

ers with high-yield plots. General attendance was good at both events.

Through organization of the events, the farmers gained experiences of lasting value, plus confidence in their ability to conduct demonstrations of this type. Attendance was greater than they had imagined possible, and often included farmers from the more distant villages.

Other demonstrations were held throughout the growing season for representatives of various Mexican state and national institutions, including the Secretary of Agriculture, the Governor of Puebla, state directors of agriculture, directors of the official banks, and many other professionals interested in the Project. There were also numerous visitors from Latin America, Europe, and the United States.

Printed Matter and Audio-visual Aids

In meetings with farmers it was impressive to see that even those who were barely literate took notes on the recommendations on scraps of paper. Mimeographed and printed materials were prepared to ensure accurate recording of the information.

At the end of 1968, a pamphlet was published with Project recommendations for increasing maize yields entitled: "Would You Like to Increase Your Maize Yields? ". The text was minimal and essential data were shown in illustrations. Thus, farmers attending a meeting could first hear the recommendations and then take home a folder containing the same information.

During the 1968 maize growing season, farmers in the region also played a central role in the filming of a 16-mm color movie, entitled: "Would You Like to Increase Your Maize Harvest? ".



Pamphlets were prepared with the information farmers needed to use project recommendations correctly. The text was kept to a minimum, and the essential data were presented in illustrations.

A 16 mm. film in color entitled "Would You Like to Increase Your Maize Harvest?" was produced in 1968. The film has been very useful in demonstrating to farmers exactly how to obtain higher yields of maize. It also serves as an attraction to bring farmers together to discuss common problems of credit and input availability.

