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CONSERVATION CHANGE AND CHALLENGE

Prof. to Hon Rene - Univ. of Okla. Faculty

I welcome this opportunity to join you. I am deeply concerned about your problems. I want to be closely associated with your progress, also and the dreams for the future of the 87 soil and water conservation districts in Oklahoma and the 3,000 in our land.

Words are the legitimate weapons of civilized man facing the issues of his time. Your meeting together at the close of four weeks of intensive educational work provides for ^{continuing the} timely discussion of vital issues.

This is the time to speak for the unity of the countryside in all its values and uses. It is the time to advocate the protection and development of our resources as a whole, in accordance with their capabilities and the goals of the community. It is a time to speak for action that will meet the oncoming demands of a growing Nation. It is a time to forestall premature and disorderly commitments of resource use.

We find ourselves in an age demanding instant satisfaction of ill-considered demands--often hypocritically made in the name of progress and society. Therefore, I believe it is a time to come forward, to be heard. It is ^{certainly} a time to assist conservation district governing boards to assume fully their responsibilities of leadership in soil, in water, and in related conservation work.

Address by Norman A. Berg, Deputy Administrator for Field Services, Soil Conservation Service, U. S. Department of Agriculture, at the University of Oklahoma, Norman, Oklahoma, February 9, 1967 to the participants in Program Planning Leadership Course.

year participation
2

This Program Planning Leadership Course conducted by the University of Oklahoma, at our request, took several years to get us to this evening. The administration of the University of Oklahoma and of the Soil Conservation Service, the faculty of this campus and the SCS students from 30 States are sincerely commended for a task well done!

The State Conservationists' Annual Meeting of August 1963 (Salt Lake City) conference report said,

"In order for the SCS to be able to give effective assistance to soil conservation districts and various planning bodies, it is essential for Service employees, especially work unit conservationists, to be given intensified training in resource conservation and economic development. This training should be geared to both immediate and long-range needs."

They concluded by recommending to the Administrator:

"A. That the following methods be used to meet immediate training needs:

- (1) In-service workshops
- (2) Correspondence courses
- (3) Readings from a list of 3-to-6 books dealing with resource and economic development

"B. That the following methods be used to meet long range training needs:

- (1) Consider the expansion of the number of employees who will be given the one year advanced university training in resource conservation and development each year.
- ✓ (2) Explore the possibility for making arrangements with colleges and universities for a short course for selected SCS personnel on the general subjects of natural resources and economic development."

The topic under broad discussion that year was Rural Areas Development through assistance to soil conservation districts and other local organizations and groups concerned with broad area planning for resource conservation and development.

The job of implementation was assigned to the Washington Office Training Committee chaired by Associate Administrator Young. Eugene Peterson and I worked with Gladwin on the idea that led to this course. I personally talked to more than one great University faculty to see what could be done to meet our need. We are gratified by the cooperative effort enjoyed on this campus. Frankly, we hope we can continue our arrangement with the University of Oklahoma to make this course ^{at least} an annual opportunity for key SCS people.

^{the SCS} We have such a long way to go in meeting the training needs of our people; to fulfill all the recommendations of nearly four years ago. I now chair a new committee to reassess what SCS should do because the State Conservationists' meeting, again last September, said, "We recommend that the Service take the necessary steps to intensify our training program for resource planning and development. We believe this should include regional workshops, special short courses, training center activity, plus intensified in-State training."

I hope each of you will join us in helping to discharge this obligation. You do have a responsibility to add your knowledge, skill, and enthusiasm to the benefit of more Service people. The list of nominees was good, and long, for ^{particular} this course. One State Conservationist told me ^{that} he alone has at least eight people he hopes will get a chance soon. Obviously, we need to supplement this work as rapidly as possible. We are grateful to be this far along. Your comments and evaluation will be fully considered.

Tell your State Com. (in writing) what you thought (I'd appreciate a copy!)

*What tiny
is told?*

4

In a steel mill a great bar of steel was suspended vertically by a delicate chain. Nearby a bottle cork was suspended by a silk thread. Could the small cork held only by a fragile thread set the steel bar into motion? The cork was swung gently against the steel bar. The bar remained motionless. But this was repeated again and again. In ten minutes the bar gave some evidence of feeling uncomfortable, and a "nervous chill" ran over it. Then ten minutes later the chill was followed by a tremor of vibration. At the end of an hour the great bar was swinging like a pendulum in concert with the tiny cork.

How many "potential" leaders "give up the ghost" and desert their goal because they stopped just before a "nervous chill" ran over their bar of steel?

How many sons, Dick are now in the verge of greatness
There is an old Greek proverb that says, "Before you score, you *as USA employees still* must have a goal." Our goal is that the Nation's future lies in rural America. The vast countryside can offer relief from the teeming cities and their congested suburbs--provide ample land and water to serve the expanding needs of commerce and industry, and broad acres on which to build garden communities for tomorrow's generations.

If we act in time with wisdom!

We have become, in my lifetime, a nation of city-dwellers. Each day and each year, more and still more Americans concentrate in the towns, cities, and suburbs. To them life naturally centers where they work, make their homes--raise their families. And from these centers of population emerge a pattern of mutual interests, problems, and understanding. A kinship is growing up among these people of Albuquerque

and Atlanta, of Baltimore and Boston, of Pittsburgh and Philadelphia, of Memphis and Minneapolis, of Omaha and Oklahoma City.

This kinship derives from such typically metropolitan concerns as transportation, housing, ^{Pollution} crime, schools, and recreation.

What then happens to the countryside? Increasingly, it becomes an obstacle in time and space--merely landscape ^{"Hinterland"} separating cities. It is to many--far too many--a ^{Hinterland} "land in between" to be crossed as quickly as possible via superhighways, fast trains or faster planes. Among this new and urban oriented generation, there is danger that the land in between will be regarded increasingly as just "undeveloped" space.

The American countryside--that expanse of nature separating our cities and towns and rural hamlets--represents the land we have left to grow in, play in, and build on the American dream.

That is all we have; and when divided and divided again for the multiple needs of a Nation growing rapidly in population, in urban development, in highway mileage, in an array of man-oriented uses alien to nature, this natural landscape that once seemed so limitless shrinks before us at every turn--and we are made aware of the challenging crisis in the countryside.

The crisis we face in the countryside is a crisis of quality in a Nation whose people demand quality in the marketplace but have failed to provide for it in the natural environment.

It is a crisis of quantity in a land whose rich natural endowment has been vandalized to a degree of grave proportions.

But most of all it is a crisis of people--the tragic loss of young minds and spirits, of evolving skills and talents.

Secretary Freeman in his talk to our State Conservationists last fall said,

"Yes, by most measurable standards we have done a pretty good job. At least we are on the right track. And we are moving ahead.

"But it is later than we think.

"And we are not moving fast enough. . .

"It now seems quite likely that the increase in world population between now and the end of this century will equal or exceed the number who now inhabit the earth.

"This means we must be prepared to feed one billion more people in the next 15 years.

"This means the soil and water resources of the United States must be developed, protected, and geared for sustained use.

"This means, over the long haul, using each acre of land in the way for which it is best suited and treating it in accordance with its needs for sustained use.

"This means harnessing our basic natural resources, many of which are underdeveloped, and putting them to work for the good of all the people. . .here and throughout the world. . .

"This is our world of the mid-1960's.

"For us, the world begins with these wonderful United States of ours--this land of the free. If we would help make the world prosperous and peaceful, we must ourselves be strong--not only militarily, which everyone takes for granted, but perhaps more importantly--and this is less understood--our resources of land and water must be strong to produce food and fiber in adequate amounts not only to sustain life itself but to keep turning the wheels of industry and commerce...to assure the amenities that make life more joyful, and at the same time to provide resources with which to help less fortunate peoples around the world. Only if they have adequate resources will they sustain hope and the desire to better themselves; the alternative is despair--and that destroys rather than builds.

"We have reached a point in time where momentous decisions must be made...and massive actions taken.

"Are we as strong as we should be--this great America of ours--this land of breathtaking vistas--when 70 percent of us occupy 1 percent of the available space?

"Are we as strong as we should be when we are still losing the equivalent of 400,000 acres of good land a year from erosion and other forms of soil deterioration?

"Are we as strong as we should be when more than a billion dollars a year in flood damages--much of it preventable--still occur in our upstream watersheds?

"Are we as strong as we should be when we still pay a bill of 87½ million dollars a year for sediment damage in upstream areas--70 percent of which could be prevented if small watershed projects were installed in all places they are needed?

"Are we as strong as we should be when each year we permit 1-1/3 million acres of our very best land--the prime land on which food and fiber can be produced most economically--to be taken out of agriculture forever and buried under the concrete of highways, airports, subdivisions, factories, and the like?

"Originally, America was an agrarian Nation. Our strength was in the countryside. We were a Nation of farmers and ranchers and, in the homesteading days, of sodbusters.

"Today we are an urban society. Our country people migrate into the great cities looking for opportunities that no longer exist in rural America.

"We must restore those opportunities.

"We must give direction, purpose and hope to rural America."

The recognition of this crisis in the countryside ^{is} ~~has~~ given birth to a new concept of conservation.

The concept of new conservation says that as populations grow and people live in greater and greater concentrations, we must consider the total environment and not just those values that can be measured in dollars and cents.

When we consider the total environment, we must ^{also} take account of what conservationists call the "vulnerable" values. These values--including wildlife, the beauty of nature, space for growing and living, pollution control, and recreation--are especially vulnerable because it is hard to measure them in dollars and cents. (*we refer to them, take*)

We are seeing a definite blossoming of concern for such benefits--benefits that are essential if we are to enjoy an environment of real quality. [The President has dramatized the importance of these values in his call for a Great Society. The First Lady has directed our attention especially to the importance of beauty in the environment.] And throughout the Nation there is a growing feeling that our generation has a special responsibility, in a world of change, to protect the qualities of environment that have enduring value in our civilization.

Along with the new concept has come an awakening--a greater awareness--in conservation today.

((Conservation has moved from the province of the few to the embrace of millions. This is as it should be. Yet we cannot help asking, with considerable anxiety, is the awakening sufficient? Is the awareness adequate?

Conservation of America's natural resources must have new and challenging meaning for all of our citizens.

Today we must be concerned with building and renewing and developing as well as preserving and protecting the irreplaceable lands and waters upon which a great Nation depends for its sustenance and its growth.

"John Rags Beach-Dial"
This is the new conservation which assures future Americans of a bountiful country not only in the produce of the fields but also in the majesty of great forests, the broad sweep of well-managed landscapes, the reservations of parks and playgrounds to renourish the spirit of a dynamic people.

The new conservation must assure the flow of clean waters to quench the thirst of a growing population. But it must also satisfy the human longing for a quiet stream, allow the humbling experience of standing on the banks of a great unspoiled river, give the satisfaction of knowing that the lakes and waterways are a safe and proper habitat for the fish and the wildlife that are a benefit and a pleasure to man.

For now we realize that we must nourish not only the body but the spirit as well!

Resource conservation once meant preservation against heedless exploitation. It was a slowing-down process in order to keep more of our natural resources for a longer time. This remains a basic aim today, but we know that this is not enough. The new conservation must build and develop, drawing upon nature to give its full measure to the purpose of creation.

We are now in our fourth decade of carrying out the mandate of the 74th Congress--that passed P. L. 74-46, naming the Soil Conservation Service and giving it statutory authority. National policy was thereby enacted which stated, "It is hereby recognized that the wastage of soil and water resources on the farms, grazing and forest lands of the Nation, resulting from soil erosion, is a menace to the national welfare."

The future of our resources resides in the continued wise application of such proven Federal legislation. Now we also have the small watershed act which provides for dams and land treatment measures to prevent floods and impound water for recreational, municipal, industrial, agricultural, and wildlife needs, and the Great Plains Conservation Program which is responsible for restoring to original use the vast rangelands in the Great Plains States.

The potential of our lands and waters is bound to such legislation as the Resource Conservation and Development program, the Water Pollution Control Act, Public Works and Economic Development Act, and Rural Water and Sanitation Facilities Act, among many other recent Acts of an interested and far-seeing Congress.

Over thirty years ago the dust blew out of the plains that once had grown lush grasses, and this irreplaceable topsoil was carried to the eastern States and out to sea. Today, most of the great land again is rich grazing country.

The hard years of the Dust Bowl era led us to understand how to use our priceless land and water resources wisely, just as today the mounting pressures for clean water and useable land emphasize the need to make our basic natural resources serve their highest possible purpose for the greater benefit of all the people now and in future years.

as you know
Nature ~~must~~ often be guarded against itself.

Our conservationists have learned to tame the wild streams, save the irreplaceable topsoil from washing off the land, improve the woodlands for better growth and greater beauty, *help* and build the most efficient agricultural economy ever known to man.

Now we must come of age in America as resource conservationists.

In the broad area of resource conservation, we have discovered the key to an abundant and purposeful and satisfying life. Indeed, we have yet to perfect our advance so that it reaches out to every American and into every corner of the land, but we are moving resolutely in that direction.

We may look with confidence and enthusiasm on the task that lies ahead. We see across the Nation the product of a tradition that can only be strengthened with time.

The accomplishments of our conservationists attest to the imagination and determination of agricultural *of District* leaders in their home counties; to the *SCDA* understanding and cooperation of thousands of land owners and operators in every part of the country; to far-sighted State and national government which over the years has promoted and supported land and water resource conservation.

Conservation begins on the land, on each individual acre. As a Nation, we have developed our resource conservation policies on the firm basis of essential involvement at the local level, for we are a people wedded to the concept of individual initiative and grass-roots participation in the public affairs that concern us.

But we must understand, too, that our State and Federal governments also represent the interests of the individual and the local community. And we have wisely and properly drawn upon State and Federal resources to support the local effort. We have done this in the National interest because the summation of local interest is national interest. That is how we have advanced for more than a quarter of a century in the conservation and development of the Nation's lands and waters.

We are increasingly concerned as a people with eliminating stream ^{quality &} ~~pollution~~, increasing water ^{supply}, assuring sound land use, and conserving ^{promoting recreation} beauty in the landscape.

This trend to urban living described earlier has caused a revolution in land use--not only in the urban centers and in their immediate surroundings, but in the countryside that must serve the greater population more broadly and intensely than in the past. The new conservation is a town and country outlook.

The urban explosion coincides with the new technology that has brought increased efficiency to agricultural production. We still have more land for purposes other than crop production, and we have learned to make the land and waters serve multiple uses.

We can do those things in the new conservation that have been born of local initiative and cooperation, and advanced by the dedication and wise efforts of an enlightened national government.

Let us not erroneously assume that all is ~~well~~ well with the land.

There remains a serious backlog of conservation projects to be initiated and accomplished. There are dams to be built and land measures to be applied. There are studies of soil types to be made so that we may be assured of building our country on a sound footing. There are rivers and streams to be protected against siltation and cleansed of pollution. There are lakes to be established and others to be restored. There are forests to be protected against heedless destruction, and improved and made more useful for public and private benefit.

There remains a need for more ^{skilled} professional conservationists to guide the Nation's conservation work. And there is need of greater financial support at all levels to extend the benefits of this effort throughout all of the land.

Today, with rising demands upon the undeveloped acres of this Nation, the American people must support determined, concerted action to preserve the values that remain, to restore those desired values which have vanished through waste, thoughtlessness, and selfish design, and to develop for the benefit of all the people the great natural resources that have been allotted to this fortunate land.

We must work even harder to prevent the disastrous floods that still plague many of our river valleys--the tragic wash of good soil into the river beds and down to sea--the mutilation of the landscape that destroys the natural beauty that is meant for all to enjoy.

We must end the deep poverty that afflicts much of rural America. We must breach the urban wall that seals off countless city youth from the richness of their heritage in the open countryside.

We are committed as conservators of the great American estate to honor the blessings of a generous Providence, to respect the gifts of a bountiful nature, to provide for the future as we draw upon the resources that are available for our use and that are committed to our care. We, as a Nation, have ^{perhaps} reached the first stage--that of the "nervous chill" experienced by the steel bar.

With continued dedication to the task of conserving our vital land and water resources we will insure the future prosperity of this great Nation. The full swing of the pendulum. To this challenging and rewarding task your national government is dedicated. Working together we can achieve our loftiest goals.

We enjoy a period of grace--even now--before the remaining vestiges of nature unspoiled by man are erased. We still have time to protect, restore, and develop the lands and waters of rural America--if we act with resolve and dispatch.

We can--and must--return to an alliance with nature. It is simply a matter of desire, of discipline, and of dedication.