

630.71

Or 38s

C.3

OREGON STATE LIBRARY

Document Section

JUL 14 1969

DOCUMENT
COLLECTION
OREGON
COLLECTION

Cooperative Extension Service

Oregon State University

SOME PERTINENT INFORMATION

ABOUT COOPERATIVE EXTENSION

1969

DISCARD

Prepared by

Gene M. Lear

INTRODUCTION

Cooperative Extension is education. Since its inception in Oregon in 1911 its constant mission has been to make available to adults and youth throughout the state the latest technology in such fields as agricultural and forestry production and marketing, family living, resource development and related subjects.

Concurrently, the goal is to help people apply this technology in the solution of their individual, family and community problems. Extension programs are planned and carried out directly with the people most intimately concerned with finding solutions to problems.

Approximately 250 staff members, headquartered on the campus of Oregon State University and in each of the 36 counties in Oregon, conduct off-campus educational programs directly with over 250,000 people annually.

Extension education is conducted in a variety of ways. Direct and indirect methods are employed. Full use is made of radio, television, newspapers, newsletters and magazines to disseminate information to the public. Each year over 12,000 news stories, 11,000 radio programs and 1,000 television shows are prepared and presented. In addition, the 1967 Extension statistical report shows the following:

<u>Item</u>	<u>Number</u>
Farm, home and firm visits made	510,251
Workshops and conferences held	2,813
Training meetings held for volunteer leaders .	14,547
Additional meetings held by volunteer leaders:	
Adults leaders	10,356
4-H and other youth leaders	30,055
Publications distributed to public	1,572,452

OREGON

COOPERATIVE EXTENSION PROGRAM EMPHASIS - 1968

1. Agricultural production and marketing

- 1 - Management information and training (machine data processing)
- 2 - Irrigation development and multiple use water development
- 3 - Organization and information to enhance agricultural producer price bargaining power
- 4 - Combination of marketing firms to aid marketing efficiency and maximize management advantages
- 5 - Expand intensive vegetable production for processing
- 6 - Increase productivity of range lands
- 7 - Export expansion
- 8 - Continue all livestock and crops variety and animal testing and improvement
- 9 - Mechanical harvesting of horticultural crops
- 10 - Economics of labor management

2. 4-H Club and other youth development (pleasure in learning)

- 1 - Careers exploration and information; more education
- 2 - Personal and creative development -- useful and practical project skills
- 3 - Experiences in teaching others - Junior Leaders, Empire Builders, summer school and camp counselors
- 4 - Citizenship and leadership experiences; Know Your Government, demonstrations
- 5 - Understanding natural resources -- uses and development

3 Home and family education

- Consumer competence -- money management, buymanship, credit, consumer protection
- Family life - stability, understanding, relations and changes
- Family health -- good nutrition and diets, weight control, and home safety
- Emphasize home economics education for very low income and other-wise disadvantaged
- Community services
- Family housing

4. Community (or group) development

- Land use planning and zoning
- Programs in local government innovations and changes to accommodate present and future needs
- Planning via the problem-solving process for best use of natural and human resources
- Education relating to vocational, underemployed and limited work opportunity (train farmers and youth for non-farm employment)
- Emphasize work, economic and living environment; prevention or correction of air, water, sound pollution
- Outdoor recreation development

Long-Range Program Development

At about ten-year intervals the Extension staff has worked with local citizens in each county in what has been called long-range planning conferences. These conferences have involved a cross-section of the community taking a look at their resources--natural and human--and making recommendations for citizen and community benefit. These have had much to say about many factors relating to agriculture and agribusiness but, in addition, much about many other facets of social and economic concern of the citizens.

We are now again involved in this process. Many counties have finished and published a report. Many more are now involved.

More Specialized Staff

Greater specialization of the field and central staff has been taking place. The county agent in many cases is becoming an area, specialized agent. He or she may have program responsibility in two or more counties. Greater competency is the rule.

Attendance at Extension meetings and enrollment in the many programs of Extension has reached an all-time high. Citizens have liked the specialized approach. Extension staff put more time and resources in preparing for and holding meetings. The participants get more information. Attendance at many such meetings is frequently 100 to 300 persons. Farmers enrolled in the farm management electronic data processing program readily drive to the adjoining county for intensive training. They also pay part of the cost to participate.

The application of new technology, management skills and other information to Oregon's farms and marketing firms has never been greater. The 1967 estimate shows an increase of over 440,000 tons of Oregon farm produce since 1963. This large increase has meant more employment in agriculture and more income for Oregon. This increase results from more efficiency in production and more high producing crops and livestock. The need for and pressure on research and Extension has never been greater. Farm producers and marketing firms realize the need to be efficient and competitive as never before.

Extension and research teamwork has been strengthened with increased total department coordination and multi-discipline or team approach to problems.

Program Aides

Increased emphasis was placed this year on the employment of paid program aides at all levels in the organization.

This adjustment was made in response to a reduction in the number of professional staff available following a decrease in state appropriations, to provide meaningful work experience and training for sub-professionals, many disadvantaged, and to allow professional staff to concentrate their efforts on significant educational programs rather than on routine and service functions.

Funds to employ aides have come from regular Extension budgets and from special project funds made available through cooperative relationships with other agencies.

The most significant number of aides have been employed in family living projects funded through Community Action agencies by the Office of Economic Opportunity, the State Department of Welfare, and special funds from the U. S. Department of Agriculture.

EXTENSION'S MAJOR PROGRAM AREAS (1969-71)

Program Area	Providing	Reaching	Staff		Biennial Cost	Payoff
			No.	%		
1) Agriculture & Forestry	Application of new technology and management skills for farm, marketing and other agri-business development. More Oregon Agriculture. Income and jobs. Improved farm income.	40,000 farm 50,000 non-farm 2,100 processors & handlers (Ag. & For.)	123	49	\$5,664,720 Total (\$3,129,013) State	Oregon agricultural industry is growing-- Nearly 100,000 tons more produce annually and on fewer acres. Worth about \$45 million a year.
2) Home Economics & Family Living	Education in home management, family life, nutrition, health, clothing, housing, consumer competence, public affairs, and leadership.	21,000 in 700 study and training groups 64,000 with special needs and interests 14,112 leaders -- teachers	40	16	\$1,400,475 Total (\$ 786,517) State	Prevention and reduction of social problems. 63% increase in audience reached in family life. 6,000 completed Food Buying course. 1,646 women saved 60 to 75% sewing knit garments. Improved health and food habits, 32 counties. Consistent progress of low-income clientele.
3) 4-H Club and Youth	Practical education supplementing formal school where useful skills and information are learned. Citizenship experiences provided and character and cultural development aided. Young leaders trained. Special help for disadvantaged.	35,000 4-H 13,000 TV in Action (preparedness) 32,000 Natural Resources 5,700 Volunteer leaders	53	21	\$1,836,394 Total (\$ 947,227) State	Thousands of youth prepared annually for more education, more leadership, more responsible citizenship. Better understanding of Oregon's natural resources. Better homemakers, since home economics is largest part of 4-H program.

<u>Program Area</u>	<u>Providing</u>	<u>Reaching</u>	<u>Staff</u>		<u>Biennial Cost</u>	<u>Payoff</u>
			<u>No.</u>	<u>%</u>		
4) Community Resource Development Public Affairs	Community or group action and education on problems relating to planning, zoning, public policy, environment, public ser- vices, outdoor recreation, and other natural resource use.	36,000	35	14	\$1,377,531 Total (\$ 719,106) State	Sound policies for growth of state. Desirable work and living environment. Reduced cost of growth. Better use of all resources.

Governor's Recommended Budget 1969-71

Total	<u>\$10,279,120</u>	
State	5,581,863	54%
Federal	2,456,970	24%
County & Other	2,240,287	22%

**SELECTED EXTENSION PROGRAMS
AND ACCOMPLISHMENTS**

General Statement

This statement is an attempt to explain the current major programs of the OSU Cooperative Extension Service that are related to Oregon's commercial agriculture.

We assume citizens in general are aware of the increasing economic significance of Oregon Agriculture. The total annual value of Oregon's farm produce when the processed value is included is approaching one billion dollars.

This growth increase is occurring as a result of several identifiable factors. We can name a few of the more important:

- 1) Increased production from application of irrigation and fertilizers.
- 2) Increased production of more high tonnage and high value crops (grain to vegetables or fruits or peppermint, increased yield of grass and legume seed crops).
- 3) Increased forage production on Eastern and Western Oregon ranges -- greater livestock production on fewer acres.
- 4) Adoption of new, improved crop and horticulture plants and varieties.
- 5) Improved livestock and crop management practices.
- 6) Better disease, pest and weed control practices.
- 7) Equipment and facility improvement.

The latest estimate on agricultural growth in Oregon reports an increase of over 440,000 tons since 1963.

Soils, Irrigation, Land Use and Conservation

We would like to give you a few examples of Extension involvement:

- Soils specialists and county agents currently working with firms, groups of farmers, formal organizations to add 175,000 acres additional irrigated lands. At least 500,000 additional in future planning and development stage.
- Soils specialists, agents annually established hundreds of fertilizer trials and demonstrations to get application of new research information. Fertilizer use increases annually and yields more than enough to pay costs.
- Moisture testing demonstrations by specialists and agents has increased irrigation efficiency for 75 growers last year.
- Soils specialist demonstration of tar emulsion made crop establishment in new area possible.
- Specialists and many county agents have worked each year with Soil and Water Conservation Districts boards and programs. RC&D projects in several areas have been assisted.
- Extension specialists prepare information to make effective use of data from soil samples when tested in the OSU laboratory.

Livestock, Dairy, Poultry

- Extensive program conducted by livestock specialist to carry on program of sheep footrot. Now several thousand valley sheep on regular program.
- Range reseeding and improvement demonstrations in Douglas County established together with sheep and forestry management programs. To gain information plus demonstration.
- Wool pools assisted in each county or area where volume of marketings have been available. Returns to sheep raisers have been significant -- several cents on each pound of wool. Also fleece and wool marketing improvement.
- Lamb pools have been assisted and prices improved along with lamb quality. Marketing education conducted.
- Dairy technologist has improved cottage cheese, ice cream and many other dairy products through work with processors of dairy products.
- Dairy marketing firms have had Extension specialist assistance last few years on problems relating to firms consolidating. Large savings have been possible and put into effect. Management training given firms' boards and management personnel.
- Production testing for dairy cattle through the DHI programs continues to have Extension support.

- Range improvement programs -- sagebrush removal in Eastern Oregon, grass and legume seedings and fertilization in Western Oregon have increased pasture production 2 to 10 times over previous level.
- Educational work done on sanitation in poultry killing plants was effective in getting improved conditions and better plant personnel understanding.

Field Crops

- Improved grain varieties continue to increase yields. Extension hastens adoption of new varieties.
- Footrots and rusts are major grain problems. Extension staff have helped in establishing and gathering field data with research program.
- Peppermint production has been aided by Extension staff in many counties as industry has needed to move. Agent in Lake County last year assisted in successfully establishing industry there.
- Hundreds of field crop and forage trials established each year -- some in every county. This gets new research findings adopted. Extension staff publicizes information on improved and new varieties.
- Grass and alfalfa seed yields are continually improved through the certification program conducted by Extension staff. Research develops new and improved crops -- certification expands the seed use.

- Extension specialists prepare weed identification and control recommendations. Also handbooks for use of all weed chemicals.
- Specialized staff work with potato industry in Malheur, Central Oregon, Klamath and other areas on production and marketing information and problems. Also onions in Malheur, Marion and a few other counties.

Horticultural Crops - Fruits, Vegetables, Ornamentals

The growth in income in the horticultural crops is where the greatest increases have resulted in recent years. The expansion of the ornamentals industry and food processing crops and firms has been a major contributor. Specialized Extension staff has been a significant factor.

- Extension staff have made many contributions to the problems relating to labor -- recruiting and training (film), housing, management and economics. Much work with employment service.
- Harvesting equipment work of Extension Specialists working with growers, researchers and equipment companies has provided labor-saving techniques and other efficiencies.
- New planting techniques introduced to increase yields.
- Plant disease and insect control handbooks edited annually and sold to industry. Extension specialists responsible for the coordinated effort.
- Specialists and field Extension staff have worked extensively with marketing firms - management and plant technician training given. (Moser, Garoian, Groder) Firms combined, new firms assisted, feasibility studies undertaken.

- New crops established - artichokes and cole crops on the coast. New varieties demonstrated many places. Wine industry in Douglas County!
- Jackson County freeze damage control on pear trees by Cordy.
- Very extensive on-going extension programs relating to all kinds of horticultural (culture) programs -- variety recommendations, pruning, thinning, fertilization, cultivation, etc.

Range Improvement

Oregon has millions of acres where double or greater production is possible from range practice improvement. One state Extension specialist and an area specialist in range management are providing appropriate leadership and information and training to get this kind of increase on thousands of acres annually.

Farm Management

There is now general agreement that the success of a farm operator depends greatly on his management decisions. Extension emphasis on management competence for the agricultural agents and specialists has never been greater than at present. Machine processing of records and information is now standard practice on many farms as a result of Extension leadership.

- Manning Becker farm management training (games) for staff and farmers. Also regional training school for Western Area (including Canada and other countries).

- Economics of farm business training provided for bankers.
- Fred Smith project in machine processing of farm records has objective of making most profitable farm business decisions. Over 50 of Oregon's large commercial farmers participate on a charge basis.

Public Affairs Programs

The success of farmers today has a direct relation to many public policy questions relating to taxes, transportation, government trade and pricing policies, labor policy, and environmental factors, to name a few.

- Many Extension staff have worked with general public, producers, industry and researchers relative to problems related to burning grass and grain fields.
- Extension specialists and field staff have conducted extensive programs aimed at understanding taxation and the source of funds for support of public services.
- Land use and zoning education by Sidor and others is aimed to support public long-range planning for most appropriate use of Oregon's land resources for the best interests of her citizens.
- Much Extension staff effort has gone into relationships with many federal and state agencies to assist with or help make available such programs when these are beneficial to the state--especially rural communities.

COORDINATED PESTICIDE-CHEMICAL PROGRAM

Governor's Farm Safety Committee - An Extension Specialist served as a director on the Governor's Farm Safety Committee. During 1967 a special program, Pesticide Safety, was held under sponsorship of the Governor's Committee and the Western Agricultural Chemical Association. The program was attended in Oregon by 150 individuals, including safety leadership in the state, chemical applicators, and representatives of a number of other disciplines.

Cooperation with Other Agencies - Relationships with the Regulatory Division of the State Department of Agriculture, especially the Plant Pest Section and the State Chemist's office, has been gratifying. The specialists confer with individuals in these offices on topics of mutual interest and cooperate in several areas of work. Of special interest is training program for applicators, residue studies, insect surveys and plant pest detection.

Environmental Health Science Center Established - In 1967 a new science center was established on the OSU campus. It is called the Environmental Health Sciences center.

Extension specialists have assisted with program and research planning at Oregon State University in the areas of environmental contaminants and have cooperated with the Department of the Interior, Pacific Northwest Water laboratory in preliminary discussions of investigations into chemical breakdown in sewage treatment plants.

Chemical Safety Stressed by Extension Homemakers Units - The Oregon Extension Homemakers Association, some 22,000 strong, emphasized chemical safety in the home during the 1966-67 year. Brochures were prepared for all Oregon county leaders and Extension unit chairmen. Sources of information and materials were included. The Extension Service, National Safety Council, Oregon State Board of Health, and American Medical Association supplied materials. Over 250,000 pieces of literature were distributed. Film and colored slide sets are in constant demand. Individual "Larry the Label" films were utilized by homemaker units in their programs.

Handbooks on Pesticide Use - The major recommendations of pesticides in Oregon by the Extension Service are included in three handbooks revised annually and updated throughout the year. Included in these handbooks is detailed information on the following aspects of pesticide safety: Safety code for handling pesticides; Estimated relative acute toxic hazard of pesticides to spray men; Guide to safe pesticide usage; Poison control registries -- location and phone number; Symptoms, precautions, first aid for poisoning; Safe disposal of empty pesticide containers and surplus pesticides; Good storage practices; Respiratory devices for protection against certain pesticides; Toxicity data on pesticides.

In addition, where appropriate and included with actual recommendations, are precautionary statements relative to particular hazard to man, domestic animals, and wildlife. Time limitations of chemical use prior to harvest and special use data are also included.

Agricultural Chemicals Information Center - An Agricultural Chemicals Information Center is maintained by specialists concerned with this project. Included are current federal and state registrations of agricultural chemicals, uses, dosages and limitations of agricultural chemicals and residue restrictions imposed on these materials. Pesticides in this work include insecticides, herbicides, fungicides, food, feed, and color additives; growth regulators, defoliants, and veterinary drugs.

Growers, food processors pesticide dealers and fieldmen, Extension agents and chemical applicators have availed themselves of this service.

Farm Animal Waste Management

Extension specialists in Agricultural Engineering and Livestock Production have given assistance to operators in the design of appropriate facilities for handling large quantities of animal waste. Educational meetings have been held with producers pointing out the hazards of disposing of animal waste in areas adjacent to streams which could result in water pollution and violation of Oregon sanitary laws. Applied research is being carried out on various methods of animal waste disposal. A close working relationship has developed between Extension specialists, county Extension agents, state sanitary authority representatives, and farm operators trying to find ways to satisfactorily handle these problems. In addition to stream pollution, undesirable odors from livestock in residential areas and contamination of underground water supplies by heavy concentrations of animal waste spread on top of the ground are of concern.

Forestry

Extension Forestry specialists have conducted significant educational programs related to management of timber tracts throughout the state.

A notable development in recent years has been intensive forest tract management education with county government officials. County government officials have requested this assistance. Extension programs in this area have been carried out in close cooperation with the Oregon State Department of Forestry. Most recent efforts have been made in Hood River and Tillamook counties. Intensive surveys were made of the tracts and alternative management opportunities were made available to those individuals with management responsibilities.

Christmas Tree Plantations - The first crop or plantation of Christmas trees in Oregon have come of age. Forest plantings, principally in western Oregon, are now five to eight years old with almost a dozen species represented. These trees are growing at low and high elevations as well as different latitudes. Extension leadership has encouraged the development of these plantations. Extension specialists have worked closely with Christmas tree producers pointing out the desirability of producing sheared trees of high quality.

County agents and Forestry specialists made a study working very closely with four Christmas tree growers who had 60,000 trees on 108 acres of land. The trees ranged in height from near merchantable to beyond merchantable sizes. Although cultural practices were very poor, the growers would still have been able to market 6,000 trees at \$2 apiece or \$12,000. The growers, however, taking advantage of information provided through Extension programs, gained a much deeper understanding of cultural and general management techniques and currently are marketing the additional 54,000 trees at \$2 per tree or \$100,000 plus in added income. This income will carry on for at least three more years.

Forestry Marketing and Utilization

Conducted a shortcourse in wood preservation and a demonstration of test procedures to determine strength characteristics of large glue-lam beams.

Developed new techniques for profitable utilization of approximately 2.5 million tons of bark produced in Oregon annually and more intensive utilization of the current inventory of 20.4 billion board feet of hardwood sawtimber in Oregon.

Conducted a conference for executives of forest products and food processing firms on Corporate Planning and Control: Key to Corporate Vitality.

Developed series of TV programs focused on opportunities in forest products international marketing and conducted seven export documentation workshops for representatives of forest products firms. Several other states used the video tapes for educational programs in their areas and also sent representatives to the workshops.

Home Economics and Family Living

Oregon's home economics program is made up of "solid subjects" such as consumer education, household management, wise credit use, nutritional needs for all age groups, clothing construction and alternation, family economics, managing time, energy, and money, and child development and human relations. Many problems relating to early marriages, broken homes, aging and retirement are brought to the staff. Young homemakers and homemakers working away from home seek special programs for their needs. Some examples of work in this project are:

1. Over 700 Extension study groups with a membership of about 20,000 meet monthly for lessons on these and other subjects. Leaders from these groups are trained by an Extension agent. The leader then teaches the group and serves as a resource person in her community. Last year 1,117 such meetings were held and more than 87,000 persons attended.
2. Home management shortcourses have been held in 12 counties and 3,000 homemakers participated. In one county a series of management classes was held with 125 working wives during the lunch hour at the place of employment.
3. The City School Board of Hood River requested the help of the family life specialists in solving the problem of high school marriages. A steering committee was formed and a public meeting on the subject of "Early Marriage" was attended by 130 persons. As an outgrowth, a community committee was formed which took the following action: (a) surveyed existing family life programs, (b) sponsored a Continuing Education credit course for teachers, ministers, and parents, (c) appraised school programming with consideration of its encouragement of early dating, (d) encouraged teachers to list students who were potential drop-outs. The family life specialist prepared a publication "Early Marriage" and developed teaching records and a leader's guide for use by lay leaders. This material has been used by high school teachers, PTAs and Home Economics Extension groups throughout Oregon.
4. More than 1,000 people, mostly married couples, attended four and five session series of meetings on subjects of family finance. These were conducted by the home management specialist. They included credit use, life insurance, social security, legal matters, savings and investments, as well as practical budgeting and general money management.
5. The home economics program has increased emphasis the past two years in many programs to aid disadvantaged families. For example: a special project in Polk County, with OEO funds, reached over 1,400 families with special programs. Low-income people were hired as aides, they were trained in home economics subject matter, and they then taught others who were asking for help. Special programs were given migrants in seven counties and specially prepared lessons were given at low-income food distribution centers in many counties.

4-H Club and Youth Programs

This program of character, citizenship, and skill development for youth is now reaching over 36,000 Oregon young people enrolled in 4-H clubs in over 50 project areas. The success of the program is attributable to the 5,700 volunteer leaders for the 4-H clubs. This program is a major supplement to formal educational programs. Some recent emphasis in the 4-H program:

1. Increasing number of older members in Junior Leader and Empire Builders projects encouraging community service and service to others.
2. Citizenship programs for older members, with a state and many county conferences on Know Your State (or County) Government. These conferences have been conducted by Extension staff with complete cooperation of state and county officials.
3. Nearly every county has developed a system of community 4-H Leaders recently. These leaders are making it possible for 4-H club work to reach more youngsters who have asked to be included. The community leaders assist Extension staff in training of other leaders, organizing clubs and planning activities.
4. The Extension forestry specialist, working with county agents and other forestry trained personnel, have conducted school forestry educational programs. Last year 465 schools took part with a total of 22,289 sixth grade students. A handbook has been developed for use of teachers and others for conduct of these events.
5. In 1967, 13,000 additional Oregon youth participated in the 4-H, TV in Action program on emergency preparedness. Extension arranged the program and enrolled the youth through county Extension offices. Another 20,000-plus sixth graders, with their teachers, learned about Oregon natural resources from conservation tours arranged by the Extension agents.
6. Leadership has been provided in helping over 10,000 school children and teachers explore the resources of the sea through Extension programs at the Marine Science Center at Newport.

International Programs

Oregon Extension is being asked to contribute some staff competence to the agricultural technical aid needs of other countries. This challenge has been met on several occasions with considerable success.

- OSU Extension took an AID contract to aid in growing new hybrid wheat varieties in Turkey. Twelve staff were recruited, assigned and supported.
- Individual consulting assignments of Extension specialists (crops, livestock, range management) have been provided on contracts.
- We are currently involved in contracts with Jordan and Turkey for Extension-research projects for wheat production.

These have been tremendous efforts of teamwork. It is the American way of combining research and Extension "know-how" to get practical results by working with people at the local level but supported at all levels of government and industry.

Extension is also involved in other international programs.

The International Farm Youth Exchange, supported mostly by private funds, and the work of the home economics groups has brought better understandings to thousands of Oregon citizens of our foreign neighbors. In one year three Oregon International Farm Youth Exchange delegates talked to 56,625 persons in Oregon about their experiences. Extension provides leadership for the orientation and training of IFYE delegates prior to their visit to foreign countries and arranges their public appearances on their return.

In cooperation with the State Department of Employment and the National 4-H Foundation, Extension agents have helped place young Japanese farm trainees on farms in Oregon for the past three years. In addition, special meetings and training have been provided for the young Japanese by Extension staff.

Classes on international programs and opportunities for participation are a regular feature of the annual Extension 4-H Summer School held on the Oregon State University campus. Several hundred older 4-H Club members have attended these classes. Many have gone on to participate in such programs as IFYE, Peace Corps, American Field Service (AFS) and others.