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HOW COOPERATIVE EXTENSION SERVICE

Serves

NEBRASKA

University
of Nebraska

EXTENSION SERVICE
COLLEGE OF AGRICULTURE
AND HOME ECONOMICS
AND U. S. DEPARTMENT OF
AGRICULTURE COOPERATING
E. F. FROLIK, DEAN
E. W. JANIKE, DIRECTOR



Opportunities for Better Living

“Learn to know how the University of Nebraska Cooperative Extension Service can serve you and your community.”

That's the advice of many Nebraskans who have taken problems and questions to county agents and University Extension specialists.

You and your family may have questions on topics ranging from commercial farming to lawn care and gardening; from decorating your home to making the best use of the family food budget; from organizing a 4-H Club to development of communities.

The Nebraska Cooperative Extension Service stands ready to help you with such problems. With the help of thousands of volunteer adult leaders, the agriculture, family living, marketing, resource development, and youth programs of the University of Nebraska reach out to every county of the state.

You may want to know more exactly what Extension does, and how it can serve you.

Agriculture

Agriculture today is taking on a broader meaning than in the past. When Extension workers say they want to promote a prosperous agriculture for Nebraska, they mean:

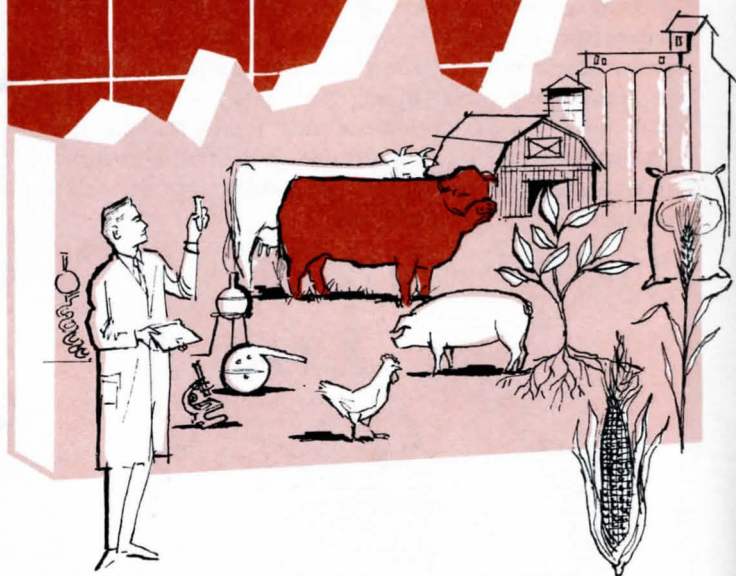
- More efficient farm production of higher quality food products;

- Higher farm income for each family, not only for the good of farmers but for all in Nebraska who depend on farmers for food and supplies;

- Greater efficiency in processing and marketing farm supplies and products;

- Better understanding of farm problems that affect everyone's life.

AGRIBUSINESS



Scientists at our College of Agriculture and Home Economics and at Experiment Stations across the state are seeking ways to grow better food, produce better clothing, and build better homes. Extension's job is to get the results of this and other research to you in a useful form.

University County Agricultural Extension agents are your best source of factual information about crop and livestock production and marketing, insect and disease control, landscaping, lawn care, national farm policy, and many other subjects.

Youth_____



The main goal of Extension's youth program is to develop our most priceless resource—boys and girls; young men and women.

Local leaders organize 4-H Clubs with help from the Cooperative Extension Service. The prime concern of this educational program is to stimulate and guide our young people to become better citizens.

Projects and activities are planned to develop leadership, self-confidence, good sportsmanship, high standards of conduct, scientific knowledge, productive skills, and quality workmanship. Above all, training in citizenship is emphasized in every part of the program.

Club projects are centered around learning useful skills in more than 50 projects in such fields as livestock, clothing, gardening, engineering, foods, and many others. These projects provide practical, productive experiences. The boy or girl may select projects that meet his individual needs and are adapted to his farm or home situation.

Club activities are designed to meet the needs of the members, and should be selected on this basis. They include experience in leadership, public speaking, getting along with others, career exploration, and community improvements.

Many thousands of volunteer local leaders and local Extension agents work together to help 4-H Club members with their projects. Any youth between the ages of 9 and 19 inclusive may become a 4-H Club member.

If you are interested in organizing either a town or country 4-H Club in your community, contact the University of Nebraska Extension office in your county.

Programs for Young Men and Women

The program which gives special emphasis to young adult work (18 to 28 years old) has been labeled Y.M.W. (Young Men and Women's programs). The

goal of this program is to provide opportunities for young adults to gain knowledge, skills, and attitudes that are most necessary to their well being.

Programs for single young adults, young married couples, and the young married homemaker are provided.

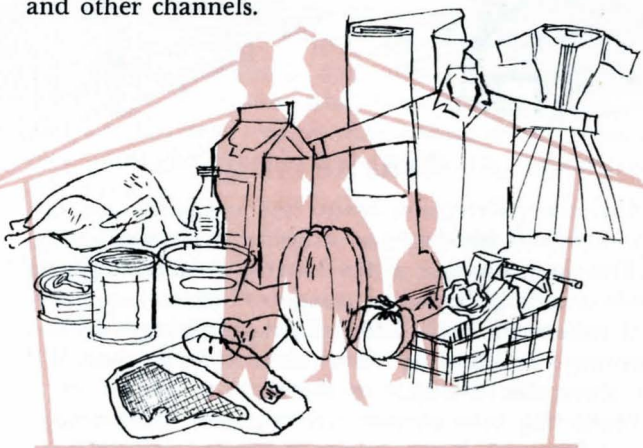
Family Living

Creating a more satisfying family life for residents of Nebraska is another goal of the Cooperative Extension Service. To do this, Extension agents help people learn how to manage their time, money, and energy.

They teach better nutrition and food preparation, making and buying clothes, and ways to make the home more beautiful and efficient. They help family members understand and appreciate each other. They encourage people to take part in community affairs for everyone's benefit.

Home Extension clubs are one way that Extension reaches homemakers. Thousands of volunteer women leaders attend training sessions and then they, in turn, take new knowledge back to groups of their friends and neighbors.

Other families and homemakers receive information through leaflets, office calls, conferences, workshops and other channels.



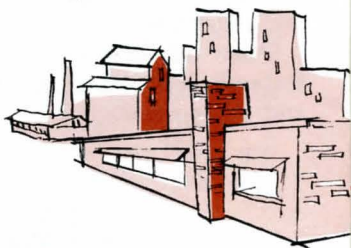
Consumer marketing information provides shoppers with up-to-the-minute facts about buying food, clothing and other family needs.



Resource Development

Pleasant surroundings are a big part of better living in the Cornhusker state. Extension workers help with problems ranging from community planning and zoning to recreation development. They also help promote better parks, soil and water conservation, well planned communities, and the development of job opportunities in industry.

Nebraskans are interested not only in developing the recreation potential of the state, but in attracting new industry as well. The Cooperative Extension Service is helping local committees in some counties to stimulate over all economic development.



Marketing

University Extension agents and specialists also can provide you with the latest information on marketing.

The main purpose of the Extension marketing program is to help farmers, managers of marketing firms, and consumers understand the rapid changes in our economy. By knowing about these changes they will be better able to adjust to them.

Marketing information can help you operate your farm, firm, or home more efficiently. It can help increase financial returns or satisfactions from money spent for food and other farm products.



WHO and HOW Extension Serves...

Everyone who lives in Nebraska is served, in one way or another, by the Cooperative Extension Service. Farmers and marketing agencies receive direct benefit. Non-farmers also benefit from Extension know-how and training. The County Extension Board and other local groups cooperate with the University Extension agents in planning programs.

But you, the individual, can gain most from Extension continuing education programs. Continuing education is a necessity in our society. Your Cooperative Extension Service is equipped to provide continuing education for youth and adults in most fields of endeavor. Extension educational programs are available at the local level as well as through the University of Nebraska Center for Continuing Education at Lincoln.

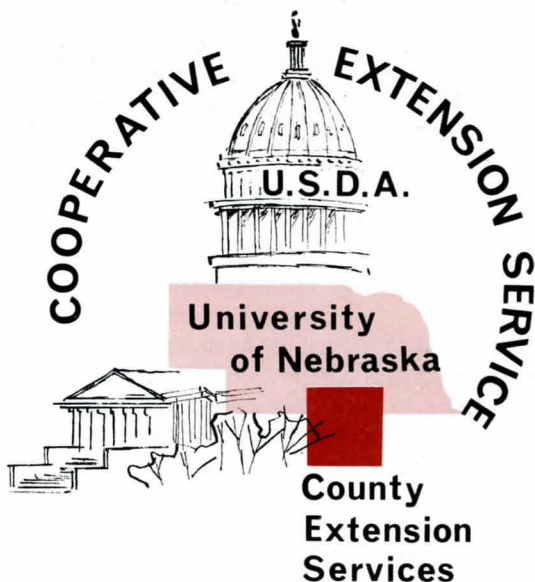
Your Extension agents are as close to you as your telephone or their local office. Extension agents work in many ways to bring you useful information. Women get help through community Home Extension clubs. Young folks learn from the 4-H Club program. Information also is made available by mail, through newspapers and magazines, over radio and television.

For problems of special interest, Extension agents and specialists conduct meetings and tours, write and distribute bulletins and circulars.

Extension agents also make personal calls to homes, farms, and other business firms with the latest information from the University of Nebraska, the U.S. Department of Agriculture and other sources.

To be sure that every resident has a voice in planning the Extension program, County Extension Boards include local community representatives. Men and women elected to serve in these groups bring first-hand knowledge from their own daily lives—of the problems that need solving with the help of the University of Nebraska scientists.

Your county, state, and federal governments join hands cooperatively to provide this educational program which extends the classrooms of the University of Nebraska to your home, your farm, your business, and your community—thus the name, Cooperative Extension Service. It is dedicated to providing information that will help you and your family to build a more prosperous and satisfying life.



Get acquainted now with your Cooperative Extension Service—it's an opportunity for better living. Just write or call your University of Nebraska County Extension agents.