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UNITED STATES DEPARTMENT OF AGRICULTURE
FEDERAL EXTENSION SERVICEExpanded Food and Nutrition Educational Program*

by

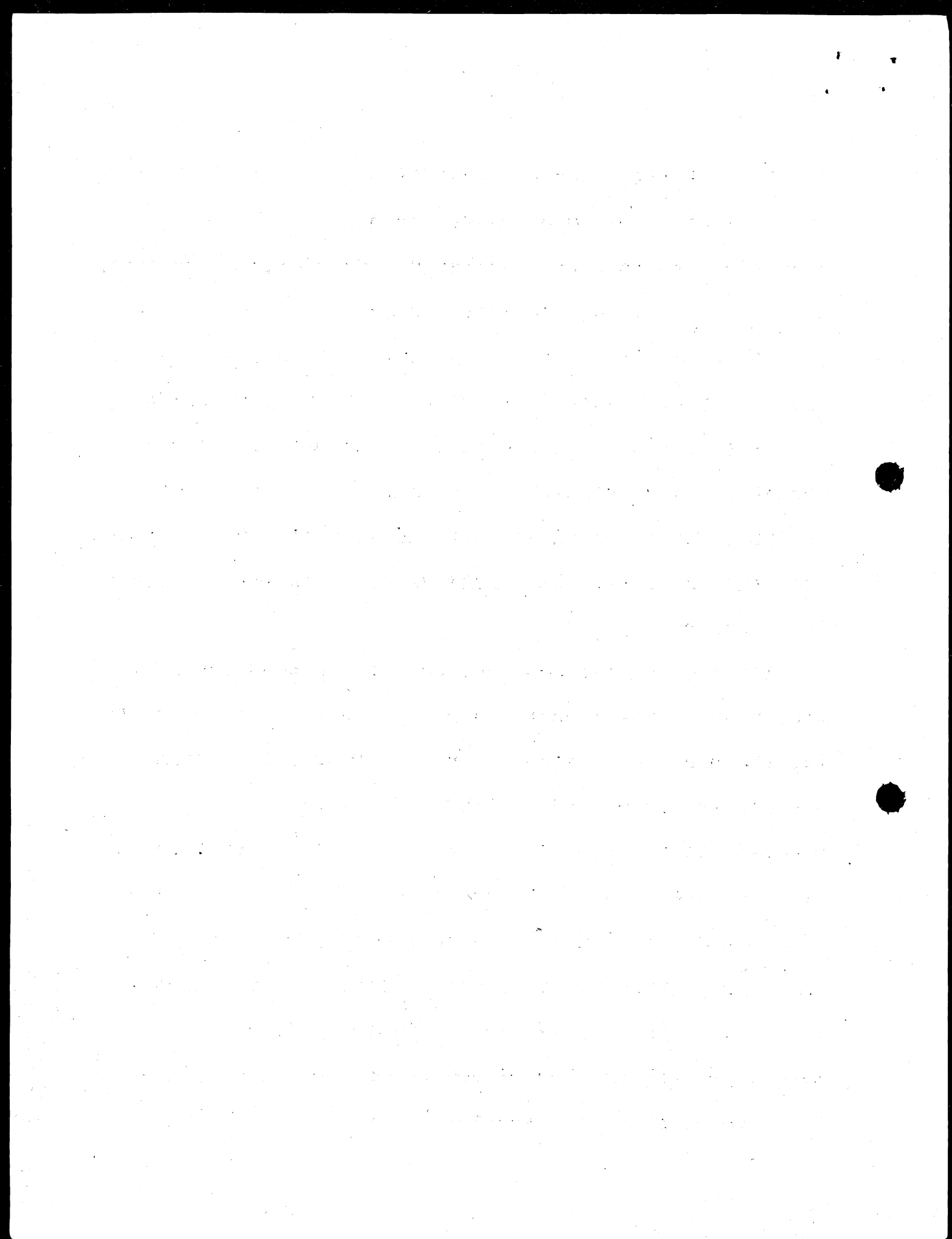
Edwin L. Kirby, Administrator, FES

As the educational arm of the U. S. Department of Agriculture, we in the Extension Service accept the challenge for conducting a greatly expanded educational program in food and nutrition. Extension, along with many participants in the White House Conference, recognizes that education in food and nutrition is without meaning to those families whose financial resources are inadequate to purchase essential food or are unable to secure essential food supplies through other means.

Extension also supports the need for a greatly expanded research program as the basis for a sound educational approach to the solution of food and nutrition problems.

We are convinced that education is a must. There is presently an ample supply of nutritional food available. There are many alternatives available to families in the choice of an improved diet within the

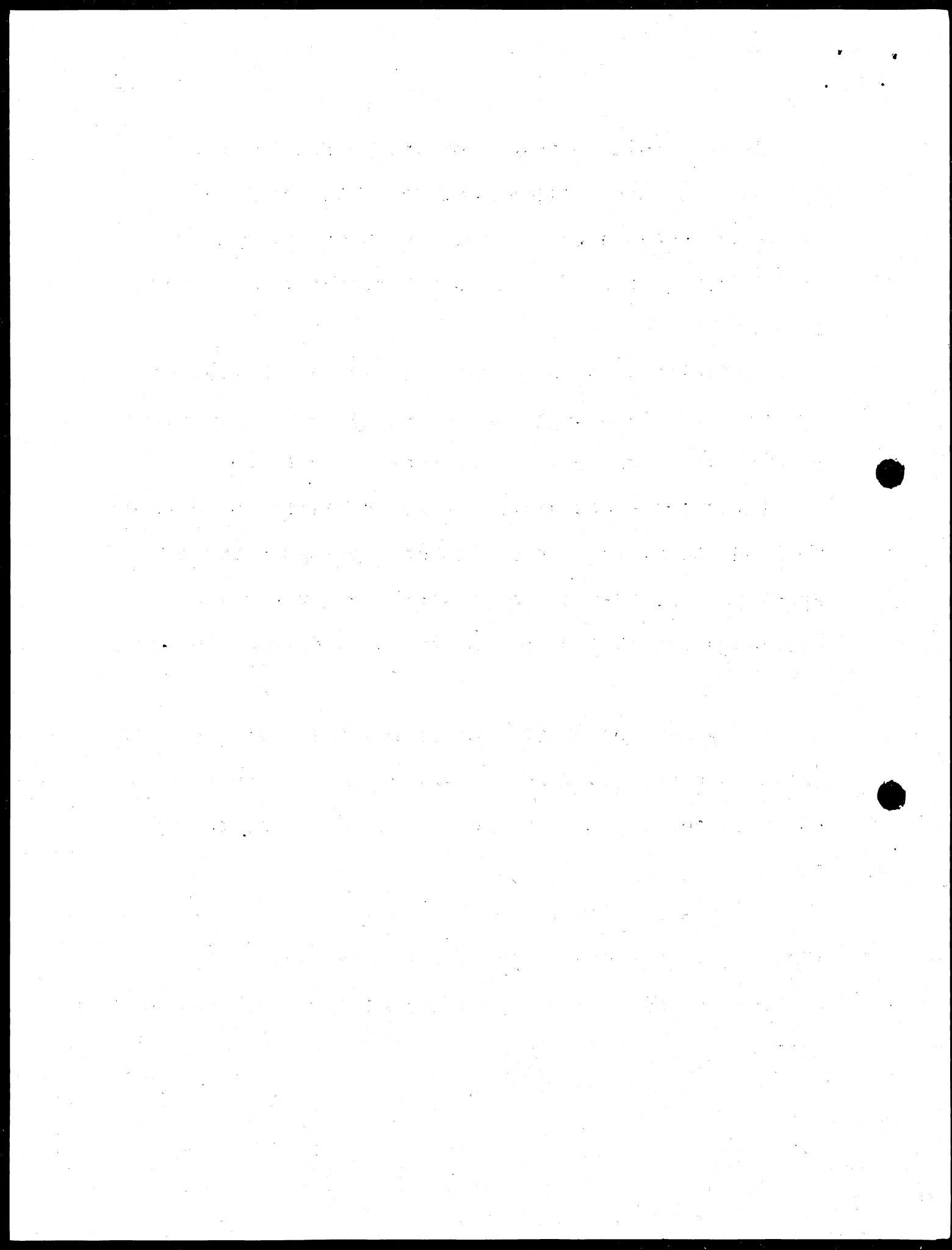
*Presentation at the 1970 National Agricultural Outlook Conference in panel discussion on implications for agricultural programs of recommendations of White House Conference on Food, Nutrition, and Health, Washington, D. C., February 17, 1970.



limits on family income. Education is a must in helping families know how to purchase and prepare the most adequate diet from the available food dollar. The fact that four panels of the White House Conference devoted their entire time to the many ramifications of food and nutrition education substantiates our convictions.

Extension's responsibility is for out-of-school education, a responsibility we share with Public Health, Welfare, Vocational Education and several other agencies and organizations. One panel devoted its entire time to this concern.

Its recommendations include (1) the need for public awareness of the importance of good nutrition to health, (2) the need for a stepped-up out-of-school program adequately funded and staffed and (3) the need for coordinated effort among agencies to assure that the same message is being taught and to avoid unnecessary duplication of effort. The panel also recommended that a National Nutrition Media Center be established to provide for an organized exchange of ideas and materials, exploration of new approaches, and eventually to serve as a training center.



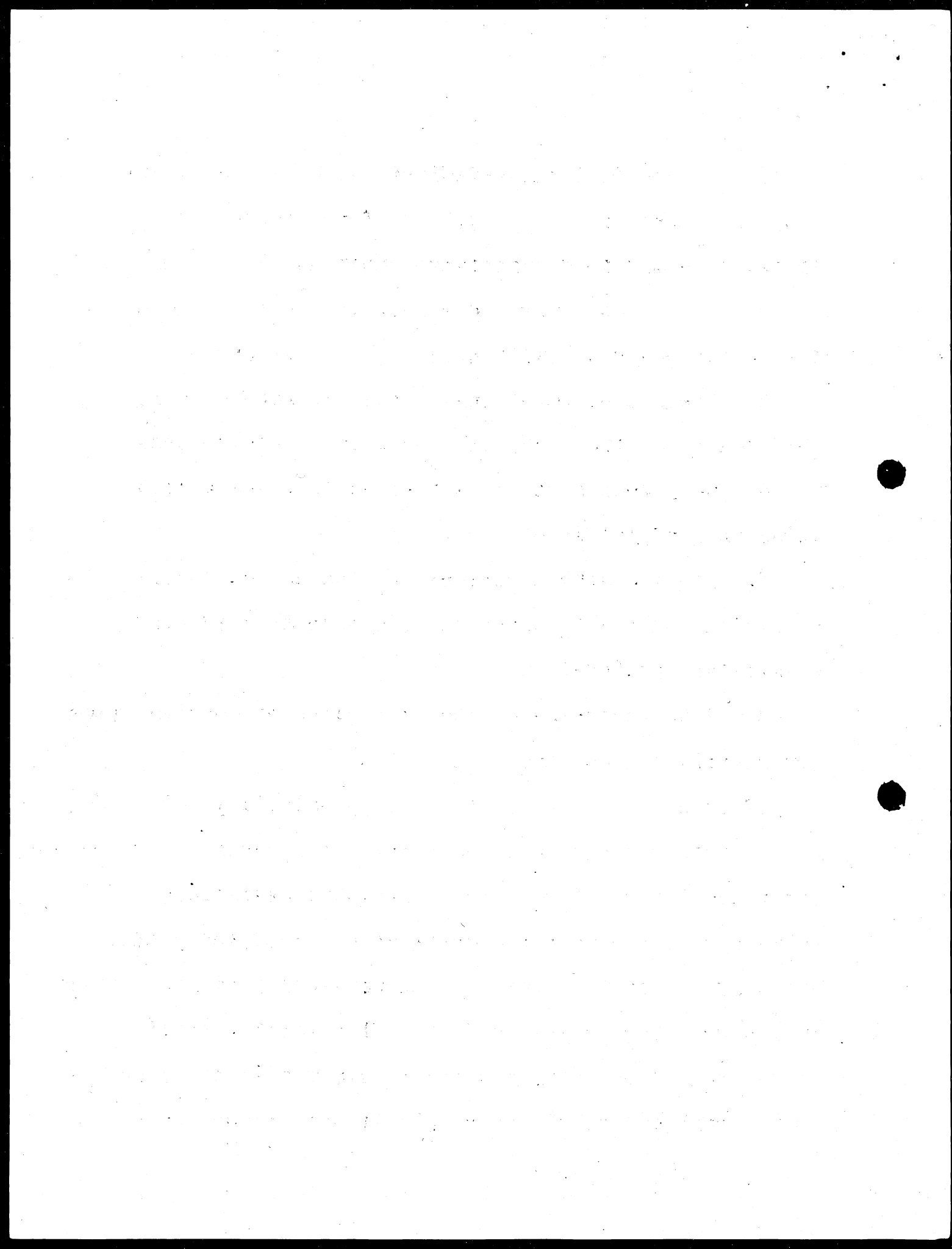
The Extension Service concurs in the importance of these recommendations because of the critical needs and because we are and have been engaged in implementing most of them on a somewhat limited basis for many years.

The White House Conference served as a catalyst for us. It gives us a new thrust, a new highlighting of work which we feel is of utmost importance.

Extension's educational responsibility in relation to Food, Nutrition and Health encompasses a broad spectrum. It has the responsibility for getting knowledge and skills to appropriate audiences in order to:

1. Assure production of adequate supplies of safe, high quality food at reasonable returns to the producer and at the lowest feasible cost to the consumer.

2. Insure that food and food stuffs are efficiently marketed from farm to consumer with delivery of safe, clean, nutritious foods at reasonable cost.



3. Insure full and efficient use of all available food resources; i.e., money, home food production, if feasible and food assistance programs.

4. Enable consumers to select appropriate foods for nutritious meals within their food resources.

5. Create understanding of the importance to good health of the right food in appropriate amounts.

6. Help people become motivated to place a high value on good nutrition.

7. Acquire within communities the needed food, nutrition and health services necessary to maintain a well-fed populace.

8. Take advantage of the full range of opportunities for nutrition education.

If Extension is to meet its responsibility for a continuing out-of-school educational program, intensive and more adequate educational assistance must be given to meet the critical needs of today and the needs of another 100 million population by the year 2000. Our entire professional Extension staff at the Federal, State, and local levels will continue to be involved in helping people to meet these needs:

1. The first part of the report is a general
introduction to the subject of the study.

2. The second part of the report is a detailed
description of the methods used in the study.

3. The third part of the report is a detailed
description of the results of the study.

4. The fourth part of the report is a detailed
description of the conclusions of the study.

5. The fifth part of the report is a detailed
description of the recommendations of the study.

6. The sixth part of the report is a detailed
description of the limitations of the study.

7. The seventh part of the report is a detailed
description of the future work of the study.

8. The eighth part of the report is a detailed
description of the acknowledgments of the study.

9. The ninth part of the report is a detailed
description of the references of the study.

10. The tenth part of the report is a detailed
description of the appendices of the study.

11. The eleventh part of the report is a detailed
description of the index of the study.

12. The twelfth part of the report is a detailed
description of the bibliography of the study.

1. Continue to expand its food production and marketing educational programs for a continual supply of safe, clean, nutritious food at reasonable costs for an expanding population.

2. Expand its efforts to assist hard-to-reach poor with food and nutrition knowledge and skills for both adults and youth, making full use of trained and supervised indigenous aides and volunteers.

3. Increase its programs in food and nutrition education for young families just above the poverty level.

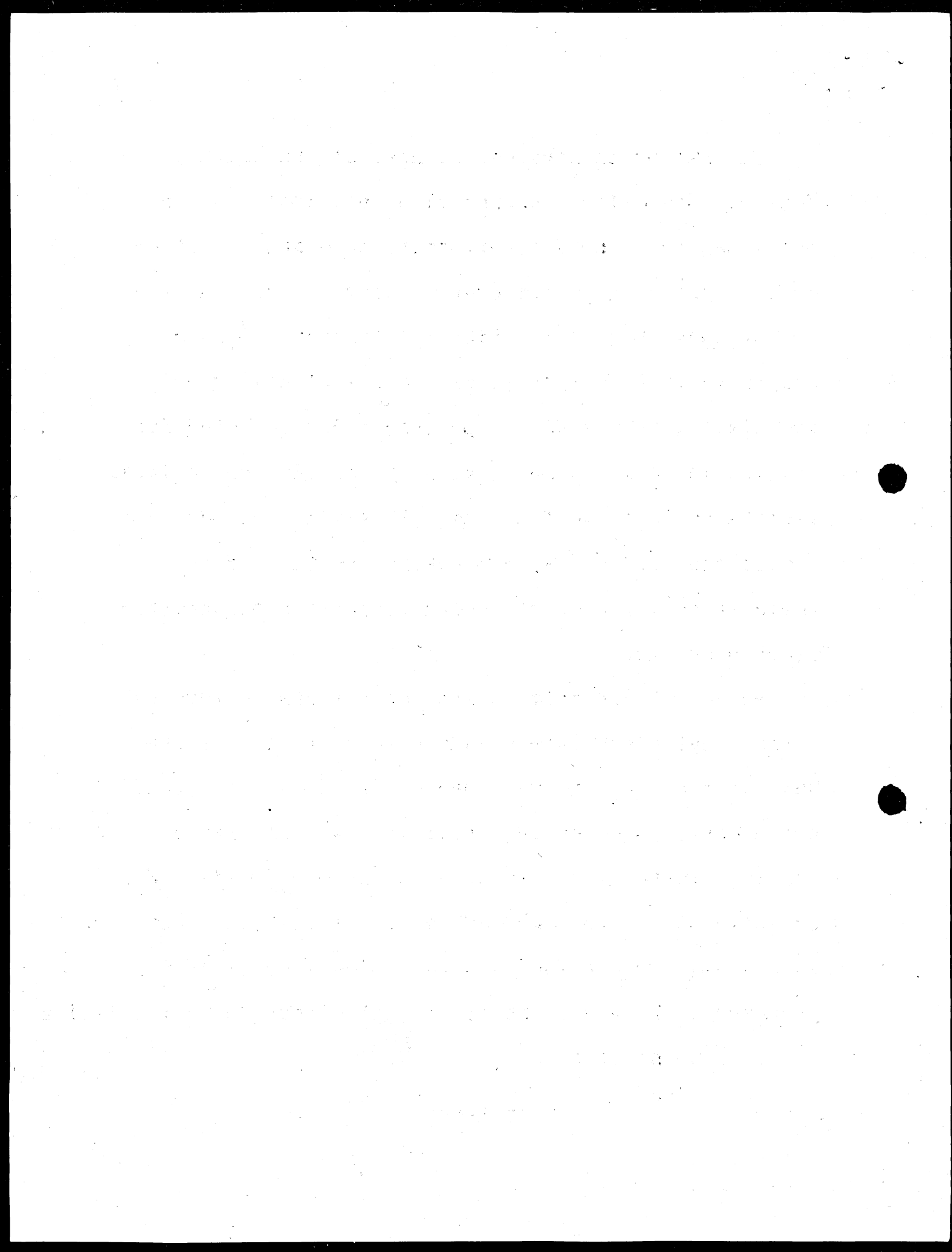
4. Give special attention in all income levels to programs to improve nutritional knowledge among:

- a. Young women who will soon become pregnant.
- b. Pregnant and lactating women, and
- c. Families with pre-school children.

5. Give attention to the nutritional needs of the elderly.

6. Continue to up-date and expand its food and nutrition education programs for children and youth.

7. Expand its educational programs beamed at mass audiences through TV, newspaper, radio and publications.



The Extension Service, because of its unique Federal, State-local cooperative relationships, has the capacity to conduct effective food and nutrition educational programs in every county and community in the country. As additional resources are made available to Extension by all levels of government, we will expand the use of program aides selected from low income families and trained to provide educational assistance to these families. This will include assistance to farmers, homemakers, youth, and to communities composed of a high proportion of hard-to-reach poor people.

We need to greatly expand our efforts to involve representatives of the disadvantaged in determining what kind of help is most needed. We need to expand our efforts in selecting, training, and utilizing unpaid volunteers to assist with these programs. We urgently need both technical and social science research as a basis for our food and nutrition educational programs if Extension is to be most effective in fulfilling these responsibilities.

