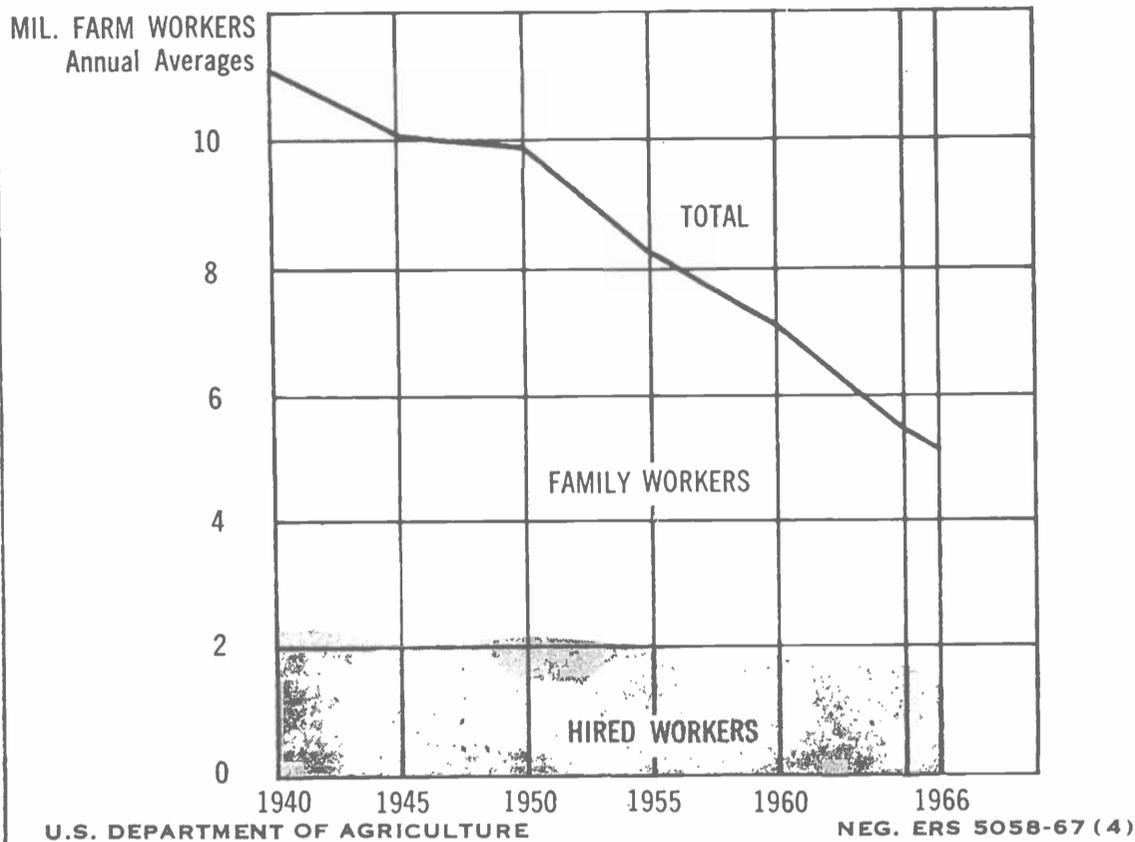
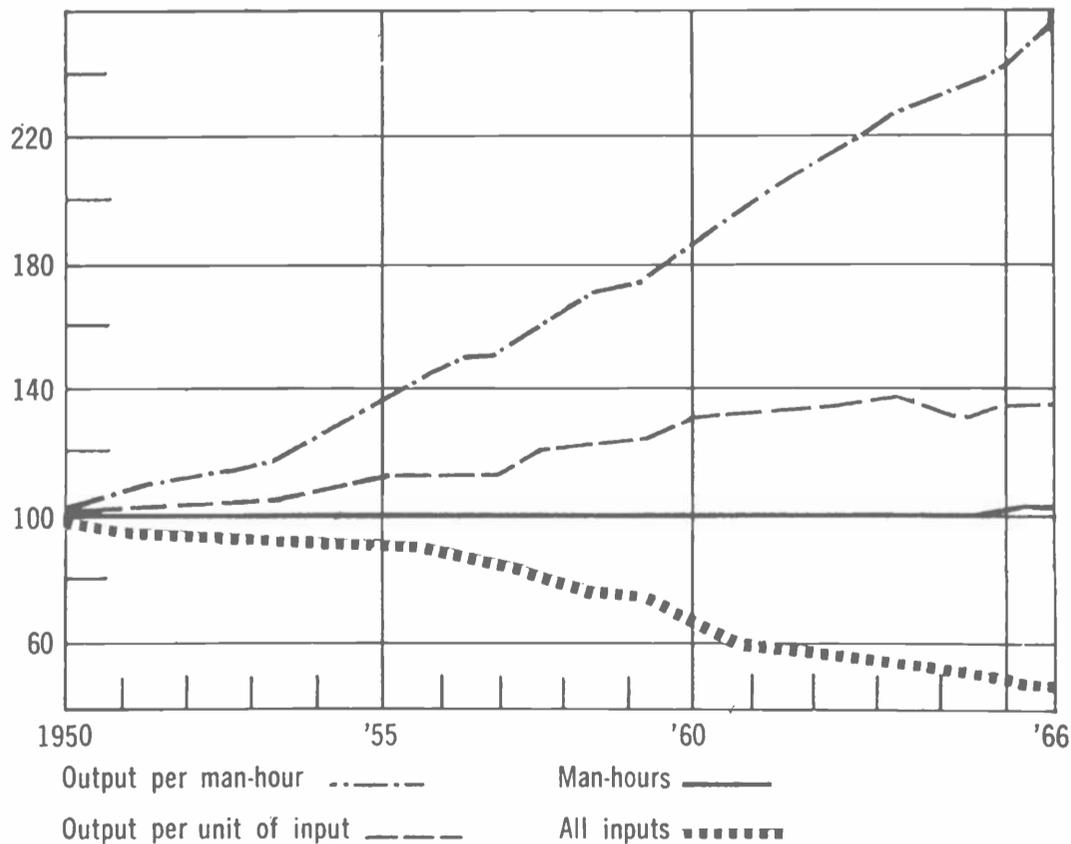


KEEPING IT IN THE FAMILY: Farming is the only major industry in which the operator and his family make up the major portion of the work force. The relation holds even today, though thousands of small farms have been lost in the onrush of technological progress.



SO MUCH FROM SO FEW: Despite fewer farms, smaller labor force, output from agriculture climbs steadily upward. The output of one hour of labor—the net effect of all the factors of production—has more than doubled since 1950. Increased efficiency has particularly marked the production of livestock, with poultry workers leading the way.

PER CENT OF 1950



Time To Correct Archaic Image Of Agriculture

By Michael J. Harris

In a day and age when youth seems so bent on finding that illusive image referred to as "self-identity," and wants no part of becoming molded into the stereotype of his brother in suburbia, we have somewhere along the line missed telling him about the world of agriculture.

"Agriculture" in actual fact has a far different meaning than it did 30, 20 or even 10 years ago. The farmer and rancher in today's Southwest very probably is the product of a sophisticated College of Agriculture, a man scientifically trained to outmaneuver Mother Nature by producing more on less land and for less money than did the preceding generation of agricultural producers.

Many New Facets

The field of agriculture has bred a whole new species of disciplines. The modern functions of agriculture have moved a long way from the source of supply. The problems of production, taking in soil and water mechanics and utilization, plant pest control, new and dramatically different machines, the intricacies of finance, distribution, marketing and personnel services, are enough to challenge the imagination and ingenuity of even the brightest of our younger generation.

Despite the fact that agriculture is described as America's biggest industry with over 23 million jobs from which to choose, we have not done enough to inform our young people about them.

The University of Arizona's College of Agriculture, for example, has (to quote from its brochure) "... a modernized curriculum designed to train top specialists in some 520 different careers in research, industry, business, education, communication, conservation, services, and farming and ranching." In actual fact, most of the jobs open to graduates of today's Colleges

(Continued on Next Page)

The author is Business and Industrial Placement Assistant, University of Arizona Placement Service.

(Continued from Previous Page)

of Agriculture are outside the field of production agriculture, per se, but are in the areas of management, agribusiness, research and education, for application in both the domestic and foreign fields.

Production agriculture at one time accounted for 80 percent of this country's employment activity. Today less than 5 percent of this nation's working force is engaged in this effort. College enrollments have increased in agriculture, but at a rate far below that of almost every other field. The combined enrollments in all colleges at The University of Arizona during the period 1956-1966 has increased by an astounding 134 percent.

Detracted by Glamor?

The College of Agriculture at The University increased its undergraduate enrollment during that decade by 87 percent. That is impressive enough, but many authorities express concern that interest in careers in agriculture must be met by a much greater increase than that. Surely, part of the answer is the glamorized world in which we live.

When the age of space dawned on this country, the attention it drew from every conceivable form of modern communications, from every vocational field, made them suddenly and inadvertently seem to be of lesser importance to us as a nation. Of course, quite the contrary is true. Agriculture, business, commerce, medicine, education and hundreds of other fields are now even more vital to this country's and the world's growth than ever in the past.

Indeed, in the field of agriculture we are told that by 1985 the food needs of the underdeveloped nations of the world will be so great that "... even if we put every single one of our presently idle 55 million acres of land to full production, we'll fall short by about 12 million tons . . ." of meeting food and fiber needs. The quotation is from the economists of the U. S. Department of Agriculture, who agree that by 1985 the combined production of the entire world will fall far short of feeding the people of the world.

Agriculture Exciting, Too

Is the growth of other segments of our society that much greater than our needs in agriculture, or are the careers and opportunities any less exciting or glamorous in agriculture than in any other field? I think not!

When I agreed to author this short essay, the only thing I knew for sure was that I didn't know much about

the field of agriculture. I was amazed at what just a little research turned up. Career information, materials and brochures abound. The materials that tell their story are as professionally designed and prepared as any career information available in any field.

Further, it reveals what appears to me as a basic inconsistency between the image of agriculture and the real character of the field. In other words, the general public has fabricated an archaic, outmoded image of agriculture, one which might have applied 50 years ago, but which is entirely erroneous when applied to the agriculture of today.

Must Tell the Story

Our task, then, is to bridge the gap. To expose this and succeeding generations to the contemporary character of agriculture. To advise, to inform, and to educate those people whose normal activities are not associated or directly affected by agriculture. Of course we know that agriculture affects everyone, and its ramifications should be obvious to all, but as Oliver Wendell Holmes once remarked, "We need education in the obvious rather than investigation of the obscure."

The people already associated with some phase of the agricultural scene have their work cut out for them. More of their energies need be directed to acquainting the larger majority of the young nonagriculturally oriented students of this country not only to the tremendous opportunities for a challenging and exciting career in agriculture, but also that therein lies great personal satisfaction and identity as an individual, an opportunity too often not available in careers in other fields.

Agriculture has changed, but does your urban neighbor's son know it?

In 1966 the Agricultural Conservation Program helped farmers construct 50,000 water storage reservoirs to distribute grazing, control erosion and conserve irrigation water or provide wildlife habitat.

"A lot of problems of the big cities would be non-existent if they used the 4-H techniques of the rural areas," says a North Dakota Congressman.

Speech belongs half to the speaker, half to the listener — Montaigne.

When we were kids, ten cents was big money. How dimes have changed!



Cochise County

KAWT, Douglas — 6:15 a.m.

KAPR, Douglas — 6:15 a.m.

Wednesday and Friday 12:10 p.m. Monday through Friday.

KHIL, Willcox — 6:10 to 6:15 a.m. Monday through Saturday.

Coconino County

KCLS, Flagstaff — Tues. and Thurs., 8:45 a.m.

KCLS, Flagstaff (Extension Home Economist) — Wed. and Fri., 10:30 a.m.

Gila County

KIKO, Globe-Miami

Monday, 12:45 p.m.

Graham County

KATO, Safford — Sat., 9:30 a.m.

Mon. thru Fri., 12:45 p.m. (daily)

Maricopa County

KTAR, Phoenix — Mon. thru Fri., 5:55 a.m.

KOY, Phoenix — Tues. thru Sat., 5:40 a.m.

KOY, Phoenix — Sunday Garden Club of The Air, 8:35 a.m.

KPHO, Phoenix — Mon., Cotton Report, 12:40 p.m.

KPHO, Phoenix — Thurs., Dairy and Livestock Report, 12:40 p.m.

KUPD, Phoenix — Mon. thru Fri., 5:30 a.m. and 12:30 p.m.

Mohave County

KAAA, Kingman — Mon., 9:06 a.m. (Extension Home Economist)

Navajo County

KDJI, Holbrook — Tues., 12:15 to 12:30 p.m.

KINO, Winslow — Sat., 12:15 to 12:30 p.m.

Pinal County

KPIN, Case Grande — Mon. thru Sat., 6:55 a.m.; Mon and Fri., 9:30 a.m.; Tues., Thurs. 11:30 a.m. on Monday and Wednesday and Sat., 12:20 p.m.

Yavapai County

KYCA, Prescott — Mon., Wed., Thurs. and Fri., 3:45 p.m.

KNOT, Prescott — Mon., Wed. and Fri., 6:25 a.m.

KVIO, Cottonwood — Mon. and Fri., 8:15 a.m.

Yuma County

KVOY, Yuma — Mon. thru Fri., 5:45 a.m.

KYUM, Yuma — Tues., Thurs. and Sat., 6:25 a.m.

KYUM, Yuma — Saturday, 4-H Program, 10:05 a.m.