Grant writing skills increase success rate

An important part of successful block grant writing for small and rural governments is knowing the rules and scoring the most points possible. Most grants are awarded competitively and it is under these circumstances that local leaders have the most opportunities to improve a community's standing.

Generally, both the community and project are measured against state established criteria. Communities are selected on the basis of economic conditions, percentage of low- and moderate-income persons, ability and willingness to provide other source funding, etc. Proposed projects are judged on the basis of low- and moderate-income benefit, project impact, effectiveness and matching funds.

When a grant application leaves the town hall, it is headed on a specific course, not into uncharted territory. By learning about each stage of the state selection process before beginning a grant application, a strategy can be developed for a particular project.

Here are some of the steps to follow:
* Obtain the state program guidelines. Become thoroughly familiar with all aspects of the state program, particularly the state priorities, the major funding categories and the basis for selection. Provide all required information and signatures to avoid disqualification or loss of points.
* Gather current and specific information on your community's economy, housing, low- and moderate-income population and use them to identify major needs. Ninety-five to 97 percent of all Community Development Block Grant dollars are awarded for projects to principally benefit these persons.

* Attend a state-sponsored workshop. Application process workshops are scheduled at least once a year. State staff can offer valuable advice that will save both time and money for both parties.
* Appoint a planning committee. The most successful proposals usually have broad-based community support. Much needed financial participation is often forthcoming when business people and bankers are involved early in the planning process.
* Match local needs with state funding priorities. Try to match the activity for which the greatest local (continued on p. 2)

Bi-vocational ministers' workshop scheduled

Ministering to Troubled Families-III workshop will be held April 28 in Memphis. The workshop is intended primarily for rural, bi-vocational ministers but participation from full-time ministers and other individuals is welcomed. Sessions will be offered to help ministers develop leadership and education in their congregations as well as minister to troubled families.

The workshop is sponsored by the Cooperative Extension Services of Tennessee State University, University of Tennessee, University of Arkansas, Alcorn State University and Mississippi State University in cooperation with the Southern Rural Development Center.

Registration information may be obtained from SRDC, P.O. Box 5446, Mississippi State, MS 39762. (601) 325-3207.
Small investors earn high interest

Local governments rate high with public

Local governments earn high interest

A new poll by the U.S. Advisory Commission on Intergovernmental Relations reveals that local governments are earning higher interest from state and federal governments in the public sector.

The poll has been conducted on public attitudes toward governments and taxes since 1972. In the past five years, the Gallop Organization has conducted the poll. Findings are based on a personal interview research conducted among a nationally representative sample. The poll is selecting the people running governments at the local, state, or local level in which they have the most trust and confidence. In the 1987 poll, the most respondents chose local, 22% chose state, and 18% chose federal. Sixty-six percent felt that the federal government wastes the most tax money, 14% said the state, and only 8% felt the local government wastes the most.

In choosing the least fair tax, the percentage of respondents who indicated the federal income tax as the least fair tax was dropped to 38% from 37% in 1986. This is a reversal from the consistent average of about 36% since 1979. Because full implementation of the tax reform did not occur until 1982, it is too early to attribute this drop to the new code.

According to the report, the state income tax as the worst tax rose to 22% from 8% in 1986. Those citing the state sales tax rose to 14% from 5%.

The percentage believing the least fair tax is local property tax declined from 28% in 1986 to 22% in 1987. Despite varying views on some questions, the public is fairly evenly divided about whether government gives them the most for their tax dollars. Twenty-eight percent indicated federal, 29% said state, and 22% said local. Federal, state, and local governments are rated roughly equal in ability to carry out their responsibilities. Percentages of respondents saying they have either "a great deal" or "fair amount" of trust and confidence in the three levels of government were 68% for federal, 73% for each for local and state. (Condensed from: 1988, October 21, Current Lines, published by the North Carolina Association of County Commissioners. Vol. XLII, No. 10, Oct. 14, 1987.)

The farm sector, how is it weathering the 80s?

Commercial farms with gross annual sales of $40,000 or more (28 percent of all farms) generally had positive business incomes and return to equity in 1985. But noncommercial farms, those with gross annual sales of less than $40,000 (72 percent of all farms), showed small after-tax losses.

The farm economy has deteriorated since 1980 when farmland values began to decline. By 1984, operator households' average income was only about 80 percent as much as that for all households, compared with their historic high in 1973 when farm households earned almost 50 percent more than the nation average. Farm household income improved in 1985 but was still below that of all U.S. households.

As many as 15 percent of all farm operators who were in business before 1980 may leave farming for financial reasons before the end of the year, adjustments end. Rural counties and communities whose economies rely on farming and farming related businesses are struggling to maintain many services as declining farmland values threaten local tax revenues.

Commercial farms, providing 90 percent of all U.S. agricultural production, were greatly profitable in 1985.

Noncommercial farms, providing only 10 percent of all U.S. agricultural production, lost money in 1985. Substantial off-farm incomes offset some farm losses and provided these households with a positive income lower than the national average. Small farms and farm households continue to meet the income needs of the household, and their contribution to total agricultural production is substantial.

About 11 percent of all U.S. farms are at risk of going out of business for financial reasons. (continued on page 4)
State agencies source of grant information

Local communities must apply to state agencies for Community Development Block Grant funding. All grants must take into consideration the requirements for funding as established by the states in accordance with federal regulations. Requirements vary from state-to-state, but once you become familiar with your state, you can tailor your grant to fill those requirements.

The name, address and phone number for contact agencies in each of the Southern states are listed below.

ALABAMA
State Planning Division
3465 Norman Bridge Road
Montgomery, AL 36105
(205) 384-2769

ARKANSAS
Industrial Development Commission
11 Capitol Mall, Room 4C-330
Little Rock, AR 72201
(501) 371-1211

FLORIDA
Department of Community Affairs
2571 Executive Center Circle East
Tallahassee, FL 32301
(904) 488-2756

GEORGIA
Department of Community Affairs
40 Martin Luther King, Jr., Bldg.
Atlanta, GA 30303
(404) 556-6200

KENTUCKY
Department of Local Government
Division of Community Programs
501 Capitol Plaza Tower, 22nd Floor
Frankfort, KY 40601
(502) 566-2382

LOUISIANA
Department of Urban and Community Affairs
5790 Florida Boulevard
Baton Rouge, LA 70802
(504) 925-3741

MISSISSIPPI
Department of Community Development
301 W. Pearl Street
Jackson, MS 39201
(601) 949-2002

NORTH CAROLINA
Department of Natural Resources and Community Development
P.O. Box 27687
Raleigh, NC 27611
(919) 733-2350

OKLAHOMA
Department of Economic and Community Affairs
5445 N. Lincoln
Lincoln Plaza, #285
Oklahoma City, OK 73105
(405) 528-9500

SOUTH CAROLINA
Division of Community and Intergovernmental Affairs
1205 Pendleton St., Suite 308
Columbia, SC 29001
(803) 758-3506

(continued on page 6)

Southern unemployment rates vary

Five Southern states had unemployment rates of less than 6.0% as of June, 1987. They are all on the East coast: Virginia, North Carolina, South Carolina, Georgia and Florida. Alabama, Oklahoma and Tennessee had rates of unemployment falling between 6.0% and 7.0%. One state, Louisiana, suffered with 10% and over unemployment. Texas, Arkansas, Kentucky and Mississippi also felt the effects of high employment with 8.0% to 9.0% unemployment. Unemployment rates for all 50 states are indicated below as printed in the October, 1987 issue of The Economic Developer and Job Creation Digest, Vol. 19, No. 10.

Unemployment rates by state, June 1987

The farm sector...

(continued from p. 3) spent more than they earned from all sources in 1985 and had debts equal to 40 percent or more of the value of their assets as of January 1, 1986. Farm financial stress is highest among younger operators, commercial farms, dairy and cash grain farms. Two factors affect the extent to which farm financial problems result in local community economic stress: the dependence of farming on export-sensitive crops (corn, wheat, soybeans, cotton) and the dependence of the area's employment on farms and agriculture-related industries. Farming-dependent communities are more likely to have lost population in the 1980's, to have an older population, and to have economic fortunes that rise and fall with farming. (Condensed from The U.S. Farm Sector: How Is It Weathering the 1980's? By David Harrington and Thomas A. Cappelli, published by USDA Economic Research Service as Agriculture Information Bulletin No. 506. Ordering information can be obtained from the Superintendent of Documents, Washington, D.C. 20402.)
Off-farm income critical to small farmers

On average, the net farm income of modest-sized farms is small but positive. More than a quarter of these farms lost money in 1985. The average off-farm income of $12 thousand is more than three times as large as the average farm income. Over 20 percent of these households earn more off their farm than on it.

Despite the reliance on off-farm earnings of all family members for support, 80 percent of the farm operators of these modest-sized farms say that farming is the occupation in which they spend most of their work time.


### Farm and Off-Farm Income

<table>
<thead>
<tr>
<th>Category</th>
<th>Income Range</th>
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<tr>
<td>Net Farm Income</td>
<td>Less than $20 Thousand</td>
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<td>$20,000 to $100 Thousand</td>
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<td>More than $100 Thousand</td>
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1985 Sales

### In Print

**Powers and Dollars for Your Community: Economic Development Through Community Energy Programs**

A product of the Community Energy Efficiency Network in the Northeast Region. The network was organized to develop an extension program on community energy efficiency with a holistic perspective to include all sectors within a community including residential, commercial, public facilities, transportation and industrial. The handbook is available from the North Central Regional Center for Rural Development, 216 East Hall, Iowa State University, Ames, IA 50011. (515) 294-6257.

### On Schedule

**SYMPOSIUM ON THE RURAL ELDERLY, March 17-18, 1988, San Diego, CA.** The primary goal of the symposium is to bring together a selective group of individuals who can present "state of the art" picture of the rural elderly as regards to: Family Caregiving in Rural Areas, Long-term Care in Rural Areas, Migration and Demographic Issues, Cultural Variations in Family Caregiving and Health Cultures, Intervention, and Widowhood and/or Bereavement in the Rural Sector.

For additional information, contact Dr. Victor A. Christopherson, 210 Family & Consumer Resources Building, The University of Arizona, Tucson, AZ 85721, 602/621-7127.

### CONFERENCE ON RACE AND ETHNIC RELATIONS IN THE 1990s, February 11-12, College Station, Texas.**

Sponsored by the Department of Sociology of Texas A&M University, the purposes of the conference are to: assess the nature and progress of race and ethnic relations regarding Blacks and Hispanics, and to discern research and policy trends and directions for the coming decade. The conference will be composed of panel sessions on education, employment and income, and law and politics. For information, contact William Kuvalsky, Dept. of Sociology, Texas A&M University, College Station, TX 77843, (409) 965-4063.

### Understanding Your Community's Economy by David L. Dueker.

Understanding Your Community's Economy by David L. Dueker. Kansas State University Extension uses models to explain the economy of a community. The publication also explains strategies for economic development. The brochure is available from Cooperative Extension Services, Extension Agricultural Economics, Waters Hall, Kansas State University, Manhattan, KS 66506. (913) 532-5823.

### Less Costly Wastewater Treatment for Your Town

Is your town an eight-page brochure explaining different types of collection and treatment systems and potential cost savings offered by alternative technologies.

### Small Wastewater System - Alternative Systems for Small Communities summarizes 21 simple, low-cost alternatives to large, expensive facilities.

### Innovative and Alternative Technology and Emerging Technologies reviews the advantages of small systems such as low operation and maintenance costs, reliability, simplicity and energy savings.

### Is Your Proposed Wastewater Project Too Costly? It is written especially for small town leaders and addresses the major questions concerning local financing and affordability.

### Alternative Wastewater Collection Systems Discusses three types of systems being examined and utilized in small communities.

### All six booklets are available from the National Association of Towns and Townships for $1.50 postage and handling. Write NATA at 1522 L St., N.W., Suite 730, Washington, D.C. 20005.


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**State agencies... (continued)**

**TENNESSEE**
Department of Economic and Community Development
377, 6th Avenue N., 6th Floor
Nashville, TN 37219
(615) 741-6201

**TEXAS**
Department of Community Affairs
P.O. Box 13166
Austin, TX 78711
(512) 894-6030

**VIRGINIA**
Department of Housing and Community Development
205 N. 4th Street
Richmond, VA 23219
(804) 786-4474

(Source: Reporter, published by the National Association of Towns and Townships, Oct./Nov. 1987.)
Small talk on big issues...

- Under subtle race pressure and relentless economic forces, black farmers are vanishing, according to the Christian Science Monitor. Black farmers could be gone by the end of the century if the current trend continues. The number of black farmers dropped from 560,000 in 1950 to 57,000 in 1978. By 1982 there were only 33,000 blacks left farming in the U.S. with 95 percent of them in the South.

CAPSULES has a new editor. With the November issue, Jacques Tisdale assumed the position of writer/editor of the Southern Rural Development Center. Ms. Tisdale transferred from the State 4-H office where she had worked on a nationally funded research project for the past two years.

Study lists common factors in thriving towns

The Heartland Center for Leadership Development of Lincoln has completed an in-depth study of five rural Nebraska communities identified as thriving and vibrant throughout the recent agricultural crisis.

The communities range in size from 452 to 6000 people and were selected from 20 small towns.

To analyze how they remained vibrant, 20 factors were identified that the communities had in common:

- participatory approach to community decision making,
- cooperative community spirit,
- a conviction that in the long run you have to do it yourself, but
- a willingness to seek help from the outside,
- an active community development program,
- a deliberate transition of power to a new, younger generation of leaders,
- acceptance of women in leadership roles,
- strong, traditional community institutions,
- a strong belief in and active support for education,
- evidence of community pride, emphasis on quality in business and community life,
- willingness to invest in the future,
- realistic appraisal of opportunities for the future,
- awareness of community positioning,
- knowledge and sensitivity to the physical environment,
- a problem-solving approach to providing health care,
- a strong, multigeneration orientation,
- well designed and maintained community infrastructure,
- careful use of physical resources, and
- wise use of information resources.

How many of these factors describe your community?

For additional information, contact Milan Wall, Suite 816, 941 0 Street, Lincoln NB 68508.

(Source: RESOURCES DEVELOPMENT published by the Agricultural Extension Service of the University of Tennessee Institute of Agriculture, Dec. 1987.)

Tourism potential aided by guidebook

Tourism is a significant industry in the United States, accounting for an estimated 4.6 million jobs and $24 billion in taxes in 1983 alone, according to federal government statistics.

Cities and towns are using tourism to boost and diversify local economies. The federal government has now published a guidebook which can help municipalities assess and develop their tourism potential.

Published by the U.S. Travel and Tourism Administration (USTTA), Tourism USA: Guidelines for Tourism Development provides comprehensive and detailed methods municipalities can use to assess and develop their tourism potential. The book offers a guide on cost benefit analysis, tourism planning, product and market assessment, marketing

continued on page 2

RELATING RURAL DEVELOPMENT TO YOUR COMMUNITY
REFIT identifies marketable skills
A statewide program, REFIT (Rural Economics: Farmers in Transition), has been developed in Ohio to identify marketable skills of farmers and to provide an extensive referral system. Identified skills are transferable to off-farm occupations and offer displaced farmers a chance for finding jobs.

A series of pencil and paper instruments, which county agents administer to farmers and family members, match skills, interest, and attitudes with possible career choices. A preliminary discussion gives a guide for the agent in the initial interview. Answers to these questions determine a particular family's career plans.

Once the fact that they must leave the farm, many farmers practice tunnel vision, considering only those occupations they had prior to farming.

"When you consider all the skills a farmer has honed on the farm - veterinarian, plumber, mechanic, record keeper, machinist - it is pretty evident that farmers and family members are more talented than they lead themselves or others to believe," says Dave Reed, Fulton County, Ohio agricultural Extension agent. "The" Tourism... continued from page 1 of tourism programs, and development of visitor services. It also lists a variety of resources communities can draw on for financial assistance.

Sample worksheets and surveys are included to help communities assess potential tourists and to take inventory of food, lodging and other travel-related businesses.

Studies are needed for measuring the local impact of tourism expenditures, tracking the characteristics and attitudes of visitors, and targeting tourism programs to proper markets and gaining the matching of both tourist force and likely tourist-related jobs.

Copies are available for $3 from the U.S. Travel and Tourism Administration, Dept. of Commerce, Washington, D.C. 20230.

(Source: MISSISSIPPI MUNICIPALITIES, Vol. 36, No. 11, Nov. 1987.)

Impacts affect nonmetro manufacturing
The U.S. economy is heavily involved in international trade and imports accounted for 22.5% of the GNP in 1979 and 20.2% in 1986. Although this was a decline, the share of imports to the GNP increased from 10.9% to 11.5%. A recent USDA study examined this increase and its effect on manufacturing imports.

The report identifies 66 manufacturing sectors as "import sensitive," import sensitive sectors, from 1972-1981, had an average level of import penetration of at least 15% or an average annual increase in import penetration of 1%. In 1982 these sectors employed slightly over 2 million workers (11 percent of all manufacturing employment).

The study examined changes in both metal and nonmetal manufacturing and found that much of the metro areas' employment growth occurred in sectors with expanding markets such as high-tech. Meanwhile, nonmetro counties' import sensitive growth occurred in textiles and apparel as well as in sectors which were declining in metro areas. The nonmetro growth was inadequate to offset losses in other import sensitive sectors.

The study suggests three considerations for local economic development activities. First, nonmetro areas are not isolated from international competition. Many import sensitive sectors choose nonmetro areas because of lower labor costs. As these sectors continue to seek lower labor costs, relocation efforts may not work. Second, further nonmetro economic development may be affected as much by dollar's exchange value as by industrial attraction programs. Third, nonmetro areas need to increase efforts to expand those manufacturing activities that are closer to the "leading edge" of new technologies.

Consequently, locational forces such as education, technical training, and leisure activities, are as significant as the more traditional manufacturing development factors.


Bed & breakfast hints offered in publication
Rural revitalization involves economic development, institution building and cultural change. Dealing effectively with rural problems will require resources to deal with the needs. Within these needs, critical issues have been identified. One is the issue of rural communities depend on too few sources of income.

In an attempt to find alternative income sources, some people have opened their homes for paying tourists. For assistance, the Albemarle Cooperative Extension Service has put together a publication on starting a Bed & Breakfast business. The brochure suggests that one should consider in deciding to start the business, the legal aspects, the necessary financial and personal investment, and the successful operation of the business.

For additional information, contact Georgia P. Aycock, Alabama Cooperative Extension Service, Auburn, AL 36849. (205) 826-4000.

CAPSULES is published periodically by the Southern Rural Development Center as an information service for educators, researchers, local officials and private citizens interested in improving the quality of life in the small communities and rural areas of the South.

The Southern Rural Development Center is one of four regional rural development centers in the nation and focuses specifically on rural problems of the Southern region. The Center is located at Mississippi State University and provides support to state agencies and other organizations by providing information services and experiment stations of 29 land-grant universities in 13 Southern states, Puerto Rico and the Virgin Islands.

H. Doss Bradnock.................Director
Jacque Tisdale.................Editor
Sandy Markley...........Editorial Assistant

It's an idea
To encourage employees to improve their basic skills, Chatham County, Georgia, county commissioners are offering a $200 bonus to anyone who has no high school diploma and obtains a General Equivalency Diploma (GED) through adult education.

Some 90 employees have been identified as eligible. In the program, they will provide a classroom for them to take instruction two nights per week. Employees having diplomas but who lack proficiency in math with math or English, for instance, may also attend.

Search for new catfish product continues

In its continuing effort to find new commercial products from Mississippi catfish, the College of Food Science and Human Nutrition at Mississippi State University is testing a fish n' stick fast food.

Fish n' stick is a wiener shaped boneless catfish convenience food cooked with a covering of hushpuppy batter.

The catfish loaf developed by this department has received nationwide attention as a possible new catfish product. Fish n' sticks are made using the same basic preparation steps as for the loaf, but would make wider use of the fish in another convenient form.

In processing catfish for fillets, processing plant workers trim off many small pieces of the fish which are often wasted. These pieces of varying sizes, processed in a tumbling device with salt and packed with spices into a small casing, are used for fish n' sticks.

After cooking, the casing is removed, the loaf is cut into short lengths, sticks are inserted and then the pieces are dipped into hushpuppy batter. The pieces are flash fried for about 30 seconds. Then they are frozen until needed. Five minutes of deep frying in oil makes them ready to eat.

The product is well suited for the fast food outlet market.

The catfish loaf has a flaky texture and a flavor like ham. The new product, with lemon flavor, is more like a traditional fish food item.

Testing continues to determine the desirability of the new product.

Farm workweek varies with enterprise

The standard 40-hour American work week may sound like a vacation to many farmers, based on recently compiled results of USDA's Farm Costs and Returns Survey for 1986.

Farmers with sales in excess of $100,000 reported that they spent an average 56-58 hours per week, 50 weeks per year, working on their farm operation. That compares with an average of less than 30 hours per week, 43-44 weeks per year for farmers with sales of less than $20,000.

Among different farm types, the longest hours were worked by dairy farmers, who reported a 68-hour average week with only 1 week off per year. The next toughest schedule was reported by poultry producers who worked an average 39 hours per week, 49 weeks per year.

Cash grain farmers were third in total hours, with a 40-hour week 43 weeks per year. These averages include the shorter work weeks of small, part-time farmers, and they do not include hours worked off the farm.

Where the food dollar goes

At home

- Farm value 30%
- Processing 31%
- Transportation 6%
- Wholesale 10%
- Retailing 23%

Away from home

- Farm value 16%
- Processing 15%
- Transportation 3%
- Wholesale 6%
- Food service 60%

Food eaten away from home yields an even smaller share for the farmer. For every dollar spent on food eaten away from home, 60 cents goes to food service and only 16 cents to the producer.

In the early 50s, farmers received approximately 30 percent of the retail cost of the typical basket of food items. Today the producer receives only 30 percent of the same typical basket.

The processing costs of food eaten at home exceed the costs received by the farmer by about one percent. Farmers receive 30 percent, processing is 31 percent and retailing is 23 percent of the total retail value of food.

(Hazardous Waste is a slide and cassette program produced by Cornell Cooperative Extension that explains just what hazardous waste is and who generates it. The program points out environmental factors that contribute to the problem of disposal and containment. Successful ways of dealing with disposal are explored. For information about obtaining the program contact the Audiovisual Department, Cornell University, Distribution Center, 8 Research Park, Ithaca, NY 14850.)
Specialty crops demand preplanning, analysis

There is more interest these days in boosting farm income by adding an enterprise or changing the enterprise mix. When considering a specialty crop, bear in mind it is a type of endeavor. Specialty crops do not enjoy the price protection that major farm programs provide. Thus, prices are more variable and responsive to changes in supply. A specialty crop is defined as a limited- acreage crop, so any large increase in acreage will dramatically affect prices.

Production and marketing techniques used in traditional enterprises don't always apply to specialty crops, emphasizes North Dakota farm management specialist Dwight Askre. There is no substitute for extensive planning and analysis. Before deciding to produce a specialty crop, Askre suggests that you consider the following questions:

- Can the crop be adapted to your farm? The new crop must fit the existing operating conditions and be suited to the land and the local weather.

- Do you have the expertise to grow the crop, and if not, is the expertise available in your community? Learning to grow a new crop will likely take two or three years. If you find during that time may be less than projected.

- Will it be necessary to purchase additional capital equipment, and if so, can the additional investment be recovered if the enterprise doesn't work out?

- Is there a market for the crop, and if so, is it big or small, shrinking or growing?

- Can you contract the commodity at a guarantee price, and will the contract cover all or just part of your production? Also, if no contract is available, what are the chances of a favorable price at harvest?

- What will it cost to produce the crop? It is difficult to project costs of a new enterprise accurately, so the margin between price and cost should allow for some unforeseen costs.


In Print

A Small-Scale Agriculture Alternative: Herbs, A Small-Scale Agriculture Alternative: Mushrooms, and A Small-Scale Agriculture Alternative: Foliation Plants. Factsheets were prepared by George B. Holcomb and published by the Cooperative State Research Service's Office of Small-Scale Agriculture. All three are available from the Office of Small-Scale Agriculture, CSRS-USDA, Room 635 Hamilton Building, Washington, D.C. 20250-2200.


Agricultural Research for a Better Tomorrow contains the proceedings of the national reseach forum commemorating the Hatch Act Centennial. The title is "Research: Tomorrow's Challenges," was sponsored by USDA's Cooperative State Research Service (CSRS) and the National Association of the State Universitie and Land-Grant Co. Copies can be obtained by sending a self-addressed label to Fenne A. Tolver, USDA-CSRS, Room 430-A, Washington, D.C. 20250-2200.


Economic Indicators of the Farm Sector: Costs of Production, 1986. This report is one of five in the annual Economic Indicators of the Farm Sector series. The report explores the economic status of the U.S. farm sector and provides comprehensive annual statistics on economic trends. A small-scale agriculture subscription basis for $12 from USDA/ERS, P.O. Box 1608, Rockville, MD 20850. (301) 955-2515.

Groundwater: A Community Action Guide provides action guidelines with emphasis on where to go for help and what questions to ask. Information on pertinent legislation is provided, examples of successful state and local initiatives given and national and local resource organizations are listed. Available for $2.50 from AGN, Inc., 1794 Columbia, Road, NW, Washington, D.C. 20009. (202) 328-8160.

Harvesting Hometown Jobs from the National Association of Towns and Townships (NATAT) is a guidebook for small towns that need a boost in getting back on the road to economic health. Copies of the guidebook are available to NATAT members for $3 pre-paid and to non-members for $6 pre-paid. Send orders to NATAT, 1522 K Street, NW, Suite 730, Washington, D.C. 20005. Additional information about the full program may be obtained by writing or calling NATAT at (202) 737-5200.


Pointing the Way Toward 2000, PB 1241, is a publication from the Agricultural Extension Service of the University of Tennessee at Knoxville. It is a final report of a Cooperative Extension program review. The review was conducted with the assistance and input from community leaders throughout the state. It identifies local concerns and helps establish priorities for Extension in the CRD program area. Available for $2. Ray Humbard, Agricultural Economics and Development, P.O. Box 1071, Knoxville, TN 37901-1071. (615) 974-7271.

On Schedule

NATIONAL EXTENSION WORKSHOP ON COMPETITIVENESS AND PROFITABILITY AND ALTERNATIVE AGRICULTURAL OPPORTUNITIES, March 10-12, State College, PA. A national workshop sponsored by the Extension Committee on Organization and Policy to explore emerging opportunities in agriculture's national initiatives. For registration information, contact: John J. Allen, Extension Service-USDA, 3347 South Building, Washington, D.C. 20250-0900. (202) 447-4847.

SYMPOSIUM ON THE RURAL ELDERLY, March 17-18, 1988, San Diego, CA. The primary goal of the symposium is to bring together a selective group of individuals who can present a "state of the art" picture of the rural elderly. For additional information, contact: Dr. Victor A. Christopherson, 210 Family & Consumer Resources Building, The University of Arizona, Tucson, AZ 85721, (602) 621-7172.

REVITALIZING RURAL AMERICA - A COOPERATIVE EXTENSION RESPONSE, March 22-24, Tucson, AZ. This workshop will explore one of the crucial issues identified as Extension's national initiatives. For registration information, contact Kim Nelson, National 4-H Center, 2701 Connecticut Ave., Chevy Chase, MD 20815.
DR. THOMAS J. HELMS was named assistant director of the Mississippi Agricultural and Forestry Experiment Station effective February 1. He had served as head of the department of entomology at Mississippi State University since 1981. Dr. Helms was previously with Monsanto and the University of Nebraska.

DR. WALTER HILL has been appointed Dean of the School of Agriculture and Home Economics at Tuskegee University. Dr. Hill is also Administrator for the Extension Program. Dr. Hill has served as Director of the George Washington Carver Agricultural Research Station for the past 1-1/2 years.

DR. LUTHER TWEETEN has been named professor and first holder of the Anderson Endowed Chair in Agricultural Marketing, Policy and Trade at Ohio State University. Dr. Tweeten formerly was on faculty at Oklahoma State University.

SRDC task forces to study Southern issues

Task forces have been established by the Southern Rural Development Center to study critical problem areas affecting development in the South. The board of directors of the SRDC approved the plan during their annual meeting in October.

A mix of research and extension professionals from 20 Southern and 1890 Institutions will share expertise and information in the regional effort. The Central and Regional rural development program advisory committee identified four major areas in which initiatives were selected. These topical areas are closely tied to the established National Extension and Research Initiatives and Priorities. The task forces will address issues dealing with:

- Strategies for job retention and creation in rural communities in the South,
- Alternatives for financing infrastructure development in rural communities in the South,
- Formulation of alternative approaches for maintaining and enhancing small-scale producers' roles in Southern agriculture through on- and off-farm initiatives, and
- Alternatives for leadership and human resource development in rural communities in the South.

Membership recommendations for nominated individuals were made by a program advisory subcommittee to the executive committee of the board of directors. Members will have their first meeting this spring at the Center on the campus of Mississippi State University.

Each task force will select a committee chair at the initial meeting. The status, magnitude and implications of the problem will be addressed and approaches to solving the problem investigated.

CAPSULES will publish the ongoing activities of the task forces.

Georgia governments can self-insure for less

Excessive premium increases over the past several years have prompted local governments in several states to self-insure rather than purchase liability insurance from the industry. Conditions on the open market became so bad that some localities could not obtain liability insurance at any price.

That situation led the Georgia General Assembly to adopt legislation permitting self-insurance pools. The Association County Commissioners of Georgia (ACCD) subsequently followed with the Interlocal Risk Management Agency (IRMA) plan whereby counties contract with each other to cover liability. As of October 1, 1987, ten counties had formed a self-insurance pool and 12 to 15 more were on the verge of finalizing arrangements to join the group.

The key element to the plan is a commitment to reduce risks that might lead to liability claims. Participating counties will have access to experts in the field of risk management. Improved claims histories in each county will continued on page 2.
Publication offers agricultural factors, past and present.

Impact the amount of “premium” that each must contribute to the reserve pool. Another advantage of the insurance pool is the reserve fund’s earning has the ability to earn a high rate of interest. Those earnings are used to reduce the premiums. These funds can be used to reduce the amount participating counties must contribute. Since participants own the pool, they don’t have to pay their premiums with profit margins for stockholders.

Georgia... continued from page 1

CAPSULES is published periodically by the Southern Rural Development Center as an Information Service for educators, researchers, officials and private citizens interested in improving the quality of life in small communities and rural areas of the South.

The Southern Rural Development Center is one of four regional development centers in the nation and focuses specifically on rural problems of the Southern region. The Center is located at Mississippi State University and provides support to the extension services of 12 states. The Center is currently making progress in 29 land-grant universities in 13 Southern states, Puerto Rico and the Virgin Islands.

H. DDS Brodax
Director
Jackson, Mississippi
Sandy Markley...Editorial Assistant

Study reveals features of small town governments.

The December issue of the National Association of Towns and Townships, examines some of the significant characteristics of small towns that distinguish America’s small governments. Information is drawn from an in-depth study of state and community issues conducted and written for NATA by Dr. Al Sokolow of the University of California, Davis. The following is an excerpt of the “Key Features of Small Town Government” study.

The great majority of governments in the United States are small organizations operating with limited resources. Even small, local governments now receive federal aid, state aid, and other intergovernmental obligations making them strong and responsible to their governmental needs and demands. However, the state Community Development Block Grant program has been an important funding resource in meeting housing, environmental and economic development responsibilities in America’s small towns.

Small local governments are now more active than ever before as public and private service providers. With the farm crisis and the dislocation of other core industries, many small governments are now collecting the local economy by diversifying the local economy, creating jobs and managing growth. In this capacity they are known as small towns and city governments, the small governments have a vital future.

Publication... continued from page 2

states: Arkansas, Louisiana, Mississippi, North Carolina, Oklahoma and South Carolina.

Farm exports have a major positive impact on the nation’s nonfarm businesses. Every dollar in farm exports generates another $1.50 in related economic activity.

Farmers are responsible for producing the nation’s nonfarm businesses. Every dollar in farm exports generates another $1.50 in related economic activity.

Farmers’ annual purchases of manufactured products increase by $17 billion, and the government for food and seed, $17 billion for interest, and more than $30 billion for operating expenses.

These agricultural facts and figures are taken from AGRICULTURE: YESTERDAY & TODAY and are published by the United States Department Printing Office -1987-0193-971.
Radio channels bring phones to isolated rural area

Most Americans take universal telephone service for granted. But many live in remote locations that have never been wired into this country's telephone network.

However, according to an article by Jim E. Scharge in the Rurality Administration Information Service, about one-half million rural U.S. households and businesses, depending on the phone service that could obtain it, over the next five years, through radio channel link-ups.

This conclusion has been based on surveys and statistical profiles conducted by Jerry Scharge, an engineer with the Telephone Administration in the Rural Electrification Administration. Scharge's surveys indicated which geographical pockets in the states were still without phone service.

In a radio channel link-up, a person uses a regular telephone, which is connected to a telephone company-provided phone terminal, generally located immediately outside the person's residence. This terminal then broadcasts to another non-radio-located terminal, also owned by the phone company, which then connects to the standard telephone network.

When people buy cordless phones with built-in radio transmitters for use in residences, the radio links are about 200 feet.

This new telephone system-provided radio link can extend the long distance link of up to 25 miles long.

The survey results were forwarded to the Federal Communications Commission in support of the proposal to expand telephone service to rural America via radio channel link-ups.

The FCC has authorized creation of the Basic Exchange Telecommunications Radio Service (BTERR). The service can link telephones in isolated areas with a local telephone switching station, via radio transmission.

About 900,000 families on isolated farms and ranches get a new telephone service or get improvements to their existing telephone service, if the BTERR proposals are accepted.

By using BTERR, the average cost of installing a radio phone would be less than $200, compared to $1,000 or more in a remote location, compared to costs up to six times that much for copper wire link-ups.

Startup construction costs for the radio phones, if installed by rural electric utilities by the Rural Electrification Administration, would be absorbed by the utilities.

Many private sector telephone firms, including the telephone company, are planning to use the new radio phone service.

(Source: USDA NEWS, the news publication for USDA employees, Vol. 47, No. 1, Jan./Feb. 1988)

Brochure offers definitions of rural development concept

A corporate brochure published by ASSOCIATES IN RURAL DEVELOPMENT, INC. (ARD) offers a concept of rural development that includes a definition of rural development and what the process needs to succeed. The following is taken from the ARD publication:

**Rural Development** is the process by which human resources are organized and natural resources are managed in rural areas to improve the quality of life for people living in those areas. This process is accomplished primarily by providing access to and more effective delivery systems for food, energy, transportation, education, health care, and the protection of the land and natural resources.

There are a variety of approaches to rural development. However, to succeed, it is critical that the process be integrative, coordinated and comprehensive.

A rural development project consists of components and at the same time, fits into a larger regional or national rural development plan. Thus, it is integrative. A local project should not be designed or managed without taking into account the broader context. At the same time, in a well-planned project, the project parts interact synergistically, increasing the likelihood that the whole will be greater than the sum of the parts.

With the development of each component, the potential for other aspects of the project to grow is heightened—for example, roads open, markets become

National advisory council lists recommendations

The National Advisory Council on Rural Development, mandated by the Rural Development Policy Act of 1980 to advise the Secretary of Agriculture on rural development policy, recently met in Washington, DC, to finalize an initial set of recommendations to USDA Secretary Richard Lyng.

The recommendations of the council are based on the belief that "the USDA should increase its emphasis on non-agricultural aspects of rural development" and that, to be effective, the council’s strategy must address "problems that must be dealt with for the particular community or region, such as lack of economic opportunities, local input, local control and local resources." A recurring message throughout the deliberations was the need to give local leadership the "catalyst for change" and as the major ingredient for development and implementation of effective, locally tailored, rural development strategies.

Among the council’s recommendations to the Secretary are the following:

- USDA should take the lead role in coordinating federal programs that affect rural America.
- The Secretary should establish a rural development agenda and become a spokesman for rural America.
- USDA should encourage the leadership role of local communities in the coordination of rural development priorities, initiatives and activities.
- County extension agents should become more rural development oriented.
- USDA should assist rural communities in the transition to an information-based economy by encouraging the development of an appropriate telecommunications infrastructure.
- Incentives must be found to cause new business and industry to develop and relocate in rural America.
- Federal program resources should be utilized in the management of services industry as the delivery system.

- Educational, entrepreneurial and leadership development programs should be expanded in partnership with the private sector.
- USDA should work with state and local governments to inventory strengths and weaknesses of rural communities.


Brochure... continued from page 4

available, access to markets demands energy, energy systems enhance communications. communications allow for decentralization of educational systems, locally responsive schools prepare rural people for greater participation in the political process, thereby enhancing the nature and effectiveness of further rural development efforts.

Rural development should be sustainable. Environmentally, any rural development plan must fit into the natural, self-renewing cycles of the environment. There is little point to the short-term "fixes", technologies that are disruptive to local environments. Solutions which use up the "capital" of these ecosystems are not a solution on the "interest", leaving people and ecosystems impoverished in the long run.

Rural development based on local ecosystems is inherently bio-regional— that is, it is based on the existing resources of soil, climate, topography, vegetation, wildlife, etc. This approach acknowledges the social and production systems of indigenous populations. The natural and social ecologies of each region indicate a decentralized approach to national-level rural development as a basis for creating democratic and equitable development approaches.
Names in the news...

OVID BAY, Director of Information and Communications for ES-ODS, retired on January 1, 1988. He joined the ES staff in 1971, and was named director in 1974. During his career, Bay held positions at the University of Missouri, Washington State University, Chicago Daily Drivers Journal, and Farm Journal.

DAVID R. LAND has been appointed as director of the USDA Office of Information. Land served as information officer for the Illinois Department of Agriculture before joining USDA in 1981 as deputy press secretary.

CARL HARRIS MARBURY has been appointed interim president of Alabama A&M University, Normal. Formerly he was assistant director for the instructional programs, Alabama Commission on Higher Education, Montgomery.

JAMES E. MARION, professor and head of the Department of Poultry Science at North Carolina State University, has been named Dean of Auburn University's College of Agriculture. During his career, Marion has worked with Georgia Experiment Stations, Cold Kist, and the University of Florida.

In Print

MARVIN T. RUNLEY was recently sworn in as the new chairman of the Board of Directors for the Tennessee Valley Authority. Since 1980, Runley managed Nissan Motor Company's first U.S. plant at Smyrna, Tennessee. Prior to that he was a vice president for Ford.

DON O. RICHARDSON has been appointed Dean of the University of Tennessee Agricultural Experiment Station. Richardson served as head of the Department of Animal Science at the University of Tennessee since 1982. Previously he was on staff of USDA-ARS.

ANN E. THOMPSON, Director of the Alabama Cooperative Extension Service, has been named Vice President for Extension at Auburn University. Dr. Thompson will continue to direct the Cooperative Extension Service.

RICHARD VAUTOUR has been sworn in as Undersecretary for Small Community and Rural Development, USDA. He will oversee the Farmers Home Administration (FmHA), Federal Crop Insurance, and Rural Electric Program. During his career, he has served as director of FmHA for Vermont, New Hampshire and the Virgin Islands.

Leadership development seminar offered in July

A leadership development seminar entitled "Empowering Adults as Leaders Through Home Economics Programs" is scheduled July 10 to precede the National Extension Homemakers Council Meeting in Charleston, W.Va.

The one-day seminar will provide a professional development opportunity for state specialists in an effort to strengthen extension leadership development programs.

It's an idea

* In order to reduce the volume of waste going into the Cook County, Ga., landfill, the board of commissioners has authorized purchase of a corrugated paper recycling machine. For about $2,500 they will have a machine that bales boxes for sale. This will save them $60 to $70 per bale. Their object is not to make money, but to save valuable space at the landfill for more important garbage.

(From Source: GEORGIA COUNTY GOVERNMENT, published by Association County Commissioners of Georgia, Vol. 39, No. 6, Nov. 1987.)
On Schedule

EASTERN REGIONAL SYMPOSIUM ON RURAL INTERCITY PASSENGER TRANSPORTATION, April 20-22, Annapolis, MD. This symposium is designed for leaders of agencies and organizations concerned about the provision of rural intercity passenger service and about linkages that exist with the communities and the nation. For registration information, contact John Parsons, Northeast Regional Center for Rural Development, 104 Weaver Building, The Pennsylvania State University, University Park, PA 16802.

MINISTERING TO TROUBLED FAMILIES - III, April 28, Memphis, TN. This is a workshop designed primarily to aid bivocational ministers of small churches in Arkansas, Mississippi and Tennessee in dealing with issues and problems facing rural families today. For registration information, contact Jaque Tidd, Southern Rural Development Center, P.O. Box 5446, Mississippi State, MS 39762, (601) 325-3207.

Southern Rural Development Center
P.O. Box 5446
Mississippi State, MS 39762

NATIONAL CES SOLID AND HAZARDOUS WASTE MANAGEMENT WORKSHOP, May 10-12, St. Louis, MO. This is an ECOP approved workshop, with additional support from the regional centers for rural development, to address issues of education, technology, and public policy of waste management. For registration information, contact Cooperative Extension Service, Natural Resources and Public Policy, 405 Agriculture Hall, Michigan State University, East Lansing, MI 48824-1039.

SYMPOSIUM ON MULTIPLE JOB-HOLDING AMONG FARM FAMILIES IN NORTH AMERICA, MAY 16-17, Arlington, VA. This symposium will address research and policy issues related to multiple job-holding among farm families. It is sponsored by Farm Foundation and the four regional rural development centers. For registration information, contact J.L. Findels, R Weaver Building, Dept. of Ag. Economics and Rural Sociology, The Pennsylvania State University, University Park, PA 16802, (814) 865-9941.

Rural governments face increased fiscal strain

Many rural governments face increasing financial pressures as they experience declines in revenue from various sources, according to a recent article by Richard J. Reeder, an economist with the Economic Research Service of the Department of Agriculture. Reeder notes that responsibility for easing the fiscal strains of rural local governments lies increasingly with the states, but many rural states are themselves hard pressed by the fiscal strains of the 1980s.

Federal aid to rural governments decreased substantially during the 1980s and the loss of General Revenue Sharing in 1986 means that most rural governments receive no federal funding. Renewal of Fiscal assistance this year is unlikely, and programs of greatest benefit to rural localities are again subject to additional cuts.

Many rural states have been adversely affected by declines in agriculture, energy and other industries. In the year ending March 1987, Southern state government tax collections declined in Oklahoma, Louisiana and Texas. Only marginal increases in tax collections were recorded in Mississippi and Arkansas. Until the economy improves, local governments in these and other rural states probably cannot expect much in the way of additional state aid.

The largest sources of revenue for local governments are taxes and fees. With increasingly meager tax bases and sundry rules constraining their ability to tax, smaller towns and rural counties are facing increasing fiscal strains. Figures from the National League of Cities show that the smaller the city the greater the revenue decline; over one-third of small cities (under 10,000 population) had a revenue shortfall over 5 percent in 1987.

As a result of intense fiscal pressures many local governments have cut spending. For some the choices have been to reduce capital investments—a decision which spells serious problems for the continued on page 2

Forestry export-benefits focus of symposium

A symposium on the Global Advantage of the South in Forestry and Forest Products will be held August 23-24 at the Hyatt Regency in Atlanta, GA. The symposium will bring together state and local government legislators and administrators, the banking industry, planning groups, export brokers, port authorities, chambers of commerce, Industrial authorities, forest product Industries, and others interested in export promotion. Speakers will focus on the potential benefits from increasing exports of Southern forest products and exploring ways to expand the Industry in the South.

The symposium is being sponsored by the Cooperative Extension Service-Southern Region, United States Forest Service-Southern Region, Tennessee Valley Authority, Farm Foundation, Association of State Foresters and the Southern Rural Development Center.

The registration fee of $100 will include the symposium, handouts, breaks, a breakfast, luncheon and social. The fee increases to $125 after August 16.

For further information, contact Global Forestry/BDC, Box 1209, Tifton, GA 31793, (912) 386-9416.

RELATING RURAL DEVELOPMENT TO YOUR COMMUNITY
Local officials to update Census Bureau maps

Local government officials throughout the nation will update Census Bureau maps of their municipal boundaries this year as the Commerce Department prepares its newly computerized mapping system for use in the 1990 Census of Population and Housing.

The quality of the 1990 census counts will be affected directly by the accuracy of the geographic materials from cities and counties between now and 1990.

This spring the Census Bureau will furnish each of the 39,000 municipal and county governments in the nation a computer-drawn map showing the latest recorded legal limits of the government jurisdictions.

Local officials are asked to review the map within 30 days, update it to Jan. 1, 1988, if necessary, and certify that the boundaries are correct.

Since the digital maps are the first produced by the new computerized geographic system, it is imperative that local officials study them carefully to ensure no errors were made during computer input.

The Census Bureau's automated map production process is technologically sophisticated yet has a single name: TIGER (Topologically Integrated Geographic Encoding and Referencing). The first step in building the TIGER system was to take a standard U.S. Geological Survey map and put the information it shows into a computer.

Once in the computer, information can be shown on a video screen and updated electronically to reflect changes in legal boundaries and other geographic features such as streets and railroad tracks. The map can be printed at any stage of the process using a computer-driven plotter.

More information about the survey can be obtained by writing to Robert W. Nano, chief, Geography Division, U.S. Bureau of the Census, Washington, D.C. 20233.

(Sources: NATION’S CITIES WEEKLY, Vol. 11, No. 10, March 1988.)

Southern rural fire hazard highest in U.S.

Many Americans dream of owning a home in the heart of the country, complete with a farmhouse, a wood stove and an isolated plot of land.

According to studies by the U.S. Fire Administration (USFA), rural dwellers are three times as likely to die in a fire as those in suburbs and small towns. With over one-fourth of today's population living in towns of less than 2,500 residents, it is crucial to recognize the causes and prevention of rural home fires.

Certain characteristics of rural home fires are apparent. In terms of geography, the Southeast is especially vulnerable. A largely rural region, the South has the highest per capita fire death rate in the U.S.

The most frequent cause of rural fires is heating, especially the misuse of portable home heaters, wood stoves and fireplaces.

In the South, fixed range and portable space heaters present the greatest danger. Rural fires present greater logistical difficulties for the fire service than those in developed areas. Fire departments have greater distances to travel, and water supplies can be inadequate.

To make matters worse, many rural homes are not easily accessible to fire engines and equipment. Many of these homes are either wood frame or nestled in wooded, windy areas which spread flames and heat.

Fires involving heating sources cause one-third of the nation's residential fires and claim more than 500 lives each year. However, the surest way to save lives is to prevent heating hazards in the first place.

Rural residents should be educated to follow the following safety measures at all times:

- Have the fire department's phone number posted near each phone in the house, along with directions to the house.
- Review an emergency fire escape plan with the family. Practice and make sure every family member knows what to do in case of fire.
- Consult with the fire department about water supply. If they recommend it, make sure a pond or reservoir is nearby that can meet their requirements.
- Use smoke detectors. Change smoke detector batteries at least once a year and check the batteries monthly.

(Sources: REPORTER, a publication of the National Association of Towns and Townships, No. 75, March 1988.)

Agricultural export recovery continues

Agricultural export recovery is continuing. Estimated ag export value for the 1987-88 fiscal year has been boosted to $32.5 billion, 24% above the 1985-86 low. Export volume has rebounded to 142.5 million tons, a 30% increase from the record low point.

The U.S. dollar has now depreciated by 30% to 30% against major currencies since peaking in March of 1985. Other factors, such as the export bonus program and lower grain loan rates, have contributed to the export recovery.

The dollar weakness has provided a more positive environment for the sale of U.S. products. The dollar is expected to begin stabilizing at current lower levels, helping sustain a relatively favorable export outlook for the next few years.

(Sources: IDS戰 AGRICULTURAL REPORT, Vol. 51, No. 10-11, March 1988.)

Fiscal year ending Sept. 30

1978 80 82 84 86 88

Ag export

Value of

U.S. $ (1973=100)

80 82 84 86 88

-160

-140

-120

-100

-80

-60

-40

-20

0

20

40

60

80

100

120

140

160

180

1978 80 82 84 86 88

Fiscal year

CAPRLES is published periodically by the Southern Rural Development Center as an information service for educators, researchers, local officials and private citizens interested in improving the quality of life in the small communities and rural areas of the South.

The Southern Rural Development Center is one of four regional rural development centers in the nation and focuses specifically on rural problems of the Southern region. The Center is located at Mississippi State University and provides technical assistance to local officials and others in areas such as housing, community development, and rural areas of the South.

H. Dunn Bradshaw, Director

Jacque Terrell, Editor

Sandy Markley, Assistant Editor

(1986.)

(1986.)

(1986.)

(1986.)

(1986.)
Study reveals infrastructure needs

A national commission on infrastructure recently issued a report, after an evaluation of the condition and needs of America's public works. Its report calls for the nation to spend an additional $45 billion per year on infrastructure spending by as much as 100 percent above current levels, or an additional $45 billion per year over the next 20 years. The study by the National Council on Public Works concluded that the quality of America's infrastructure is barely adequate to fulfill current requirements, and insufficient to meet the demands of future economic growth and development.

Along with a doubling of investment, the commission recommended:
- Clarification of the respective roles of national, state, and local government in the construction and management of infrastructure, in order to focus responsibility and accountability.
- More flexibility in federal and state mandates to allow cost-effective methods of compliance.
- Faster spending of federal trust funds for highways, transit, airports, and waterways to achieve the intended purposes of those funds.
- Financing a larger share of the cost of public works through long-term bonds, now being offered, on a limited basis, to local government officials working to maintain the vitality of their rural areas.
- A pilot system being tested in six states where other USDA agencies and federal departments are working with interest groups to develop projects.
- The center, better known by the acronym RIC, is targeted to public officials who research, develop, support, and implement nation's rural development programs. The center is a joint project of the Extension Service and the National Agriculture Library (NAL). RIC combines the technical, subject-matter expertise of Extension's nationwide network of experts with the rich resources of the largest agricultural library in the country.

Information and referral services provided by the USDA Rural Information Center, in Beltsville, Md., are now being offered, on a limited basis, to local government officials working to maintain the vitality of their rural areas. A pilot system is being tested in six states where other USDA agencies and federal departments are working with interest groups to develop projects. The center is a joint project of the Extension Service and the National Agriculture Library (NAL). RIC combines the technical, subject-matter expertise of Extension's nationwide network of experts with the rich resources of the largest agricultural library in the country.

Information and referral services will be easily accessible to interested persons through Extension's network of county and state offices.

For more information, contact the Rural Information Center, National Agricultural Library, U.S. Department of Agriculture, Beltsville, Md. 20705, (301) 344-3704.

National Ag Library opens information center

Information and referral services provided by the USDA Rural Information Center, in Beltsville, Md., are now being offered, on a limited basis, to local government officials working to maintain the vitality of their rural areas. A pilot system is being tested in six states where other USDA agencies and federal departments are working with interest groups to develop projects. The center is a joint project of the Extension Service and the National Agriculture Library (NAL). RIC combines the technical, subject-matter expertise of Extension's nationwide network of experts with the rich resources of the largest agricultural library in the country.

Information and referral services will be easily accessible to interested persons through Extension's network of county and state offices.

For more information, contact the Rural Information Center, National Agricultural Library, U.S. Department of Agriculture, Beltsville, Md. 20705, (301) 344-3704.

Report looks at Southeast economic performance

For six years economists in the Atlanta Fed's regional section have projected year-ahead growth patterns for states in the Southeast, a region which includes Alabama, Florida, Georgia, and parts of Louisiana, Mississippi and Tennessee. This year's special issue of ECONOMIC REVIEW the economists have shifted gears by taking a longer view of the economic performance of and outlook for these Southeastern states.

The aim of the report is to improve understanding of what has caused states in the Southeast to develop as they have and to highlight major opportunities that will help shape future growth in these states. In many ways, the contributions also outline alternative ways to address development issues.

The past three years have been marked by important economic transformations that have enabled the region to grow and prosper at an above-average pace compared with the nation. While the region has achieved substantial progress, some development needs have gone unmet.

New book offers community guide to creating jobs

Anticipating expanding its economic training and information program, the National Center for Small Communities will publish a new book, "Jobs: A new book on using the agricultural base of a community to diversify its economy." The book by Nancy Stark, the Center's senior staff associate for economic development, will be subtitled "A community guide to creating jobs through agricultural diversification."

The work is funded by a grant from the U.S. Department of Commerce's Economic Development Administration.

"The long-lasting effect of the farm crisis-unemployment or a feeling of being left in our small towns and rural areas," said Stark, "the book will stress the local community role that farming and agricultural enterprises." Among the topics to be covered are:
- Direct marketing of agricultural and economic development community.

- Diversifying agricultural production, featuring an analysis of new crops for which markets already exist or can be readily developed.
- Adding value to agricultural processing by carrying the production process one or more steps further to provide a spin-off of new business opportunities in the community.
- Marketing local products with creative markets by creating buying limits.
- Diversifying recreation and tourist opportunities by utilizing the farm and rural setting.
- Marketing quality crafts.

Stark said each chapter will end with a list of resource references on each topic discussed.

(Source: THE TOWN CRIER, a publication of National Council of Communities, National Association of Towns and Townships, Spring 1988.)
Low-input farming studied as alternative method

The USDA has announced $3.9 million in funding targeted for a new program to develop low-input farming methods through research and education programs involving farmers, universities and private agencies.

The program is designed to enhance the long-term sustainability, profitability and competitiveness of U.S. agriculture while reducing pollution of water supplies and hazards to human health associated with excessive use of synthetic chemical pesticides and fertilizers, said Orville G. Benley, deputy secretary of agriculture for agriculture for science and education.

The goal of the program is to provide an abundance of food and fiber in a way that is more environmentally friendly, and sustainable for generations to come. Low inputs will feature combinations of such methods as using legume crop rotations, applying animal manures and municipal sludge in place of some fertilizers and substituting biological controls for some chemicals widely used to control weeds, diseases, insects and other pests.

The use of synthetic chemical pesticides and fertilizer is not precluded, attempts will be made to replace them with more sustainable methods.

The program will be operated by regional teams featuring involvement of state experiment stations; USDA agencies including the Cooperative State Research Service, Extension Service and Agricultural Research Service; private research and educational institutions and farmers.

Program activities will include development of new management of farming systems based on new and existing scientific knowledge, innovative educational methods and direct loans and grants in evaluating the usefulness of the findings. (Source: DELTA FARM PRESS, Vol. 45, No. 10, March 1988.)

Economic performance... continued from page 4

effectively. Around the globe, technological changes are restructuring agriculture and altering the landscape of developing countries now pose intense competition for low-wage jobs. As for high-skilled jobs, the U.S. labor market must vie strenuously with states in other regions with a more educated and skilled work force.

Strong contrasts in development issues also exist, both among and within states; often the disparity is the diversity of growth experiences. For example, in Louisiana and Mississippi the key development issue is the strong historical dependency on primary industries that are highly cyclical and economically unstable.

In contrast, Tennessee and, less so, Alabama exemplify states where considerable transformations from traditional manufacturing toward a more diversified competitive manufacturing base have been accomplished. Elsewhere, the "two Georgias" dichotomy largely represents the urban-rural prosperity gap that pervades the region. Finally, in Florida the major development issue is that of managing headlong economic growth. (Source: PWA) very characteristics that are conducive to it.

The pressing need to provide a nationally comprehensive database of the region's students is a prominent example of a common shortage and objective of Southern states, both rich and poor. Virtually all states also proclaim the necessity to build up transportation and health care systems and other public infrastructure to accommodate hoped-for or ongoing expansion while protecting quality-of-life amenities.

The Southeast's structural problems and development issues are reviewed at some length in the report. To a large extent, the major challenges examined have deep and long-standing roots. Even though feasible solutions clearly will not be easy, the progress that has already been made on many fronts is a step in the right direction to overcoming the remaining obstacles. (Source: ECONOMIC REVIEW, Special Issue, Jan/Feb 1988.)

Farm debt problems—Southeastern perspective

Where do Southeastern farmers stand in the current farm debt problem? By some measures, they seem to be undergoing severe stress. A six-state area covered by Alabama, Georgia, Florida, Louisiana, Mississippi and South Carolina, which was plagued by a peak of $90 billion in 1981 to $68 billion six years later. The number of farms has declined 10 percent in the Southeast since the start of this decade, a loss of 33,000 farms.

The encouraging news is that financial stress has been limited for the most part to row-crop farmers, only about one-third of the region's farm income. In addition, only a portion of those farms, namely 20 percent, faced severe difficulty.

From the farm lenders' viewpoint, conditions have varied. On average, rural commercial banks in the Southeast are less dependent on farm loans than are banks elsewhere in the country, and they have been cautious in extending new loans. Indeed, farm loans outstanding at the region's commercial banks increased only 2 percent, or $200 million, since 1982.

Although the PWA problems in parts of the Southeast are real, PWA lending represents only about one-fifth of farm loans. The Federal Farm Credit System (FCS), which accounts for approximately 35 percent of farm loans, has suffered losses in the Southeast, but not as severe as in other regions.

On balance, the Southeast probably is somewhat better off than Southern's other agricultural regions. Southeastern agriculture produces a wide variety of products, services, animals and poultry, and is less dependent on internationally traded crops like soybeans. As for the forecast of a bottoming out, commercial banks increased their farm lending in Florida last year, while farm sales were moderate in Georgia. Farmland in Tennessee, Georgia and Florida gained slightly in value since 1986. Apparently the worst is over for the region, and farmland values may have fallen to levels that reflect their earning potential.

The inflation of the 1970s and droughts in several parts of the world pushed up food prices and encouraged farmers to expand their land and production. In this decade, however, inflation abated as farmland was shrinking in the face of worldwide overproduction. These concurrent developments caused both the earning power and value of farm assets, primarily farmland, to decline.

Consequently, many indebted farmers were left without the equity to refinance debt. As a result, some farms are being forced to foreclose. The result, with asset values stabilizing, is that the rate of farm foreclosures in the region is declining.

Higher cash flow and steady or rising farm prices should allow farmers more leeway in dealing with their financial problems. (Source: ECONOMIC INSIGHT, Vol. 7, No. 7, Sept. 1987.)

Service industries move to smaller communities

Many restructured service-industry companies will continue to move into smaller but urbanized communities ringing the nation's largest cities according to a recent analysis. These "outcity" cities, which provide highly educated and highly skilled workers, will attract more defense-related activity, and with less cramped living and high costs, and a less hurried lifestyle, are becoming lures for service firms, including those involved in advertising, communication, airlines and financial services. Analysts cite thriving examples of this outward push: Tysons' Corner, Virginia, just outside Washington, DC; and the City Post Oak-Galleria Center in Houston, Texas. Employment in the service sector, which now accounts for almost three-fourths of all U.S. jobs, rose about 2.8 percent in 1987. But the recession hit hard in many service industries, with more likely, surely, that the service sector job market will tighten. (Source: THE ECONOMIC DEVELOPER, Vol. 11, No. 3, March 1988.)
On Schedule

EMPOWERING ADULTS AS LEADERS THROUGH HOME ECONOMICS PROGRAMS, July 10, Charlotte, NC. This one-day seminar on leadership development is scheduled to precede the National Extension Homemakers Council Meeting. For registration information, contact Elizabeth R. Bolton, 3033 McCarty Hall, University of Florida, Gainesville, FL 32611, (804) 392-1987.

INTEGRATING EXTENSION EDUCATIONAL PROGRAMS FOR PROFITABILITY, July 29-30, Knoxville, TN. The agenda has been designed to prepare extension specialists at the state and area level to teach business management principles and applications to area agents, county extension agents, agricultural producers, and agribusiness firms. Examples of successful programs will be presented. The workshop is intended to present information to help in targeting audiences and selecting delivery systems and methods for integrating extension programs. To register, contact Clark Garland, The University of Tennessee, Box 1071, Knoxville, TN 37901-1071, (418) 974-7271.

SRDC task forces meet—focus on regional problems

The four SRDC task forces studying critical rural development issues in the Southern region held initial meetings during April and May. The issues addressed were identified by the Center’s Regional Program Advisory Committee. In addition to Center personnel, a total of thirty-seven research and extension professionals representing 20 land-grant institutions attended the four meetings. Preliminary plans were developed to meet the identified needs of the specific task forces. Each task force not only represents an inter-regional effort to solve problems in the South but is interdisciplinary as well. Members hold expertise in subject matter from anthropology to zoology with a wide range between. A pooling of this expertise offers an opportunity for synergistic problem solving. In other words, the whole of the group is more than any of its parts.

Regional problems demand regional solutions. The task forces are formulating these type solutions.

In this issue of CAPSULES, two of the task force meetings are reported in more detail. Job Creation and Retention appears on page 5 and Small-Scale Agriculture appears on page 3.

Next month, the meetings of Human Capital Development and Financing infrastructure task forces will be highlighted in CAPSULES.

Policy issues: U.S. agriculture in the year 2000

The following is the summary of a policy issues article by L. Tim Wallace entitled “U.S. Agriculture in the Year 2000” appearing in the summer edition of FORUM.

Structural changes in the production and distribution of agriculture make it clear that current farm programs will be obsolete by 2000. A different set of policies will be in place, each aimed at a specific segment of the food and fiber system—part-time farmers, a middle group and large commercial farmers.

Processors, distributors, and retailers also will be more prone to advocate and support policies that address their specific interests. Consumer pressures for less chemicals in food will complement policies put forth to encourage farmers to use less agricultural chemicals in cultivation and irrigation. Policies will require farmers to practice a more sustainable agriculture.

The most significant technology used by agriculturalists in 2000, however, will be "state of the art" computers that access, organize, and analyze the multitude of information that will flow worldwide to assist the management decision-making process. These analyses will be critical in helping farmers and processors determine what kinds of new technology to use, what products they should produce, and what policies they should request.

All of these forces will affect a different public attitude toward agriculture continued on page 3.

RELATING RURAL DEVELOPMENT TO YOUR COMMUNITY
Project APRICOT—innovative water reuse program

The city of Altamonte Springs, Florida, located ten miles north of Orlando, is often overshadowed by the popular Central Florida tourist attractions. Altamonte, however, is an attraction of its own called Project APRICOT—at the heart of which is an innovative urban water reuse program. APRICOT, an acronym for A Prototype Realistically Innovative Communal Use of Today, will incorporate a water reuse plan that will preserve and protect the Florida environment, lessen the demand on conventional water systems and save the residents of Altamonte Springs money.

The principal feature of APRICOT is a non-potable water distribution system within the city service district using highly-treated wastewater effluent as the water source for irrigation of residential, public and commercial properties, road medians, tree farms, golf courses and parks. In addition, the reclaimed water may possibly be used for fire protection, lake level control and ornamental uses such as fountains and waterfalls.

Eventually the city proposes to install a dual distribution system in offices, commercial buildings and factories to be used for toilet flushing, sprinkler system supply and general outside uses such as car washing.

To ensure there will be no health risk to the community, the quality of the reclaimed water being released from the plant will be closely monitored and tested. In fact, the quality of the reclaimed water being released from the Altamonte facility will meet current drinking water quality standards.

The city has already begun a community awareness program in order to educate and inform the residents of Altamonte about reclaimed water use. Thus far, Project APRICOT has received considerable coverage by the local news media and the response of Altamonte residents has been favorable.

To date, the design of the system has been completed, the Florida Department of Environmental Regulation (DER) has reviewed the management study and an agreement has been reached between DER and the city of Altamonte regarding the operating rules and procedures. A construction permit has been filed and upon its receipt, the project will be put out for bid.

City officials are keeping their eyes on the horizon, analyzing the flow of permit fees which will be used to fund the construction. The cost of the finished project will exceed $32 million and is expected to be fully operational around 1993.

Project APRICOT represents foresight and planning on the part of Altamonte city officials. Fresh water will be conserved, effluent will be reused, the quality of surface water will be protected, the demand on the conventional water system will be reduced and the recycling of wastewater will be sold to the residents at a cost substantially lower than fresh water.

When Project APRICOT is completed, Altamonte Springs will have solved the water resource problems of other cities in Florida. Altamonte will just be beginning to face.

(Source: TECHNOLOGY TRANSFER QUARTERLY, Vol. 2, No. 4, Feb. 1988.)

Small-scale agricultural producers—who are they?

A task force charged by SRDC to address issues surrounding "small-scale producers roles in Southern agriculture" faced a dilemma. Who is a small-scale producer? The task force met at the SRDC's inaugural meeting April 13-15, 1988. After electing Dewayne Ingram from the University of Florida as chair of the group met to define a working description of the small-scale producer. The definition included farmers with less than $40,000 gross farm income.

In order to further delineate all clientele groups, the following chart was developed. Similar groups can be identified as small-scale producers.

<table>
<thead>
<tr>
<th>Reliance on Farm Income</th>
<th>Total Income</th>
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<th>Low</th>
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<td></td>
<td>Crecent 5</td>
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<tr>
<td></td>
<td>(Experienced)</td>
<td>(Experienced)</td>
<td>(Retired)</td>
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<tr>
<td>High Successful Farmer</td>
<td>Hobby Type</td>
<td>(Beginning)</td>
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<td></td>
<td>(Experienced)</td>
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<tr>
<td>Low</td>
<td>Struggling</td>
<td>(Beginning)</td>
<td>(Beginning)</td>
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<tr>
<td></td>
<td>Farmer Rural</td>
<td>(Experienced)</td>
<td>(Experienced)</td>
</tr>
<tr>
<td></td>
<td>Poor</td>
<td>(Retired)</td>
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</tbody>
</table>

After identifying the clientele needs were identified. The needs were categorized into four groups: Alternative Enterprise Development, Off-Farm Employment and Linkages to Agriculture, Family and Community Resource Inventory and Research, Extension.

Research and extension activities to meet these needs were discussed. Individuals are to formulate specific plans and objectives for programs and projects to address those needs. A follow-up meeting is scheduled for September to finalize the proposed activities.

Members of the "Formulation of Alternative Approaches for Maintaining and Enhancing Small-Scale Producers Roles in Southern Agriculture Through On-Off-Farm Initiatives" task force are listed below.

| Dr. Warren Covillian | Mississippi State University |
| Dr. Jesse Harnett | Alcorn State University |

Dr. Dewayne L. Ingram
University of Florida
Dr. Stephen Littley
North Carolina State University
Mr. Benny L. Lockett
North Carolina A&T State University
Dr. E. Jane Lussar
Florida A&M University
Dr. Claude H. McCallum
Florida A&M University
Dr. John O'Sullivan
North Carolina State University
Dr. Joel C. Plath
Virginia State University
Dr. Cathy Sabota
Alabama A&M University
Dr. Russell W. Sutton
Clasnon University
Dr. Robert Zabala
Tuskegee University

Policy issues...

continued from page 1. The public will have grown tired of financing farm programs in which the benefits go increasingly to a declining number of farmers and thus will demand that Federal outlays for production agriculture be restrained.

These changes in agricultural practices and policies will not be attained easily, but if the public, policymakers and farmers respond to current challenges, then the prognosis for U.S. agriculture in the year 2000 will be bright. A different food and fiber system will emerge. Led by entrepreneurs, it will be less dependent on government for its economic success and even more capable of producing food for domestic and world consumption than it is now.

Appropriate technology for economic development

Appropriate Technology (AT) means finding answers to problems, while making the answers available to those who need it. AT can be described as sound engineering—problem solving that takes all aspects of the situation into account. George McBride founded the Intermediate Technology Development Group in England in 1966 and gave leadership to what is now a global AT movement. Writing on "Appropriate Technology for Poor Countries," McBride offers challenges as to what economic development policy should look like. His comments follow.

The task of our generation is to change direction--to encourage the implementation of policies that can take us off the collision course with people and the environment.

One solution lies in a policy of fossil energy conservation. Based on the certainty that it is far cheaper to invest in energy saving programs than it is to invest in nonpolluting forms of energy (solar, wind, water and biomass), this would enhance our energy security while reducing many forms of environmental damage.

Another solution lies in the promotion of nonchemical agriculture and horticulture. Smaller, biological (rather than chemically based) farms would reduce pollution, arrest soil erosion and strengthen local economies.

A third solution lies in a policy of localizing manufacturing and service industries. Small community enterprises are the only significant source of new employment today. Their proliferation, as private, entrepreneurial, profit-oriented enterprises, would reduce the costly transport of goods and the dispersal of economic and social life.

Localizing industries also would blunt current trends toward greater economic centralization, growing sense of alienation and hopelessness found among the populations of Europe and North America.

The local economy is the only remaining part of modern industrial society which embodies and makes real the values that make life worth living—the values of family and community cooperation, friendship, sharing, creativity and self-reliance. Policies that deny these values are policies that demand change. An alterna-

In Print

State Government Organization Charts by the Council of State Governments, in cooperation with Peat Marwick Main & Co., is a collection of charts from the 50 states and six U.S. jurisdictions depicting major elected offices, departments and key divisions and principal boards and commissions attached to the governor's offices in each state. The publication is a handy reference for state officials and other interested parties. For further information, contact Doug Roedder at (606) 252-2080.

It's Your Choice: A Guidebook for Local Officials on Small Community Wastewater Management Options by the Environmental Protection Agency supplies step-by-step the wastewater planning and implementation activities a community can initiate to ensure that appropriate facilities are chosen. This is a tool for officials of small communities who must solve a wastewater problem. Available for $1.50 from West Virginia University, EPA Small Flows Clearinghouse, P.O. Box 6064, Morgantown, WV 26506-6064.

Aquaculture: A Guide to Federal Government Programs was prepared as a directional resource to aquaculture programs and services within the federal government. Contents are intended to provide individuals seeking assistance in aquaculture with a resource tool for locating government agencies that can offer support in the field. Available from the USDA Aquaculture Center, National Agricultural Library, Room 30A, Beltsville, MD 20705, (301) 344-3704.

Job creation and retention activities identified

A task force to study job creation and retention met April 5-7, 1988, at the SRDC. David Mulkey of the University of Florida was elected by members as chair. In order to re-state goals for rural areas and to provide a guide for task force activities, a definition was developed: "Job creation and retention" was defined in the following way: Job creation and retention programs focus on efforts to create economic opportunities for community residents through the retention of existing jobs and the creation of new jobs through such activities as industrial recruitment, entrepreneurial development, service industry development and the development of customized job packages for community residents (regardless of job location). The task force identified several research and extension activities related to this area as important. Activities being considered include:

- conduct inservice training in areas of economic development and leadership, possibly at the Southern CDC Regional Triennial Training Conference, Fall 1989.
- develop regional training materials in the areas of economic development and financing economic development.
- develop a regional research project designed to develop communities in targeting recruiting efforts towards industries for which the probability of success is greater.
- develop an "economic development library" based on on-going economic development research on region and nation with research and training materials which might be adapted for regional use.
- encourage, through SRDC, research that identifies the impact of socioeconomic characteristics of a community on local economic development opportunities.
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Tenn. Valley Authority calls for RFPS

The Tennessee Valley Authority (TVA) is interested in contracts totaling $150,000 for competitive bid projects to improve agriculture in the 201-county Tennessee Valley region.

The TVA is especially interested in projects that will create jobs and enhance income in agricultural communities and projects that introduce and commercialize promising new agricultural technology systems.

Those submitting proposals must match or exceed TVA's contribution. Depending on the project, TVA could provide up to $30,000 per year for as long as three years.

Proposals will be accepted by TVA's Agricultural Institute through July 15, 1988. Contracts for competitive bid projects will be awarded in September.

A copy of the Request for Proposals and other information may be obtained by writing to Carl Madewell, F212 NDFC, TVA, Muscle Shoals, AL 35660, or calling him at 205-336-2465.
Choosing the right solution for your community's wastewater treatment problems involves asking the right questions. It also means seeking the help of the right people, perhaps engineering consultants or staff at federal, state or regional agencies. A good place to begin is the National Small Flows Clearinghouse.

The National Small Flows Clearinghouse, established by the U.S. Environmental Protection Agency under the Federal Clean Water Act of 1972, gathers and distributes information about small community wastewater systems. Additional funding through recent CWA amendments enables an expanded Clearinghouse to provide several important services to the officials of small communities.

Because of changes in small community financing options, local leaders are beginning to rely more upon their communities' own resources to meet the water quality goals specified in their discharge permits.

To help communities solve their wastewater problems, the Clearinghouse offers a collection of practical educational materials, including brochures, films, videotapes, handbooks and manuals. The Clearinghouse's referral service provides the names of individuals and agencies in your state having the experience and expertise you need. Training seminars, conducted by experts in small wastewater systems, offer advice on planning, financing and operating small systems. The Clearinghouse gives technical assistance and advice on specific problems and makes referrals to other agencies.

To find out more about how the Clearinghouse can help you, call toll-free 1-800-662-0664 or write EPA National Small Flows Clearinghouse, 258 Stewart Street, Box 6064, Morgantown, WV 26506-6064.

Names in the news...

GARNETT BRADFORD, professor and director of graduate studies in the Department of Agricultural Economics at the University of Kentucky, has been named head of Clemson University's Department of Agricultural Economics and Rural Sociology. Prior to his 20-year tenure at Kentucky, Bradford served on faculty at North Carolina State University and as a visiting professor at the University of Minnesota.

JAMES R. CARPENTER, director of the Cooperative Extension Service at Mississippi State University, will retire October 31, 1988. Carpenter joined Extension in 1959 and served as director since 1982. Carpenter has served on the Extension Committee on Organization and Policy, is chair of the Southern Extension Directors and is chair of the Southern Rural Development Center Board of Directors.

C. WAYNE JORDAN, head of the Extension Agronomy Department and director of the Division of Agronomy of the Georgia Cooperative Extension Service will become director August 1, Jordan, formerly with the Mississippi Cooperative Extension Service, replaces TAL C. DOVALL who is retiring.

As we approach the 21st century, maybe we need to reevaluate our strategies on education and economics and realize that the few remaining one-room schools are too valuable to be closed. They are not only important to the people and children that they serve well--they also stand as symbols of traditional values of goodness, of a rural heritage and of the opportunity to gain from education regardless of where one lives.

It's an idea...

Clarke County, Georgia commissioners have set aside $10,000 for a program to help minority and female owned businesses learn how to qualify for county contracts. The University of Georgia's Small Business Development Administration and state government will fund the largest part of the program aimed at educating minority businesses in bidding processes and government procurement techniques.

(Source: Georgia County Government, Vol. 39, No. 8, Jan. 1988.)

One-room schools—only 7 left in Southern region

As we approach the 21st century, maybe we need to reevaluate our strategies on education and economics and realize that the few remaining one-room schools are too valuable to be closed. They are not only important to the people and children that they serve well--they also stand as symbols of traditional values of goodness, of a rural heritage and of the opportunity to gain from education regardless of where one lives.

No of One-Room Schools in Southern Region

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<td>Texas</td>
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<td>Virginia</td>
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(Source: SMALL TOWN, Vol.18, No.4, Jan/Feb 1988.)

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(Source: SMALL TOWN, Vol.18, No.4, Jan/Feb 1988.)
American Agricultural Economics Association Meeting, July 31-August 3, Knoxville, TN. The annual meeting will be held jointly with the Association of Environmental and Resource Economists. Housing registration information is available from Knoxville Convention/Visitors Bureau, M&J Housing, Box 15012, Knoxville, TN 37901. General registration forms and further registration information is available from ARA Business Office, Iowa State University, 80 Heady Hall, Ames, IA 50011-1070. The registration deadline is July 7 and telephone registrations will not be accepted.

Global Advantage in Southern Forestry and Forest Products, August 23-24, Atlanta, GA. Presentations and discussions will center on the potential benefits from increasing exports of Southern forest products and exploring ways to expand the industry in the South. For registration information, CFAA, 3602-1105, Global Forestry/MCG Box 1200, Tifton, GA 31793, (912) 386-3416.

On Schedule

Empowering Adults as Leaders Through Home Economics Programs, July 10, Charlotte, NC. This one-day seminar on leadership development is designed to provide the National Extension Homemakers Council Meeting. For registration information, contact Elizabeth B. Bolton, 3033 McCarty Hall, University of Florida, Gainesville, FL 32611, (904) 392-1987.

Integrating Extension Educational Programs for Profitability, July 29-30, Knoxville, TN. This agenda has been designed to prepare extension specialists at the state and area level to teach business management principles and applications to area agents, county extension agents, agricultural producers and agribusiness firms. Examples of successful programs will be presented. The workshop is intended to present information to help in targeting audiences and selecting delivery systems and methods for integrating Extension programs. To register, contact Clark Garland, The University of Tennessee, Box 1071, Knoxville, TN 37901-1071, (615) 974-7771.

Southern Rural Development Center

P.O. Box 5446
Mississippi State, MS 39762

Regional Rural Policy Options Workshops Scheduled

Nearly 2,000 participants are expected to attend regional workshops this fall to discuss critical issues and policy options that should be included in a new rural policy for the nation.

"Results of the four workshops will be available to and discussed with Congress and members of the new administration," according to Ron Knouson, a Texas A&M University economist who is co-coordinator of the workshops. SRDC is one of about 30 public and private organizations cooperating in the national effort to develop a consensus of opinion concerning the critical needs of rural America and the policy options available to federal, state and local governments.

The Southern region conference is scheduled for October 3-5 at the Wynfrey Hotel, Birmingham, Alabama. Other workshops will be held in Minneapolis, Minnesota; Syracuse, New York; and Reno, Nevada. Each workshop will feature roundtable discussions designed to pinpoint the most critical rural development policy issues and options. As a catalyst for discussion, a nationally recognized rural development professional will present a 12-minute paper prior to each roundtable session. Roundtable topics will include income and employment, rural health, rural poverty, natural resources, rural public services, and rural education and training. Each workshop will also provide a discussion of policy issues unique to that region.

Funding agencies sponsoring the three-day workshops include the Extension Service/USDA, the Farm Foundation, the U.S. Department of Labor, the National Rural Electric Cooperative Association, the Aspen Institute and the Economic Development Administration.

Knouson and Texas A&M University economic development economist Dennis Fisher are co-coordinators of the workshops. For further information, they can be contacted at the Department of Agricultural Economics, Texas A&M University, College Station, TX 77843, (409) 864-4445.

Snell Retires from Clemson, SRDC Board of Directors

After serving in a number of positions for 39 years, Associate Director A. K. Snell retired June 30 from the Clemson Agricultural Experiment Station. Snell was a member, had served as vice chairman and was immediate past chairman of the Board of Directors of the Southern Rural Development Center. Succeeding him on the Board is Charles Laughlin, associate director of the Georgia Agricultural Experiment Station.

In honor of Snell and his long-serving associate, W. C. Godley who retired as director in 1986, the Godley-Snell Award for Excellence in Agricultural Research was established. The annual award will recognize a monetary award on outstanding agricultural researcher in the school of Agricultural Sciences at Clemson University.

The SRDC will miss the expertise and supportive attitude Snell brought to the Board of Directors during his years of service.

Relating Rural Development to Your Community
Off-farm income varies with size, specialty, region

Just a little more than half the net income of U.S. farmer households in 1986 came from farm earnings. The rest came from off-farm sources, on which many families depend for a significant portion of their income.

The 1986 statistics are not unusual. Off-farm income has accounted for 40 to 55 percent of the farm household's income since 1960. There has been only a slight increase in the share of income from off-farm sources since 1960.

Except for two peak periods over the last two decades, off-farm earnings have helped close the gap between the income levels of farm and nonfarm households. In fact, the average income of farm operator households was 11 percent higher than the average of all U.S. households.

The share of off-farm income varies considerably throughout the farm sector. These variations seem to be correlated with such factors as farm size, commodity specialty and region.

Small farms, defined as those with annual farm product sales of less than $40,000, comprised almost three-fourths of the 2.2 million U.S. farms in 1986. They held about 30 percent of the nation's total farmland but took in under 10 percent of the farm operator's total receipts from crop and livestock sales.

Economic Research Service statistics show that less than half of their total net cash income came from farming.

Mid-size farms, defined as those which gross between $40,000 and $200,000 in annual farm sales, comprised 23 percent of the U.S. farms in 1986, and worked almost half of the land in farms. Their share of total farm sector sales was 37 percent.

These farm households are substantially more dependent on off-farm income than small farm households on agricultural earnings. Overall, 75 percent of their net incomes came from off-farm earnings. More than half of these farmers reported farming as their major occupation. Their average off-farm income of $11,296 was lowest of all farm-size groups.

Many analysts consider the mid-size category to be closest to the traditional "family farm." They are more likely than larger farms to depend primarily on the operator and his family to meet the labor requirements of the farm and are less likely than small farms to be part-time operations. Thirty percent of the farm families in this category had incomes below the 1986 poverty level.

Large farms, those which gross $250,000 or more in annual farm sales, comprised 4 percent of the U.S. farms in 1986 and farmed 24 percent of the farmland. Their combined receipts accounted for 51 percent of the sector's total marketings and they earned 95 percent of their incomes from their farms.

Off-farm income also varies considerably by type of specialty. A farm is classified as specialized in a commodity if sales of that commodity account for 50 percent or more of its income. Non-specialized farms earned 25 percent or less of their total cash income from all sources.

General and miscellaneous livestock producers had the highest average off-farm income, $26,333. Their average income from farming was actually negative continued on page 6

Financing infrastructure issues/needs discussed

The SRC task force established to address alternatives for financing infrastructure development in rural communities of the South met at the Center. Gerald Doeksen, Oklahoma State University, was elected chair with Tom Johnson, Virginia Polytechnic and State University, as vice-chair.

In discussion, the task force members identified top extension/research infrastructure issues/needs as follows:

- Relating strategy and infrastructure and economic development, including quality of life.
- Development of new technology and ability to access and use alternative infrastructure financing.
- Costs and benefits of infrastructure development.
- Extension program for infrastructure investment alternatives.
- Extension program for decision-making process for infrastructure investment.
- Impact of federal, state and local policies on rural infrastructure.
- Inventory of infrastructure and local financing schemes for farm construction and improvement.
- Inventory of different ways of service delivery.

Subcommittees were formed to finalize plans of action to address the eight needs. Recommendations from the sessions included a symposium at the Southern Rural Sociological Association/Southern Agricultural Economists Association, a session at the Community Resource Development Triennial Training, a regional research project and a conference to address alternative financing of infrastructure.

A meeting is planned for August 2-4 in Knoxville, Tenn., where subcommittee reports and follow-up on task force actions will be presented. Members of the task force and their institutional affiliation are listed below:

- Natan Baharanyi, Tuskegee University
- Rusty Brooks, University of Georgia
- Rodney I. Clower, University of Florida
- Gerald A. Doeksen, Oklahoma State University
- Mark S. Henry, Clemson University
- Thomas G. Johnson, Virginia Polytechnic Institute and State University
- Danny A. Klinefelter, Texas A&M University
- Joseph F. Schmidt, Mississippi State University
- Lonnie R. Vandever, Louisiana State University
- Ron Winmerley, North Carolina State University

Names in the news...

ROBERT L. CROM, former Director of the Iowa Cooperative Extension Service, assumed the duties of Executive Director of the Extension Committee on Organization and Policy (ECOP) June 1, 1988. Prior to his appointment, Dr. Crom served in a variety of positions relative to ECOP including chair of the Budget Subcommittee.

C. ORAN LITTLE became Dean of the College of Agriculture, Director of the Cooperative Extension Service and Director of the Agricultural Experiment Station, University of Kentucky, July 1, 1988. Formerly, Dr. Little was Vice Chancellor for Research at Louisiana State University and Director of the Louisiana Agricultural Experiment Station.

JANET K. POLEY will become USDA Extension Service Director for communications, information and technology, effective August 1, 1988. She succeeds OVID BAY who retired. Dr. Pooley is currently program leader in the Development Program Management Center of USDA's Office of International Cooperation and Development.
Mobile homes offer quality housing to rural residents

Leadership/human development focus on 4 issues

Mobile homes have become an important source of new housing for many rural families. In fact, one in five new homes built in the U.S. is a mobile home. They are more prevalent in the South and West with more than half of the U.S. mobile homes located in the South.

The difference in availability of mobile homes may be partly due to local zoning regulations. Rural areas often place fewer restrictions on their location. As mobile homes increase, rural communities need to plan better for mobile home developments, preferably with guidelines that are not overly restrictive. In that way, mobile homes can continue to serve the housing needs of those who might otherwise be hard pressed to afford adequate housing.

Mobile homes today are brought chiefly for their affordability, not their mobility. Once installed on site, most are never moved, and owners of mobile homes generally have lower monthly housing costs than either renters or owners of conventional homes.

In nonmetropolitan areas, owners of mobile homes are younger than owners of conventional homes, and have lower incomes. They are more likely to be married, but less likely to be widowed. Mobile homes are often part of a mobile family, but they are typically older, a bit less schooling, and have higher incomes. Mobile homes cost less and are preferred for their less stringent housing standards.

The quality of construction of mobile homes is comparable with that of conventional single-family homes occupied by households in the same income range. Furthermore, mobile homes offer more satisfaction to owners than renters derive from their home.

As the number of mobile homes increases, rural communities need to plan for mobile home developments so that land use, siting and the exterior environment enhance the value of mobile homes while maintaining its affordability. Standards need to be revised to keep abreast of changing technology.

Mobile homes offer a quality of housing comparable to that of conventional homes purchased by persons of similar income and higher than that of many rental units. Moreover, buying a mobile home affords the opportunity to build up some equity without sacrificing housing quality. For the dollars invested, manufactured housing provides a good return to consumers, particularly when compared to rental and other assets trying to establish a foothold in the housing market.

(Sources: Mobile Homes in a Viable Alternative to Rural America, by Carol B. Meeks in RURAL DEVELOPMENT PERSPECTIVES, Vol. 18, 1986.)

POLLUTANT SIZES COMPARED TO DOLLARS, YEARS, MILES

With the current focus and interest in water quality, reports often mention the importance of controlled and well-managed systems. The standards for some water contaminants are in parts per million. It's hard to imagine how much a single ingestible unit is.

Today, scientists are using these kinds of compounds like water pollutants in parts per billion or even trillion. With standards becoming more commonplace in our lives, we need better understanding of the issues involved.

The following comparisons were made by George E. Smith of the Agricultural Economics and Resource Development Department of the University of Agricultural Extension Service provide some perspective:

1. PART PER MILLION 1 cent in $10,000
2. PART PER BILLION 1 cent in $10,000,000
3. PART PER TRILLION 1 cent in $10,000,000,000

Lionel J. Beaulieu University of Florida
Nathaniel B. Brown Fort Valley State College
John Burton Auburn University
James Edwards Florida A&M University
Semon Getcher North Carolina State University
Douglas Gatchell University of Georgia
Shirley W. Hastings Mississippi State University

Leadership/human development focus on 4 issues

The initial meeting of the SRMC task force on alternatives for leadership and human resource development in rural communities in the South was held April 20-22.

Members discussed activities already taking place in the region as a foundation for moving the agenda. Doug Gatchell, University of Georgia, was elected chairman of the group.

The areas that emerged from group discussions as key issues to focus on are listed below:

- Role of family and community in mentoring
- Lack of and/or limited local resource bases
- Role of government structure in relationships
- Lack of effective leadership to deal with the ever-changing demands and needs of local communities in a democratic or voluntary setting.

The group was divided into subcommittees to formulate action to be taken in addressing the issues. The subcommittees will report to the chair with proposed plans by September 1. A full commitment conference from September 26-27 to follow-up and implement actions.

Officials from USDA and the National Association of Agricultural Economics (NASDA) have established a hay information network. "Haynet, "to assist in locating available hay information is available to each state through Dialcom. The summary will show in state extension mailboxes as "Express" mail.

A new weekly weather and crop report service of USDA's Office of Information is also available through Dialcom. The reports are available for every state and give details about weather and crop development in specific areas of the individual states. After signing onto Dialcom, type "USDA WEEK" for the report.
Nonmetropolitan youths reveal leisure preferences

Individuals living in the country and in small towns are familiar with the phrase, "Youth are restless," and "There's nothing to do and nowhere to go."

Most adults are satisfied with spending a quiet evening at home watching their favorite television program or occasionally attending schools' basketball or football games.

However, the youth of small communities have different needs and desires for recreation. To ascertain these preferences, rural sociology researchers at Pennsylvania State University conducted a study of youth in nonmetropolitan communities.

The study's objective was to determine the leisure activities and their actual and desired leisure-time companions.

Of the 57 communities studied, nearly 80 percent of the young people surveyed were members of one or more school-sponsored clubs or organizations with more than half belonging to two or more. Most schools provide teens with recreational activities, but the further they live from the school, the less they participate.

The findings indicate that one-third of the young people indicated involvement in any church organization. More than three-fourths of those surveyed indicated no community membership. The lack of involvement in church and school activities and the rural setting lead to a higher rate of isolation.

By far the most common leisure pursuit was socializing with friends. Socializing with family and watching TV were the next most often reported activities. Locally, nearly half of the young people wanted more time to socialize with friends and more than a third wanted more time with their families. Thus, apart from non-specific socializing and watching TV, no single activity could be said to characterize teen-age life.

When asked why they participated in the leisure activities they choose, the youth answered not only the desire to have fun and to be with friends, but also an interest in meeting people and learning skills for the future.

Rejection was the idea that they chose free-time activities just to go with the crowd, to please parents or to gain prestige.

Overall, the findings suggest that adults may have inaccurate perceptions concerning the recreational interests and concerns of rural youth. Communitie...
Small talk on big issues...

- USDA has announced that it has no intentions of prohibiting soybean farmers from double-cropping soybeans on farmland enrolled in wheat price support programs. Rumors have circulated that USDA would consider prohibiting double-cropping, which is often practiced in the South.

- "Buy American," is a slogan many Vietnamese farmers would like to practice. All over agricultural land in South and Central Vietnam, vintage John Deere and Massey-Ferguson tractors are in use. Dodge and International Harvester trucks are the backbone of commercial hauling. Left after the U.S. involvement ended in the early 1970s these machines have been repaired, often held together by improvisation since parts are unavailable. But their bodies have not deteriorated, and their motors have been reliable. It's a common practice for farmers to tell visiting Americans how durable and well designed these products have proven to be.

- "Sustainable agriculture" is a phase that's becoming increasingly important to home gardeners, especially in the next two or three years, as half of the chemical products on nursery shelves disappear. That's because there's enough environmental laws on the books to ban about half the chemical fertilizers and pesticides currently used in agriculture, says Bill Liebhardt with the Univ. of California at Davis. He says the concept of "sustainable agriculture" will take root and make us all "sustainable horticulturists."

- USDA has reported that farm exports are riding an upward trend and should reach $32 billion in fiscal 1988, a full 15 percent above last year. More sales of wheat to China and Egypt, soybeans and cotton to Japan and the European Community and the same crops to the Soviet Union should continue the trend. A U.S. trade surplus in farm produce of $15.3 billion is forecast for the 12 months that began October 1, an increase of $4.3 billion from last year.

Innovative infrastructure strategies/ideas sought

The hunt is on for innovative state and local infrastructure strategies. Innovative strategies, no matter how simple, that have proven valuable in one community can often be used successfully in other communities. This is, if the idea is shared!

In an attempt to share successful alternatives in infrastructure development, the SRDC Infrastructure task force is seeking ideas that have been used and proven for cost, time and/or labor savers. These ideas will be published and distributed by the Southern Rural Development Center.

Categories identified by the task force at their second meeting are as follows:

- Air Transportation
- Business Incubators
- Correction/Intentions
- Courts
- Fire
- Housing
- Industrial Sites/Parks
- Parks and Recreation
- Police
- Public Administration
- Public Education
- Public Health/Hospitals
- Public Sewer
- Public Water
- Rail Transportation
- Rescue (EMS)
- Research Parks
- Roads and Bridges
- Social Services
- Solid/Hazardous Waste
- Telecommunications
- Transportation
- Vocational Training
- Water Transportation

Displaced ag-workers training needs studied

The Mississippi Agricultural Statistics Service reported a 6.25% decrease in the number of farms in that state between 1985 and 1987. Nationally, the number of farms decreased by 4.6%. Logically, farm workers and workers in related agricultural occupations were forced to seek new employment.

While many displaced workers secure new work relatively quickly, a sizable number experience long spells of joblessness. These jobless periods often range to one year or longer. Some displaced workers have turned to entrepreneurship, while others are accepting lower paying, no-benefits jobs. Agricultural education can assist these workers in searching for part-time employment alternatives by determining the needs and designing programs to satisfy those needs.

In an attempt to determine the education and training needs as well as employment opportunities for displaced agricultural workers, a study was conducted by Walter N. Taylor in the Department continued on page 2
Local economic development efforts pay off—why?

By some rural communities prosper when others do not? A new book published by the National Governors' Association says the answer may be "sustained, broad-based local economic development efforts."

The book is based on a survey of recent state rural development initiatives and on an analysis of employment change in rural counties in the farm belt. It was found that variables commonly thought to be important in determining which rural communities grow and which do not, explained only a small portion of the cases. The study suggests that a county can grow economically even if it is not adjacent to a metropolitan area, lacks access to an interstate highway, has no local state university, does not have a large town, and has only average levels of family income, college-educated workers, and federal development funds.

The study shows that growth appears to be the result of sustained, broadly-based local economic development activities. The key elements appear to be a long-term, well-organized economic development effort; a pro-growth attitude expressed by a willingness to invest energy and take risks to help businesses; practical assistance to businesses in the form of financing, industrial sites and infrastructure; strong partnerships between business and government; education of an individual (sparkplug) to keep local efforts going; and technical and financial support from outside agencies. The authors say that if there is a recipe for successful economic development in rural areas, it is these ingredients. The researchers present an interpretation based on case studies of this and other research conducted by the National Governors' Association. Six operating principles for the development initiatives and how they might be applied to rural economic problems were developed.

#1 Anticipate and Adapt to Change. States should organize their policies around understanding and adapting to changes in economic and demographic conditions and in technology, rather than providing long-term subsidies.

#2 Catalyze Change in Institutions. States should seek to catalyze change in private and public sector institutions and individuals, to improve their ability to respond to changing economic, demographic and institutional factors.

#3 Support Community-Led Growth Strategies. States must make a basic package of assistance available to all communities and include local economic-based initiatives where they develop. Within general parameters set by the state, decisions should be made at the state and local levels as much as possible.

#4 Work Through Public-Private Partnerships. Business leaders play a key role in economic development; new partnerships between government and business leadership must be created.

#5 Build New Federal-State Alliances. Federal-state relationships in economic development should be restructured to reflect increased state and local government activities and to focus the federal role on activities that state and local governments cannot undertake.

#6 Support Entrepreneurship, Defined Broadly. State economic policy should encourage entrepreneurship in all senses. That is, states should encourage flexible, growth-oriented firms in all phases of development, including new firms, small-growth-oriented businesses, and dynamic larger corporations. (Sources: A BRIEF SURVEY OF RURAL AMERICA STRATEGIES FOR COMMUNITIES AND STATES, $12.95, available from Publications Desk, National Governors' Association, 444 N. Capital St., Washington, D.C. 20001, (202) 624-5300.)
Farm family satisfaction factors identified

Today's woman is confronted with the challenge of combining the role of homemaker with a career or occupation outside of the home. For farm women, the challenge is even greater. They are not only confronted with the demand of combining the roles of homemaker and career woman (her career being the farm), but the majority must face the additional demand of employment off the farm.

The Alabama Agricultural Experiment Station, in seeking an understanding of how farm families are coping with the rapidly changing economic and social conditions, conducted a study of 111 farm families.

In general, farm couples who had been married the longest with their children already gone from the home were more satisfied with their relationships.

There were some specific factors which influenced the degree of satisfaction felt by farm couples.

The most consistent effect found for farm couples of all ages was whether the wife was employed off the farm. Couples reported much greater satisfaction in their marriages, in all respects and for all ages, when the wife was not working off the farm.

A triple-threat situation of off-farm employment, farm work and homemaking impacts on satisfaction as well as the marital relationship. The persons involved reported feelings of less intimacy in their marriages, less cohesion or togetherness and sense of "family" and a lessened ability to deal with problems confronting them.

Educational level also was a factor. Marriages in which the wife had some college education were less adjusted than those with wives who had less than a high school education. This was particularly noted in young farm families.

The young farm wife is most likely to have assumed the demands of a number of roles. While she is more likely than older counterparts to have some college education, she is the one least likely to have the experience to cope with the rigors of marriage, child-rearing and the uncertainties of farm economics.

However, farm couples are generally no more dissatisfied with their marriages than are other couples. Furthermore, the results of the surveyed couples were not indicative of severe conflict.


Names in the news...

E. NEAL BOYD, associate dean of Virginia Tech's College of Agriculture and Life Sciences and associate director of the Virginia Agricultural Experiment Station retired July 31. Boyd had been at Virginia Tech since 1968 when he was the founding head of the Food Science and Technology Department.

JOHN R. CAMPBELL, dean of agriculture at the University of Oklahoma, is the new president of Oklahoma State University. Campbell began school in a two-room schoolhouse and went on to get his B.S. M.S. and Ph.D from the University of Mississippi.

EARL A. STENNIS, professor of agricultural economics, has been named head of the comprehensive agricultural economics department at Mississippi State University. Stennis received his undergraduate and doctoral degrees from MSU and his masters from the University of Tennessee.

HANDY WILLIAMSON, Jr. has been appointed head of the Department of Agricultural Economics and Rural Sociology at the University of Tennessee. He had been director of Research and University Relations with the U.S. Agency for International Development.

Heartland Center lists strategic planning steps

Strategic planning is a current buzz term. But just what is strategic planning? Vicki Luther of the Heartland Center, University of Nebraska-Lincoln, Nebraska, states that it is a variation of familiar long-range planning methods and an adaptation from the corporate world.

In an article "Developing a Strategic Outlook for Your Community," Luther says that strategic planning is a process heavily influenced by marketing attitudes. It is important to remember that a "strategic" product of a strategic plan, strategic thinking, is an outlook that anticipates the future, reflecting a readiness to make the most of opportunities spawned by change.

Strategic planning is a tool that aids citizens and leaders alike in recognizing community strengths and weaknesses as well as various strategies for anticipating, influencing and capitalizing on future changes and emerging opportunities.

In providing assistance and conducting seminars for community leaders, the Heartland Center typically uses a six-step approach to strategic planning.

Many variations exist in the labeling and ordering of steps, but the focus on developing and refining a strategy that works remains constant. Their steps are:

1. Environmental Scanning. The study of current trends and their impact usually combine as the first step in identifying possible trends and opportunities to the community.

2. Resource Review. This step is directed toward identifying community strengths and weaknesses.

3. Goal Formulation. In goal setting, a corporation must ask, "What business are we in?" while community leaders must be able to answer the question, "What kind of community do we want?"

4. Strategic Formulation. By combining community strengths with current and future opportunities, leaders can identify specific possible outcomes and corresponding action plans for reaching them.

5. Organizational Improvement. Assessing and evaluating community resources allows leaders to ensure that all resources, including people, expertise, funds, buildings and so on, are used wisely.

6. System Improvement. This step helps the community improve three main functions: information collection and dissemination, overall life satisfaction, and others. It also focuses on obtaining definite results.

Florida business park for agriculture launched

Florida's Panhandle is launching the Southeast's first business park for agriculture. Atlantic Hardwood Agricultural Park in Calhoun County is expected to become an economic hub for a five-county region that is one of the nation's poorest.

A catfish processor has already signed a letter of intent to locate in the park, and two poultry processors are interested. Those three alone represent an estimated $200-million investment and could employ over 1,000 workers within 5 years.

The park is also expected to create additional demand for brokers and cat-

fish, perhaps supporting 300 more poultry and catfish farmers in the five counties (Calhoun, Gadsden, Gulf, Jackson and Liberty). Those new farmers would, in turn, spur additional demand for grain, which could result in development of a feedmill owned by the farmers.

Some of the things the park has going for it are its ideal weather conditions for poultry, a strong poultry market and a location that is midway between existing production centers.

Contracting-out of community services increases

A survey was recently completed of municipalities, counties and special districts on the subject of contracting-out community services to the private sector. Conducted by a major national consulting firm for a private company, findings of the survey include:
- Virtually all local governments contract-out at least one service.
- Most contracts have a duration of one to five years, except those associated with infrastructure, and most are fixed price agreements.
- The critical success factors cited most frequently are quality work, financial considerations, responsiveness, timeliness, and past experience.
- In most cases, the originating department monitors and inspects the performance of the contractors.
- In general, over half of the local governments polled cannot compare the in-house cost of a service versus the contracting-out option.

Over half of the respondents stated problems relative to privatization. The problems tend to emanate from employees and unions. Specific issues include resistance to change in more entrenched service delivery areas, loss of control and what happens to existing employees.
- Rapid growth areas tend to privatize more, e.g., the West and the South.
- The privatization marketplace tends to be disaggregated with a small number of firms delivering services nationally in more traditional service areas, e.g., solid waste collection, food service, wastewater treatment, and with a predominance of small local firms contracting to provide one service.
- In general, the results of privatization have been positive with dollars saved and quality of work being cited most frequently. When the results have been negative, the reason stated is poor quality.
- As a trend, 75 percent of those polled stated privatization will increase and the majority indicated they plan to contract-out in the future.
- Increasing, areas of contracting-out and privatization are human services and infrastructure.
- A copy of the entire report and bibliography may be obtained by contacting Mercer/Slavin, Inc. at 337A Hardee Avenue, Atlanta, GA 30303. (404) 455-4550.

(Source: CITIES WEEKLY, Vol. 11, No. 15, April 1988.)

Southern Rural Studies Committee holds first meeting

The first annual Southern Rural Studies Committee (SRSC) meeting was held in Hood River, Oregon, May 24-26, 1988. The Central Western Development Center (WRDC) serves as administrative headquarters for the committee, which was established by a grant from the W.K. Kellogg Foundation under the leadership of Dr. Eugene L. Fidler. The WRDC is a multidisciplinary group of scholars investigating ways rural communities have been affected by social, economic, political and environmental events of the past decade. The group will identify the research and educational needs and make recommendations on how to respond better to those needs.

The July 1988 WESTERN WIRE, a publication of the WRDC, contains the proceedings of the meeting. The regional rural development centers serve as coordinating agencies of the committee and are distributing the special issue. The next meeting of the SRSC is scheduled for May 1989 in the Mississippi Delta region.

On Schedule

BUSINESS EXPANSION AND RETENTION TELECONFERENCE, September 14, there will be a national videoconference on counties' efforts and successes in business retention and expansion aired 7:30-9:00 EST. The visitation programs are sponsored by the Ohio State University, the Ohio Cooperative Extension Service and Ohio Department of Development. The producers see this as a means for sharing information across state lines. For access information contact George Morse, Agricultural Economics and Rural Sociology, 2120 Fyffe Road, Columbus, OH 43210-1099.

STATES' AGENDA FOR RURAL ECONOMIC DEVELOPMENT CONFERENCE, October 11-12, Raleigh, NC. This national conference will provide information about rural conditions and the global economy, with a specific emphasis on practical examples of both successes and failures in rural areas which have the requisite leadership and information. For registration information contact Lynda Wilkerson, Center for Agriculture & Rural Development, Council of State Governments, Iron Works Pike, P.O. Box 11910, Lexington, KY 40558, (606) 252-2291.

NATIONAL POLICY EDUCATION CONFERENCE, September 12-15, Cincinnati, OH. The conference is sponsored by the National Public Policy Education Committee in cooperation with the Farm Foundation and State Extension Services. Regional committee meetings will be held. For information contact Farm Foundation, 1211 W. 22nd Street, Suite 216, Oak Brook, IL 60523-2157, 312-571-9393.

RURAL DEVELOPMENT POLICY OPTION WORKSHOP - SOUTHERN REGION, October 3-5, Birmingham, AL. This is one of four regional workshops to pinpoint critical issues and options in developing a new rural policy for the nation. For information contact Ron Knutson or Dennis Fisher, Dept. of Ag Econ, Texas A&M University, College Station, TX 77843, (409) 845-5913.

PROFESSIONAL AGRICULTURAL WORKERS CONFERENCE (PAWC), December 6, Tuskegee University, AL. The 46th meeting of this group carries the theme "Critical Issues and Policies for Rural Disadvantaged People and Communities-The Social Science Perspective-Land-Grant Universities: Our Activities and Contributions." Additional information contact T. L. Williams, PAWC Program Coordinator, Tuskegee University, P.O. Box 481, Tuskegee, AL 36088, (205) 727-8764.

Southern per capita income below national average

Virginia ranks 10th nationally but highest in the Southern region in per capita income for 1987. According to the Department of Commerce's records, the national average per capita income was $15,340 and the Southern average was $12,795. The states in the South are listed with their rank, per capita income and percentage of the national average.

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<th>State</th>
<th>Income</th>
<th>% of Average</th>
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<td>22</td>
<td>Mississippi</td>
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Small talk on big issues...

- Dollar value of all farmland and buildings now averages $569 per acre, up $17 per acre from last year’s $552 per acre, but $259 per acre under the 1982 peak of $823 per acre. The average value includes all classes of both and orchard land, with and without buildings — from semi-arid ranch land to cropland producing high value crops near urban areas. Average values ranged from $132 per acre in New Mexico to $6,240 per acre in Rhode Island.

- All those mailboxes along rural roads could be lethal, says the Federal Highway Administration. Several states have recognized this fact and are now requiring that all mailboxes have breakaway supports. The federal highway officials say rigid roadside mailboxes account for at least 200 deaths annually and many more injuries, as well as extensive property damage. While such boxes are at a level convenient for carriers, they are at a dangerous height for passenger vehicles.

- The quality and quantity of America’s future labor force are likely to fall below present standards. According to educational experts the key 16-24 year old age group, traditionally the major source of new job candidates, is providing fewer entrants into the U.S. job market. In time, the report says, this could lead to “too few people and too many jobs.” This age group will also include large numbers of minorities and disadvantaged youngsters whose family and educational backgrounds may not have prepared them for today’s rapidly changing job market. (Source: The Economic Developer and Job Creation Digest, April 1988.)

Ag industry poses threat — safety tips offered

- Agriculture ranks among the top industries in number of accidental deaths and injuries per 100,000 workers. One reason is that farmers lack safety specialists on site who could train workers, be sure safety equipment is in place, and insist that everyone wear and heed labels and instructions manuals. Every farmer must be his or her own safety director. Some farmers do not do this well.

- Occupational illnesses also receive inadequate attention. According to the Bureau of Labor Statistics, agriculture ranks highest of all major industries in such illnesses, with a rate of 42 per 10,000 workers. Skin diseases and related disorders, as in other industries, were the most common such illnesses.

- Here are some tips that farmers and farmworkers can preserve safety and health:
  - Be prepared, capable and adequate for the job or activity. Avoid work or activities that entail risk or require a certain level of ability if you are untrained, inexperienced or not up to it physically or mentally.
  - If taking prescription drugs that affect ability to work or drive safely, consult your doctor who may adjust dosage or switch you to another medicine with fewer side effects. If an over-the-counter remedy affects you, stop taking it and consult a doctor if the problem persists.
  - Read and follow directions and recommendations in instruction manuals and on product labels or containers. You must know how to use products properly to minimize risk. Consult your dealer if instructions are not clear.

Economic development topic of conference

The third Heartland Economic Development Conference is scheduled for the Inn of the Ozarks in Eureka Springs, Arkansas, on October 11. This year the University of Arkansas Cooperative Extension Service hosts the conference.

The program emphasis is on "Jobs for the Future." Specific topics address Impact of Retirement Income of the White River Basin; Analyzing a Community’s Labor Force; Community Strategies for Economic Development; and the Development of Tourism in Eureka Springs. Sponsoring the conference are the Cooperative Extension Services of Arkansas, Kansas, Missouri, and Oklahoma plus the Southern Rural Development Center and the North Central Regional Center for Rural Development.

RELATING RURAL DEVELOPMENT TO YOUR COMMUNITY
Small talk on big issues...

- The United States Census Bureau recently issued a report that showed 2.2 percent of the nation’s total population is a farmer or one in every 48 Americans. Nearly half the population lives in the Midwest. The next highest concentration of farmers is the South with 29 percent, 16 percent in the West and 6 percent in the East. Whites comprise 97 percent of all farmers, blacks 2 percent and other races are 1 percent. In addition, the report states average age, farm income, marital status and the poverty rate for farm residents.

- According to the U.S. Department of Energy for 1987, the residential and commercial energy sectors use 36 percent of the energy used in the United States. The transportation sector uses 27 percent and the industrial sector, 37 percent.

- Although food prices in dollars may be rising steadily, the net cost to consumers has declined consistently. The cost of food dropped below 10 percent of the disposable income for an average household last year, down almost 3 percent in the past 10 years.

It’s an idea...

Sister Cities International is looking for smaller communities interested in developing a sister city community in another country. Purpose of the program is to allow communities to learn more about each other and to develop friendly and meaningful exchanges. Anyone interested in more information may contact Sister Cities International, 120 South Payne Street, Alexandria, VA 22314 or call (703) 836-3535.

Elderly adults learn literacy, computer skills

The Three Rivers Planning and Development District with headquarters in Pontotoc, MS is working with the Itawamba Community College is sponsoring a program designed to help eradicate illiteracy among elderly adults and teach them marketable computer skills. There are 50 adults currently enrolled in the program. In the computer lab, while studying among their peers, the adults are learning functional literacy and automated skills. Contributions to support the program have been made by eight county governments. The city of Pontotoc is providing office space and the Local Community Action Agency is providing transportation for senior citizens.

(Capsules is published periodically by the Southern Rural Development Center as an information service for educators, researchers, local officials and private citizens interested in improving the quality of life in the small communities and rural areas of the South.

The Southern Rural Development Center is one of four regional rural development centers in the nation and focuses specifically on rural problems of the Southern region. The Center is located at Mississippi State University and provides support staff to the extension services and experiment stations of 29 land-grant universities in 13 Southern states, Puerto Rico and the Virgin Islands.

M. Doss Brodnax............Director Jacque Tisdale............Editor Sandy Markley....Editorial Assistant

Rural change/transition requires adaptation

Most states recognize the fact that change and transition in the rural economy are inevitable and that the state cannot afford to keep all existing economic activity in place with support programs. Therefore, new ways of being sought to maintain economic vitality in rural areas.

State initiatives that hold the most promise recognize the consequences of shifting economic forces. Rather than attempting to impede the economic forces that are eroding rural economies, innovative states are developing programs to assist firms and industries to adapt to change. The tactics support change and transition in local economies.

While rural and urban economies are quite similar, rural economies depend on agriculture, energy and certain kinds of manufacturing have been especially hard hit in this decade. Although most rural economies are not dependent on agriculture, many states continue to link rural development with their agricultural policy.

That can present two difficulties. For one, agriculture is a cyclical industry significantly impacted by national and world events well beyond the influence of state government, especially state agricultural programs. Second, largely as a result of technology, the number of full-time farms has been declining since 1954 and that trend is likely to continue. For many rural communities, the declining decline in farm numbers lead to an increase in farm size means a deteriorating rural economy even if it results in a viable farming environment.

Some tactics have proved ineffective or are unrealistic. For example, it is generally inappropriate for states simply to adopt Federal programs and strategies. Federal programs are sometimes too expensive for states. A second policy misdirection is to implement programs that countermand private industry. Furthermore, there is considerable evidence that "smokestack stealing," offering tax incentives or other subsidies to large firms to move in, is an inefficient tactic.

The following six tactics represent the framework of a successful state rural economic strategy. The common element they share is to recognize the limits of government, especially state government. In markets that offer strategic benefits the state can create new and more efficient state boundaries; the importance of small firms in rural economies; and special situations where the marketplace is least efficient.

- Determine competitive advantages and target program resources accordingly.
- Target infrastructure support to industries that can sustain competitive advantage.
- Provide financing for demonstration, innovation and transition, but not for ongoing economic activity.
- Provide marketing and business management support to small firms.
- Assure adequate management of natural resources as an integral component of rural economic development.
- Support alternative agricultural systems that are closely linked to the local economy.

With rural economic activity again slowing relative to urban, some governments need to be alert to new opportunities in rural areas and selective in improving the productivity and rural growth. Using state resources for programs that encourage the status quo is a doomed strategy. States have neither the fiscal resources nor the legal means to prop up industries that are not competitive. Moreover, even state support of major sectors of rural economies can have a major effect on rural economies by developing programs to support change and transition. A small amount of public support either in technical assistance or direct funding is often critical to an existing firm’s adapting to a changing economic environment. Likewise, state assistance can help new firms become competitive. Well targeted state development programs can make a difference. The good news is that many states are moving in this direction.

(Source: RURAL DEVELOPMENT PERSPECTIVES, Vol. 6, Issue 2, February 1988.)
Georgia offers law education program for youth

Community officials concerned about deterring youth from delinquency will be interested in a program currently in its second year of operation in several Georgia counties.

The Law Education Diversion Program is a 10-week course in practical law and living-under-the-law skills for first offender juveniles. Held in late afternoon or early evening hours, the class sessions are taught by court service workers, special education teachers, attorneys or law enforcement officials -- all bringing their particular skills to the classes.

Speakers from the community, such as law enforcement officers, store security guards, school officials or specialists in substance abuse, often participate as well.

Right now, more than 225 youth are taking part in the program, through the juvenile courts of Clarke, Gwinnett, Newton, Rockdale and Walton counties, and in the Northern Judicial Circuit.

The program may be used as an alternative to regular probation, as a requirement of probation or as a part of informal adjudications.

Why offer this activity to juvenile offenders? Evidence shows that youth may get in trouble because they don't know what laws are, what the judicial process is like and what the consequences may be for breaking the law. Reports indicate that the program works well with some youth. They increase their knowledge of laws and legal processes and share this knowledge with others. They also gain a more positive attitude towards the court and practice skills that may help them stay out of trouble.

One striking result seen from this program is that the juveniles involved get a chance to see exactly how the justice system works as it pertains directly to them. This pays off for the community because these youth then have a greater respect for their citizen responsibilities.

Curriculum for the program is activity-oriented. Students first learn about why we have laws, acts that are crimes, and laws relating to school, family and jobs. They then have the chance to use what they have learned in activities such as mock trials and role plays.

(Source: GOVERNING GEORGIA, Vol. 5, No. 2, July 1988, University of GA, Athens)

Wide range of land values found in South

Farmland values in the Southern region for 1987 averaged $292 per acre according to the United States Department of Agriculture Handbook (No. 673). The individual state range was from $1,464 in Florida to $428 in Oklahoma. Seven states had average land values of more than $750. The thirteen individual state averages are shown on the regional map.

Per acre land value averages by state

- Less than $750
- More than $750

1987 data

(Source: FARM SAFETY FACT SHEET, ES-USDA, July 1988.)
On Schedule

RURAL DEVELOPMENT POLICY OPTION WORKSHOP - SOUTHERN REGION, October 3-5, Birmingham, AL. This is one of four regional workshops to pinpoint critical issues and options in developing a new rural policy for the nation. For information contact Ron Knauss or Dennis Fisher, Dept. of Ag. Econ., Texas A&M University, College Station, TX 77843, (409) 845-5913.

HEARTLAND ECONOMIC DEVELOPMENT CONFERENCE, October 11, Eureka Springs, AR. The emphasis of the third meeting of this group is on jobs for the future. Additional information is available from the host, Arkansas Cooperative Extension Service, Box 391, Little Rock, AR 72203, (501)373-2591.

STATE5? AGENDA FOR RURAL ECONOMIC DEVELOPMENT, October 11-13, Raleigh, NC. A national conference to provide information about rural conditions and the global economy, with a specific emphasis on practical examples of both successes and failures in rural areas which have the requisite leadership and information. For information contact Elizabeth Meekin, Center for Agriculture & Rural Development, The Council of State Governments, Iron Works Pike, Box 17960, Lexington, KY 40575, (606) 292-2911.

RURAL AND SMALL SCHOOLS: EXCELLENCE FOR ALL, October 20-25, Manhattan, KS. Seven workshops will be emphasized in the 10th annual meeting: Understanding the Rural Setting, Leadership for Educational Excellence, Improving Your Schools, Use of Media and/or Technology in the Rural School, Professional Preparation for Rural Educators, Partnerships and Community/Economic Development and Enhancing Learning Development/Environment. Contact Rural and Small Schools Conference, 317 Underberr Hall, Kansas State University, Manhattan, KS 66506, (913) 532-5724.

NATIONAL CBG LEADERSHIP WORKSHOP, November 2-4, St. Louis, MO. The theme of this CBG sponsored workshop is 'In the Name of the Community.' For registration information contact Mar-In Konyha, (212) 477-9702.

NATIONAL ASSOCIATION OF DEVELOPMENT ORGANIZATIONS ANNUAL CONFERENCE, November 12-15, Hilton Head Island, SC. The theme of this year's conference is Rural America: NAMO Cares. The program will focus on economic development strategies for the next administration and Congress. Registration information is available from NAMO, 400 North Capital Street, NW, Suite 372, Washington, DC 20001, (202) 624-7806.

CONFERENCE ON FUTURE OF NATURAL RESOURCES, November 14-17, Washington, DC. The purpose of the conference is to bring together experts from a variety of fields to explore new directions for conservation organizations and management agencies as they move into the 1990s and beyond. It is a conference to assist in meeting the Extension Service's National Conservation Initiative, the Forest Service's Resources Planning Act and the Soil Conservation Service's Resources Conservation and Development Act. Registration information available from Natural Resources for the 21st Century, American Forestry Association, Box 2000, Washington, DC 20013, (202) 667-3300.

NATIONAL ASSOCIATION FOR COMMUNITY ECONOMIC DEVELOPMENT MID-YEAR CONFERENCE, November 16-19, Seattle, WA. Community Economic Development: Strategies for Economic Renewal will be the theme of this meeting of community-based developers. It will provide an opportunity for local development organizations to share accomplishments and strategies with similar organizations across the US. For information and registration materials, contact the National Congress on Community Economic at (202) 625-8411.

PROFESSIONAL AGRICULTURAL WORKERS CONFERENCE (PAWC), December 4-6, Tuskegee University, AL. The 46th meeting of this group carries the theme, "Critical Issues and Policy for Rural Disadvantaged People and Communities-The Social Science Perspective.-Land-Grant Universities Outreach Activites." For additional information contact T.J. Williams, PAWC Program Coordinator, Tuskegee University, Box 681, Tuskegee, AL 36088, (205) 727-8764.

Extension Leadership Development Resources: U.S. and Civilian Bibliography is an effort to gather information produced and adopted for various state and province leadership programs. An outgrowth of a National Task Force on Community Leadership conference entitled "Resurgence in Rural America: Mandate for Community Leadership" sponsored by ES-50USA and the Regional Rural Development Centers, the bibliography is divided into sections by region. Available for $20 from the Northeast Regional Center for Rural Development, 106 Weaver Building, University Park, PA 16802 (814) 863-4656.

Extension Leadership Development Resources: International Bibliography is an effort to gather information produced and adopted for various state and province leadership programs. An outgrowth of a National Task Force on Community Leadership conference entitled "Resurgence in Rural America: Mandate for Community Leadership" sponsored by ES-50USA and the Regional Rural Development Centers, the bibliography is divided into sections by region. Available for $20 from the Northeast Regional Center for Rural Development, 106 Weaver Building, University Park, PA 16802 (814) 863-4656.

SOUTH GAINS POPULATION LOSTS FARM RESIDENTS

The South has retained the most populous region in the nation since 1950, and its growth has resulted in a slight increase in its share of the total population. However, the South contains only 29 percent of the total farm population. Half of all farm residents live in the Midwest, 15 percent in the West and just 6 percent live in the Northeast. As mid-century, slightly more than half of all farm residents were in the South, while about one-third live in the Midwest. The more rapid decline of the Southern farm population, rather than any growth in the Midwest led to the reversal in regional rankings. This contrasts with the distributional trends of the total population. Shown is the population distribution by region.

Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Total Population</th>
<th>Farm Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>26.1</td>
<td>7.4</td>
</tr>
<tr>
<td>Midwest</td>
<td>29.4</td>
<td>5.6</td>
</tr>
<tr>
<td>South</td>
<td>31.2</td>
<td>5.0</td>
</tr>
<tr>
<td>West</td>
<td>13.3</td>
<td>4.8</td>
</tr>
</tbody>
</table>

Agriculture, forestry research barely keeps pace

Funding for land-grant agriculture and forestry research barely keeps pace with inflation according to James H. Anderson in the current issues of CHOICES. Anderson is Provost and Dean, Agriculture and Natural Resources, Michigan State University. Excerpts of his article follow.

Investments in agricultural research at both the state and federal levels have paid large dividends to the taxpayers of this nation. In the era of low-cost energy and the perception of unlimited supplies of nonrenewable resources, U.S. agriculture prospered through the application of science and technology. It is now the most productive agriculture in the world.

Much more remains to be done because present technologies will not be adequate for the future as global resource constraints become more critical.

There will be a worldwide shift from an agriculture based on natural resources to one that is based more on biology and scientific information. The future will see an inevitable shift from a highly-mechanized, energy-intensive agriculture to one that exploits biological opportunities and utilizes a more diversified set of resources and production technologies. The availability of these technologies will depend on the level of support that is provided for agricultural research.

This new set of initiatives for food and agricultural research has been brought about by the fact that our world is moving through a transition from a demand driven economy with perceived unlimited resources, to one which recognizes that the well being of future generations depends on our willingness to utilize the resources at our disposal in a responsible way.

Future agricultural research must address the critical constraints facing U.S. agriculture. Research of the future will be concerned with the control of biological processes that limit the productivity of economically important food crops and food animals. It will be directed toward more effectively using and managing resources and other production inputs, as well as protecting the soil and water resources base.

Greater attention must also be given to the non-production aspects of the agricultural industry. Tremendous challenges exist in processing, packaging, distribution and marketing of our agricultural products.

Future of South report still gaining momentum

Halfway Home and a Long Way to Go, the Final Report of the 1995 Commission on the Future of the South, continues to gather momentum among a widely diverse audience of Southerners. With the help of a grant from the Bell-South Corporation, the Southern Growth Policies Board has published a third printing of the report in a new and enhanced format. Three copies of this handsome publication are available free of charge upon request. For each additional copy, the cost is one dollar each. An audio visual presentation on the report and its implementation is also available.

For information, contact the Southern Growth Policies Board, Box 12295, Research Triangle Park, NC 27709.

RELATING RURAL DEVELOPMENT TO YOUR COMMUNITY
### Have residential preferences changed in the 80's?

Residential preference surveys began to appear in the 60s and yielded some surprising information. In an overwhelmingly urban nation, at a time when people were moving to the cities, a majority of those polled said they would prefer to live in a rural area or small town.

But an even more remote location was likely to be the second choice for such people rather than the first. Such preferences obviously provided motivation and philosophical support for the sizable move in the 70s toward small towns and its small towns. It was common in rural surveys during that decade to find large numbers of those who had sacrificed urban income to move to smaller communities in hopes of finding a better quality life.

An obvious question for the 80s, when nonmetro growth has dwindled, is "have residential preferences changed?" Is there something more than economic problems that has brought about the recent nonmetro demographic stagnation? The Gallup organization has continued to take occasional polls of the subject. The results are mixed.

In surveys using the categories "city," "suburban," and "rural area," there was an increase from 13 to 19 percent between 1972 and 1983 in people who said they preferred to live in a city. But there was no drop in the percentage who wanted to live in a small town or on a farm, indicating a loss from the suburban category.

<table>
<thead>
<tr>
<th>Year</th>
<th>City</th>
<th>Suburban</th>
<th>Small Town</th>
<th>Farm</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>13%</td>
<td>18%</td>
<td>31%</td>
<td>23%</td>
</tr>
<tr>
<td>1983</td>
<td>18%</td>
<td>13%</td>
<td>23%</td>
<td>26%</td>
</tr>
</tbody>
</table>

In other words, the Gallup Poll used different terms. Using the concepts of "large city," "small city," "town or village" and "rural area," Gallup found a definite trend toward greater preference for large cities between 1978 and 1985 (from 18 to 23 percent). Large cities have a pronounced inclination for rural areas (from 32 to 25 percent). There was no loss of support for town or village living.

### Downtown shoppers, are towns inviting them?

Many small and rural communities are currently facing a dilemma: they're losing their downtown shoppers.

David L. Darling from Kansas State University describes one of seven characteristics all beginning with C, that entice shoppers to downtown.

"If asked of the residents of a community it is a place to provide to buy and sell goods and services, the result of this economic activity, business people and their employees can earn a living without the need for a second job in a larger place miles from home.

"It's important for the business community, particularly for commercial and medical experts from outside the area, to address what community business activity can be sustained, given the size, age, and buying potential of the population in the community's trade area. Once determined, the following set of characteristics can help in evaluating the downtown's actual attraction to area shoppers.

First, let us consider the cleanliness characteristic. The cleanliness of a downtown makes a clear statement. Either that statement is "we want to invite you to visit" or "we don't care if you visit or don't visit."

Next, let us consider the colorfulness characteristic. Bright banners and store fronts with innovative displays, and activities such as music presentations occurring in the downtown all positively add to the area's ambiance.

A third characteristic vital in a successful downtown is coordination among merchants. Coordinated shopping hours, advertisements, sidewalk sales, facade impeachment and various other activities compound to impress potential customers that this community of businesses doesn't take itself too seriously and instead aims to woo them.

The coordination characteristic is closely aligned to another characteristic-convenience. Shoppers want to be able to park near the shop(s) they'll be visiting, and then want store hours to fit their time schedule.

Two other characteristics similar to convenience are compatibility and compactness. Stores, banks, service businesses, etc..."
Elderly increase expected, planning needed

The incidence of poverty among the elderly in nonmetropolitan America is substantially higher than among the metropolitan elderly according to a new study by the USDA. In 1980 the nonmetropolitan elderly's poverty rate was 21 percent, versus 13 percent for the metropolitan elderly.

As a result of demographic and economic trends, a disproportionate share of the elderly population live in nonmetropolitan areas. Many rural towns have become the primary residences of older Americans as younger people have left for jobs in urban centers.

Forty-three percent of the nonmetropolitan elderly live in the South. The proportions are high in agricultural areas and places which have attracted retired people, such as the Ozarks and Texas hill country.

Between 1970 and 1980 the nonmetropolitan elderly population grew most rapidly in the South (by 34.5 percent), and the West (by 43.5 percent). Between 1980 and 1985 the population of 481 nonmetropolitan retirement counties grew by 9.5 percent, over four times faster than other nonmetropolitan counties. This rapid growth implies an increased need for planning to deal with the needs of growing, aging populations in some areas. While older citizens may offer economic development opportunities, there are risks for communities which do not have adequate plans or programs to meet their needs.

The number of elderly is expected to increase by 126 percent between 1985 and 2030. The implications of a large and growing elderly population include changing consumer tastes, demands for more medical care, and pressures on Social Security and other programs that mainly benefit older persons. In addition, differences in the size and density of communities, economic diversity, and varying incomes result in differing transportation needs, health care delivery systems, housing patterns, and access to facilities and services. Such characteristics translate into radically different quality-of-life factors for nonmetropolitan and metropolitan residents.


SRS offers quality social science research

Initiated in 1983, The Southern Rural Sociological Association printed the SOUTHERN RURAL SOCIOLOGY journal with black printer's ink on a plain green cover and a photo-copied publication inside. In 1984, with the funding of the first issue by the Southern Rural Development Center and under the able direction of editor, Jim Cop, it took its present form.

With handsome blue and black print on a white cover, SRS joined other professional journals on the shelves of many social science scholars. To date, fifty authors have contributed to what has become a high quality journal oriented toward social science research on the South, to Southern problems, or general issues relevant to the South and social sciences.

Articles on rural housing, the nonmetro poor, farm policies and community, off-farm employment, elders' long term care, beef consumption patterns, the new "Old South," accountability in extension, and changes in industrial and occupational structures were disseminated in the 1986 issue. The most recent issue, published last spring, included articles on the rural South in crisis, structural differentiation of North Carolina localities, black farmers, subsistence cropping, and rural sociological research.

SRS is currently published annually with plans for becoming a biannual publication. Subscriptions for the 1987 volume are $15 (price includes membership in SRSA) and can be received through the Secretary-Treasurer, Maurice Voland, Southern Rural Sociological Association, P.O. Box 76, Deltaville, NC 27810. Back issues are available for $5.

Fewer nonmetro adults lack h.s. diploma in South

On a percentage basis, fewer nonmetro adults lack a high school diploma in the South than other regions of the country. Only 22.6 percent of all adults lack a high school diploma in the nonmetro South. In addition, the Southern region leads the nation with 39.7 percent of nonmetro adults having at least some college education.

The educational levels of nonmetro adults by percent in all regions, according to 1986 Bureau of Census data, is shown.

<table>
<thead>
<tr>
<th>Region</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>23.9</td>
</tr>
<tr>
<td>Midwest</td>
<td>26.0</td>
</tr>
<tr>
<td>South</td>
<td>39.7</td>
</tr>
<tr>
<td>West</td>
<td>22.7</td>
</tr>
</tbody>
</table>

![Educational level of nonmetro adults](chart.png)
On Schedule

CONFERENCE ON FUTURE OF NATURAL RESOURCES, November 14-17, Washington, DC. The purpose of the conference is to bring together experts from a variety of fields to discuss strategies for conservation organizations and management agencies as they move into the 1990s and beyond. It is a follow-up to the 1988 conference, "The Conservation Movement: Trends and Challenges." Registration information is available from WAOB, Rm. 5143 South Building, USDA, Washington, DC 20250-3900.

PROFESSIONAL AGRICULTURAL WORKERS CONFERENCE (PAMC), December 4-6, Tuskegee University, AL. The 46th meeting of this group: "Critical Issues and Policy for Rural Disadvantaged People and Communities-The Social Science Perspective." Registration information is available from the Association, USDA, Box 681, Tuskegee, AL 36086, (205) 772-8764.

Toxic products, handle with care

Every year, thousands of people suffer illness from misuse of toxic products, including agricultural chemicals. Most cases could be prevented with small effort by users and parents:

- The cardinal rule when using any chemical product is to read and follow the label or container directions. Note specific warnings, protective equipment required and disposal measures.
- Forget the old saying, "If a little is good, a little more must be better." Never apply more of anything than specified on the label. Mix accurately and carefully, and set up application equipment to handle. Keep all potentially toxic products, including household cleaning aids and medications, locked up or out of reach of children. Store in original containers, never in a food or drink container.
- Safely dispose of containers and leftovers. Never dump them where they could pollute ground water, well water or streams of supply. A special theme, "Commodity Marketing Opportunities and Challenges," is to be discussed in addition to farm prospectus, sitting and tax issues. See WAOB, Rm. 5143 South Building, USDA, Washington, DC 20250-2599.

Proposals made for future of rural America

In a recent position statement entitled "Revitalizing America While Building a Prosperous Future," Rep. Jim Slattery (D-KS) made the following proposals for the future of rural America:

- Slattery asked for telecommunication services to serve rural citizens. He stressed the importance of rural America to our national economy and productivity for future generations. (Source: NAPO News, Vol. 10, No. 33, August 1988.)

It's an idea...

For the last two years, the city of Austin, TX, has held a toy drive, with civic organizations, refuse hauling firms and tree companies to recycle Christmas trees. Residents bring their trees to a center and on one of several weekends after Christmas, the trees are then shredded into chips for use by the Parks and Recreation Department.

Downtown shoppers

continued from page 3

go to the government offices and the post office all should ideally fit together in some logical pattern. One of the most vital characteristics is the cooperation among salespeople and clerks. Nothing truly sticks in our memory like a discourteous salesperson. Substantial customer training is needed for all those who meet the public. It is also desirable that these people know what the area is to offer to visitors who have time to sightsee. Not a simple example for a community group would be to use these seven characteristics in objectively rating their downtown.

Inadequate Adequate Excellent

Cleanliness 1 2 3 4 5
Colorfulness 1 2 3 4 5
Coordination 1 2 3 4 5
Convenience 1 2 3 4 5
Compatibility 1 2 3 4 5
Closeness 1 2 3 4 5

If the total score is less than 25 then it's time to start improving some of these downtown characteristics. Remember, a nearby town will be more than glad to encourage those shoppers another town indirectly or directly discourages.

(Source: COMMUNITY ECONOMICS, Dept. of Ag. Economics, University of Wisconsin, No. 143, September 1988.)
Names in the news

ADELL BROWN has returned to Southern University as extension specialist in small farms and farm management. Dr. Brown served in Washington, DC with the CSRS/USDA for the past year working with the formation of the new Office for Small-Scale Agriculture.

WILLIAM H. MOBLEY, executive deputy chancellor of Texas A&M University, was named president August 1. Dr. Mobley joined Texas A&M in 1980 as the professor and head of the Management Department. Since then he has served as associate dean and dean of business administration and deputy chancellor. He holds degrees from Denison University and the University of Maryland.

MELVIN E. WALKER, JR. has been named acting president of Fort Valley State College, Fort Valley, Georgia, replacing Dr. Luther Burse who has resigned. Dr. Walker has served as Fort Valley research director since 1978 and as dean and director of the School of Agriculture, Home Economics, and Allied Programs since September 1987. Dr. Fred Harrison, Administrator, 1890 Extension Programs, will serve as acting dean. Dr. Charles Magee, assistant professor for teaching and research has been named acting research director.

SRDC board meets, welcomes new members

The Southern Rural Development Center is guided by a nine-member board of directors with each member serving a three-year term. The membership is made up of four representatives from the Extension Services, four representatives from the Experiment Stations and one private sector representative. The annual meeting of the SRDC board of directors was held October 28 in Atlanta. At that meeting, the board and staff welcomed two new members and elected the new private sector representative. Dr. Darshan S. Padda replaces Dr. Chester D. Black, representing Extension; Dr. Charles Laughlin replaces Dr. A. W. Snell, representing Experiment stations; and Mr. James M. Bouler will replace Mr. Jesse B. Holder from the private sector.

Resolutions commending the retiring members and Dr. James Carpenter, retiring chairman, for their support and direction were passed by the board. Drs. Black and Snell each were elected and served terms as chairman, and Mr. Holder was elected and served two terms as the private sector representative.

The three new board members are briefly highlighted below.

Dr. Darshan S. Padda. Dr. Padda is Vice President for Research and Land-Grant Affairs at the University of the Virgin Islands. He has more than 30 years of teaching, research and extension experience in agriculture and natural resources. He received his B.S. and M.S. degrees from Punjab University and his doctorate from Cornell University.

Dr. Charles Laughlin. Dr. Laughlin is Associate Director of the Georgia Agricultural Experiment Stations at the University of Georgia. He is also coordinator of the regional effort in low input agriculture. He received a B.S. from Iowa State University, an M.S. from the University of Maryland and his Ph.D. from Virginia Polytechnic Institute and State University.

Mr. James M. Bouler. Mr. Bouler is Executive Vice President of Vanity Fair Corporation at Monroeville, Alabama. He has held various positions in the apparel and textile industry including plant manager and vice president of operations. He was graduated from Auburn University with a B.S. in industrial management and attended Harvard University Graduate School in the Executive Education Program.

Board names Teater assistant to the director

The SRDC staff is different, but the staff remains the same. Sound confusing? It's actually quite simple. At the annual meeting of the board of directors, Bonnie Teater, administrative secretary, was promoted to Assistant to the Director.

The newly created position is recognition that Mrs. Teater performs many duties beyond that of a secretary and does so in an exemplary manner. An example of her outstanding performance is the Wise Support Staff Award that Bonnie recently received. The award is presented annually to a support staff member in the Division of Agriculture, Forestry and Veterinary Medicine at Mississippi State University deemed outstanding in all aspects of job and community.

During her tenure at SRDC, Bonnie has coordinated conferences, edited publications and generally "kept the place running smoothly."

continued on page 2

RELATING RURAL DEVELOPMENT TO YOUR COMMUNITY
Western Center calls for rural studies associate

The National Rural Studies Committee (NRSC) at the Western Rural Development Center (WRDC) has two positions available for Center Associates. These are fixed-term appointments at the WRDC at Oregon State University. The NRSC was created under a grant from the W.K. Kellogg Foundation to assess the need for additional work in "rural studies" at institutions of higher learning in the United States.

Center Associate positions are designed primarily for faculty members who are able to take a sabbatical or partially supported leave, and who are interested in developing a particular competence or broadening their horizons in problems or issues related to rural America. Any discipline or subject matter with a relation to rural studies is eligible for consideration. A doctorate or its equivalent and some research experience are requirements for application. The 12-month positions will be available July 1, 1989, but the starting date is flexible within limits. The deadline for applications is December 15, 1988.

As part of a multidisciplinary program on the problems of rural areas, the Center Associates will:

- Participate in meetings of the National Rural Studies Committee consisting of scholars from several disciplines as well as rural residents.
- Investigate a significant rural area problem. The investigation may be largely conceptual, largely empirical, or a combination of the two.
- Where appropriate, engage in field experience involving rural areas and rural people.
- For additional application information, contact Dr. Emery N. Castle, Western Rural Development Center, Oregon State University, Corvallis, OR 97331, (503) 754-3621.

Rosenfeld discusses human resource needs

A paper discussing issues relating to the quantity, quality and distribution of technical human resources in the South was written by Dr. Stanley Rosenfeld, Southern Growth Policies Board deputy director and director of the Southern Technology Transfer Center. The following is a summary of his paper.

Technology transfer is carried out by people, and in order for the South to stay in the forefront of economic growth, it will need a large cadre of technically trained people. A demand for more technically educated workers is projected. The number of people in rural areas from which to draw a technical work force is dwindling, not growing.

Rosenfeld's paper discusses the new role of the scientific work force in regional development, summarizes projections of demand and prospects for supply, notes the quality concerns, and recommends strategies. Single copies of this paper are available for $3 each from Southern Growth Policies Board Box 1299, Research Triangle Park, NC 27709.

CAPSULES is published periodically by the Southern Rural Development Center as an information service for educators, researchers, local officials, and rural citizens interested in improving the quality of life in the small communities and rural areas of the South.

Shaping the Rural South: Southern Rural Sociology in the 1990s is the theme of the Southern Rural Sociological Association (SRSA) meetings scheduled for February 4-8 in Nashville, Tennessee. This meeting marks the 20th anniversary of the formal participation of rural sociologists in the Southern Association of Agricultural Scientists (SAAS). To mark this special event, a plenary session will focus on 20 years of Southern rural sociology.

Two special sessions are being jointly sponsored by SRSA and the Southern Agricultural Economics Association to focus on the special attention that is needed related to agriculture and rural viability and the linkage between rural economic development and the environment. The latter is in response to a request from one of these regional task forces operating under the leadership of the Southern Rural Development Center. SRDC will lead a panel discussion of members representing each of the task forces (small scale agriculture, infrastructure, human capital and jobs creation and retention) with an update on task force recommendations for research and extension needs in the region.

Editor's note...

Beginning with the Winter issue, CAPSULES will briefly highlight the individuals who make up the SRDC staff. While some of you have visited our Center and have met the staff many of you know us only as names. This is an attempt to introduce the person with the name.

Southern Rural Sociological Association to meet

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Address correction...

Please Note: The correct address for the Southern Rural Sociological Association is P.O. Box 70, Belhaven, NC 27810. Please check your records for the correct box number.
Small-scale ag information exchange planned

The formation of an information exchange group for professionals in small-scale agriculture will be investigated during the Southern Association of Agricultural Scientists meeting in February. An organizational meeting will be sponsored by the Southern Rural Development Center upon the recommendation of its task force on alternative approaches for maintaining and enhancing small-scale producers' roles in Southern Agriculture. The meeting is scheduled for Sunday, February 5 at 1:00-5:00 pm at the Opryland Hotel, headquarters for the SAAS meeting.

The purpose of the group is to provide an avenue for free and consistent flow of information and ideas among extension and research professionals from various disciplines working with small-scale farm audiences in the Southern region. The free exchange of information will result in more clear priorities for research and extension efforts in the region, reduce duplication of research and educational material development, and improve the quality and efficiency of research and/or extension programs.

Dewayne Ingram, chairman of the Small-Scale Producers task force, urges all interested persons, especially those working with small-scale farmers through land-grant universities, state departments of agriculture, other state, federal, or private agencies, to attend this organizational meeting. Attendance and interest will determine whether or not an exchange group is formed for the region.

SRDC events scheduled for SAAS meeting

The 86th Annual Meeting of the Southern Association of Agricultural Scientists (SAAS) is scheduled for February 4-8 at the Opryland Hotel in Nashville, Tennessee. As a result of the emphasis placed by the board of directors on the work of the Center's four specific regional task forces, the Southern Rural Development Center will be heavily involved in this year's meeting.

Listed below is a calendar of events scheduled to date that are sponsored by SRDC. Persons attending SAAS are invited to participate and provide input into all the sessions.

Saturday, February 4, 3:00-6:00 pm
Alternatives for Financing Infrastructure Development in Rural Communities in the South - A Task Force Meeting

Sunday, February 5, 8:00-12:00 noon
Alternatives for Financing Infrastructure Development in Rural Communities in the South - A Task Force Meeting continued

Sunday, February 5, 1:00-5:00 pm
Information Exchange Group for Professionals in Small Scale Agriculture - An Organizational Meeting

Landfills receive 86% of solid waste in South

The South will generate an estimated 40 million tons of municipal solid waste in 1988. Spread evenly over every lane of interstate highway in the South, solid waste would rise to a height of about five feet in one year.

Based on national statistics, Southerners recycle about 10 percent of this waste, incinerate another four percent, and bury the remaining 86 percent in public landfills. For every ton of municipal solid waste generated by homes, offices, and stores, more is generated by industry, much of which is disposed of in private landfills, where regulation and monitoring may be less stringent than for public landfills.

Types and amounts of wastes typically destined for municipal landfills is shown. Much could be removed from this waste stream if warranted by economic and environmental conditions. Paper, glass, metals and some plastics can be recycled; yard wastes, paper and food wastes can be composted; and materials such as paper, yard wastes and many plastics can be incinerated.

(Primary source: MINIMIZING SOLID WASTE, John Hodges-Copple, Southern Growth Policies Board, Box 1225, Research Triangle Park, NC 27709, (919) 941-5145.)
Mississippi, Kentucky projects receive awards

Three Southern projects were among the 10 state and local jurisdictions receiving $100,000 grants in the Innovations in Science and Math Education Program. The awards are sponsored by the Ford Foundation and the John F. Kennedy School of Government at Harvard University. Tupelo, Mississippi, population 25,500, was recognized for its quest to make its public school system one of the top 10 in the nation. The Tupelo Municipal School District is coordinating a plan to triple that area's resources to provide educational and support services to students. The partnership includes an association of parents and others who raise money for a local innovation in community education that serves as a funding mechanism. Funds supplement the regular school budget and underwrite inservice education, hiring of additional personnel to reduce student-teacher ratios, purchase of computers, a comprehensive health and pregnancy prevention program and dropout-prevention activities.

The state of Kentucky received two awards. The Court of Justice of the Commonwealth provided consultant reporter and audiotapes with videotapes in 26 trial courts across the state to provide an instantaneously recorded court proceedings for lawyers and juries, while at the same time lowering costs. The second Kentucky award went to a program, run by the Department of Education, that is designed to stop the proliferation of inattention to illiteracy in rural areas by combining adult education with early childhood development. The program funds model training programs in 12 needy, isolated school districts.

In Print

Agriculture and Rural Viability is a report of the Experiment Station Committee on Cooperatives and Policy and the Cooperative State Research Service, USDA. It documents the transition of rural America from the gains and values of the 1970s to the structural change and farm crisis of the 1980s. Copies are available from Ron Winmerley, Department of Sociology, Anthropology and Social Work, North Carolina State University, Raleigh, NC 27695-8107.

Fragile Foundation: A Report on America's Poor is the result of two years of intensive research by the Public Works Council. The report grades the current status of eight categories of public works: aviation, hazardous waste, highways, mass transit, solid waste, waste water, water supply and water resources. It also reviews infrastructure funding and analyses involvement by all levels of government in public works. For a free copy send a self-addressed mailing label to ACIR, 1111 20th Street, NW, Washington, DC 20057.

Patterns of Risk: The Nutritional Status of the Rural Poor draws on a series of reports on malnutrition in rural America. The prior reports are Rising Poverty, Rising Illiteracy: Profiles of Rural Poverty. This series of reports is a product of the Public Voice for Food and Health Policy at the University of Arkansas and the University of Illinois that reveal the critical problems, present workable solutions and dispel myths that serve to further neglect rural America. Copies are available from Public Voice, 1001 Connecticut Avenue, NW, Washington, DC 20036.

Proceedings of Southern Agriculture International Trade and You contains the papers presented at a regional trade conference in 1989. The conference was designed to acquaint production specialists, county extension agents, and specialists with new critical international issues and problems affecting Southern agriculture. Copies are available from Southern Rural Development Center, Box 5446, Mississippi State, MS 39762.

Community Dev. Society calls for participation

The Community Development Society will hold its 20th Annual Conference July 23-27, 1989, in 1802 Hall. The conference will bring together community developers and organizers, private and public sector development professionals, researchers and community leaders to address the Committee Development's Heritage and Horizons. The call for participation has been issued for workshops, presentations, papers, posters, discussions and exhibits to interact, to stimulate, and to respond creatively with colleagues in community development. The deadline for submissions is January 15. For additional information contact Paul D. Warner, 208 Scope Hall, University of Kentucky, Lexington, KY 40546, (606) 257-1803.
On Schedule

GRANTWRITING WORKSHOP, January 23-26, Bossier City, Louisiana. This four day grantwriting workshop is sponsored by the Trailblazer Resource Conservation and Development Area. It is a comprehensive workshop that covers all aspects of grantwriting from developing and assessing proposal ideas, researching and contacting potential funders and building support, to writing, submitting and following up proposals. For more information contact Ellzey Simmons, Trailblazer R&D, 302 Reynolds Drive, Ruston, LA, 71270, (318) 255-3554.

COOPERATIVE EXTENSION WINTER SCHOOL, January 23 - February 10, Tucson, Arizona. Extension professionals may earn a maximum of 3 graduate credit hours. Registration is $325. For information contact Jim P.M. Chamie, 301 Forbes Building, The University of Arizona, Tucson, AZ 85721, (602) 621-7205.

SOUTHERN RURAL SOCIOLOGICAL ASSOCIATION, February 4-8, Nashville, Tennessee. "Shaping the Rural South: Southern Rural Sociology in the 1990s" will be the theme. This is in conjunction with the 86th Annual Meeting of the SOUTHERN ASSOCIATION OF AGRICULTURAL SCIENTISTS (SAAS), and marks the 20th anniversary of the SRSA's participation in SAAS. For additional information, contact Rusty Brooks, Program Chair, Hoke Smith Annex, The University of Georgia, Athens, GA 30602, (404) 542-0534.

INSTITUTE ON EVALUATING COOPERATIVE EXTENSION PROGRAMS, February 13-17, Orlando, Florida. The Institute will deal with the process of evaluation as it relates to Extension and will be taught by faculty from the University of Florida and other resource persons. Registration is $85. For additional information contact Glenn D. Israel, 1989 Winter Institute, 311 Rolfs Hall, University of Florida, Gainesville, FL 32611, (904) 392-0386.

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