers.

Dow Study Tour Scholarships - Agricultural Agent W. Riley Palmer and Assistant Agricultural Agent H. Bruce Butler of Wake for outstanding contributions to Extension work in their counties.