

FACTS FOR FARMERS



What Farmers Can Expect From Extension Service

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What do you, as a farm operator expect from an Agricultural Extension service? Since the distributing of information to farm operators is the main purpose of the P. E. I. Department of Agriculture you should have some fairly definite ideas on

this subject. However, we find that in most cases farmers do not know what should be expected. **WHAT IS EXTENSION?** In my opinion extension programs are developed to bring the farmer the latest information on agricultural production and marketing. Extension programs are designed to help those involved in agriculture make better decisions; however, it is not our purpose to make those decisions for farmers. Extension programs are educational.

WHAT TO EXPECT
In my opinion a farm operator in P. E. I. should demand the following from his extension service:
1. Complete and latest information on all phases of agricultural production and marketing.
2. Use of all possible methods to get this information out, for example, the use of radio, television, newspapers, pamphlets, etc.
3. A clear idea of objectives and programs needed in all phases of agricultural production and marketing. There should

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informal and conducted out of school. They are designed to help people adjust to change, for example, increasing size of business, more cattle, more credit, etc. Examples of extension activities are tours, field days, pamphlets, mass media (radio, television, newspapers) and personal contact through meetings and farm and home visits. When referring to extension personnel I am including anyone in the P. E. I. Department of Agriculture who gives out information on agriculture.

also be a plan and a program to achieve these objectives. Programs should be planned in advance. "In the U. S. A. the National Industrial Conference Board found that the average larger business maintained, reasonably detailed, long term plans for three to five years in advance." With agriculture the most important single industry in P. E. I. (\$2 million dollars gross in 1964) farmers should expect this kind of planning by those helping to guide the industry.

my opinion, if you were to compare the extension service of the P. E. I. Department of Agriculture and that which is provided for farmers in the neighboring provinces of Nova Scotia and New Brunswick you would find that P. E. I. does not rank very favourably with the others. Agricultural Extension grew

out of a need for farm operators to obtain information from research stations, universities and other farmers. It started in various areas of the United States and in the province of Ontario about 1900. I believe that Ontario was one of the first areas in North America to develop a system of Agricultural

Representatives. P. E. I. first development of an extension system since that time has been had. Agricultural Representatives lives about 1915. However, the (Continued on page 12)

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CHANDLER BROS. LTD.
1 Plywood Place
Charlottetown

MOTOR REWINDING & REPAIRS
Storey Electric Ltd.
100 Prince St. Charlottetown

Happy New Year
MAY 1966 RING-IN JOY FOR ALL!
ROLLAWAY CLUB
Grafton Street
Charlottetown

Let us all pray...
...that the New Year will bring lasting peace to all mankind
BRIAN RUSH
TAILOR
Great George Street
Charlottetown

A HAPPY NEW YEAR!
from the folks at ...
GLORIA LADIES' WEAR
Great George St.
Charlottetown

MANAGEMENT AND STAFF
PALMER ELECTRIC
Fitroy Street
Charlottetown

HAPPY NEW YEAR
in **66**
Thank you for your past patronage
MANAGEMENT AND STAFF
PALMER ELECTRIC
Fitroy Street
Charlottetown

Thank You
It's been a truly glorious year and we are grateful to all our loyal friends who helped to make it so. It is our wish to continue to serve you in the future.
CO-OP INSURANCE
Queen Street
Charlottetown

HAPPY NEW YEAR
Here comes a New Year! And here's hoping it rings in good health, good luck and good cheer. Our thanks to all of you, whose friendly favor we highly value.
DICK'S TIN SHOP
Eden Street
Charlottetown

Here comes a New Year! And here's hoping it rings in good health, good luck and good cheer. Our thanks to all of you, whose friendly favor we highly value.
OK TIRE and MUFFLER CENTRE
St. Peter's Road
Parkdale

Time to send greetings to our many friends and wish them the best!
Ralph's MENS WEAR
160 A Kent Street DIAL 4-8444

HAPPY 1966
May it begin and end with a joyous ring for everyone!
Compton's Funeral Home
Carl Moose and Son
Summerside

A HAPPY NEW YEAR TO ALL!
we hope to serve you soon!
CUDMORE CLEANERS
Kent St.
Charlottetown

HAPPY NEW YEAR!
We hope 1966 rings the bell with you!
From the management and staff of the
LOTUS CAFE
Queen Street
Charlottetown

Time for New Year Wishes
Time to greet our good friends... time to thank all you wonderful people for your kind, loyal patronage.
ALBERT L. THOMAS
Grafton St. East
Dial 4-0610

PLAN AHEAD for the NEW YEAR
We greet you with the wish that your plans for the New Year may bring much happiness and success.
Management and Staff
ROGERS HARDWARE CO. LTD.
Queen Street
Charlottetown

WELCOME!
1966
FROM THE FOLKS AT
SIMMONS & MacFARLANE
Produce
Summerside
P. E. I.

HAPPY NEW YEAR
As the baby New Year enters, we would like to express our thanks to our customers for a wonderful year. All success to you.
ENTERPRISE BAKERY
Charlottetown

Luck
Good Cheer
Happy Days
Health
SUCCESS
We're wishing that all good things may come your way this year, and for many, many years. And to our fine patrons, our sincere thanks.
Management and Staff
W. L. McKENNA Co. Ltd.
204 Kent Street
Charlottetown

HAPPY NEW YEAR!
FROM US TO YOU!
May it begin and end with a joyous ring for everyone!
Livingstone & MacArthur
NURSING HOME
Centennial Drive
Charlottetown