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FROM . RIO DE JANEIRO

SUBJECT . End-of-Tour Report (Terminal)

REFERENCE . Kenneth E. Marvin - Extension Advisor (Information)

512-1110-096

1. The attached End-of-Tour Report has been prepared by Kenneth E. Marvin, Extension Advisor (Information) upon leaving Brazil for retirement. Mr. Marvin has completed one year and approximately two months of a second tour in Brazil.
2. The results of Mr. Marvin's three and a half years of hard work and efficient and faithful service are briefly outlined in this report. He has done an outstanding job of organizing information, book publishing and library programs and has been especially effective in developing and conducting training programs for agricultural information workers. As contract representative, his guidance to and administrative backing of the Ohio State University program with the University of São Paulo has been most effective, enabling this contract to operate very smoothly.
3. He carried out liaison activities with various communications agencies and the ARDO public relations and information activities in a very competent manner.
4. His recommendations are very timely and will be used as an effective guide by ARDO in carrying out its information responsibilities in the future.

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APPROVED BY:

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Rosenberg; ARDO
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Mr. J. Hill, DDM

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END OF TOUR REPORTKENNETH R. MARVINEXTENSION ADVISOR (INFORMATION)

Period covered: October 12, 1964 to December 9, 1965

Returned from home leave and FS 107 course in Washington, Oct. 19, 1964r

A. OBJECTIVES

The responsibilities of this position were:

1. To assist the Brazilian extension service, agricultural colleges, research stations, the Ministry of Agriculture and state departments of agriculture in developing agricultural information staffs, facilities and more effective programs for communicating with rural people.
2. To serve the staffs of ARDO and its contract projects and the Escritório Técnico de Agricultura, ETA, in the procurement and distribution of technical publications and other audio-visual aids, and in the preparation of manuscripts, translations, and the production of information material needed in their programs.
3. As contract representative for the Ohio State University Contract with the Agricultural College of the State of São Paulo: to assist in the improvement and expansion of curricula, teaching methods and facilities and in the coordination of teaching, research and extension in agriculture and to perform other duties as specified in order No. BRA-1423.9.
4. To assist agricultural education institutions in the development and procurement of more adequate libraries.
5. To provide liaison between ARDO-ETA and various communications agencies including USIS, TRTC, T CPA, TAB, RTAC in Mexico City and IICA at San Jose, Costa Rica.
6. To write ARDO reports and ~~informant~~ information releases.

B. PROBLEMS AND DIFFICULTIES

1. The training of agricultural communications technicians in Brazil has been limited primarily to short courses. The first course for college credit in agricultural communications was offered this year under the Wisconsin contract with the University of Rio Grande do Sul. Additional introduction of modern techniques comes from a dozen participants who returned to Brazil from training in the U.S. and IICA at Turrialba.

2. Radio continues to be the medium that reaches the ~~most~~ most rural people. Transistor radios have spread rapidly in the central and southern states, bringing contacts with areas that have no electricity.

3. Illiteracy, as high as 70% in many rural areas, complicates the communications problem.

4. As a serious handicap to agricultural development is the fact that at least three fourths of the students in agricultural colleges come from the cities and have had no farm experience when they go into positions of advising farmers and servicing farm operations. Rural education will have to be improved from primary schools up before a ~~satisfactory~~ satisfactory number of farm youths can pass the entrance requirements of the 26 agricultural and veterinary colleges.

5. The quality of instruction in agriculture is limited by the dearth of up-to-date technical literature, particularly information based upon local climate, soils, crops and customs.

C. SUMMARY OF ACTIVITIES

1. COMMUNICATIONS CONFERENCE. Initiated and helped plan and conduct a conference to improve the flow of agricultural information between state and federal experiment stations, the 16 state extension services, the 26 agricultural and veterinary colleges and the state and federal information units. Thirty one communications leaders from these organizations discussed their common problems for a week at Matão, the experimental farm of the IRI Research Institute, in the state of São Paulo. This was the first national meeting of agricultural communications workers in Brazil. An association was organized which made recommendations for improving the flow of information, the establishment of a center for training and research in agricultural journalism, the holding of a second national meeting of the new organization at Vigosa in 1966 and an international meeting in Brazil in 1967.

2. TECHNICAL INFORMATION. Directed the procurement and distributions of technical books, bulletins, technical reports, films, photos for ARDO, its contract groups and numerous Brazilian agencies.

3. RENTAL LIBRARY. Completed the ordering and delivering of 3,400 volumes of agricultural texts and reference books for the USAID Experimental Rental library at the National Agricultural University of Brazil, one of seven such libraries provided by USAID in as many developing countries. ~~Sent~~ Sent AID/W a report on the Rental library project and prepared quarterly status report. Obtained T.V. and newspaper coverage of this project and of the new classes in English which is a by product of the project.

4. TEXT WRITING. Revised the agreement, plan of operation and budget for the project to support Brazilian agricultural university teachers and research technicians in writing 25 texts and 10 monographs. Arranged several meetings with the Ford Foundation official of the Association of Agricultural and Veterinary Colleges of Brazil (AAVVB), ARDO and the Escritório Técnico de Agricultura (ETA) for ~~the~~

discussions of the project. Wrote a manual of instructions for authors in the text writing project. Also wrote a brochure announcing and explaining the project. The brochure was distributed at the annual AEAEB meeting and published in the association's annual.

5. PRIORITY TRANSLATIONS. Developed a list for translation of 20 agricultural texts by surveying ARDO staff and faculties of Brazilian and U.S. universities involved in the four ARDO university contracts. Most of these ~~texts~~ texts are now in process of translation and publishing by TCPA.

Discussed this list and the Ford Foundation text writing project at the annual meeting of the AEAEB in Recife.

6. AS CONTRACT REPRESENTATIVE. Assisted the Ohio State team with budgets, Project Implementation Plan, quarterly status reports and in procurement of books and laboratory equipment; wrote project agreements, the CAP program for higher education and prepared the U 510 Evaluation of the Contract and U 307 Evaluation of Performance Reports. Handled the contract representative work for Purdue and Wisconsin Projects while Merrill Asay was away from post.

7. REPORTING. Wrote and published a 44-page illustrated progress report for ARDO, "Agricultural and Rural Development in Brazil".

Published four issues of mimeographed house organ FACTS & ACTIVITIES to keep ARDO, its affiliated contract personnel, the Mission, AID/W and related agencies informed of ARDO objectives and accomplishments.

Reported a survey of time spent and duplication involved in writing all reports ARDO personnel are required to submit. This was part of an AID/Brazil study.

Wrote Accomplishment and Self Help reports, 4 illustrated articles ~~in~~ for the AID Newsletter, 2 illustrated articles for the PL 480 accomplishments, ARDO monthly progress reports, the ARDO section of Mission Goal Plan Progress Report. Assisted in writing three illustrated articles for Front Lines one for Brazil-American Review, six for O Ruralista, and several articles in Correio da Manhã. Sent seven news ~~stark~~ stories about ARDO activities to USIS. Outlined two motion picture stories and three still picture themes. Assisted in editing and producing Frontier Development Report, Fertilizer Study, two ARDO ~~seminar~~ conference reports and the reprinting of the Planalto report.

D. COOPERATION WITH BRAZILIAN AGENCIES

Ministry of Agriculture. The Minister of Agriculture ~~and~~ has held office for about a year. This is longer than usual for this office and it has brought considerable stability and progress to rural development and has provided an opportunity to reorganize and strengthen the Ministry's department of agricultural information, SIA. Cooperation and coordination has been much improved between federal, state and private information agencies. These agencies have given good support to development projects in which ARDO

is involved. SIA has made considerable progress toward substituting a goal of service to agricultural operations for the previous one which was primarily concerned with political promotion.

As this is written a new Minister of Agriculture has just taken office and his policies and staffing plans are not known.

ABCAR National Extension. The support USAID has given the national extension service and its 16 state affiliates for 10 years is being phased out because this organization is approaching self sufficiency. It maintains its active training centers with competent instructors. Relationships are cordial and the national and state information units which AID has helped develop and equip are cooperating well in support of joint programs and objectives.

State Agencies. Recent political changes in state government executives with whom ARDO technicians have developed projects are delaying activities, particularly with Purdue and Ohio State university contract teams. Until the recent election the coordinating programs in these two key states were moving ahead in an exemplary manner. Now, promised funds are being held up and activities are delayed on some projects.

International Agencies Cooperation with the American International Association and the Interamerican Institute of Agricultural Sciences has been very satisfactory.

The \$ 995,000 grant of the Ford Foundation to Rural University of Minas Gerais brings significant support and cooperation to the Purdue University program. Similar Ford Foundation support to the book writing project and to the teacher training program for secondary schools are ~~xxx~~ encouraging development.

E. EVALUATION OF RESULTS

1. Substantial progress has been made in joint planning of rural development programs by bringing together representatives of federal and state agencies concerned with agriculture. This is leading to a better understanding of objectives and more efficient use of resources. The University contract teams are ~~and~~ developing convincing demonstrations of the soundness of integrating teaching, research and extension.

2. Agricultural and veterinary schools ~~x~~ have responded to the pressing need for more technicians by increasing their enrollment from 2746 students in 1960 to 5400 in 1965. The 144 secondary ~~agricultural~~ agricultural schools ~~x~~ have increased enrollment from 6694 students in 1960 to 15,080 in 1964. Though the demand ~~x~~ still greatly exceeds the supply, some of the gap is being filled by the accelerated USAID - Ministry of Agriculture short course training program. This program is on its way toward the goal of training 20,000 young and adult farm leaders through 127 courses and 20 teacher training courses.

The Association of Agricultural and Veterinary Colleges of ~~Braz~~ Brazil, organized five years ago, is developing into a more purposeful organization. In its annual it published a comparison between its statutes and the constitution of Association of

Land-Grant Colleges and Universities of the U.S. The AEAAB can provide needed services for its members. The establishing of a headquarters office with an executive secretary, made possible through ETA support, is an encouraging step.

Graduate programs, developed under AID contracts with three of the strongest agricultural colleges, are introducing new concepts of curricula building, teaching methods and research procedures. Other faculties are interested in these activities and already are adopting some of the innovations.

SIA, the Ministry of Agriculture information and service, has given much better support during the last year to joint Ministry - AID development projects than in former years.

F. RECOMMENDATIONS FOR THE FUTURE

1. USAID should assist the GOB develop a simplified method of helping agricultural colleges procure scientific and practical periodicals and abstracts from the U.S. The present difficulties in acquiring dollars and surmounting the bureaucratic import requirements discourages the school libraries from keeping such files up to date. Colleges say they would be happy to pay cruzeiros into a rotating fund if such could be set up to create a dollar fund for this purpose.
2. An ARDO technician should continue contact with the Rental Library at URB, Km.47. The last shipment of 363 books is now in customs. GSO has promised to have Fink transfer deliver this one box to the library as soon as it is released. Copies of the invoice list have been sent to Raymundo at GSO and Reitor Paulo Baccorso. When Gloria Gaston from IA/ID/RD/W stopped in Rio last July, she recommended that the University charge each student an annual fee for use of the Rental library instead of charging for books as used as provided in the original agreement with the University. The University librarian has been supplied with copies of invoice lists of all books received and asked to report to ARDO any books missing. Such a report has not been received at this writing. ARDO should follow up on this.
3. It is important that more courses in communications be offered for credit in agricultural colleges and more research be conducted in comparative effectiveness of media, in diffusion of information and its influence on adoption of improved practices. ARDO should continue to send participants to the U.S. for advanced training in communications until adequate curricula are offered in Brazil.
4. USAID has supported the cinema-photography laboratory of the Ministry of Agriculture for several years by supplying imported equipment. The laboratory has the facilities and staff to produce much needed educational films. What it needs most now is a full time consultant with experience in agricultural film production to plan, direct and demonstrate. This would be a good investment for AID.
5. Progress in translating and publishing agricultural books has been slow. Probably this is largely due to the fact that publishers who have a choice will select books in other fields first because they offer a larger market. The agricultural

education program will be helped substantially if AID will provide sufficient funds now to translate and print 40 selected titles appropriate to Brazilian agriculture.

6. The outlook is not encouraging for the struggle to increase food production fast enough to keep up with the growth in population in Latin America. Achievement of the goals depends on changing the thinking and practices of millions of rural people. Such mass education will require more and more well trained communications workers and improved facilities. This educational task is much more complex in Brazil than in the U.S. where farmers in the high producing areas have an average of 8 years of formal education.

Brazil will need continuing support from & USAID to meet this demand for improving its agricultural communications. In turn, a good share of AID's other rural development support will be wasted unless rural education and communications improve simultaneously.

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