County Agent And Chamber Hold A Lafayette Bonanza

The Greater Lafayette Chamber of Commerce seeks to build a greater Lafayette—city and parish.

The Lafayette County Agent’s office seeks to build a greater Lafayette—city and parish.

The chamber names committees to explore industry-inducing and farm-improving projects.

The county agent’s office has the same overall objective with emphasis on better agriculture, higher yields and industrial plants and facilities that utilize farm produce.

The marriage of industry and agriculture in a farm-related project bears the name “Agri-business.” For Lafayette Parish this spells “Big Business.” To cite a few: Dairy processing companies, vegetable canning plants, meat packing companies, and so on.

The county agent’s office, used interchangeably with “Agricultural Extension”, is part and parcel of the ideal “chamber of commerce promotion” in a statewide plan called “Operation Giant Step.” OGS seeks to increase farm production, improve rural living, bring in new payrolls, encourage youth participation in agricultural pursuits, assist in better homemaking projects through home demonstration work.

If the initiative has not already been taken, The Daily Advertiser respectfully suggests that the Greater Lafayette Chamber of Commerce board sit with the county agent and his staff at the earliest opportunity to integrate Operation Giant Step into the chamber scheme of things.

All Lafayette—city and parish—will benefit.