AIRGRAM

DEPARTMENT OF STATE

UNCLASSIFIED

CLASSIFICATION

W. Lovard Davis

ag 4

BR 630.715 B827

For each address check one ACTION | INFO.

DATE REC'D.

PD-ABD-793

TO - AID/W TOAID A-73

1963 JUL 15 PM 5 57

CABLE & AIRGRAM BRANCH

DATE SENT 7-12-63

DISTRIBUTION

ACTION LA

INFO. AMP WC PCS HRSD SRD TCRD CRD ENGR TOW

OTHER AGENCY CIA AGRIC NSA STATE

FROM - RIO DE JANEIRO

SUBJECT - End of Tour Report, W. Lovard Davis

REFERENCE - 512-11-110-096

This end of tour report prepared by W. Lovard Davis, Extension Advisor (Area), who is completing his first tour in Brazil, covers the period July 20, 1960 to July 19, 1963.

It presents a modest summary of the Advisor's work, activities and accomplishments over a three-year period. He has made a substantial contribution to the development of extension work in two states ~~xxxxxxxx~~ and rural electrification projects in the Northeast and the two most populous states in Brazil.

His recommendations are sound and will be usefil in future planning by the Office of Agriculture and Rural Development.

GORDON

PAGE 1 OF PAGES 8

DRAFTED BY	OFFICE	PHONE NO.	DATE	APPROVED BY:
Fred W. Barber:11	ARD	202	7-11-63	R.R.Newberg, Director, ARD

AID AND OTHER CLEARANCES

JTHermansen, EXEC

UNCLASSIFIED

CLASSIFICATION

(Do not type below this line)

AID-5-39 5-62

PRINTED 5-62

BEST AVAILABLE COPY

-1

END OF TOUR REPORT

LOVARD DAVIS
EXTENSION ADVISOR

The writer, wife and daughter arrived in Rio de Janeiro, Brazil, July 20, 1960, after two tours in the same capacity in Bolivia. These previous tours of duty gave the Davis family excellent experience in adjusting to the new post. Though Brazil and Bolivia are quite different, yet many aspects are similar.

I - GENERAL OBJECTIVES AND SPECIFIC GOALS OF ASSIGNED DUTIES

A. General duties assigned -

(1) Advisor to two young state extension directors in the states of Rio de Janeiro and Goiás in organizing and developing their extension services.

(2) Assisting program officers in the above named states in developing and implementing service programs to rural people.

(3) Advising and assisting the training officers in these same states in planning and conducting training courses for supervisors, specialists, and local extension agents.

(4) Assisted in developing and implementing crop, livestock and marketing phases of Office of Rural Development, USAID/Brazil, through the Ministry of Agriculture and cooperating regional and state institutions and agencies.

B. Special duties assigned -

(1) Advisor to the Rural Electrification Administration of Northeast Brazil and two state REA organizations in the states of São Paulo and Minas Gerais.

(a) Specific duties

1. Advisor to above named REA organizations in developing their administrative and organizational structures.

2. Advising the directors of the above named organizations in developing and implementing training programs for technicians.

3. Assistance to the directors of the above named REA organizations in developing guidelines for formation of specific REA projects.

II - PROBLEMS AND DIFFICULTIES

A. Implementation of the extension service to farm people: The young extension organizations were extremely slow at first to involve farm people in the planning programs at the rural community farm level.

B. Lack of coordination and cooperation at the beginning of the writer's tour between various agencies in giving specific or "in-service training" to new extension personnel.

C. Reluctance of REA administrations to accept basic recommendations and guidelines in the development of rural electric cooperatives.

D. The price fluctuations for basic agricultural crops caused some delay in getting good production practices adopted by farmers.

E. Instability of tenure in service at the national, state and local levels of agricultural service organizations.

III - SUMMARY OF ACTIVITIES

A. Organizational development of Agricultural Cooperative Extension -

(1) Assisting three (3) state extension directors in sixteen (16) executive board meetings by giving counsel in policy development.

(2) Assisting four state directors in utilizing services of Peace Corps volunteers in 4-H club work.

B. Program development of Agricultural Cooperative Extension -

(1) Assisted three (3) state directors and three (3) program officers in the development of annual and long range, agricultural extension programs. The major part of this work was done person to person with the directors and their subordinates. This work included giving guidance in analyzing the rural situation in each state and local area where agricultural extension activities were to be established. Consideration was given the particular situations in the local and state area.

C. Implementation of various phases of Agricultural Cooperative Extension.

(1) Educational

(a) Demonstration methods

(b) Radio and newspaper

(c) Audio-visual aids

(d) Personnel counsel

(2) 4-H Club Work

(3) Training

(a) Agricultural extension personnel

(1) Training two livestock specialists in developing livestock feeding practices, including preparation for one year study in the U.S. for both specialists.

(2) Training two 4-H club leaders in 4-H club organization and development.

(3) Assisted two state information specialists in developing information programs for twenty-two local extension offices.

(4) Assisted in training fourteen (14) local agents in poultry production.

(5) Assisted in training seventeen (17) extension supervisors and local agents in soil and water conservation.

(6) Assisted in conducting two training courses of one week each to thirty-four (34) extension supervisors and local agents in developing and using unit production costs of basic crops and livestock.

(7) Represented the Food & Agriculture officer in a fourteen-day training course for twelve state extension directors.

(8) Assisted in a six-day national meeting for twelve (12) state 4-H club specialists in method of training 4-H club volunteer local leaders.

(9) Working with USIS in preparing an educational film on agricultural extension work.

(10) Assisted four (4) state extension services organize four groups of 50 farm leaders each to study livestock and crop production demonstrations at IBEC's Research Institute at Matão, São Paulo.

(11) Assisted in conducting a 5-day observational educational tour for 89 farm leaders and 11 local extension agents from 35 counties in the states of Minas Gerais and Parana at IBEC's Research Institute at Matão, São Paulo.

(12) Served on a team of American and Brazilians to develop materials and resources for assisting states in the development of overall program planning.

(b) Rural Electric Cooperative Personnel -

(1) Assisted in training four directors and four assistant directors in developing and implementing Administrative Policies.

(2) Assisted in training four technicians in methods of making feasibility surveys for REA projects and Power Sources.

(3) Training eight REA Board members in their responsibilities and duties in organizing rural electric cooperatives.

(4) Gave guidance and assistance to four REA technicians in developing an Electric Consumer Safety Course for local cooperative members.

(5) Assisted in training six REA technicians in methods of developing specifications for Rural Electric line construction contracts.

IV - COOPERATION WITH BRAZILIAN AND INTERNATIONAL AGENCIES

In the beginning of the writer's tour of duty there was a tendency for the various agencies and branches of the Brasilian and international agencies to work separately toward similar or common goals. In time, by getting to know one another, and through personal contact, this problem has diminished. There is a trend toward improvement in cooperation and coordination in

5

phases of work where common goals are the objectives.

V - EVALUATION OF RESULTS

A. Rio de Janeiro and Goiás state extension services.

(1) Expansion:

In July 1960, personnel consisted of two directors, two district agents and eight local extension agents. Currently, at the state level there are the two state directors, two assistant state directors, six supervisor teams consisting of twelve persons, two livestock specialists, two 4-H club specialists, and two information specialists. At the local level, there are twenty-seven county extension offices with 57 county and home demonstration agents serving 135,000 farm families.

(2) Training results:

(a) The training mentioned above in III-C-3 has been a major factor in developing the personnel's administrative and technical competence which has achieved recognition and support by the two state governments and 27 county governments.

(b) At the local level the following teaching phases of the extension program have been basically established in 22 counties:

(1) Livestock - including dairying, general livestock and poultry production.

(2) Basic crop production, including food and feed production and preservation.

(3) Truck crop production and flowers for commercial market.

(4) Farm and home management.

(5) Health and sanitation.

(6) 4-H Club Work.

(7) An organized system of teaching and communications through local newspapers and radio stations.

B. Rural Electrification.

Expansion:

The writer has assisted in the development and training of personnel

in the following regional and state rural electric organizations:

(1) The Rural Electric Company of Northeast Brazil, whose purpose is to develop rural electric cooperatives in 432 rural villages in 9 Northeast states of Brazil, to serve 300,000 user-members with electricity.

(2) The Hydroelectric Company of São Francisco is organizing a non-profit mixed company whose purpose will be to develop rural electric cooperatives in seven states of Northeast Brazil that will be served hydroelectric power from the Paulo Afonso system on the lower São Francisco River. This rural electric cooperative program is planned for area coverage and when complete will give electric service to 400,000 rural member users.

(3) The Rural Electrification Administration of the State of São Paulo. This organization is developing rural electric cooperatives in the State of São Paulo in the rural areas that are not being served by private power. They have 9 rural electric cooperatives in different stages of development, from one completed to others under construction, organizing, and financing, that will serve about 10,000 farm member users when completed.

(4) The Rural Electrification Company of the State of Minas Gerais. This non-profit organization known as ERMIG was established by CEMIG, the electric company of Minas Gerais. ERMIG ~~is developing~~ has 39 rural electric cooperatives in various stages of development. ~~[illegible]~~

VI - RECOMMENDATIONS FOR THE FUTURE

A. Rio de Janeiro and Goiás extension services:

(1) That consideration be given to developing close working agreements between these extension services, agricultural teaching and research institutions.

(2) That support be given to physical expansion of the state extension services in order to reach more people.

(3) That the program base be broadened to meet changing needs.

(4) That ABCAR in cooperation with the state organizations be encouraged to determine the feasibility of establishing hardship post incentives at the local level.

(5) That the national and state extension services request from the Ministry of Agriculture and other organizations the services of marketing specialists in the educational phases of their extension programs.

(6) That ABCAR and state extension services be encouraged to organize and use program planning committees at national, state, and local levels.

(7) Consideration should be given to improving the extension services' reporting system at the national, state, regional and local levels, that would give a true graphic picture of the work.

(8) That greater financial support should be given by local Municipio governments.

B. Rural Electrification.

Rural electric cooperatives service has been developed beyond the pilot or demonstration stage, thus consideration should be given to the development of a national rural electrification agency with powers to give technical and financial assistance to rural electric cooperatives.