

- (c) Twelve radio tapes made.
- (d) Five thousand copies of a "Fresh Fruit and Vegetable Calendar" printed and distributed.
- (e) Twelve articles explaining consumer behavior and attitudes published in trade or professional publications.
- (f) An illustrated discussion concerning retail beef pricing presented to at least three consumer groups.

V. Evaluation

There will be an attempt to establish some bench marks during 1959 which may be used for future evaluation. That evaluation actually done during 1959, however, will be based upon acceptance of the program and information, and materials by extension, consumer, producer, and trade groups.

seasonality, relative costs, quality, etc., information about current consumer research, information about new products, and information explaining or describing some marketing problems or principle.

- (b) Development of an illustrated presentation to explain to consumers the retail pricing of beef.
- (c) Development and publication of a "Fresh Fruit and Vegetable Calendar" to help explain to consumers the seasonality of these products.
- (d) Preparation of articles and materials concerning consumer wants, preferences, and demands as they affect the production and marketing of agricultural products for release through professional publications, house organs, and industry publications.
- (e) Preparation of radio tapes on subjects dealing with consumption economics for release through the V. P. I. extension information office.
- (f) An attempt to develop a series of newspaper articles, to be tested in a Roanoke newspaper, dealing with marketing problems of consumers.
- (g) Cooperate with other extension specialists and trade and producer groups in a resource or complementary role, as they work on commodity marketing problems by analyzing and interpreting consumer interest and influence in these problems.
- (h) Assist county extension personnel in analyzing their county consumption situation and help develop consumer programs based on the analysis.

IV. Results Expected

Although 1959 will be, in general, a year of initiation rather than results, some definite results are expected. Among these are:

- (a) Four monthly releases prepared and distributed.
- (b) Assistance provided to two counties in determining the consumption situation and consumer economic programs started.

The movement toward urbanization and rural non-farm living means a larger gap between the farmer and the consumer. Marketing, the movement of agricultural products between farmers and consumers, becomes more and more important. It poses problems of communication, however. It is difficult for producers and marketers to have direct contact with consumers and to get reliable and timely information concerning consumer wants, preferences and habits, as well as trends in these characteristics. At the same time, many consumers have little personal experience with either agricultural production or marketing. Consequently, they have problems in making rational marketing decisions and in transmitting their wants and preferences back to marketers and producers.

II. Objectives

The objective of consumer education relating to farm products is to assist in more orderly and efficient marketing of these products through:

- (a) Increasing the general level of economic understanding among consumers as it relates to the production and marketing of agricultural products.
- (b) The determination and interpretation of the present patterns and trends in consumption patterns, wants, demands and preferences for use by the production and marketing segments of agriculture.
- (c) Assistance for consumers, producers and marketers of agricultural products in solving specific marketing problems involving consumption economics.

III. Work to be Done and Procedure

During 1959, the activities of the Consumer Education Relating to Farm Products project will be as follows:

- (a) Initiation of a monthly release, containing such short run outlook information for agriculture products as prospective supply, demand,

CONSUMER EDUCATION RELATING TO FARM PRODUCTS

1959 PLAN OF WORK

I. Situation

There are more than 3½ million consumers of agricultural products who are residents of Virginia. At present about half of these are urban dwellers and half are rural dwellers, with approximately two-thirds of the rural dwellers being non-farm and one-third farm dwellers. During the past 60 years, each census has shown a smaller proportion of the population being farm dwellers than did the previous census. Both the urban and rural non-farm proportions have gained consistently.

In general, the educational level of Virginia consumers is relatively low. In 1950, over one-half of the adults over 24 years of age had no high school training, about one-third had at least some high school training, and about one-sixth had some college training. This may infer that because of low schooling levels, Virginia consumers, while no less intelligent, are more poorly informed and trained purchasers of agricultural products than are those in many other areas.

Agriculture is a major source of income for the state of Virginia. In 1954, the total volume of production was valued at more than \$360 million. Of this amount, field crops (including tobacco) furnished the largest proportion, followed in order by livestock and livestock products, poultry and poultry products, dairy products, fruits and nuts, vegetables, forest products, and horticultural specialties.

Also in 1954, there were 100 thousand people, 45% of those Virginia people engaged in manufacturing, employed in processing farm grown products or in fabricating farm machinery or supplies. Eleven thousand people, one-fourth of those engaged in wholesaling in Virginia, were wholesaling farm products.

VIRGINIA AGRICULTURAL EXTENSION SERVICE

CONSUMER EDUCATION RELATING TO FARM

(Name of Project)

PRODUCTS - 2545-24 -

PLAN OF WORK

FOR

1959 CALENDAR YEAR

Major Subdivisions on Project	Name of Worker	Percentage of time devoted to entire project by worker
	Don L. Long	100%
Date Submitted	<u>June 25</u> 19 <u>59</u>	<u>Don L. Long</u> Project Leader
Date Approved	<u>June 25</u> 19 <u>59</u>	<u>Harry W. Lane</u> Head of Department
Date Approved	<u>June 26</u> 19 <u>59</u>	<u>W. H. Doughty</u> State Director of Extension
Date Approved	JUL 15 1959 19 <u> </u>	<u>Lee Ferguson</u> Administrator, Federal Extension Service

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CONSUMER EDUCATION RELATING TO FARM PRODUCTS

1959 PLAN OF WORK

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VIRGINIA AGRICULTURAL EXTENSION SERVICE

CONSUMER EDUCATION RELATING TO FARM

(Name of Project)

PRODUCTS - 2545-24 -

PLAN OF WORK

FOR

1959 CALENDAR YEAR

Major Subdivisions
on Project

Name of Worker

Percentage of time
devoted to entire
project by worker

Don L. Long

100%

Date Submitted

June 25 19 59

Don L. Long
Project Leader

Date Approved

June 25 19 59

Thomas W. Lane
Head of Department

Date Approved

June 26 19 59

W. H. D. [Signature]
State Director of Extension

Date Approved

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Administrator, Federal
Extension Service