3. WHAT PROPORTION OF THE PRACTICES PROJECTED BY THE EXTENSION SERVICE ARE ADOPTED BY FARMERS

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It would seem that the subject for discussion at this time strikes right to the foundation of all extension work.

The fundamental idea back of the Smith-Lever law and, even before that, in the extension work carried on in the Cotton Belt states, was that demonstrations, carried on in connection with the farm and the home life of the people, should tend to modify existing conditions and make the farm more profitable and the farm home a more pleasant place to live. If the farmer does not adopt the practices that are demonstrated to him on his own farm then the work is a failure.

There are four distinct steps in the extension program and unless all of these steps are carried through to the ultimate conclusions the extension work usually does not succeed. These are: 1. The extension worker must be able to find the fundamental problem that is needing solution. 2. He must find an answer to this problem that is both economically sound and practical enough to fit into the operations of the average farm. 3. Having found the solution, this must be demonstrated on a sufficient number of farms well scattered over a county that the farmers may see that the solution is practical and profitable for them to follow. 4. Having demonstrated that the practice is sound, it must then be sold to the people.

Let us analyze, for a moment, these four fundamental steps in extension work.

First, there is the matter of studying conditions, in order to de-

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