

examine the situation immediately and help make a meaningful decision on the spot - in short an established, trusted member of the local community.

Who can fulfil this function? The local dealer can! He can, but all too often, does not for a variety of reasons - like the farmer, the chemical supplier or any other business, the dealer, to survive and remain viable, must make a profit. For many dealers total herbicide sales represent only a small part of their income, so why put much effort into it? These dealers, and there are many throughout Australia, must be motivated by some means. The commercial section supplies ample opportunity for the dealer to learn about products and see how they work and can be used. Perhaps now it is time for the non-commercial interests to examine ways in which dealers could be motivated to become more active, more useful extension workers.

Certainly at all levels the proper application of the concepts of ecology (what is good husbandry but sound implementation of ecological principles by an older name?) must result in increased profits and in our current society their profits are essential to a viable and expanding agriculture. Perhaps even dealers could be made to realize that by helping their customers become better farmers their increased profits will also mean increased profits for the dealer and benefit the whole community. Even now the farmer tends to look to and trust his dealer for help - let's make the local dealer more effective.

RESEARCH, AGRIBUSINESS, EXTENSION LIAISON -  
A PROFITABLE EXERCISE

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Workshops were held during 1974/75 at Wagga, Tamworth, Dubbo and Sydney to formulate weed control recommendations and produce herbicide wall charts for use in winter cereals, summer cereals, oilseed crops, lucerne, lawns and turf, pasture seed crops, and vegetables. The workshops were attended by representatives from agricultural chemical companies, spray contractors, and research and extension officers of the New South Wales Department of Agriculture.

Specialists from the Departments of Agriculture, Victoria and South Australia, and the Department of Primary Industries, Queensland, attended appropriate workshops and made significant contributions.

#### PRODUCTION OF WALL CHARTS

A series of wall charts listing registered herbicides, but not preferred treatments, were produced. The Agricultural and Veterinary Chemicals Association (AVCA) assisted with the organization of the workshops and with funds for the preparation of the charts.

The charts are available to farmers and the public through normal outlets, viz. offices of the Department of Agriculture, chemical companies and herbicide retail outlets. Charts have been forwarded on request to universities, colleges and schools throughout Australia.

The charts produced by liaison between spray contractors, AVCA, chemical companies' representatives and Departmental officers provided a basis for a better understanding of the ways and means of presenting a consistent and reliable message to herbicide end-users.

#### SURVEY OF ACCEPTANCE

A questionnaire survey has been answered by 30 District Agronomists in New South Wales on the extension value of the wall charts. Their extension value has been determined by chart acceptance, which has been gauged by defining distribution outlets and by ranking 'chart values'.

Charts were distributed to farmers, spray contractors, chemical representatives, schools, retail outlets and others, including bowling and golf clubs in the case of lawns and turf.

The survey showed that there is a wide acceptance of this form of extension communication. This was particularly noticeable for the charts on weed control in winter cereals, summer cereals, oilseed crops and lucerne but less noticeable for those on weed control in lawns and turf and pasture seed crops.