LANDSCAPE EXTENSION

7. The grounds of a vast majority of homes, schools, and rural public buildings are in a sadly neglected condition and fall far short of fulfilling their possibilities as a source of enjoyment and cultural development.

The aim of the landscape extension service are:

a. To stimulate interest in the improvement of home, school, and public grounds.
b. To bring local leaders to the alert that they may give assistance to other members of their community interested in improving their grounds.
c. To furnish information about and give assistance in grounds improvement projects.
d. To establish demonstration gardens within a community which will stimulate grounds improvement and serve as an example of improved grounds

OUTLINE

HORTICULTURAL EXTENSION SERVICE

The work is not localized but is needed in every community in the state. Its development is handled by personnel and facilities for furnishing instruction have been developed in all but four counties of the state in the past five years and in all but two at the same time since the opening of the project.

IV. Work being done may be roughly grouped under three classes—Home grounds, school grounds, individual problems. The latter includes church grounds, community halls, grounds of county buildings, rural parks and rural secondary schools. The latter group is included as the topic that grounds improvement on public grounds stimulates a desire for improved home grounds.

Largely outside of college extension funds an extensive program has been carried on with Great Factory operations.

IV. Cooperators
County agents, home demonstration agents, high school agricultural teachers, garden clubs, Parent-Teachers and similar organizations, school boards, state, district, and county school officials, county officials, business associations, rural park boards, church officials, individuals.

V. Activities
A. Home grounds

1. Landscape schools—A series of 6 lecture and demonstration meetings of which a definite enrolled group study the fundamentals of grounds improvement and develop a planting plan for their own home grounds.

2. Adult home ground improvement projects—regular enrollment of cooperators—lecture on ground improvement. Visit of the homes and suggestion as to best methods of improvement. Demonstrations of planting methods.

3. Garden clinics

For those more advanced in grounds improvement (garden club members), Lectures and garden tours in which are considered specific garden problems.
I. The grounds of a vast majority of homes, schools, and rural public buildings are in a sadly neglected condition and fall far short of fulfilling their possibilities as a source of enjoyment and cultural development.

The aims of the landscape extension service are:

a. To stimulate interest in the improvement of home, school, and public grounds.

b. To train local leaders to the extent that they may give assistance to other members of their community interested in improving their grounds.

c. To furnish information about and give assistance in grounds improvement projects.

d. To establish demonstration plantings within a community which will stimulate others to grounds improvement and serve as an example of improvement methods.

II. The work is not localized but is needed in every community in the state. Its development is limited only by personnel and facilities for furnishing the service. Some work has been done in all but four counties of the state in the past five years and in all but two at some time since the initiation of the project.

III. Work being done may be roughly grouped under three classes--Home Grounds, School Grounds, Individual problems. The latter includes church grounds, community halls, grounds of county buildings, rural parks and rural cemeteries. The latter group is included on the basis that grounds improvement on public grounds stimulates a desire for improved home grounds.

Largely outside of college extension funds an extensive program has been carried on with Cheese Factory operations.

IV. Cooperators
County agents, home demonstration agents, high school agricultural teachers, garden clubs, Parent-Teachers' and similar organizations, school boards, state, district, and county school officials, county officials, cemetery associations, rural park boards, church officials, individuals.

V. Activities
A. Home Grounds

1. Landscape schools--A series of 4 lecture and demonstration meetings at which a definitely enrolled group study the fundamentals of grounds improvement and develop a planting plan for their own home grounds.

2. Adult home ground improvement projects--regular enrollment of cooperators, lecture on ground improvement. Visit of the homes and suggestion as to best methods of improvement. Demonstrations of planting methods.

3. Garden clinics--For those more advanced in grounds improvement (garden club members). Lectures and garden tours in which are considered specific garden problems.
4. F.F.A. Grounds Improvement Contest.

Cooperatively with teachers of Agriculture in high schools. Lectures, home visits, development of planting plans by the boys, planting demonstrations, in some cases exhibits, judging and criticism of improvement work.

5. 4-H Grounds Improvement Project.

In cooperation with 4-H Club Department. A project in growing plants for grounds improvement and their use on the individual home grounds.


Consultation and suggestions on special problems, not in a definite project, with individuals or official groups.

7. Lectures before interested groups not presently connected with an organized project.

B. School Grounds

1. County Contests

Cooperatively with County Agent, teachers, county school superintendent. Conducted similar to A-4 except specialist makes the planting plan. In some cases project covers a three year period.

2. Institutes

In cooperation with teachers, school board members, and Parent Teachers' organizations. Similar to A-1 except 2 meetings instead of 4.

3. Individual help

Where necessary data is furnished, suggestions and sketches are furnished schools not members of an organized project.

4. Lectures

Before--District meetings of School Board Members; County Teachers' Institutes and local Parent-Teachers' groups.

C. Individual Problems.

1. Landscape problems other than those connected with home or school grounds.

Procedure varies with the problem. May include consultation, field sketches or completed plans.

VI. What of the Future?

Problems will remain the same.

Methods may vary, as has been the case formerly, when apparently more effective methods are discovered. Facilities are inadequate to meet present demands. Extension of activities in the future is limited only by facilities.
HOME AND COMMERCIAL GARDENING

These lines of work are quite distinct and therefore are considered separately. As organized projects both are of comparatively recent initiation although some work has been done on both for a number of years.

The facilities for carrying on extension activities in gardening are woefully inadequate; there being available at present 2/3 of one man's time; this representing an increase of 100 per cent over the time available prior to this year.

HOME GARDENING—

I. Situation and Problem

A. The home garden is one of the most poorly conducted features of farm production.

To correct this situation two seemingly almost impossible tasks must be accomplished:

1. To get the farmer to recognize the true relative value of the garden as a feature of farm activity.

2. To overcome the impression that anyone knows how to garden successfully and that very little attention to planning or even to good cultural practice is necessary to success.

B. The job to be done:

1. To convince farm folks that the garden is a worthwhile enterprise on any farm.

2. To furnish information as to:
   a. What the vegetable needs of the family are.
   b. How to plan the garden to meet the needs—including the best kinds and varieties of vegetables to use.
   c. Cultural practices best filled to produce most efficient results.
   d. Methods designed to keep to the minimum the expense of time and energy.
   e. The control of pests.
   f. Methods of preserving and storing vegetables for winter use.

C. Area

1. Practically every community in the state could profit by this service. At present due to insufficient help the work is limited to Ashland, Polk, Trempealeau, Adams, and Manitowoc Counties.

D. Groups

1. Largely home-makers groups and a few special interested groups.

II. Cooperators

County agents, home demonstration agents. Close cooperation with Home Economics Extension.
III. Methods have varied with the particular situation. When practical the project has consisted of 3 lectures and demonstration meetings— one each on Planning; Planting and Culture; Pest Control; Harvesting and Storage.

IV. Future—
There is urgent need for expansion in home garden work. There should be available as a minimum the equivalent of full time of one man.

The problems and the line of attack will doubtless remain the same for a considerable length of time.

COMMERCIAL GARDENING—

Commercial gardening extension, as related to Horticultural phases, has just completed its second year as an organized project. The problems of commercial gardening are numerous and varied. Limited facilities necessitates confining activity largely to the most important problems. At present these appear to be those associated with production of canning crops, especially tomatoes.

I. The problem to be solved

A. What crops and what varieties of these crops can be successfully produced.

B. Cultural practices best fitted to produce profitable returns.

C. Best practice as regards harvesting and marketing.

II. The aims are:

A. To familiarize growers with the best production methods and adapted varieties as revealed by research and observed experiences.

B. To demonstrate the value of recommended practice.

III. Areas

At present the areas served are limited. Major emphasis is in Racine and Kenosha counties with some additional demonstration work in Dane and Sheboygan counties and discussion meetings in Milwaukee County.

IV. Cooperators

County agents and individual growers. Work correlated with Department of Economic Entomology and Plant Pathology.

V. Expansion

In relation to the extent and value of the industry and the urgency of the problems the service now available is exceedingly inadequate.
HOME AND COMMERCIAL FRUIT GROWING

I. Fruit Extension Work in Wisconsin aims to:

1. Encourage the farmer to grow both tree and small fruits for family use as part of a "better farm living" program.

2. Assist the farmer with the marketing of his surplus in the local markets.

3. Teach him approved practices of practical farm fruit growing.

4. Aid farmers in cooperative purchasing of spraying machines, spray materials, fertilizers, harvesting and packing equipment, nursery stock, and other fruit growers supplies.

5. Keep the farmer informed on up-to-date methods of fruit pest control as learned through the research work of the departments of plant pathology and economic entomology.

6. Keep in touch with county agent changes so that new appointees, inexperienced or untrained in fruit work may be coached to continue the work developed by their predecessors.

7. Assist county agents with organization of cooperative spray rings and county fruit grower's associations and their activities after they are organized.

8. Assist high school teacher's in agriculture with planning and supervision of boys' fruit projects.

II. Fruit work is distributed quite generally over the state. During the past few years the major activities have been in the eastern part of the state. The counties in which intensive work is being done change from year to year.

III. Extension Methods Which Have Been Found Productive of Results:

1. The Fruit Course—a course in fruit growing practices consisting of four half day demonstration-lecture meetings with community groups enrolled by the County Agent.

   Results:
   a. Neighborhood interest in farm fruit culture.
   b. " spray rings.
   c. " effort in surplus disposal.
   d. County wide interest in farm fruit problems.
   e. Organization of County Association to assist with the solution of problems.

2. Farm Visits with County Agent to
   a. Procure local leaders for the organization of fruit course groups
   b. Check on results obtained in spraying, pruning, young tree training, etc.
   c. Coach cooperative roadside market operators.
   d. Study field conditions in preparation for winter meetings.
   e. Check up on Fruit Course follow-up practices.
FRUIT GROWING CONT'D.

3. Orchard Tours—County and Regional.

These tours advertise results obtained and do much to give the grower a balanced conception of what a fruit grower’s problems are and the solutions which are the most practical in his own case.

4. County Apple Shows

These shows have been very helpful in finding a local market for the small grower who produces marketable fruit above his own needs. At these shows the grower learns the principles of grading and marketing, makes acquaintance with the consumer, wins his confidence and thus gains customers for his surplus crop.

V. Cooperation is had with the County Agent or Smith-Hughes teacher of the community, and with local organizations such as spray rings and local fruit growers' associations.

VI. What of the Future?

1. The cooperative spray ring seems to be the only practical solution for the small grower in areas where the orchards are too small to make individual ownership of a power spray outfit practical and where the orchards are too large for efficient hand spraying. This concerns practically all of the southern, eastern, and southwestern counties.

2. Orchards must be rebuilt in central, western, and northern counties. Great need exists for this work inasmuch as much of the fruit tree population in these areas was lost in the years of drought and the severe winter of 1935–36. The work has already been undertaken in a number of counties through cooperative arrangements between the county agent and high school agriculture teachers whereby the high school agriculture students are instructed in farm orchard and small fruit planning, selection of adapted varieties and cultural practices suited to local conditions.

3. A need exists in most northern counties for additional cash income from the small acreage farm particularly where the soils are light. It is probable that part of this need should be definitely met by growing strawberries and raspberries for local resort trade, if not for the distant market. Some work has already been done in a few counties but so far intensive work has not been possible because of lack of time and funds.

Increased facilities can be efficiently used whenever available.

COMMERCIAL FRUIT GROWING

Extension activities in commercial fruit growing are carried on primarily as lectures before organized groups or as consultation on special problems of a district.
WISCONSIN POTATO GROWING AREA COMPRIS ES 5 MAIN DISTRICTS.
I. The Northwest District
II. The North Central District
III. The Northeast District
IV. The Central District
V. The Southeast and Lake Shore District.

Regional Factors: Demonstration projects relating to such phases as Variety Adaptation, Seed Potato Improvement, and Production Methods are planned with many widely varying conditions in the above districts taken into account.

PROJECT I: SEED POTATO AND VARIETY DEMONSTRATION PLOTS.

Emphasis in northern districts placed mainly on seed potato production and improvement. In central districts and southern districts mainly on seed potato distribution problems.

Main Object: To demonstrate (1) the advantage in planting the best adapted varieties, and (2) the use of healthy productive seed stocks.

To promote the production of improved seed stocks and to direct distribution according to the requirements of the area covered.

To familiarize growers with the diseases associated with degeneration or deterioration of seed stocks and to promote effective control measures.

To demonstrate performance of both old and new varieties in respect to yield, type, and quality.

Project on a Farm Scale Basis: The use of 100 pound samples permits all operations to be performed in accordance with regular farm methods and use of machinery in planting, fertilizing, spraying, harvesting, and handling.

APPLYING RESULTS OF THE PROJECT TO THE AREA

1. One (sometimes two) field days are held during the summer and harvest season.

2. One "Special Potato Day" program is conducted at each location after the harvest season.

3. Programs include inspection of the plots—discussion of yields and important records obtained with varieties and seed stocks—soil improvement problems—disease control—grading and standardization—cultural subjects.

Cooperating Agencies


Reports are prepared at end of season and are available to County Agents and interested growers.
PROJECT II: SEED POTATO MOVEMENT PROGRAM

Tuber Indexing Service (A) This service furnishes certified growers with a record on their seed stocks with special relation to mosaic, but also including other factors relating to seed standards.

Tuber Indexing Service (B) Includes cooperative arrangement with growers favorably suited to grow foundation seed stock. Enough tubers are indexed to plant a large sized tuber index plot to be increased and distributed as foundation seed.

Production of Seed on Branch Stations. Under department supervision a limited acreage of improved seed stock is grown on Branch Stations for distribution to growers.

Variety Plots on Branch Stations. Trial plots conforming to the "Seed and Variety Demonstration Plots" are located on the Spooner and Sturgeon Bay Stations.

Seed Potato Certification. Through this service 250,000 to 275,000 bushels were produced. Wisconsin growers depend mainly on this supply in furthering all seed and variety improvement projects.

The Certification Service involves joint or cooperative relationship with the Wisconsin Department of Agriculture and Markets in the matter of the Carrot Inspection Service - the use of the Official Bag, tag, and seal.

POTATO EXTENSION AGENCIES AND ACTIVITIES ORGANIZED BY THE DEPARTMENT OF HORTICULTURE.

THE WISCONSIN POTATO GROWERS' ASSOCIATION:

Organized by the Department of Horticulture in 1912. A voluntary association of Wisconsin potato interests serving as a potato extension agency. Association by-laws provide that the staff member of the Wisconsin College of Agriculture in charge of potato extension work shall be the Secretary of the Association.

This arrangement has continued since 1912, and during this period the following state events have been conducted.

1. The annual convention of the Wisconsin Potato Growers Association and State Potato Show.

2. The Wisconsin Potato Field Day.

3. The Wisconsin Potato Tour and numerous similar county and community projects.