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## Thirty years— progress and perspective

The first edition of *California Agriculture* was published 30 years ago, and although 30 is not a large number in some frames of reference, it is a fairly impressive milestone in the magazine business and one that deserves some comment.

Along with the establishment of State Agricultural Experiment Stations in the Land-Grant Colleges, the (Federal) Hatch Act of 1887 provided, in part, "... that bulletins or reports of progress (in research) be published at said Experiment Stations at least once in three months . . ."

The University of California Agricultural Experiment Station's statewide program of research has produced a great wealth of information to be reported and published. In addition to the monthly reports of progress in *California Agriculture*, the information is made available to farmers, processors, home gardeners, stockmen, foresters, and consumers through circulars, bulletins, manuals, books, and the mass media. Also, thousands of papers and articles have been published by University staff members in journals and other scientific media circulated throughout the world. California scientists, in return, have received thousands of reports from, and kept in communication with, out-of-state colleagues in related fields—to the end that the total available knowledge can be brought to bear on specific agricultural problems.

*California Agriculture* can be justifiably proud of its part in maintaining the flow of scientific information to California farmers and agribusinessmen and in the important interchange with researchers in the world's scientific community. It was established to provide an efficient means of bringing the progress being made in research by members of the University's Agricultural Experiment Station to California agriculture. In recent years, with the development of the coordinated research activity by

personnel of both the Experiment Station and Cooperative Extension, authors include Extension advisors and specialists as well as our Experiment Station research faculty. It has become a Division publication of research in progress.

From its modest beginning as a four-page tabloid newspaper, *California Agriculture* soon changed to the present magazine-style publication. Distribution, by mail subscription upon request, has varied upward to 40,000 copies for a single issue and, just before a recent survey of our subscribers, was averaging about 31,000 copies. In addition to farmers, agribusinesses, communications media, and individual researchers, it goes to libraries, agricultural departments in many educational institutions, and both state and federal governmental agencies. As many copies are distributed outside California as go to Californians. Nearly half of those distributed outside California go to subscribers in 133 different nations. This suggests that our comprehensive research program focused primarily on California's nearly 250 commodities produced under a wide and varied range of environmental conditions has something for nearly every agricultural region of the world. This is altogether appropriate, given the state, federal, and private support we receive for our research, and it emphasizes dramatically that our agricultural research program, along with those in other states, is an important national resource. Thirty years ago there were about 2.5 billion people in the world. Thirty years from now it is projected that there probably will be 6.5 billion people on earth. We hope that California's agricultural research program will help people meet this increased need for food and fiber. We also hope that *California Agriculture's* subscription list does not increase proportionately, given our present policy of free distribution.