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UNITED STATES DEPARTMENT OF AGRICULTURE
Federal Extension Service
Washington 25, D. C.

OUTLOOK WORK AS AN EXTENSION ACTIVITY

878500

The purpose of this statement is to present in outline form what may be considered to be the "outlook job" of the Extension Service,- (1) providing a continuous outlook information service, (2) developing a better understanding of the outlook, and (3) helping people use outlook in making decisions.

PREPARING AND RELEASING OUTLOOK
INFORMATION MATERIALS

- Regular current periodicals
- Newsletters and special briefs
- Commodity market information
- Consumer buying information
- Annual outlook statements
- Timely items on specific problems
- Press and radio releases
- Articles for magazines and journals
- Special reports on industry trends
- Background data on local situations
- Handbooks, slides, and charts

DEVELOPING A BETTER UNDERSTANDING OF THE "OUTLOOK"
AND THE VARIOUS FACTORS INVOLVED IN IT

- Meetings called for the specific purpose of presenting "outlook" information.
- Discussion of "outlook" wherever appropriate, as a part of other meetings.
- Training schools for county extension agents, and others.
- Special radio and television shows.
- Conferences and committee meetings.
- Counseling with individuals.

HELPING PEOPLE USE OUTLOOK INFORMATION
IN MAKING BUSINESS DECISIONS

- What the outlook is and what to do about it are two different things.
- What to do is a matter of business judgment resulting from a consideration of the outlook in the light of a number of other factors, all of which are related to the problem under consideration.
- The use of outlook, therefore, becomes a part of the decision-making process whether it has to do with the management of a farm, a produce business, a credit institution, a retail store, or a home.

Prepared for discussion at Agricultural Outlook Conference, Oct. 1954.

