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FROM : RIO DE JANEIRO
SUBJECT : End of Tour Report - Edgar N. Langley,
Extension Advisor 416/10

PAGE 1 OF 8
DATE SENT 4-5-62
DATE REC'D.

REFERENCE -
(Check one before each address)

ACTION INFO ADDRESS AND SERIAL NUMBER
AID/W TOAID A- ~~XXXX~~ 1186

Attached is the End of Tour Report of Edgar N. Langley, Agriculture Extension Advisor who has served at two posts in Brazil during this tour. As is indicated in his report these two areas are far apart and as different as two different countries.

USAID/B recognizes the desirability of smaller areas for the extension advisers, but this service in Brazil is well advanced and it is doubtful that an advisor for each state is necessary. The Mission concurs fully with his recommendation regarding research as service to the extension systems.

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END OF TOUR REPORT

Edgar N. Langley
Area Extension Advisor (Recife)

Area Extension Advisor Edgar N. Langley arrived in Brazil in March, 1960 and completed three months of intensive Portuguese language training in Rio de Janeiro prior to assuming duties as extension advisor to the Extension Services in the States of Rio Grande do Sul and Santa Catarina in southern Brazil. Langley was transferred to Recife, Brazil in August, 1961, to perform the same advisory functions for the state Extension Services of Pernambuco and Paraiba.

GENERAL OBJECTIVES

The general objectives are to continue predecessor's functions of providing advice and guidance to two state agricultural extension services. Assistance provided by the advisor is related to technical phases of agricultural extension, including extension information, work with rural youth, training of technical personnel, administrative procedure for extension organizations, program planning and application of recommended teaching techniques by field personnel.

SPECIFIC GOALS

Specific goals included the following:

1. Study the organizational structure and administrative procedure of two state extension projects, determine weaknesses and enlist the aid of State University staff and visiting USOM contract professors in Public and Business Administration to carry out a survey and make recommendations for reorganization.
2. Promote the use of appropriate and effective result demonstrations, utilizing research information, for teaching improved crop and livestock production practices.
3. Determine the sources and quality of subject matter specialists and encourage additional training as needed for ultimate staffing of limited number of specialists in state extension programs.

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4. Advise and assist extension personnel with appropriate methods for selecting and training rural voluntary leaders for work with adult groups and rural youth (4-5 Clubs).

5. Advise and assist states extension training divisions and cooperating institutions with course planning and teaching techniques for induction training and in-service training of extension personnel.

6. Advise and assist supervisory staff in forming policy and procedure for supervision of field personnel.

7. Aid in improving extension program planning procedure.

8. Assist with implementation of permanent system for evaluating extension programs.

THE PROBLEMS THE TECHNICIAN FACES

Expansion of extension programs at the county level during the past two years has not been proportionate with expansion at the state level. The situation has required many of the technical staff at the state level to assume dual or triple responsibilities and has deprived these state supervisory and specialist personnel of advanced training which they need to effectively carry out their additional duties.

The scarcity of qualified candidates for extension work has been a contributing factor in restricting the expansion of state staffs. Some outstanding county extension workers, who could assume more responsible positions, have been retained at the county level because no one is available for replacement. The extension advisor has devoted a major portion of his time to individual consultation and guidance for supervisory and specialist personnel. The results have been satisfactory, but it is recognized that individual consultation is no substitute for advanced formal training.

Lack of essential research information is another problem faced by the extension advisor. It has been difficult to prepare adequate in-service training programs to help county extension workers increase technical knowledge at a level consistent with their increased abilities as educators. Although research information is limited, that which is available is not utilized fully for lack of better understanding between research institutions and extension.

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Personnel turnover is cause for some concern but is not of serious proportions. Insecurity, caused by insufficient financial support, is responsible for some technical personnel accepting employment with private commercial firms. The weakened national economy and subsequent financial restrictions could cause increased numbers of resignations and future critical personnel problems.

Inadequate use of extension teaching methods is a deficiency which has its origin in the type of training previously given to extension workers. Both induction and in-service training have provided insufficient time for practical application of the various extension teaching methods and techniques. The problem, as it relates to the extension advisor, is that of convincing the technical staffs that adequate practical training is essential to supplement theoretical training. A system and procedure for constant evaluation of county extension programs will best reveal and emphasize the need for improved selection and variation of extension teaching methods. Some progress in this direction is being achieved.

A most serious problem facing the technician is that the general public and government officials have little or no knowledge or understanding of extension work being performed and results obtained. It is difficult to convince government officials and the general public of the need for support and cooperative effort when there is little understanding of extension objectives and accomplishments.

As the extension programs have expanded, outstanding county agents have been advanced to more responsible positions as district supervisors or state division chiefs. Some state extension directors have been reluctant to delegate authority and responsibility to these persons, thus, retarding their progress, initiative and personal development.

SUMMARY OF TECHNICIANS ACTIVITIES

The extension advisor has worked closely with all technical subject matter and supervisory personnel to enable them as much professional improvement as possible without advanced formal training.

Improved program planning procedure, evaluation, use of voluntary county planning groups, training and utilization of rural leaders, group participation and state coordination of rural ~~kw~~ youth work are significant program developments which were accomplished through varying degrees of influence and effort by the technicians. These accomplishments have greatly increased

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effectiveness of extension programs in Pernambuco and Paraíba. The results have stimulated action for additional improvements to be made in 1962.

The principles for continuous evaluation of extension programs are presently being applied on county, district and state levels. The technician has guided and assisted in training at all levels of technical personnel in both state extension programs. The most satisfactory method used by the technician, and the one used most consistently, is that of "train the trainer". This method allows close coordination of technical and supervisory personnel who plan and conduct most in-service training. It also provides opportunity for the technician to influence content and techniques applied in training courses without personal interference or participation in the actual conducting of the courses.

One of the most significant developments is the impact of county planning committees or county councils composed of local voluntary leaders who assist with planning and carrying out county extension programs. The technician encouraged extension staff members to use a similar approach among extension personnel when planning and carrying out statewide activities such as exhibits, campaigns, training courses, workshops, etc. The practice has extended to joint state planning in which two states often combine efforts and utilize the experience and knowledge of their most capable personnel through joint planning committees.

Practically all county extension work was formerly done by means of individual contacts, with resulting slow progress and few real accomplishments. All county extension teams are now working, or preparing for work, through organized groups and voluntary local leaders. These trained leaders and members of organized groups reached many additional rural families with some type of extension teaching. The results contributed to a partial solution of the problem of public lack of knowledge of extension work and helped minimize the problem of shortage of extension personnel.

The need for a state coordinator of rural youth work was recognized and a state assistant for youth work was appointed late in 1961. Results have been impressive. Extension organized youth clubs were active or planned in 18 of 21 counties reached by extension within six months after the appointment.

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The youth club assistant has completed leader orientation and training in all counties where extension work is established. These results, in turn, stimulated the extension director to delegate more responsibility to state staff members and define more clearly the responsibilities of each.

COOPERATION WITH BRAZILIAN AND INTERNATIONAL AGENCIES

The critical scarcity of subject matter specialists has required exchanging of personnel among states for training purposes. The several states' extension programs in Northeast Brazil have been very cooperative in exchanging trained and experienced technical personnel for both induction training and in-service training.

The Interamerican Institute of Agricultural Sciences, OEA, Southern Zone, has consistently responded to calls for assistance by conducting training courses and workshops and by providing instructors for training and consultation.

The University of Rio Grande do Sul and USOM visiting contract professors in Public and Business Administration contributed significantly towards solving the management and administrative problems of the Rio Grande do Sul State Extension Service.

State Universities and State Departments of Agriculture in Rio Grande do Sul and Santa Catarina have consistently minimized the problem of scarcity of subject matter specialists by supplying qualified professors and technicians to conduct advanced, short term training courses and workshops.

The American International Association (Rockefeller Brothers) has on several occasions supplied financial assistance and ~~in-~~struction tractors for advanced training of extension personnel and voluntary rural youth leaders.

TECHNICIANS EVALUATION OF RESULTS OF HIS ACTIVITIES

The technician's relationships with host country have been excellent throughout his assignment in Brazil. The only relationship difficulty experienced was in the State of Rio Grande do Sul, where the state extension director showed a tendency to ignore the presence of the extension advisor and the home economics advisor. The only apparent reason for this attitude

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relates to previous unsatisfactory experience with technical advisors. The excellent response of other supervisory and technical personnel of the organization and some compensation for this attitude on the part of the state director.

There is no evidence of reluctance by host country technicians in the Northeast area to request advice and assistance relating to extension work. The rural population in Northeast Brazil express some concern and suspicion of the "Yankee" technician and the role he might have in U.S. domination of Brazilian agriculture. The present relationships are such that the ~~xxx~~ technician feels that he can make a more valuable and lasting contribution by working closely with the Brazilian technical personnel on a state and district level in preference to working directly with field personnel.

The technician sees evidence at all levels of extension work that recommendations have been accepted and have contributed to a stronger and more effective extension program. This indication of ~~xxx~~ acceptance gives the technician satisfaction of accomplishments and confidence to continue a close analysis of the problems and weaknesses in order to further assist agricultural extension in Brazil in reaching its ultimate objectives.

RECOMMENDATIONS

Proposed expansion of agricultural extension in Brazil will require accelerated and more intensive evaluation of present progress in order to avoid mistakes and to continually improve. The U.S. technical advisors located in Northeast Brazil have several states comprising large areas to constantly study and analyze. They must observe progress and discover areas for improvement. Program planning, induction training and in-service training are usually accomplished simultaneously by the several state extension programs. This requires that the technician either divide and shorten time spent with personnel of each state or to select one as needing assistance most and devote more time to personnel of a specific state program.

Assignment of additional agricultural extension advisors and home economics advisors is recommended to enable closer association and corresponding awareness of the rapidly changing conditions in the several states.

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Reliable and sufficient research information is required for conducting effective extension programs. There is little research information available in Northeast Brazil and that available is often ~~is~~ unreliable. Assistance towards silving the situation is urgently needed.

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