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X EXTENSION FARM LABOR PROGRAM

Calendar for local mobilization, recruiting, and information program in typical general agricultural county with specialized crops requiring large numbers of seasonal harvest workers

SITUATION: County of 35,000 people, with some small industries; having a town of 8,000 people as its largest center of population and several communities of 2,000 to 3,000 people; adjacent to counties having three or four large cities. County agent and special farm labor assistant, one county farm labor placement office, one farm labor association organized by farmers, one daily and four weekly newspapers, but no radio station. Morning and afternoon daily newspapers and radio stations in nearby cities service county.

General farming and dairying county with 2,500 acres of snapbeans, 1000 acres of canning peas, 1,000 acres of cabbage, and 1,500 acres of potatoes. Peak requirement for seasonal labor, July 15 to August 15.

Historically, before war, the specialized crops -- on a smaller scale -- were harvested by local labor, day-haul groups from the nearby cities and large numbers of migrants, some from an adjoining state and others from the South. During the war years, expanded crops in the specialized group were harvested by local and intrastate recruits, increased numbers of interstate workers, and foreign workers (350 in 1945).

Sources to be tapped in 1946: After maximum local mobilization of seasonal workers -- full and part time, men, women and youth, labor supplies to be tapped in bridging the gap in supply will include migrants, youth recruited in metropolitan areas of state under the VFV program, and as a last resort, foreign workers.

Needs for general farming, seasonal, and year-round workers to be filled first through local mobilization, including encouragement of war veterans and war plant workers to return to the farms; recruitment of 75 to 100 live-in boys from the cities, and 50 to 75 city girls.

Operation of two labor camps -- one for city youth, and one for foreign workers if they are needed. Housing for migrants will be provided by employers.

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PROGRAM OF ACTION

April 1946

Farm labor objective for month: Get county farm labor mobilization, recruitment, and information program organized and ready for action when needed. Work done in April will help keep the pressure down, and guarantee a better job, when time for action comes.

JUN 13 1946

First Week in April

1. Organize latest information on orders from farmers, applicants for work, and general labor situation and outlook.
2. Check with Selective Service on return of veterans to agriculture, and current induction of farm youth into armed services. Check on U. S. Employment Service referrals for agricultural work and on unemployment compensation rolls.
3. Check with state farm labor office on latest developments in program, outlook, and national and state situations.
4. Arrange to meet with daily and weekly newspaper and radio station people during next few days.
5. Visit the schools and check with superintendents and principals concerning cooperation in VFW program; ascertain what materials and help they will want.
6. Evening meeting with officers of farm labor association and any other farmer employers to get line on latest estimates of need and give them latest information on supply; get committee of three named to cooperate with you in local mobilization.

Second Week in April

1. Confer with newspaper and radio people and acquaint them with the situation and local problems, and invite their cooperation and suggestions. Take a couple of farmers along (from the committee of three) to tell their own story about the situation on the farms.
2. Lay-out the farm labor information program for newspapers, radio, etc. Get your order for recruiting materials to state headquarters. If you, or the farm labor assistant, cannot handle the information program that is required, because of a lack of time, arrange with a local editor, reporter, or correspondent for one of the city newspapers, radio copy writer, advertising man, or some other capable, interested, and public-spirited person to do the job under your guidance.
3. Release daily and weekly newspaper and radio stories on general production and labor situations. Put emphasis on the extra job farmers have to do and the importance to the community of getting it done. Here's where you start to build your recruiting background in the public mind. Generally, one story will suffice for both daily newspapers and radio, but a different story (a rewrite of the same material) is advisable for weeklies. They do not like copy that duplicates releases to dailies.
4. Prepare circular letter to farmers urging importance of ordering workers and pointing to the kind that may be available to them....when and how.
5. Arrange for conference with county and community leaders -- representatives of service clubs, veterans' organizations, Red Cross, women's clubs, chambers of commerce, ministerial associations, school and public officials

and farmers -- for discussing farm labor situation and getting suggestions for setting up mobilization organization. You should come out of this meeting with a tentative committee.

#### Third Week in April

1. Confer with industrial heads and county and state highway maintenance departments and lay groundwork for getting sturdy men to help with haying and silo filling; and with specialized crops during after-work hours, and on days off, and during weekends and vacations, with releases from regular daily work if necessary in emergency.
2. Release news stories on week's developments and any changes in situation. Emphasize national and world importance of producing and harvesting maximum crops.
3. Check to make sure that VFV materials have been received at the schools from the state offices, and that they are being used; and that materials ordered from the state office have been sent to farmers who have employed or may become interested in employing youth -- particularly live-ins.

#### Fourth Week in April

1. Evening meeting with mobilization committee; get it organized, and start work on program. Show samples of material it will have from state office. Plan any other additional local material that may be needed. Have couple of farmers present to tell their own stories about crops and labor. No recruiting yet, just preparation, while there is ample time to analyze needs and make right decisions on how to do it, and make assignments of responsibilities.
2. Release news stories on committee meeting, name members, outline preliminary plans, indicate approximate time of campaign, and need for workers, so people can start making their summer plans.
3. Arrange for agent, farm labor assistant, campaign chairman and members, and farmers to speak at community club meetings, etc., during next 2 months. Schedule a representative of the state office who can tell what other counties and communities are doing to solve their farm labor problems.
4. Evening meeting with farm labor association officers to check on preparation of camps for opening and organization of staffs; also general situation.

MAY 1946

Farm labor objective for month: To perfect organization and build up public interest and support for program. This is a month of education concerning the importance of local people helping get the local food production and harvesting job done.

First Week in May

1. Check with schools on progress in VFV cooperation, use of materials, etc. Arrange for farmers to visit schools and speak at assemblies, concerning jobs youth can do in helping them produce food crops.
2. Release news stories on VFV and cooperation in schools. Emphasize education and work experience values in this program. Stories should be pointed to back up school efforts to interest parents in encouraging their boys and girls to participate.

Second Week in May

1. Evening meeting with mobilization committee for check on organization and program. It should be completed at this time -- ready for action when needed. Care will be necessary in keeping this committee in check, so it will not swing into action more than 10 days or a week before workers are actually needed.
2. Release news stories. Put emphasis on getting extra seasonal work done by people recruited locally. Let local people know you're depending on them to do the job. Under conditions now existing give the people an idea as to "about the time" they will be needed for farm work. Don't overlook telling them that they will be paid prevailing rates or wages.

Third Week in May

1. Check with Selective Service and USES. Ask for referrals of all qualified persons, on readjustment or unemployment compensation. Interview all persons referred.
2. Check to make sure that there are well-displayed placards and signs directing prospective farm workers to location of farm employment offices.
3. Release news stories on return of war veterans and war plant workers to agriculture, wartime workers who have left and are still leaving farms, and farm boys who are still being taken into armed forces.
4. Consult with your mobilization chairman frequently. Make sure he is promptly advised about conditions and prospects, effect of changes in weather on crops, and time help will be needed. Help him keep his committee interested.

Fourth Week in May

1. Get out news stories on current farm crop and labor conditions.
2. Get your farm labor speakers into action at the clubs and other organization meetings.
3. Lay groundwork for day-haul groups, by telling public now about transportation plans, etc. Put emphasis on planning vacations so there can be

participation in farm work. Get the forces lined up to do farm work on the afternoon or day when stores and offices are closed, throughout the summer. Emphasize the advantages of a day or an afternoon out in the open country.

4. Get out a circular letter to farmers emphasizing the important responsibility they have in giving the inexperienced workers training and instruction in how the farm work is done. Shape up some "success" experiences farmers have had in getting better utilization of inexperienced labor.

#### JUNE 1946

Farm labor objective for month: The time for action is close at hand. First, give the campaign its final information build-up; second, put the campaign into action and make it click.

#### First Week in June

1. Evening meeting with full mobilization committee, for reexamination of organization and program to make sure that it is ready for action and adjusted to meet any current change in situation.
2. Check up with your newspaper and radio people to make sure everybody is set to do the job.
3. At least one speaker once a week at some club or other organization meeting.
4. Step up the tempo of the news releases. Become as definite as you can about the date for the campaign and the time when help will actually be needed. If there are any developments that alter conditions keep the public currently informed. Push the emphasis that it is a local job for local people to do.

#### Second Week in June

1. Final check-up at the schools to make sure youth is organized and well informed before school vacations start.
2. Evening meeting with farm labor association members and other agricultural employers to get last-minute farm labor demand picture for campaign.... time of need, when and where, and to give farmers last minute picture on how campaign will help them.
3. Organize a field trip with the newspaper people so they can see for themselves just what the situation is, how big the job is, and can talk with farmers and get their own stories of need. Here's a great story. They will write it for you, and it will be effective as the campaign opens. Bring some farmers in to tell their story over the radio.

Third Week in June

1. Evening meeting with the mobilization committee for the final check-up. Get the machinery oiled. Set the dates for the campaign. Here's where you all take off your coats, roll up your sleeves, and get ready to "go."
2. It's the week before the campaign. Keep the flow of news releases rolling every day in every channel. Encourage editors to do an editorial now, with emphasis on need and importance of getting job done by local people. It is a good time for editorial emphasis on local economics. Make sure everyone knows how the campaign is going to operate, when and where to enlist, and that recruits will not be called to farm jobs for a week or 10 days, or whatever it is, after they enlist this week.
3. Get out a letter to the ministers and priests asking them to announce and endorse the campaign from their pulpits, the Sunday before the campaign opens, if possible. It is always something that they can go along with, without any difficulty.
4. Encourage local people, if they prefer, to make their own arrangements to work with some farmer who they know or who their friends know. There are many who will prefer to do it this way, because they can avoid registration details, etc. If there is any way to give publicity to the names and locations - including telephone numbers - of farmers who need help, put this idea to work. In some counties farmers have chipped in for a purse to pay for newspaper ads or placards in which their names and locations are listed.

Fourth Week in June

1. This is campaign week, starting with Monday. Get around to the recruiting centers, check up, and show your interest. Take a farmer or two with you. Keep in close touch with your chairman and committee.
2. After the first day, and initial surge, start feeding tips to the newspapers on progress here and there in the campaign. They'll dig up the material for you, and it will help keep the recruits coming.
3. Keep the campaign publicity flowing -- every day.
4. At the weekend get in touch with the clergy again, if you need further help. There is a story -- and recruiting material -- in what they said to their congregations last Sunday.
5. Friday night of campaign week have a meeting with your committee, to survey results and determine if it is necessary to continue a hard-driving campaign, and when and how.

JULY 1946

Farm labor objective for month: Continue efforts to exhaust local supply of full- and part-time labor before bringing in any outside help, if that becomes necessary. Center information service on activities and participation of local people in emergency farm work as best means of getting more workers.

First Week in July

1. Keep information services booming first 2 days in month, then lay off over the Fourth, and pick up on Saturday.
2. Keep in touch with your local mobilization committee; encourage the committee and registrants through expressions of appreciation for efforts and response.

Second Week in July

1. Here's when the first recruits will be called to work in beans, and the sturdy men will be needed for haying. Switch the information stories away from maximum emphasis on need, and to emphasis on the work local recruits are doing, individually and in groups. Here's where the success stories will start bringing in more recruits for you. Feed lots of tips to the papers and radio stations, but don't forget to let the people know that you need more and more workers....when and where.
2. Its time to get some cameras to work producing pictures as a new arm in the information service.
3. In daily developments there is ample material to keep the information wheel grinding. Until the peak is reached in August it is a constant field day for newspaper and radio people. They'll call on you for a lot of information. Make sure that they get it. Don't wait for them to call you. You call them frequently.

Third Week in July

1. Encourage members of service clubs and other organizations to spend at least a day out on some farm where they can work as a group. Sometimes they can have their regular club luncheon, supper, or meeting there. "Kiwanis" day, "Legion, VFV, or Veterans" day, "Rotary" day, "Lions" day, "Red Cross" day -- all swell information and recruiting material.
2. Keep in touch with your mobilization centers and make sure some of the farmers drop around to do some patting on the back. The campaign workers will need encouragement.
3. Stimulate news stories on developments in the harvest so the public will keep in touch with progress, current needs, where and when.



Fourth Week in July

1. News stories about the work the VFV's are doing....about the live-ins on the farms and the city youth in the camp.
2. More speakers at the clubs to prevent any let-up in interest. Here's a good spot for a representative of the state farm labor office to come in and tell how other towns are meeting their obligations through new techniques in recruiting and information.
3. Make sure newspapers and radio are kept supplied with material and tips. Invite news and radio people to go with you on organized tours during which they can see the job local people are doing. This is the best kind of publicity.

AUGUST 1946

Farm labor objective for month: Press information and recruiting campaigns to get over the hump in beans.

First Week in August

1. Good time to put some "recognition" emphasis on what the women are doing in emergency farm work -- the town and city women, and the women on the farms, too.
2. Meet with your mobilization committee, reexamine situation, and work out program for activities needed in August.
3. It's time for the last big push on beans. Direct your publicity to the needs. Put some emphasis on what people are doing in spending vacations in farm work.

Second Week in August

1. This is the week when you should get over the hump in the bean harvest and you can begin to taper off in publicity. Emphasis on spots where help is needed, rather than general need.
2. Turn information spotlight on the day-haul groups. Good picture material. Check up to see how playground supervisors are cooperating.

Third Week in August

1. Check up with your school superintendents and principals to get line on how much reopening of schools will cut down labor force; if there are to be delayed openings, or if temporary releases are to be allowed until the farm job is done.

2. Recognition stories for industrial workers who are released to meet special emergencies, or who are doing farm work after working hours and at weekends.
3. Check with your farmers to make sure they have all the help they need before frost cuts down the beans.

#### Fourth Week in August

1. You'll be losing some of the part-time workers who have spent days and half days from stores and offices during the summer season. A good time for a recognition story that will also point to the need for others getting into the work to take their places.
2. Another check-up -- perhaps the last one -- with your mobilization committee to determine if it keeps plugging away or has done its job and can cease activities.

#### SEPTEMBER 1946

Farm labor objective for the month: Wind up the farm labor campaign; take care of recognition awards.

#### First Week in September

1. Give attention to moving foreign, then other outside workers, out as quickly as possible, with publicity to work they have done; put emphasis on local people being able to finish the job. Take the line that the outsiders have been a help to local people in getting their job done.
2. Get into the schools early with awarding of certificates, etc., and expressions of appreciation for what they have done. Good chance to point to any additional farm work they can do under school programs. If you're needing them in the potato harvest here's a chance to bear down on that.
3. Rig your information program and news releases to fit the pattern of need.

#### Second Week in September

1. Make sure that your personal letters go to the members of the mobilization committee and others who have been helpful in leadership; to newspapers and radio stations, to clubs, etc. The "Certificate of National Service" is tailored to help you do this job. News story on this.
2. Make sure farmers and farm organizations write the necessary "thank you" letters to the committee, newspapers, radio, etc. News story on this.
3. One general "pat on the back" news story to cover public response to appeals for farm labor recruits, achievements, etc.; how the crops were saved, etc. Quote some representative farmers.

4. A news story of what the city boys and girls did -- the live-ins and campers. Make sure a copy gets to their schools in the cities and towns.

Third Week in September

1. Check back and make certain you've done a good "recognition" job. It takes time and effort, but it is very important in farmer, town, and city relations and it pays dividends in cooperation in future years.

OCTOBER 1946

When the crops are in, a last round-up story -- newspapers and radio -- on the over-all job done on the farms, in acres, tons and bushels of the various crops produced, their value and other importance to the community and to the nation and world. Here's the one big chance to pat the farm people on the back and point out the big job they did in getting the production and harvesting work done.

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