

AIRGRAM

INTERNATIONAL COOPERATION ADMINISTRATION

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FROM: REG DE JAMES LEO

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Attached is Terminal Report of Mr. James M. Crooks,
Extension Advisor (Area), WSA Division.

512-11-110-096

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Attachments:

1. Pages 2 through 11 of this airgram
2. a) Organization Chart
- b) Graphs (5)
- c) Pictures (8 pages)

DISTRIBUTION ACTION

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TERMINAL REPORT

1958 - 1959

James M. Crooks - Extension Advisor (Area)

I - INTRODUCTIONA - Background and qualifying experience

Attended public schools in Hamilton County, Tennessee. I graduated from the University of Tennessee in 1932 with B.S. in Agriculture. Major study was in Agriculture Education, and minors were in Animal Husbandry and Agriculture Economics.

After completing college training, the first job was teacher of vocational agriculture for one and one-half years at the Jonesboro High School, Jonesboro, Tennessee. I then accepted work as county extension agent in Grundy County, Tennessee and worked ten and one-half years in this County before transferring to Lawrence County.

In 1947 I bought a large livestock farm and resigned from the Extension Service to operate the farm. In 1953 the farm was leased and work was accepted with the F.O.A.

The F.O.A. assigned me to Iran as an extension specialist, but after arriving in Iran the Mission transferred the writer to the region of Kermanshah, as chief agriculturist.

After serving two years in Iran ICA assigned me to Brazil as area extension advisor.

II - ASSIGNMENT TO DUTYA - Organization and Duties

Since this was the writer's second tour of duty in Brazil it was not necessary to receive orientation.

The Mission assigned him to the same project which he started during his first tour of duty in Brazil - the Agriculture Extension Service in the State of Santa Catarina, EFA Project No. 17.

The job was to assist and advise in setting up a state agriculture extension service that will bring to the rural people the latest and best information concerning the home and farm and assist them in solving their own problems, thus developing a permanent agriculture based on the intelligence, capability and resourcefulness of rural people. The goal is

the maximum development of all resources in the state -- economic and social, human and inanimate -- for the achievement of the highest possible level of life.

The extension service was started with these objectives in mind and has not deviated from the purpose. There has been an extension service established in the State of Santa Catarina which is fundamentally sound and will achieve the functional objectives over a period of years.

In setting up the service this step by step approach was used:

- 1) Set up a central office on a skeleton basis.
- 2) Select a few agricultural agents and girls for extension training at an extension training center.
- 3) Make a study of the State and select three areas in which to start the program.
- 4) Make a general survey in those areas to determine which counties would be better to start the work.
- 5) Selection of counties for work. (Selection was based on interest in the work, cooperation of county officials, working and living conditions, roads, type of farms, and many other factors that would give the program a better chance to succeed).
- 6) Establish only a few local offices at a time. (The state workers had to be trained as they went along).
- 7) Give in-service training to the personnel.
- 8) Extension Agents first made a survey of approximately ten per cent of the farms and homes to learn what the actual conditions were (approximately three months). This method not only gave them a knowledge of the situation but gave them an opportunity to get acquainted with the people and acquaint the people with the extension services.
- 9) Extension Agents and leaders made an annual program of work, selecting four to six major projects and several minor projects.
- 10) During this period several more in-service training courses were given.
- 11) Cooperating with the state extension service are:

- a) Usina de Beneficiamento do Leite - Cado Holandes para Clube de 4-S.
- b) Inspetoria de Defesa Sanitária Vegetal - Material para demonstração de campo.
- c) Núcleo Tritícola de Curitiba - Escritório Local destinado a estabelecer uma area demonstrativa.
- d) Departamento Nacional de Endemias Rurais.- Contrôlo de Endemias Rurais.
- e) Diretoria da Produção Animal - Apicultura para 4-S.
- f) ETA Projeto 10 - Batata semente certificada e demonstração de resultado em batata para consumo.
- g) Acôrdo Florestal - Educação Florestal.
- h) Prefeitura Municipal - Extensão Rural.
- i) Acôrdo com o Serviço Social Rural.
- j) Acôrdo com o Ministério da Agricultura - resultados com trigo.

12) State leaders training was arranged for:

- a) Chief of Extension Service - three months training in U.S.A.
- b) Chief of Home Economics - five months training in Puerto Rico and U.S.A.
- c) Chief of girls 4-S - six months training in Chile.
- d) Chief of boys 4-S - four months training in U.S.A.
- e) All agents received threemonths training at Fazenda Ipanema-extension training center of Brazil.
- f) Trained four home economists at the Rural University of Minas Gerais, Viçosa.

Staffing has been one of the big jobs. Since Santa Catarina does not have an agriculture college, it is necessary to recruit most of the personnel outside of the state. This is not easy, since the other states have better conditions to offer. However, the Secretariat of Agriculture and the State Rural Federation have agreed to give ten scholarships per year to outstanding boys of this state.

B - Purpose and Objectives of Project in Relation to Field of Activity Program and Overall U.S. Program

One of the major objectives of the Food and Agriculture program in Brazil is to work with the host country in establishing sound techniques and programs that will raise the standards of living of the rural people and increase food production of the country.

The establishing of the extension service in Santa Catarina is one means of accomplishing this.

C - Technician's Action Plan for Providing Assistances

- 1) Orientation of personnel in Extension Methods
- 2) Working out plans
- 3) Preparing materials
- 4) Observing and advising on progress of program and changes that should be made
- 5) Giving in-service training
- 6) Advising on staffing plans
- 7) Advising with state personnel on program, techniques and skills, evaluation of programs, etc.
- 8) Advising on general extension program
- 9) Working with the program as a member of the team

D - Evaluation of Effectiveness of technician's work

There have been twenty-two county offices, three regional offices, and one Central office established. Practically all of the counties in the state offered to give the office and buy the office furniture. Some offered to build a home for the extension agent.

All the agents have developed good programs, and the results are beginning to show. For example, one county got 132 privies built during a three months' campaign. Three other counties brought in 212 purebred hogs and built 48 modern hog houses. Practically all counties have introduced trench silos to meet the feed shortage.

Santa Catarina started result demonstrations in Brazil (53 last year), held the first 4-S show in Brazil, and was the first to use the survey for getting information on which to base the program of work.

They also initiated the idea of signing cooperative agreements with the other agriculture agencies.

The State passed a law giving the extension service twenty five per cent of the land tax. Santa Catarina is the first state in Brazil to take steps to put the Agriculture Extension Service on a permanent basis. The State built a large central office for the service.

The Governor of the State sent the Secretary of Agriculture to the Annual Extension Conference to convey his thanks and appreciation to the American technician for his service to Santa Catarina.

The extension personnel presented the American technician with a Certificate with all extension personnel signatures for his service to the Extension Service.

Below are a few statistics on the work.

1 959 - ATTENDANCE IN PROGRAM

	ATTENDANCE	DISTRIBUTION OF WORK
Conservation of soil	5 376	6 %
Plant diseases and insects	4 192	6,3 %
Livestock diseases and parasites	2 081	3,1 %
Feed for livestock	1 741	2,6 %
Nutrition	10 384	15 %
Sowing	5 292	8 %
Horse improvement	1 917	3 %
Health and sanitation	9 054	14 %
Community organization	9 613	14,4 %
Supervised credit	335	0,5 %
Soy beans	1 085	3 %
Potatoes	946	1,4 %
Swine culture	680	1 %
Reforestation	171	0,4 %
Other activities	12 852	19,3 %
TOTAL	66 527	100 %

ACTIVITIES OF 1959NEW OFFICES:

Regional - 1
Local - 4

TOTAL OFFICES:

Regional - 3
Local - 21

TECHNICIANS IN:

Field - 48
Central office - 6

OTHER WORKERS:

Secretaries + others - 33

INDIVIDUAL WORK

Farm visits - 6 225
Individual Demonstrations - 1 171

CONTACTS

In field - 6 445
In office - 6 213

GROUP WORK

Meetings - 1 791
Attendances - 41 920
Demonstrations - 2 528
Attendances - 28 879
Tours - 114
Attendances - 786
Shows - 237
New articles + Radio - 400

GROUPS AND CLUBS

	<u>GROUPS</u>	<u>MEMBERS</u>
Women Groups	- 138	2 135
Men Groups	- 119	1 809
4-H Clubs	- 21	549
Other Groups	- 2	60
TOTAL	280	4 551

TRAINING

In-service training for agents - 7
In-service training for regionals - 3
In-service training for agents by regionals - 10
Percent of rural population worked with - 30%
Percent of state worked in - 30%

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ACTIVITIES OF 1958 AND 1959

ACTIVITIES	1 958	Base-100%	2 959	Increase over base
MEETINGS	2 209	100	3 658	162
METHOD DEMONSTRATIONS	3 386	100	3 636	107
VISITS	6 696	100	5 435	82
SHOWS	49	100	206	420
NEWS ARTICLES AND RADIO	40	100	172	430
TOURS	15	100	51	340
RESULT DEMONSTRATIONS	4	100	53	1 325
FAIRS	2	100	4	200
MEETINGS 4-S	194	100	388	200
FAMILIES WORKED	6 052	100	14 603	241
BOYS IN FIELD	1 914	100	2 646	138
MILES TRAVELLED	176 922	100	187 964	106

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III - CONTACT WITH OTHERS

The American technician has worked very closely with the State Rural Federation (39,000 members), the Rural Social Service (wrote a bulletin on community organization for them), Secretariat of Agriculture, Secretariat of Health, and Secretariat of Education.

The contacts with international agencies, private foundations, representatives of other governments and U.S. business establishments have been very limited since there are not any in the State of Santa Catarina.

IV - RECOMMENDATIONS

- 1) ETA Project 17 (Agriculture Extension in Santa Catarina) to be continued, but not necessary to assign American technician full time to the Project. Give some back-stopping and supervision from the National Office.
- 2) The service should expand slowly. Four to six new counties per year.
- 3) The finance from National Government (ABCAR) and ETA should be based on number of local offices, amount the State puts into the service, rural population, and program of work.
- 4) There should be standards established which the States must meet before they can receive federal aid.
- 5) The credit phase of the program should be eliminated.
- 6) All States should use the same system of reporting.
- 7) After the program get established in the counties, require each county to pay part of the cost of the service, and amount based on capability.
- 8) Each county set up an agriculture committee made up of two farmers, two farm women, one business or professional man, and two members of the county governing body. It should be set up so that two members will be elected each year.

This committee should approve the agents and program of work. If for any reason the committee wants a change in the extension personnel, it should set out its reasons in writing. The members of the service with the director should review and decide on the action to be taken.

This committee should be elected by the county governing body.
- 9) More in-service training should be given.
- 10) Qualifications of the Home Agents should be raised as rapidly as possible.

- 11) The recommendations for future development of the service asked for and received by the Project Director should be put in use when the time is right.

V - CONCLUSION

It would not be fair to the extension workers and state officials if they were not given total credit for the success of the extension program in the State of Santa Catarina. They have supported the service and worked hard to have the best extension program.

In my first talk to the group, I gave as our objective, to create an extension program that would be recognized as the outstanding extension service in South America. The Director, Dr. Glauco Olinger, the extension personnel, state officials and others accepted the challenge.

I am sure all Brazil will agree that the Santa Catarina Extension Program is the best in Brazil. This is due to hard work, cooperation and leadership of the project director Dr. Glauco Olinger, and it has been an honor to be associated with them in this program.

COMMENTS

This report was written to give the readers a general understanding of the Extension Service in the State of Santa Catarina, Brazil.

In order to do this, the writer went back to the beginning of the service and gave a brief outline on the development of the service. He did not feel that it would be advisable to restrict this report to his last tour of duty, since the readers would not have the needed background.

It is not the purpose of this report to show all the results obtained, but to give the readers an understanding on organizing the Service, cooperation with other agencies, and principally how an extension advisor works with the host country.

The attachments, one copy only, consist of an organization chart, 5 graphs, and 8 pages of pictures.