

Ranchers in the Range Society

Practically every range livestock operator has a big stake in the American Society of Range Management. Show me a rancher who isn't interested in the training his children receive, the education of youth in ranching and in the future of the range livestock industry and you will have picked the exception to that statement.

Just consider for a moment what A.S.R.M. is contributing toward youth education in ranching and livestock production:

1. Five Sections in the West annually sponsor and help conduct one or more range camps, range or grass judging contests or similar organized range educational sessions for youth. These are held out of doors on the range. They vary from 15 to over 60 participants per session. Texas and Oklahoma were among the first to start this activity and it has been going on for several years. If an average of 30 participants per session in each of the 5 sections for 6 consecutive years represents the scope of this activity, the Range Society already has helped bring the principles and practices of good range management into the personal experiences of about 1,000 youngsters in ranching communities. This is a very conservative estimate. And we've just begun! The movement is growing in size and expanding to other Sections.

Consider, too, what this activity represents in terms of donated time, money and facilities. A large proportion of the planning, instruction, supervision and management of these camps has been DONATED by dedicated A.S.R.M. members, including ranchers.

Generally, the facilities for these camps and the time and travel of persons helping instruct and conduct the camps is DONATED by agencies, groups and individuals. The cash it takes for each participant has been DONATED by rancher groups, Granges, banks, Elks lodges, Rotary, Farm Bureau units, Kiwanis, soil conservation districts and many other fraternal, civic and farm organizations. Think of the stupendous amount of personal efforts and contributions involved in this program!

Won't most livestock ranchers agree that this activity is beneficial to the future of the whole range livestock industry and should be continued at an expanding rate?

2. Throughout the range states much has been done to develop 4-H and FFA youth activities in range management. Manuals for effectively teaching range principles and practices to youth have been developed. Many A.S.R.M. members have pitched in and continue to help our extension range specialists plan and put this project into action.

To help expand the scope of this activity and put range management projects on a par with crop and livestock projects, the Range Society is furnishing attractive awards for state and national range project winners.

Won't most range livestock ranchers agree that range projects and range instruction in 4-H and FFA are important and should be on a par with crop and livestock projects?

3. Not all of A.S.R.M.'s youth activities are confined to pre-college youngsters. Throughout the colleges and universities that teach range management, the Range Society is strongly influential in getting improved curricula in range management. Modern concepts, broader training, pertinent subject matter—all designed to turn out better qualified range managers and technicians.

Range educators in A.S.R.M. recently formed a Range Education Council in order to pool their capabilities in resolving problems associated with improving our academic range training.

The Society's committee on Professional Standards and Civil Service has been influential broadly in shoring up the qualifications under which range personnel are hired by various agencies.

Thinking range livestock ranchers surely will appreciate these far-sighted efforts on the part of the Range Society to continually improve the quality of range research, technical assist-

ance and grazing land management.

Not all A.S.R.M. efforts to benefit livestock ranchers are confined to the youth in ranching areas. Consider all the good that has come from our field tours planned and conducted annually, and oftener, by all the Sections. Exchanging ideas, discussing our respective problems as well as our mutual ones, seeing accomplishments right out on the land, and just plain rubbing elbows on these tours has brought about a remarkable and very apparent improvement in rancher-technician relations. Good for the industry? You bet! Good for the technicians, too.

Most ranchers enjoy these tours and benefit from them. They appreciate what the Range Society is trying to accomplish by getting our present-day ranching folks, technicians, edu-

cators and researchers together on the land. Many ranchers will want to help in whatever way they can to improve and step up this good work.

Intangible as the benefits just related may seem to some people, they are very real and have magnitude. Add to them those that are more commonly recognized such as the personal experiences gained during a range tour, the good reports on important range research in the Range Journal and the viewpoints and discussions presented during annual winter meetings. Together, they present an effective explanation of why almost every range livestock rancher has a big stake in the American Society of Range Management.

Ranchers throughout the United States, in Canada and in Mexico have increased their opportunities to benefit individual-

ly by becoming members of the Range Society. In addition, and equally important, they are contributing significantly to advancement of the science and art of grazing land management, which is the Range Society's stated objective. Ranchers make up about 22 percent of our membership.

Each member of A.S.R.M., rancher or technician, really is obligated to explain the Range Society's objectives and activities to ranchers with whom we work. Give them the opportunity to learn how they, too, can profit by becoming a member, how they can contribute to a movement that is important to the future of their industry.

DO THIS NOW! GO GET THAT RANCHER MEMBER!

Best regards and good luck to you all.—Bill Anderson, Chairman Membership Committee