

## WHAT WE CAN DO

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The title which has been assigned to me for this evening's talk I should like to change slightly from "What We Can Do" to "What Can We Do?" The question expresses the attitude of the Agricultural Extension Service in regard to its activities. I am very proud to be associated with that organization because it truly asks the farm people of this state the question: "What can we do?" You give us the answers through program planning conferences, organization meetings such as this, and through personal contacts. I would not have been interested in returning to the Agricultural Extension Service if its program were determined by a hierarchy and if the farm advisors and home advisors of the state were required to impose that program on our people. It may be a bit old-fashioned, but I still hold firmly to the belief that government is constituted to serve the people. Your Agricultural Extension Service is attempting to do just that.

We have here in the cooperative relationship between the avocado industry and the University of California an excellent example of working on problems which we mutually agree are of importance. It is good to know that representatives of your industry are attempting to look ahead in anticipation of problems and needs, in order that guidance for this rapidly growing and important industry may be found which will be productive of stability. We are cognizant of your great need for additional research and the extension of information—not only to those who are now in the industry, but also to that large number of individuals who will become engaged in avocado production.

Our College of Agriculture is divided into three major divisions: namely, resident instruction, research, and extension. Fortunately, this division is only for the purpose of simplifying administrative procedure. In the actual every-day working of the college staffs there is such a high degree of cooperation and integration of purpose and program it may well be considered to have one unified program. That this is so is a great credit to the staff resident on the college campuses and the farm advisors and home advisors located in fifty counties of this state. That this is so is also of great benefit to California, particularly to its agriculture.

Your Agricultural Extension Service is responsible for applying to local conditions the results of research developed by the experiment station. It cooperates with the experiment station personnel in conducting many research projects when the work is carried on away from the established stations. The great variety of climates and soils existing in this state makes it necessary that the results of research work carried on at the college campuses be carefully tested in local areas to determine if and how the information or practice can be used. This work of testing and adaptation is primarily the

responsibility of the Agricultural Extension Service. Our county staffs conducted 10,000 test plots last year. This work is carried on in close cooperation and with the able assistance of the experiment station staff.

During the past two years that I have been with the Agricultural Extension Service we have received from various organizations and individuals requests that we employ an additional specialist to work at least part-time in the field of avocado production.

In our organization, the specialist is the liaison person between the experiment station worker and the farm advisor in the county. He knows the experiment station work and has knowledge of the college's research program. By working with the farm advisor he obtains a broad understanding of the production problems in the producing areas of the state. My predecessor was, in my opinion, a wise administrator when he included the specialists in his organizational structure. The specialist is important in this organization in that he aids the farm advisor, co-ordinates programs between counties, keeps county staffs fully informed as to progress of the industry and research, and has a clear understanding of the problems as they apply to his particular specialty.

It is my belief (and this *is* shared by my associates) that your industry, because of its importance in this pioneering stage, could be greatly benefited by the assistance which a specialist could render. Had funds been available during the current fiscal year, 1950-51, we would have provided an additional specialist who would have spent at least half of his time working in the field of avocado production. However, realizing last year that funds would not be available to comply with the request of your industry for employment of this specialist, we asked the following farm advisors to work together in attempting to coordinate the information on avocado production and to prepare a series of leaflets on the subject: K. M. Smoyer, Los Angeles; C. D. Gustafson, Orange; J. J. Coony, San Diego; G. E. Goodall, Ventura; F. Arnold White, Santa Barbara; and Marvin Miller, Riverside. This effort we believe has been most productive and I am pleased with the work of this group of very important individuals. It is my great hope that you, too, feel this combined effort on their part has been a good expenditure of public funds.

Seven leaflets have already been published and are being distributed under the following titles:

Start Right With Your Young Avocado Trees

Avocado Fertilization

Managing Your Avocado Soil

Why Prune Avocado Trees

Planning Your Avocado Grove

Harvesting and Marketing Avocados

Avocado Irrigation

Seven more leaflets are due for the multigraph soon and we hope to have them in your hands within a short time. The subjects they will cover are:

Avocado Diseases

Avocado Insects

Avocado Varieties

Frost Protection for Avocados

Avocado Orchard Thinning

Avocado Propagation

Advice to the Prospective Avocado Grower

Our budget requests for the 1951-52 fiscal year, starting July first next, carried a request for funds for an additional specialist who would work in the field of avocado production. We are now informed that necessity for economy in state government has resulted in a denial of our request for increased funds; therefore, it will not be possible for us to fill this position during the coming year.

We have already been requested by the University to give consideration to our budget recommendations for 1952-53, and we plan again to request funds for this specialist. We do this because we believe we are in compliance with the wishes of the majority of the industry. There are, we realize, some who feel that the present arrangement whereby the work is coordinated by the farm advisor committee is adequate.

Your industry is to be congratulated in that it is made up of so many individuals who have such high competence and understanding of the problems of production and marketing. The problems with which you are confronted loom large because you are willing to recognize them. The fact that you do recognize them is the first step toward their solution. In the solution of these problems your Agricultural Extension Service stands ready to be of assistance in any way we can.

There is one additional activity of our organization that I would like to discuss with you. That is our 4-H Club program. The objective of this program is the development of competent people, proficient in the skills and responsibilities of the home and the farm and versed in the democratic methods and philosophy of group action. Membership is open to all boys and girls, in town and in country. The present enrollment in California is 25,000. With a state potential of approximately 100,000 members, our goal is a program so flexible and so welcoming that no youngster will be denied admission nor driven from club work by requirements other than performance and attitude. I believe in 4-H Club work. It has far-reaching and permanent values. I believe also in the propriety of cooperative support of 4-H Club work by the agricultural, business and industrial organizations. Any assistance which can be rendered in this important program will have permanent values in the development of citizens who will soon be the leaders in our great country.