A start has been made, but—there's much yet to be done.

Realizing the importance of technical agricultural service to the farmers of Wisconsin, extension specialists of the College of Agriculture have made and completed a review of all existing extension projects as the first step in a reappraisal of agricultural service to farmers.

Back of this special series of discussions was the conviction on the part of many extension people that:

1. There is a new and pressing need to coordinate the work of the specialist, the County Agent and the Supervisor in the development of county agricultural programs.

2. The specialist must drop the role of being solely an expert adviser to individual farmers on subject matter and take his rightful place in the larger field of education and planning. This new role is particularly needed now with the many agencies operating in the field.

3. Specialists should be, now more than ever before interested in coordinating their services with that of other specialists and newer public agencies for the welfare of rural people.

4. Specialists are willing to take advantage of the experience and knowledge of other specialists about the limitation and advantage of the regions in which they work—why and how some farmers succeed or fail, and why some communities prosper and others do not.

5. Extension specialists should have a broad social philosophy of the service they can render as they work with rural people.

Coordination has begun

Some real progress has already been made in coordination in both the Research and Extension fields which may serve as a pattern for the future.

Seldom does a department have a research project that is begun and carried to completion within that department alone. The Soils, Agronomy, Animal Husbandry, Dairy and Agricultural Economics staffs are jointly involved in their research work. In Agricultural Extension, if we follow the problem approach, we will do more—
likewise. In southwestern Wisconsin, for example, where soil erosion problems are
the most acute, soils, forestry, engineering, agronomy and farm management
specialists work together in determining and developing procedures for soil ero-
sion control practices on Wisconsin farms in cooperation with farmers and farm
leaders. Here each area presents somewhat different problems requiring the com-
bined judgment and experience of specialists in several fields.

**Constructive Suggestions Were Made**

Out of this special series of informal discussions, many constructive
suggestions for improving extension work were made. For purpose of brevity eight
of these suggestions are here given:

1. That the specialists be informed of the administrative, financial and budgetary
   relationships existing between the Federal Department of Agriculture and the
   State Extension Service; that they be informed of some at least of the most
   important financial difficulties with which the administration of the State Ex-
   tension Service and College is confronted.

2. That in view of the immediate necessity for curtailment of expenditures because
   of limited state appropriations that an opportunity be provided for a clear and
   unbiased discussion of the advantages and disadvantages of a central state booking
   agent.

3. That a closer relationship be established between the staff of the Experiment
   Station and the Extension Service in order that the extension specialists might be
   better informed on Research work completed and in progress in subject matter fields
   other than their own.

4. That a County Agricultural Agent, a Club Agent, and a Home Demonstration Agent
   be given the opportunity to discuss with the specialist group how in their judgment
   the specialist can be of greater assistance to County Extension Agents (i.e.) in
   preparing more bulletins, special articles, more publicity, more help at meetings,
   demonstrations, fairs, tours, at planning conferences or in personal visits to
   county agents in arranging work.

---more---
5. That the Presidents or Secretaries of the General Farm Organizations be given an opportunity to explain their programs and to suggest how, in their judgment, the Extension Staff might, in an educational way, be of greater assistance to them in advancing the cause of organized agriculture.

6. That because of the many new federal agencies operating in Wisconsin such as the F.S.A., SC.S. and Agricultural Conservation, all with a large staff of field personnel, the subject matter specialists might arrange, in many cases, to advance their work much more rapidly by conducting more "training schools" for the personnel of these agencies.

7. That because the demands on the various Branch Experiment Stations Field Days have already grown beyond the possibility of the Research director to carry out with his limited staff, a special committee of Extension specialists be appointed to plan and assist the resident director in making the most of his Farmer Field days.

8. That the new administrative project, County Land Use Planning, be fully presented to the specialist group and their counsel and assistance be secured in the development of this project.

_Much Remains to be Done_

It will take much time and effort to put into effect only a few of the suggestions already made at these discussion conferences. Above all else two points stand out clear. First, before any large-scale, long-time plans for the farm and the farm home can be put into effect, it is vitally important that certain basic facts -- out of which the elements of the plan are composed -- be obtained. Second, if a satisfactory, profitable and dignified agriculture is to be made, real and lasting in this America of ours, there be a clear and common understanding of the objectives ahead. This is the fundamental reason why the series of discussions was begun in Wisconsin.

Extension Committee for 1938-39

W. A. Rowlands, Chairman
Marie Kellogg
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