AGRICULTURAL EXTENSION SERVICE
NORTH CAROLINA STATE UNIVERSITY AT RALEIGH

SCHOOL OF AGRICULTURE AND LIFE SCIENCES

OFFICE OF THE DIRECTOR
BOX 5157 ZIP 27607

March 15, 1966

TO: ALL COUNTY EXTENSION WORKERS

I believe this is one of the most important letters I have written you for some time. In this packet are the materials that you are to use in planning your new five-year program. The importance of the new program cannot be over-emphasized. Extension's future, as I see it, depends heavily on state and local support, and past experience has shown us that people will not support a public agency unless they know what that agency is doing.

Our 1.6 in '66 effort taught us the value of having a unified program. We are now in a position to plan an even better program for the next five years. We have gained valuable insights from our experience with 1.6 in '66. We have a new programming guide for Extension and the benefit of all the experience that went into developing this guide. We have the advantage of capable advisory boards in each of our counties. Many Extension workers have taken graduate training in the programming process. In other words, it seems to me that if Extension is ever to be in a position where it can plan an effective program for the people of North Carolina it is now.

I am asking that you study the materials in this packet. Then, it should be thoroughly discussed at your next county extension staff conference. Details of the program will be presented and discussed at the State Extension Conferences in Winston-Salem and Charlotte. Be sure to bring this packet of material to the conference with you and be prepared to get your questions answered at that time.

We need 20 copies of your long-term program statement in my office by June 1. I would like to emphasize that these two and one-half months are the most important that you will be spending in the next five years. The specialist staff will give your calls for assistance top priority during this period. You also must give this planning effort top priority.

Yours very truly,

George Hyatt, Jr.

George Hyatt, Jr.
Director

Encl.

COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS, NORTH CAROLINA STATE UNIVERSITY AT RALEIGH, 100 COUNTIES AND U. S. DEPARTMENT OF AGRICULTURE COOPERATING

CONTENTS OF THIS PACKET

1. Guide for Developing Long-Term Program Statement--This guide is an elaboration of the outline presented on pages 52 and 53 of A PROGRAMMING GUIDE FOR THE NORTH CAROLINA AGRICULTURAL EXTENSION SERVICE.

2. Examples of the narrative statement. These two examples serve to illustrate the kind of material desired in your county narrative program statement. The examples begin with item II B 2 in the outline.

3. A statement on the economic and social setting for the next five years.

4. Guideline information on:

   Family Living
   Community Resource Development
   4-H and Youth
   Feed, Livestock and Poultry
   Field Grown Crops
   Intensive Culture Crops
   Natural Resources

   These subject matter guidelines were prepared for use in planning county programs. They give information on the present situation, outlook, opportunities and problems.

5. A guideline statement on the use of mass media communications in the Extension program.

EXTENSION PLANNING--THE ECONOMIC AND SOCIAL SETTING*

North Carolina State University's primary mission is to improve the level of living of people in the state through education and the development of technology. The School of Agriculture and Life Sciences is particularly concerned with improving the well-being of rural people.

There are several dimensions to the task of increasing the level of living of rural people. Certainly, the maintenance of a viable commercial agriculture which is the main source of rural income is important. In helping people live a full and productive life, it is also very important that we give attention to the problems of family living, youth and community resource development.

This paper will examine the social and economic setting within which we must plan for progress over the next five years.

A Profile of the State's Economy

In order for a profile of the state's economy to be meaningful, it needs to be framed against the background established by the national economy. Some of the more important changes that have been taking place and projections for the future are as follows:

1. Total and per capita incomes in the state have been growing at a rapid rate over the past five years and are expected to continue through 1975. Per capita income is estimated to be $2,603 in 1975.

2. The national economy has been growing at a continuous and rapid rate for nearly five years. It is expected to continue at a fast pace with possibly some inflationary pressures. A conservative gross national product projection for 1975 is $965 billion.

3. Although per capita income has been increasing at a more rapid rate in North Carolina than in the nation, the difference between North Carolina and the national level of per capita income remains and will probably broaden - from $684 in 1960 to an estimated $802 in 1975.

4. The population in North Carolina has increased at a considerably more rapid rate since 1960 than in the decade of the 1950's. This has been due primarily to a reduction in out-migration. A conservative projection is that the population which was estimated at about 4,912,195 in 1965 will increase to 5,479,400 by 1975.

---

* Prepared by E. W. Jones, Extension Economist; March, 1966.

5. The state's labor force will increase slightly less than population by 1975 as a result of the changes in the structure of the population which will have fewer people in the working age group.

6. North Carolina has been improving the quality of its industry mix. Employment in rapid growth industries increased to 62 percent of the total in 1962 as compared to 38 percent in 1940.

7. The occupational pattern has been shifting to more white-collar workers in North Carolina although the state still lags behind the nation.

8. Although migration out of the state has been declining since 1960, the migration from rural to urban areas is still taking place at a fast pace.

These are a few of the general directions of social and economic change that must be considered in order to do effective planning.

The Agricultural Economy

Since the agricultural sector of the total economy is so important to rural people, it needs to be examined in greater detail. Some of the most important characteristics and forces of change that have implications for planning are: (1) demand for agricultural products, (2) agricultural policy, (3) technological developments and (4) migration of people between areas and jobs.

The Demand Potential

The ultimate potential for agricultural progress depends to a large extent on future demand. Since this factor is so important, we need to consider the underlying forces that influence demand in order to better understand how far we can go in expanding agricultural production.

Income and population are the primary elements influencing demand for agricultural products. It is significant that both of the items are increasing faster than ever before in history.

Changes in population and income of the world, nation and state are estimated as follows:

World Population - Increase from 3 billion in 1959-61 to 4.6 billion in 1980

U. S. Population - Increase from 180 million in 1960 to 225 million in 1975

N. C. Population - Increase from 4.5 million in 1960 to 5.5 million in 1975

World Per Capita Income - Increase from $333 in 1960 to $393 in 1980

U. S. Per Capita Income - Increase from $2,566 in 1964 to $3,406 in 1975

N. C. Per Capita Income - Increase from $1,913 in 1964 to $2,603 in 1975

Based on these forces, the outlook for future demand for agricultural products is very good. However, it is only part of the picture. For example, increased incomes in this country and in most of the western world mean more in terms of increasing demand for processing, packaging and merchandizing of agricultural products than for increased demand for production. People in these countries are already so well fed that increased incomes only induce them to buy better quality and better prepared food. Another major consideration in assessing the demand for agricultural products is agricultural policy. The extent to which world demand is reflected to North Carolina farmers depends largely on decisions made at the national level.

The Agricultural Policy Situation

World Food Programs. Major decisions have to be made in this session of Congress relative to how this country will respond to the urgent problem of food shortages in many parts of the world. Decisions cannot be postponed because Public Law 480, which is the legal basis for our Food For Peace program, expires in 1966. Certainly, the decisions made will have some bearing on how much of the world demand for agricultural products is reflected to farmers in North Carolina.

This country cannot ignore the problems of hungry people in the underdeveloped nations throughout the world. We not only have humanitarian responsibilities, but we have created a dependence upon us from 11 years of PL 480 which will not permit us to suddenly pull up stakes and leave. World order cannot be maintained very long when about one-third of the nations have people dying of hunger and malnutrition. Recent food riots in India and reports that tens of thousands of people will starve to death this year have disturbed the conscience of this country to the point that more positive policies regarding the use of our productive agricultural resources in relieving the situation surely will be forthcoming.

How this country will respond to the world food problem is still a matter of considerable speculation. Certainly, we know that we cannot produce enough to satisfy the total needs. If we put all of our approximately 57 million reserve acres back into production, we could only produce about 40 million tons of grain per year to apply to an estimated 54 million ton deficit.

Any world food program we adopt will have to be geared toward helping needy countries help themselves. We should be able to use our productive agriculture more effectively, however, in meeting their immediate or short-run needs until they resolve the situation by increasing their productivity or curtailing population growth. To the extent

that any positive effort is made to help close the world hunger gap, the demand for North Carolina agricultural products will be increased.

Commodity Controls. Some of the more direct restraints on our planning for the next five years include supply controls. Since we cannot change these controls very much in the short run, we must plan around them.

We have reached a milestone in agricultural policy development. For the first time in 30 years, we have learned how to effectively throttle back on the agricultural machine. Surplus stocks are down to manageable levels with the exception of tobacco and cotton. A program has been put into effect for tobacco and cotton that promises to bring these surpluses into line in the near future. Serious attention is being given now to how to establish a contingency reserve and the level of supplies that we need to keep in reserve for the various commodities.

Control programs are expected to remain in effect for at least four years in their existing forms. Commodities with supply control programs currently in effect include tobacco, cotton, peanuts, feed grains, wheat and dairy. Some modifications may be made in certain programs to permit greater concentration or consolidation of allotments or quotas. If a strong food aid program is put into effect, it is certainly feasible that quotas for some food commodities could be increased considerably.

Farm Labor Legislation. Another consideration in planning is the very strong probability that minimum wages for farm workers and possibly other protective legislation such as unemployment compensation will be adopted. In essence, this means that the cost of farm labor will increase relative to other agricultural inputs. This will add an additional incentive for mechanization, specialization and increased farm size. To the extent that the cost of farm labor in North Carolina is low now relative to many other states, it will place our farmers in a less competitive position. There will be a positive factor, however, in that we still have a high proportion of family farms where hired labor is at a minimum. Labor intensive commodities such as tobacco and some fruits and vegetables will face considerable adjustment problems with minimum wages for farm workers.

It is difficult to predict the total impact of minimum wages on North Carolina agriculture. Within the state, farms with labor intensive commodities will suffer relative to farms producing commodities which require less labor. There will be some gain to the farm laborers not thrown out of work as a result of mechanization through higher wages. One of the biggest problems may be how to find jobs for marginal workers who will not be retained by farm employers.

The Technology Outlook

The development of technology is built into the very structure of our economy. We can expect a continued stream to be forthcoming. New technology on the drawing board that will have a tremendous impact in the next few years in North Carolina is in the area of tobacco harvesting and curing.

The new harvesting equipment being developed along with bulk curing could reduce total farm labor requirements in the state by as much as 50 percent. In order to get full use of this new technology, adjustments have to be made in the total marketing and processing structure so that tobacco will not have to be graded or even straightened. A lot depends upon the willingness of tobacco marketing to put in new equipment and modify their techniques so that tangled, ungraded tobacco can be used.

The implications of this type of technological breakthrough are so great that we cannot afford to exclude it in planning over the next five years. Minimum wages for agricultural workers could speed the process. It could put tremendous pressure on other sectors of the economy and on the institutions that would be called upon to prepare workers for other types of employment.

In the last few years, there has been considerable progress made in the mechanization of peanut and cotton production and marketing. The direction of change has already been established in these commodities and greater adoption is anticipated.

Migration and the Number of Farms

The exodus of people out of farming must continue as agricultural resources become more productive. Human resources cannot be dammed up in agriculture. The nonfarm sector depends on release of labor from agriculture.

The number of farm operators that agriculture of the state and nation can support at the same rates of earnings with nonfarm workers that existed in 1960, has been projected as follows:

Farm operators in U. S. in 1960, 3,701,000; projected to 1970, 2,593,000

Farm operators in N. C. in 1960, 190,511; projected to 1970, 153,353

If drastic changes are made in policies regarding food for peace, the number of farm operators will probably not decline to this extent.

It is important that we consider in our planning the limited number of farm opportunities for rural youth. Only about 5 percent of the North Carolina farm boys who were between 10 and 19 years of age in 1960 can expect to obtain a farm between 1960 and 1970 that will provide them an income roughly equal to income received from nonfarm employment.

We cannot ignore the tremendous adjustment burden brought about primarily as a result of increased agricultural productivity. People uprooted from rural communities have to find jobs in urban areas unless the nonfarm economy develops at a more rapid pace than has occurred.

In addition to the many problems of matching people to jobs and a new environment, there are a host of community resource adjustment problems. The process of growth results in certain communities growing rapidly in terms of population - others declining and some remaining static.

It is apparent that adjustment to increased agricultural productivity and general economic growth have implications for all of the dimensions of planning that have been set forth--commercial agriculture, resource development, family living and youth.

Progress--Unrestrained

This discussion has highlighted potentials as well as some of the restrictions on the direction of progress in North Carolina. It should be recognized that no one or all of the factors put a ceiling on what can be accomplished.

There are two basic methods by which progress can be achieved for commercial agriculture: (1) by maintaining our share of an expanding demand, and (2) by making competitive gains on other states or areas.

It is reasonable to expect that the demand for agricultural products in general will expand at an accelerating pace in the years ahead. We can share in the expansion by just holding our own with the rest of the country. This may prove to be more difficult than we suspect since other states are making progress.

The second method is where we should probably place our emphasis. There is no ceiling on where we can go by out competing others and thereby capturing a greater share of the total market for agricultural products.

We become more competitive primarily by increasing efficiency in production and marketing. Opportunities for doing this exist in terms of greater adoption of advanced technology and techniques. If we get average

yield on basic commodities in the state up to a level that is economically feasible, we will advance tremendously. A recent study showed that if North Carolina adopted the best-known technology in producing feed grains, it would be in a favorable competitive position with the Lake States and with a great deal of the Midwest. Since the production of feed grains is the foundation upon which the livestock and poultry industry is built, this would provide a strong impetus for expansion of pork, beef, and poultry production in the state.

We can improve efficiency in agricultural production considerably by consolidation of small farming units. The average size farm in the United States in 1959 was 303 acres. Although we have made progress, the average size farm in North Carolina in 1959 was only 83 acres.

Agricultural income in the state can be increased by expanding our processing industries. However, this cannot be done separate and apart from production. The processing industry requires efficient, stable and large-scale production. Coordinating techniques have to be devised in order to bring production, processing and marketing in harmony with each other.

In many areas of the state, new crops can be brought into production. This often requires training of farm operators and additional capital.

The same two techniques of making progress apply in getting nonfarm jobs for those who have to move out of agriculture. This state has been making remarkable progress in almost every industry in terms of competition for shares of the national market. We have also done well in attracting rapid growth industries which will permit us to get more jobs in the future by virtue of the fact that the total economy is expanding. It is important that one recognizes the tremendous stake that rural people have in progress to promote the industrial development of the state. Total development of our natural and human resources can help greatly in bringing more jobs to rural people.

There are many problems of youth, family relation and community resource development that exist even in the absence of growth and change. The problems are often intensified or modified as a result of growth forces. The factors set forth in this paper are very pertinent to these areas of work and should be considered in making plans.

The challenge to Extension is to apply its limited resources where they count the most towards increasing the total level of living of rural people. We cannot solve all of the problems in five years. We need to decide what we can do, based upon the priority of needs and the conditions with which progress can be made, and establish the most effective means of accomplishing our goals.

GUIDE FOR DEVELOPING COUNTY LONG-TERM PROGRAM STATEMENT

I. STATEMENT OF THE PROGRAM PROCESS

A. Give a general description of the organization used in your county to develop your long-term county Extension program. (Please refer to the attached diagram.)

1. Give the committee structure of your County Extension Advisory Board:

a. Executive committee (refer to page 14, A PROGRAMMING GUIDE FOR THE NORTH CAROLINA EXTENSION SERVICE)

b. Subcommittees such as agricultural production and marketing, family living, 4-H and youth, community resource development and others applicable to your county

c. Study groups such as tobacco, education, nutrition, 4-H leadership development, livestock, housing, etc.

2. Describe briefly the function and interrelationships of the subcommittees and study groups and their responsibilities to the County Extension Advisory Board.

3. Identify the Extension Advisory Board committee members and their interest group or groups they represent, for example:

Mr. H. C. Smith--County Council of Community Development
Mr. John Doe--County Farm Bureau
Mrs. C. V. Cook--County Organization of 4-H Leaders
Mrs. Henry Jones--County Livestock Association
Mrs. Albert B. Brown--County Welfare Board

B. List the functions of each county Extension staff member and his or her relationship to the organization and function of the County Extension Advisory Board and its subcommittees and study groups (see Item 1, pages 23 to 25 of A PROGRAMMING GUIDE FOR THE NORTH CAROLINA EXTENSION SERVICE).

C. List the function of and identify those individuals, in addition to the Advisory Board committee members and the county Extension professional staff, who contributed to the planning and development of the county Extension program (see page 28, Item 5 and page 30, Item 6 in A PROGRAMMING GUIDE FOR THE NORTH CAROLINA EXTENSION SERVICE).

II. NARRATIVE STATEMENT OF COUNTY SITUATION

A. An identification and brief description of the communities or areas in the county. Interrelated communities or areas having similar characteristics can be grouped for the purpose of this program. These communities and/or groupings should be plotted on a county map. A brief description of each should follow, which would encompass: approximate number of families living in the area, ethnic groupings of families, general economic status of families, kinds of organizations in which people participate, location and source of income of labor force.

B. Analysis of County

1. Description of situation with emphasis on major economic, social and cultural factors to include natural resources, climatic characteristics, size and type of farming, markets, organizations, communication media, employment and other factors pertaining to the population and economic conditions. This should be a list of factors contributing to the present situation. Refer to A PROGRAMMING GUIDE FOR THE NORTH CAROLINA EXTENSION SERVICE, page 32, "Kinds of Background Information Needed."

2. Potential opportunities based on analysis of trends and resources (potential development that could be achieved through a total Extension program).

3. List the problem areas which will receive major emphasis in the long-term program to reach the potentials given in B.2 above, (refer to page 45 of A PROGRAMMING GUIDE FOR THE NORTH CAROLINA EXTENSION SERVICE. "A problem has been defined as any condition or specific situation that the people, after careful study, determine some action or change is needed to bring about an improvement.") This list of major problem areas will not cover the entire area of work of the Extension staff in the county, but only those selected for major program emphasis for the long-term program.

III. NARRATIVE STATEMENT OF SITUATION IN RELATION TO EACH MAJOR PROBLEM AREA LISTED

A. Title of Problem Area

1. Analysis of problem

a. Why does the problem exist?

b. Give the past and present situation, need for change, contribution and potential toward improvement in economy or standard of living.

c. What are the interests of the people?

2. Statement of specific problems encompassed within problem area

a. List specific problems that need to be corrected in solving the major problem.

3. Statement of objectives

(Refer to page 46 of A PROGRAMMING GUIDE FOR THE NORTH CAROLINA EXTENSION SERVICE).

a. What needs to be accomplished?

b. Outline rate of progress planned.

4. Recommendations for solving the problem

   (Refer to page 47 of A PROGRAMMING GUIDE FOR THE NORTH CAROLINA EXTENSION SERVICE.)

   a. List methods expected to use in solving each particular problem.

5. Plans for coordination with other groups, agencies and organizations

   a. How do you plan to involve local resources and leadership?

   b. Designate specific duties and responsibilities for coordinating local assistance.

   c. Designate resource persons needed.

   d. Include public relations aspect for industry and business groups not directly involved with problems.

6. Evaluation

   (Refer to page 49 of A PROGRAMMING GUIDE FOR THE NORTH CAROLINA EXTENSION SERVICE.)

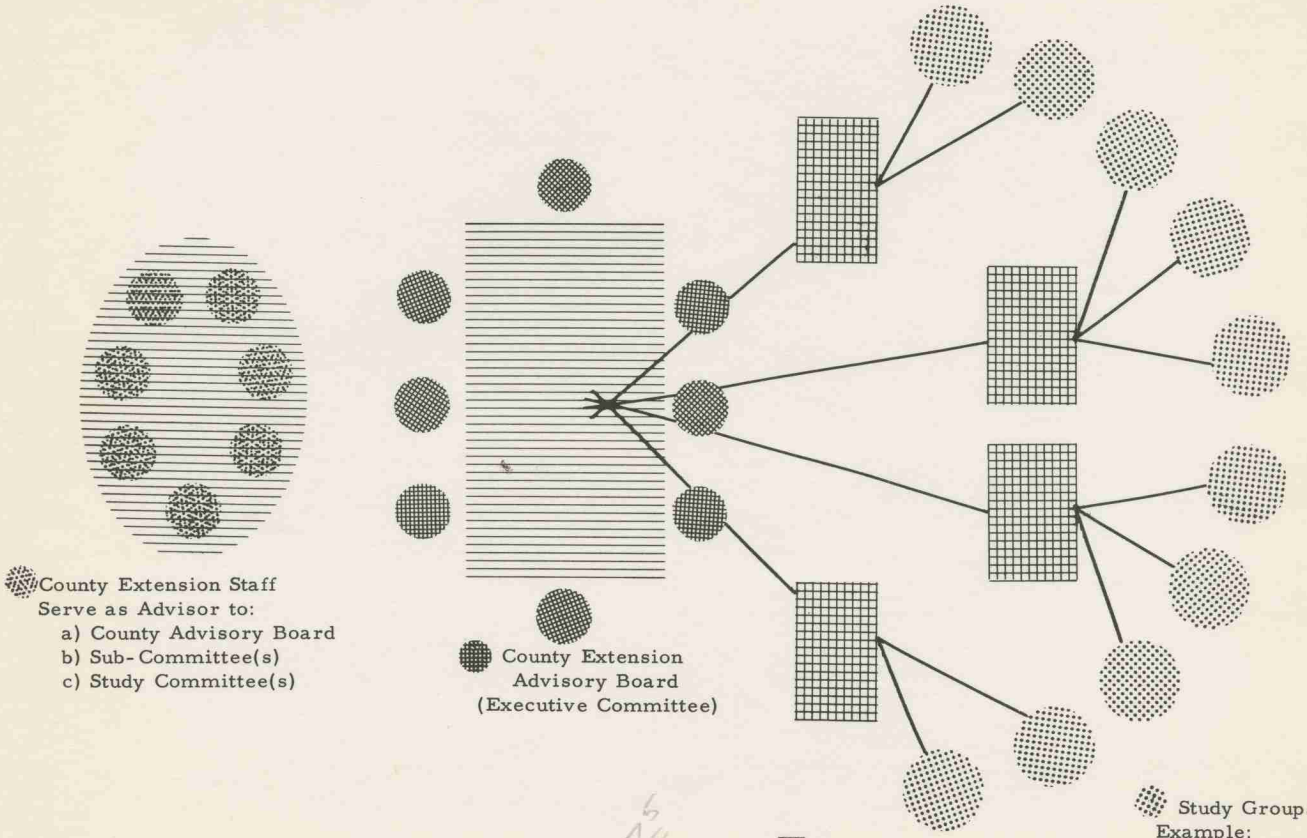
   a. Set up a definite plan or procedure to:

      (1) Measure accomplishments toward objectives and planned progress.

      (2) Determine effectiveness of methods employed in solving problem(s).

      (3) Recognize leadership and assistance.

ORGANIZATION OF COUNTY EXTENSION ADVISORY BOARD FOR NORTH CAROLINA



County Extension Staff
Serve as Advisor to:
a) County Advisory Board
b) Sub-Committee(s)
c) Study Committee(s)

County Extension
Advisory Board
(Executive Committee)

Sub-Committees
Example:
a) 4-H and Youth
b) Community Resource Development

Study Groups
Example:
a) 4-H Organization and Goals
b) Education

IV. Specific Goals

The following tables provide space to record goals for 1971. These cover agriculture, family living, 4-H and youth and community resource development. They are provided to record the end result of your planning -- not a guide to planning. Record goals only where you will have a program or where there is measurable agricultural production. You will need to reproduce these tables in preparing the final copy of your county long-term program statement. You may wish to omit some items for which no goals are set. However, please list the items in the left hand column in the same order listed in the tables.

IV. GOALS - FEED, LIVESTOCK AND POULTRY

County_____

Item	Current---1965					Anticipated by 1971				
	Farms a/ producing	Total acres	Total production		Total gross sales	Farms a/ producing	Total acres	Total production		Total gross sales
			Unit of measure	Amount				Unit of measure	Amount	
	(number)	(number)		(number)	(dollars)	(number)	(number)		(number)	(dollars)
FEED GRAINS:										
For sale:										
Barley										
Corn										
Oats										
Sorghum										
Wheat										
For feeding: b/										
Barley					XXX					XXX
Corn					XXX					XXX
Oats					XXX					XXX
Sorghum					XXX					XXX
Wheat					XXX					XXX
FORAGES:										
Pasture										
Permanent			XXX	XXX	XXX			XXX	XXX	XXX
Temporary			XXX	XXX	XXX			XXX	XXX	XXX
Silage										
Hay for sale										
Hay for feeding					XXX					XXX
LIVESTOCK PRODUCTS:										
Beef cattle		XXX					XXX			
Milk		XXX					XXX			
Sheep		XXX					XXX			
Swine		XXX					XXX			
Other (list)		XXX					XXX			
		XXX					XXX			
POULTRY PRODUCTS:										
Broilers		XXX					XXX			
Turkeys		XXX					XXX			
Other fowl		XXX					XXX			
Hatching eggs		XXX					XXX			
Table eggs		XXX					XXX			

a/ The number of separate producing units including each share cropper as a separate unit.
b/ For feeding on the farm in which it was produced.

IV. GOALS - FIELD GROWN CROPS AND NATURAL RESOURCE PRODUCTS County_____

Item	Current---1965					Anticipated by 1971				
	Farms a/ Producing	Total acres	Total production Unit of measure	Total production Amount	Total gross sales	Farms a/ producing	Total acres	Total production Unit of measure	Total production Amount	Total gross sales
	(number)	(number)		(number)	(dollars)	(number)	(number)		(number)	(dollars)
FIELD GROWN CROPS:										
Cotton										
Peanuts										
Soybeans										
Tobacco										
Cabbage										
Cantaloupes										
Cucumbers, fresh										
Cucumbers, processing										
Green peas										
Green peppers, fresh										
Green peppers, processing										
Potatoes, Irish										
Potatoes, sweet fresh										
Potatoes, sweet processing										
Snapbeans, fresh										
Snapbeans, processing										
Sweet corn										
Watermelons										
Other (list)										
NATURAL RESOURCE PRODUCTS:										
Forest										
Seafood	XXX	XXX	XXX	XXX		XXX	XXX	XXX	XXX	
Other (list)										

a/ The number of separate producing units, including each share cropper as a separate unit.

IV. GOALS - INTENSIVE CULTURE CROPS

County _____

Item	Current---1965					Anticipated by 1971				
	Farms a/ producing	Total acres	Total production Unit of measure	Total production Amount	Total gross sales	Farms a/ producing	Total acres	Total production Unit of measure	Total production Amount	Total gross sales
	(number)	(number)		(number)	(dollars)	(number)	(number)		(number)	(dollars)
SMALL FRUITS:										
Blueberries										
Grapes (all)										
Strawberries										
Other (list)										
VEGETABLES:										
Tomatoes, greenhouse		b/					b/			
Tomatoes, trellised										
Home gardens	XXX	XXX	XXX	XXX	c/	XXX	XXX	XXX	XXX	c/
Pole beans										
Other (list)										
ORNAMENTALS:										
Bedding plants d/										
Christmas trees			f/					f/		
Field-grown flowers										
Greenhouse flowers e/		b/					b/			
Nursery crops			g/					g/		
TREE FRUITS:										
Apples, fresh market	h/	i/				h/	i/			
Apples, processing	XXX	XXX				XXX	XXX			
Peaches, fresh market	h/	i/				h/	i/			
Peaches, processing	XXX	XXX				XXX	XXX			
Pears		i/					i/			
Pecans		i/					i/			
Other (list)		i/					i/			

a/ The number of separate producing units including each share cropper as a separate unit.
b/ Square feet instead of acres.
c/ Estimated gross value.
d/ Flowering annual and vegetable plants.
e/ Cut flowers and potted plants.
f/ Use trees as the unit of measure.
g/ Use plants as the unit of measure.
h/ Number of farms having 100 or more trees.
i/ Estimate number of trees.

IV. GOALS - 4-H AND YOUTH

County_____

Criteria	Current--1965			Anticipated by 1971		
	Rural	Rural N-farm	Urban	Rural	Rural N-farm	Urban
1. Number of 4-H Club members in county						
2. Number of other youth reached through special interest groups, etc.						
3. Number of 4-H Clubs						
4. Number of special interest youth groups, etc., worked with						
5. Percentage of youth reached by ethnic groups (in 1. & 2. above):						
a. White		____%			____%	
b. Non-white		____%			____%	
6. Percentage of reenrollment		____%			____%	
7. Leaders (number in program):						
a. Junior		____			____	
b. Adult: (1) Sponsoring Com. members:		____			____	
(2) Organizational:		____			____	
(3) Project:		____			____	
(4) Special interest:		____			____	
(5) Resource:		____			____	
(6) Other:_____ (specify)		____			____	
8. Number of community service projects conducted by youth groups		____			____	
9. Number participating in demonstration program a/		____			____	
10. Number of different members participating in out-of-county 4-H activities and events b/		____			____	

a/ Include those participating in county and/or district demonstration program and others who put on demonstrations before civic groups, etc.

b/ Include such things as camp, 4-H Club Week, District Demonstration Day, Citizenship Short Course, Leadership Conference, etc.

IV. GOALS - FAMILY LIVING County_____

Family Living programs deal with people, their goals, values, and aspirations. These are intangibles--difficult to measure. There are some yardsticks, however, that may be employed to determine the effectiveness of an educational family living program.

One way is to make a comparison with where families are now (1965) and where they are after a five-year educational effort (1971).

Item:	Current--1965		Anticipated--1971	
	Number	Percent of total	Number	Percent of total
EXTENSION EDUCATION (Methods of disseminating information):				
Number of Home Demonstration Clubs		xx		xx
Number of families reached through H. D. Clubs				
Number of special interest meetings		xx		xx
Number of workshops		xx		xx
Number of radio programs		xx		xx
Total listening audience of radio station(s) located in your county		xx		xx
Number of television programs		xx		xx
Total viewing audience of television station(s) located in your county		xx		xx
Number of news articles, newsletters, etc.		xx		xx
Total circulation of all newspapers published in your county		xx		xx
Number of workshops, training schools, etc., held by leaders		xx		xx
Number of people reached through non-club activities (other homemakers, Welfare recipients, senior citizens, etc.)		xx		xx
FAMILIES REACHED WITH PROGRAMS IN:				
a. Food and Nutrition				
Food budgeting				
Basic nutrition				
Food conservation				
Food selection and preparation				
4-H food and nutrition, health and food conservation projects				
b. Clothing and Textiles				
Family clothing selection and buying				
Family clothing construction				
Family clothing care and cleaning				
Color choices in clothing				
4-H clothing projects				
c. Home Improvement				
Interior and exterior remodeling				
Improved sleeping equipment				
Improved lighting				
Number houses built with Extension assistance		xx		xx
4-H home improvement project				

IV. GOALS - FAMILY LIVING (continued)

Item:	Current--1965		Anticipated--1971	
	Number	Percent of total	Number	Percent of total
d. Home Management				
Financial planning				
Use of credit				
Wills and inheritance laws				
Selection, care and use of major appliances				
4-H management projects				
e. Family Relations				
Concept of the eight-stage family cycle				
Their present and future stages in the family life cycle				
Concept of personality development				
Strengths and weaknesses in their own personality development and how to improve				
Wholesome family relationships and how to achieve them				
4-H child care project				
HEALTH, SAFETY, PROTECTION:				
Number of families living in sub-standard homes				
Number families with running water				
Number families with indoor plumbing				
Number families with electricity				
Adequate health facilities (yes or no)		xx		xx
Number of nursing homes				
Number trained in first aid				
Number children immunized against communicable diseases				
Number infant and maternal mortality				
Number eligible families receiving donated food or food stamps				
Number schools serving lunch				
Number school children eating in lunch room				
Number families with 14-day emergency food supply				
EQUIPMENT:				
Number families with telephones				
Number families with refrigerator				
Number families with freezer				
Number families with pressure canner				
Number families with access to adequate laundry equipment				
Number families with a sewing machine				
Number families with a radio				
Number families with a television				
Number families with adequate public or private transportation				

IV. GOALS - FAMILY LIVING (continued)

Item:	Current--1965		Anticipated--1971	
	Number	Percent of total	Number	Percent of total
ECONOMICS:				
Number homemakers doing home sewing				
Number homemakers making draperies, spreads, etc.				
Number homemakers selling craft articles, food items, etc.				
Estimated values of above activities	$	xx	$	xx
Number of women working outside home				
Number of women working outside home--married				
Number of women working outside home--with children under six years of age				
Number of women using skills at home to supplement family income				
CULTURAL OPPORTUNITIES (Check if applicable):				
Adequate recreation facilities		xx		xx
Library		xx		xx
Bookmobile		xx		xx
Museum		xx		xx
Others		xx		xx
AGENCIES WORKED WITH (Check if applicable):				
Health Department		xx		xx
Welfare Department		xx		xx
Farmers Home Administration		xx		xx
Department of Public Instruction		xx		xx
Social Security Office		xx		xx
Public Housing		xx		xx
Recreation Department		xx		xx
Office of Economic Opportunity		xx		xx

SOME SUGGESTED SOURCES OF INFORMATION

1. Census data
2. Data gathered for Family Life Conference. Fall, 1963
3. Electric Power Companies
4. Local surveys and studies
5. Local Health, Education, F.H.A., Welfare, Recreation, and Social Security Offices
6. 1980 Population Projection for North Carolina counties - Joseph H. Perry and C. Horace Hamilton

IV. GOALS - COMMUNITY RESOURCE DEVELOPMENT COUNTY_____

Item	Current---1965 Number	Current---1965 Percent	Anticipated---1971 Number	Anticipated---1971 Percent
MEASURES OF ECONOMIC PROGRESS				
Employment in nonfarm jobs in county		a/		a/
Unemployment		b/		b/
Median family income	c/	XXX		XXX
Families with incomes under $3,000	c/	c/		
COMPREHENSIVE EXTENSION EDUCATIONAL PROGRAMS ON PROBLEMS RELATING TO:				
Education	d/	XXX	e/	XXX
Government	d/	XXX	e/	XXX
Economy	d/	XXX	e/	XXX
Health	d/	XXX	e/	XXX
Welfare	d/	XXX	e/	XXX
Recreation	d/	XXX	e/	XXX
Family	d/	XXX	e/	XXX
Others (list)	d/	XXX	e/	XXX
	d/	XXX	e/	XXX
	d/	XXX	e/	XXX
COMMUNITY ORGANIZATION:				
County Development Committee organized	Yes( ) No ( )		Yes( ) No ( )	
County Community Development organized	Yes( ) No ( )		Yes( ) No ( )	
Comprehensive County Development Plan	Yes( ) No ( )		Yes( ) No ( )	
Communities Organized:				
Farm - Number of communities	f/	XXX	f/	XXX
Number of families		XXX		XXX
Rural nonfarm-Number of communities	f/	XXX	f/	XXX
Number of families		XXX		XXX
Village - Number of communities	f/	XXX	f/	XXX
Number of families		XXX		XXX
Small towns - Number of communities	f/	XXX	f/	XXX
Number of families		XXX		XXX
Urban - Number of communities	f/	XXX	f/	XXX
Number of families		XXX		XXX

a/ Percent of total employment
b/ Percent of total labor force
c/ Use 1959 Census data
d/ Total people involved in organized educational programs on this topic in 1965
e/ Cumulative total of people to be involved in organized group activity for the 1967 to 1971 period.
f/ Total number of organized communities

EXAMPLES OF NARRATIVE STATEMENT OF COUNTY SITUATION
AND NARRATIVE STATEMENT OF SITUATION IN RELATION
TO EACH MAJOR PROBLEM AREA LISTED

These examples may be useful to you in developing your long-term county program. The examples are brief and illustrate the kinds of information needed under the topics shown in A GUIDE FOR DEVELOPING THE COUNTY LONG-TERM PROGRAM STATEMENT beginning at II.B.2.

II. NARRATIVE STATEMENT OF COUNTY SITUATION

B. Analysis of County

2. Potential opportunities:

a. One of the potential opportunities is to increase income on many farms in the county through swine production. Many farmers have unused land and labor resources. Some of these unused resources could be used directly in swine enterprises and others in the production of feed. The development of swine enterprises is restricted by the lack of knowledge of the potential of swine as a farm enterprise and good management practices and the unavailability of credit. Development of the full potential of the swine enterprise requires larger operating units on farms already producing hogs. Research studies show the potential for increasing net income through hog production. Adequate markets exist locally for increased production.

b. Based on the fact that "X" county has 20,000 boys and girls between the ages of 6 and 21, there is a great potential for youth programs to meet the needs of young people in order to equip them to assume their future roles in society as useful and productive citizens.

Of these 20,000 young people, 68 percent are between the ages of 9 and 19 (eligible age for 4-H Club).

A majority of these youth and their parents are not aware of the opportunities available to them through various youth programs.

Each community needs to assess the status of youth development opportunities in its area and proceed to recruit and train lay leaders and expand and/or initiate needed organizations, activities or programs.

c. (Other potential opportunities in your county)

d. (Other potential opportunities in your county)

e. (Other potential opportunities in your county)

3. Major problem areas:

a. Swine production: failure of farmers to recognize the opportunity to increase income by producing swine.

b. Youth development: lack of participation of youth in "X" county in various youth programs.

c. (Other major problem areas listed)

d. (Other major problem areas listed)

e. (Other major problem areas listed)

III. NARRATIVE STATEMENT OF SITUATION IN RELATION TO EACH MAJOR PROBLEM AREA LISTED

A. Swine production

1. Analysis of problem: The general attitude of most of the people in this county is field crop oriented.

When a farmer wants to borrow money for swine production he is often asked how many acres of tobacco allotment he has for security.

Approximately 200 farmers in this county produced 15,000 market hogs in 1965. Many of these farmers have an ample supply of labor and land to produce feed for swine. About 50 farmers have the labor and land resources and are interested in adding swine to their farming operation to supplement their income.

2. Specific problems:
   a. Lack of knowledge of the potential income from swine production.
   b. The conservative attitude of lending agencies toward loaning money to finance swine production.
   c. Poor feeding, housing, management and disease control practices.
3. Objectives:
   a. What needs to be done:
      (1) Potential swine producers to acquire a favorable attitude toward the production of swine as a major farm enterprise.
      (2) Representatives of lending agencies to acquire a favorable attitude toward extending financial support to persons interested in producing swine.

(3) Present and potential swine producers to acquire knowledge about and become proficient in the application of recommended practices of feeding, housing, management and disease control.

b. Rate of progress planned:

(1) Add 10 new producers each year for the next five years.

(2) Expand herd size five percent per year on farms now producing swine.

4. Recommendations for solving the problem:

a. Organize an overall swine committee composed of members of each segment of the swine industry, leading swine producers, and representatives of lending agencies.

b. Set up three county all-practice demonstrations each year.

c. Hold educational tours and field meetings on demonstration farms.

d. Hold educational meetings with swine producers on improved practices of swine production.

e. Prepare a one-page folder on the county swine program to include goals, resources needed and expected returns.

f. Hold a series of educational meetings with representatives of lending agencies about the feasibility and potential of the swine industry in the county.

5. Plans for coordination:

a. Get meat packers and feed dealers to sponsor the all-practice demonstration.

b. Extension specialists will be needed in swine production, agricultural engineering, marketing and farm management. Local assistance will be needed from feed dealers and manufacturers, veterinarians, credit agencies, meat packers and equipment dealers.

c. Hold field meetings on all-practice demonstration farms with farmers and business and civic groups. Educate these people on the importance and potential income from swine.

6. Evaluation:

a. Accomplishments of objectives and progress planned:

(1) Find out how much money was loaned to swine producers in the county.

(2) Measure the increase in gross income, number of hogs sold and number of sows on farms.

(3) Assess the extent to which recommended practices have been adopted.

(4) Appraise the extent of attitudinal changes of lending agencies toward swine production.

b. Effectiveness of methods employed:

(1) Review records on all-practice demonstration farms.

(2) Progress made by producers on the number of pigs weaned per litter and cost per pound of gain.

(3) Number of farmers attending meetings, tours and the general interest of other groups of people in the county.

c. Recognize leadership and assistance:

(1) Have a county-wide awards program and present certificates to swine producers that raised nine pigs per sow. Recognize leaders that assisted in the swine program.

B. Youth Development

1. Analysis of problem: The young people in "X" county are not fully utilizing the existing opportunities for individual and social development. Of the 68 percent of the youth between the ages of 9 and 19 years, 10 percent are participating in the 4-H Club program.

Approximately five percent are participating in other organized youth activities. Statistical data obtained from 4-H and other youth organizations' records indicate a high turnover in membership annually. There is also a high turnover in voluntary leaders associated with the youth groups.

2. Specific problems:

   a. Lack of understanding of the needs of young people in "X" county.

   b. Lack of knowledge on the part of youth and parents of existing and potential opportunities in "X" county for youth development.

   c. Inadequate identification, recruitment and training of lay leaders to meet the needs in youth development.

3. Objectives:

   a. What needs to be done:

      (1) People in "X" county to acquire knowledge about and develop an understanding of the needs of young people.

      (2) Parents and youth to identify and develop needed resources for satisfying needs of youth in "X" county.

      (3) Present and potential leaders to acquire knowledge and develop proficiency in guiding youth programs.

b. Rate of progress planned:

(1) Number of communities in which studies about youth needs were conducted.

(2) Increase enrollment of youth in "X" county in organized youth programs by 10 percent.

(3) Increase percentage of leaders assisting with youth programs by 15 percent.

4. Recommendations for solving the problem:

a. Organize a county youth committee to assess opportunities and needs of youth in each community in "X" county.

b. Maintain an up-to-date inventory of youth needs and progress in satisfying these needs to communicate with civic groups, information media, school officials, religious organizations, chambers of commerce and for youth and their parents.

c. Conduct a series of educational meetings with parents, leaders, and other adults to discuss the needs for their assistance in the identification and recruitment of leaders to assist with youth programs.

d. Conduct a series of training meetings for present and potential leaders of youth programs in "X" county.

5. Plans for coordination:

   a. The organization of the county youth committee is to be made up of representatives of all organizations concerned with youth development.

   b. Intensively involve the youth committee and other relevant individual agencies and organizations in planning, executing and evaluating the youth program.

6. Evaluation:

   a. Accomplishments of objectives and progress planned:

      (1) Determine the number of communities in which the needs of youth were studied.

      (2) Evaluate the adequacy and relevancy of the findings of community studies.

      (3) The number of contacts made with individuals and groups.

      (4) The number and kinds of youth programs developed in the county.

      (5) Number of boys and girls enrolled.

      (6) The number of leaders recruited and trained.

   b. Effectiveness of methods employed:

      (1) Assess the methods used in determining needs of youth.

(2) Assess methods used in the identification and marshalling of resources.

(3) Assess methods used in the identification and training of leaders.

c. Recognize leadership and assistance:

(1) Recognize the people and organizations that assisted in the attainment of the objectives through information media, letters of appreciation, certificates or other appropriate forms of recognition.

Guideline Information

on

FAMILY LIVING*

The family is our most important institution. In it is invested: (a) the continuance of the human race, not only in terms of procreation, but also in the transmission of family values, goals, and aspirations for purposeful living, (b) meeting the basic needs of family members, including housing, food, clothing, affection, and protection, sufficient for mental and physical health, and (c) development of the individual as a personality; an identity with integrity, a person who can live effectively with himself and others.

Any meaningful educational program designed to help individuals and families reach their maximum potential must take into consideration the dynamic changes in our society affecting individuals and families. It must also take into consideration their stage in the family life cycle, and the recognized goals and value systems.

For example, we find the transition from a father-dominated to a more democratic family has caused family member roles to be less specific. In many families, both husband and wife earn wages, discipline children, spend the family income, and perform homemaking tasks. All family members share in decision making.

The family pattern is also changing rapidly. Couples are marrying younger, but having fewer children. There is a longer empty nest period. The life span is increasing.

There is great mobility from one social class to another and from one region to another. New exposures from living and working with people from different backgrounds, values, and goals, call for a clear sense of identity and integrity which families are finding hard to achieve and maintain.

Two types of family units are emerging. Since many homemakers feel the need for supplemental income, family living must help these women effectively meet their responsibilities in playing the dual role of homemaker and gainful employee. Other homemakers, through choice or lack of employable skill, are full-time homemakers. A Family Living Program can contribute to the maximization of the family income to the satisfaction of all members of these families.

---

*Prepared by the Committee on Family Living, Iola Pritchard, Chairman.

An educational program designed to help individuals and families reach their maximum potential must consider outside pressures on the family unit, and the changing cultural patterns, as well as these basic disciplines -- foods and nutrition, clothing and textiles, housing and house furnishings, family relationships, and home management.

SITUATION

A major shift in the last century has been in the area of goods and services; basically, the change has been from a producing to a consuming society in a highly interdependent world. New and improved durables as well as other items including food, clothing, medical care and recreation are competing for the consumer dollar. Consumer education, therefore, becomes a vital link between family members and income.

The physical environment poses both problems and opportunities for satisfactory family living. Housing is one of North Carolina's major concerns, and also one of its chief assets. The term housing includes furnishings, and the adequacy of the two are usually synonymous. For most families housing and furnishings constitute major expenditures and an investment which reflects the management of family income. The first year of marriage is a peak period for buying durables.

Housing should provide for family needs at all stages of development and at all income levels to bring both social and physical satisfactions. While a large segment of the population is demanding better housing, 44 percent of the people in North Carolina live in sub-standard houses compared with 23 percent nationwide. Thirty-seven percent of the families with incomes of less than $3,000 indicates that a substantial proportion of the inadequately housed cannot improve their housing without aid or subsidy. Better utilization of federal aids for housing provided by Public Housing Agency and Farmer's Home Administration may help alleviate their situation.

Some factors that will have an impact on the quantity, type, and cost of housing are increased urbanization, mobility, industrialization, more leisure, increased number of senior citizens, increased teenage population and early marriages. Nearly 40 percent of the residential units now being built are apartments. Apartments cost about 60 percent of comparable single family units.

These changes in today's pattern of living have also affected the amount and kind of clothing families select and use. Today, differences in dress among city, urban and farm families has been partially eliminated.

Because leisure time has been increased by the shortened work week and labor-saving devices, there is a greater demand for casual clothing designed for comfort and easy care. The trend toward informal patterns of social living adds to the demand for this style of clothing.

The increased number of women in the labor force brings challenges to the family clothing situation. Clothing requirements go up for these working women while time available for construction and care goes down.

Clothing has a social and psychological effect on each family member. How a person dresses, his grooming, care of his clothing and himself tell much about his self-image and may affect his acceptance by and of society.

Per capita clothing expenses have risen noticeably. Part of this increase is undoubtedly a result of rising family income, for as family income increases, the quantity, quality, and unit price paid for garments increase . Low income families of similar size spend about the same percent of income for clothing, fabrics, and services as families with medium and high incomes. However, from the total amount spent, one can assume that children and their parents from low-income families may be inadequately clothed for full participation in school and social programs.

Psychological, as well as physical and social, factors influence the quantity, quality and types of food consumed. Provision of food usually accounts for a significant expenditure of income, time, and energy. It is a determining factor in the health, social adjustment, and economic life of the family members and the community.

For rural nonfarm families of 4 members in the South in 1961, families with $2,000-$3,000 income spent 33 percent of their total income for food; those with $7,000-$10,000 income, about 20 percent of total income for food. Although amount spent for food does not always measure nutritional adequacy, low-income families may have a harder time meeting nutritional needs of family members than middle or upper income families.

A decreasing number of farm families coupled with a growing tendency toward specialized farming has resulted in a decline in the number of families who produce food for home use. In many cases gardening is thought of as a hobby, not a necessity. Since the Welfare Department no longer includes food grown at home as part of family income, more low-income families may be encouraged to produce and conserve food.

Nutritional problems of teenagers take on added significance when we realize that 40 percent of all brides are in this age group. More wives have their first child in the 19th year than in any other. It is recognized that infant and maternal mortality rate is one of the best indices of nutritional status of people. North Carolina has one of the highest rates in the nation.

One recent change in American food habits is the great increase in away-from-home eating. It is estimated that over $21 billion was spent for such food in 1964. About 75 percent of it was spent in restaurants; vending machines account for a large share of the remainder.

In 1961, Southern rural farm families reported 8.6 percent of their total income went for medical care. Rural nonfarm families spent 7.3 percent of their income for this purpose. Currently medical care weighs most heavily on low-income groups, especially senior citizens. Medicare poses new implications for family living programs in the areas of health and job opportunities.

The population explosion has focused attention on such problems as illegitimacy, birth control, and sex education. Families may gain greater insight into these problems by carefully evaluating their goals and values.

The changing composition of the population will have a great influence on family clothing. It is a known fact that as children become an even larger portion of the population, one can expect clothing demands to grow in proportion. We must meet this challenge and plan for the urgent need to educate these people to become intelligent consumers of clothing and textile products in an ever changing market.

Compelling economic need is a major factor in many women re-entering the work force. Over 40 percent of all married women in North Carolina work outside the home. In March 1964, in about 10 million husband-wife families in the U. S., the husbands had annual incomes of less than $3,000. In more than one-third of these families the wives worked. In two million of these families the earnings of the wives lifted the families out of the poverty classification. While the increase in number of those aged 18 to 34 years at work has kept pace with the growth of their number in the population, it is the women over 35 who have increasingly been looking for jobs.

OUTLOOK

Credit is widely and often loosely used. It is estimated that by 1970 American families will be in debt over $100 billion. Wise use of credit is a family asset and should be handled as such.

Easy credit with slight increases in interest rates and larger down payments should be expected by the home owner. Ninety-five percent of all housing is financed.

Increased comfort due to improved heating and cooling of homes, transportation facilities, and working areas have brought about a need for lighter-weight clothing. As leisure time increases, there is greater demand for casual clothing designed for comfort and easy care. Manufacturers will continue to try new blends of man-made fibers and improve and discover new fabric finishes.

Technological advances in processing and distribution of food continue to increase the shopper's choices at the market place. Time, know-how, and personal satisfaction must be weighed against the family food budget. Convenience foods, appealing to the consumer, are generally more expensive; however, the decrease in time and energy involved in preparation may be more important than the economic factor.

In the next five years Extension will expand its work with other Federal programs. Greater emphasis will be given to the guidance and counseling of girls and women who wish to enter the labor force. Both the Smaller Communities program and the Rural Concerted Service Projects will aid women in finding suitable training and employment. The E.O.A. will continue to offer opportunities for Day Care Center for children of working mothers and for the Head Start program. The Higher Education Act will offer new opportunity for post-high school education for the increasing number of children who will remain in school. New health programs, such as Medicare, will demand more facilities, professional workers, and technicians to serve those who otherwise would not have this care. It will also provide new service job opportunities for family members.

Support of agencies with programs of planned parenthood may become a part of the Extension education program.

OPPORTUNITIES

The emphasis being given to better housing and beautification at the national level will lend support and impetus to the promotion of the vigorous housing program for North Carolina. County Extension programs must be based on community needs determined by analysis of housing conditions, population structure, migration trends, industrialization, tenancy, availability of public utilities, income level and total community resources, and past programs.

The whole family is now involved in buying, caring for, laundering, and drycleaning clothing. We must meet this challenge and help family members gain the most value possible from their clothing dollar. This includes purchase, storage, and care of clothing and textile products.

While statistics show more clothes are being bought, there is a renewed interest in home sewing. With the exception of low-income families, sewing for thrift has been replaced by a desire for a creative outlet.

Federal programs designed to improve the nutritional status of families should be explored. Nonparticipating counties should weigh carefully the economic and health values that may accrue from participation in these programs.

Problems relating to the psychological-sociological aspects of foods and nutrition require an interdisciplinary approach. It becomes imperative that we plan and coordinate activities with all staff members and

appropriate personnel from other agencies and professions if an effective program is to be implemented.

If, through better buying practices, the purchasing power of families could be increased by 1 percent, this would be an increase in money value of $4 million. Through wise use of all resources, the family will emerge as a unit affecting societal changes rather than as a reactor to change. The challenge of the Family Living Program for the next five years is to help families of all income levels adjust to the changes and grasp the opportunities offered by new social awareness, new legislation and new ideologies while retaining the values that give the North Carolina family resiliency and greatness.

Guideline Information

on

COMMUNITY RESOURCE DEVELOPMENT*

Situation

In community resource development, we are primarily concerned with the problems of people and institutions resulting from forces of change. The context in which we view community resource development is one of developing people so that they are capable of adjusting themselves and the structure of the community to the shock waves of change.

An approach to planning for community resource development may be to: (1) visualize the characteristics of people and a community that is prepared to cope with the forces of growth and change, (2) identify the major forces that are acting on the people and the community, (3) appraise the impact of these forces on the community, (4) delineate the specific educational problems or needs of the people in developing their resources and community institutions, and (5) design specific action programs needed to solve or alleviate these problems.

Forces Acting on People and Communities

Some of the major social and economic forces putting pressure on communities with implications for developmental activities include:

1. Technological changes
2. Population changes (number, age, residence, etc.)
3. Development of natural resources (water, land, forest, etc.)
4. Specialization of production (agriculture, manufacturing, services, etc.)
5. Development of transportation and communication system
6. Public policies (world food policy, poverty legislation, farm labor legislation, economic development programs, etc.)

---

*Prepared by the Community Resource Development Committee, E. W. Jones, Chairman.

7. Changes in the type of industry and jobs

8. Increasing incomes

9. Changes in attitudes and preferences of consumers

10. Increasing demands for public services (education, water, health, recreation, etc.)

11. Increasing size and complexity of business operations

The Impact on Communities

These forces are reflected in communities in many ways. One of the most important consequences of the entire process of economic growth and development is an increase in demand for more and better community services. Economic growth represents a grouping of many of the forces listed.

The demand for public services has increased not only because of increased incomes, but because many of them are necessary to sustain and perpetuate a growing economy. For example, the economic machine becomes more complex as growth occurs and requires a better educated and trained labor force.

Technological development, increased incomes and other forces require tremendous adjustments in people, institutions and community services. The situation is complicated by the fact that economic growth results in tremendous differences in rates of population growth in different communities. These differences are largely the result of migration in response to an uneven rate of growth in industry and jobs among communities. In recent years many communities have been growing at a rapid rate while others have been declining. Some have had a relatively stable population. These population shifts have many effects upon community life.

For example, the rapidly growing community must usually race to keep up with the need for additional institutional services and facilities. The schools, churches, water and sewage facilities and other governmental services are often strained by the sheer influx of numbers of people. Schools, especially, are usually hard-pressed because rapidly growing communities include a high proportion of young families.

Rapidly growing small communities are often faced with other types of problems. For example, conflicts often arise between new residents and old residents over the need for expanded public services. Rapidly growing small communities are usually found within easy commuting distances of larger cities. Many of those who move into these small communities often expect the same services and facilities as exist in the city in which they work.

Similarly, the influx of newcomers may lead to a real leadership crisis since newcomers may challenge the established leadership in the Parent-Teacher Associations, churches, clubs and the political arena. Probably an even greater problem is the lack of assimilation of newcomers into social and other community organizations. Among the advantages of such rapidly growing communities may be an expanding tax base, an infusion of new leadership, and a young population with high aspirations.

The community with a declining population has quite different problems. The shrinking tax base makes it increasingly difficult to provide adequate public services. A community that is declining in population has usually seen a large outflow of its young people. Thus, the school population shrinks and the community is usually faced between the choice of school consolidation or a lower quality educational system. Seldom is the tax base or population base adequate to maintain schools in the local community.

Other institutions and organizations and services too may be faced with the alternative of consolidation or drying up on the vine as the population shrinks. The decline is likely to be reflected in churches with few worshippers, organizations with only a handful of participants, and with few or no doctors and dentists.

The stable community is often faced with problems similar to that of declining communities though the problems are less severe. A stable population usually indicates substantial outmigration especially of youth and of young families. Thus, here too we often find the familiar specter of empty classrooms and of hard choices to be made.

Major Problem Areas in Community Resource Development

Some of the major educational problems of people as related to community resource development are:

1. Lack of knowledge and understanding of: (a) the nature, magnitude and direction of social and economic forces at the national, state, area and local level; (b) the impact of these forces on their community (forces which local leaders do and do not have control over); and (c) the implications of these forces on:

    (1) The need for training and human resource adjustment
    (2) The need for land-use planning
    (3) The role of community services and facilities in a total development program and the kinds and location of community services and facilities needed
    (4) Economic interrelationships between industries (agriculture, manufacturing, trade and service industries) and between geographic areas (community, county, area and region).

2. Lack of understanding and appreciation of the use of group action as a means of coping with problems which affect the entire community by:

   (1) Involving more people in discussing community problems and developmental potentials
   (2) Systematically organizing, planning, implementing or initiating action programs in resource development.

3. Lack of knowledge and understanding of the availability and use of private and public (State and Federal) resources to supplement local resources in organizing, planning and implementing resource development programs:

   (1) Education and training
   (2) Health, housing and welfare
   (3) Community services and facilities
   (4) Natural resource development, recreation and beautification
   (5) Economic development (agriculture, industry and tourism)
   (6) Land-use planning

The problems of people in a community development context generally look to one of the basic community institutions for a solution. It may facilitate planning to look at some of the major community problems as they are related to specific community institutions. The institutions are listed below with examples of types of problems that exist in some communities:

a. Education:

   (1) School dropouts
   (2) Basic adult education
   (3) Vocational training
   (4) School Consolidation
   (5) Career exploration
   (6) Remedial programs
   (7) Preschool training
   (8) Home management and consumer education

b. Government:

   (1) Land-use planning
   (2) Sewage and water
   (3) Public transportation
   (4) Financing public facilities

c. Economy:

   (1) Lack of jobs
   (2) Mobility of workers
   (3) Agricultural policy
   (4) General economic policy

d. Health:

(1) Immunization
(2) Sanitation
(3) Mental health
(4) Physical checkups
(5) Health education
(6) Convalescent and rest homes
(7) Ambulance service
(8) Shortage of doctors and nurses
(9) Shortage of adequate hospital facilities
(10) Medicare

e. Welfare:

(1) Increasing rates of dependency
(2) Inadequate payment rates
(3) Lack of knowledge of services
(4) Administration of welfare agencies
(5) Family planning

f. Recreation:

(1) Inadequate for youth
(2) Inadequate for adults
(3) Inadequate to attract industry
(4) Potential for income generation not exploited (tourism)
(5) Beautification (roadside)
(6) Beautification (farmsteads and homes)

g. Religion:

(1) Inadequate church facilities
(2) Too many small churches
(3) Inadequate church schools
(4) Lack of trained church workers
(5) Inadequate cemeteries

h. Family:

(1) Women working and child care
(2) Underemployed men
(3) Lack of youth employment opportunities
(4) Necessity for migration
(5) Housing

Guideline Information

on

4-H AND YOUTH*

Two factors suggest that the Extension Service in North Carolina should place increased emphasis on the youth phase of its program in years ahead. First, an increasing proportion of the total population will be composed of youth. In fact, it has been estimated that by 1980 more than 40% of the population in North Carolina will be under 19 years of age. Secondly, the complexity and rapidity of changes in society demand that youth have the opportunity to participate in diverse educational experiences which enable them to better adapt to their ever changing environment. Extension, through a flexible and varied program in which the needs of youth are paramount, can continue to make a significant contribution toward this end.

The following format is intended to serve as a guide as you work with lay people in developing a long range program statement in 4-H and youth for your county. In other words, we suggest that you involve your lay leaders in gathering and analyzing data on your county similar to the State data presented below. (For your convenience, sources of data are footnoted so that you will know where to find similar data for your county.)

SITUATION

There are approximately 1,443,000 youth between 5 and 19 years of age in North Carolina today.(1) As to place of residence, 20% live on farms, 44% in rural non-farm areas, and 36% in cities and towns. Approximately 70% are white and 30% are classed as non-white.(2)

North Carolina has a relatively large proportion of low income families. Thirty-seven percent of the families have incomes of $3000 or less per year.(3) This factor has considerable significance in planning programs for youth.

Level of formal schooling attained by parents also has implications for youth programs. In 1960, 51% of the adults 25 years of age or older had 8 years or less of formal schooling, only 19% graduated from high school and 13% attended or graduated from college.(4)

The school dropout problem, although improving slightly, continues to be a major one in North Carolina. The number graduating in the school year 1958-59 represented only about 48% of the number in the 5th grade 7 years before. By 1963-64 the percentage graduating had increased to 56% of the 5th grade enrollment 7 years before.

---

*Prepared by the 4-H and Youth Committee, J. D. George, Chairman.

Enrollment in 4-H in 1965 in North Carolina was 50,780 - or only 3.8% of the youth between 9 and 19 years of age. Also of concern is the fact that the enrollment has decreased from 59,639 in 1963.

The 4-H program has been most attractive to the younger boys and girls. In 1965 over one-half - 54% - of the members enrolled were 12 years old or less and only 11% were from the 16-19 age bracket. The proportions by age brackets have changed little or none over the years.

The 4-H enrollment by place of residence was 52% rural, 37% rural non-farm and 11% urban in 1965. There has been no significant change in these percentages since 1961.

The number of leaders involved in the 4-H program in North Carolina in 1963 and 1965 is shown in the table below:

Type	1963	1965
Junior	3421	2343
Sponsoring Committee Members	7243	9128
Community 4-H	6982	6123
Project	4235	4923

In 1961 there were 2828 organized 4-H clubs in North Carolina and 2410 in 1965.

It is also of interest that 101,000 boys and 39,885 girls are enrolled in scout work in North Carolina. There are also 30,000 F.F.A. and 32,387 F.H.A. members in the state.

OUTLOOK

During the next five years the number of youth between the ages of 5 and 19 in North Carolina is expected to increase by some 40,000 (to 1,483,000).(5)

The proportion living on farms will continue to decline in relation to rural non-farm and urban dwellers. Furthermore, of the total youth living on farms, it is estimated that only 10% will be farmers. This fact has definite implications for the nature of youth programs directed toward even the farm youth of today.

North Carolina will continue to have a significantly high proportion of low income families. Adaptations in youth programs for these families will need to be made.

Gradual increases in levels of formal education attained by the people in North Carolina will increase the number of potential adult leaders and should also have some favorable impact on attitudes toward involvement in volunteer youth programs.

All existing agencies involved in youth programs will likely intensify their efforts, and new agencies and organizations will be created to serve the needs of youth.

OPPORTUNITIES

The above situational factors suggest the nature of certain problems of people in North Carolina which in turn represent program opportunities for Extension. The list of problems and/or opportunities which follows is not complete in any sense and is meant to be illustrative only. The professional staff and lay leaders in the county should arrive at major problems and program opportunities appropriate to their situation.

1. The low percentage of eligible youth participating in 4-H and youth programs in Extension suggests either one or both of the following problems. There exists a lack of awareness and understanding by youth and their parents of opportunities afforded by this program; or, the program is not geared to the felt needs of potential membership. The need for program efforts designed to solve both of these problems is indicated.

2. The relatively large percentage of youth from low income families, coupled with the knowledge that children from these families do not participate in organized youth programs to any appreciable extent, suggest that programs be modified and/or developed to fill the needs of this group. For example, special interest activities may be more appealing to these youth than conventional 4-H projects. Also, relatively low cost projects or exercises, appropriate for their needs, should be offered. (Special efforts along these lines should be included in county plans.)

3. The shift from an agrarian to an urban society in North Carolina suggests several implications for Extension youth programs. Program content and methods must be modified to meet the felt needs of urban youth, whose interests are different from those of farm children. Projects and exercises designed to teach basic principles replace those in which the "how" is paramount for these boys and girls and for farm youth as well - the majority of whom will be urban dwellers as adults. Since urban children have relatively more leisure time on their hands, relatively more attention must be given to providing wholesome leisure time activities for youth. Finally, increased emphasis needs to be given to consumer education among youth.

4. The increased emphasis on science in American society has created a trend toward interest in scientific matters among youth. To capture the benefits of this motivating influence and at the same time serve the needs of youth, relatively more emphasis should be given to science oriented projects and exercises in Extension 4-H and youth programs.

5. Various indexes of the health status of youth in North Carolina (draft rejection rate, incidence of venereal disease among youth, etc.) point to the need for emphasis on physical health programs for youth. Futhermore, authorities indicate that in the next decade problems pertaining to mental health and social relationships will become increasingly significant.

6. Increased attention must be given to the identification and training of volunteer leaders in the 4-H and youth program in North Carolina. We must also recognize the importance of training our present youth for leadership roles in the future.

DATA REFERENCES:

(1) U. S. Census of Population, North Carolina, P. C. (1) 35B. N. C. (Present youth population interpolated from 1960 data).

(2) U. S. Census of Population, North Carolina, PC (1) 35c N. C.

(3) U. S. Census of Population, North Carolina, PC (1) 35c N. C.

(4) U. S. Census of Population, North Carolina, PC (1) 35c N. C.

(5) Population projection data taken from Population Projections for North Carolina Counties, January 1964. (If you do not have this publication, write the State 4-H Club Office.)

Guideline Information

on

FEED, LIVESTOCK, AND POULTRY*

Beef Cattle, Sheep and Swine

SITUATION: Corn, peanut and soybean production are centered in the eastern part of the state. This section also has the majority of our swine population. Packing houses, auction markets and buying stations provide good marketing facilities for hogs. Enterprises generally divide themselves into:

(1) Production of feeder pigs.
(2) Buying feeder pigs and finishing as top hogs.
(3) Farrow to finish operations.

Cow and calf herds are adapted to all sections of the state and are the most popular beef enterprise. We have established a reputation as a producer of quality feeder animals and a network of feeder sales provide a satisfactory market. Feeding cattle for market has lagged behind cow herds in growth.

Sheep numbers are at their lowest number in 15 years. Lack of volume makes marketing of lambs and wool at favorable prices difficult. Producers have been slow to shift to new production methods that would enable them to better compete with other livestock and crops for land, labor and facilities.

POTENTIAL: A growing demand for quality pigs and the trend toward graded sales should stimulate expansion of feeder pig production in the central part of the state. Feeding out to top hog operations in the eastern part of the state are expected to continue growth both in number and size of enterprise. "Farrow to Finish" operations are popular with the family size farm and have the potential for greatest expansion in the state as a whole.

Acreage of crop land harvested is decreasing in the state. This former crop land plus existing idle land and unimproved pasture acreage offer potential for continued growth of our cow-calf and stocker programs.

The trend toward more mechanization, year round employment of labor and improved transportation facilities all favor expansion of cattle feeding in the central and eastern sections of the state.

The use of larger size units and improved production practice would allow substantial increase in sheep number in the mountain and northern piedmont counties.

---

*Prepared by the Committee on Feed, Livestock and Poultry, I. D. Porterfield, Chairman.

There will be a decrease in the total number of plants in the meats processing field in the immediate future. Plants will have more volume per plant and will become more efficient in their production through automation. Meat processing plants should continue to increase output by 5 to 7 percent per year during the next five years.

The market situation will determine output of meat plants. When profit margins are favorable plants will operate near capacity and when the profit margin is unfavorable output will be reduced to a minimum. Livestock prices will vary from time to time and will be the determining factor in output. Temporary changes in price structure should not alter the income of meat packing plants. Inflationary trends in prices of product and increased labor demands could change the volume of product and profit margins from year to year. We can expect continued growth in the meat processing industry in North Carolina. We will experience a rapid growth in population and with more industrialization brings more purchasing power.

PROBLEMS:

(1) Shortages in production and on-farm storage of feed grains to support expansion of both swine and beef feeding operations.
(2) Sheep and feeder pig units too small to employ labor efficiently and justify expenditure of capital for adequate facilities.
(3) Too little emphasis given to improvement of growth rate, meat quality and efficiency of meat animals through use of performance tested breeding stock.
(4) The percent lamb and calf crop weaned and the number of pigs weaned per litter are too low.
(5) Un-balanced rations result in low performance and economy of production.
(6) Herd Health and Parasite Control measures are not being followed.

Dairy

SITUATION: Since 1963 sales of fluid milk have increased an average of 4.3 percent per year while production has increased only 2.5 percent per year. During this period the blend price for Grade A milk has increased from $5.75 per hundredweight for 3.76 percent butterfat to $5.93 or 9 cents per hundredweight per year. The number of herds producing Grade A milk has declined at the rate of 218 herds per year for the last four years. Further decline in the number of Grade A producers is expected, but this decline will be at a much slower rate. The number of cows two years old and over kept for milk has been declining about 3 percent per year during the last four years. Dairy herds are getting larger and production per cow is increasing. Average daily milk shipments per farm are now slightly over 1,000 pounds as compared to 771 pounds in 1962. Milk available for manufacturing purposes has been declining steadily during the past several years.

Dairy products processed in dairy plants have increased 5.5 percent yearly for the past 10 years, a portion of which has consisted of

increased processing of imported milk powder and cream. In addition, non-dairy product processing has added an additional $5 million per year.

OUTLOOK: Sales of fluid milk items are expected to increase 4 percent per year; however, production is expected to increase only slightly more than 2 percent per year. Because of this, milk prices may rise moderately as supplies are tightening throughout the United States. More fluid milk will be needed to supply the demand. Moderate increases in production up to 5 percent per year are not expected to reduce average farm prices. Present manufacturing milk plants can handle considerably larger quantities of milk. The price for this quality of milk is expected to improve during the next five years. Grade A producers will have to supply a larger portion of our manufacturing milk if present manufacturing facilities are to operate efficiently. Additional milk to meet the fluid milk demand come primarily from present producers, additional producers entering the market and outside sources.

OPPORTUNITIES: In general, milk producers are entering a favorable period and the opportunities will be good for the efficient operator making sound business decisions.

Present producers are in the best position to supply our fluid milk needs. To compete with the high costs of production, every effort must be made to maximize efficiency within the operation. Present producers should increase production per cow and become larger in size if it will contribute to greater production efficiency and income. Labor will be a major limiting resource on the dairy farm.

There will be a place for some additional producers to supply our fluid milk needs. Prior market arrangements must be established before going into business. High investment costs will limit the number of new producers entering the market. Land and feed requirements, labor needs and facilities should be studied carefully by prospective producers. Base rights purchases should be studied carefully to see if they will pay.

If the demand for fluid milk is not supplied by producers within the state, it will have to come from outside sources. Rapid declines in milk production in the Midwest and other sections of the United States will tend to make outside milk more difficult to secure. Markets to the south will be confronted with deficit supplies and will possibly become a competitor for some of our milk supply. North Carolina could supply some of this market if the milk is available and proper marketing arrangements made. Manufacturing milk prices may become more attractive and Grade A producers may want to furnish more of the milk for manufacturing purposes.

Poultry

SITUATION: The poultry industry has experienced rapid growth as a result of technological advances in production, processing, and distribution methods. Centralized control through vertical integration has added momentum to this expansion. Per capita and total demand for poultry products has been increasing as a result of increased demand for convenience or further processed foods and population growth.

POTENTIAL: Expansion in all sectors of the poultry industry will continue. This expansion will occur mainly in existing but expanded production and processing facilities except for turkeys, where anticipated expansion will likely mean new production and processing units. Further processing of eggs and poultry meats will be an area of major expansion.

Areas within the major categories of the poultry industry having the greatest potential for progress by 1971 are as follows:

Broilers

1. Reduce feed conversion ratio from 2.25 to 2 pounds of feed per pound of meat.

2. Reduce condemnations 20 percent from the 1965 average of 2.44 percent.

Turkeys

1. Reduce feed conversion ratio from 3.50 to 3.25 pounds of feed per pound of meat.

2. Increase net income by programs to control diseases, mortality and quality of marketable product.

Commercial Eggs

1. Reduce feed conversion ratio from 4.5 to 4.0 pounds of feed per dozen eggs.

2. Improve quality to ultimate consumer through better and more sanitary physical and handling facilities.

Hatching Eggs

1. Reduce feed conversion ratio from 8.0 to 7.5 pounds of feed per dozen eggs.

2. Increase hatchability through careful handling 5.0 percent over the 1965 average of 75-80 percent.

PROBLEMS: Greater production and marketing efficiency is the keynote to improving our competitive position and profit margin in the poultry industry. Problems that exist which must be overcome in order to achieve these objectives are as follows:

1. Lack of a scientifically designed feeding program based on known nutritional needs.

2. Failure to adopt adequate sanitation, disease prevention and control, and quality control programs.

3. Inadequacies in housing and equipment that limit production efficiency.

4. Lack of accurate, usable records for use in making necessary managerial decisions.

Forage Crops

SITUATION: There are 1,118,000 acres of improved and 703,000 acres of unimproved pasture in North Carolina with an average estimated yield of 1.5 and 0.75 tons dry matter per acre, respectively. Hay acreage is 579,000 with yield at 1.3 tons per acre; silage acreage at 100,000 acres, yield at 12.5 tons per acre; green-chop, hogging, etc. at 40,000 acres, yield at 4 tons per acre dry matter.

Presently, we are using approximately 3 percent of the nitrogen, 42 percent of the phosphorus, and 21 percent of the potassium recommended for proper fertilization of the forages. The above conditions, coupled with lax management, disease, and/or insect problems, have resulted in low-production, low-quality conditions for most forage crops.

POTENTIAL: We are producing no more than one-third of our potential; thus, we should look toward a potential, with increased acre yield and associated higher quality, of three times the present value.

PROBLEMS: A primary problem is the present concept of "permanant" pastures. There is a real need for a change of concept from "permanent" forage crops to the use of perennial forage crops in a rotation system which would result in higher yield and quality, better fertilization and management, less severe infestations of diseases and/or insects due to break in cycle via rotation, and a more constant supply of a more constant quality feed throughout the year. Such a system would further decrease erosion and associated soil, fertility, and water losses in areas where this is a serious problem (Mountains, Piedmont, Upper Coastal Plains).

A second major problem relates to the fact that we have been unable to teach a majority of the livestock farmers the principle of fertilization as they apply to clover-grass pastures and pure grass pastures. To successfully grow legume-grass and/or pure grass pastures the farm operator must understand that the fertilization requirements differ drastically.

Corn

SITUATION: In 1965 North Carolina farmers produced 96,460,000 bushels of corn which exceeded the 1964 crop by 14 percent. The farmer produced this additional 14 percent yield on 28,000 acres less land due to the fact that there was a large diversion of corn acreage that went into the government feed grown program in 1965.

OUTLOOK: The high yield per acre of corn in 1965 shows that new improved practices were taught and in addition they were put into effect more than in previous years. With the practices of the All-Practice Corn Demonstration program becoming more widely used and the fact that these practices can be combined into single operations in several instances, makes ideal conditions for increasing the yield of corn per acre.

There is a disease threat to the corn crop in North Carolina in the form of the stunt viruses, but as of this date only a very small percentage of the corn has been affected. Research work and demonstrations have shown that we have hybrid corn varieties that have tolerance for the now known stunt virus diseases in North Carolina.

OPPORTUNITIES: Since 1961 corn acreage in North Carolina has been between 1,250,000 and 1,500,000 acres. It is predicted that the acreage will continue within these limits for the next five years. Two factors to be considered along with this estimate are if livestock numbers are increased, then corn acreage will likely advance and also if crop controls are eased, then there is likely to be an increase in corn acreage in North Carolina.

In the matter of corn yields which have been 48 bushels, 56 bushels, 55 bushels, 60 bushels, and 70 bushels for the past five years; it is predicted that our corn yields will rise an average of four bushels per year from 1966 to 1970.

Oats, Wheat and Barley

SITUATION: Oat acreages will probably continue to drop for another 2-5 years, but at a decreasing rate. Wheat acreages will respond to supplies and federal programs. Barley acreage will remain fairly constant, with a small increase likely. Oat and wheat yields will continue to increase, particularly when acreage is down.

POTENTIAL: With presentaly available varieties and technology state average yields should be at least: Oats - 48-50 bushels/acre, wheat - 34 bushels/acre, and barley 45-48 bushels/acre.

PROBLEMS: Two major points should be stressed to farmers: (1) Plant early and (2) fertilize adequately (at least 60 pounds N/A in Piedmont and 100 pounds N/A in Coastal Plains). Also of importance is varietal recommendation (as much as possible) and stressing the economic value (profit figures) of high yields and rotations involving double cropping.

The problem of communicating with farmers regarding those crops which they do not consider their prime money-makers should be recognized.

Grain Sorghum

This is a very stable crop in acres and yield in North Carolina. The present outlook for the next five years is for the acreage to remain nearly constant or around 60,000 acres. During this time, the average yield will probably increase slightly due to better management. At the present yield level, corn is more competitive for land than for the grain sorghum. The acreage of grain sorghum is determined somewhat by the yield of corn in any given area. Since corn yields have been steadily climbing, the outlook for increased acreage of grain sorghum is not very promising.

Guideline Information

on

FIELD GROWN CROPS*

The following information describing the current situation, the projected situation and some of the problems of field grown crops in North Carolina has been prepared for the consideration of county extension workers in the preparation of county programs.

Additional information on each crop is available in Extension's "Successful '65" leaflets.

Soybeans

SITUATION: Soybeans from 810,000 acres produced $47.5 million in gross revenue for North Carolina farmers in 1965. This does not include the value of 125,000 acres of beans cut for hay. A favorable supply-demand situation and cropland released from surplus crops under government control contribute to the continued expansion of soybean acreage.

OUTLOOK: Market conditions for the next five years should be excellent. The trend of strong prices is expected to continue until supply surpasses demand. The crop would be significantly affected by any expansion of American efforts to supply more of the food needs of the world.

In North Carolina, greatest expansion of soybean acreage is expected in the Coastal Plain and lower Piedmont, with small increases anticipated in the upper Piedmont where availability of land is a factor.

OPPORTUNITIES: Increased efforts will be needed to reduce disease, nematode and week problems with continuous soybeans. A more adequate liming and fertilization program for sustained yields; and more adequate farm storage facilities will need to be considered.

Peanuts

SITUATION: Peanuts are a surplus crop under government controls. Yields from the national minimum allotment continue to increase more rapidly than consumption. Disappearance of the surplus through increased commercial exports is checked by the U. S. price which is approximately twice the world price.

---

*Prepared by the Field Grown Crops Committee, Guy L. Jones, Chairman.

OUTLOOK: Peanuts are likely to remain under strict acreage controls for the next five years. The opportunities for the grower to increase income depend upon his ability to improve efficiency of production through (1) larger yields, (2) improved grade and quality, (3) decreased unit cost of production, and (4) reduced risk of producing the crop by planting varieties with different maturity dates.

OPPORTUNITIES: Programs should be planned to offset such problems as small allotments, poor attitude of growers in Southeastern counties, high production costs, lack of standard of quality, possible spread of stunt virus, and necessity of using dusts rather than sprays for effective leafspot control.

Cotton

SITUATION: Cotton has been in serious overproduction with national surpluses mounting to critical proportions. The Agricultural Act of 1965 provides for a cotton program designed to sharply reduce production and carryover stocks over the period 1966-1969. Advantages can be identified, however, and it is around these strong points that North Carolina is building its program.

OUTLOOK: Legislation will enable bonafide cotton producers to lease and buy more allotments which should result in larger and more economical units. More acres will move from the Piedmont to the Upper Coastal Plain and southern counties of the state. Diversion and other subsidy payments will greatly supplement net incomes from the reduced production.

OPPORTUNITIES: The need to achieve higher yields and to increase production and marketing efficiency should lead to greater incorporation of the all-practice program for cotton; customization of practices and community-type insect control programs; contract ginning and marketing which will increase specialized production and harvesting; and changes in the socio-economic status of families.

Tobacco

SITUATION: Prices for flue-cured and burley tobacco reached near record levels in 1965, affected by smaller production and slight increases in domestic use and exports.

OUTLOOK: Domestic use of tobacco is expected to increase at a rate of 1 to 3 percent annually in the next five years. A slight increase in exports is anticipated. However, this aspect of total sales will depend heavily upon developing situations in Rhodesia and the European Common Market. Exports will also depend upon the ability of the U. S. to improve its competitive position, either by improving quality, lowering prices or some combination of factors. Under the present program support prices are likely to increase 1 to 2 percent per year.

Scarcity of labor and high cost of production will continue to encourage consolidation of allotments and reduce the number of growers. Use of fertilizer, chemicals and machinery will increase. Most gains can be expected by growers who improve quality and reduce the cost of production per pound.

OPPORTUNITIES: Problems that will need to be overcome or considered include the smoking-health issue; international trade regulations; high price of U. S. tobacco in world trade; costly and scarce labor, the severity of which would be affected by minimum wage legislation; small allotment; and lack of interest in tobacco production by young people.

Horticultural Crops

SITUATION: Per capita consumption of fresh vegetables decreased from 115 to 99 pounds from 1950 to 1964, while consumption of processed vegetables increased from 84 to 106 pounds. This means total consumption of vegetables increased five pounds per person in 14 years.

The total food and kindred products industry in North Carolina has been growing at the rate of about 8 percent per year over the past five years. Within the food industry the canned and frozen food processing has made more spectacular advances than foods in general and all manufacturing. The value added by manufacturing in the canned and frozen foods has grown at the rate of 38 percent per year during the past five years. Even though such spectacular developments may not continue, there is reason for considerable optimism.

OUTLOOK: The trends of lower consumption of fresh vegetables and higher consumption of processed vegetables are expected to continue for the next five years. Although North Carolina traditionally has been fresh market oriented, future expansion in vegetable production is expected to be in the area of processing. This will not necessarily be done at the expense of production for the fresh market. Crops most likely to expand processing acreage include green beans, sweet potatoes, leafy greens, field peas, carrots and cucumbers.

OPPORTUNITIES: Efficiency in production quality and marketing should be the keynote of the industry.

(For additional information on horticultural crops refer to N. C. Agricultural Extension Circular 450, "A Costs and Returns Guide for Selected Horticultural Crops in N. C.")

Guideline Information

on

INTENSIVE CULTURE CROPS*

SITUATION

Government programs, increasing production costs, and newer technology geared to large scale operations have contributed to idle land and labor resulting in low income on many smaller units. Intensive crops offer a high per unit return to land and capital, for the small as well as the larger grower, with efficient management in production and marketing.

The trend to larger and more efficient units (farms and marketing firms) will continue. New technology, better management, and improved organization of these units will accompany the trend to larger scale. The transition of resources into more productive uses will accelerate during the next five years. While the trends suggest increased returns per unit of resources used, the importance of technology and management will become more critical.

The "Successful '65" leaflets should be used for detailed information on specific crops.

POTENTIAL FOR SPECIFIC CROPS

Nursery Crops: Nursery stock is one of the few agricultural products short in supply nationally. Ideal soil and climatic conditions make North Carolina suitable for increased production.

Over the past five years, numbers of certified nurserymen have increased by 17.7% while acreage has increased only 15%. Wages, equipment and other costs have more than doubled, while stock prices have increased less than 20%. Sales increases of over 50% are expected within the next five years. Impetus and awareness of landscape beautification programs could skyrocket demands for nursery stock.

Better distribution techniques with reduced plant mortality will increase profits. Large-sized trees, specimen plants, mainly Balled and Burlapped, and improved named varieties will be needed. Trends towards greater specialization and area production in larger nurseries loom in the future. Sales based primarily on profits rather than volume will assure a healthy, prospering, and expanding industry.

Floriculture: Floriculture's importance to United States agriculture and to the economy is not questioned. The wholesale value of all floral crops produced in the U. S. during 1959 was nearly $300 million. At that level,

---

*Prepared by the Committee on Intensive Culture Crops, A. A. Banadyga, Chairman.

floral crops outranked in importance the farm value of many other agricultural crops, including apples and tomatoes. The estimated value of the 1965 North Carolina floral industry was 9 million dollars. This figure was derived from the sales of greenhouse flowers, outdoor flowers and bedding plants.

The North Carolina floricultural industry (greenhouse and outdoor flowers) is steadily growing each year. This growth has resulted primarily from the increased consumer demand for floral products in North Carolina. North Carolina has an excellent opportunity to grow larger numbers of the following cut flowers for shipment out-of-state: greenhouse roses, pompon chrysanthemums, and carnations. These particular cut flowers can profitably be grown in North Carolina because of the excellent winter light. Less fuel is required for winter greenhouse heating in North Carolina than in the areas where these crops are now being grown. The adoption and use of evaporative cooling has made summer production of all greenhouse floral crops a reality. Due to the technological requirements of flower production, only trained personnel should be encouraged to enter the floral industry.

Christmas Trees: Increased urban population and consumer preference for high quality Christmas trees have made the cutting of wild trees a custom of the past. Many trees imported into North Carolina are cut from unmanaged wild stands far ahead of use. Consequently, they lack the freshness and quality insisted upon by the increasingly discriminating consumer. Meeting consumer demands at the retail markets will require intensively managed plantation-grown trees.

Scotch pine, Douglas-fir, and balsam fir account for 61% of Christmas-tree production. These species can be grown in North Carolina. However, properly grown native trees offer better possibilities for competition with imported species.

Canadian wild-grown trees are getting more inaccessible. Some times snows interfere with cutting and removal of trees to be imported into the United States. In 1964, only about 8 million trees were imported into the United States, which is a decline of 4 million in about five years.

Improved competitive position and consumer preference for fresh, high-quality trees put growers in this state in a very favorable position. North Carolina growers, with remarkable variations in soil and climate, have the capability and resources to provide freshly cut, high-quality trees that could capture and hold a large share of the market.

Budgets indicate that Christmas-tree production can return as much as $100 net per acre per year. Growers can use off-season labor for harvesting and marketing.

Small Fruit Crops: Acreage of strawberries and blueberries in North Carolina increased about 10% during 1965, while muscadine grape acreage increased by approximately 50%.

Strawberry acreage in the United States is decreasing and will continue to decrease until the labor situation is stabilized. During the next five years this crop will be especially suited to small farms with adequate labor and good management.

Long range possibilities to gradually increase production of blueberries seem good because of increased demand and high market prices. Blueberries for processing offer opportunities because we can grow the high producing and widely adapted rabbiteye species. This processing market would have to be developed over a period of years and any substantial increase in production will require mechanization of harvest.

A gradual increase in muscadine grape acreage, coordinated with expanded markets, is suggested.

Mechanization of these small fruit crops is becoming a reality. Mechanical pruners and/or harvesters are now in limited use or in the developmental stage on all small fruit crops.

Tree Fruits: Tree fruits require high initial investment and are especially suited for commercial sized operations.

(a) Apples -- North Carolina presently has .8 million trees of which 43% are not yet in production. Varieties include 48% Red Delicious, 16% each of Goldens and Romes, 10% Stayman (and decreasing) and 10% all others. Average orchard size is 21 acres (and is increasing) compared to 16 in Washington. 25% of trees are spur type. County Extension agents estimated 5,674,523 bushels in 1965. Possible production of 10 million bushels by 1971. Trend toward leveler land, smaller trees, shorter life (12-15 years), less labor per bushel, better quality, more refrigeration, demand will be less for bulk and more for packed and processing. Solid colored varieties (red and yellow) are preferred. Harvest labor and containers are critically short. Estimated only 15 days to pick each variety strain. The number of buyers will be smaller each year. More efficient and higher quality packing and more efficient marketing is necessary.

(b) Pears -- The demand is good, particularly for processing. Blight is the greatest problem but the new resistant varieties offer excellent possibility.

(c) Pecans -- Acreage has been constant for the past few years. Prices have been excellent compared to other areas. Production has only been fair because of the inadequate care. Yields could be increased considerably with good fertilization and pest control programs. Expansion in eastern areas offers potential.

(d) Peaches -- Present acreage is decreasing. We have the production know-how. Excellent varieties are available. The key to success is the adoption of all known production recommendations. Growers must: harvest mature fruits; sell well colored fruits; and adopt better grading, packing, and marketing practices. Plantings should expand into the Piedmont because of higher yields and longer tree life. Production for processing offers a good potential.

Intensively Cultivated Vegetable Crops:

(a) Trellised Tomatoes -- In 1965 we grew 1,700 acres, averaging 10 tons per acre, valued at slightly over $2 million. Expansion at a rate to insure orderly marketing is suggested. National consumption will increase at rate of 50 million pounds per year based on annual population increase. Western North Carolina has climatic advantages for production of high yields and quality with a relatively long harvesting and marketing period. Production concentration should be on disease control, better plant production and use of irrigation. Limited early production in the east seems feasible if the marketing is organized.

(b) Greenhouse Vegetable Production -- Most greenhouse vegetable production will be in plastic houses. Tomatoes offer best opportunity for highest returns per square foot. At present we have about 400,000 square feet in production. Consumer reports indicate that 1 square foot will produce sufficient tomatoes for 5 people, based on present eating habits. Based on North Carolina population, we can double our present production particularly around larger cities. With market expansion this production could be further increased. There is limited potential for expansion of greenhouse cucumbers, lettuce, and green onions.

(c) Pole beans -- We are presently growing about 1,000 acres for fresh market. The demand for fresh market and processing is good enough to encourage expansion in production. Growers must have availability of harvesting labor. Production for processing will require mechanical trellising and harvesting.

(d) Other vegetables -- Trellised cucumbers offer a potential for gradual expansion in those western North Carolina areas having organized marketing facilities such as those that exist for trellised tomatoes. Production of head lettuce offers a potential in western North Carolina provided weed control and disease problems can be mastered.

MAJOR PROBLEMS

1. Growers must understand and adopt the most effective production and marketing technologies. Natural advantages must be utilized to the fullest extent.

2. Efficient pest control, use of irrigation, and optimum fertilization practices must be adopted to insure maximum yields and higher net returns.

3. Adoption of every possible labor saving device will be essential to reduce the escalating labor costs of intensive crops production.

4. Marketing will have to be organized in such manner that growers will get optimum returns for their products.

5. Growers will have to compare net revenues from alternative enterprises and select those most feasible for their operations.

Guideline Information

on

NATURAL RESOURCES*

One fact becoming more obvious every year is that in our society the interests of resource users will be receiving increased attention along with the interests of resource owners. The resources of rural North Carolina must be modified to create a more favorable atmosphere for industry and business, as well as support an ever-improving agriculture. Rural leaders must think beyond the limits of their own farms, and must apply their skills in conservation planning and practices to the entire range of natural-resource uses so vital to community development. Today, conservation is concerned, not with nature alone, but with the total relation between man and his environment. More than just "raising net farm income," we must maximize our efforts toward the goals of: (1) improving the quality of rural living and, (2) the conservation of human energy.

Forestry

SITUATION: Private ownerships make up 92% of the total commercial forest lands in the state, and 69% of these landowners are farmers. As forest industries have experienced increased production, there has been an increased demand for raw materials from forested lands. This increase in uses of raw materials has brought about an increase in prices paid forest landowners for certain merchantable wood, especially high-quality materials. It is essential that good forest management practices be used on our forested lands to insure adequate wood supplies for our expanding forest industries.

OUTLOOK: There will be strong demands for high-quality hardwoods and increased usage of other hardwood grades in the furniture, plywood, particle board and pulp industries. Increased demands for roundwood pine products will result from the expansion of the pulping mills and softwood plywood industry. Lumber production increases, particularly in hardwoods, will increase demand for larger-size trees of good quality. In the upper Piedmont and Coastal Plain, new markets will open up for pine and good-quality hardwood stumpage. The emphasis will be on quality of raw wood materials and volume per acre.

OPPORTUNITIES: Farm income from the sale of forest products can be increased through a business approach to forest management and the application of good forest management practices. The forest landowner should concentrate on increasing the unit volume and quality of wood produced on each acre. A knowledge of tax provisions and advantages, efficient management of timber capital, land quality and analysis of forest development profits will provide the landowner an opportunity to

---

*Prepared by the Natural Resources Committee, Walter M. Keller, Chairman.

increase his income from timber. Forest landowners can benefit from a familiarization of markets and market conditions for various forest products. Advice from public and private professional foresters and contractual services should be solicited. A study of land capability and predicted growth of timber species will provide information for planting and regeneration of open and cutover lands for efficient timber production.

Woods Products Marketing and Utilization

SITUATION: All industry segments, lumber, plywood, furniture, and paper, experienced increased production in 1965. Labor shortages, the cost-price squeeze, limited available capital and lack of managerial skills have been responsible for lower profits with many firms and failures or liquidation with others. The remaining firms are replacing and expanding facilities as rapidly as raw material, capital, markets and planning permit. Currently, almost 2300 wood products plants employ approximately 97,000 persons and produce products valued at 1.8 billion dollars annually.

OUTLOOK: Lumber production is expected to increase 3% annually, mostly in hardwoods. The number of mills is expected to decrease. Softwood plywood national consumption will increase 10% annually. Hardwood plywood will attain 15% annual increases, primarily due to prefinished panels. Furniture will experience 7% annual increases in production. Increased demands for low-grade furniture woods will be tempered by increased uses of particle board, hardboard, plastics and other competitive products. Pulp consumption increases will come primarily from roundwood products and is predicted to increase in North Carolina and surrounding states by 1,764,000 cords in 1968, or a 5.4% increase annually.

OPPORTUNITIES: Predictions of increased production in all segments assume wood products will maintain or increase their competitive position in the market. Thus, opportunities exist within eastern counties to develop multiple markets for rough roundwood, such as, poles, veneer, lumber, and pulp. In addition, Piedmont and mountain counties can influence industry expansion in mechanized logging, furniture dimensions, and pallet manufacturing. All industry segments are critically short of adequately trained personnel at all levels--common labor through college level.

Commercial Fisheries (Seafood)

SITUATION: About 25% of our counties are coastal and derive some or a major part of their income from the sea or its environs. Current North Carolina fisheries has a dockside value of approximately $7.3 million, with an additional $7.7 million value added for processing. In the past ten years employment has doubled and payrolls have increased from $1.2 million to $3 million annually. Our state fishery is primarily a hunting and harvesting operation when compared to level of farming now

observed in agriculture. Where one organization, U.S.D.A., administers and works in agriculture, twenty-two agencies have some say over fisheries. Thus, fisheries has become our last great frontier and has not been able to benefit from 100 years of land-grant colleges and 50 years of Agricultural Extension. Further, North Carolina has not kept pace with processing developments and is still fresh-market oriented. Whereas, 85% of all fishery products sold today are processed, North Carolina is still selling 85% fresh market.

OUTLOOK: North Carolina's coastal fisheries resource will continue to grow in importance, and its food-producing potential will be exploited at a rapidly increasing rate. The most important development will be the trend away from a fresh-market orientation toward more processing. Coastal counties will benefit from this trend through increased capital expenditures for plant expansion; increased local employment opportunities; and increased labor payrolls.

OPPORTUNITIES: (a) Assist in the orderly transition of a fresh-market seafood economy to a processed foods economy. Changes in handling techniques, process technology and market distribution need to be emphasized in this program. (b) For those already in processing of seafoods, assist in further improvements in quality improvement, processing techniques and marketing.

Soil and Water Resources and Conservation

SITUATION: Next to people, soil and water are our most important natural resources. Their conservation is basic to the establishment of an enduring civilization. We must preserve these resources if they are to produce our future needs of food, fiber and wood products. Past abuses have resulted in silted and contaminated streams; and in the Piedmont and mountains, past erosion has produced soils that contain little or no topsoil. This causes tillage problems and poor water infiltration.

OUTLOOK: Expanding populations will place greater demands on the remaining arable soils, and these demands must be met without further depletion and erosion of the soil. In many cases existing soils will have to be rebuilt or restored to more productive levels by application of known conservation practices. A clean, abundant water supply is becoming more and more important to industrial development, as well as to agriculture. Our abundant water supply, when free of silt and contamination, will insure a continuing industrial expansion. Increasingly larger volumes of non-polluted water will be required for watering livestock and for irrigation, as well as for human consumption.

OPPORTUNITIES: Inclusion of all proven soil and water conservation techniques in individual farm management plans. Addition of at least 1000 more farm ponds each year for livestock, irrigation and recreation. Individual landowners must increase their participation in land planning and watershed management activities at the community level.

Recreation

SITUATION: Twenty years ago, no one dreamed that recreation might someday become a crop more valuable to a landowner and consumer than corn - or that a golf course or a lake might serve a community better than a field of cotton. North Carolina's wide diversification of outdoor recreation resources attracts millions of our recreating public annually. State- and federal-owned facilities are often overburdened because there are too few well-planned, well-managed, appealing outdoor recreation enterprises in the private sector.

OUTLOOK: Outdoor recreation opportunities on the state's privately owned farms and woodlands are virtually unlimited. However, there are several very important considerations in a realistic economic feasibility determination for establishing an income-producing facility. Location of the recreation resource, relative to a recreating population, is of prime importance. The variety and quality of facilities and services offered often determine success or failure of the venture. Inclement weather, week-end patronage only, and the very seasonal nature of most outdoor recreation may be limiting factors.

OPPORTUNITIES: Recreation enterprises, supplementary to farming, which may provide a satisfactory income from part-time efforts are: campgrounds, fee fishing water, fish-bait production, riding and boarding stables. In addition, many farm owners may realize income from selling or leasing the privilege to hunt on their property. Providing complementary hunter services, such as, serving as a guide, boarding and training dogs, and supplying meals, are possible sources of additional income. In many instances, the combining of acreages and physical resources with adjoining property owners would be advantageous to both hunter and landowner.

Guideline Information

on

MASS COMMUNICATION*

Extension agents must consider all channels at their disposal when selecting ways to disseminate information. With this thought in mind, the Department of Agricultural Information has pulled together some guideline statements about the mass forms of communication which might be used by Extension workers as a part of the new 5-year program. Inclusion of these statements does not mean, however, that Extension workers should have a separate or distinct program in mass communication. Rather the statements are included to indicate how Extension workers might best use mass communication in reaching objectives outlined in other program areas.

Mass communication can fill two roles in the new Extension program. It can help Extension workers disseminate specific educational information to audiences that are hard to reach by other means. It can help Extension workers keep the general public aware of their activities.

Extension workers need two skills in dealing with mass communication. First, they must be able to evaluate the advantages and disadvantages of each channel of mass communication. Secondly, they need specific skills, such as writing or broadcasting ability, as they work with the various mass media. The Department of Agricultural Information is ready to help agents acquire the necessary skills in both areas.

Extension workers should try to establish a relationship with mass media companies (newspapers, radio stations, etc.) that is based on mutual benefit and not on personal favoritism. In other words, help the media companies to recognize that you have information that can be of value to their readers and/or listeners.

Extension workers have a responsibility to learn who the local media representatives are. They also have an obligation to acquaint the mass media representatives with the various kinds of information that are available from Extension.

Here is specific information on the various forms of mass communication available to Extension workers:

---

*Suggested by Committee on Information and Publications, Tom Byrd, Chairman.

Television

SITUATION: There are 15 commercial television stations in North Carolina and one education television station with transmitters at Columbia and near Chapel Hill. About 90 percent of the homes in North Carolina are served by television. The average American family keeps their set on nearly six hours per day. The greatest concentrated viewing occurs between 6 and 10:30 p.m. Commercial television draws a larger percentage of its audience from the middle and lower socio-economic classes than from the upper classes.

OUTLOOK AND OPPORTUNITIES: Additional transmitters are now planned which will make ETV (Channel 4) available in nearly every county in North Carolina. There will be many opportunities to transmit Extension information directly from Raleigh to the counties, provided county Extension workers are willing to arrange viewing audiences such as farmer groups, homemaker groups, youth groups, etc.

Since commercial television stations cover multi-county areas, it is desirable to keep station management personnel informed about overall Extension plans. They can, in turn, make programming time available for Extension agents. They can also help agents develop 10 to 60 second spots which can be used as station breaks during prime viewing time.

Radio

SITUATION: North Carolina has about 190 radio stations which are located in 80 of the 100 counties. There is more than one radio for every man, woman and child in the country. The average American family listens to radio three hours each day.

OUTLOOK: Radio is growing at a tremendous rate and is becoming more and more important in the dissemination of information, especially in the awareness and interest stages of communications. There is a trend toward more "talk" stations with greater "in-depth" treatment of subject matter. The short radio spot (one minute or less) is becoming increasingly important for making people aware of problems and opportunities.

OPPORTUNITIES: If program materials and presentation are carefully prepared there is every reason to believe that special "in-depth" shows based upon appropriate subject matter can be used very effectively. Advance publicity would increase their effectiveness. Carefully written radio spots of less than a minute in length can be used effectively to remind people of jobs that should be done, etc. Listenership will grow tremendously if radio programs are scheduled on a regular basis.

Publications

SITUATION: In 1965 the Agricultural Extension Service at N. C. State University published more than 200 different educational publications and printed more than 3,000,000 copies for distribution in North Carolina.

OUTLOOK: Demand will increase for specialized publications aimed at specific audiences, ranging from commercial farmers to people in low socio-economic status. This means more leaflet type publications which can be reproduced in quantity at low cost. Resource information in depth will be needed for commercial farmers to supplement information contained in other Extension, Research and USDA publications.

OPPORTUNITIES: To make the most efficient use of publications, it is suggested that agents -- (1) review their publications for currentness and also investigate new methods of distribution, including use of mass media to let people know what is available; (2) inform specialists what literature is needed; and (3) develop localized leaflets within the framework of the area development associations.

Newspapers

SITUATION: There are 52 daily newspapers in North Carolina reaching some 1,769,248 people. There are 144 other newspapers in the state which publish from once to four times weekly and reach some 408,258 people. Largely dependent upon location served, these newspapers carry articles relating to agriculture, home economics and youth in considerable quantity.

OUTLOOK AND OPPORTUNITIES: Newspaper readership is correlated positively with income and education. This means that a gradual increase in newspaper readership can be expected in North Carolina over the next five years. Also, there is a general trend in newspapers toward educational type information that is designed to help people live better. This means that editors should be receptive to Extension information as long as it is (1) well written, and (2) is of interest and/or importance to a sizeable segment of the newspaper's readership. Newspaper interest in how-to-do-it type farm information is expected to decline rapidly. On the other hand, newspapers are expected to remain an excellent outlet for home economics and youth material, and for agricultural news directed at the general public. Competition for newspaper space and reader time is expected to increase. The demand for good, concise writing on the part of Extension workers is likely to increase also.

Magazines

SITUATION: Precise statistics on farm magazine circulation in North Carolina are non-existent. It is safe to say, however, that almost every farm home receives several magazines, some by subscription and some free.

OUTLOOK AND OPPORTUNITIES: An increase is expected in the number of farm magazines as farmer education and farmer income increase. Also, we can expect an increase in the number of other commercial periodicals as the farmer becomes a bigger customer for the products and services of industry. The farm magazines of the future will be more specialized.

Studies have shown that magazines can be one of the most influential channels available for reaching farm innovators. Unfortunately, Extension workers do not have as much direct access to magazines as they do to other channels of mass communication. But magazine editors are constantly looking for good ideas and they would be receptive to more suggestions from Extension workers than they have been receiving in the past.

Newsletters

SITUATION: The use of newsletters, also referred to as circular letters, self-mailers, etc., has grown phenomenally in North Carolina and other states. Studies show that newsletters are a favorite source of information for farm families. Extension agents also place newsletters at the top of the written communication methods they use.

OUTLOOK AND OPPORTUNITIES: The use of newsletters by Extension workers should continue to grow by leaps and bounds. They provide a means for zeroing in on specific audiences with specific information. They provide a means for presenting detailed, technical information on a semi-mass basis without the risks of distortion that often result from the use of public mass media. In other words, they give Extension workers complete control over the message from the time it leaves the sender until it reaches the reader. Extension agents should definitely consider the use of more newsletters if they are willing to do a good job with them.