The program of work for the extension service has been planned with the idea of giving the maximum service to rural Wood county on the problems which are most important. The program has been planned so as to give farmers and their families up-to-date information on the problems most vital in everyday farm life.

The 1940-41 program was planned so that about one-fourth of the time of the extension agent should be devoted to 4-H club work and considerable effort to be spent on older youth. The program provided for the maximum amount of work to be spent on the subject of soil fertility and demonstrations using TVA phosphate.

The Situation

Thirty-three hundred farm families live on farms. The average age of farmers and their wives is a little over 50 years. More than 600 families live on rented farms. One hundred acres is about the average sized farm, with 50 acres in crop land. About 60,000 acres of the 160,000 of crop land in the county is in soil depleting crops. The main crops are corn, oats, barley, soy beans, emergency hay crops and potatoes. There are four major soil types in the county, including Colby (Spencer) silt, Vesper silt, sand, peat and muck. The heavier soils in the county suffer when heavy rain occurs and the light soils suffer most in the periods of drought. The farm debt is approximately $10,000,000. Wood county farmers manage approximately 40,000 head of dairy cattle. The average production of which is slightly less than 200 pounds per cow. The number of brood sows is about one per farm. Only about 2,000 sheep are kept by Wood county farmers. The horse population is about 6700 head. The average poultry flock consists of about 60 hens. Eighty-five percent of the flocks are leghorns.

The soils of Wood county do not rank as Class A soils. Yields are low in many localities due to a lack of phosphorous, potash, lime and organic matter.

There are more than 100,000 acres of land in the county that could be used for the production of timber. Timber would protect the soil from wind erosion. Twenty-five percent of the farm land in the county is used for the production of crops. There is more idle land in the county than there is land in farms. Wood county owns more land than any other single land owner in the county.

The number of animal units in the county are higher this year than in previous years. Increases in prices of farm products have encouraged increases in animal units. The county is overstocked with animal units and as a result farmers have to spend about $600,000 annually for feed. About 60% of the milk in Wood county is delivered to cheese factories, 5% of the balance going to creameries and 35% to condensaries.
About half of the farmers in the county cooperate in shipping their livestock through their own shipping associations. Thirty-three of the dairy plants in the county are privately owned, while two are owned cooperatively. Marshfield, Wisconsin Rapids and Nekoosa have fluid milk cooperatives. Marshfield, Arpin, Pittsville and Vesper have cooperative retail feed stores.

About 35% of the farmers in the county are served with power and light. Private utilities have highlines in 18 of the 22 townships. The Oakdale REA and the Greenwood REA have signed up members in four townships in the southwestern part of the county, where highlines have never been built.

Most farms are inadequately supplied with small fruit for the family needs, due to soil types, drainage and weather hazards.

--- Wood County Farm Family Goals ---

**Better Health and Better Living:**

4. Better Quality of Milk, Cheese, and Butter.
5. More Fertilizers and Lime to Build up the Soil.
7. More 4-H Clubs and Rural Youth Groups.
8. Plow Back Into the Community as Much as Possible of the County's Gross Income.
11. More Farm and Home Beautification.

--- Methods Used in Achieving Goals ---

Every farm family wants to have a better living, wants to make more money and wants to do a better job taking care of his farm family. It is assumed that farmers want to follow better practices than they are using at present, if they are convinced it will make them more
money. Most farmers have to see new practices "With Their Own Eyes" and observe the results over a period of years before they are willing to adopt the practices as their own. Farm families are like other people. Satisfaction comes to them only after their attention has been called, their interest aroused, their desires prompted and their actions promoted.

Demonstrations offer the best method for giving farmers the opportunity of learning about new practices. General educational meetings held before or after the demonstrations, new stories, circular letters, individual letters, radio and personal visits of the county agent or farm leaders help to arouse interest and/or prompt action. It is obvious that with approximately 12,000 farm people with varied methods and desires concerning farm problems that the proper expenditure of the county agent's time is to make the personal calls that are requested, take care of correspondence and telephone calls and devote his time to the conducting of demonstrations and the holding of educational meetings so as to reach and be of service to the largest number of people.

Farm families should have a sufficient net income to adequately compensate them for their labors and place them on a par with business men in the cities. Farmers, because of their large investment and managerial obligations should be classed on a par with other business men.

**Better Health and Better Living on Farms can be Accomplished by:**

1. **Raising More of the Home Food Supply**
   a. Garden Truck
   b. Small Fruit and Vegetables
   c. Better Curing and Handling of Meat
   d. Consumption of More Milk and Dairy Products

2. **Growing More of the Feed Supply**
   a. Use More Lime and Fertilizers
   b. More Higher Protein Hay, More Corn, and Grain
   c. Better Crop Varieties
   d. More Legume Silage
   e. Control of Quack Grass, Canadian Thistle, and Creeping Jenny Through Cultural Practices and Chemicals

3. **Keeping Better Dairy Stock**
   a. More Bulls Capable of Transmitting a Higher Butterfat Production to Offspring
   c. Testing for Production
   d. Sell the Culls for What they will Bring.
   e. Eliminate Bang's Disease, Mastitis, and Garget
   f. Use Artificial Insemination Methods Where Practical

4. **Raising More and Better Hogs**
   a. More Hogs to Increase Income and Supply Home Needs
   b. Better Balanced Rations
   c. Guard Against Disease Including Cholera and Necro, etc.
   d. Swine Sanitation
5. Raising More and Better Sheep  
   a. More Sheep on Farms (Having Good Drainage) to Increase Income  
   b. Eliminate Sheep Parasites  
   c. Use Sheep to Utilize Pastures and Roughage  

6. Keeping a Larger and Better Flock of Poultry  
   a. Larger Flocks to Increase Income  
   b. Sanitary Practices -c. Earlier Chicks  
   d. Better Colony Houses, Better Central Houses  
   e. Balanced Rations  
   f. Eliminate or Guard Against Disease Such as Leucemia, Tuberculosis, Coccidiosis, Worms, Pneumonia, and Lice and Mites  
   g. Raise Turkeys on the Sandy Soils for Additional Income  
   h. Raise Roasters and Capons on the Upland Soil for Additional Income  
   i. Produce Better and More Uniform Quality of Eggs  
   j. Supply the Home Market with Eggs  

7. Improve the Quality of Milk, Cheese and Butter  
   a. Clean Milk From Healthy Cows  
   b. Sediment and Methode Blue Test  
   c. More Strict Grading of Milk at Cheese and Butter Factories. More Rigid Grading of Cheese in Warehouses, More Sanitary Production of Milk at the Source  
   d. Milk, Cheese and Butter Should be Advertised on Farmers' silos and Barns in place of other Non-Dairy Products.  

8. Securing Better Markets and Market Facilities  
   a. Larger and Better Equipped Cheese Factories  
   b. Reorganize the Dairy Manufacturing Plants According to the Survey made by the University of Wisconsin, College of Agriculture, and Wood County Farm Leaders in order that Farmers Might Obtain the Maximum Returns From Their Dairy Products  
   c. Produce Quality Surplus so that the Remainder which is Kept for Home Use is Fully as Good as that which is sold  

9. Providing Better Farm and Home Conveniences  
   a. Light and Power on Farms.  
      1. Make Use of Electricity as a Time-Saver  
      2. Use Electricity to Fill Silo, Grind Feed, etc.  
      3. Use Electricity in the Home to Save Work for the Homemaker  
   b. Arrange Homes and Barns and Outbuildings so that Work Can be Done Quickly and Conveniently.  

10. Beautifying Farm and Home Buildings  
    a. Plant Shrubs  
    b. Improve Lawns and Walks  
    c. Plant Farm Windbreaks  

11. Reforesting Idle Acres  
    a. Pines and Spruce for Reforesting  
    b. Shelterbelts to Protect Soil From Wind Erosion  
    c. Locusts to Fill Blowholes and to Produce Fence Posts  
    d. Better Care of the Farm Woodlot  
       1. Avoid Pasturing  
       2. Cut Out Weed Trees
12. Providing Better Education for the Entire Farm Family
   a. Radio
   b. Press
   c. Farm Meetings
   d. Discussion Groups
   e. Community Clubs
   f. Dramatics and Music

13. Promoting 4-H Clubs for Rural Youth
   a. Club Organization Including Leaders-Officers
   b. Project Selection
   c. Adoption of Better Farm and Home Practices Through Project Work
   d. Better Citizenship Training Through Club Meetings and Organization
   e. Self-development Through Club Work
   1. Junior Leadership

14. Keeping Wealth Created at Home
   a. Re-invest or Plow Back Into the Community Every Dollar possible.
   b. Avoid Sending Dollars Out of the County

-Demonstrations, Methods and Results-

Result demonstrations have been set up and are operating at present on crop varieties, weeds, corn and pastures. One hundred forty-five acre demonstrations have been set up on forestry. A total of more than 600 acre demonstrations on forestry have been installed in the county. Two hundred fifty farmers planted shelterbelts in 1941. More than 1,000 farmers have made lime or fertilizer applications. Seventeen older farm boys installed fertilizer tests. Fourteen TVA farmers fertilized all of their legume seeded grain fields this year. One hundred farm boys conducted a fertilizer test program on their new seedings in 1940, which was harvested in 1941.

These demonstrations, both result and method, together with farm tours and farm meetings, have been set up to create in farmers' minds a desire to adopt practices which will in the end make a better living for their families. Projects and demonstrations have been planned and arranged so as to: (1) get attention, (2) arouse interest, (3) create desire, (4) promote action, (5) secure satisfaction.

-Action Agencies-
(Who Can Help and How)

Wood County is fortunate in that it has a large number of people who are able and willing to cooperate on the extension service program:

1. Agricultural Committee:
   To give advise and guidance

2. Home Demonstration Agent:
   To cooperate with the county-wide program.

3. County Superintendent of Schools:
   To assist in educational meetings.
4. A.A.A., Committee:
   To assist in getting adoption of soil building practices — explain
   the A.A.A etc.

5. Smith-Hughes Teachers and Home Economic Teachers:
   To assist in getting adoption of better practices on farms of
   students' parents and to assist the County Agent in carrying out
   the program.

6. County Nurse:
   To assist with health centers and consumption of milk.

7. Director of Welfare:
   To provide food for dietary needs for those on relief, old age
   pensions, mothers' pensions, etc.

8. C.C.C.:
   To assist in Emergencies — forestry — pest control, etc.

9. W.P.A.:
   To assist in lime sludge distribution and forestry

10. N.Y.A.:
    To assist in Conservation and Rural Youth Development.

11. Service Clubs:
    Community Clubs, Rotary, Kiwanis, Lion's, Commercial, Chambers of
    Commerce, Arrange for Discussions and to hold farmer-business
    get-togethers, and to recognize leadership.

12. Farm Security:
    Assist low income groups

13. Wood County Dairy Breeders:
    Promote sales of surplus dairy cattle

14. Wood County Agricultural Products Inc. Coop:
    Advertising cheese and cranberries and other products

15. W.D.I.A.:
    Advertising dairy products on a state and national scale.

    College of Agriculture: — Research and Education.
    U. S. Dept. of Agriculture: — Research and Education.

17. Conservation Commission:
    Fire protection and forestry.

18. Area Forester:
    Reforestation, shelterbelts, solid plantings.

19. State Department of Health:
    Analyze water samples, stamp out epidemics, quarantine.

20. Local Veterinarians:
    Stamp out epidemics, quarantine, and assist in livestock disease
    control.
21. County Medical Association:
   Assist in getting consumption of proper diets.

22. Livestock Shippers Association:
   Sales Agency for farmers' livestock

23. Experiment Stations - Hancock, Marshfield, and Madison:
   Research and education.

24. Fertilizer and Seed Dealers:
   Furnish materials for demonstration.

25. Implement Manufacturers:
   Furnish Equipment for demonstration.

26. Power Companies:
   Provide light and power for demonstrations.

27. U. S. Forest Service:
   Research and forestry.

28. Beekeepers' Association:
   Education.

29. Farm Credit Administration:
   Farm Credit.

30. Production Credit Association:
   Chattel Credit.

31. Wood County Bankers' Association:
   Provide Credit.

32. Dairy Breed Associations:
   Education.

33. Community Organizations:
   Education.

34. National Defense Committee:

35. National Dairy Defense Council:

36. Homemakers Council:

37. 4-H Club Executive Committee:

(Obviously the work outlined for the County Agent, as well as other active agencies, involves working for a long time before the goals can be achieved.)