540

VIRGINIA

- Marketing -

AGRICULTURAL ECONOMICS AND RURAL SOCIOLOGY 1928 ANNUAL REPORT

AGRICULTURAL ECONOMICS

AND RURAL SOCIOLOGY

ANNUAL REPORT

OF THE EXTENSION WORK

OF THE

DEPARTMENT OF AGRICULTURAL ECONOMICS

AND RURAL SOCIOLOGY

FROM DECEMBER 1, 1927 TO NOVEMBER 30, 1928.

Submitted by

Clifford C. Taylor

Blacksburg, Va.

December 1, 1928.

DEPARTMENT OF AGRICULTURAL ECONOMICS

AND RURAL SOCIOLOGY

OUR GOAL:

HIGHER PRODUCTION PER MAN
FINER QUALITY PRODUCTS
GREATER FARM PROFITS
RICHER FARM LIFE

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d. Cooperation with existing organizations

e. Developing community group action.

6. Miscellaneous Work in Agricultural Economics

a. Outlook reports

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8. Assistance Desired from U. S. Department of Agriculture

9. Statistical Summary

SUMMARY OF ACCOMPLISHMENTS

I MARKETING

A. Organization Work

1. Completed first phase of organizing peach marketing association.
2. Completed first phase of organizing clover seed marketing association
3. Reorganized Virginia Seed Service onto a cooperative basis
4. Defended cooperative plan of Virginia Seed Service before the Federal Trade Commission.
5. Reorganized Pulaski Cooperative Exchange under proper cooperative law.
6. Reorganized Tazewell Farm Bureau onto a cooperative basis.
7. Helped to federate agricultural organizations to form the Agricultural Conference Board of Virginia.
8. Secured the enactment of two amendments to our corporation laws.

B. Marketing Efficiency Work

1. Taught cooperative principles to 750 members at annual meetings.
2. Helped Valley of Virginia Cooperative Milk Producers Association
3. Strengthened relationship between Peanut Growers Association and Extension Division.
4. Helped devise plan for potato surplus control.
5. Helped formulate new marketing policies for the Livestock Marketing Association.
6. Published regular series of Marketing articles in Extension Division News.
7. Obtained 500 photographs of marketing Virginia farm products.
8. Prepared rough formula for forecasting peanut crop in Virginia.
9. Started to organize Fredericksburg cabb market.

II Farm Management

1. Distributed 545 farm account books to individual farmers, a gain of 108 per cent over 1927.
2. Gave 32 farm accounting demonstrations to 406 farmers compared with 25 demonstrations to 243 farmers last year.
3. Revised the V. P. I. farmer's account book.
4. Audited 100 new account books and 37 completed account books.
5. Presented survey results to 380 dairymen.
6. Exhibited 12 model farm exhibits at county fairs to about 15,000 farmers.
7. Continued reorganization of 20 tobacco farms with evident success.
8. Issued annual and monthly outlook reports to 30,000 farmers.
9. Discussed outlook reports at 30 meetings of bankers, extension agents and farmers.
10. Prepared many individual farm lease contracts for landlords.

III. Rural Sociology

1. Developed five social clubs for men.
2. Helped four community clubs to plan programs for meetings.
3. Studied organizational situation in eleven counties.
4. Cooperated with State Grange, State Farm Bureau and Cooperative Education Association.
5. Established demonstrational community organization in Alleghany county.

ORGANIZATION OF THE DEPARTMENT OF AGRICULTURAL ECONOMICS AND RURAL SOCIOLOGY

Personnel

Mr. C. L. Pickard - Farm Management Demonstrator, full time from December 1st to May 15th inclusive. Mr. Pickard resigned to accept another position, leaving this position vacant for the remainder of the year. Mr. W. J. Hushalls, Jr., has been employed to fill the vacancy effective December 1, 1928.

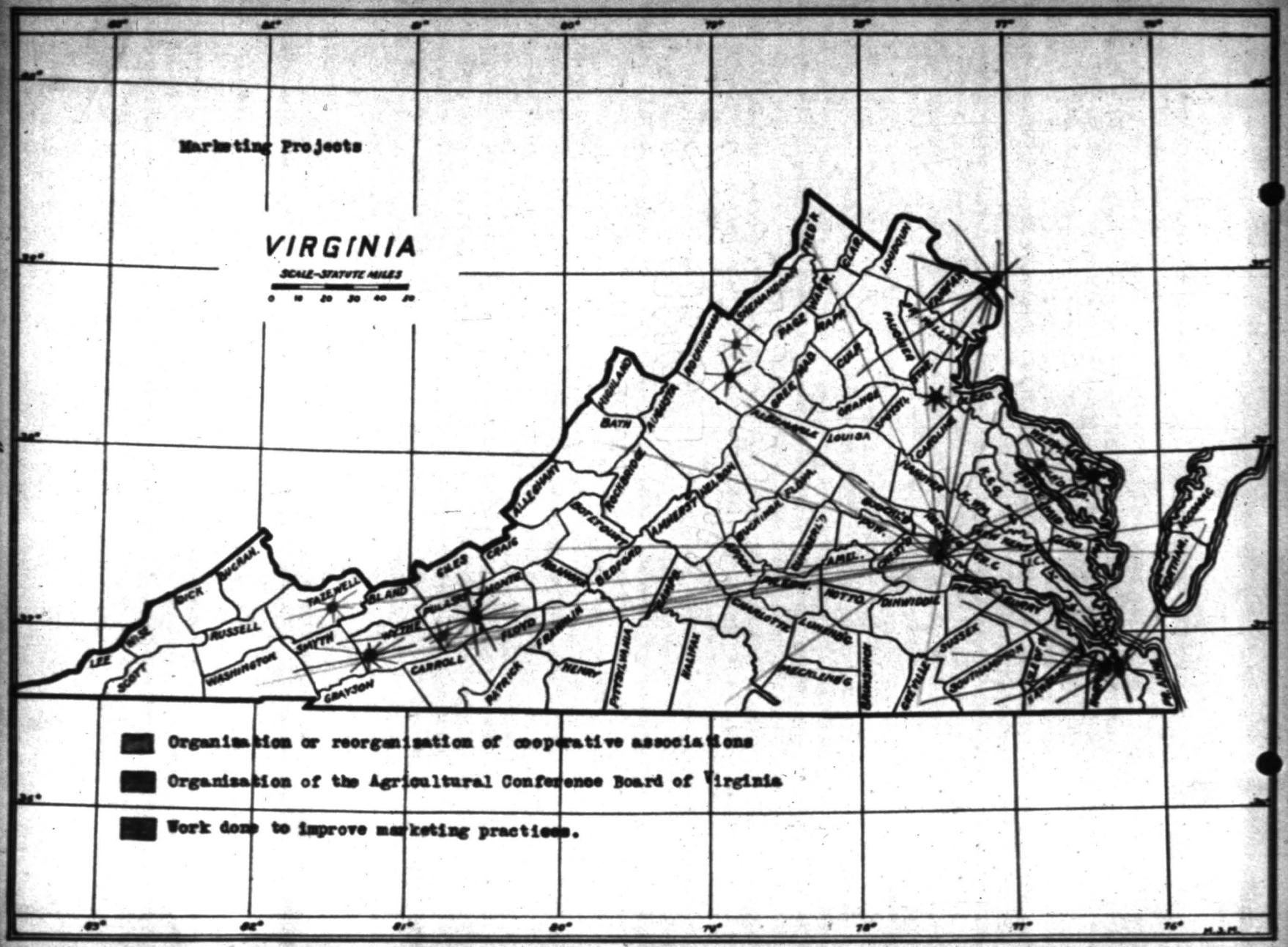
Mr. C. C. Taylor - Agricultural Economist and Marketing Specialist, $\frac{3}{4}$ time, the balance of his time being spent as Professor of Agricultural Economics in the College.

Mr. B. L. Hummel - Rural Sociology Specialist, full time from October 1st to November 30th, 1928.

Consolidation

Extension work in Agricultural Economics and Rural Sociology was placed in a more effective position on November 1st through the consolidation of three departments which were previously separate from one another; (1) Teaching and extension work in Agricultural Economics, (2) Research work in Agricultural Economics and (3) all work in Rural Sociology.

Marketing Projects



Mr. John McGill Jr., supported by a Board of Directors composed of intelligent dairymen, is head of an efficient milk marketing association, the Maryland-Virginia Cooperative Milk Producers' Association, 1751 Rye Street, N. W., Washington, D. C. A cooperative association such as this represents the most effective way to help farmers improve their marketing methods.

PROJECT NUMBER 1

ORGANIZATION OF COOPERATIVE MARKETING ASSOCIATIONS

During this year six cooperative associations have been assisted in their organization or in their reorganization and, in addition, two bills were drafted and passed by the General Assembly of Virginia in the interest of cooperative associations.

(a) Valley of Virginia Peach Growers' Cooperative Association

The organization of the peach growers around Timberville and Broadway in Rockingham county was undertaken on March 20th at a meeting called by county agent Cox at Timberville. This meeting was attended by fifteen of the leading peach growers who discussed the possible benefits to be derived from the organization of such an association and the methods to be followed in executing such a plan. At this meeting, a committee of five was elected to perfect plans for organizing the association in time to handle the 1928 crop. Mr. Howard S. Zigler, Manager of the Cooperative Apple Storage House in this community, was elected by this committee from among their own number to act as chairman of this committee. Other members of the committee were Mr. Perry E. Shank, Mr. Carol Driver, Mr. H. J. Barber and Mr. George Christ.

The peach growers listed seven seven advantages they expected to get from the organization:

1. Shipment by freight instead of express thereby saving the difference between 59½ cents and $1.09 on shipments to Washington, the difference between 93 cents and $1.69 on shipments to Pittsburg, the difference

between 59½ cents and $1.24 on shipments to Baltimore and the difference between 90 cents and $1.69 on shipments to New York.

2. Selling on f.o.b. basis instead of consigning thereby saving the difference between a cost of about $40 per car for a local sales manager and a commission charge of about $80 per car as at present.

3. The use of specialized selling ability instead of each man trying to sell his own.

4. Cooperative advertising.

5. Improvement of the quality of the pack with its resulting enhancement of prices.

6. Knowledge every day of what the market really is.

7. Elimination of local speculative buying.

The growers agreed that 200 car loads was a reasonable volume of business to expect and that the cost of handling this volume would be approximately as follows:

2 field and car inspectors for four weeks	$450
6 car loaders for four weeks	450
Sales Manager	8000
2 bookkeepers	300
Telephone and telegraph	600
Use of office equipment	Free
Miscellaneous expenses	200
Total Expenses	$10,000

On the basis of 8000 baskets the cost per basket would be 12½ cents. The growers agreed that this was a reasonable charge for the sale of their peaches.

Following this meeting, the Marketing Specialist prepared a marketing contract and set of detailed plans which were explained to the organization committee on the afternoon of April 7th and explained to a meeting of growers that same night. Before the meeting adjourned, 440 acres had listed as being in favor of the plan which was 40 acres more that the required minimum.

The organization did not function in 1928 because representatives of the American Fruit Growers, which organization had been hedling these peaches in the past, represented to these growers that they would not permit this cooperative organization to live and that the American Fruit Growers would over-pay the non-members if necessary to create dissatisfaction among the members with the returns received by their own association. In addition, a second private sales organization, the Atlantic Commission Company, entered the field soliciting business and the growers decided that it would be inadvisable to attempt to operate during the 1928 season. Prices received by growers during August were quite satisfactory and perhaps the organization has served its purpose without actually operating in its own name.

Office of the Coan River Tomato Association, Heathsville, Virginia. Economy of operation is of primary importance second only to efficiency of operation as a fundamental of cooperative success.

(b) The Rappahannock Valley Clover Seed Cooperative Association

The Marketing Specialist met with a group of red clover seed growers and their county agents at Warsaw on May 19th to discuss plans for organizing a Clover Seed Marketing Association which might serve the seed growers of Essex, Richmond and Westmoreland counties. The discussion brought out that the chief benefits to be derived through this organization were (1) forcing growers to cut dodder from their clover fields, (2) separating buckhorn from their threshed seed and (3) stabilizing market prices in the three counties.

Following this meeting, the Marketing Specialist prepared a marketing contract and a set of by-laws for this organization, and in addition, a set of questions and answers designed to explain the proposed organization to all of the growers in the region. This set of questions and answers was sent out by the county agents in these three counties to about 300 growers. The marketing organization was not completed because in Richmond county there was no county agent and it was difficult to arouse interest and chiefly because there was almost a complete failure of the crop of red clover seed in that region in 1928. The growers are ready to proceed when conditions are once more found to be favorable. A copy of this descriptive material, together with a letter of transmittal, follows herewith.

9052

COOPERATIVE EXTENSION WORK
in
AGRICULTURE AND HOME ECONOMICS
State of Virginia

Va. Agri. & Mech. College
& Poly. Inst. & U. S. Dept.
of Agri. Cooperating

EXTENSION SERVICE

Dear Sir:

I am enclosing herewith set of questions and answers to same describing the new red clover seed association which is being organized for the purpose of marketing our clover seed in a cooperative way.

I hope you will read these questions and answers carefully so that you can explain this to others who may not understand it as well as you do.

Very truly yours,

County Agent

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Questions and Answers concerning the
Rappahannock Valley Clover Seed Cooperative Association

Question: What is the purpose?
Answer:
1. To organize the Rappahannock Valley clover seed growers.
2. To sell our clover seed to best advantage.
3. To improve the quality of seed produced.
4. To advertise the superior crop producing value of our clover seed.
5. To clean and grade the clover seed.
6. To produce seed free from dodder by cutting out during the growing season.
7. To establish standard grades of seed.
8. To prevent cut-throat competition among clover seed producers.
9. To increase the acreage of this crop.

Question: Why is such an association necessary?
Answer:
1. The seedsmen dislike to purchase Rappahannock Valley clover seed, because of the occurrence of dodder.
2. The growers are paying freight on about 25% buckhorn contained in the clover seed now being shipped out of our sections.
3. Selling prices are not uniform because of the variable qualities of the seed and the individual method of selling.
4. The sales to seedsmen are in lots too small to receive the highest possible price.
5. The farmers of Virginia do not know that clover from our section is of high crop producing value.

Question: How can the proposed association be made possible?
Answer:
1. By a pledge to be signed by all clover seed growers that dodder be cut out of the fields before the harvest.
2. The purchase of a small cleaning mill and buckhorn mill, with motor to separate burkhorn from the seed.
3. An agreement to pool this seed and sell it through the association manager, excepting seed which is to be used by the member for his own seeding.
4. Sales to be made in lots large enough to attract the highest prices from seedsmen.
5. An advertising, and educational campaign to inform the farmers of Virginia concerning the crop producing value of our clover seed.

Question: Who may become members?
Answer: Any bona fide grower of clover seed in the Rappahannock valley.

Question: Who will manage the association?
Answer: The members will elect six directors from among themselves and a seventh director will be appointed to represent the public. These directors may employ a manager or any other necessary help.

Question: What does membership cost?
Answer: Every member pays $1.00 to join.

Question: Does he buy capital stock?
Answer: No, but he loans to the association $5.00 for every 10 bushels of red clover seed or fraction thereof produced by that member during the preceding year.

Question: Will these loans earn interest?
Answer: Yes, the association will pay 6% per year on these loans.

Question: When will these loans be repaid by the association?
Answer: Whenever the directors accumulate sufficient capital for the business.

Question: How will additional capital be accumulated?
Answer: By deducting 5% from the proceeds of all clover seed sold.

Question: Will these deductions for the association also bear interest?
Answer: Yes, and they will also be paid off in turn.

Question: Can the association borrow from the bank if more capital is needed?
Answer: Yes, by depositing membership notes at the bank during the period of the bank loan. These membership notes represent credit loaned to the association by the members. Each member signs a negotiable promissory note, payable upon demand to the order of the association. Each note shall be for the sum of $10.00 and an additional $1.00 for each acre of clover seed produced by the member. As soon as the association has accumulated enough additional capital, the membership notes will be returned to the members. Payment of these notes will never be called for unless the association should fail.

Question: What does the grower's contract require?
Answer: Six things:

1. That the member will cut out all dodder from clover seed fields.
2. That all seed to be sold shall be delivered to the association for cleaning.
3. That all seed shall be sold by a manager hired by the association.
4. That each member shall be paid for the seed remaining after cleaning.
5. That all members shall receive the same price for the same grade.
6. That payment shall be made at the end of the season.

Question: How long does the contract continue?
Answer: Continuously, unless canceled at the end of any year.

Question: When will the association start?
Answer: As soon as $2,000.00 has been subscribed to the $5.00 loan fund.

Office of the Rockingham Cooperative Farm Bureau, a cooperative purchasing association for farmers at Harrisonburg, Virginia. The volume of business last year amounted to $[illegible],000. The Marketing Specialist has worked with four cooperative purchasing associations such as this one during the past year.

(c) The Virginia Seed Service

The annual report last year described the plan to make the Virginia Seed Service 100% cooperative which is being put into effect. This project required considerable attention during the present year because the State Corporation Commission objected to the cooperative features which were provided for in the charter amendment. It was necessary to meet with the manager and legal counsel of the Virginia Seed Service and representatives of the State Corporation Commission to explain the cooperative features which seem strange to members of the commission who are familiar only with the private profit type of business. The charter amendment was finally granted by the commission in such form that it provides for rebating each year's earnings to the patrons of the business in proportion to their patronage in the form of stock certificates instead of cash. It provides also that this stock shall be bought in by the Virginia Seed Service from year to year in such a way that the capital stock shall constitute a revolving fund. It was found impossible to grant voting rights in the charter to patrons who are not yet stockholders.

The Marketing Specialist also prepared a revised set of by-laws for this organization to include the new cooperative features. These by-laws were adopted by the annual meeting of the stockholders in July.

The Marketing Specialist was called upon once during the year to defend the cooperative plan which had been prepared for this organization. Complaint was brought before the Federal Trade Commission that the Virginia Seed Service was operating unlawfully and engaging in unfair competition in interstate commerce because it was representing itself to be cooperative when, in fact, it was not cooperative. The Marketing Specialist prepared a brief statement setting forth answers to the specific points which had been

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raised in support of the allegation and setting forth additional reasons for the statement that the Virginia Seed Service is strictly cooperative. The Federal Trade Commission has recently issued its decision dismissing the complaint which had been lodged with it. Mr. Wysor writes as follows concerning the work of the Marketing Specialist in this connection:

"We are indebted to you more than to any one else for our success in combatting the charges filed with the Commission, and I want to take this opportunity to again thank you in behalf of the VSS for your able defense of our cause. I feel that you have not only rendered a great service for this organization, but for cooperatives all over the country".

(d) Pulaski Cooperative Exchange

An effort to reorganize the Pulaski Cooperative Exchange which was started three years ago was brought to successful completion in June. This exchange had unfortunately been chartered under the Cooperative Marketing Act of 1922 when, in fact, it was not eligible for incorporation under that act. An amendment was therefore prepared transferring the organization from the jurisdiction of that act to the jurisdiction of Section 3855 which applies to cooperative purchasing associations which do business with non-members as well as with members. No effort is made in this case to escape payment of merchants' license tax.

Section 3855 does not require that organizations chartered under it shall be 100% cooperative. Therefore, a new set of by-laws was drafted so that the exchange might impose upon itself additional restrictions designed to make it more completely cooperative. These by-laws were presented to the Board of

Directors of the Pulaski Cooperative Exchange on June 18th and endorsed by them. They were subsequently adopted at a meeting of the stockholders in July.

(e) Tazewell Farm Bureau, Incorporated

A third cooperative purchasing association to request assistance during the year was the Tazewell Farm Bureau, Incorporated, a cooperative purchasing association at Tazewell, Virginia with about 2000 patrons and an annual volume of business of approximately $[illegible],000. This organization was started in 1917 with the cooperative purpose of purchasing supplies for farmers at the lowest possible cost rather than for the purpose of earning large dividends upon invested capital. The organization, as it grew, needed additional capital so that a surplus was accumulated which eventually made the book value of the shares worth four times their face value. This condition has recently induced a few stockholders to shift their purpose from that of service at cost to high earnings on capital.

At the request of the Manager of the Tazewell Farm Bureau Exchange, a conference was held on October 16th with him and with three of his directors for the purpose of devising a plan to guarantee that the exchange shall remain thoroughly cooperative. The skeleton of a proposed change in the charter of the organization was prepared at this conference. Its details were later perfected by the Marketing Specialist and the entire plan presented to the directors of the exchange on November 13th. This plan was unanimously adopted by the board and is now before the State Corporation Commission awaiting their approval. It provides ~~1F~~ in its essential features (1) that the earnings each year shall be rebated to the patrons in proportion to their patronage in the form of shares of stock instead of cash; (2) that the oldest outstanding stock may at any time be bought

Directors of the Pulaski Cooperative Exchange on June 19th and endorsed by them. They were subsequently adopted at a meeting of the stockholders in July.

(c) Tazewell Farm Bureau, Incorporated

A third cooperative purchasing association to request assistance during the year was the Tazewell Farm Bureau, Incorporated, a cooperative purchasing association at Tazewell, Virginia with about 2800 patrons and an annual volume of business of approximately $[illegible],000. This organization was started in 1917 with the cooperative purpose of purchasing supplies for farmers at the lowest possible cost rather than for the purpose of earning large dividends upon invested capital. The organization, as it grew, needed additional capital so that a surplus was accumulated which eventually made the book value of the shares worth four times their face value. This condition has recently induced a few stockholders to shift their purpose from that of service at cost to high earnings on capital.

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in by the exchange so that the former stockholders may be retired from the organization and to facilitate this process, the plan provides that dividends may be suspended on the oldest outstanding stock whenever the exchange agrees to purchase it; (3) shares may be issued in small fractions if necessary so that all the patrons will become stockholders and, since all stockholders are given one vote regardless of the number of shares held, democratic control will be assured.

The clerk of the State Corporation Commission has objected to this plan on the grounds that it constitutes giving away stock without receiving cash or cash equivalent in exchange. A conference with members of the commission has been arranged to discuss this point in Richmond on December 6th.

(f) Agricultural Conference Board of Virginia

The five year program of work in Agricultural Economics called for the organization of a state wide cooperative council to be made up of representatives from each of the cooperative associations in Virginia. Steps in this direction were taken at a meeting of representatives of the general farm organizations in Blacksburg on May 29th. This meeting was attended by Mr. G. L. Lambert and Mr. Geo. H. Bowles and Mr. C. B. Stickley representing the Farmers' Union, Mr. G. F. Holsinger and Mr. S. H. Newman representing the Farm Bureau, and several extension agents. The plan had two phases: (1) A consolidation of the Farmers' Union, the Farm Bureau and the Grange into one general farm organization in Virginia, and (2) to create a federation of all the agricultural organizations in Virginia including the cooperative marketing associations, cooperative purchasing associations, commodity educational associations, and

general farm organizations. It was agreed that the second part of this plan could go ahead independent of the first.

Plans in this direction were again discussed at the meeting of the State Agricultural Advisory Counsil at Blacksburg on August 1st. A general meeting of representatives of all agricultural organizations in Virginia was then called to meet in Richmond on October 4th. This meeting was attended by representatives of twenty agricultural organizations and of this number fourteen definitely committed themselves favoring the organization of the Agricultural Conference Board in accordance with the following general plan, a copy of which is attached.

The delegates at the meeting in Richmond appointed a committee to prepare detailed plans including a set of by-laws. This committee includes the following members: J. R. Horsley, Chairman, representing the State Grange; John Wallace, representing the Southern Produce Company; Nelson Beck, representing the State Poultry Federation; W. G. Wyser, representing the Virginia Seed Service; and J. R. Worsham, representing the Peanut Growers Association. During the organizational period, Mr. Harvey S. Clapp is serving as temporary chairman and Mr. C. C. Taylor as temporary secretary.

The purposes of the Agricultural Conference Board are as follows:

1. To promote the success of farmers cooperative enterprises in Virginia.
2. To consider all legislation affecting farmers in Virginia and to promote wise legislation and oppose harmful legislation.
3. To initiate and encourage laws to foster and promote the agricultural, horticultural, livestock, and other rural interests of the state.
4. To consider and deal with problems of finance, transportation, distribution and other marketing services of general interest to Virginia farmers.

5. To provide a clearing house for all official, public and private agencies which desire or need to confer with a group representing the agricultural interests of Virginia.

6. To provide a clearing house for the interchange of ideas among the cooperative leaders of Virginia.

7. To provide a representative body which may consider and pass upon the feasibility of proposed cooperative ventures which are of such importance as to effect the status of existing cooperatives and further development of the movement within the state.

8. To perform similar activities and to take part in formulating and carrying out programs of cooperative work designed to benefit agriculture in general and cooperative associations in particular.

Members shall consist of representatives of organizations and not of individual farmers. Financial support is provided by means of annual dues amounting to $20 per $250,000 or ½ fraction thereof of gross f.o.b. business done by the organization during the last completed year prior to the payment of dues. The organizations which do not carry on a commercial business will pay a membership fee of $20 per 1000 members or ½ fraction thereof.

Boards of Directors of each of the following organizations have agreed to affiliate with the Agricultural Conference Board subject to their approval of the final plans to be prepared by the committee on December 6th:

Maryland-Virginia Cooperative Milk Producers Association

Rockingham County Farm Bureau

Virginia Seed Service

Tazewell Sugar Bureau

Pulaski Cooperative Exchange

Peanut Growers Association

Virginia Sheep and Wool Growers Association

#9174

PROPOSED AGRICULTURAL CONFERENCE BOARD OF VIRGINIA

This Board shall not be incorporated or have any legal existence and shall exist only by virtue of the voluntary association of its members. The object and plan of organization are set forth below.

Object

The primary object of the proposed Conference Board is to provide a permanent organization which will initiate and encourage measures to foster and protect the agricultural, horticultural, livestock and other rural life interests of the State; to consider legislation affecting the National, State, county and local developments that are charged with the protection and development of all agricultural interests; and to study their administration and their inter-relationships with a view to increasing their value to the state.

Membership

The Conference Board shall be made up of representatives of producers organizations. Each organization belonging to the committee shall appoint one member and each member shall have one vote. The Board shall not include in its membership public officials, county or state, either as such or as representatives of the producers organizations. Nor shall it include purely speculative organizations. The permanent Board may appoint an executive committee which shall act for the Board between the meetings of the latter.

Executive Committee

The executive committee will have general charge of the business of the Board and handle the details of the business between meetings of the Board. It shall have power to act on all matters except new policies which will be referred to the Conference Board for consideration and approval before adoption.

The executive committee shall have power to employ an executive secretary during the session of general assembly and at such other times as is thought necessary. This secretary shall be bonded in the sum of $2500; the premium of same to be paid out of the general funds.

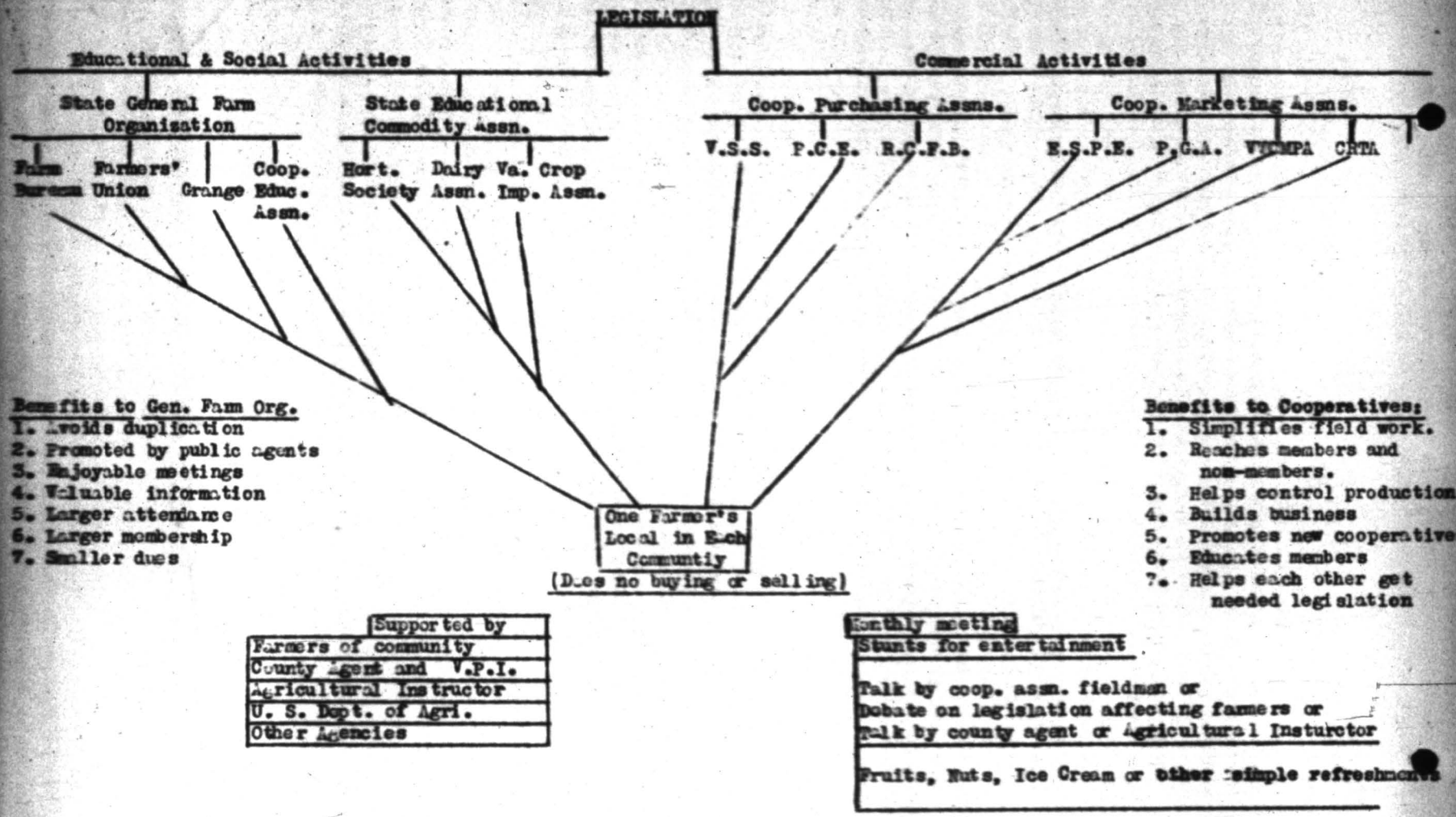
Finances

The support of the Board shall be maintained by an assessment annually against the member organizations for whatever amount is deemed necessary to enable the committee to function during the ensuing year. However, in no year shall this assessment amount to more than $20.00 per $250,000 or fraction thereof of gross f. o. b. business done by the organization during the last completed year prior to the time of assessment. The minimum assessment shall not be less than $20.00 nor the maximum more than $500.00 for any organization joining this Board. The general farm organizations having membership in the Board and not doing commercial business shall pay an annual membership fee of not to exceed $20.00 per one thousand members.

The expenses of members' attendance at the general meetings shall be paid by their respective organizations. The expenses of members of the executive committee shall be paid out of the general fund when attending specially called executive meetings at other times than when general Board meetings are called.

Meetings

The general committee shall meet at the call of the president or upon request of any five members of the executive committee at such time and place as may be indicated in the call or request for a call. Notice shall be given at least five days in advance of the time of the meeting.


LEGISLATION
Educational & Social Activities
Commercial Activities
State General Farm Organization
State Educational Commodity Assn.
Coop. Purchasing Assns.
Coop. Marketing Assns.
Farm Bureau
Farmers' Union
Grange
Coop. Educ. Assn.
Hort. Society
Dairy Assn.
Va. Crop Imp. Assn.
V.S.S.
P.C.E.
R.C.F.B.
E.S.P.E.
P.G.A.
VTCMPA
CRTA
Benefits to Gen. Farm Org.
1. Avoids duplication
2. Promoted by public agents
3. Enjoyable meetings
4. Valuable information
5. Larger attendance
6. Larger membership
7. Smaller dues
One Farmer's Local in Each Communtiy
(Does no buying or selling)
Benefits to Cooperatives:
1. Simplifies field work.
2. Reaches members and non-members.
3. Helps control production
4. Builds business
5. Promotes new cooperatives
6. Educates members
7. Helps each other get needed legislation
Supported by
Farmers of community
County Agent and V.P.I.
Agricultural Instructor
U. S. Dept. of Agri.
Other Agencies
Monthly meeting
Stunts for entertainment
Talk by coop. assn. fieldman or
Debate on legislation affecting farmers or
Talk by county agent or Agricultural Instructor
Fruits, Nuts, Ice Cream or other simple refreshments

(g) Cooperative Laws

Cooperative associations operating in Virginia are handicapped in several ways by laws designed exclusively for private profit corporations. Three bills were drafted for enactment into law at the last session of the General Assembly:

1. A cooperative purchasing bill which would extend to cooperative purchasing associations the same benefits now granted to cooperative marketing associations.

2. An amendment to the old cooperative law, Section 3055, making it possible for a stockholder to own more than $1000 of preferred stock without removing the restriction of $1000 on common stock.

3. To amend the general corporation laws so that a cooperative may, in its charter, provide for a quorum of something less than a majority.

This third law was necessary because cooperative associations that organize on a membership basis found it practically impossible to get a quorum together for any meeting.

The first bill was never introduced because there was certain to be opposition to it and because the organizations which would benefit were not in a position to see the bill successfully through the legislature. Plans in this direction have been deferred until the Agricultural Conference Board has been organized to undertake this task. The second and third bills mentioned above were introduced and passed without opposition and now constitute a part of our statute law in Virginia. Several cooperatives have already taken advantage of the third law.

The Marketing Specialist has given considerable time and thought to drafting these bills. It is strictly proper for him to do so but it ought not to be considered his duty to lobby these bills through the legislation. This work should be done by the executive secretary of the Agricultural Conference Board now being organized.

A typical country store is a poor market for eggs. They are bought on a flat basis regardless of quality and are held in warm rooms subject to contaminating odors. Farmers must be taught to grade and ship their eggs cooperatively to terminal markets in case lots.

Unloading Virginia eggs from the truck of a huckster at a jobber' store on the Louisiana Avenue Market, Washington, D. C. These eggs have been gathered up by the huckster at country stores in northern Virginia. They are poorly graded and poorly packed. Here lies a real opportunity for service.

Candling eggs at the plant of the City Produce Company, Harrisonburg, Virginia. More of this work should be done in the state in order to establish our reputation for quality eggs. Quality production will be stimulated by paying according to grade.

Unloading a car load of California eggs at the Terminal Cold Storage and Ice Plant, Washington, D. C. These eggs after being shipped for over 3,000 miles in refrigerator cars arrive in better condition than eggs from nearby Virginia.

Sales office of the Pacific Egg Producers in New York City. Samples are brought from the cars at the dock to the sales room for personal inspection by the buyers. The candling room shown in this picture is for the convenience of the buyers. Delivery of wholesale lots is made direct from the dock. This is the kind of competition which Virginia egg producers must meet.

PROJECT NUMBER 2

PROMOTION OF MARKETING EFFICIENCY

The purpose of this project is to promote the most efficient market business practices on the part of existing producers' marketing associations. This is done primarily by conference with managers and directors of cooperative associations so that their business judgment may follow along sound and successful economic channels.

(a) Teaching Cooperative Principles at Cooperative Meetings

A collection of signs and lettered charts were prepared to set forth the fundamental cooperative principles which members and leaders of cooperative associations should understand if cooperative marketing is to succeed. These signs read as follows:

Sign Number 1

Control your market outlets
Join a good cooperative
Elect good directors
Hire a good manager
Deliver good products
Get good prices
Don't expect to beat the non-member always

Sign Number 2

What is a cooperative?
It is a business
Owned by those who use it
And controlled by those who use it
Which pays its profits to the users
In proportion to their use of it
Owned by and controlled by its members

Sign No. 2

You own your cooperative Work for it Make it work for you

These signs were put on display at the annual meeting of each of the following associations: The Coon River Tomato Association, the Southwest Virginia Cooperative Exchange, the Valley of Virginia Cooperative Milk Producers Association, the Maryland-Virginia Cooperative Milk Producers Association and the Livestock Cooperative Marketing Association. In practically every case an opportunity presented itself to discuss the principles set forth on these charts. In this way, approximately 750 members and leaders of cooperative associations were reached.

(b) Milk Marketing Conference

The Marketing Specialist, together with county agents and other extension workers, met with the executive committee and some of the directors of the Valley of Virginia Cooperative Milk Producers Association at Harrisonburg on December 7th for the purpose of working out plans whereby the Extension Division and the United States Bureau of Agricultural Economics might be of increasing usefulness to that association. Three topics were given special consideration: (1) Membership relations, (2) plant operation, and (3) better market outlets for milk, cream, condensed skim and powdered skim. After a complete discussion, a committee was appointed to draw up definite recommendations for the organization. The members of the committee were F. A. Buchanan, C. W. Pugsley, Malcolm Loucks, D. E. Shank and C. C. Taylor. The following recommendations were unanimously approved by the committee:

1. That the association employ a field man on one-half time for the purpose of increasing the number of members, increasing the production from the present members, and marketing the cost of production. The field man was to be charged with the responsibility for perfecting a system of holding local meetings and for securing closer cooperation with the Extension Division. It was demonstrated that an addition of 75 cows to the association would increase the volume of business enough to offset the cost of this field service.

2. That local meetings be held at monthly intervals throughout the year using the following attractions to insure full attendance: Joint meetings with the Farm Bureau and other organizations, moving pictures, local men to tell about their own successes, plays and debates.

3. That the by-laws be changed to establish a new class of trading members who did not sign a contract and who did not receive as many benefits as regular members obtain. This action must be submitted to the members at the annual meeting.

4. To work toward the end that mergers be effected with other local milk and cream organizations in the valley so that operating cost may be reduced to a minimum and the paying price to the farmers increased. Mr. Shank estimated that it would require about $5000 to install butter making equipment at his plant.

5. That no attempt be made to enter the retail business at Harrisonburg.

As a result of this conference and set of recommendations, the executive committee of the association met at Harrisonburg on December 15th and voted to employ a field man. Final approval was given by the board of directors on January 7th and soon thereafter Mr. Frank Heatwole was employed. Mr. Shank, Manager of the association, states that over 100 members have been added to the organization through the work of Mr. Heatwole and that the organization has greatly increased its usefulness through the employment of this field agent. The remaining recommendations have not yet been put into effect although a start has been made toward their consummation.

(c) Peanut Marketing Conference

A similar conference was held with the executive committee of the Peanut Growers Association. This conference was attended by representatives from the Federal Division of Cooperative Marketing as well as by the Marketing Specialist, county agents and other extension agents. At this conference it was agreed that a revision of the peanut marketing plans of the association was necessary if the organization was to survive. The Marketing Specialist prepared a new plan, the principal features of which include (1) to pay the farmers in full for the non-pooled part of their peanuts, (2) to buy these at the market price of the day, (3) to carry all profits and losses from purchased peanuts to the final payment on the pooled portion, and (4) to finance this purchasing business by borrowing on stored peanuts and by selling $50,000 of preferred stock or bonds. The execution of this plan was placed in the hands of Mr. B. D. Tillett, Field Agent for the association. Mr. Tillett undertook to arrange a conference in Raleigh, North Carolina, to secure the cooperation of

North Carolina agencies but this conference failed to materialize. Before the summer ended, Mr. Tillett was dropped from the organization and nothing further has been done toward carrying out these plans. The association is therefore attempting to receive peanuts at this time in accordance with its previous commercial procedure. It is too early to see what the outcome will be.

At the February conference mentioned above, the importance of securing an increase in the tariff on peanuts was emphasized. The U. S. Tariff Commission had made a study of the cost of producing and milling peanuts in the United States and in China and a report was forthcoming. When this report was issued in June, the Marketing Specialist spent a day with the Manager of the Peanut Association analyzing the data included in that report. Milling costs had been calculated in two ways and the decision concerning the proper way to calculate these costs had an important bearing upon the resulting cost figures as they applied to the various grades of peanuts. As a result of this analysis, a decision was reached concerning the proper methods of arriving at the cost of the finished goods and a set of reasons prepared to be presented to the Tariff Commission at its meeting in July. The Tariff Commission has not yet issued its recommendations based upon at its July hearing. Therefore, it is too early to give final results of this work.

An assorted collection of bad apples. Farmers must be taught to carefully eliminate all such apples from those intended for commercial shipment. They are worth from 40 cents to $1.25 per 100 pounds for vinegar and canning purposes but they actually lower the value of good apples in commercial shipments.

The difference between a 2 inch apple and a 3 inch apple may sound small but it looks big. The sizes shown here are 2 inch, 2¼ inch, 2½ inch, 2¾ inch and 3 inch. Virginia growers must be taught to grade their apples according to size as well as quality characteristics.

There is a need for a greater number of well equipped packing houses for apples in Virginia. This picture shows the largest size of apples arriving at the end of the grading machine in the packing house of Governor Harry F. Byrd at Berryville, Va.

Ringfacing apples to be packed in bushel baskets at the Community Packing House at Inwood, West Virginia which is just north of Winchester. Community packing houses like this one should be established in Virginia.

Federal State Inspector at work in a car of York apples. Virginia farmers must be taught that an inspection certificate helps them to sell their apples at a better price and shows them how to correct defective grading and packing.

In order to avoid bruising the apples while in transit and to provide the right kind of ventilation, farmers must be taught how to load cars with apples. This system of loading facilitates ventilation throughout the load and is particularly desirable in the early part of the season when the weather is warm.

Canning second grade apples at the plant of the National Fruit Products Company, Winchester, Virginia. Apples too good to be made into vinegar but not good enough for commercial shipment may be marketed to advantage in this way. Farmers must be taught not to glut the apple market with the second grade apples. They should be made into by-products at home.

(d) Potato Marketing Conference

A serious over-production of potatoes has existed on the Eastern Shore this year. About 20,000 car loads of early potatoes were moved from this district into market channels which normally require only about 14,000 car loads from this district. The result was a demoralization of prices. In comparison with an average cost of production of about $2 per barrel, it is probable that the average price received this year will not exceed $1.35 per barrel. On October 2, a conference was held with the President, General Manager and Chief of the Grades and Standards Department of The Eastern Shore Produce Exchange. At this conference, it was decided that a subsequent meeting should be held in Richmond at a later date to be attended by representatives from Maryland, North Carolina and South Carolina in addition to those from this state. The purpose of this second meeting should be to devise plans for controlling the acreage planted in early potatoes and to dispose of those surpluses which arise from unusually favorable growing conditions.

This second conference was held in Norfolk on November 8th and 9th. It was called by the State Conservation Commission and was attended by about 75 representatives of potato growers and agencies interested in assisting potato growers in these four states. Having diagnosed the case, the conference decided to adjust potato acreage to market demands by following more carefully the outlook reports of the United States Department of Agriculture and to diversify potato farming systems by adding supplementary crops and livestock enterprises primarily for home use. The conference further recommended that seasonal surplus, particularly that portion which falls into the lower market grades, should be fed to hogs. Finally, the committee recommended that the clearing

Selling by wire is cheaper than selling by personal inspection of the produce. However, selling by wire requires that the goods be carefully graded according to definite standards. The teaching of grades and grading practices to farmers and to farmers' organizations constitutes an essential part of marketing extension work. This picture shows the New York sales office of the Federated Fruit and Vegetable Growers, a cooperative sales organization of national scope.

house association which operated on the eastern shore during the past two seasons should be extended to include the other potato growing sections which are on the market at about the same time. Four committees were appointed for each state to carry out the details of these plans. The Marketing Specialist was appointed secretary of the committee which is to obtain and issue outlook reports to potato growers in a thorough and systematic way toward the end that the acreage of potatoes may be more accurately adjusted to meet present market demands.

(e) Livestock Association Assisted

On August 18th, the directors of the Livestock Marketing Association met to consider a revision of their marketing policies. This meeting was attended by county agents, Wynne, Grigsby, and Cole and by the Marketing Specialist. Representatives from the State Division of Markets also attended. The criticism was made that the manager and assistant manager were buying livestock for their own account and in conflict with the best interests of the association. In addition, it was stated that the wool which should have been handled by the association was, in fact, handled by the manager in a way contrary to that which the directors thought best. Therefore, the following policies were formulated:

1. That all officers and directors shall market all their livestock sold for slaughter or feeder purposes through their manager or his assistants on a purely cooperative basis as far as local conditions permit.

2. That all officers and directors shall sell their

wool through their manager or his assistants on a cooperative and upon a competitive method.

3. That all members of the Livestock Marketing Association market all their livestock and wool in the same manner as the officers and directors.

4. That the manager and his assistants adhere as far as possible to cooperative principles only in the marketing of livestock and livestock products and all livestock and livestock products purchased by them personally must be reported to the secretary of the association at the end of each month.

5. That the Division of Markets offer and sell the wool of the association to all the good wool buyers of which they have a record and also to every buyer that Mr. Thompson and his assistants may suggest.

6. That all sealed bids be opened and closed in the presence of the committee for each county's local lot of wool of which the manager is a member with the right of rejecting or accepting the bids wholly within the hands of the same committee.

7. That the manager or his assistants make a reasonable charge on wool that he or they find it necessary to have delivered to the loading station.

8. That the manager or his assistants be compensated by the sum of 2 cents per pound until the volume of 500,000 pounds is reached.

9. That the inspection fee of 2/10 of one cent per pound be included for the Division of Markets for inspection service.

The two most essential improvements that have resulted from the adoption of the foregoing policy are that the manager must report all purchases which he makes in his own name and that the directors are to have wool sold cooperatively by the manager in accordance with a marketing policy which they shall prescribe.

(f) Publicity Concerning Cooperation in Virginia

Beginning in June, the Marketing Specialist has prepared each month a series of brief news notes on the progress of cooperative associations in Virginia. These items occupy one column in a regular space in the Extension Division News which is issued monthly to about 50,000 farmers and agricultural leaders in Virginia. The purpose of these news items is to keep cooperative association members and executives informed concerning the growth and development of cooperative associations other than their own. These news items are designed to serve both as an inspiration and as a guide for the development of cooperative associations in Virginia.

The Marketing Specialist prepared an article entitled "Right and Wrong in Cooperative Organization" which was published in the August issue of the VSS Patron and circulated among 75,000 farmers in Virginia and nearby states. This article set forth the fundamental principles of cooperative organization. There are two or three bits of evidence which tend to show that the article has exerted considerable influence upon the thinking of various agricultural leaders in Virginia.

Sales office of A. L. Howth & Company, 220 South Charles Street, Baltimore. This firm receives fruits and vegetables upon consignment and also packs vegetables for out shipment, particularly for southern markets. Farmers must be taught how these businesses are carried on so that duplication and waste may be avoided.

The month of July was spent by the Marketing Specialist in California attending the American Institute of Cooperation. The institute was conducted this year as a combination of field trips to visit cooperatives in action and lectures at the University of California. On July 25th, the Marketing Specialist read a paper on "Cooperative Purchasing Associations in the East." This paper was an attempt to present a critical analysis of cooperative features of the G. L. F. Exchange, the Eastern States Farmers Exchange and the Virginia Seed Service.

Following this session of the Institute of Cooperation, the Marketing Specialist wrote an article summarizing the newest ideas advanced at the institute. This article appeared in American Farming under the heading "Surplus Control by Cooperatives". This article reached about 200,000 farmers throughout the United States including a substantial number in Virginia.

(g) Visual Instruction In Marketing

Because of the fact that the marketing chain extends far beyond the ordinary vision of farmers, considerable difficulty has been encountered in the past in connection with teaching the principles of successful marketing to farmers. Therefore, a systematic plan was arranged for securing photographs which might show the processes involved in

Tomato wilt not only lowers the yield of the crop but lowers the shipping quality of the fruit. Wilt resistant varieties must be grown if the tomatoes are to be sold profitably.

marketing each of the following five products which are important in Virginia:

Milk
Poultry products
Apples
Tomatoes
Peanuts

An agreement was made with the visual instruction section of the Federal Extension Service whereby that division generously agreed to send a photographer to Virginia at intervals throughout the year to secure suitable pictures. Eight trips in all were made by the Government photographer and the Marketing Specialist to various producing sections in Virginia and other wholesale markets in Washington, Baltimore, Philadelphia and New York City. Approximately 100 pictures were taken applying to the marketing of each of the five agricultural products and one set of pictures has already been prepared in the form of a lantern slide series for use in lantern slide lectures. The other four series will be made available soon. In every case, this service of making the lantern slides is performed without charge by the Photographic Laboratory of the United States Department of Agriculture.

The lantern slide series on marketing green wrapped tomatoes was shown at the annual meeting of the Coan River Tomato Association on November 7th with satisfactory results. The series demonstrates the marketing of tomatoes from the steps which are concerned with the production of high quality fruit to the final stages of retail distribution in the terminal markets. The series illustrates in an effective way the good and bad practices in connection with each stage of the marketing process.

Cull tomatoes must be rigidly graded out of the tomatoes delivered by the farmers to the packing houses. The defects shown here include a Crook, a Catface, a stem end worm injury, a similar tomato with worm inside, a cut worm injury and sun scald. Only the first two tomatoes have any commercial value whatever and they must be packed separately.

Cull tomatoes should be thrown away at the packing house. They are absolutely worthless and if they are shipped they only serve to lower the net sales price.

These tomatoes stacked on the boat wharf at Baltimore are a total loss. They are low grade tomatoes shipped by a grower at Blackwell's Wharf, Virginia, who is not a member of the cooperative marketing association. They were poorly graded and poorly packed and did not sell for enough to pay the cost of the freight. Farmers who find fault with the Ocean River Tomato Association should be shown the much greater faults of the individual marketing system.

The Coan River Tomato Association at Heathsville, Virginia employs expert graders and packers from Florida to grade and pack Virginia tomatoes in accordance with trade demands. The grower's number and the contents of the crate are marked on the plain end. This system of packing and selling insures maximum returns for the growers.

Packing tomatoes at the packing house of W. H. McGee & Company, 210 President Street, Baltimore. Ungraded and unwrapped tomatoes are bought from Virginia growers and are repacked here for northern shipment. Growers in Virginia must learn that shipping ungraded and unwrapped tomatoes does not mean a saving as compared with the cooperative packing house method. It simply transferes the packing house operations to the city of Baltimore or it cannot be done as economically as at Virginia shipping points.

Repacking tomatoes at the jobbing store of S. P. Hunter, 101 Murray Street, New York City. The tomatoes which are being repacked came from Virginia. Much saving could be made if Virginia tomatoes were graded and packed to meet the jobbing trade's demands at the shipping point. The packers shown in this picture are paid $9.00 per day.

(h) Formula for Forecasting Peanut Crop

The peanut market advanced materially after the opening of the season in 1927 because it developed that the government estimates of production were much too large. As a result, the Peanut Association found that it had sold too many peanuts during the fall when prices were low and that its final average price was too low to be satisfactory to the members. Therefore, the association undertook to secure for itself an independent estimate and yield. Two methods were used:

1. The association developed a system of crop reporters among its members who reported throughout the growing season on the probable size and quality of the crop. This has proved to be quite a laborious and expensive procedure.

2. The association undertook to predict production from weather data. The Marketing Specialist secured temperature and precipitation data which were correlated with yields during the past thirteen years. The following formula was devised: The yield per acre in Virginia will be 850 pounds per acre plus 20 pounds for every inch that the precipitation during May to September, inclusive, is under 19.5 inches or it will be 850 pounds minus 20 pounds for each inch that the May to September precipitation is over 19.5 inches at Norfolk. According to these figures, the yield in Virginia this year will be 715 pounds per acre. The most recent crop report of the United States Department of Agriculture gives 940 pounds as the probable yield per acre in Virginia this year. The Marketing Specialist plans to work with the manager of

the Peanut Association in perfecting this formula so that more accurate forecasts of production can be obtained than are now available from the United States Department of Agriculture and which will serve as the basis for a more intelligent membership policy.

(i) Fredericksburg Curb Market

On January 21st and 22nd the Marketing Specialist spent in Fredericksburg with County Agent W. L. Browning on a study of the plan to organize a farmers curb market in that town. The study revealed several serious defects in the marketing methods of farmers in that area. There is no grading according to any standards. There are no facilities for shipping out surplus produce at times of temporary over-supply on the local market. There is no uniformity of prices between various growers of the same market quality and there is a lack of real demand among consumers for superior quality produce. The remedy suggested was to establish a curb market which would hire a superintendent to standardize both the produce and the prices and who would direct the making of shipments out of the local market either by truck or by express whenever local gluts occur. The commodities of particular importance include melons, corn, potatoes, cabbage, onions, carrots and tomatoes. The chief benefits expected from this plan were to create a demand among Fredericksburg consumers for products of superior quality, to ship surplus products to Quantico and to ~~obtain and to~~ secure greater uniformity of prices among growers. It was pointed out that there are 1200 men stationed at Quantico and that purchases of farm produce are now made by open bid on the 25th of each month but that the Government regulations require that purchases for the Army shall be according to established grades. The cost of this plan

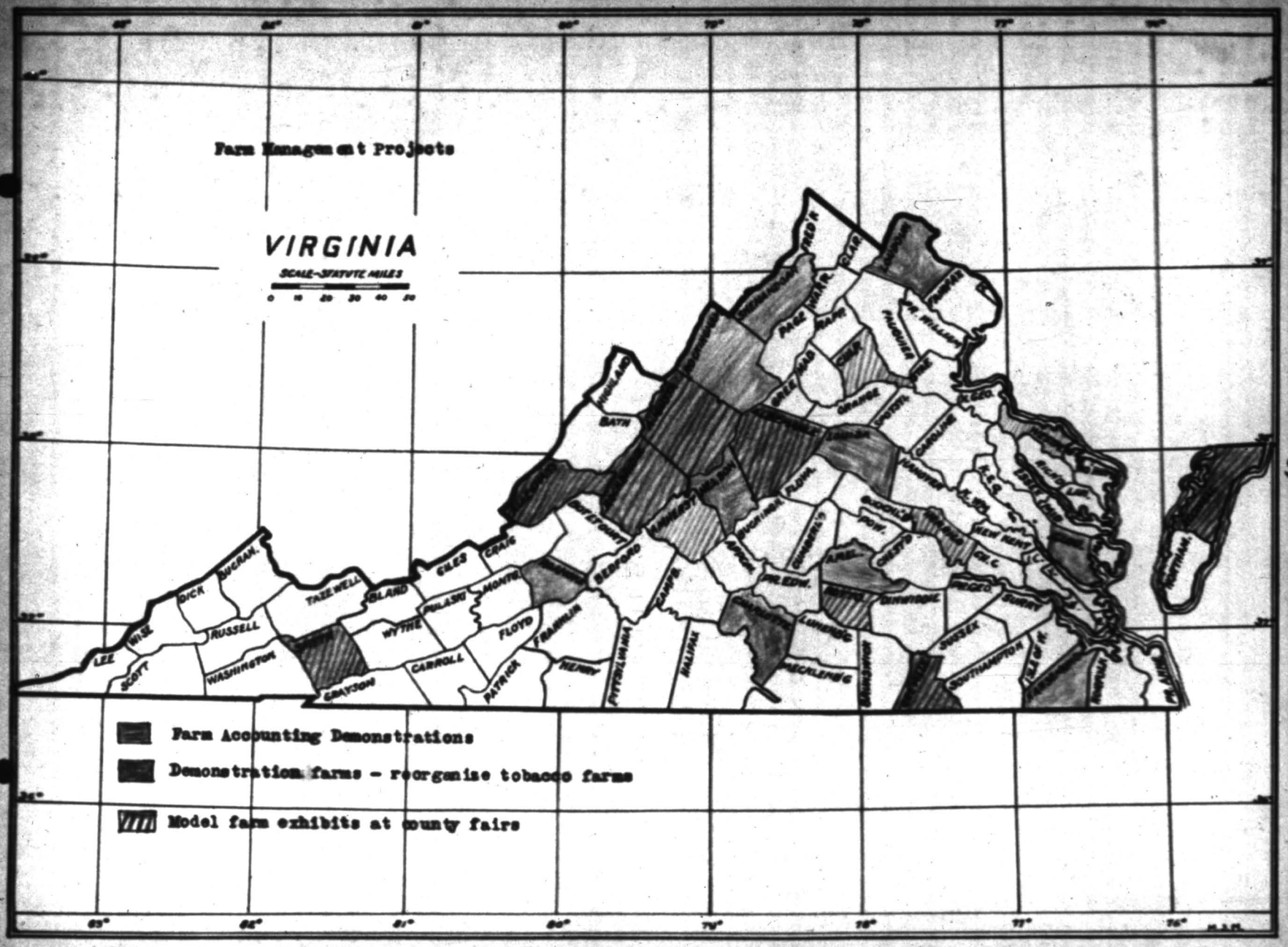
would be nominal because the town of Fredericksburg owns a park which would provide a site free of cost and a superintendent could be hired for about $5.00 per day. This could be met by charging 25 cents per stall for twenty or more stalls on each market day. The procedure included the writing of a letter to a list of fifty farmers inviting them to attend the meeting where they would have an opportunity to promise their support for the market. A committee would be appointed at the mass meeting for carrying out the plan and for securing permission to use the ground owned by the city. Several difficulties were anticipated. The merchants were already buying vegetables and the curb market might interfere with their business. The people were accustomed to telephoning their orders for produce which was delivered by the retailer. There are only about 100 farmers now producing vegetables in the two counties adjoining Fredericksburg and there are only about 7500 people in Fredericksburg. Finally, many of these farmers peddle their vegetables and are afraid they will lose their special trade.

The Marketing Specialist attended a meeting of twelve farmers on January 22nd at which the plan was endorsed. A later meeting was to have been held in Spottsylvania county but this never materialized. As a result, the project cannot be called a success up to this time.

(j) Shipping Association Conference

In accordance with our usual practice, a conference of shipping association managers and officers was called to be held in Roanoke December 17, 1927. The attendance was very meager and did not

justify carrying out the original program. This method of teaching improved methods of marketing livestock cooperatively will be abandoned hereafter.


Farm Management Projects
VIRGINIA
SCALE—STATUTE MILES
0 10 20 30 40 50
LEE
WISE
SCOTT
DICKENSON
BUCHANAN
RUSSELL
WASHINGTON
TAZEWELL
GRAYSON
BLAND
WYTHE
GILES
PULASKI
CARROLL
CRAIG
MONTG.
FLOYD
PATRICK
FRANKLIN
HENRY
BEDFORD
PITTSYLVANIA
CAMPB.
HALIFAX
BATH
HIGHLAND
PAGE
RAPP.
GREENE
ORANGE
FLUVA.
CAROLINE
HANOVER
NEW KENT
CHES.
PRINCE GEO.
SURRY
SUSSEX
SOUTHAMPTON
MECKLENBURG
LUNENBURG
NORTHAMP.
ACCOMAC
WARWICK
YORK
JAMES CITY
NORFOLK
PORT.
ELIZ. CITY
WM. & MARY
GLOUCESTER
MATHEWS
NORTHUM.
Farm Accounting Demonstrations
Demonstration farms - reorganize tobacco farms
Model farm exhibits at county fairs

PROJECT NUMBER 3
FARM ACCOUNTS

During the present year, the distribution of farm account books and the instruction in their use was best since the work was begun but the follow-up work was the poorest. This was Mr. Pickard, the Farm Management Demonstrator, did very excellent work in holding farm accounting demonstrations during the winter and spring months, but owing to his resignation in May, there was no one who had time to follow up the farm account keepers during the year to give them the usual assistance. This deficiency need not exist hereafter because Mr. W. J. Nuckolls, Jr. has been employed to fill the vacancy made by the resignation of Mr. Pickard.

New Features

The project was carried on with the same purpose and in the same manner as described in last year's report. The only new features were the use of more publicity and the offering of prizes for the best kept account book. One feature of the publicity included a farm accounting poster which was printed on cardboard and distributed to the county agents in those counties where farm accounting demonstrations were to be held.

The State Banker's Association, through its agricultural committee, offered $100 in prizes for the best kept farm account books in Virginia. Any farmer in the state is eligible to receive one of these prizes if he sends his completed book to the Extension Division at Blacksburg at the end of 1928 and before March 1, 1929. The first prize is $50, second prize $25, 3rd prize $15 and 4th prize $10. Prizes will be awarded by a committee which will judge the books according to the way they

are kept and used. The fact that a low profit has been made will not be a handicap. Judging will be done in accordance with the following score card:

Accuracy	20 points
Completeness	20 "
Appearance	20 "
Suggested changes in book	25 "
Other uses made of the book	15 "

There can be no doubt that the prizes offered by the State Banker's Association had a stimulating effect upon the keeping of farm accounts. For example, during the month of February sixteen farm accounting demonstrations were held this year in ten counties with a total attendance of 285. In addition, over 77 requests for farm account books were received by mail. This outnumbered last year's requests nearly 15 to 1. Throughout the season, there were 345 farm account books distributed from this office compared with 167 account books distributed from this office in 1927. This department sincerely appreciates the interest and material assistance contributed by the State Banker's Association toward the advancement of our agricultural prosperity through farm accounting.

Farm Accounting Demonstrations, 1928

Date	County	Community	County Agent	Attendance
Dec. 29, 1927	Rockbridge	Lexington	M.G.Lewis	10
Dec. 30	Nelson	Montebello	J.B.Whitehead	10
Dec. 31	Albemarle	Merriweather Lewis	T. O. Scott	8
Jan. 4, 1928	Roanoke	Roanoke	F. X. Credle	4
Jan. 16	Accomac	Tangiersmeville	W. O. Strong	9
" 17	"	Bloxom	"	1
" 18	"	Bell Haven	"	5
" 19	"	Keller	"	1
" 20	"	Onley	"	1
" 30	Augusta	Staunton	J. C. Coiner	4
" 31	"	New Hope	"	6
Feb. 4	Rockbridge	Lexington	M. G. Lewis	8
" 6	Smyth	Marion	P. R. Bird	33
" 7	Amelia	Mattoax	C. W. Richards	10
" 7	Amelia	Amelia	C. W. Richards	4
" 8	Amelia	Country School	C. W. Richards	3
" 10	Loudoun	Leesburg	J. R. Lintner	10
" 13	Shenandoah	Strasburg	G. G. Dickenson	20
" 13	"	" (H. S.)	"	20
" 14	"	Mt. Jackson	"	10
" 15	Alleghany	Rich Patch	S. B. Surber	16
" 16	"	Covington	"	1
" 17	Albemarle	Charlottesville	T.O. Scott	16
" 21	Gloucester	Gloucester C.H.	D.W. Thompson	15
" 23	Greenville	Country School	J. W. Rogers	30
" 24	"	Purdy	"	30
" 25	Rappahannock	Country School	E. F. Gillette	8
" 26	"	"	"	8
" 26	"	"	"	16
" 28	Louisa	Louisa	D. McKinney	44
March 3	Rockingham	Harrisonburg	S. M. Cox	20
" 4	"	Bridgewater	"	20

Total	32 demonstrations	404
Last year	25 "	313
Year before last 7	"	160

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Suggested Plan for County-Wide
Publicity Campaign on
Farm Accounting.

I. Leaders Meeting.

1. Call together all those whom you expect to help in the campaign. These should include editors, bankers, agricultural instructors, advisory council members, farmers and farmers organization officers.

2. Explain the value and importance of farm accounting. Tell them that farming is more of a business today than ever before. Tell them that farm accounts are the first stepping stone to more profitable farming. If you have any farmers who are keeping an account, bring one to the meeting and, if possible, have him testify to the value of accounting. Make your own appeal strong.

3. Let this group formally endorse your campaign to begin at once.

4. Give each person as many of the enrollment cards, (sample herewith) as they think they can get signed by farmers who should attend the school of instruction.

5. Give each person at this meeting a definite job. Get the editors to promise a little space. This meeting itself should be the basis for a good big news article. Let some others agree to submit articles or assist in securing enrollments for the farm accounting school.

6. Charge leaders from other organizations like the Farmers Union, Farm Bureau, Community Leagues, Farmers Clubs, etc. to secure the formal endorsement of the campaign by their own organization. Check up on them later. Let them secure enrollments among their members who may be farmers.

7. Set a reasonable goal of so many farm account keepers to be signed up. Emphasize the fact that the more farmers there are who keep accounts, the more valuable each farmer's summarized book is to him. This keeps it from being a purely private matter and further justifies the public campaign.

8. Make arrangements previously with some banker (the County Bankers Association if possible) or other person to offer at this point prizes for the best completed books at the end of the year if the goal of so many account keepers is reached.

II. Newspaper Publicity:

1. See that a newspaper article on farm accounting appears each week in the local paper. These articles should be short and newsy, giving names and places and quotations from farmers whose statements will carry weight favorable to farm accounting. The specialist will furnish the agent six or more skeleton articles which may be modified for local news value.

2. Get at least one banker to write an article setting forth frankly the value of a farm account to the farmer in obtaining loans, in establishing credit and good will and in commanding respect for business like methods.

3. Get one or two farmers who have been sold on the value of a farm account to write an article. Help them do it. Write it for them if necessary.

4. Make anything that is done for the campaign a subject for publicity. Make the campaign move and let the public know how it is progressing.

III. Letters and Personal Calls and Posters:

1. Send an enrollment card (Form. No. 1 enclosed) with a personal letter from you (Form No. 2 enclosed) to 100 or more of your best farmers urging them to enroll for this instruction.

2. Put up posters (Enclosed Form 4) in well selected places in stores, court houses and other places where farmers congregate. These posters are printed on good stiff white cardboard about sixteen by twenty inches. They will be supplied you in quantities needed. Other posters may be supplied you in limited numbers.

3. Early in the campaign call on your most faithful farmer in each neighborhood. After he has signed an enrollment card, ask him how many cards he can get signed. Leave him the number he indicates and no more, if only three or four. Note the names of the men he agrees to see. Call him up or write him in a reasonable time.

4. One week previous to the demonstration allot a list of three or four names to each of your neighborhood leaders. Have him call up or see these men, whether they have enrolled or not, and invite them to the meeting.

5. Make certain that any boys who have enrolled in the 4-H Farm Accounting Club, if any, are notified of the demonstration and be sure that their parents are urged to come.

IV. The Farm Accounting Demonstration will feature the climax of the publicity campaign. At the close of these meetings farmers will be urged to sign the farm accounting agreement and become cooperators. Every effort should be made to reach the goal in number of sign ups at this meeting.

COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS
State of Virginia, Va. A. & M. College & Poly. Inst. & U.S.D.A. Cooperating
EXTENSION SERVICE

Blacksburg, Va.
November 12, 1927

Are there more farmers in your county who should receive the benefits of farm accounting? More and more Virginia farmers are recognizing that the farm account book is a valuable piece of farm equipment.

"I know exactly how much each crop costs to raise and how much profit I am getting" declares Mr. R. B. Johnson, of Accomac County. He says he makes his entries every night after supper and finds the book easy to keep after one gets started.

"I was saved from paying $11.00 the second time" writes Clarence Alderson, of Pittsylvania County. "When I showed the merchant my farm account book there was no argument".

"I regard farm economics, which embodies farm accounts, as the most important phase of our work", writes County Agent J. C. Stiles, Hanover, who believes that a farmer must be convinced that his farming needs to be changed before he will readily adopt new practices. A completed farm account helps him to see it.

Farm Accounts are more necessary to success in farming than ever before. Farming is increasingly a business as well as a mode of life. There is more buying and selling. Business transactions are more numerous. A true picture of the financial performence of each farm enterprize cannot be carried in the farmer's head. This is a day of very keen competition in farming. The man who <u>knows</u> is forging ahead of the man who merely <u>guesses</u>.

In their desire to meet this need some farmers are buying expensive and elaborate books. Others are laboring with useless records that yield them no results. Many keep no records whatever. Every progressive farmer feels the great need of a few simple facts about his farm business. He wants to be able to get these facts with the least possible book work. His record keeping must be very simple. The new revised farm account book has been prepared exactly to meet this need. Its possibilities for increasing farm profits have never been presented to thousands of Virginia farmers. Do they know they may receive free instruction in the use of a free book and have it reviewed, corrected and summarized by the farm management specialist?

You doubtless have many farmers in your county who need and want this service. We want to help you "sell" it to them. Therefore we are proposing this year that an intensive publicity campaign precede the demonstration by several weeks. A suggested plan is enclosed. Let us know <u>soon</u> what time will suit you best for the accounting demonstration.

Very truly yours,

Clarence Pickard

C. L. Pickard
Farm Management Demonstrator.

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COOPERATIVE EXTENSION WORK
IN
AGRICULTURE AND HOME ECONOMICS
STATE OF VIRGINIA

Virginia Agricultural and Mechanical College and Polytechnic Institute and United States Department of Agriculture, Cooperating

EXTENSION SERVICE

FARM ACCOUNTING APPLICATION AND AGREEMENT
(to be signed by the farmer and returned.

TO THE EXTENSION SERVICE:

I wish to keep a farm account book with the assistance and cooperation of the Virginia Agricultural Extension Service.

I agree to:-

1. Keep my farm account book according to instructions.
2. Send my account book to the Farm Management Specialist at Blacksburg, April 1st for his suggestions.
3. Send the completed book at the end of the year to the Farm Management Specialist at Blacksburg.
4. Make the best use possible of the results of the completed book.

The Extension Service Agrees To:-

1. Furnish me an account book free.
2. Answer my questions about any difficulties.
3. Review my book in April and return it with possible suggestions.
4. Summarize my book and send me an analysis which will include: a financial statement, an operating statement, a comparison of my farming efficiency with that of other farmers, and possible recommendations for making my farm pay better.
5. Keep my farm account confidential.

I agree to notify the Farm Management Specialist at Blacksburg if conditions arise which prevent me from keeping up my farm account.

If I fail to keep the account properly as outlined, I may be dropped from the roll of farm account keepers.

Signed_____

Address_____

Account Book Revised.

A revision of the account book which has been used during the past two years is now in the hands of the printer. This revision includes all of the valuable suggestions which have been made during the past two years for the improvement in the present account book and represents the continuation of our past policy to provide farmers with the simplest and most usable farm account book consistent with accuracy and completeness.

Auditing Farm Account Books

Exactly 100 farm accounts for 1928 were audited during April and May in addition to summarizing and auditing 39 completed accounts for the year of 1927. These accounts showed variations in the amount earned as pay for the farmers' own time from as low as minus $375 to as high as $1600. Most of the farmers earned between $[illegible] and $1000. Suggestions were made to each of these men based upon their own records to show how the net earnings might be increased next year. A comparative efficiency statement was sent to each man showing the actual figures from 22 completed farm accounts for the year 1927. The best results were presented at the top of each column of figures and the poorest results at the bottom. The figures of the man to whom the statement was sent were circled in each column. The circled figures which were high in their respective columns indicated to him his strong points while the lower circled figures indicated his weak points. The following efficiency factors were included in this analysis:

Operator's Earnings
Corn yield per acre
Wheat yield per acre
Hay yield per acre
Pigs weaned per sow

Lambs weaned per ewe
Eggs per hen
Pounds of milk per cow
Farm acres
Months of labor
Gross income
Home used products

The work of auditing these account books and sending back to each farmer an efficiency statement showing him how to use the information contained in his account book requires an immense amount of time during April and May but it is fully as important as the preceding work of teaching farmers how to keep farm accounts. Farmers must also be taught how to use completed account books if the project is to be justified as a means of increasing farm profits.

Financial Statements for Dairy Farmers

The annual report last year stated that the results of farm management research in Augusta and Rockingham counties were being made available to dairy farmers in those two counties. During December, charts and moving pictures setting forth the principal findings of this investigation were presented at the following places. In each case the 10 big reasons for the success of the best dairy farms were discussed.

December 12th	Broadway School House	Attendance 75
December 13th	Pleasant Valley Hill	Attendance 10
December 13th	Tenth Legion	Attendance 20
December 14th	Bridgewater	Attendance 125
December 14th	Dayton Bank Building	Attendance 20
December 15th	Mt. Clinton	Attendance 12
December 15th	Linville Edom	Attendance 16

Tuesday 16th	Wednesday	Thursday
January 23rd	Wednesday 24th	Friday 25th
Dec 1st	Dec 2nd	Dec 3rd

PROJECT NUMBER 4

FARM MANAGEMENT EXHIBITS AT FAIRS

Purpose:

The purpose of these exhibits is to influence farmers to improve their farm management by showing them how the most successful farmers in their own counties are making money from the farm.

Method:

The method followed in 1928 was identically the same as reported in the annual report last year. The importance of the proper amount of high producing livestock, high crop yields and a balanced farming system in the realization of satisfactory net farm earnings was emphasized.

Results:

Farm management exhibits were demonstrated at twelve county fairs setting forth the system of farming used by a successful farmer in each county where it was shown. There were 12 exhibits prepared and shown this year compared with eight last year. In addition, two of these model farm exhibits were reproduced for the second time at the State Fair by the county agents in connection with their county booths. There were probably 15,000 farmers reached by means of these exhibits at the county fairs this year.

The list of 12 model farm exhibits is as follows:

Date	County	Kind of Farm	Net Taxes Saved by Operator
Aug. 28-Sept. 1	Bath	489 acre cattle farm	$ 4/10[illegible] on investment
Aug. 27-Sept. 1	Accomac	120 acre farm	$[illegible]
Sept. 3-5	Culpeper	172 acres	$2400
Sept. 3-8	Augusta	60 acres	$1800
Sept. 11-15	Alleghany	519 acres	$700
Sept. 17-21	Rockbridge	272 acres	$1300
Sept. 18-22	Albemarle	190 acres	$960
Sept. 26-28	Henrico	393 acres	$2944
Oct. 3-5	Amherst	450 acres	$300
Oct. 16-20	Greensville	115 acres	$1500
Oct. 17-19	Nottoway	398 acres	$2450
Oct. 25-26	Westmoreland	1050 acres	$[illegible]

A mimeographed letter which illustrates the method of promoting this project and eleven mimeographed sheets which illustrate the type of material distributed for the exhibit at each fair is attached herewith.

Opinions Expressed

Mr. L. H. Walker Jr. writes from Richmond as follows:

"I think our model farm exhibit was very satisfactory at both county and state fair. Many of our people remarked that it looked much better at the state fair than it did at the county fair. We were able to get grass and other things to dress it up better than we could at the county fair. I certainly appreciate your cooperation in this matter and trust that we have accomplished some good by putting on these exhibits".

Mr. T. O. Scott writes from Charlottesville as follows:

"The model farm exhibit used at our fair attracted a great deal of attention. Several people very flatteringly stated that it was the best thing at the fair. I am enclosing a clipping from the Charlottesville Progress in regard to this exhibit. I certainly do appreciate your assistance and hope that I may be able to use this exhibit again next year".

Mr. S. B. Barber writes from Covington as follows:

"I want to say that this farm exhibit was one of the most attractive things we had on the ground and has caused no end of interest. There was so much interest taken in it and my time was taken up with other things so that it was impossible for me to give it the attention that it should have had and I took the liberty of holding Mr. Early over until Saturday. I want to say this much in his behalf that he certainly handled the job very effectively and was a real honor to our force".

Mr. W. O. Strong writes from Onley as follows:

"You will be interested to know that the farm exhibit attracted much attention at our fair and I have heard many favorable comments, both at the fair and since, so I feel that was effort well spent and I think we should follow it up with some publicity and have a similar exhibit another year".

Mr. J. C. Miller writes from Culpeper as follows:

"I don't think I ever saw so much interest in any one exhibit at any place or time as was shown here in the "Model Farm". People ask me about it every day. I know this put some of them to thinking and this is just what we want".

Mr. P. H. Bird writes from Marion as follows:

"The farm exhibit at our county fair was a very creditable one and created quite a bit of interest among our farmers. Just this morning one of our farmers told me that he and his son had been figuring on the exhibit and the mimeographed sheet that you handed out and that they were deeply interested in the way that this farm had been handled. He stated further that he was coming up to the office one day this week and get me to go over the plan

in detail with him. This is more proof of the value of such an exhibit.

"Thanking you for your contribution to the success of our fair and congratulating you on the farm exhibit, I am".

A few newspaper clippings taken from local papers where the exhibits were shown also ~~suggested~~ serve to indicate the value of these exhibits.

COOPERATIVE EXTENSION WORK
IN
AGRICULTURE AND HOME ECONOMICS
STATE OF VIRGINIA

VIRGINIA AGRICULTURAL AND MECHANICAL COLLEGE AND POLYTECHNIC INSTITUTE AND UNITED STATES DEPARTMENT OF AGRICULTURE, COOPERATING

EXTENSION SERVICE

Blacksburg, Va.
July 6, 1925

Memorandum to County Agents:-

County fairs will soon be here with their horse races, side shows, barns full of livestock and rooms full of crops. The show people will furnish the recreation. It's up to us to furnish the education. Let's not neglect the educational exhibits this year.

Our model farm exhibit has become an annual affair. We have a specially built exhibit box which can be shipped to you by express. It opens on hinges to form the platform for the model farm exhibit. Exhibit materials, signs and placards are shipped inside of the box. We do not use growing crops with this box and it can be fixed up at the fair in an hour.

The biggest job is to select a local farm with a well organized farming system and get the essential facts to be reproduced in miniature. The exhibit should show the arrangement of the fields, the crop rotation, the livestock kept, the farm expenses and the farm income. It will require a half day and some discriminating judgment to get this information satisfactorily.

The exhibit should teach (1) proper size of farm, (2) a good crop rotation, (3) a good livestock system, (4) the value of high producing crops and livestock, and (5) the profitableness of good farm management.

Write me if you want the model farm exhibit this year and please state your fair dates. Then (unless dates conflict too seriously) I shall help you select your local farm and later attend your fair on its biggest day to explain the exhibit to the farmers.

Very truly yours,
C. C. Taylor
C. C. Taylor
Farm Mgt. Demonstrator

CCT/S

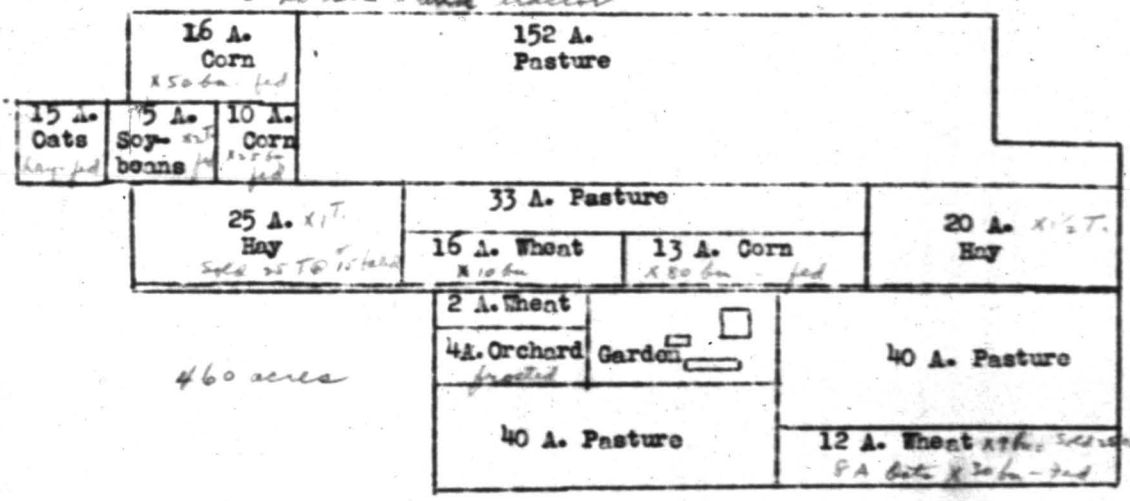
A Good Farming System in Smyth County

The model farm shown at the Smyth County Fair Aug. 28 to Sept. 1, 1928, shows in miniature size a real farm in Smith county (owner's name not disclosed). It contains 460 acres besides 130 acres of rented pasture. It has 142 acres of crops, produces good crops, and is well stocked with cattle, sheep and hogs. Food and feed crops are produced on the farm. The farm has maintained a comfortable living even during the agricultural depression.

Success on this farm is due to these reasons:

1. Good crop yields
2. Careful attention to livestock
3. Cattle bought and sold right
4. Economical use of labor
5. Large volume of business

5 horses - and tractor



460 acres

64 cattle on land

The Financial Returns

Expenses		Income	
Bought 42 cattle @ 8½¢	$2600	28 head 1200 lb. cattle @ 10¢	$3476
Labor hired	1200	36 head cattle gained 300 lbs.	1080
Pasture rented 130 acres	300	42 head cattle gained	459
Cotton seed meal, 3 Tons	100	110 lambs from 80 ewes	1300
Fertilizer	300	400 lbs. wool @ 40¢	160
Lime	270	32 hogs from 4 sows	860
Seed	100	13 hogs slaughtered	325
Taxes and insurance	603	Chickens and hogs	50
Thrashing and baling	105	250 bushels wheat @ $1.50	375
Twine, etc.	100	25 Tons hay @ $15	375
Repairs	200	Home-used products	900
Depreciation	160	Total Income	$9360
Total Expenses	$6038	Expense	6038
Value of farm	$52,000	Net Income	$3322
		Per cent earned on investment	6.4%

REORGANIZE YOUR FARM

An actual farm in Accomac county (owner's name not revealed) is being exhibited in miniature size at the Keller Fair, Aug. 27 to [illegible] shows a more profitable system of farming for Accomac county. The actual 1927 profits are shown. They are above average for the following several reasons:

1. Diversified crops are grown
2. A good rotation of crops with legumes
3. High corn yields
4. Keeps 3 cows
5. Keeps 12 hogs including boar
6. Keeps 150 chickens
7. Grows 1 Acre of Chicken

Profits could be further increased by keeping sheep, raising more feed crops and poultry and less potatoes.

120 Acres - 6 mules and 3 horses - no tractor

25 Acres Woods	5 A. W.Pot. (corn) (rye) (sw.pot)	5 A. W.Pot. (corn) (Cr.Cl.) (soys)	5 A. Mixed Grass Pasture (Rep)	4 A. W.Pot. (corn) (rye) (sw. pot.)	5 A. W.Pot. (corn) (Cr. Cl.) Red Cl.	10 A. Sw.Pot. (rye) (W.Pot.) Red Cl. (W.Pot)	Cr.Cl Soy beans (rye) (W.Pot)
10 Acres W. Pot. (corn) (rye) (Sw.Pot)	4 A. Sw.Pot. (rye) (berries)	5 A. Sw. Pot. (rye) (sw.pot.)	10 A. W.Pot. (corn) (rye) (Sw.Pot)	10 A. Sw.Pot. (rye) (W.Pot.)	5 A. Ber-ries (ber-ries)		

Financial Summary of This Farm 1927

Income

39 A. white pot. = 3500 bbl. @ $2.35 =	$8250
29 A. sw. pot. = 2425 " @ 1.50 =	3665
5 A. S. berries = 325 crates @ 1.50 =	485
5 A. Soy beans = 10 Tons Hay (fed)	—
5 A. Red Clover = 7½ Tons Hay (fed)	—
Milk and calves from three cows	300
Gain in value 2 heifers	50
54 Pigs sold from 5 Sows @ $5	270
150 chickens returned	250
Home-used food, fuel and house rent	$1080
Total Income	$14,350

Expenses

Fertilizer 60 T. @ $32	$1920
Seed Pot. 200 bbl. @ $5.50	1100
Seed rye 150 bu. @ $1.75	262
Seed soybeans 50 bu. @ $2.25	113
Seed clover (3 bu. Cr. Cl. and 10# red + alsike)	75
Barrels and crates	2900
Labor @ $1.50 day	2200
Feed grain (cows, horses, hogs)	100
Taxes and insurance	240
Repairs	200
Depreciation. Mules, machinery, bldgs.	430
Other expenses	160
Total Expense	$9700
Net Income	4570
Deduct interest on investment	1000
Net wages earned by operator	$3650

7-6-5
5-8-5
3-8-7
3-8-5

Cash with 125 per acre

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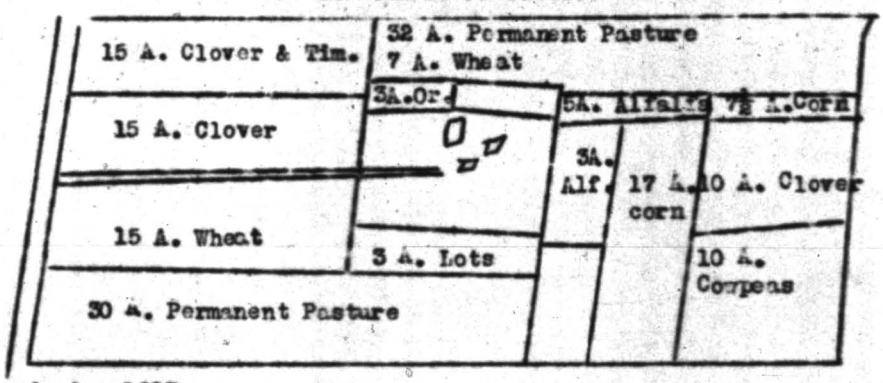
COMPARE YOUR FARM WITH THIS ONE

This model farm, shown at the Culpeper fair September 3-5, 1928, shows in miniature an actual farm in Culpeper county. It has 172 acres, is well stocked with cows and hogs, uses a 4 year rotation (corn, wheat, clover and pasture) and has several fields of alfalfa besides 60 acres of permanent pasture. It is operated by a good farmer and two hired men. The farm has earned profits consistently, even during the past 5 years of agricultural depression and has increased in value about $800 per year.

Success on this farm is due to these reasons:

1. Plenty of livestock
2. Entire farm manured each year
3. Lime applied before corn
4. Legumes grown (clover, alfalfa and cowpeas)
5. All feeds home-grown (except cottonseed meal)
6. Food supplies home-grown
7. Labor used economically
8. Investment reasonable



Income during 1927

25 A. corn X 56 bu. = 1400 bu. - Sold 70 bu. @ $.70	$49
10 A. cowpeas X 1 Ton = 10 tons - all fed	
40 A. clover X 1½ tons = 60 tons - all fed	
Clover (second crop) = 22½ bu. seed - Sold 7 @ $20	140
22 A. wheat X 20 bu. = 440 bu. - sold 300 bu. @ $1.40	420
6 A. Alfalfa = 24 tons - all fed	
Vegetables, peaches and strawberries - sold	150
Cream from 30 cows sold to creamery @ 42¢ lb.	2117
18 heifers gained in value	700
3 sows and 40 pigs returned	1319
150 hens and 10 turkeys returned	575
Home-used food, fuel and house rent	930
Total Income	6400

Expenses during 1927

Labor - 2 hired men	660
Threshing	80
Cottonseed meal (2 tons) and straw	107
Fertilizer, 10 tons @ $18	180
Lime, 45 tons @ $2.40	108
Auto expense	150
Taxes and insurance	120
Repairs and depreciation	400
Other expenses	195
	2000

Net Income	$4400
Rent and interest on land and working capital	1000
Net wages earned by operator	3400

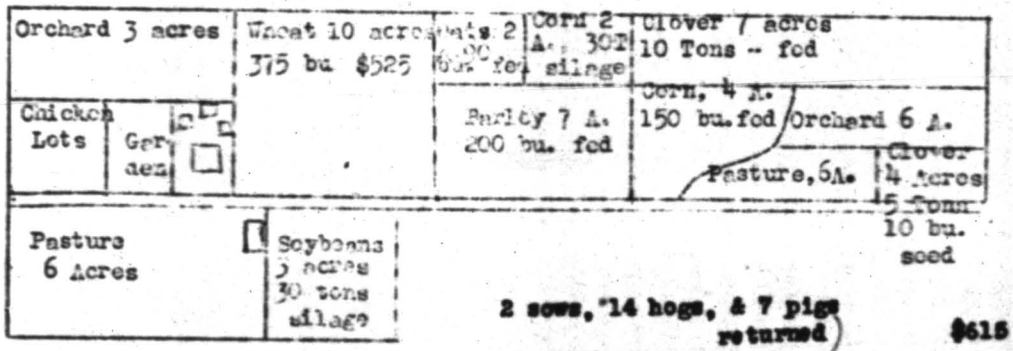
THIS FARM PAYS

BECAUSE IT IS ORGANIZED AND MANAGED PROPERLY.

This model farm, shown at the Augusta County Fair September 3-8, 1928, shows in miniature size a real farm in Augusta County (owner's name not disclosed). It contains only 60 acres but it has 39 acres in crops besides 9 acres of orchard. The balance is in pasture. It is stocked with 6 milk cows, 2 sows, 75 hens, 2 horses and about 10 cattle were bought and sold at various times. This farm has paid for itself even during the agricultural depression.

Success on this farm is due to these reasons:

1. Hard work and careful figuring
2. Farm not too large
3. Good quality livestock - no scrubs
4. Good crop yields
5. Home-grown feeds
6. Home-grown food products



2 sows, 14 hogs, & 7 pigs returned **$615**

The Financial Returns in 1927

Expenses	
Labor hired	$ 0
Thrashing	36
Fertilizer - 2½ Tons	58
Lime - 18 tons	42
Grain & cottonseed meal	211
Seed	42
Taxes and insurance	152
Auto expense	50
Repairs and depreciation	265
Other Expenses	44
Total Expenses	900

Income	
Wheat - 375 bu. @ $1.40	$525
Clover seed, 6bu. @ $18	108
6 cows, cream and veal	360
10 cattle, bought and sold	300
1 heifer gained in value	30
75 hens returned	150
Home used products	850
Other income	12
Total Income	3450
Total Expenses	900
Net Income	2550
Rent & interest, land & capital	750
Net wages earned by operator	1800

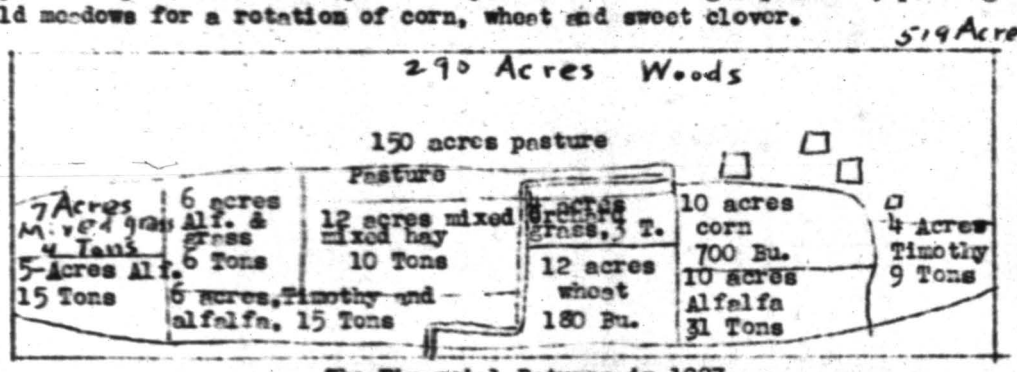
besides $150 gain in value of farm

THIS FARM PAYS

BECAUSE IT IS WELL ORGANIZED AND WELL MANAGED.

This exhibit, shown at the Alleghany Fair at Covington Sept. 11-15, 1928, shows in miniature size the arrangement of an actual farm near Covington. The exhibit was prepared by the county agent and the farm management demonstrator from V. P. I. The farm contains 519 acres of which 76 acres are in crops, about 150 acres in pasture and the remainder in woods. There were 4 mules, 2 milk cows, 10 young cattle, 60 ewes, 12 hens and 1 hog on the farm last year besides 55 cattle pastured for two or three months. It is shown here to show the profitableness of the three L's - Lime, Legumes and Livestock.

The system can be improved by keeping more good livestock to use up the surplus corn and hay. The system is now being improved by plowing old meadows for a rotation of corn, wheat and sweet clover.



The Financial Returns in 1927

Income		Expenses	
Hay, 60 tons @ $20 (baled)	$1200.	Labor @ $50 per month	$825.
14 tons @ $25	350.	6 T. Baling and threshing	32[illegible].
Corn, 400 bu. @ $1.20	480.	Seed	87.
Wheat, 180 bu. @ $1.45	261.	Fertilizer, 3 T. @ $40	120.
10 young cattle gained	250.	Lime (hauling)	50.
19 lambs @ $10 each	190.	Taxes and insurance	100.
8 ewes @ $7 each	56.	Repairs and depreciation	200.
384 lbs. of wool @ 47¢	180.	Other expenses	91.
55 cattle pastured	345.	Total expense	1800.
Home used products	350.	Net Income	1950.
Other income	88.	Rent and interest on investment (20,000)	1200.
Total Income	3750.	Net profit to farmer for for supervision.	750.

Dogs killed 15 or 20 sheep

In addition to the above returns the land is being improved and valuable timber is growing on the farm.

THIS FARM PAYS

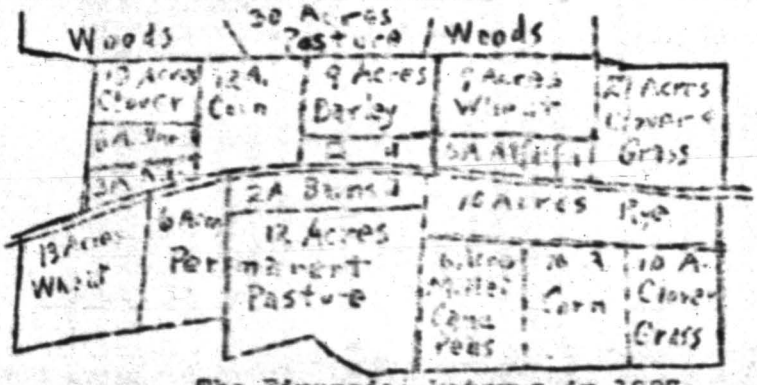
Because it is organized and managed properly

This exhibit, shown at the Rockbridge County Fair, Sept. 17-21, 1928, shows in miniature size an actual farm in Rockbridge County. The exhibit was prepared by the County Agent and the Farm Management Demonstrator from V. P. I. to demonstrate a profitable farming system found in this County.

The farm contains 272 acres of which 140 acres is crop land, 40 acres is permanent pasture and 84 acres is woods. The farm carries 4 horses, 10 cows, 1 bull, 1 sow, 150 hens, 9 turkeys and a proportionate number of young stock. The farm is worked with one share hand, 4 months of extra labor and the farm operator and his father. The farm yields a comfortable living and the land is being improved.

The farm succeeds because of these reasons:

1. Good quality livestock
2. Good crop yields
3. Plenty of legumes
4. Crops grown to fit existing needs
5. Economical use of labor
6. Sufficient volume of business



272 Acres

The Financial Returns in 1927

Income		Expense	
Butter and cream @ 40¢ lb.	$1,100.	Rent 13 Acres oats	$ 50.
4 veals sold	80.	Labor 1/3 share (deducted)	--
Young cattle gained in value	200.	Extra labor	150.
1 sow and pigs returned	300.	Fertilizer	120.
150 hens-eggs and chickens	225.	Feed-2 ton bran	60.
9 turkeys	50.	Seed	75.
12 hives bees returned	75.	Taxes and insurance	100.
Wheat 300 bu. @ $1.40	420.	Auto Expense	100.
Other Income	50.	Repairs and depreciation	200.
Home used products	700.	Other expenses	25.
Total Income	$3,200.	Total Expense	$900.

Net Income	$2,300.
Interest on Investment	1,000.
Net wages earned by operator	$1,300.

THIS FARM PAYS

BECAUSE IT IS WELL ORGANIZED AND WELL MANAGED

This model farm, shown at the Greater Piedmont Fair at Charlottesville Sept. 18-22, 1928, shows in miniature size an actual farm in Albemarle county. It contains 190 acres, 33 acres in crops, 24 acres in orchard, has 8 cows, 2 sows, 75 hens, 2 horses and a tractor. The farm is being improved each year and a comfortable living is earned besides. The exhibit was prepared by the County Agent and the Farm Management Demonstrator from V. P. I.

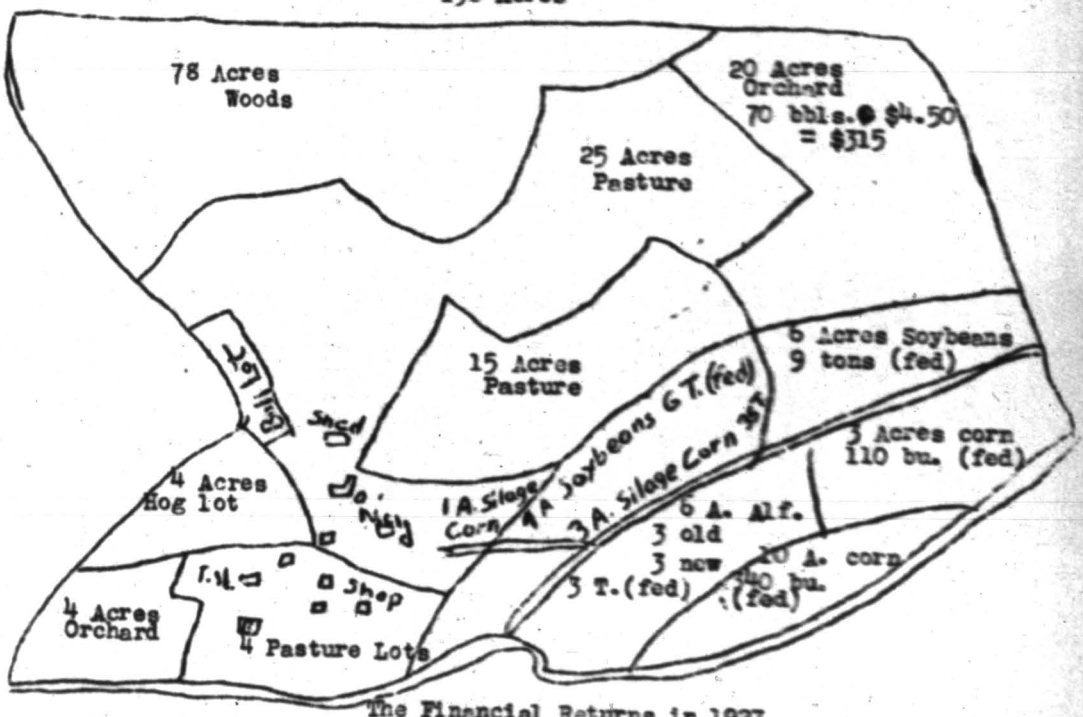
This farm is successful because of these reasons:

1. Crops marketed through livestock
2. Livestock of good quality - no scrubs
3. Legumes grown for livestock and soil improvement
4. Limes used before seeding clover and alfalfa
5. Pastures are not merely exercising grounds
6. Businesslike selling methods used.

Profits could be increased if these changes were made:

1. Give men and horses full time work
2. Increase his volume of business by
   - cropping more land
   - milking more cows
   - caring for orchard better
   - developing the woods for revenue

190 Acres



The Financial Returns in 1927

Income	
Butter, 3306 lbs. @ 46¢	$1500
Cattle raised and sold	260
2 sows raised 18 pigs	230
25 hens and 200 chicks	265
Increase in poultry flock	75
Apples, 70 bbls. @ $4.50	315
Home used products	822
Other income	93
Total income	3560
Net income	1560
Rent and Interest on Investment	600
Net Wages Earned by Operator	87960

Expense	
Labor hired @ $35	$520
Grain	700
Fertilizer, 1¾ T. of 16%	30
Lime, 20 tons	50
Seed	60
Spray materials	30
Auto expense	250
Repairs and depreciation	200
Taxes and insurance	120
Other expense	40
Total expense	2000

THIS FARM PAYS

BECAUSE IT IS WELL ORGANIZED AND WELL MANAGED

70 Dairy

This exhibit, shown at the Henrico county Fair, Sept. 26-28, 1928, shows in miniature size an actual farm in Henrico county. It contains 393 acres of which 160 acres is in crops, 33 acres in permanent pasture and 200 acres in woods. It has 4 mules, 60 milk cows, 24 heifers, 2 bulls, 200 hens and 3 pigs. It is exhibited here to demonstrate a profitable system of dairy farm management in Henrico county. The exhibit was prepared by the county agent and the farm management demonstrator from the Virginia Extension Division.

15 Reasons for Success

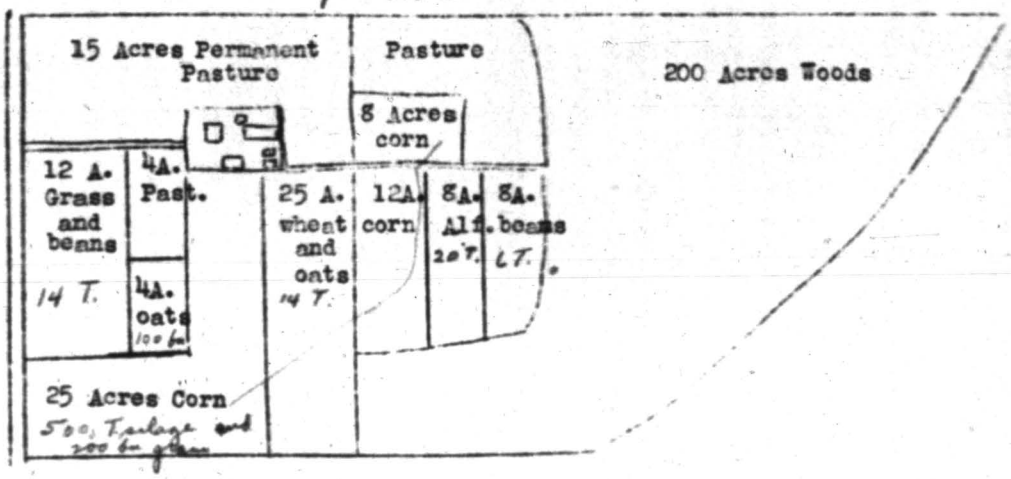
1. High producing cows (Av. 304# fat 3.8%)
2. Good crop yields
3. Large size of business
4. Efficient use of labor
5. Large use of machinery
6. Careful use of machinery.
7. Silage throughout the year
8. Legume hay raised
9. Good pastures for 6 months
10. Green crops fed in summer
11. Cropping system includes manuring, green manuring cover crops, lime and commercial fertilizer.
12. Sanitary dairy equipment
13. Raises good heifers
14. Good garden
15. Good chickens

2 loads manure per day direct to fields

10 Ways to Increase Profits

1. Increase butterfat production
2. Use more fertilizer and lime
3. Grow more alfalfa and clover
4. Less plowing each year
5. Increase size and quality of pastures.
6. Raise more heifers for replacement.
7. Larger fields
8. Sow peas, beans or clover between corn rows.
9. Manure and plow field for early corn during winter months.
10. Practice farm forestry.

393 Acres



Financial Returns in 1927

Income		Expense	
Milk for 60 cows	$15045.	8 cows bought	$725.
14 cows sold	1068.	Feed grain	5152.
Heifers gained in value	500.	Labor 3 men and extra	3343.
40 calves sold	183.	Fert. 10 Tons, 16% acid	176.
Breeding fees, bags, etc.	120.	Seed	400.
1447 doz. eggs sold	449.	Repairs & Dep. Machinery	778.
239 lbs. chickens sold	65.	" " " buildings	400.
Home used products & house	975.	Gas and oil	413.
Total Income	$18,405.	Farm tax, etc.	225.
Total Expense	14,461	Interest on investment	2849.
Net [illegible] by operator	3,944.	Total Expense	$14,461

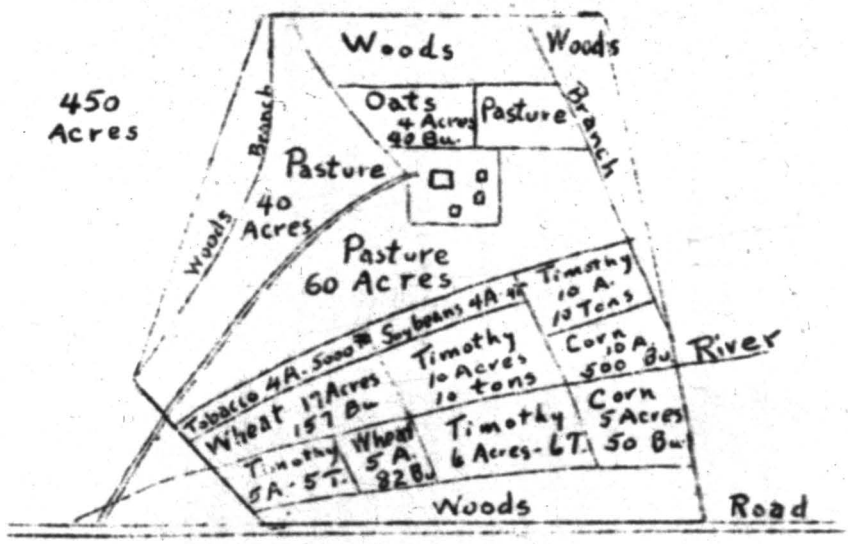
28

COMPARE YOUR FARM WITH THIS ONE

This exhibit, shown at the Amherst County Fair, October 3-5, 1928, shows in miniature size an actual farm in Amherst County. It contains 450 acres of which 80 acres are in crops, 100 acres in pasture and 270 acres in woods. It has 3 horses, 5 cows, 3 sows, 17 ewes and 75 hens besides the customary young stock. It is exhibited here to demonstrate the strong and weak points of a typical farm in Amherst County. The exhibit was prepared by the county agent and the farm management demonstrator from the Virginia Polytechnic Institute Extension Division.

How to Increase These Profits

1. Establish a good rotation of tobacco, wheat and clover.
2. Establish a feed crop rotation of corn, wheat, clover and grass.
3. Improve the permanent pasture.
4. Keep more milk cows, sheep and poultry.
5. Keep better quality livestock.
6. Produce high grade tobacco or none at all.
7. Use more lime and more fertilizer.



The Financial Returns in 1927

Income		Expense	
Wheat, 146 bu. @ $1.25	$182	Cropper labor (⅓)	$160
Tobacco, 5000 lbs. @ 3.5¢	175	Extra labor	50
Cream, 188 lbs. @ 40¢	75	Feed for hogs, 1 Ton	42
Calves raised or sold	129	Fertilizer, 1400 Lbs.	16
20 pigs and 12 hogs	244	Lime, 4 tons @ $7.50	30
Lambs, 15 @ 12½¢ lb.	180	Clover seed, 1 bu.	25
Wool, 126 lbs. @ 40¢	50	Hauling tobacco @ 50¢	25
Eggs and chickens	115	Taxes and insurance	150
Home used products and house	500	Repairs and depreciation	252
Total Income	1650	Total Expense	750

Net Income	$900
Interest on investment	600
Net wages earned by operator	300

Because it is well organized and well managed

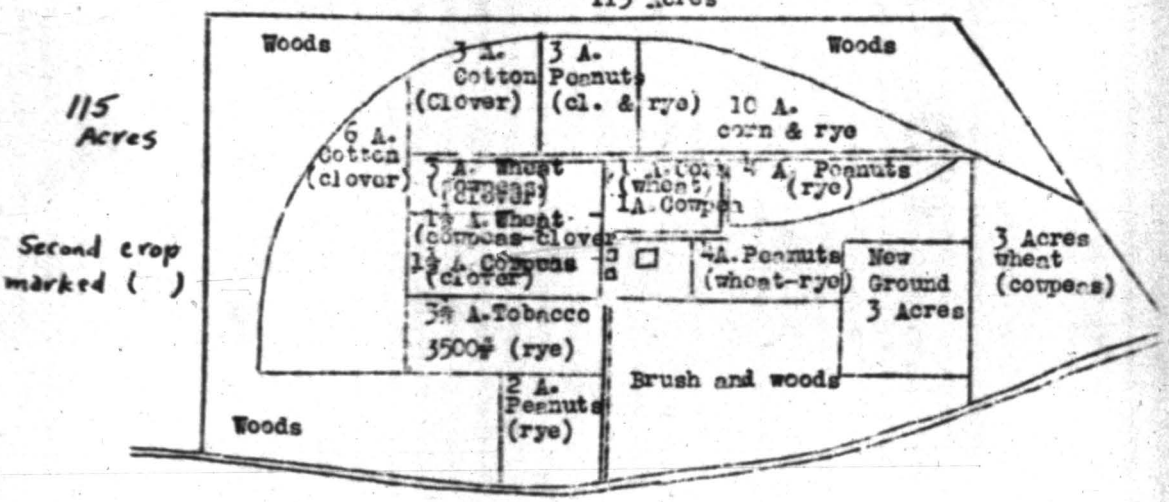
THIS FARM PAYS

This exhibit shown at the Emporia Fair October 16-20, 1928, shows in miniature size an actual farm in Greensville county. It contains 115 acres of which 50 acres are in crops, 3 acres in improved pasture, 4 acres in cut over pasture and 55 acres in woods. It has 2 mules, 6 cows, 4 hogs and 160 hens. The farm is being improved each year and is furnishing a comfortable living for a family of eight. The exhibit was prepared by the county agent and the farm management demonstrator from the V. P. I. Extension Division.

This farm succeeds for the following reasons:

1. Good crop yields
2. Good rotation - corn, peanuts, cotton
3. Uses clover, wheat or rye for winter cover crop
4. Uses plenty of lime and fertilizer
5. Uses selected seed
6. Food and feed is mostly home grown
7. Properly balanced with livestock
8. Labor used effectively
9. Good size of business.

The business can be made even more profitable by combining the small fields, getting more land for crops, keeping more cows and hogs, and improving the production of livestock.



The Financial Returns in 1927

Income		Expense	
Cotton - 8 bales @ 19¢	$800	Labor hired	$185
Cottonseed	132	Family labor	400
Tobacco - 3500 lbs. @ 21.7¢	760	Threshing wheat & peanuts	39
Peanuts - 152 bags @ $1.20 bu.	728	Shredding corn	60
Corn - 60 bu. @ $1.25	75	Fertilizer	308
Cowpeas - 10 bu. @ $2.00	20	Lime and plaster	31
Potatoes - 20 bu. @ $1.00	20	Seed wheat, clover & grass	169
Butter from 6 cows	200	Feed grain and meal	301
4 calves sold	56	Taxes and insurance	54
2 heifers raised	40	Repairs and depreciation	120
Eggs and chickens (160 hens)	294	Interest on capital	450
Home-used produce and house	575	Other expense	83
Total income	$3700	Total expense	$2200

Net wages earned $1500

Because it is well organized and well managed

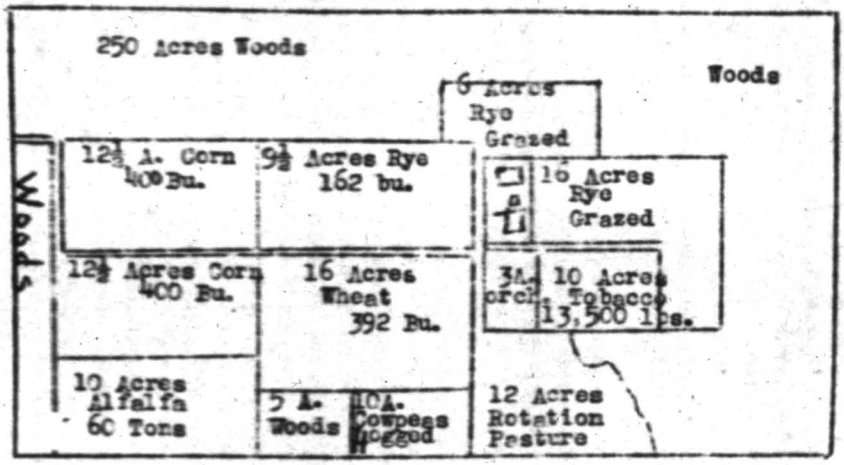
THIS FARM PAYS

This exhibit, shown at the Nottoway County Fair Oct. 17-19, 1928, shows in miniature size an actual farm in Nottoway county. It contains 398 acres of which 128 acres are in crops, 25 acres in open pasture and 245 acres in woods. It has 4 work horses, 8 cows, 8 cows, 4 sows, and 75 hens besides the usual young stock. The exhibit was prepared by the county agent and the farm management demonstrator from the V. P. I. Extension Division to demonstrate a practical and profitable system of farming for Nottoway county.

This farmer succeeds because of these reasons:

1. High crop yields
2. Good rotations: (A) Tobacco-wheat-clover and peas
   (B) Corn-rye-grass
   (C) Corn-rye-and clover-peas
3. Uses lime and fertilizer freely.
4. Land thoroughly prepared for crops
5. Tobacco carefully grown, cured and handled.
6. Farm well balanced with livestock
7. Fences hog tight
8. Crops grazed
9. Labor used economically
10. Large size of business
11. Food and feed home grown

398 Acres



The Financial Returns in 1927

Income		Expense	
Tobacco, 13,500 lbs. @ 18½¢	$2500	Labor - 2 men	$1200
Wheat, 292 bu. @ $1.35	394	Extra labor	100
Rye, 120 bu. @ $1.50	195	Fertilizer	350
Alfalfa, 3 Tons @ $25	75	Lime, 4 tons	—
Orchard	25	Feed - tankage, &c.	30
Butter and 8 veal calves	350	Seeds	100
6 heifers gained	150	Gas and oil	100
8 lambs and 90# wool	136	Taxes and insurance	166
18 pigs and 46 hogs	1000	Repairs and depreciation	400
Eggs and chickens	200	Other expenses	54
Thrashing for others	125	Total expense	2500
Timber increase	200	Net income	3600
Home-used products and house	750	Interest on capital	1150
Total income	6100	Net wages earned	2450

PROJECT NUMBER 5
REORGANIZING DEMONSTRATION FARMS IN TOBACCO BELT

This project, reported in detail last year, was continued this year in the usual way. On March 23rd and 24th the 20 coop rating farmers in Charlotte county were visited to determine the extent to which they had changed their farming business as a result of the recommendations laid down in 1925. The increased use of lime, legumes and livestock was conspicuous and the farmers seemed to be well pleased with their improved prosperity. As a result of the diversification recommendations, one or two farmers have found it advisable to entirely discontinue the growing of tobacco. Nearly all of them are now keeping more poultry, milk cows, hogs or sheep. In view of the persistent decline in dark tobacco markets, these demonstrations are having a pronounced effect upon the farmers in that area. The results on some of the more successful demonstration farms were printed in the October issue of the Extension Division News. Perhaps the most significant statement is as follows: "On each of the farms studied on which changes were made in the farming system, the farm income in 1927 was larger than in 1925, the average increase being 40 per cent". Another significant statement is this: "On farms developing two or more sources of income from livestock, operator's earnings increased from 10 to 90 per cent averaging a 30 per cent increase from 1922-27. On these farms at least two sources and occasionally three sources of income have been developed from livestock". In another case one farmer who produced 12 tons of hay from 10 acres in 1922 produced 40 tons of hay on 20 acres in 1927 largely as a result of an increase in the dairy enterprise on his farm.

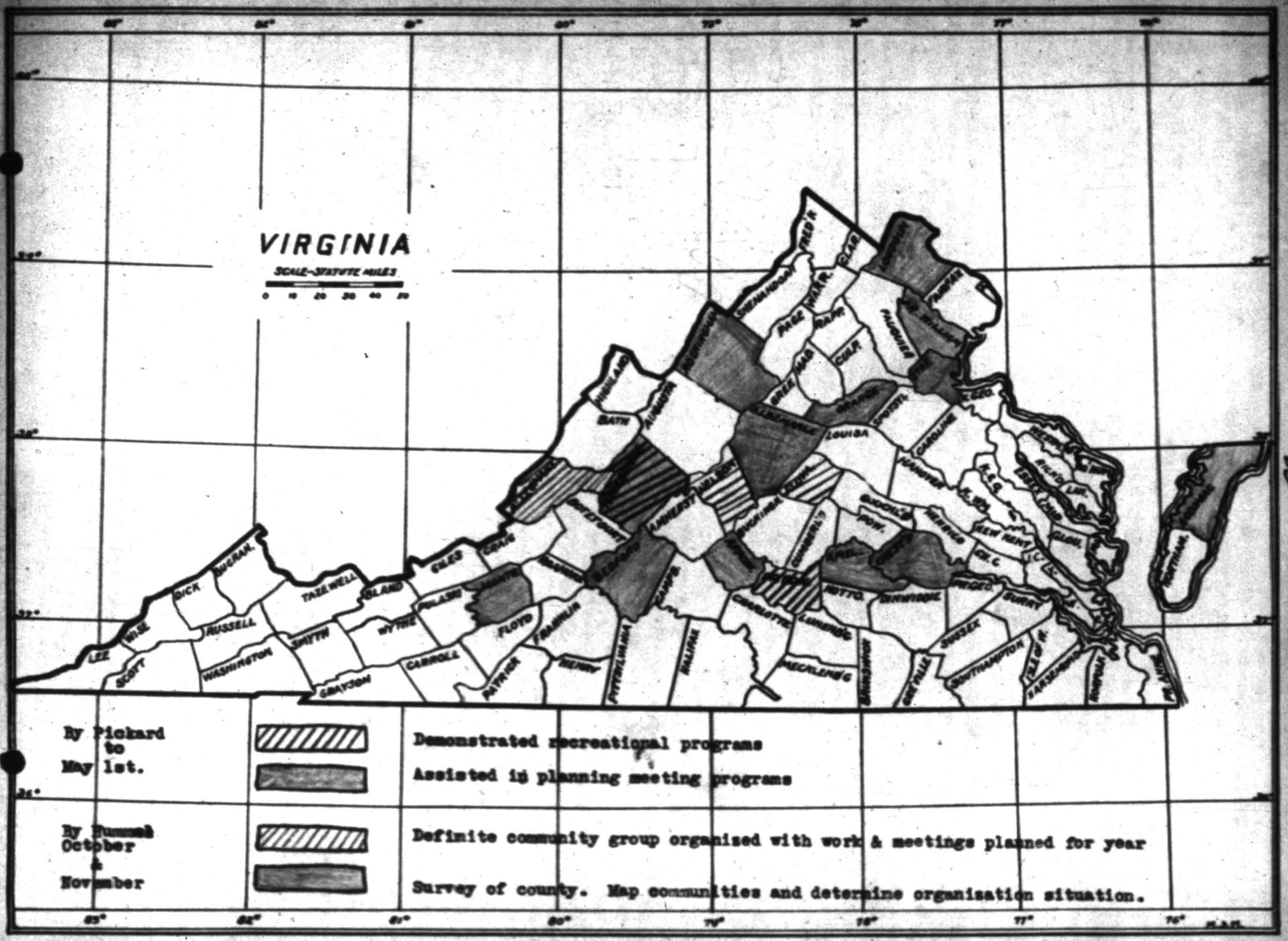
On September 13-14-15, photographs illustrating the changes being made on these demonstration farms were obtained with the assistance of a photographer loaned by the Federal Extension Service. These photographs showing both the methods and results obtained on these demonstration farms will be used to illustrate an extension circular which is now in manuscript form. This 24 page circular is an attempt to popularize, largely by means of pictures, the work which was started in 1925 on these twenty demonstration farms.

Demonstration farmers are beginning to use more lime before planting clover.

Demonstration farmers are growing more and better clover to improve the fertility of their land and to serve as feed for more livestock.

Poultry flock of Mr. C. H. Carson. A dark tobacco farmer in Charlotte county who has increased his livestock income from $268 in 1922 to $3042 in 1927. Meanwhile, his tobacco income has declined from $1898 to $160 but his net wages earned has increased from $1280 to $2102 in 1927.

More livestock on dark tobacco farms is being recommended. It is the third step in the campaign for lime, legumes and livestock. This small dairy herd has been accumulated by Mr. Claud S. Dodd in Charlotte county. His livestock income has been increased from $282 in 1922 to $767 in 1927. His tobacco income has decreased from $1555 in 1922 to $808 in 1927 but meanwhile, his net wages earned has increased from $1328 to $1451 in spite of the radical decline in dark tobacco prices.


VIRGINIA
SCALE—STATUTE MILES
0 10 20 30 40 50
By Pickard to May 1st.
Demonstrated recreational programs
Assisted in planning meeting programs
By Russell October & November
Definite community group organized with work & meetings planned for year
Survey of county. Map communities and determine organisation situation.

Annual Report on Rural Sociology Extension
State of Virginia 1928.

I. Changes in Extension Organization and Division of Work.

The rural sociology extension work in Virginia for 1928 divides quite definitely into two distinct divisions. This is due to the fact that an entire change of plans and personell was made during the year. From December 1, 1927 until May 15, 1928 Mr. C. L. Pickard devoted 1/4 time to rural sociology extension. From October 1, until December 1, 1928 Mr. B. L. Hummel has given full time to this work. A different program of work was instituted with the employment of the latter man.

II. Changes in Relation of this project to other projects and to experiment station and teaching work in this subject.

The change in this project consists in the development of plans for either helping existing local organizations to function as general community associations through which extension work generally can be carried to farm people or developing such community group action where no existing organization can function satisfactorly. It is probable that this work will be very intimately related to both research and teaching work in rural organization.

III. Methods Pursued in 1928.

A. Developing mens Social Clubs.

Due to the previous success of such groups and the conscious need of local groups attention was given during the forepart of the year to the development of mens social clubs. Assistance was given in five communities located in four different counties. They were Rybee and Troy communities of Fluvanna County, Drewry's Bluff community of Chesterfield county, Mt. Pleasant community of Prince Edward county, and Montebello community of Nelson county.

In this work the men of a given community were invited to a mens social meeting at some convenient place and a social evening of checkers, rook, etc

planned and carried out with the group. During the evening the advantages of such gatherings were pointed out and the opportunity for some permanent arrangement suggested. It was recommended that the idea be tried out several times before any definite organization be formed however. In most of the cases mentioned above the idea was appreciated by those present and further meetings held. This movement is no exception to the rule that follow up from an outside service agency insures success and continuity.

B. Assisting in Planning Meeting Programs.

Assistance was given in Stafford and Orange counties in the planning of meeting programs for community associations being developed in the Falmouth and Bourborn communities respectively. These are both groups that have planned quite definite and inclusive programs of community improvement and the meetings had to be planned in such way that they would be entertaining and at the same time keep the program of work consciously before the group at all times. Both groups have continued quite successfully throughout the year. Some assistance was also given to smaller groups in Albemarle and Chesterfield counties but they did not "carry on".

C. Surveying Counties to Determine:-

(1) Natural community groupings.

(2) Present status of organization.

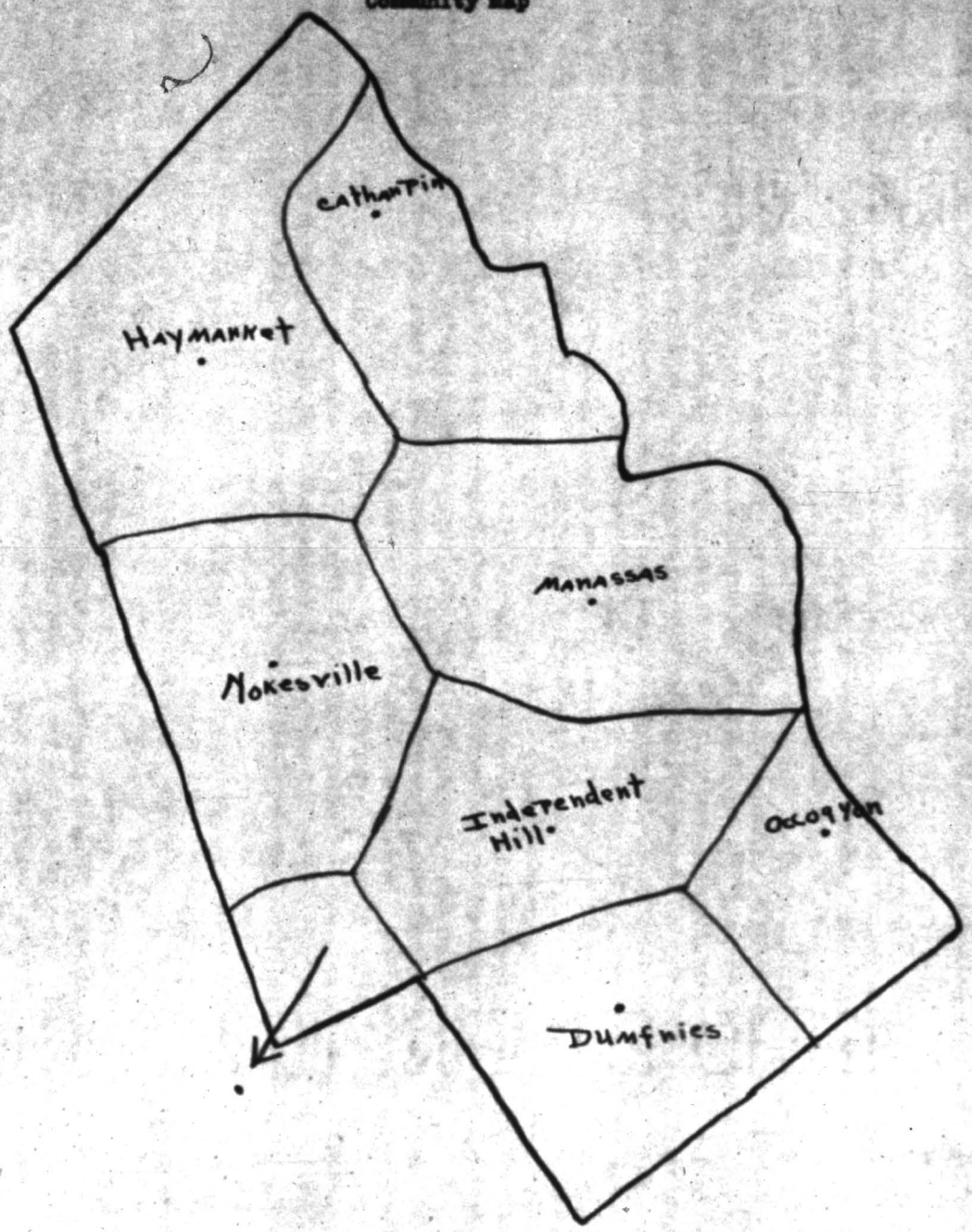
During October and November the new specialist in rural sociology has made a study of the community groupings and the organizational status as well as the general social and economic conditions in eleven selected counties of the State. These counties were selected because of the past and present function of various state and national organizations, on account of the different type of people and farming represented, and because of the attitude of the agents concerned. The chief organizations influencing the situation in the state are the Grange, the Virginia Cooperative Education Association, and the American Farm Bureau Federation. There are also many local organizations in the various counties which complicate the situation

some what and have to be given due consideration.

The accompanying map of Prince William county and the data on the organization situation in the county is an example of the mapping done and the information gatheres in each of the eleven counties. This charting of the larger community groups may serve as a basis for the gradual development of community consciousness and group effort on an effective scale. It is the first step in a long time program of community building.

Prince William County

Community Map



Information on Prince William County

Organizational Situation.

There is an agricultural advisory council of eighteen men in this county. Fourteen of these are farm men, three are business men and one is a teacher of vocational agriculture. Three men were selected from each school district in order that all parts of the county would be represented. The board meets semi-annually and takes about an average interest in the work according to county agent, T. T. Curtis.

There is also a home demonstration advisory council of eighteen farm women who were also selected three from each school district. They meet semi-annually and the work is carried out in close cooperation with them during the year.

There are also three active home demonstration clubs in the county located at Bethel, Nokesville and Greenwich. The club at Bethel is a new one but is active. The women all come from the northern half of the community area. The Nokesville club has sixteen members all of whom live right in or near the town center. This club is two years old and is very active. The club at Valley View or Oden quit when the one at Nokesville was boosted and heralded as a standard club. It was organized four years before the Nokesville club. The feeling on the part of the Oden women is mellowing decidedly as several of them visited the Nokesville club recently. The Oden women average older. The Greenwich club has fifteen members, all from a small area. The club is four years old, is active and in a substantial condition.

The women of Prince William county also have a county branch of the Virginia Home Makers Association. This is reported as the only one in the State. They have 30 members and hold four meetings a year. Most of the members are also members of one of the home demonstration clubs mentioned above. Specialists are usually present to help with the meeting programs and some educational topic is always discussed. Refreshments are always served. The meeting place is changed each time. Miss Bell says if there were more community meetings there would be more at the county meetings as a result.

The town of Manassas has a Womans Club and there is a Garden Club made up mostly of Manassas women and affiliated with the womans club.

Miss Bell believes that at least an average amount of the womans time is taken up with church work.

4-H Club Work.

Girls clubs are organized as follows:- Brentsville 1, Nokesville 2, Greenwich 1, Bucklet 1, Catharpin 2, Woodlawn 1, Manassas 1, Cherryhill 1, Bethel 2, Minnesville 1, Occoquan 2, Dumfries 2, Quantico 2. There will be several better food clubs later.

There is a boys club at Nokesville carrying two projects. They did good work last year and the adults were interested. There will be about 15 members this coming year. There are also five boys at Catharpin, who are doing successful Berkshire breeding work and are quite interested. They are not organized as a club.

Farm Organization.

There is a Herd Improvement Association with 26 members. It was organized in 1916 and is still going in good shape. The members are around Manassas, Nokesville, Wellington and Gainsville. Two meetings are held each year.

There is a Prince William branch of the Maryland and Virginia Milk Producers Association. It is purely a marketing organization but has an annual and two other meetings each year. It is a substantial and effective organization but decidedly a special interest one with a limited membership and therefore not having much influence on the general situation.

The Kiwanis club of Manassas is actively interested in the affairs of the county and in extension work. There is considerable ill will between the towns of the county but the Kiwanis club is doing what it can to lessen this.

The Nokesville Farmers Union Cooperative Supply Store is the only remains of this farmers organization. This so called "cooperative" is purely a stock company and not cooperative truly.

The only other farm organization in the county is a Grange local at

Haymarket or Hickory Grove. It was organized in November of 1927. There are 35 members coming from 16 families. These are not all active and the Grange is reported as at a standstill. Only about half the members attend. There is a feeling that there are too few to do anything. It is neither a case of the young or old loosing interest as the remaining members are about evenly divided. The members all live in the North end of the community but the meetings have mostly been held at Haymarket in an effort to make it an inclusive community movement. Up to date there has been no response from the Haymarket people.

Both agents are interested in trying to make this Grange a success and would also like to try out one community program on a different basis.

This type of survey brings into relief many of the factors which will determine the progress of future organization work in the county. It forms somewhat of a basis of procedure in the counties studied thus far.

D. Cooperation with Existing Organizations.

Conferences have been held with the State Master of the Grange, with the President of the State Farm Bureau, and with the executive secretary of the Virginia Cooperative Education Association as well as a number of special interest and economic organizations looking toward the development of a program of work which will be mutually helpful to all organizations effort. Definite plans are being worked out for cooperative effort at various points in the state.

C. Developing Community Group Action.

There are hundreds of rural communities in the state which have no satisfactory organization for community wide effort. One demonstration has been set up in the Boiling Springs community of Alleghany county showing how the people of a community can be gotten together and set to work on a definite program. While this work is just started it shows every indication of making a staple growth and contributing definitely to the general welfare of the community.

Work For 1929.

During 1929 it is planned to assist the Grange locals in three selected counties in their effort to establish and sponsor an inclusive program of community development calling for the united effort of all the people of the community.

In other counties in which the Grange does not contemplate organization work at an early date the independent type of community effort will be demonstrated. These counties will be selected to include some in which the Community Leagues are active and some where they are not. Some counties will also be selected because of definite cooperative commodity associations which need some means of carrying on an educational program with all the people.

MISCELLANEOUS WORK IN AGRICULTURAL ECONOMICS

(e) Outlook Reports

There is no work being carried on by the Agricultural Economics Department which is any more important that the issuance of agricultural outlook reports. These reports are issued to farmers for the purpose of keeping them abreast of current changes in the agricultural industry so that they may revise their farming systems from time to time in order to benefit by these changes rather than suffer from them.

The annual Agricultural Outlook Conference was held in Washington during the last week of January. This conference was attended by both the Marketing Specialist and Farm Management Demonstrator toward the end that the reports might be made more accurate and more usable with particular reference to Virginia farmers and also that Virginia extension workers might be made intimately familiar with the content of this annual outlook report.

The most important recommendations from the point of view of Virginia farmers were summarized in the February issue of the Extension Division News which reaches 50,000 Virginia farmers and farm leaders. These recommendations pointed out significant trends in the economic development and gave to farmers advice, supported by statistical evidence, telling them what to produce

and how much of it. There can be no way of measuring the actual results from this set of recommendations but it is reasonable to believe that they were instrumental in lessening the severity of crop surplus which seemed to be impending.

From month to month throughout the year, the Extension Division News carried statistics of farm prices of Virginia products accompanied by explanatory material which showed current revisions in the agricultural outlook throughout the year or which served to emphasize the original outlook statements at a time when farmers could use them in arriving at their own business decisions.

A third effort to extend outlook material to farmers was through the farm accounting demonstration meetings which were held during the winter months. The total attendance at these meetings was 406 farmers. The discussions which took place at each of these meetings proved to be an effective means of showing farmers how they can use these outlook reports in planning their own farming operations.

The bankers of Virginia occupy an important position with respect to the part they can play in getting farmers to actually follow the advice contained in these outlook reports. The bankers serve as business advisors of farmers, particularly those who borrow at the bank, and, in many cases, bankers actually base their grants of credit to farmers upon specified personal and commercial characteristics of the farmers. There can be no better basis of extending credit to farmers than through their willingness or determination to take advantage of such material as that contained in the outlook reports. Therefore, a meeting of bankers from the Lynchburg trade area was held in Lynchburg on February 10th. There were 35 bankers and county agents in attendance. Specific recommendations were placed before them

applying to local farming conditions. These bankers and county agents were requested to carry this information back to their counties and hold local outlook conferences to advise their farmers concerning their production plans for 1928. The principal recommendations were for a reduction of tobacco acreage and an increase in dairy, poultry and hog enterprises together with the necessary feed.

On March 22nd, the Marketing Specialist made a talk on the Agricultural Outlook in Virginia to about 100 farmers who were attending the Farmers' Institute at Appomattox. The importance of this project and the successes attained thus fair justify an expansion of this work during the coming year.

(b) Lease Contracts

There are in Virginia approximately 50,000 farm tenants, according to the census of 1925, representing 25% of the total number of farmers. Consequently a number of requests are received during each year for information and advice concerning the making of farm lease contracts. It is important that sound advice be given in these matters because the maintenance of soil fertility and the proper distribution of income and expense between the landlord and the tenant depends upon an accurate and careful handling of such matters. These requests for information are usually handled by supplying the farmer with a copy of Virginia Research Bulletin 249 entitled "Renting Farms in Virginia", and in addition, consideration is given to the peculiar details of each case.

OUTLOOK FOR THE WORK DURING 1929

The plan of work for 1929 will differ from that of 1928 only in minor details and principally in a reapportioning of emphasis.

The work in farm management is to proceed under the direction of Mr. W. J. Nuckolls who will devote his whole time to this work. This will make it possible to carry on the work more intensively than ever before because heretofore the Farm Management Demonstrator has been required to divide his time between farm management and other lines of work. Hereafter it will be possible to follow up the farmers who are keeping accounts so that the number completing accounts will represent a higher percentage of the total number than heretofore. It will also make possible the plan to extend into other counties the demonstration farm reorganization project which has been carried on in Charlotte county for the past three years. It will also make it possible to popularize the agricultural outlook reports more effectively than ever before.

The work in marketing will be carried on more intensively than ever before because the addition of Mr. Nuckolls and Mr. Hummel to the staff of the department has released enough time so that the neglect of these marketing projects which was necessary this year need not occur hereafter.

The work in rural sociology will be developed in full for the first time this year. A beginning was made last year with the use of part of the time of the Farm Management Specialist for rural life projects. This modest beginning will be followed this year with a more vigorous prosecution of the work by full time specialist in rural sociology who is particularly fitted by

training and experience to bring about the tangible benefits which we desire.

Our Vision

Looking five years ahead, what will be the economic status of farm people in Virginia? Our vision of Virginia in 1933 is that of a state, where farm people already leavened with a liberal portion of high intelligence and idealism, are being rapidly transformed into prosperous farmers; a state where farmers, disregarding custom and following research, grow the crops for which they are best suited and for which there is the greatest market demand; a state in which costs of production are carefully controlled through the aid of individual farm accounts; a state in which farm profits are sufficient to permit adequate education for farm children; a state in which agricultural legislation is based upon definitely established needs; a state in which the business of buying farm supplies and selling farm products is carried on by farmer controlled agencies enjoying competent management and where the gains of

1.	A Definite Agricultural Policy
	(a) For the individual farmer
	(b) For the community leader
	(c) For the legislator
2.	An Economic Minded Farm Population
3.	Competent Management of Cooperative Associations
4.	Clean and Stimulating Rural Recreational Life
5.	A Richer Farm Life

applied science are spent neither in idleness nor in mis-directed energy nor in over-capitalization but in the comforts and enjoyments which constitute a richer and finer farm life.

The task of formulating the right kind of agricultural policies,

of perfecting agricultural business methods and of elevating the rural standards of living is the task of the Department of Agricultural Economics and Rural Sociology.

Immediate Needs

The extension teaching of marketing is being very inadequately done because there is available for this work only about one-half of the time of one man. There are twenty important agricultural commodities marketed in Virginia. No one specialist can keep thoroughly informed concerning the detailed procedure in marketing every important agricultural product, yet a marketing specialist must know the product as well as the general principles of marketing. This department needs a portion of the time of four commodity research fellows in marketing. Unless this department provides these additional services for the state, we cannot object if the Division of Markets continues its present educational activities through its three commodity specialists. The Division of Markets is already employing three marketing specialists all of whom are doing some educational work among the farmers. That division employs a specialist in livestock and wool, one in dairy and poultry products and one in fruits and vegetables, all of whom are in addition to the Director and the Market News Specialist. This department at V. P. I. really needs four marketing specialists; one for livestock and wool, one for dairy and poultry products, one for fruits and vegetables, and one for tobacco, cotton and peanuts.

The most effective way of teaching marketing to farmers or to association managers and directors is to help solve an actual marketing problem. This can best be done by attending committee meetings and board

at which these problems are debated. More time should be made available for this work.

The widespread adoption of the economic way of thinking among Virginia farmers can be accomplished only through multiplying the spoken word through the agency of the printed word. More economic material should be published in popular form.

Assistance Desired from United States Department of Agriculture

The United States Department of Agriculture has been extremely helpful to this department during the year. We are particularly grateful to the Bureau of Agricultural Economics for the outlook material and charts which were provided in February to Mr. C. F. Sarle in the Division of Crop and Livestock Estimates for sending Virginia farm products to us each month in time for publication in the Extension Division News, to Mr. L. S. Hulbert for advice on the legal structure of agricultural cooperatives, to Mr. A.P. Brodell for help in reorganizing demonstration farms in Charlotte county Virginia, to Mr. Reuben Brigham for assistance in preparing a farm accounting poster and especially to Mr. Brigham for assistance in securing about 500 photographs of marketing practices as they relate to the marketing of Virginia products.

During the coming year, we hope for a continuation of these helpful contacts. We shall need to receive outlook reports, current prices and special advice throughout the year. We shall need the help of Mr. Brigham in the preparation of lantern slides and film strip. The men in the Division of Cooperative Marketing can be very helpful in connection with our work with cooperative associations. We shall also need to continue our cooperation with Mr. Brodell in Charlotte county.

SUMMARY

REPORT HERE WORK OF SPECIAL INTEREST

	Days in field	Days in office	No. Agents visited: Farm Agents	No. Agents visited: Home Dem. Agents	No. counties without agents visited	Meetings Extension Committees: Number	Meetings Extension Committees: Attendance	Other Meetings: Number	Other Meetings: Attendance	Counties employing agents for first time: Farm Agents	Counties employing agents for first time: Home Dem. Agents	Agents appointed	Agents discontinued	Letters written	Different circular letters written	No. circular letters sent out	Bulletins sent out	Clubs Visited: Boys' or girls'	Clubs Visited: Men's or women's	Demonstrations given	Boards of Supervisors met	School Boards or other contributing organizations met	Days Leave: Annual	Days Leave: Sick	Days Leave: Without pay	Miles Travelled: Auto	Miles Travelled: Rail	Miles Travelled: Boat	Miles Travelled: Other
C.C. Taylor Dec.	18	6	7					16	1016					100			20									600	1400		
Jan.	13	13	4					9	312					118	1	35	42									2260	600		
Feb.	4	24	1					5	77					72			12									170	505		
Mar.	6	22	3					2	115					114												50	840		
Apr.	5	20	1					7	85					61	1	7										380	465		
May	4	24	3					2	30					191	2	500										200	430		
June	14	12						3	225					152	4	2250	1									550	1110		
July	3	0	1																				27			300	276		
Aug.	21	5	9					1	20					86	3	900	14			2			3			950	1525		
Sept.	14	11	10					1	12					101	3	800				4						500	1650		
Oct.	18	14	4		1			5	55					125	2	600				3						500	2240		
Nov.	10	15	2		1			3	130					95		50	2									330	1260	300	
Total	125	163	45		2			54	2077					1217	16	5142	91			9			30			6790	12800	300	
1928 Av.	10	14	4		*			4	173					102	1	428	8			1			2½			5280	1075	25	
Av. 1927	8	16	3					5	159					84	1	109	38						2½			306	760		

TITLE

DATE

NAME

113

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Form No. E-[illegible]

COOPERATIVE EXTENSION WORK
IN
AGRICULTURE AND HOME ECONOMICS
STATE OF VIRGINIA

VIRGINIA AGRICULTURAL AND MECHANICAL COLLEGE AND POLYTECHNIC INSTITUTE AND UNITED STATES DEPARTMENT OF AGRICULTURE, COOPERATING

EXTENSION SERVICE

MONTHLY REPORT OF STATE OR DISTRICT AGENT, OR SPECIALIST

Name _____ Post Office _____ Month _____ 192

IMPORTANT INSTRUCTION.—Under the heading "Nature of work" classify field supervision as relating to: (1) Office organization, records, and reports; (2) maintenance and training of personnel; (3) program determination; (4) program analysis; (5) subject-matter assistance; (6) publicity; (7) other work specified.

DATE	COUNTY	AGENT VISITED	NATURE OF WORK

WORK IN COUNTIES WITHOUT AGENTS

DATE	COUNTY	NATURE OF WORK

NOTE.—This report is to be made out in duplicate on the last day of each month by State and District Agents and one copy sent to Assistant Director or State Home Demonstration Agent, as case may be.
Salary will be held until this report is received.

(over)

SUMMARY

	Days in field	Days in office	No. Agents visited: Farm Agents	No. Agents visited: Home Dem. Agents	No. counties without agents visited	Meetings Extension Committees: Number	Meetings Extension Committees: Attendance	Other Meetings: Number	Other Meetings: Attendance	Counties conducting agents for first time: Farm Agents	Counties conducting agents for first time: Home Dem. Agents	Agents appointed	Agents discontinued	Letters written	Different circular letters written	No. circular letters sent out	Bulletins sent out	Clubs Visited: Boys' or girls'	Clubs Visited: Men's or women's	Demonstrations given	Boards of Supervisors met	School Boards or other contributing organizations met	Days Leave: Annual	Days Leave: Sick	Days Leave: Without pay	Miles Travelled: Auto	Miles Travelled: Rail	Miles Travelled: Train	Miles Travelled: Other
C. L. Pickard																													
Dec.	19	7	10	1				7	179					128	11	41	14	75			7						528	548	
Jan.	16	12	5					6	269					189	3	2059		234			14						645	1161	
Feb.	25	2	4	2	1			5	220					82	1	182		165	2	2	17						608	1629	
Mar.	7	22	5	1		2	8	2	40					90	3	1065		126	2	2	2						260	979	
Apr.	5	21	5					1	40					95	1	600		10									112	609	
May		5												26									10						
June																													
July																													
Aug.																													
Sept.																													
E. Russell																													
Oct.	14	13	4	5				2	80					80						2							100	1300	60
Nov.	13	18	7	5		2	16	2	160					90								1						1700	
Total	[illegible]	94	44	12	1	4	[illegible]	25	1088					710	9	5046		635	4	7	40	1	10			2287	7207		60
Av.																													

REPORT HERE WORK OF SPECIAL INTEREST

TITLE _____

DATE _____

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COOPERATIVE EXTENSION WORK
IN
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VIRGINIA AGRICULTURAL AND MECHANICAL COLLEGE AND POLYTECHNIC INSTITUTE AND UNITED STATES DEPARTMENT OF AGRICULTURE, COOPERATING.

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