1983

Meeting the Challenge: Cooperative Extension Service 1983 Annual Report

Cooperative Extension Service
South Dakota State University

CES EXTENSION

1983

A N N U A L R E P O R T

MEETING THE CHALLENGE

EXTENSION: A LOOK FROM THE INSIDE

Your South Dakota Cooperative Extension Service is the non-formal educational arm of our Land Grant University, South Dakota State University. Extension provides educational assistance to farmers, ranchers, homemakers, youth, and community leaders—a function which has continued in South Dakota through about four generations. Extension has built-in characteristics which assure its response to both local needs and those of all levels of government and public decision makers.

MAJOR THRUSTS CONTINUE IN '83

Advice from County Extension Boards and the State Extension Advisory Board resulted in three major program thrusts designed to address specific problems facing citizens of our state.

Cooperative Extension Service Agents and Specialists alike received in-service training specifically designed for the conduct of these activities which began in 1981

The first major educational thrust is in the area of farm family resource management which includes a complete record-keeping system upon which sound management decisions can be made. Other features, through the aid of remote computer terminals and micro-computers, include forward planning for the management of farm enterprises and business analysis. The overall aim is not only to help individual rural families operate more efficiently and profitably, but also to aid South Dakotans to become more competitive nationally—which, ultimately, will improve the quality of life for the rural families of this state.

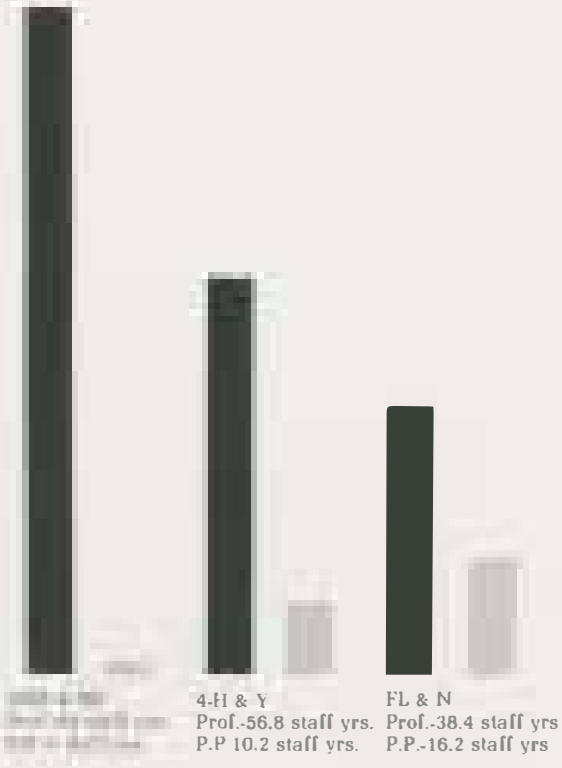
A **second major thrust** deals with South Dakota's number-one resource, food. The importance of the production, processing, and marketing of this extremely valuable asset goes without saying, but the use of our food products is similarly vital. This educational program includes human nutrition, buymanship, food preparation, and a strong emphasis on the expanded purchase and consumption of food products which originate here in our own state.

A **third thrust** is youth-oriented. Lay leaders and board members tell us they favor equipping 4-H youth with skills to effectively investigate careeropportunities and plan their training toward their career selections. An equal emphasis is the importance of learning to manage personal resources—particularly money.

THE SPIRIT OF COOPERATION

South Dakota's Extension agents, specialists, and program assistants cooperate with the people in many ways, but especially through three areas of program emphasis: agriculture, natural resources, and rural development (ANR & RD), family living and nutrition (FL & N), and 4-H and youth (4-H & Y).

In 1982, the South Dakota Cooperative Extension Service and its 189 professional and 27 paraprofessional employees devoted the following amounts of time to these areas



Non-formal, off-campus, public education in these program areas is mandated by the South Dakota State Legislature. By this approach, our legislature has assured that these educational and informational services will be available to virtually every citizen of the state.

Some of Extension's offerings in the Agriculture, Natural Resources, and Rural Development area include the production of livestock and crops, conservation of natural resources, marketing of farm products, and efficient management of farm enterprises. Rural development offerings are designed to aid not only the general citizenry, but also the elected and appointed decision-makers of our state. The overall rural development goal is to strengthen the agricultural business and industrial base which supports community commerce.

Extension works with families to provide information on basic human nutrition, managing family resources and meeting the various needs of the family—all through the Family Living and Nutrition area.

The focus in 4-H and Youth development is on promotion and development of vocational, avocational, and leadership skills for South Dakota young persons and is aimed toward preparing them for their role in agriculture, business, government, and community life.

MEETING THE CHALLENGE

By Dr. Delwyn Dearborn
Acting Director, S.D. Cooperative Extension Service

Our theme for activities covered in this annual report is "Meeting the Challenge." Just how is Extension equipped to help rural South Dakotans meet the challenge of this era of rapid change for agriculture and rural life? A basic review of the role Extension plays in a land-grant institution such as our South Dakota State University will help answer that question.

American land-grant universities were developed to perform three basic functions: research, classroomteaching, and non-formal teaching (extension).

Vast improvements in U.S. agricultural production have resulted from contributions these functions have made to the orderly development and adoption of new farm and ranch technology, and there is no evidence to suggest such improvements will continue in the absence of these contributions.

A synergy occurs through the enhancement each function derives from the other two. Their total effect on agriculture, therefore, often exceeds the sum of their individual contributions.

Research, the function of the agricultural experiment station at such universities, is fed directly into classroom teaching and non formal teaching. Thus, both teaching activities are rooted in research.

Non formal teaching occurs primarily with rural adults and youth in non-classroom settings, but the general objectives of this activity are very similar to those of classroom teaching: to interpret research in a meaningful way, and to transfer this information to other persons in the form of a useful skill.

As the non-formal teaching arm of the College of Agriculture and Biological Sciences at South Dakota State University, the Cooperative Extension Service engages in four forms of this activity: 1) short- and long-term educational programs, each with its own specific objectives; 2) ongoing educational programs and services which support general objectives; 3) emergency educational programs and services for special situations and natural disasters; and 4) services which share the objectives of the other three forms.

The first form of non-formal teaching is exemplified by any of the 90 educational programs being conducted by Extension. Examples of the second form would include technical consultations with individual farmers on subjects such as weed and insect control, any of several ongoing educational programs such as leadership development, alternative energy development, or foods and nutrition education, and continuing cooperative efforts with farm organizations and other agricultural agencies.

An example of the third form is the recent educational response to the woolly bear caterpillar infestation which helped to save farmers of the state an estimated $39 million in potential crop losses. This insect threat was of epidemic proportions

which could not have been foreseen or reflected in advanced planning. A fourth form of the non-formal teaching activity is illustrated by administrative services, inservice training of staff, production of non formal teaching aids such as publications and expository writing and speaking to reinforce educational concepts through farm journals, local newspapers, radio and television outlets or conference telephone facilities, and clerical support services.

About two-thirds of all related resources are devoted to the 90 programs which make up the first form of non-formal teaching. Of these programs, about 75 percent are devoted to agricultural production and management.

The content of the total non-formal teaching program is a direct reflection of a program-determination process. The general public elects county commissioners, and they, in turn, appoint county boards charged with planning, directing, and managing local programs and services. This results in a statewide managerial network of some 425 local board members who then elect their own 24-member State Extension Advisory Board to carry out their plans in coordination with the administration at South Dakota State University.

The nature of the various forms of non formal teaching dictate several basic approaches for resource allocation. Short- and long-term programming are amenable to individual budgeting because of their specific objectives. All Extension personnel account for each working hour of the fiscal year in the form of SEMIS reports, and these provide an historical basis for use in conjunction with general objectives in determining the resource requirements for ongoing educational programs and services. Emergency programming and services generally require the reallocation of resources from other programs and services on a priority basis. Services which share in the objectives of other forms of non-formal teaching derive their resources from the service requirements of these other forms.

MMA IS ANSWER FOR INFO NEED

By Thomas Bare
Extension Information Specialist

"Midwest Market Analysis" (MMA) is one answer to producers' requests for current information and analysis of the grain and livestock markets.

From its inception five years ago as a segment of the South Dakota Public Television (SDPTV) Network production "This Week," the popularity of MMA has grown by leaps and bounds.

Extension Economists Gene Murra and Art Sogn have become household words to many in the farming, ranching and agribusiness communities. Their weekly analysis of the grain and livestock markets on SDPTV Fridays at 9:30 p.m. and Saturdays at 12:30 p.m. is "required" viewing for many.

Murra and Sogn bring nearly a half century of experience in several aspects of agricultural marketing to the program, Since they have no direct ties to the markets and nothing to gain or lose, their reports are objective and unbiased.

Sogn says, "Many producers spend hundreds of dollars a year for market advice and information they don't know how to use. We hope the analysis we give on MMA will help them better use the marketing tools already available. In today's volatile agricultural marketplace, farmers and ranchers need to make use of all the marketing tools available to enable them to sell above the cost of production."

During the time Murra and Sogn appeared on "This Week," very little analysis of the markets was done because of the time constraints of the magazine format. Their segment was limited to six to ten minutes per program. Although they devoted the time entirely to information reporting on the markets, their following grew rapidly.

Several agricultural producers suggested the Cooperative Extension Service and the SDPTV Network cooperatively produce a weekly half hour program which would provide an indepth analysis of the agricultural markets.

There have been some minor changes made in the program format since the initial broadcast of MMA on September 5, 1980, but Murra and Sogn continue to devote proportionally more time to the market analysis of the commodity groups than to any other single program segment. A minimum of twelve minutes is allotted to the analysis of the livestock and grain markets.

Each program has a special report or educational marketing segment which relates to the total marketing picture. Special reports include topics such as: Cattle and Hogs on Feed, Crop Production and Domestic and Export Grain Outlook. Market education topics range from understanding the basics of the futures markets to visits with USDA agricultural experts.

Other agricultural disciplines and commodity groups have a chance to call attention to their upcoming events on the "Ag News" segment. The light hearted "Word for the Week," a definition and

Hosts of MMS, SDSU Extension Economists Art Sogn (left) and Gene Murra, discuss the format of the program before the late Friday afternoon taping.

history of a well known word, continues to be popular.

MMA is taped late Friday afternoon for the Friday night broadcast. Taping does not start at the KESD-TV studio in Brookings until the closing grain reports for the week, which are received about 2:00 p.m., are analyzed. Because the studio is located in close proximity to Murra's and Sogn's offices, the element of timeliness can be insured.

When Murra or Sogn are out of town, SDSU Ag Economist Dick Shane sits-in. Shane has a broad background in agricultural marketing. From time to time, the author also interviews guests on the program.

Murra says, "We originally hoped MMA would reduce the travel demands and requests to hold marketing meetings throughout the state, but the opposite has occured. The program has generated requests for more meetings. It has opened the door to show producers the need for more marketing information."

Murra has 20 meetings scheduled for January 1984. These meetings involve in-depth analysis of marketing alternatives and are a logical take-off from MMA. Normally, Sogn conducts 60-70 meetings per year.

Sogn adds, "Response to MMA at meetings continues to be highly favorable. SDPTV viewer comments indicate that some people watch who have nothing to market. This includes one 10-year-old in Sioux Falls who is fascinated with the 'mysteries of marketing.'"

Diane Welk, KESD-TV production assistant, updates closing livestock market information on a character generator minutes prior to MMS air time.

Murra and Sogn, members of the Cooperative Extension Service, in conjunction with SDPTV are addressing the ever-changing challenges facing today's farmers, ranchers and agribusiness community.

Editor's note: Murra and Sogn were recognized by fellow Extension workers last year at the Annual Awards event for their television program.

GREEN TAG YIELDS MORE $, BETTER CALF

By Jerry Leslie
Extension News and Feature Editor

Three Extension specialists working with the support of all segments of the beef industry started a green tag preconditioning program for feeder calves that brought cow-calf producers more money for their calves and provided a better calf for the feedlot.

Producers surveyed realized an average of $9 a head over added costs for their calves marketed to feeders by participating in South Dakota's new green tag program in 1983.

Organizers termed the campaign a success, because about 200,000 calves or near 20 percent of the calves marketed in 1982-83, the first year of South Dakota's program, were green tagged calves.

Conducting several dozen meetings around the state to encourage participation in the green tag program were Dr. James Bailey, Extension veterinarian at South Dakota State University; Joe Minyard, Extension beef specialist; and Francis "Mick" Cran dall, Rapid City, Extension beef specialist.

In 1983 84, the Extension specialists expect greater participation in the program. Experience with the green tag program in 1982 has convinced many skeptics of the value of the program, and more producers planned to process their calves in 1983.

The Extension specialists traveled again in the fall of 1983 to promotional meetings for the green tag program. Joining Bailey and Minyard in the campaign in 1983 were Leroy Ben Bruce, Extension ruminant nutritionist, and Joe Schimmel, Rapid City, Extension beef specialist who succeeded retiring Crandall July 1 as both specialist and secretary of the S.D. Beef Cattle Improvement Association (BCIA).

Bailey attributes the first year of success of the green tag program to the efforts of the main sponsor, the S.D. Beef Cattle Improvement Association and the support of other segments of the beef industry.

The program can add significantly to net income realized from each calf sold, for the program is standardized so a buyer knows what to expect when he purchases a green tag calf.

To be certified in the South Dakota green tag program, calves must have certain management practices and vaccinations applied to them and be weaned at least 30 days prior to the day of the sale.

Green tag calves are identified by a green metal tag applied to the left ear. The ear tags are available to veterinarians through the BCIA and are sold to producers for about 10 cents each which includes a 5 cent per tag surcharge which is used for promotional purposes by the BCIA

Certificates to record the procedures and vaccinations are supplied to veterinarians who, along with the producer, sign the certificate as evidence of the procedures done with the calves.

The program is designed to insure adequate preparation of feeder calves for movement from production site through marketing channels to feedlots with a minimum of health problems.

Each calf must have undergone the following procedures to be eligible for the certified green tag program: castrated, dehorned, treated for grubs and lice, weaned a minimum of 30 days prior to sale, feed

bunk and water tank adjusted, and vaccinated at least 21 days prior to sale for IBR (red nose), PI3 (para influenza 3), BVD (bovine virus diarrhea) and seven-way clostridial (blackleg enterotoxemia).

Preconditioned calves average about 50 pounds heavier than those not preconditioned. On a $75 market this would represent an additional $37.50 per head income to the producer on extra weight alone.

Figuring a conservative premium of $2 per hundredweight this, on a 500-pound calf, would amount to $10 per head. Thus the additional weight and premium could mean an additional gross income of $47.50 per calf.

The effect on the livestock industry of South Dakota could be an additional $47.5 million considering nearly one million calves are sold annually in South Dakota. While on the road the specialists described the BCIA, its basic functions and its interest as an organization on the green tag program. They talked about the requirements of the program, the management practices, and the importance of marketing.

Marketing strategy was a big thrust in 1983 in an attempt to get larger numbers of green tag calves to the sales at the same time so that feedlot owners can buy in truckload quantities without having to mix green tag calves with other calves, according to Minyard.

Here are some of the organizations that assisted in getting the new green tag program under way last year: The S.D. Stockgrowers, the S.D. Livestock Association, the S.D. Auction Market Association, the S.D. Feed Manufacturers, the S.D. Veterinary Medical Association, and the S.D. Department of State Development.

Recently the S.D. Livestock Expansion Foundation also pledged its support. "It was an industry-wide effort with Extension doing its part to promote the program," Bailey said.

Bailey also gives credit to assistance from North Dakota Extension specialists who had a green tag program operating in that state. South Dakota patterned its program after North Dakota's

Bailey met with representatives of the S.D. Veterinary Medical Association which drew up the management practices and vaccination requirements set forth. He and Minyard presented those recommendations to the BCIA board which approved them. Crandall had been executive secretary, "so he was a very strong arm in promoting green tag from that standpoint," Bailey said.

In the summer of '83 Bailey and Minyard met with various sponsoring organizations to give them progress reports. Most of the 24 promotional meetings conducted by the specialists were held at sales barns. All tags sold or dispensed to veterinarians were handled through Bailey's office. Minyard and Bailey patterned the certificate that accompanies the tag after the North Dakota certificate, They coordinated advertising and wrote commercials that were carried on radio stations and in the Des Moines Register. Backing up the promotional fund was a 5-cent-a-tag surcharge that was coordinated through Bailey's office. Bailey, Minyard and Crandall have done much of the legwork on the program. BCIA has been the sanctioning board. "BCIA represents a broad segment of the beef industry," Bailey said. "They are dedicated to improving beef cattle of South Dakota. They have no political axe to grind."

Bailey is convinced the green tag program is here to stay and will be expanded on, "because we are incorporating the management practices and vaccination programs that a majority of ranchers are doing anyway. We're documenting these, and the producer and veterinarian are certifying on a certificate that these things are being carried out. It gives the purchaser more confidence in the calves that he is buying. It should be a very important marketing tool not only now but in the future," Bailey said

STAY SOLVENT THROUGH FFARMS

By Wally Aanderud
Extension Farm Management Specialist

Farming in this modern age is no longer merely a way of living. . .it is a business as well, and it requires business methods. In addition to being a tiller of the soil, the successful farm family of today needs skills in crops, animal science, engineering, and even computers. But most importantly, they need skills as good business managers. They must know the results of their efforts in terms of net profits.

The challenge is to entire rural farm family, faced as it is in these 1980's with the need to manage on so irregular an income.

Bankers and other lenders are in a position to know about this challenge. In fact, during a 1978 study, they ranked poor farm management, poor weather, poor commodity prices, and poor management of living expenses in that order as the major causes of financial difficulties for farm families.

Many of the causes for commodity price fluctuations are beyond the control of the individual farmer, Likewise, he can cuss the weather, and he can do his best to deal with it, but it's mostly out of his hands. But the management of the farm and the finances of the family, representing half of the four major causes cited above, is something that can be systematized, manipulated, and improved.

Extension has long recognized the potential of better management for improving the quality of rural life. Financial planning and analysis services in Extension are not new at all, having been around in one form or another for the past 25 years or more.

However, the emphasis usually centered on the financial problems of the farm itself, and not also of the home.

The general availability of the computer as a tool for analysis and record keeping, combined with the outcome of a 1981 Extension needs survey, resulted in a planning process which gave rise to the present FFARMS program. Among those involved in that process were County Agent Erwin Anderson, Extension Specialist Wally Aanderud, John Maher, Alverda Lynch, Larry Madsen, and Ron Thaden, and Extension Administrators Barbara Froke, Frank Heitland, and Hollis Hall.

Reduced to its simplest terms, the FFARMS approach consists of record-keeping, financial planning, and management. And, as mentioned, the feature which sets it apart from earlier financial-oriented Extension services is that it combines management ideas for the farm and ranch business with those for the family living budget—all in a single package.

The foundation of the entire approach is record keeping. Properly kept records make it easier to prepare federal income tax returns and help to

assure that all allowable deductions are being taken. Likewise, they make Social Security reports easier to handle and make possible better financial reports for lenders. The records of the business end of the farm are of further use in that they also relate directly to family living cost analysis.

Training provided by Extension enables farm families to keep account books in written form, via special computer programs available on the AGNET system, and through the use of micro-computers at home.

Present targets for such training are 1,800 families using record books and 150 using computers. The record-book approach is in 64 counties, and the computer approach is in 25 counties.

The next training component is financial planning for the farm or ranch.

Farmers and ranchers do not always make proper use of available credit, and this, combined with a realistic repayment plan, can increase net farm and ranch income and make the difference between success or failure. Evidence of the need for this type of training is shown by the higher than normal rate at which farm and ranch business managers have been filing for bankruptcy relief over the past two years.

The training shows how to fully prepare cash flow statements and to analyze the farm's capacity to repay debt. It also shows how to prepare accurate annual net worth statements to be used to measure solvency of the business and the progress being made. Again, this information also is vital to family living budgeting.

Target levels for this type of training include 1,000 farm families over a 20-county area.

The third component in the training is farm and ranch business management.

Agricultural production is a competitive business, and it demands that farm and ranch operators adjust the size of their enterprises and how they are organized, in order to optimize their net income. It is estimated that at least 13,000 of our 35,000 farms could improve their net income significantly through better management.

Training includes examination of various farm enterprises to determine their relative profitability, and how changes in the way they are managed and selected can affect the net income. It also includes how to develop formal written leases, partnership arrangements, and operating agreements.

The training target is for 3,000 farm families in 64 of South Dakota's counties.

A 1982 computer analysis of the changes made by farmers who have participated in these programs show a $7,900 annual increase per farm through their replanning and improvements in management.

The "home front" training was designed and developed by Alverda Lynch, who recently retired. She said that families living on an irregular income often think that it is impossible to plan for future spending because of the unknown amount of funds they'll have for that purpose.

"But planning for them is even more important than it is for families living on a fixed amount for money," she said.

Lynch developed the approach around six objectives. First, participants need to understand the importance of planning family living expenses. Second, they need to learn how to keep a home spending record. A third need is to learn how to set up a farm and home business center, or office.

A fourth objective is to learn how to develop a family cash flow forecast. Fifth, the objective is to learn ways of managing on an irregular income and various ways to handle money. Last, participants need to become aware of present spending through use of the Moneycheck computer program.

FARM FACILITIES ARE 'TOOLS' TOO

By Louis Lubinus
Extension Ag Engineer

Farmers need the right tools to operate efficiently. Tools need to be functional, durable, and priced right.

Farm buildings and facilities are tools just like fencing pliers or combines, and some of the same criteria apply to them: they need to be functional; they need structural integrity; they need to be efficient; they need to be economic; and, they need to be able to perform the "work" required for a specific type of farming enterprise.

At today's costs, farm buildings and facilities are no minor matter. They are important enough to warrant consulting services from Extension's agricultural engineers and others. Inflation, high interest costs, and high energy costs have made efficiency in farm facilities a must, and well-planned and wisely managed buildings and equipment contribute this efficiency both in the production of livestock and the quality of the livestock produced.

To give an idea of the potential opportunities for consulting services for farm buildings and facilities in South Dakota, one need only to look at the uses to which such "tools" are put. South Dakota has a calf crop of about 1.75 million head per year. Its 163,000 dairy cows produce an average of just over 10,000 pounds of milk each per year. With an average litter size of 7.4 pigs per sow, its pig crop is about 2.3 million head per year. We also have 640,000 lambs born each year in the state.

If proper facilities could eliminate even part of the calf loss of 157,000 head or the lamb loss of 95,000 head each year, it could more than justify the emphasis we've placed on consulting.

We have several specific objectives in mind for our consulting. We want to teach 500 swine producers how to control the environment in their farrowing and nursery facilities to reduce the stress and potential death losses in young pigs. This could boost the pigs saved from each litter enough to increase income by $4,700,000 for our South Dakota producers.

By teaching beef cow-calf operators the benefits of providing weather protection, adequate feeding and watering facilities, well-drained wintering and calving lots, feedlot waste handling methods, and cattle handling corrals, we could help to add an estimated $5,650,000 more income in this area.

Third, we are trying to teach 500 livestock producers how to conserve energy, save labor, and provide better environments for increased feed efficiency and livestock health, and to recover more nutrient value from their livestock wastes. These practices could add another 10 percent to net income, and this already has been demonstrated by several innovative livestock producers in South Dakota

Last, we want to teach dairymen how to reduce

dairy calf losses by 15 percent through an educational program that demonstrates the importance of optimum environments to eliminate stress on calves which result in diseases and death, that enables adequate sanitation to be accomplished with minimum labor, and that removes animal wastes efficiently.

All this represents about five years of effort through the fall of 1988, and it will involve activities in 66 counties to reach a total of about 5,500 producers.

More specifically, we will conduct 20-24 farm building workshops each year. These are sessions which involve about 25-30 producers in a workshop setting and an average of 8-10 producers in personal consultations later on. The objective in these sessions is to provide the larger group of farmers some good general information, then get directly to the specific problems of the smaller group with personal consulting.

The benefits of this teaching method is that the farmer is more directly involved in the solution of his own problems than in a large-group workshop.

We give the farmer time to collect his thoughts after the meeting and to get his specific questions in mind. Often, he had time to make some preliminary measurements and develop part of the specifications he thinks he will need for a particular farming enterprise before the consultation occurs.

The consultation format varies from farmer to farmer. Generally, however, we always stress five areas: functionality—or making the building or facility perform the exact work required of it; structural integrity—which may involve a decision whether to remodel an existing building or build a new one, and any aspect of the building itself from foundation to roof; environmental integrity—primarily the heating, cooling, and ventilation of the building; energy efficiency—obtaining the required environment at an affordable cost; and the economics—such as whether to go pre-fab, stick-built, or remodeled.

The ultimate goal is to end up with a facility that fully meets the farmer's needs—one that minimizes labor, lowers operating costs, and maximizes production. We help meet this goal by providing unbiased information to assist the producer in choosing among the dozens of alternatives facing him.

Some might say that this method is more time-consuming (and it is) and that we could reach more people by emphasizing the mass meeting (and we could). But there's one quality in the consultation that offsets those criticisms: the adoption rate of new ideas is much higher. We've found that more than 80 percent of the farmers with whom we consult will build as advised.

CITIZENS INVOLVEMENT IS KEY TO SUCCESS

By Connie Skinner
Butte County Home Economist
and
John Skogberg
Butte County Ag Agent

It took seven months of planning, from the first committee meeting to the execution, for a very successful "Sheep-O-Rama" event in Belle Fourche. But County Agent John L. Skogberg and Extension Home Economist Connie Skinner of the host Butte County feel that they've found the key to staging successful educational programs in the western South Dakota county. That key is to involve lots of local people in the planning and carrying out of a program.

Butte County is the leading sheep producing county in South Dakota with present numbers of just under 100,000 head. Belle Fourche, with two major wool marketing firms, serves as the largest wool marketing center in the Midwest or Northwest states, shipping out 10 million pounds of wool per year.

When a local sheep producer, Bonnie Lange, Newell, asked Skogberg why Butte County couldn't host an educational sheep day, John's reply was "Why not?" It seemed a natural to him, and the local chamber of commerce had just asked him what they might stage as an agricultural appreciation event.

John enlisted the help of Connie to coin a unique or catchy name for the proposed event. "Sheep-O-Rama" was her answer.

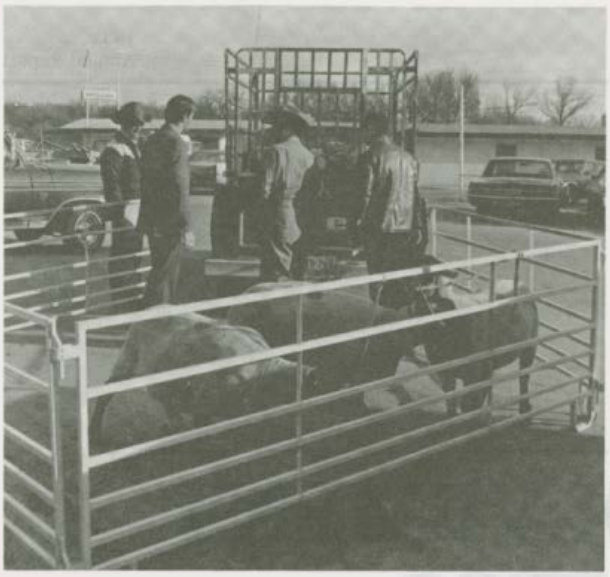
By the end of April, John and Connie had contacted a number of sheep producers, sheep producer auxillary members, and members of agribusinesses associated with the sheep industry to "bounce their ideas off them." They all liked the idea!

So, following some letters and a general news story, an organizational meeting of the area sheep committee was held. Officers were elected, ideas exchanged, topics and speakers suggested, and they were off and running.

They enlisted the help of Jim Thompson, Extension Sheep Specialist at Rapid City, early in the game by including him in the planning committee. This proved valuable, as Jim could suggest contacts in the sheep industry, and he knew where company support could be obtained, especially for his proposed pregnancy testing demonstration.

The formal program included a variety of topics related to the sheep industry: pregnancy testing, wool and lamb consumption, sheep promotion, range management, sheep diseases, wool marketing, and lamb slaughter.

Other activities held throughout the day included: a sheep and wool judging contest, a lamb cook-off contest, a wool style show (youth and adults), a tour of a local wool warehouse, the viewing of a video tape on lamb carcass cutting, and 18 educational and commercial booths (including a Cooperative Ex-



Committee members discuss the tasks ahead after unloading a set of sheep for the sheep and wool judging.

tension Service booth loaded with fact sheets and bulletins related to sheep production, lamb cookery, and sewing with wool). A noon lamb luncheon and an evening banquet with an after-dinner speaker culminated the day's activities.

"We tried to offer something for everyone . . . youth as well as adults, women as well as men," said Skogberg.

As soon as plans and program were finalized, publicity and promotion began. An advance news story was written by John and sent to all area newspapers, radio, and TV stations within a 100-mile radius. Letters were also sent out to area Extension Agents in South Dakota, North Dakota, Montana, and Wyoming asking their help in disseminating publicity.

Connie designed a program of the day's activities that could be used in a letter, flyer, and handout program. The letter included the activities, program participants, and contest rules and regulations. The flyer included only the activities. The handout for the day of the event included the activities, program participants, contest rules and regulations, and contributors. The letters were mailed to sheep producers and interested individuals, while the flyers were distributed throughout Western South Dakota and parts of Wyoming and Montana.

Other promotion and publicity activities included: news articles in the Central S.D. Sheep Producers Newsletter and Butte Electric Beacon (monthly newsletter), a guest interview spot of four committee members on a Rapid City television station, agent newspaper columns and local weekly radio programs, additional news stories, and coordinated full-page ads published in three local area newspapers.

A Rapid City television station and several local newspaper reporters were on hand to cover the activities on the day of the event. A local radio station also interviewed several of the program participants. The National Wool Grower Magazine published an excellent news story entitled, "Sheep-O-Rama a Definite Success," written by a committee member.

Sheep-O-Rama was highlighted in Butte County's Cooperative Extension Service Report To The People. It has also been used as an example of a successful event by both agents for various meetings and workshops on the county, area, district, and state level and it stresses the uniqueness of using a committee of lay people, involvement of a specialist, and an interdisciplinary teamwork approach by county staff.

As a result of the overwhelming response to the first Sheep-O-Rama, several other events have evolved or are in the planning stages.

First, Field and Home Happenings has become Newell's answer to the Belle Fourche Sheep-O-Rama. Their third annual event is being planned.

Second, Sheep Camp Day has become the committee's answer to an expressed need for a fun approach to sheep and wool awareness and promotion for the summer. We have had two annual events consisting of the following contests: Lamb Cook-off, Sheep Shearing, Working Sheep Dog, and Sheep Lead. Predator calling and kids events were added in 1983

Third, the second Sheep-O-Rama was to be held this fall, but it was decided by the committee to hold it every other year, when the South Dakota Sheep Producers Association meets in the central or eastern part of the state.

Sheep-O-Rama is for the sheep producers, but how about the beef and pork producers? Future events alternating with Sheep-O-Rama could be a Beef Bonanza or Pork Day.

As with everything we do, there are advantages and disadvantages. Although very time-consuming, both agents feel the needs of the people were more accurately met by the use of a committee of lay people helping to plan, promote, coordinate, and implement the Sheep-O-Rama. "Instead of having to do everything ourselves, we found that with various committee members sharing responsibilities, our job of publicity and promotion was made easier and we could be more effective," said Skogberg.

"It was a change, a challenge, and it worked for us! Remember, though, that involving people takes time," said Skinner.

4-H BEEF SHOW IS REVITALIZED

By Larry Tidemann
Former Lincoln County Agent

An idea to revitalize the 4-H beef show in Lincoln County has turned into a reality that has lasted for six years.

The situation in Lincoln County was typical of what was happening in a number of counties in South Dakota, and we were facing a decline in the beef show participants. The Leaders Association formed a committee to explore the reasons for the decline.

Committee members included a 4-H parent, a 4-H leader, a cattle feeder and a cattle buyer. They concluded that 4-H'ers were feeding cattle "for show and not dough," that financing was a limiting factor, that the rate of gains were unrealistic, and that there was no assurance that the January 31 deadline was being met.

Considering these factors, they outlined a special project with the following purposes as objectives:

1. to increase participation in the beef project.
2. to provide assistance in purchasing the calves.
3. to expose the 4-H'er to purchasing procedures, feeding, showing, financing, and the economics of raising a calf.
4. to establish a fair rate-of-gain contest
5. to reward 4-H'ers for their feeding ability.

What was the procedure used in running the program in Lincoln County? 4-H members, leaders, and parents were informed about the project and given the opportunity to participate. Members and parents signed an agreement card stating that they would purchase a calf.

The next step was actually two-fold. First, an order buyer was contacted to purchase the number of calves needed to fulfill the 4-H member request. Second, to help with financing, local businessmen were contacted about sponsoring a 4-H calf. Responsibilities of the sponsor were to co-sign a note for $250 (to be used by a 4-H'er to purchase a calf) and to pay the interest on the note. Sponsors also agreed that in case of a calf dying, they would pay off the note.

Those involved as sponsors included retailers, dentists, doctors, lawyers, realtors, insurance agents, co-ops, banks, implement dealers, cafes, bowling establishments, veterinarians, and seed corn dealers.

After the calves were purchased, they were delivered to local sales barns and processed. Here the word "processed" means they were weighed, ear tattooed, tagged, implanted, poured, and given the necessary shots.

How were the sponsors assigned and the calves given out?

The sponsors were randomly assigned to a 4-H'er. A calf was run into the sale ring and a 4-H'ers name was drawn. This calf then became the property of the 4-H'er and sponsor.

Assistance was offered to the 4-H'er on rations, fitting, showing, and sheltering the calf. The initial weight was used for the rate-of-gain contest. The 4-H'ers exhibited their calves in a special class—county only—and it was judged by a packer or cattle buyer. They were also allowed to show the calf in

the regular 4-H class and this was judged by a show-type judge.

Four-H'ers and sponsors were treated to a dinner sponsored by the local doctors. Over dinner the 4-H'ers and sponsors could discuss how their calf had done through the year and at the fair.

How did it work?

There were 45 participants the first year and 12 of those had never shown beef. The overall beef numbers increased by 40. The sponsors (local businessmen) became more interested in the 4-H program. It also gave the sponsors an opportunity to meet a new customer. The 4-H'ers became aware of the economics involved in the beef project—most of them made some money. The financing helped relieve some of the financial burden of the parents and 4-H'ers.

Forty-three participants were involved the second year. We found that the new and the younger members utilized the program since we had 17 new members participate.

In the third year participation dropped to 34 of which 12 were new members. However the average rate of gain improved and regular 4-H member beef show increased from 65 to 86.

In year four we climbed back to 41 and 18 were first timers. Two families joined 4-H strictly because of the program. The regular 4-H market beef show increased from 86 to 106.

In the fifth year there were 39 participants with 10 first timers.

In the sixth year, 1983, 39 participated in the sponsorship program, including 16 first timers. The regular 4-H market beef show had 76 exhibitors.

Dreams do come true and this is typical of many Extension programs. They start with an idea, and with input from local people and assistance from the agents and state staff, they become reality.

SPECIALIST LINKS SDSU AND PEOPLE

By Patty Page
Extension Nutrition Specialist

When the Cooperative Extension Service was first established, one of the primary goals was to have an organization which would relay the latest in scientific information to people in the counties. It is the job of the specialist to let the public know the most recent developments in his or her subject matter area AND to tell the researchers what people want to know. By outlining my job, maybe you will better understand the role of the Extension specialist.

Answering specific questions: 30%

About 30 percent of my time is spent answering questions which come through the mail or by phone. Translating research information into practical solutions is not always easy. About half of the questions relate to food safety (i.e., canning, freezer failure). I also receive a lot of questions regarding the safety of fad diets.

Preparing educational materials: 30%

Thirty percent of my time is spent preparing educational materials. Sometimes I develop the materials myself, but the best projects are developed with the input of county staff. During the years of 1981-83, I developed a program which we called "Food—Our Number One Resource." This project was designed by a committee which included four Extension home economists.

It is really no surprise that programs which are developed in conjunction with county staff are so much more successful than those developed without consultation.

When we plan educational programs for South Dakota, we come from two directions, two points of view. One is the technical subject matter itself and, with that, the state staff members are the experts. The other is the audience's need for information for which the county staff and the South Dakota citizens are the experts. My job is to develop materials that mesh these two viewpoints.

The "Food—Our Number One Resource" program was used in some form in every South Dakota county. The program included news releases, slide sets, handouts and lesson outlines. Over 6,000 people attended a meeting where the information was presented.

However, not everyone can get to a meeting. Many young mothers work outside the home and are less willing to travel to a meeting when they haveso little time at home. In order to get the nutritional information to this audience, we started a newsletter. Two thousand people initially subscribed to the newsletter which contains information on using South Dakota foods, food buying and nutrition.

Teaching: 20%

Twenty percent of my time is spent teaching county Extension staff and clientele. Sometimes I teach on a very specialized topic such as food preservation. Some of my favorite experiences teaching in South Dakota have been very informal general information meetings. Last year in Plainview, I met with 25 people for 2½ hours. They had a lot of questions regarding foods and nutrition. I don't always know all the answers, of course, so we all learn a great deal from the experience.

Commodity groups and other state agencies: 10%

Many agencies and organizations in the state are involved in nutrition education. Their nutritionists and I communicate on a regular basis and do joint projects. In this manner, we attempt to share our resources and do a better job of educating the public in the area of foods and nutrition.

Remaining time: 10%

The remaining 10 percent of my time is spent writing reports, attending meetings, writing news releases and working on evaluations.

A lot of things have changed since the days when the Cooperative Extension Service was established, but one thing hasn't changed: The Extension Service is the link between the people and the university. When the Extension Service first began, there was very little information available to the people; the Extension Service filled that void. Today, there is more information available. However, there is so much more to learn and much of the available information is either conflicting, misleading or dangerous. That is the point at which the role of the specialist becomes vital. The Cooperative Extension Service still has, as its main goal, to present nonbiased information which is based on scientific research.