Historic Timeline

Date	Item Description	Research Memo
1785	Philadelphia Society for the Promotion of agricultural progress… traveling "Farmers Institutes," formation of state agricultural societies, Boards of Agriculture to support lectures, publications, and newspaper articles.	Era of Farmers seeking new knowledge
1856	Vermont Congressman Justin S. Morrill intro resolution for agricultural schools modeled after West Point and Naval Academy…rejected. Era of Agricultural Societies, Grange, fairs	Agricultural Societies
1857	Morrill reintroduces Ag School bill vetoed by President Buchanan in 1859	
1859	Massachusetts sponsors first "Institute" for farmers by the State Board of Agriculture. New England 'agricultural societies" proliferate	Institutes
1859	State of Pennsylvania attempt at private farm college. Yale offers a few classes	Failure of Private farm colleges
1860	US had 1300 Agricultural Societies with fairs, prizes, newspaper articles, journals	Agricultural Societies
1862	President Lincoln signs Morrill Act to fund agricultural 'Land-Grant" colleges… establish Land Grant colleges.	Birth of Cow Colleges… land-grant lectures and seminars
1860s – 1870s	Land Grant colleges off to poor start… farmers distrust "book farming," saw classes as irrelevant, lack of congressional support.	Failure of Land Grant Colleges
1867	Grange established… era of modernization, industrialization, mechanization and the move to agribusiness	Starts of Agribusiness in modern era
1869	University California—starts agriculture, mining, and mechanical arts programs	
1876	Formation of Farmer's Alliance and start of Populism	Birth of Populism
1887	Hatch Act gives Federal Funding for agricultural research in state land-grant colleges and saves the system	Birth of Experiment Stations
1890	Morrill Act of 1890 authorizes expansion to more land-grant institutions fail without funding. Original Morrill Act colleges seek ways to reach farmers through "Extension."	
1890s	Campus courses and traveling schools, lectures, and Farmer Institutes in cooperation with Agricultural Societies and Grange.	Farmer Institutes
1891	California farmer's institutes organized by UC College of Agriculture at request of State Grange. Subject determined by local community. Grange calls for separation of University and Agricultural Colleges.	
1892	Through 1903 cotton boll weevil decimates Texas cotton industry	
1894	Cornell University established an "Extension Program" at request of grape growers	Birth of College Extension Programs
1896	Presidential election of William McKinley (Republican) marks shift to corporate America	Corporate America

Date	Item Description	Research Memo
1897	UC creates a Department of University Extension in Agriculture headed by E.J. Wickson editor of Pacific Rural Press	
1898 - 1914	"Golden Age of American Agriculture"… Stable prices, no surpluses, and favorable trade at same time as US population shift moves to worries over stable food supply and shifts more emphasis to agribusiness ability to deliver large amount of food to cities.	
1899	26 States draw 500,000 farmers to Farmer Institutes	
1890s - 1920s	Gemeinschaft vs. Gessechaft. Industrial Gilded Age shift of political and economic energy from farm to urban and corporate. Today red vs. blue states.	
1902	Numerous States Institute Boys and Girls Agricultural Clubs	Youth Education
1903	CA state funds institutes, UC correspondence courses on AG topics	
1903	Seaman Knapp, USDA employee in Louisiana, proposed a demonstration farm to teach farmers how to fight the weevil. Demo farm profits and Congress through the Bureau of Plant Industry funds program for Demonstration Farms. Farmer owned farms or "cooperators" succeed with university help and serve as regional models. Knapp model succeeds with new idea of single county agent supported partially with county support.	Birth of Demonstration Farms… County Agent model
1900	More than 2,000 institutes held yearly… teaching, conducting research, and application results in Extension. Railroads offer free educator travel feeling it would be good for future business	
1900	California had 72,542 Farms	
1904-1911	Railroad "Demonstration Trains" --- George Washington Carver pilots "Moveable school." In US 71 trains ran in 26 States and reached 1 million men, women and children. Trains served as a transitional teaching method.	Birth of Demonstration Education
1905	"Extension Committee" formed	Birth of ECOP
1906	George Washington Carver "Moveable School of Agriculture" Model.	
1907	USDA sponsors first Boys and Girls AG Clubs. Symbol of three leaf clover (head, heart, hands)	Birth of 4-H Clubs
1908	President Theodore Commission on Country Life. Strong emotional element to concerns about saving superior rural lifestyle. Hope to promote local democracy and community-based leadership. Birth of Populism. Use Ag agents as a leavening agent to uplift local communities.	Hopes for a Rural Renaissance… Country Life Movement
1908	Formation of Association of American Agricultural Colleges and Experiment Stations (AAACES) attempts to battle for funds. Political battle over vocational or Extension funding.	
1908	In California the Southern Pacific Railroad collaborated with UC and State Department of AG to sponsor agricultural demonstration trains. By 1912 made 461 stops, 7,430 miles with 176,287 attendees…field crops, soils, insecticides, horticulture, viticulture, plant diseases, poultry, public health, and home economics.	

Date	Item Description	Research Memo
1906-1914	Use of private and local, state, and federal funds to finance AG programs as a result of Knapp's cotton success. General Ed Fund (J.D. Rockefeller endowed), local businesses, local taxes, equip businesses fund project. First County Agents	Birth of County Agents
1909	Iowa, Kansas, Minnesota Departments of Extension and Superintendents or Directors at Colleges	
1909	School Agricultural Clubs rural youth clubs under Southern Land grant colleges	
1910	California had 88,197 Farms	
1910	USDA appoints the first county home demonstration agent (Virginia). Farmers Institutes offer education programs for home sanitation, kitchen equipment, house furnishings, home decoration, starch food preparation, breads, leftovers. "Reading Courses"	
1911	62 trains carried 72 lecturers more than 35,000 miles and reached almost one million people	
1911	4 -H name born Head, Heart, Hands, and Health	
1911	William Jennings Bryant National Soil Fertility League goal of promoting a nationalized system of Extension based on Knapp Model and convinced AAACES to go with the county-based extension model.	County-based extension model
1912	Missouri organized a Farm Bureau of local people to help with Extension work	Birth of Farm Bureau idea
1912	California through UC encouraged formation of boy's and girl's agricultural clubs in rural areas. Worked with high school districts. By 1914 eighty-fours high schools had agricultural clubs	
1913	Professor W.T. Clarke placed in charge of new Division of Agricultural Extension in School of Ag at UC Berkeley	
1913	First California Farm Advisor hired --- Humbolt Dairy farms—UC, Humbolt Board of Supervisors, Ferndale Dairymen's Association, and the County Chamber of Commerce. Quickly followed with Advisors in San Diego, San Joaquin, and Yolo Counties.	
1913	Humbolt County Farm Bureau organized – first in CA	First CA Farm Bureau
1914	Congress passes Smith-Lever Act to fund nationwide Extension work. Funds for cooperative administration of agricultural education by USDA and state land-grant colleges with mission of increasing productivity and improvement of rural life. More than matched local funding for Extension programs like --- 4H, home economics, community development, farm. $600,000 year one and next seven years at $500,000. The "States Relations Committee" founded. Insures long-term funding, county-based agents, demonstration farms	Insures long-term funding, county-based agents, demonstration farms

Date	Item Description	Research Memo
1914	B.H. Crocheron became Director of the California Agricultural Extension and served until 1948. Wrote the publications that defined the role of the Farm Advisor and the function of the county farm bureau and thus laid the foundations of Extension in California. He insisted that county-based agents be appointed, supervised, and paid by the university making their status as educations beyond political pressures. Their expenses were to be paid by the county so they would be close to local needs.	
1914	UC Circular 118 (June 1914) defines a Farm Bureau as a local "organization of farmers and ranchers who combine to promote agriculture through cooperative study of farm conditions. Each Farm Bureau (at least 20% of county farmers) consisted of up to a dozen farm centers located in local rural schoolhouses for meetings.	
1915	Extension Committee on Organization and Policy (ECOP) with 13 members as vehicle by which the Cooperative Extension Service system achieves a sense of common mission and purpose. Name changed to "States Relations Service."	
1916	Typical CA Farm Advisor --- 31 years old, each week had 3 meetings with an average attendance of about 100, visited 16 farms, and traveled 277 miles. Used Model T Fords or motorcycles. Counties and the University made 3 year agreements and were funded by counties, state legislature, and the USDA.	
1916	Farm Advisor Role: provide useful information, but not direct action. Investigate farm problems and demonstrate and advise solutions. County residents had to request an advisor and the Board of Supervisors would appropriate $2000 for office and travel expenses. 20 % of county farmers had to organize work with the advisor and members paid $1.00 annual dues. The University paid the salary of the Advisor.	Era of Institutes begins to end
1916	California employed several itinerant home demonstration agents for lectures and demonstrations on canning jelly making, nutrition, home economy and management. By 1917 over 595 women in 16 clubs were solving home problems in regular programs	
1917	Cooperative Extension had a strong base of operation in every state	
1917	Food Production Act provided congressional funding to expand Cooperative Extension with incentives for farmers to increase production for the "last sack of flour" that would help win WWI. Food Preservation takes a forefront.	
1917	UC clubs had 2,716 participants in 208 high school agricultural clubs. Prizes included trips to UC at Berkeley or the University Farm at Davis	
1917	The Emergency Food Production Act. Emergency war appropriations for "food for victory." Increases number of agents	
1917	California with congressional appropriations of 148,500 boosted numbers of home and farm advisors from 17 in 1917 to 75 full-time staff in 35 counties by 1919. Eight counties support resident home demonstration agents.	

Date	Item Description	Research Memo
1917	California success; the Federal Food Administration stated that California shipped "more food per capita than any other state in the union" to the allies.	
1917	UC First Extension Specialist, poultry man, hired to double egg production	
1917	Reuben Bringham to Washington DC to develop an editorial and visual aid service for educational materials	
1917	UC "Traveling Conferences"--- 50 automobiles gathered in Berkeley each with 3 farmers and one county farm advisor and they would cover 400-6500 miles of farms to show the progress being made in California	
1918	"Food Will Win the War" utilized 2,435 AG Agents and 1,175 demonstration agents to assist USDA under the Federal War Emergency Fund to increase AG Production	Extension as part of a war effort
1918-1919	Influenza epidemic institutionalizes health into Extension programs --- home demonstration agents teach caring for the sick, nursing, dietary guidelines, health care workers.	Health and safety issues
1919	After war when emergency appropriations ended ½ of the Extension resigned for better jobs	
1919	Delegates from 32 county Farm Bureaus meet in Berkeley to establish the California Farm Bureau Federation	CA Farm Bureau Federation Founded
1920	US Agricultural crops drop more than one-half their average for the years 1910-1914.	
1921	UC Extension announces at the Pacific Slope Dairy Show in Stockton campaign to double milk production and achieved the goal by 1930.	
1921	*Farm Bureau Monthly* begins publication	
1920s	Extension staff traveling conferences to showcase CA agriculture. CA establishes Farm Bureau centers in over 500 rural communities. Farm Advisors given to a community when it has 20% of the county's farmers to organize the advisor's work.	
1920s	California Farm Advisors help farmers develop drainage systems to eliminate alkali buildup, cover crop advice, test soil for lime and gypsum, run fertilizer trials for grains, demonstrations on pruning and septic tanks, conduct tractor repair schools, promote use of purebred sires. Newly formed irrigation districts helped farmers turn to specialty crops and farm value had an increase of 112% and 300% increase in crop value and farm acreage increased by 9 %.	
1921	Volunteer leaders for boys' and girls' agricultural clubs organized by farm advisors in high schools. Foundation for the National 4-H service Committee in Chicago	
1922	In California 40 of 58 counties had farm advisors, with 26 assistant farm advisors, 16 home advisors, and 3 youth club leaders	
1922	First National 4-H Congress	

Date	Item Description	Research Memo
1923	first decade ends with 40 farm advisors, 33 assistant farm advisors, 21 home demonstration agents	
1923	Extension service set up as a separate USDA agency with a Director of Extension work	
1924	California emergency relief… foot and mouth disease, frost warning service with US Weather Bureau, dam breaks in Ventura in 1929. Helped direct farmers to more profitable crops… figs, avocados, persimmons, olives, citrus	
1925	CA has 568 Farm Centers	
1925	The Farm Depression hits California	
1925	CA use copper carbonate dust to control wheat smut. Treatment of citrus pests with petroleum oils, tartar-emetic-sucrose solutions.	
1926	First Agricultural circulars published	
1928	The Capper-Ketcham Act expanded extension work and encouraged agriculture and home economics in 4-H clubs.	
1928	"4-H" name first used	
1928	Giannini Foundation founded…"Agricultural Outlook" bulletins, enterprise efficiency studies, economic conferences, organize cooperative buying ands selling associations	
1929	CA Director Crocheron, backed by US Department of Commerce, took an 8 month fact finding tour of the Far East to seek out potential markets. Experiment Station 300 page report was not optimistic.	
1930	44 CA Counties had Extension Offices with 23 Specialists working throughout the state	
1930s	Extension Service Review as an exchange of educational teaching ideas nationwide. National Broadcasting Company (NBC) Farm and Home Hour	
1930s	Focus on practical application of science to agriculture. Soil fertility studies, dusts and sprays for smut and fungus, UC plans for barns and outbuildings	
1930s	UC Extension trend toward specialization… nine extension specialists across state in poultry, dairy, citrus, walnuts, agricultural engineering, irrigation, farm management, illustrative materials	Era of Specialists begins
1930s	Drought and Dust Bowl. CA fire prevention and fighting programs, forestry windbreak plantings (2,000 miles protect citrus). Home improvement programs including UC extension development of the "Swamp Cooler."	
1931	CA Farm Bureau Federation moves into 3 rooms in Giannini Hall at CAL	CFBF
1932	CA hires a statewide extension specialist in animal husbandry	
1932	CA College Division of Agricultural Engineering plans and specifications for efficient, economical barns and farm out buildings…available at cost by mail.	

Date	Item Description	Research Memo
1932	Cal-Approved seed program begins … standards of reliability. Today it is the UC Davis California Crop Improvement Association	
1933	Agricultural Adjustment Act (AAA) created a "new USDA." Programs in direct farmer assistance, production controls, price supports… Extension to help oversee.	
1934	Extension staff helps federal government implement, direct and administer Agricultural Adjustment Act programs. Selected to explain and interpret AAA to farmers. Adds up to 1/3rd more time to regular duties. CA ; 6,093 cotton agreements, 8,274 wheat agreements, 6,942 corn and hog agreements, 5,920 sugar beet agreements, 693 rice agreements for a total value of $15 million in payments Assisted in forming the Production Credit Associations.	
1935	California all time high number of farms --- 150,360	
1935	Soil erosion declared a national menace and Congress establishes the Soil Conservation Service and the Bankhead-Jones Act to expand agricultural research. Funding formula based on farm population.	
1936	Extension Homemakers organize the National Extension Homemakers Council (NEHC)	
1936	Experiment Station work with zinc, molybdenum, manganese, and other soil nutrients for fertility.	
1936	Federal Supreme Court invalidates the AAA but CA extension continues much of its work as regulated by the Feds… soil conservation districts, federal and state marketing agreements,	
1936	CFBF moves to six rooms in Hilgard Hall, CAL	
1939	In Ventura county treat of sugar beets with fungicidal dust	
1940s	CA population surges from 6,970,000 in 1940 to 10,585,000 in 1950. 1960 pop = 15,717,000 (127% increase in 20 years)… farm population declined during this era	Beginning of CA Population Explosion
1940s	Cooperative Extension had grown to become the largest agency in the world serving rural adults.	Extension vital to survival of rural life.
1940s	Farm Advisors and home demonstrators provide leadership for wartime committees--- war bonds, blackouts, state militia, blackout programs, fire prevention,	
1940	UC Experiment Station veterinarians recognize Newcastle disease in poultry	
1941	Extension program "Food and Feed for Family Living campaign for the National Defense Program. Victory Garden education for rural and urban Americans, 4-H Scrap Metal drives	
1942	Presidential Executive Order 9280 delegated increased responsibility over food production to the Secretary of Agriculture.	
1942	Form Emergency Farm Water Supply Project	
1942	CA Emergency Farm Fire Protection Project	

Date	Item Description	Research Memo
1942	CA in imitation of Britain's Home Guard Program helped organize a rural militia of 24,000 men and boys who enlisted voluntarily into 250 military units	
1943	CA had nearly one million home vegetable gardens and tens of thousands backyard poultry houses and rabbit hutches	
1943	Responsibility for administering the Emergency Farm Labor Project to meet wartime needs. Extension staff starts statewide system of 125 farm labor offices, produced brochures and demonstrations to teach urban people how to tend crops, California Farm Production Council supplied 359 "demountable buildings," from Extension made plans. Women's Land Army	
1945	The Bankhead-Flanagan Act expanded Federal funding of county extension work on the basis of farm population.	
1945	Extension staff help war torn nations rebuild under the Marshall Plan and train Extension workers in developing nations	
1945	CA at war's end was understaffed and under funded to meet needs of postwar needs… ranked 5th behind New York, Texas, North Carolina, and Iowa	
1945	Kings County Home Advisor begins working with migrant farm labor families	
1946	CFBF moves to 2223 Fulton Street in Berkeley	
1946	On the recommendation of the California Agricultural Research Study Committee the state legislature increased support of research and extension. Expanded number of specialists and programs for expanded field contacts and field tests 5000 I to 10,000. By 1948 doubles the state's share of funding, 60 new appointments in 1946 and 73 in 1947. Postwar academic appointments increased from 196 in 1940 to 360 in 1950.	Beginning of the era of specialty crops
1946	CA Extension begins publishing the monthly report "California Agriculture."	
1948	First International Farm Youth Exchange Conference	
1949	Founding of the National 4-H Foundation in Washington D.C.	
1949	Earl Coke announced reorganization plan for CA extension. Decentralized, designating "districts" of 6 to 10 counties to be supervised by six state leaders called regional directors. Farm Advisor title changed to "County Director" and all "assistant farm advisors" became regular farm advisors. Home Demonstration Agents became "Home Advisors." 4-H programs expanded from just rural kids.	

Date	Item Description	Research Memo
1950s	CA… State hearing on migrant worker malnutrition draws funds for six San Joaquin County Valley counties to work with low income families on how to use surplus commodities. Rosenberg Foundation in San Francisco fund this for three years. Smith Lever Special Needs funds used to expand the program.	
1950s	Extension reorganized to cope with scientific and technical advances for growing state. State Leaders designated for Agricultural Extension "districts" of 6 to 10 counties. Statewide leaders chosen for 4-H. County director positions created to coordinate local farm and home advisor programs	Technology and Urban Tilt… Urbanization of the State
1950s	Agriculture turning to mechanization and specialization. New specialists added for --- range management, ornamental horticulture, subtropical horticulture, plant pathology, vegetable crops, deciduous fruits and nuts, AG engineering, marketing, education, 4-H, home economics, youth counseling, apiculture, biometrics, climatology, crop processing, forest products, nematology, parasitology, enology, pesticide safety, consumer marketing, wildlife management, public affairs, radio-TV, dairy, soil, and water salinity. Extension staff up from 269 in 1945 to 549 in 1955	
1950s	Serve Commercial Agriculture by placing "subject matter specialists" in area offices to serve multiple counties. New fields include range management, ornamental horticulture, subtropical horticulture, plant pathology, vegetable crops, deciduous fruits and nuts, agricultural engineering, marketing, extension education, 4-H, home economics and youth counseling.	
1953	Congress amends the Smith-Lever Act and consolidates previous legislation, reformulates federal share of cooperative funding, separates activities of the Farm Bureau and Extension.	
1954	CA Director announces a "very definite shift" in exterior programs. Farm business programs, marketing, economic analysis and establish working relationships with processors, packagers, transporters, distributors, and suppliers.	
1955	Floods in Northern California use Extension as an emergency resource… evacuate flooded areas, levee work, emergency information, food and clothing distribution, animal carcass disposal, home rehabilitation, farm rebuilding	
1955	Under Secretary True Morse (USDA) pilot prams in community programs to help farmers deal with diminishing farm incomes. "Rural Development" (RD)	
1955	Agency for International Development (AID) contract with land-grant colleges for long range agricultural development programs	
1959	Asilomar Staff Conference theme "Agricultural Extension in Fast Changing Times" theme	CA Urban Era
1960	State Water Project shift Ag to north and central CA and sets need for irrigation ands salinity studies	

Date	Item Description	Research Memo
1960s	Urban Sprawl and loss of farmland, new mechanization and efficient productivity. Farm output increased 505 in 20 years while the number of farms decreased by ½	Era of Mechanization and Management
1960s	4-H in urban and low-income areas. Home economics becomes "Family and Consumer Sciences." Great Society pledge to help poor Americans learn how to select and prepare healthy food.	
1960s	Home Advisors start general newspaper columns, specialists put out 53 newsletters, radio and TV work, documentary program on NBC, pesticide training and information.	
1960s	Shifts in Clientele and Job roles. Fewer commercial farmers and more part time farmers, public lands officials (parks, highway, turf growers, floriculturalists, golf courses, landscapers) and extension put out more publications and phone calls and held fewer big meetings and less "school" offerings. University administration decentralized with autonomy to individual campuses yet extension remained centralized. Experiment Station researchers in academic departments shifted to discipline or mission –oriented work and did less field or applied work. The Experiment Station role was basic and long range research and Extension primarily did field work or immediate problem solving. Service hired biometrician to teach statistical methods courses to improve farm advisor's skills in design and analysis of experiments. More cross county work	
1961	Section 3(d) of the Smith-Lever Amendment added to allow funding for special programs such as resource and community development, farm safety, urban gardening, pest management, and non-point pesticide control.	
1962	California become the most populous state in the US	
1962	Extension enters public land use policy in a Berkeley meeting with 160 county officials and city planners in a conference in urbanization.	
1964	Extension celebrates 50th anniversary of Smith-Lever--- 532 Farm, Home Advisors, and specialists in 50 subject areas.	
1964	Economic Opportunity Act authorized programs to combat rural poverty. Traditional Home Economics shifts toward dissemination of science based information on nutrition, consumer economics, and healthy family relationships. Courses like "Science in the Kitchen," "Dressing by Design." New name was "Family and Consumer Services." Begin working with "multipliers," or professionals in other fields such as; physicians, dentists, dieticians, nurses, public health workers, welfare case workers, schoolteachers, Head Start, food stamp recipients	
1964	37,000 4-H members in 1000clubs up to 50,000 members in 1969 as expanded into urban low income areas.	

Date	Item Description	Research Memo
1964	CA Bracero Program expires, farm labor unions pick up. Extension offers farmers farm labor management programs	
1964	Dairy industry increased 42.5% since 1950. Administrative report "A Decade of Change in the Agricultural Extension Service," documented an 85% increase in Specialists	
1964	CFBF begins TV broadcasts with Voice of Agriculture	
1965	California Land Conservation Act encouraged agricultural preserves. UC Extension did a five years study of urbanization in the Bay Area.	
1965	CA Sugar beet growing fully mechanized, mechanical harvesters for tree crops underway, by 1968 - 96% of all US cotton was picked by machine.. US cold war role of feeding third world nations, FAO Freedom from Hunger campaign	
1965	CA Extension publication… "Growing Tomatoes for Mechanized Harvesting." Tomato Day in Davis with 1200 growers. Save industry from moving to Mexico.	
1966	Congress approves funds for Extension to do Rural Areas Development	Community Development made Official Priority
1967	"The People Left Behind" a presidential commission recommended federal action to help America's 14 million rural poor.	
1967	In anti-movement response Governor Ronald Reagan cut state budget for the university Extension funds by 10.4%...22 staff retire early and staff drops to 464	
1968	First nationally developed 4-H series aimed at nutrition --- including comic books	
1969	Expanded Food and Nutrition Education Program for low income families (EFNEP). Leadership given to Extension home economics and 4-H staff	
1970s	Environmental era begins. 1962 *Silent Spring*, 1969 ban on DDT, 1970 EPA established	Environmental era begins
1970s	Start of international studies for adequate world food supply	
1970s	Start programs in community development, farm personnel management, integrated pest management, marine fisheries. Beginning of American era of new environmental ethic, anti establishment, and civil rights. Groups want to be part of the decision making process. Oil crisis, global economy, inflation and a surge in American agricultural exports.	Era of Controversy and Change… See 1972 Annual Report

Date	Item Description	Research Memo
1970	RD mentioned in Title IX of the 1970 Agricultural Act. Community development under RD made a national goal and mission for the USDA.	
1970s	"Mulligan Stew" 30 minute TV nutrition programs aimed at teenagers	
1970s	Continued work with poor to address inflation, recession, technological change, unemployment, nutrition. New societal pressures included; environmental awareness, program costs, gender and ethnicity diversification in staffing, and outreach to minorities and non-agricultural audiences. To save money extension shifts many courses to University Extension Courses where students pay.	
1970s	Expanded Food and Nutrition Education Program hires ethnic minority program assistants to work in low-income neighborhoods. 320 Para-professionals reached 10,000 families a year in 16 counties.	
1970	University became the Sea Grant Institution for California and in 1972 hired an extension specialist in marine fisheries. Began a marine advisory committee and research program. Hired a seafood technology specialist	
1971	UC as a partner in a pilot program to monitor the total environment.	
1972	UC Extension project for landscape tree species, UC Davis soil pollution studies, UC Riverside plant tolerance to pollution, UC Davis lobster farming, Davis cattle reproduction studies, UC Davis raisin research, UC Davis runs bee gene center for National Science Foundation, UC Davis enology to make CA wine second to none, Jojoba, IPM,	
1972	US Sec of AG Butz declares national emergency for poultry virus (Newcastle). Role Of UC to identify and eradicate	
1972	City of Berkeley and with Division of Biological control on Berkeley Campus IPM for public plants. Berkeley School of Forestry study to prevent Berkeley and Oakland fire hazard from trees killed by frost.	
1972	UC aerial photography techniques developed in the School of Forestry to help NASA's first Earth resources Technology Satellite (ERTS-1). School of Forestry also developing computer based analysis to determine how to define wilderness for future uses	
1972	Federal Civil Rights legislation forced a 1973 practice of minority hiring to compensate for underrepresented groups like women and ethnic minorities. First woman county director in Contra Costa, first black in Los Angeles in 19778. First woman and first bilingual farm advisors hired in 1978.	
1972	Extension hires a community development specialist with 5 bi-lingual interns, supported by State Economic Opportunity funds, to work with Spanish speaking workers. The interns all later became farm advisors.	

Date	Item Description	Research Memo
1972	Federal Rural Development Act authorizes expanded Extension Work in rural communities and in nonagricultural areas	RD mandated
1972	James Hightower's book *Hard Tomatoes, Hard Times* charged that the land-grant system had by its emphasis on production technology favored the development of large commercial agribusiness while ignoring the needs of small farmers	
1973	Congress earmarked funds for 4-H work in urban areas and rural community development	
1974	Changes name from Agricultural Extension Service to the University of California Cooperative Extension (UCCE) by vote of the Regents	
1974	New legislation based on UC and California Department of Food and Agriculture studies requires all pest control advisors must be licensed and regulated… extension pamphlets.	
1974	CFBF Publication of weekly *Ag Alert* Begins	
1975	Federal Funding for Extension at $229 million	
1975	Integrated Pest Management (IPM), energy awareness in cooperation with the California Energy Commission and the Public Utilities Commission.	
1975	CA – 90% population lives in urban areas, 2/3s in the south. The state legislative district reapportionment resulted in less sympathy for agriculture. New concerns over food safety, energy, and protection from toxic materials, ecology movement	
1976	CFBF establishes FARM PAC	
1977	Small Farm Program to focus on specialized needs of small-scale and limited resource farmers	
1977	Federal Food and Agriculture Act provided for small farm Extension work.	
1977	Hired Farm Advisor in Fresno County to work with agricultural employers for progressive labor practices.	
1978	Renewable Resources Extension Act authorized support for Extension forestry and other renewable natural resource programs	
1978	CA passes Proposition 13 and cuts county budgets. With less resources we expect the Extension to serve more people	
1979	Small Farms coordinating council appointed by the California governor after publication of "The Family Farm Viability Study"	
1979	California Rural Legal Assistance organization filed suit against the University of California for failure to consider the impact on farm workers of labor-displacing technologies, alleged misuse of Hatch Act funds and inappropriate activities by personnel.	
1979	Integrated Pest Management Program to accelerate research and education on production alternatives with less chemicals	
1979	CFBF moves to 1601 Exposition Blvd. in Sacramento	
1980	UC Davis faculty formed Calgene raising conflict of interest issues. UC begins requiring that professors disclose financial ties with private firms.	
1980	CFBF founds Agricultural Education Program	

Date	Item Description	Research Memo
1980s	Environmental Issues, small farms, sustainable agriculture, and hardwood management	Designing the Future… Shifts global agricultural economy
1980s	Federal laws encourage universities to patent discoveries. The Bayh-Dole Act enabled Universities to patent inventions resulting from research that resulted from federal support.	
1980	Reorganization of Cooperative Extension begins…new Associate Director for Administration and an Associate Director for Programs and reduced the geographic administrative units from 5 to 4. Jerome B. Siebert as Director of Cooperative Extension reporting to the UC Vice President for Agriculture and University Services. • 6 admin offices report to director as a mgt team along with the Affirmative Action officer • 4 regional directors administer county programs and serve as liaison with campuses • 2 associate directors --- programs director covers 8 areas with a program director; associate director of administration supervises internal operations of Cooperative Extension • 48 County Directors report to regional directors • 4 programmatic coordinating committees to help plan statewide programs across subject areas	See flow charts and 1980 Cooperative Extension Update
1980	Federal funds set up the Small Farm Center at UC Davis to serve subsistence, ethnic, entry-level, small acreage, and part time farmers outside mainstream agriculture.	
1980	Cooperative Extension Radio --- 150 commercial radio stations	
1980	Hire an affirmative action officer… by 1987 – 10 women as county directors, 22 as farm advisors and minority academic appointments rose from 43 in 1977 to 64 in 1987. Computer usage increased	
1982	CA voters reject construction of the Peripheral Canal for transport of water from Northern California… environmental and anti agribusiness. Extension starts a Water Task Force.	
1982	CA long range plan identified 8 major program areas and listed 67 local offices in four geographic regions. Extension's 522 academic positions included 300 local advisors and 150 academic specialists based in departments on three campuses and the San Joaquin Valley Research and Extension Center (later renamed Kearney Agricultural Center)	
1985	The Food Security Act amended the Smith-Lever Act to allow a larger role for extension personnel in applied research activities.	
1986	Start Integrated Hardwood Management program (save California Live Oaks and other hardwoods)	
1986	Federal Technology Transfer Act requires government agencies like USDA to establish close collaborations with private companies.	
1987	Executive Order of April 10, 1987 requires government agencies like USDA to establish close collaborations with private companies.	
1987	Sustainable Agriculture Program for alternatives to high-input agricultural practices and hire a sustainable agriculture specialist	

Date	Item Description	Research Memo
1987	Create a Master Gardeners Program, intensively train volunteers to provides advice to homeowners	
1988	Extension reorganized to make campus-based specialists an integral part of academic departments. Regional directors given more authority to tailor programs to regional needs.	
1994	US industrial research was at $97.1 billion and rose 71% to $166 billion in 1999.	
1996	CFBF establishes website ; www.cfbf.com	
1997	10.7% of California farms produce 84.3% of the total agricultural products. CA AG farm sales tripled since 1975 ($8.5 billion to 26.8 billion). 7.9 % of the State's gross product and only 53% of the state's farmers farm full time.	
1998	UC Berkeley's College of natural Resources $25 million research alliance with Swiss Biotech giant Novartis	
1998	USDA provides only 2% of total research support for research and development… California receives20% of all federal research funds. Start of era of government matching funds to universities with private sector grants or contracts --- research collaborations. UC a top earner in royalties from patents ---	
1999	Berkeley Food Systems Project (BFSP) with Berkeley Unified School District (BUSD) and the UC Sustainable Agriculture Research and Education Program (SAREP)	School based food programs *CA Agriculture 2000 series*
2000s	Transition from a commodity-based agricultural system to one with differentiated, value-added products and a focus on the end-user.	*CA Agriculture 2000 series*
2000s	Theme of "Precision Agriculture." Management of a crop at a spatial scale smaller than an individual field. Control nutrient levels, soil texture and chemistry, moisture, pest management. Highly dependent on information management and high tech monitoring. Labeled Site-Specific Management (SSM). Profitable for high value agricultural land or agribusiness. Uses GPS (Global Positioning System), GIS (Geography Information System), remote sensing	How Natural is Modern Agriculture? *CA Agriculture 2000 series*
2000s	Genetic engineering and cloning for milk, livestock production. Artificial insemination, embryo transfer, gene mapping. Also crop genetic engineering… strawberries, broccoli, leafy crops… to improve nutritional value, use less pesticides and herbicides, more fiber, seedless fruit, shelf ripening, flavor and color. Transgenes for crop production. FLAVR SAVR tomato. Issue of biodiversity.	Transgenic Versus Organic *CA Agriculture 2000 series*
2000s	Biologically Integrated Farming Systems (BIFS) New organic farming techniques, business methods, supports, regulation… 10% of California cropland organic by 2025. Sustainability	BIFS System *CA Agriculture 2000 series*
2000s	California in the Global Agricultural Economy… Widening gap between rich and poor, environment and global warming, population growth, roles of women and minorities, expansion of the UC system (Merced), immigration and farm worker stresses, unions vs. guest workers, land-use, housing, health care, welfare reform, preservation of the rural lifestyle	The next Century? *CA Agriculture 2000 series*

Date	Item Description	Research Memo
2000s	Agricultural Industrial Cluster and Infrastructure; • UC Specialists; water, soils, finance, legal, insurance, labor, laboratories, consultants, cities and counties • Production Services • Food Processors • Distribution and Packaging • Specialized Support Services • Integration into nonagricultural clusters • Youth education to serve as the "Third" institution for raising kids --- family –school- UC Extension programs. Improve family life in both rural and urban areas. Urban/Rural agricultural interface. Take a lead in teacher education. Ability of the regional cluster model to draw investment money, concentrate developed infrastructure and bring related industries geographically together. Based on the Silicon Valley prototypical model where research universities, innovative designers, chip manufacturers, production equipment companies and consumer-goods producers all gain advantages by being in the same region.	Cluster Theory *CA Agriculture 2000 series*
2000s	Food Safety and Security… Nutrition research, food security, biodiversity threatened by population growth, global pant/human/animal foodborne diseases (mad cow, avian flu, salmonella, ecoli), drinking water. Food handling, personal; genetics, nutrition, complex processing, storage, transportation, GMOs, natural/organic, sustainable, human diseases (obesity, diabetes, heart conditions, asthma), food supplements (vitamins, designer foods, French Paradox), botanical pharmacopeias (wine, tea, coffee, chocolate, oatmeal, yogurt),	Food Safety and Security *CA Agriculture 2000 series*