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Calvin L. Beale and Glenn V. Fuguitt

Nonmetro Population Older than Metro; Relatively Fewer Working Age Adults

Changes in rural society and its economy raise a number of issues concerning the age of the nonmetro population:

- Has the nonmetro population become disproportionately older, given the development of many rural areas as retirement destinations?
- To what extent has there been an undercutting of the younger part of the labor force through outmigration, particularly from farming areas?
- If rural families are smaller now and many parental-age younger adults have moved out, has the proportion of children in the rural population changed?

We can now begin to answer such questions based on the 1990 Census of Population.

Overall Trends: Higher Age, but No Radical Disparity

The median age of the total U.S. population in 1990 was 32.9 years (the median being the age that divides the population into equal halves). This is the highest it has ever been and reflects the continued rise in average length of life, the older age of the huge "baby boom" group, and the continued low birth rate. The increase of 2.9 years over the 1980 median of

30.0 years was a record rise for one decade, despite the large number of young immigrants during the period.

The median age in nonmetro counties was 33.8 years in 1990, just 1.1 years above the metro median. Thus there is no radical difference between metro and nonmetro people in their median ages. The difference has widened somewhat; it was only 0.3 year in 1980. But, most of the rise in median age of rural and small town people in the 1980's stemmed from the general increase in age levels in the United States, rather than from circumstances peculiar to nonmetro areas.

The most obvious feature of the U.S. age profile in the last half century has been the entry and progression through young adulthood of the "baby boomers." The number of children born from 1946 until about 1964 was so unprecedentedly large that age groups swell heavily as the baby boomers enter them and then diminish greatly after they pass through. The 1990 Census is the first one in which the leading edge of the baby boom cohort has advanced past the Nation's median age. As more and more of the boomers enter their midthirties and even their forties (take a deep breath,

boomers, it was bound to happen), they will pull the median age steadily upward in metro and nonmetro areas alike, especially if there is no offsetting rise in the birth rate.

Because of these baby boom adults, there is no shortage of persons of prime working age in nonmetro America as a whole today, compared with the recent past. Thirty-six percent of the nonmetro population was between ages 20 and 44 in 1990, compared with 34 percent in 1980, and just 29 percent in 1970. Even so, the relatively large share of young and early middle-age adults in nonmetro areas in 1990 was far below the metro share, where this age group constituted 41 percent of the total, bolstered by immigration and migration from rural areas (fig. 1). The increase in this age group would have been larger in nonmetro areas had it not been for loss due to outmigration.

There is negligible metro-nonmetro difference in the proportion of people ages 45-59. The number of young people, however, is much higher in metro areas at ages 20-24 than at 15-19, whereas the reverse is true in nonmetro areas. This mirrors the movement of many nonmetro young

Definitions

Farming-dependent counties derived a weighted annual average of 20 percent or more of all earned (labor and proprietor) income from farming during 1975-79.

Retirement destination counties are those in which the population aged 60 and over in 1980 was at least 15 percent higher than it would have been without in-movement of older people from 1970-80.

Persistent low-income counties had per capita incomes in the lowest fifth of all U.S. counties in 1950, 1959, 1969, and 1979.

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adults to urban areas after leaving school. Nonmetro areas still have a higher proportion of children and youth 5-19 than do metro areas. But that too will change in another decade unless economic conditions emerge that encourage more nonmetro retention of young people.

Counterbalancing rural areas' smaller proportion of adults ages 20-44 is a higher proportion of people of retirement age. A little more than a seventh of all nonmetro people (14.7 percent) were 65 years or over in 1990, compared with less than an eighth (11.9 percent) of the metro population. The proportion of nonmetro older people rose from 13 percent in 1980. That increase is somewhat more than moderate, but not much more so than that occurring in metro communities.

As with most other issues, nonmetro situations are so diverse, a look at trends in various types of areas is needed in order to understand the overall trends. We selected three types of nonmetro counties for more detailed comment: farming-dependent, retirement destination, and persistent low-income.

Nonmetro manufacturing counties have a larger total population than any of the three types here discussed. Perhaps because of this fact and their greater urbanization, their age structure is very similar to that of the nonmetro population as a whole and is not shown separately.

Farming Counties Deceptively Normal

The farm crisis of the early and mid-1980's caused widespread population loss in farming-dependent areas. Indeed, 85 percent of all nonmetro counties that were farming-dependent at the beginning of the decade had declined in population by 1990. The outmovement was heaviest among young adults, who are always the most mobile, and who had the least financial resources to survive the shakeout of farms and related businesses that occurred.

The farming-dependent counties show a median age of 34.1 years in 1990, which is, somewhat surprisingly, only minimally higher than that of all non-

Age distribution by residence and county type, 1990

Figure 1

Nonmetro counties have a larger share of older people and a smaller share of working-age people than metro counties.

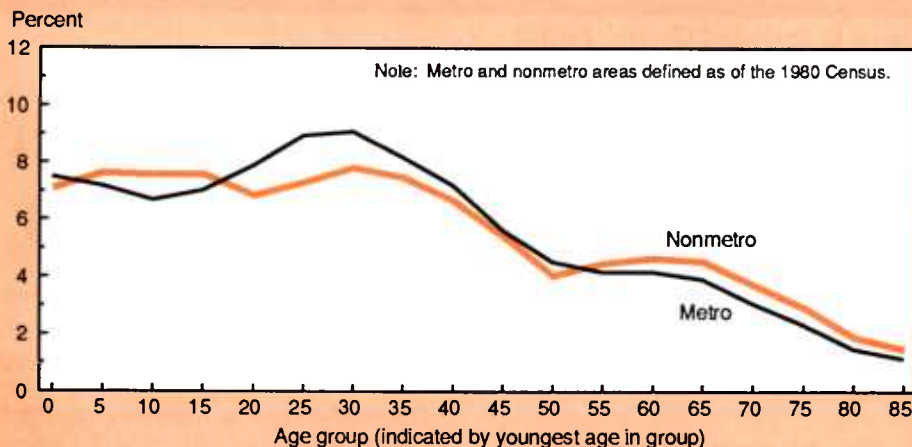
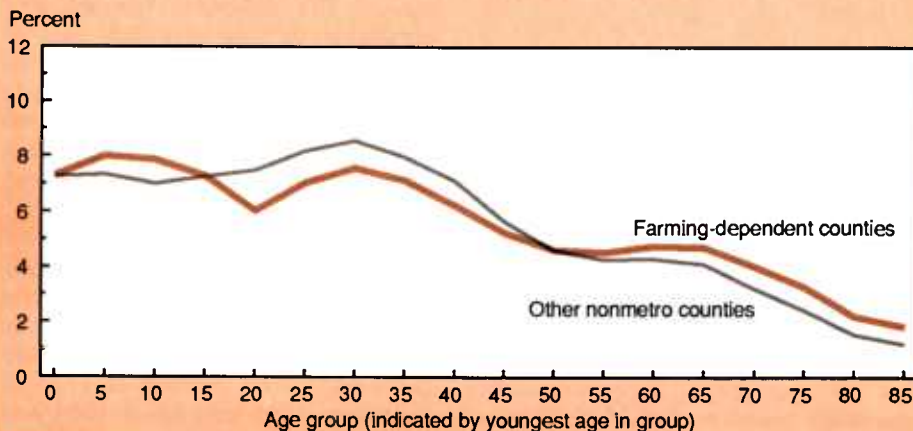


Figure 2

Farm counties have smaller shares of working-age people and larger shares of older and younger people than other nonmetro counties.



metro counties (33.8). Indeed, the farm counties diverged more in median age from all nonmetro counties in 1980, when their median was 0.9 year higher, than in 1990 when their median was just 0.3 year higher.

But medians, like any summary statistic, can be somewhat deceptive. The farm counties have a distinctly higher percentage of older people, with 16.1 percent 65 years and over compared with 12.7 percent in all other nonmetro counties. However, the farm counties have a lower proportion of people ages 35-39 than is true of other nonmetro areas, which largely offsets the effect of more older people in computing the median. Indeed, within the 1990 age profile, one sees a lower proportion of people in farm counties at all ages from 20 through 44 years, and a higher percentage than elsewhere of persons 65 years

and older and children under 15 (fig. 2). Thus, the farm counties have a greater concentration of people at economically and socially dependent ages. This is the most important point. A preliminary estimate indicates there was a net outmovement from the farm counties in the 1980's of a fourth of the people who were 10-19 years old at the beginning of the decade.

Although farm counties have a higher proportion of older people than in the past, these counties actually had a slightly smaller rise in the percentage of older people during the 1980's than did other nonmetro counties. This occurred in part because so many other rural areas serve as retirement destinations and have had their older populations bolstered as a result. In some farm counties, more than a fifth of the people are 65 and over, and the me-

Figure 3

Nonmetro retirement counties, as expected, have smaller shares of people at all age groups under 50 and much larger shares of older people than other nonmetro areas.

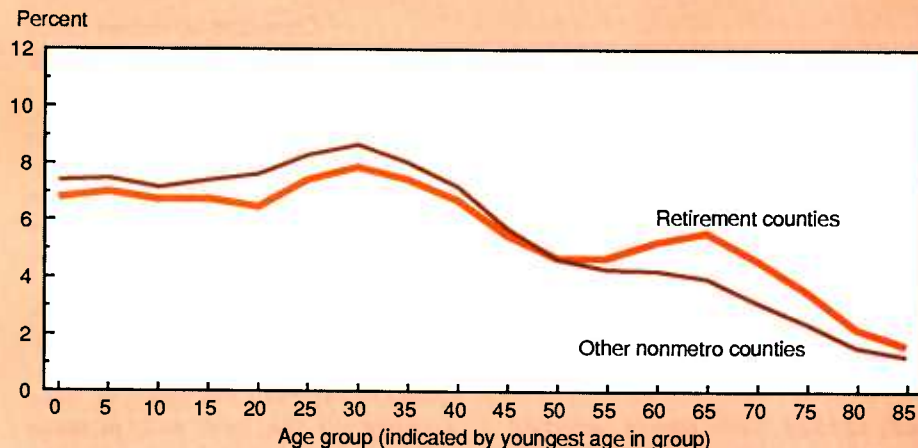
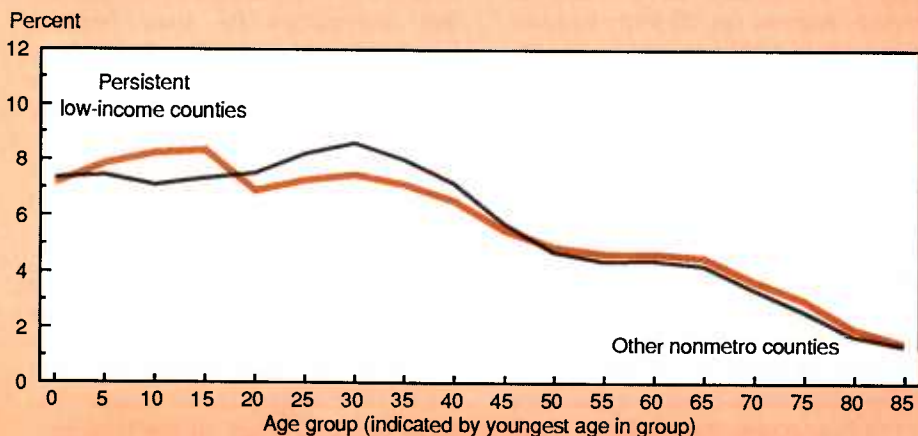


Figure 4

Children are a larger share of the population in low-income counties than in other nonmetro counties.



dian age is more than 40 years. Under such circumstances, deaths begin to outnumber births.

Retirement Counties Not Overwhelmingly Elderly

Total population grew more rapidly in retirement counties than in any other major type of nonmetro area in the 1980's (16.9 percent). They now contain a fourth of the nonmetro population. Such growth often stems partly from factors that attract younger adults, too, such as resorts or metro proximity. Thus, some retirement areas do not have an unusually high proportion of older people, although the group as a whole does. In 1990, 17.3 percent of all people in the retirement counties were 65 years old or over, slightly above a sixth of the total (derived from fig. 3). In farming-dependent counties, such a level would

signal a problem, for it would have stemmed from declining job opportunities and outmovement of the young. In retirement areas, though, the in-movement of older people is generally welcomed as a source of additional consumers and economic growth. The greater presence of older people in retirement counties is visible as early as ages 55-59, is very pronounced by ages 60-64, and is at a maximum in the early post-retirement years of 65-69 (fig. 3).

Persistent Low-Income Areas Slightly More Youthful than Elderly

In persistent low-income areas, the age pattern of the population is often of concern because low income is commonly associated with the presence of children, especially in female-headed families, or, less often, with

older people. Taken as a whole, the low-income counties prove only a little high in their percentage of children and youth under 20, but are somewhat short of people at working ages 20-44 (35 percent vs. 39.3 percent in other nonmetro counties). Significantly, figure 4 shows no relative surplus at all of children under 5 in low-income counties and only a slight surplus at ages 5-9. This indicates a declining margin of births over deaths in these counties, which may stem both from a lower fertility rate and from outmovement of adults who would normally be parents of young children. The lower proportion of very young children in the low-income counties is new since 1980.

These counties have slightly higher proportions of late middle-aged and older people than do other nonmetro counties, but not to the same extent as the farm and retirement counties. The above-average presence of racial minorities (especially blacks) in low-income areas acts to limit the percentage of older people in such areas because of lower life expectancy and higher childbearing.

In Sum...

The median age of nonmetro people has risen, but is still not greatly above that of metro residents. Typically, nonmetro counties have a lower proportion of their people at prime working ages, 20-44 years, and a higher percentage at retirement age. They also still have a modestly higher share of children ages 5-19. The greatest divergence from the national profile occurs in farming-dependent and retirement areas, where, from different causes, higher than normal shares of older people are found. Widely diverse situations exist, however. Some nonmetro counties still have populations that are more youthful than metro norms, because of their economic function or ethnic composition, while others meet the common stereotype of communities depleted of their younger people by prolonged outmigration.

The greatest change in the 1990's will be the advent of middle age for almost all of the baby boom generation, and the diminished share of younger workers (and thus probably of children, too) in the nonmetro population.

Multiple Jobholding Among Farm Families

M.C. Hallberg, Jill Findeis, and Daniel A. Lass (editors). Ames: Iowa State University Press, 1991. 362 pages. \$14.95. ISBN 0-8138-0287-3.

Reviewed by Lorraine Garkovich

Memories and the media color our image of farm family life—husbands and wives working together on the farm to make a living from the land. Farm families, however, know that off-farm work is a fact of life, an important factor in the survival of their farms and in their families' standard of living. Yet, agricultural scientists and policymakers have tended to view the part-time farmer as "marginal" to the agricultural industry. Part-time farmers, they reason, operate small farms and contribute only a small share of the total value of agricultural production. This collection of papers from a symposium on multiple jobholding among farm families refutes this shortsighted view of off-farm work.

Defining and measuring part-time farming has been difficult. Two measures of part-time farming are most commonly used: the number of days worked off the farm, and the proportion of household income from non-farm sources. Each arrives at a different estimate of the number of part-time farmers, and each has serious shortcomings. For example, defining part-time farmers only as those with more than 100 days of work off the farm excludes those who have nonagricultural businesses (for example, an accountant, a custom woodworker) or agriculturally related businesses (for example, seed sales, custom-hired machine work) located

on the farm. Is the total income based only on what the farm operator earns, or should the earnings of a spouse or a child or any other relative who resides in the household also be counted? Hildreth argues that we have ignored the compounding effect of part-time farming, and that this may have led to unintended and perverse policy effects.

Farm families have always searched for a mix of activities to make farming a viable option. The first few chapters show that throughout this century, many farm families have relied, to varying degrees, on off-farm income. Sales work in local retail stores, teaching, banking, and the production of specialized goods occurred in earlier decades and today. The major differences are in terms of how far farm families must travel to find other employment and in the nature of the employing business. While the farm husband at the turn of the century may have worked in the local sawmill custom-cutting boards for local families, today he works in the furniture assembly plant mass-producing furniture for families across the Nation. While the farm wife may have worked in the general store 3 miles from the farm yesterday, today she may be a sales clerk at the regional shopping mall 40 miles away.

The remainder of the book considers the characteristics of families who work off the farm, their motivations, and the consequences of part-time farming for agriculture, farm families, and public policy. Both historical statistics and U.S. and Canadian case studies support the widespread existence of multiple jobholding among farm families.

Families operating small farms depend more on off-farm income, but multiple jobholding characterizes farms of all size. The labor demands and inflexibility of dairy farming make these families least likely to work off the farm. Younger farm families more

typically take work off the farm than older families. The greater the educational attainment of farm couples, the more likely that one or both spouses work off the farm.

What motivates farm families to work off the farm? Some families never intended on full-time farming. These individuals, typically the husband, have a career off the farm and, at some point, decide to add farming to their work life. Sometimes this decision is financial, but part-time farmers also desire a lifestyle that they believe offers advantages for their families. Some inherit farmland and decide to continue operating with the help of a hired manager because it is family land and can be a type of investment. Or, one spouse, typically the wife, has a career, marries a farmer, and continues to work off the farm.

Other multiple jobholders match the traditional assumption that part-time farming is a transitional stage or an adjustment to heavy losses, high debt loads, or changing family needs. For these families, a job off the farm provides a way to meet family obligations. "Multiple job-holding," offers Fuller, "is a flexible mechanism for adjusting to changes in agriculture, family needs, and shifts in the external environment."

To truly understand part-time farming, we need to know why families in similar situations do not choose off-farm work. The three chapters on rural labor markets show that even if a farm couple has marketable skills, their communities may not offer suitable or well-paying jobs.

If Federal policies intend to improve the financial well-being of farm families, then the evidence suggests that a big part of the equation has been overlooked. Historically, government has fiddled with farm commodity programs as a means of increasing farm income. But this is only one part of

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how many farm families sustain their households. Hot and cold rural development efforts have penalized both nonfarm and farm residents by limiting their income-generating opportunities, ignoring the symbiotic relationship between farming and farm communities. Farm families obviously need the markets, businesses, and social services offered by communities. But many also need a strong and diverse local labor market offering employment choices to be able to stay in farming. Local communities, on the other hand, need farm families' consumer dollars to keep local businesses healthy and the skilled labor that farm couples bring to local firms.

For those developing programs and policies to enhance farm family well-being, this book offers an excellent review of the existing knowledge and the gaps in our knowledge on multiple jobholding by farm families. The extensive use of econometric models and sophisticated statistical analyses in some chapters makes for heavy reading. But this is balanced by the state-of-the-knowledge overview that cannot be found in any other work.

Endangered Spaces, Enduring Places: Change, Identity, and Survival in Rural America

Janet M. Fitchen. Boulder, CO: Westview Press, 1991. 314 pages. \$52.50 (hardcover), ISBN 0-8133-1114-4. \$17.95 (paper), ISBN 0-8133-1115-2.

Reviewed by Kenneth P. Wilkinson

A decade ago, Janet Fitchen made a major contribution to rural sociology with her book, *Poverty in Rural America: A Case Study* (Westview Press, 1981). That perceptive analysis of persisting poverty in an upstate New York community reintroduced American sociology to the nearly forgotten

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science of community ethnography. Fitchen joined Sonya Salamon, another anthropologist, at the forefront of a movement to restore qualitative research to the prominent position it once held in rural sociology. Fitchen resteeered rural sociology toward policy-relevant insights through detailed, firsthand study of people on the margins of modern urban society. Thus, a new book on rural America by Fitchen is certain to attract attention.

Endangered Spaces, Enduring Places expands Fitchen's scope beyond the community and beyond poverty, but her methods and mission have not changed much. The book reports the results of 8 years of fieldwork in a number of rural New York settings, including four "core research counties" (Allegany, Chenango, Delaware, and Franklin). Fitchen uses interview and secondary data "to portray and explain in a holistic manner the interrelated changes that are currently occurring in rural America." Rural poverty is the focus of one section (two chapters). Other sections consider the farm crisis (for rural New York, the dairy crisis), the changing nonfarm economy, demographic shifts and newcomer/oldtimer adjustments, community services, local government, urban exploitation of rural lands (prison construction and waste disposal in the countryside), and survival of rural and community identity.

Fitchen uses secondary data sources and analyses to describe major trends and issues affecting rural New York during the 1980's, but most chapters move quickly from statistics to the trends' relevance for individuals and families. Direct quotations from the author's many kitchen-table and sidewalk conversations bring home key points. Fitchen's well-earned reputation as a skilled writer makes this survey of rural trends insightful and easy to read.

Fitchen's holistic interpretation of rural trends and issues sees the convergence of highly disruptive forces in national and global systems. Rural location in an urban society continues to handicap rural residents, who cannot adequately address problems with the resources available. These problems are not particular to farmers or rural manufacturers, but are community problems that demand attention

at the national level. Still, Fitchen maintains, there is a role for the rural community in tackling these problems. She documents instances where local ingenuity, the dynamism and vision of local leaders, and the ability to adapt to adversity have enabled rural communities to endure despite the forces that endanger them.

As an analysis of rural America, the book is limited, of course, by its use of data on a single State. The "national" farm crisis of the 1980's, for example, was quite different from the crisis experienced by milk producers in the Northeastern States. Other "rural" issues discussed in the book are particular to those parts of rural America close to large metropolitan centers. This orientation is not so much a flaw, as rural America is simply too big and too diverse to size up comprehensively in one readable volume. Fitchen's is the definitive work on rural communities during the 1980's in upstate New York.

Growth Management in Countrified Cities (Volume III)

J.C. Doherty. Alexandria, VA: Vert Milon Press, 1991. 204 pages. ISBN 0-9613980-3-5.

Reviewed by Jack Ahern

The third in a series, this book builds on nearly two decades of data collection and analysis of rural development, issues and trends. It updates the six case studies first discussed in volume II and reflects on the phenomenon of nonmetro growth through these case studies, as well as through a national summary of developments, problems, and programs involving growth management during the 1980's. This book reads as a stand-alone volume due to the inclusion of thoughtful syntheses and conclusions from the previous volumes.

The six case studies represent a wide range of regional perspectives reflect-

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ing economic, social, and environmental differences: Addison County, VT, Westmoreland County, PA, Randolph County, IN, Putnam County, TN, Little Traverse Bay, MI, and Burnet County, TX. Doherty tracks key national trends that affect growth management in these areas, including the emergence of "Far-Flung Commutersheds," which are redefining land use patterns in a new decentralized growth model. These fundamental demographic changes have been recognized by the USDA's Economic Research Service, which has adopted "rural-urban continuum" codes. The 10 categories in the continuum provide a more accurate picture of population distribution than the MSA/non-MSA system that they replaced.

Growth decentralization is expanding the functional role of counties at a time when Federal support for the necessary comprehensive planning has declined under the New Federalism. A major recession, fundamental changes in agriculture, and new environmental policies and regulations add to the complexity of growth management in "countrified cities," as Doherty describes them.

The unique orientation of this book carefully limits discussion of several enormously complex topics, such as environmental issues, to those with a distinct relationship to growth management. Thus, environmental discussion focuses on wetlands, agricultural conservation, and landfills. Doherty's concise writing style and his consistent adherence to the growth-management perspective enable the book to be comprehensive without distracting tangents.

This is not a polished book in terms of printed or graphic quality. It is also not a work characterized by emotional appeals for environmental protection or by impassioned testaments to rural living. This volume (and series) is clearly intended for a professional audience, as it examines in a sound and scholarly manner the root causes, trends, and directions of land use in rural and nonmetro areas of the Eastern United States. For example, a Pennsylvania planning law has been modernized to encourage comprehensive planning and to control small-scale development in rural areas with inadequate or nonexistent zoning. A

Vermont land/landscape preservation program has been implemented to provide tax incentives for farm and forest uses and funding mechanisms for State protection of significant environmental areas.

This volume offers valuable lessons for planners and policymakers in rural areas about to be countrified as non-metro adjuncts of big cities. In Randolph County, IN, planners have learned that agriculture will become more of a business, State and Federal agencies will assume a larger role in environmental protection, and local control of growth will continue to be compromised by the need for job creation and low-cost housing.

The earlier volumes provide elaboration and documentation of great reference value and interest to policymakers, scholars, and professionals involved with growth management issues. Volume I (1984) provides a general analysis of growth management in nonmetro areas, including management concepts and initiatives for growth management at the end of the 1970's. Volume II (1985) analyzes and describes in detail the experiences of the six case studies from the Eastern United States during the 1970's.

Far From Home: Life and Loss in Two American Towns

By Ron Powers. Random House, New York, 1991, 317 pages, \$22.00, ISBN 0-394-57034-0.

Reviewed by Karen S. Hamrick

The 1990 census revealed that most rural counties lost population to urban areas. Yet some rural counties experienced such a large influx of urban migrants that the counties will probably be reclassified as urban, based on their expanded population. These two types of problems, decline and growth, are portrayed in Ron Powers' portrait of two towns, *Far from Home: Life and*

Loss in Two American Towns. Powers, a journalist most recently with CBS *Sunday Morning*, was raised in Hannibal, MO. He laments the disintegration of small towns across the country, and rails against the "metro-imperialists" who are attracted to rural areas, but then bring their urban life with them.

In *Far From Home*, Powers documents the transformation, from 1986 to 1990, of two towns: Cairo, IL (Alexander County), and Kent, CT (Litchfield County). Cairo suffered from economic decline as well as a long history of racial animosity. "Cairo was dying, but it wasn't simply dying, it was dying slow and it was dying mean." Into this dismal environment came Richard Poston, a community development professor preaching the power of the town meeting. Poston was convinced that Cairo, located at the confluence of the Mississippi and Ohio Rivers, could again become the thriving economic area it was 100 years before. His project, called "Operation Enterprise," mobilized the community through town meetings, a town census, and local projects.

While Cairo struggled to stay economically viable, Kent was overwhelmed with "fresh money" from New Yorkers, including Powers himself, looking for weekend homes. The demand for real estate became so great that people resorted to buying barns to renovate. When the supply of barns was exhausted, barns were purchased through barn brokers from other areas, disassembled, then reassembled in Kent. Kent residents saw the value of their property increase sixfold from 1986-90. Taxes shot up as real estate prices rose. Townspeople could no longer afford to live in the town they worked in.

Despite the new tax revenues in Kent, many local public services became strapped. The fire department, which received no tax revenue, was dependent on donations and volunteer manpower. Consequently, fire department response deteriorated as new residents neglected to contribute, assuming this was a service covered by taxes. Volunteer firefighters were often forbidden by their employers to leave their jobs to answer fire alarms.

Neither community movement gained the support of all the parties with a

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stake in development. Cairo's Operation Enterprise included the community at large, the churches, and the Chamber of Commerce, as well as two of the five council members. But their efforts won the wrath of the mayor of the town, who, according to Powers, blocked all serious development efforts. At the other extreme, a survey of Kent residents found that 81 percent favored a moratorium on growth. However, the movement, Citizens for Controlled Growth, faced a Planning and Zoning Commission whose motto was, "Owning is zoning."

Powers suggests that, in both towns, town officials sabotaged the grassroots efforts of the community to shape its

future. Powers argues that an organization is needed that includes all the stakeholders in the community.

Cairo's Operation Enterprise helped to heal a community scarred by racial violence. The movement had many other tangible successes as well, including the reclamation of Fort Defiance State Park as a recreation area. The site is both scenic and historic: Ulysses S. Grant and his troops camped there before the Vicksburg campaign in 1863.

Were this a research work, *Far From Home* could be criticized for not acknowledging the broader social and economic trends that have affected all

areas of the United States, not just the small towns. In addition, Powers frequently equates rural life with agriculture, not accepting the feasibility of other rural industries. However, these are quibbles. This is not a research work but a vivid narrative that portrays the human element of economic decline and dislocation. This book is a refreshing change from the sterile prose of technical papers and research articles.

Far From Home helps researchers put a face on the phenomenon of community change. Development practitioners may also benefit from the experience of these two towns by understanding the strategies that worked and by avoiding those that failed.

Co-op Helps Rural North Carolina Women Craft Future

In East Camden, NC, behind a roadside sign that reads simply "CRAFTS," is an international small business success story: Watermark Association of Artisans, a crafts co-op that supports hundreds of rural women. Thirty craftswomen founded the co-op in nearby Elizabeth City's old railroad station in 1979. It has since grown into a 603-member co-op that pumps \$800,000 into the local economy, pays members up to \$30,000 a year, and shows considerable profits.

Members, most of them women, produce an imaginative array of home-made crafts that are shipped to 3,000 stores worldwide, including Nieman Marcus, Nordstrom, and Tokyo's Tsunmura. The crafts are also exhibited at eight major craft shows a year and featured in catalogues such as *Country Loft*, *Smithsonian Catalogue*, and *John Deere*.

Watermark also accomplishes what many American businesses only dream of: it competes successfully with companies that employ cheap labor in Asia. The co-op fills special orders for companies like clothing manufacturers Esprit and Polo Ralph Lauren. Tracy Wheeler, spokesperson for Esprit's "ecollection" in San Francisco, says, "We're developing a line that is socially and environmentally responsible. We're looking for groups just like Watermark."

Carolyn McKecuen, who recently won the Ms. Foundation's Women of Vision Award for Economic Justice, helps keep Watermark moving along with tight schedules, strict quality controls, product flexibility, and marketing savvy. "We're not just marketing a product," she explains, "We market people, the organization and the community. We're always educating clients."

No longer content simply to market the work of original co-op members,

Watermark now reaches out to women with no professional crafts experience. "We got into unskilled women because so many women walked in the door and asked to be put to work," explains Katherine Wassink, chair of Watermark's board. Watermark employees may work full or part time, and many do most of their work at home, a benefit especially to mothers of young children.

Watermark's training arm, the North Eastern Education and Development Foundation (NEED), also provides courses in basic business skills, self-assertiveness, time management, family problem management, and empowerment for welfare recipients.

The crafts work itself, however, may provide the most valuable training. George McKecuen, the former director of Developmental Education at The College of Albemarle, says, "Women come here with no self-confidence. They learn something, then sell something and become teachers. You should see them bloom. The point's not just to help women make an income but to empower them."

For more information, contact Watermark Association of Artisans, #150, Highway 158 East, Camden, NC 27909; or telephone 919-338-0853.

(Excerpted and adapted from *Rural Electrification* magazine, May 1992.)

Missouri Group Also Markets Rural Artisanishp

Another organization that nurtures and markets local crafts and craftspeople is the Missouri Artisans Business Development Association, a not-for-profit organization that assists artisans with education, marketing, product line development, and business management.

The association grew out of a University of Missouri project in the early 1980's to help rural Missourians find

alternative livelihoods. "We help individuals market their products beyond their communities because many of the artisans we feature don't have the marketing knowledge or resources to do it on their own," says Edie Pigg, Executive Director of the association. Successes include member sales of over \$2 million, 45 new jobs, and 15 full-time businesses. Sales in the United States have been extensive, and the association has also received numerous orders from Japan and Germany.

The association's catalog, *Best of Missouri's Hands*, features more than 400 products, including Missouri black walnut jewelry chests, cloisonne-style duck figurines, hand-glazed ceramic tiles, split oak baskets, stoneware mugs, T-shirts, puppets, children's name puzzle stools, and Santas of all sorts.

For a copy of *Best of Missouri's Hands* or for more information, contact Edie Pigg, Executive Director, Missouri Artisans Business Development Association, Drawer RDP, T-16 Research Park, Columbia, MO 65211; or telephone 314-443-4211.

Rural Nurses and AIDS

The Northeast Regional Center for Rural Development conducted a survey, "Knowledge and Attitudes of AIDS in a Sample of Rural Nurses," to determine how prepared rural nurses are to care for people with AIDS. The need for such information stems from the fact that many people with AIDS return to their families for care, and some of their families live in rural areas.

The Northeast Center enlisted experts in health education, AIDS, sexuality, nursing, research methods, and statistics to put together the questionnaire. Respondents' knowledge of and interest in AIDS, their perceptions of the preparedness of rural health-care systems for people with AIDS, and their attitudes regarding AIDS and homosexuality were measured.

The questionnaire was mailed to 2,000 rural nurses in the 9 most rural counties of Pennsylvania and New York, and 957 nurses responded. Approximately 20 percent of the respondents expressed unwillingness to provide overall care or specific nursing procedures to people with AIDS. Many reported that their families would be upset if they were to care for people with AIDS in their nursing practice.

Cornell University and Pennsylvania State University are using this information to link research and extension efforts to improve rural nurses' care for people with AIDS. For more information, please contact Dr. Deborah Preston, Assistant Professor of Nursing and Health Education, S-154 Henderson Building, Pennsylvania State University, University Park, PA 16802; 814-863-2246.

(Excerpted and adapted from *The People Behind the Projects*, a publication of the Northeast Regional Center for Rural Development.)

Independent Living Centers Help Rural Disabled

In rural communities, 44,000 citizens with disabilities have been helped by Independent Living Centers (ILC's), according to a study by the Research and Training Center on Rural Rehabilitation Services at the University of Montana. While ILC's are also found in cities, their role is especially important in rural areas, where disabled people face particularly tough challenges. Transportation and health services are often lacking, as are accessible public buildings, handicapped parking spaces, and sidewalk cut-aways.

The New Vistas ILC in Santa Fe, NM, is an example of what the centers can do. After being productive all his life, Rod Durant (not his real name) suddenly found himself, at age 44, wheelchair-bound by a neurological disorder, on social security, with an income that had dropped from \$35,000 to \$5,400 a year. New Vistas matched him with a peer counselor who is also confined to a wheelchair. They put him in contact with Coordinated Community In-Home Care (CCIC) for cooking and housekeeping services and with the

State Department of Vocational Rehabilitation for job counseling services. New Vistas and CCIC also helped Durant move to a ground-floor apartment and showed him how to adapt his home to fit his needs. Durant has since volunteered at a local free clinic for medically indigent people, been rehired by the local hospital, and enrolled in computer classes so that he can improve the hospital's medical records system.

New Vistas also helps small towns obtain funding for handicapped accessible transportation equipment, convinces employers to give people with disabilities a chance (with the help of a State program that will pay salaries and workers' compensation for the first 6 months), and runs disability awareness programs in schools where students can discover for themselves what it feels like to be visually impaired, dyslexic, or in a wheelchair.

For more information, contact Linda Tonsing-Gonzalez, New Vistas Independent Living Center, 2025 South Pecheco, Suite 1058, Santa Fe, NM 87505.

(Excerpted and adapted from *Rural Electrification* magazine, May 1992.)

Rural Communities Video

In January 1993, the Public Broadcasting System aired an educational program called *Rural Communities: Legacy and Change*, a 12-part series focusing on rural America. The programs travel to 15 rural regions and introduce citizens who describe the strengths and weaknesses of their communities. Workers in a rural manufacturing plant in Georgia, Laotian immigrants working in a Kansas meatpacking factory, and entrepreneurs planning a ski resort in California's Sierra Nevada Mountains give candid firsthand accounts.

Rural Communities was produced by the Department of Lifelong Learning at Ohio University and the Rural Clearinghouse for Lifelong Education and Development at Kansas State University. Major funding is provided by the Annenberg/CPB Project with additional funding from the Farm Foundation and the Institute for Local

Government Administration and Rural Development at Ohio University.

Videotapes of the program may be purchased and used along with accompanying textbook, study guide, and faculty guide to supplement social science courses. For more information, call 1-800-LEARNER.

Southern Rural Schools Improvements Planned

With assistance from the Ford Foundation, the Southern Regional Council (SRC) is bringing together the Southern Consortium for Rural Schools--convening school district representatives, regional foundations, and community organizations--to bring new levels of instruction and new resources to rural schools. The Southern Consortium is first striving to develop cooperative efforts to enhance the future of education in the Mississippi Delta and the North Carolina Black Belt.

SRC is sponsoring The Algebra Project, founded by civil rights leader Robert Moses, in several rural schools in the Delta region. Learning algebra is essential to taking higher level math and science courses in high school and to gaining access to higher education and better jobs.

Dr. Anika Jones, SRC's new Senior Program Officer in Education, leads the Consortium effort, including The Algebra Project. "Success in higher math is no longer optional," says Jones. "The Algebra Project has the potential to change our whole approach to how children learn."

About 30 teachers and staff from the Delta area attended a summer training program July 13-24, 1992. Another early initiative is Delta Principals' Institute, bringing together 15 principals in the Mississippi Delta region in working sessions to collaborate on school improvements. A three-part series of meetings began in July.

For more information, please contact Dr. Anika Jones at 404-522-8764.

(Excerpted and adapted from the Southern Regional Council's *Home Record*, Spring/Summer 1992).

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