

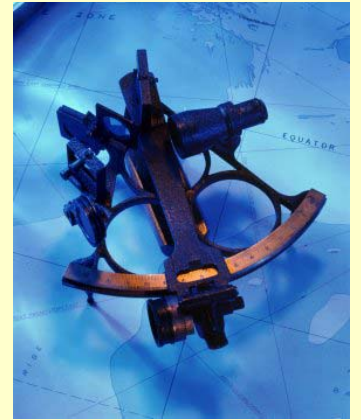
The Extension Component of the Agricultural Economics Profession

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The Extension Component of the Agricultural Economics Profession



1. The relevancy of Extension
2. Paradigm shifts in Extension
3. Extension and WCC-72

1. Extension is still relevant:

- Extension education is still the primary means by which agricultural economics research is "translated" for practical application by clientele.
- The pace of change in the economic environment facing agriculture and related industries is overwhelming, but has created "teachable moments" for Extension education in agricultural economics.
- Solid, visible Extension programs (and relationships with clientele groups) can serve as a powerful means of engendering external pressure regarding investments in agricultural economics programs.

2. Paradigm Shifts in Extension:

- The “hierarchy of prestige” is balancing – mainly due to the S-C-P orientation of Extension economists bringing industry perspectives (& funding contacts) to the table.
- Shrinking budgets are placing an emphasis on cost recovery (publications, travel, etc.), fee-based programming, and distinct Extension components of grant and contract funding.
- Attrition is shrinking the number of Extension economists. Agr Econ Dept’s will need to embrace Extension outreach responsibilities in a collective manner.

3. Extension and WCC-72:

“If you want to continue to receive funds for Extension programs in rural areas, you must convince the urban legislators that Extension is a valid investment for tax dollars. What I am telling you is that if you want to continue to have rural Extension programs, you must have good urban programs.”

The Honorable Pete Laney,
Speaker of the Texas House of Representatives