

MR. AND MRS. MURDOCK (VERONICA, LEFT, AND MYRON, MIDDLE) LAYOUT PLANS WITH AGRICULTURE AGENT G. L. LOVELESS, JR. FOR ECONOMICAL UTILIZATION OF THEIR LAND.

With first observation it is not too apparent that you would find an industrial complex on the Colorado River Reservation, but it's there!

Naturally, a great deal depends on how you define an industrial complex, but in stretching a point slightly we might look upon the agricultural developments along the Colorado as being comparable to an industrial complex.

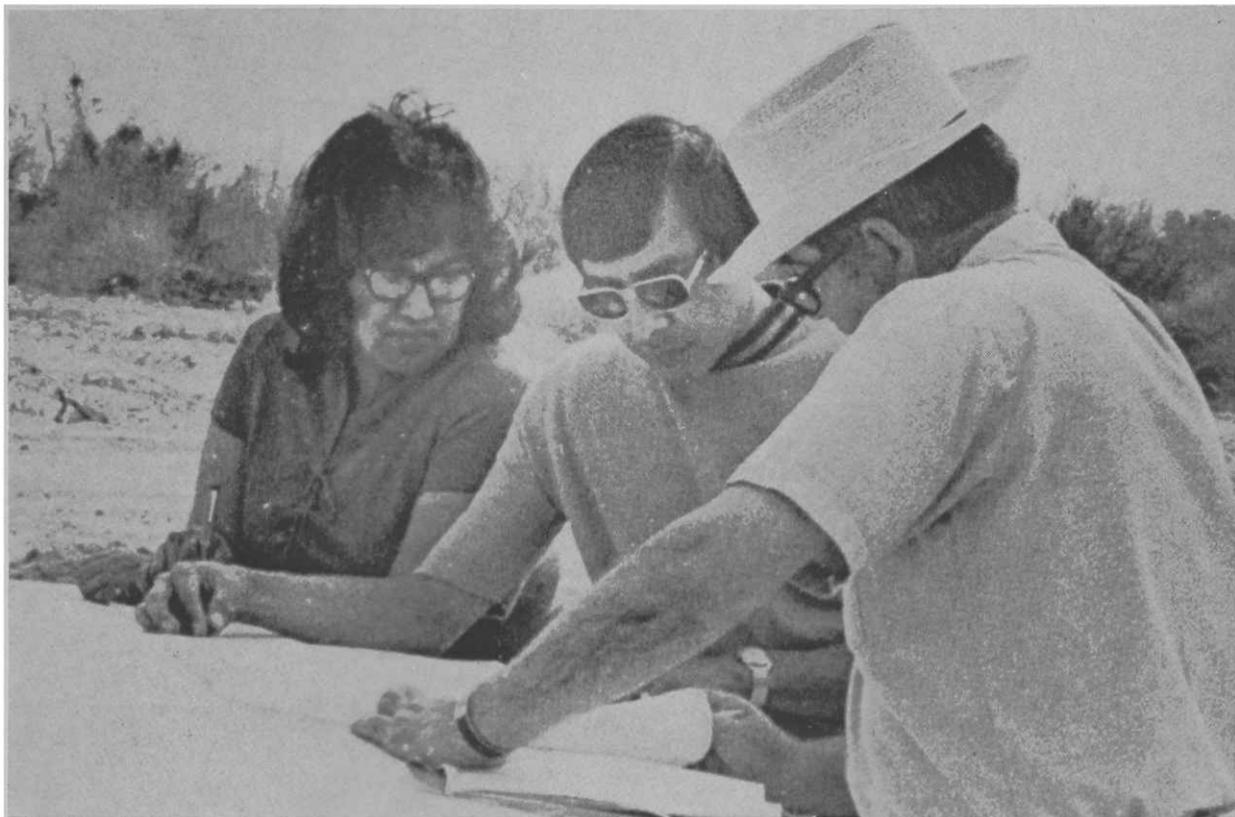
Both industry and agriculture turn out salable products . . . both turn out products which are marketed with value . . . both bring income and commerce to the area.

Whether the salable products come from a building, from a mine or from lush green fields is not as important in this context as the fact that the area has developed capability to generate income. This income is generated through the production and marketing of lettuce, alfalfa, cotton, wheat, barley and sorghum . . . to name just a few of the twenty to twenty-five products produced in the area.

These crops with the large investments made by lease holders for land and water improvements and developments, machinery and buildings, bring in millions of dollars to the people of the area of whom hundreds now have gainful employment throughout the year.

The general belief is that when lease holders, large and small, do well . . . then, the Tribe which controls the land of the Colorado River Reservation will similarly do well. And, when agricultural enterprises do well in the area there appears to be an attraction for other enterprises to come to the area to do equally well.

The Arizona Cooperative Extension Service plays an integral part in the educational phase of the agricultural development of this area and helps to encourage the utilization of practices to improve crop yields, adaptations of new and usually better varieties, use of safe and effective pest controls and improve overall water man-



Partners in Progress Along the Colorado

by G. L. Loveless, Jr.*

agement and cultural practices. The Arizona Cooperative Extension Service brings into play the resources of the University of Arizona College of Agriculture, the U.S. Department of Agriculture and the Bureau of Indian Affairs.

Whenever new areas are developed all members of the agricultural team-enterprise pool their knowledge and experience to supplement the many informational meetings and problem-solving on-the-farm visits.

One example is the research being conducted to determine profitability of a planned-for cattle operation to be operated by the Tribe, as well as by individual Indian families. Another would indicate a need for feasibility

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study concerning the production of citrus on near-by mesas.

And, sometimes finding out that proposals would be uneconomical saves the expense of trial-and-error failures. For a time it was felt that an alfalfa dehydration plant might benefit the area until it was shown that it would in all probability be unprofitable. Similarly, a catfish production operation on, or adjacent to, the Colorado River while looking promising would have suffered the problem of too high production costs in relation to marketing prospects.

It is a collection of examples as this when people from various parts of the state get together, work together to develop growth in an area that we have a true demonstration of Partners in Progress. This time we're along the Colorado. Come see us.