

OTHER FIELDS OF WORK TO RECEIVE ATTENTION OF THE EXTENSION STAFF IN 1963

1. Farm management, especially those enrolled in the Mail-In Farm Record System.
2. Rural Areas Development - increased effort on educational and other leadership as needed.
3. Swine Production - increased emphasis on Feeder Pigs - Feeder Pig School scheduled in February.
4. Agricultural Engineering - distribution of farm building plans - forage harvesting and handling.
5. Encourage the taking of soil samples before planting or fertilizing and liming.
6. Encourage increased project completion in 4-H Club work.
7. Encourage greater participation in 4-H Contests.
8. Continue work with Nelson County 4-H Beef Club and Horse and Pony Club.
9. Continue emphasis on cooperative marketing of feeder calves, feeder pigs and wool.
10. Continue work on Forestry - Woodland Management, and Pine Tree Planting by 4-H Club members and 4-H forestry project in schools.
11. Continue to encourage increased interest and participation in County 4-H Leaders Organization.

Evaluation:

The number of 4-H members who participate in 4-H County Contests and the number of leaders who assist with the Contest will be used as a guide to the interest shown in the program. A follow-up informal survey will be conducted to see if these 4-H members are continuing in 4-H activities and if they have influenced others to do the same.

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To provide 4-H adult leaders with opportunities to assist 4-H members in the county.	Bulletin, "How To Give A 4-H Foods Demonstration"	1. Contact older 4-H members to tell them of demonstrations they would be eligible to participate in.	Feb.	Agent
To give 4-H members practice & experience in giving demonstrations.	4-H Adult Leaders Handbook	2. Meet with Adult Leaders Association to work out specific plans for County Contests.	Feb.	Agents & Leaders
To provide 4-H members opportunity to gain confidence when speaking before groups.		3. Home visits with 4-H members entering Demonstration Contest to assist with preparing demonstrations.	Feb. & March	Agents
To give older 4-H members the opportunity to gain leadership experience by assisting younger members in learning to give demonstrations.		4. Planned practice sessions.	March & April	Agents & Leaders
		5. Hold County Demonstration Contest prior to date of District Contests.	April	Agents & Leaders
		6. Work with county first place winners in preparation for District competition.	April	Agents & Leaders
		a. Provide opportunities for 4-H members to give demonstrations to county groups.		

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: 4-H - Re-enrollment of Older Members - 1963

The Situation:

The drop-out rate among 4-H members is high in the county. Methods are needed to provide recognition and leadership opportunities for older 4-H members to help them continue in 4-H as long as possible. Last year a county 4-H Demonstration Contest was held for the first time. The Adult Leaders Association assisted by acting as the judges. Participation in the event was good and it is felt that the Contest should be an annual activity.

The Specific Problem:

Older 4-H members need the opportunities for recognition and leadership to encourage them to re-enroll in 4-H in the county.

The Program Objective:

To promote re-enrollment of older 4-H members by conducting a county 4-H Demonstration Contest.

Evaluation:

Number of girls completing garments begun at clothing project meetings held during the summer.
Number of girls and leaders who take part in the sewing project program.

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To provide the opportunity for 4-H girls enrolled in clothing projects to increase their construction skills. To encourage 4-H adult leaders to assist with 4-H project groups.	Clothing Specialist 4-H Clothing Project information Commercial clothing construction teaching aids.	1. Write all girls taking the clothing project to tell of proposed construction project groups. 2. Meet with girls and mothers interested in enrolling in project group. 3. Meet with project groups in localities when possible to organize. 4. Plan approximately six project group meetings to construct garments. 5. Have Dress Revue when garments are completed.	May June June June & July Sept.	Agent Agent Agent & Leaders Agent & Leaders Agent & Leaders

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: 4-H Clothing Project Groups - 1963

The Situation:

This past summer, eleven 4-H girls and six leaders participated in a 4-H clothing construction project group. The girls and leaders felt that this should be repeated another year and possibly in more than the one area of the county.

The Specific Problem:

4-H Clothing Construction Project Groups have been requested by girls enrolled in the clothing project.

The Program Objective:

To encourage 4-H members to participate actively in organized 4-H project activities during the summer months.

Evaluation:

Informal observations of Agent concerning clothing information received by members as a result of activities of Clothing Committee.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To stimulate interest in clothing special programs. To provide county homemakers with clothing information.	Clothing Specialist 1963 Outlook Clothing information. MC-65 MC-86 MC-85 MC-20 Leaflet 50 Leaflet 100 MC-247 MC-85	1. Discuss plans with State Clothing Specialists. 2. Home visits to present Committee members. 3. Interview prospective Committee members. 4. Meet to re-organize: a. Establish rotating membership b. Set long and short term goals and objectives c. Decide on activities Committee can conduct	Jan. Feb. Feb. & March April or May	Agent with Specialist Agent Agent Agent & Leaders

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Clothing Committee - 1963

The Situation:

A county Clothing Committee was organized two years ago, but has become inactive. There have been very few clothing activities conducted in the county in the past. Interest in a need for clothing information has been shown among homemakers. Consumer education, as well as construction methods, are needed.

The Specific Problem:

The Clothing Committee has not met for over a year and needs to have more members and membership placed on a two-year rotating basis.

The Program Objective:

To reactivate the county Clothing Committee, increase the size of the Committee and place membership on a rotating basis.

Evaluation:

Informal survey among homemakers to discover what and how the home furnishings information was used.

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To assist homemakers in the proper selection of interior paints.	Specialists	Leader Meeting Demonstration in Home Demonstration Clubs	March April	Specialists
To provide homemakers with information on good uses of bedroom and dining room storage areas.		Leader Meeting Demonstration in Home Demonstration Clubs	March May	Specialists Agent & Leaders
To assist homemakers with problems in using color in their homes.	Circ. 744 Bul. 264	Leader Meeting Demonstration in Home Demonstration Clubs	Sept. Oct.	Specialists Agent & Leaders
To provide homemakers with information on the best use of household accessories.	"Accessories & How To Use Them"	Leader Meeting Demonstration in Home Demonstration Clubs	Sept. Nov.	Specialists Agent & Leaders

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Home Furnishings - 1963

The Situation:

Homemakers have requested much information on home furnishings.

The Specific Problem:

Interest has been shown in using bedroom and dining room storage, interior paints, flower arranging, color in the home and household accessories.

The Program Objective:

To provide homemakers with information and assistance in the areas of home furnishings, which have been requested.

Evaluation:

Results of survey should show what handicrafts are desired, which homemakers could assist with making handicrafts and in which localities particular handicrafts are wanted.

Observation of Agent as to interest shown in this program.

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To provide homemakers with the opportunity:	Specialist	1. Discuss plans with District Agent.	Jan.	Agent & District Agt.
	Circ. 830	2. Discuss proposed Committee with Home Demonstration Clubs in county.	Jan.	Agent
1. To work with handicrafts as special neighborhood group projects.		3. President of the Home Demonstration Clubs recommend two persons from Club to be members of Committee.	Jan.	Agent & Leaders
2. To plan a long time rural arts activity calendar for the county.		4. Home visits with prospective Committee members.	Feb.	Agent
3. To encourage skilled homemakers to assist with teaching handicrafts.		5. Meet to organize Committee on a two-year rotating membership basis.	March	Agent & Leaders
4. To provide a means where rural arts can be conducted on an interest group basis rather than as a part of Home Demonstration Club Programs.		6. Survey county to determine rural arts projects interests.	March & April	Agent & Leaders
		7. Make a long time rural arts calendar for county.	May	Agent & Committee Members

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Rural Arts Committee - 1963

The Situation:

Home Demonstration Club members in the county enjoy rural arts projects. Over the years, homemakers have conducted a wide variety of rural arts projects, but they are interested in continuing these activities. Many women in the county are skilled in this area and could help teach others.

The Specific Problem:

A need has been shown for a county-wide Rural Arts Committee to provide homemakers in the county with the opportunity to take part in rural arts activities on an organized basis.

The Program Objective:

To organize a county-wide Rural Arts Committee.

Evaluation:

Specific evaluation tools to be used will be:

1. General interest and number of requests for additional information, recommendations and assistance for developing forage plans.
2. Number of farmers planting more alfalfa and corn silage.
3. General attendance and participation in Agronomy-Livestock School.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist farmers:				
1. To realize that yields of alfalfa and other crops can be increased by use of recommended practices.	Agronomy Specialist "Field Crop Varieties", Alfalfa Production in Va., Agronomy Handbook, etc.	News articles, circular letters and personal visits.	Jan. Feb. March	Agent
2. To develop a forage program for their farms.	Circ. 886 Circ. 585, Agronomy Specialist	Personal visits, news articles Visits to selected cooperators	April thru July	Agent
3. To evaluate their forage by use of VPI Forage Testing Program so that they can see that there is a difference in forages.	VPI Forage Testing Program information and nutritional requirements for livestock.	Personal visits	Aug. thru Nov.	Agent
		Agronomy topics and discussions at Agronomy-Livestock School	Dec.	Agent, Agronomy Specialists

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT
AND NATURAL RESOURCE DEVELOPMENT

PHASE: Agronomy - Alfalfa and Other Forage Production - 1963

The Situation:

Nelson County's production of alfalfa and other forage crops is below the state average. The county is predominantly a livestock county; therefore, the farm income could be increased considerably by increased and efficient forage production, with the forage being used both as feed for livestock and for sale.

The Specific Problem:

Low yields of alfalfa and other forage crops.

The Program Objective:

To increase farm income by increasing yields of alfalfa and other forage crops, and to encourage the production of more corn silage where possible.

Evaluation:

Here are some specific evaluation tools which will be used to evaluate the Extension horticulture program:

1. Market reports on amount and quality of fruit produced.
2. Attendance at monthly fruit growers meetings.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist fruit growers:	VPI Horti. Dept. fruit specialists	1. Personal visits by Agents and fruit specialists.	Through- out year	
1. To recognize the need for adopting the recommended spray program.	VPI Bul. 131, "Va. Spray Bulletin"	2. Meeting - "Orchard Fertilization" "Report on Fall Apple Marketing"	Jan.	VPI Horti. Specialist, Rep. of Va. Apple Commission
2. To acquire a more thorough knowledge of the spray program.	Misc. bulletins and circulars written & provided by VPI Horti. Dept. & Experiment Station.	3. Meeting - Joint Amherst-Nelson Winter Meeting and Fruit School	Feb.	Nelson-Amherst Agents, Specialists, County growers.
3. To acquire skill in applying these practices.		4. General Discussion and Changes of 1963 Spray Program	March	VPI Horti. Specialists
		5. Meeting - "Present Insect and Disease Situation", "Latest on Chemical Thinning" and "Chemical Weed Control In Orchards"	April	VPI Specialists
		6. Twilight Meeting in orchard. Tour orchard, observe weed control demonstration	May	VPI Specialists
		7. Twilight Meeting in orchard. Tour orchard, observe and question and answer period. "Crop Prospects"	June	VPI Horti. Specialists, Rep. of Va. Apple Commission
		8. Annual Joint Amherst-Nelson Summer Fruit Meeting.	July	Nelson-Amherst Agts. Specialists, County growers.
		9. Meeting - "Marketing Situation - Size of Crop, Price Outlook and Export Trade"	Nov.	Rep. of Va. Apple Commission
		10. Nelson County Fruit Growers Banquet	Dec.	Guest Speaker

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT
AND NATURAL RESOURCE DEVELOPMENT

PHASE: Horticulture - Fruit Production - 1963

The Situation:

Nelson County is one of Virginia's largest producers of apples and peaches, ranking seventh in apple production and second in peach production. Income from fruit is approximately \$720,600 and is the leading source of our farm income. Annual production is approximately 450,000 bushels of apples and peaches.

The Fruit Growers Committee has already recommended an educational program, beginning January 1, 1963, consisting of subject matter meetings to be conducted by the VPI fruit specialists, believing that if fruit growers attend the meetings and adopt the recommended practices, an over-all increase of fruit quantity, quality and income will result.

The Specific Problem:

Too many fruit growers have not yet adopted recommended spray programs in their orchards and are not attending the subject matter meetings.

The Program Objective:

To have more county fruit growers adopt the recommended spray programs and practices and increase their attendance at the fruit growers meetings where the growers can receive a large part of this information. If applied, these recommended programs should result in an increase of quantity and quality of fruit, thereby increasing net income to the grower.

Evaluation:

Here are some specific evaluation methods which will be used to evaluate the Extension livestock program in Nelson County.

1. Feeder Calf and Feeder Pig Sale records showing number of consignors, grades and number of rejects.
2. Number of Pure-bred registered sires (bulls, rams, boars) bought by county livestock producers.
3. Attendance at Third Annual Livestock and Agronomy School.
4. Number of farmers who began a steer feeding operation.
5. Percent increase in 4-H livestock projects and overall participation in 4-H Program.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. To assist 4-H Club members in recognizing correct type and choosing the best animals that they can for their project.	Judging Livestock Bul. 216	1. Teach this through 4-H Club Judging Team and by personal visits to their homes. Stress the point that what is correct type today may change in the years ahead.	Jan. thru May	Agent & Asst. Agent
2. To teach 4-H members the different kinds of facilities and the importance of adequate facilities for their safety and convenience and for the safety of the livestock.	Beef Cattle Bul. 207	2. Hold meetings and show them slides and pictures of different types of facilities. Also give them aid and advice on how these facilities can be adapted to their situation.	Aug. Sept.	Agent & Asst. Agent Leaders
3. To stress upon them the importance of adequate feeding and care.	Beef Cattle Bul. 207	3. Take trip to Virginia State Fair. Also take them to see some good farming operations in and near the county.	Sept. Oct.	Leaders, Parents, Club members and Agents.
4. To help build better 4-H members and get them to accept responsibility.		4. Hold meeting and discuss types of feeding and kinds of feed for livestock.	Nov. Dec.	Leaders Agents

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT
AND NATURAL RESOURCE DEVELOPMENT

PHASE: 4-H CLUB LIVESTOCK PROJECTS - 1963

The Situation:

Since Nelson County is a predominantly livestock county where livestock ranks second in farm income, there are many young 4-H Club members who live on farms with adequate facilities and land capabilities to economically raise livestock. This should help the club members become more aware of responsibility and why livestock is important in today's agriculture.

The Specific Problem:

Lack of interest and participation among younger 4-H Club members in the livestock project.

The Program Objective:

To increase interest among the 4-H Club members and to increase their participation in the livestock project. Also to encourage the members that have the facilities to utilize them to the best of their ability.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist cattlemen:	VPI An. Hus. Dept. Specialists	1. Distribution of chart to certain farmers showing and comparing several different steer feeding enterprises.	Jan. Feb.	Agent
1. To recognize the increased income possibilities which could result from feeding steers.	VPI Agri. Economists	2. Follow up visits, calls or letters to those farmers to see if any might be interested in looking further into this possibility.	March April	Agent
2. To explore the practicality of steer feeding on certain farms.	Experiment Station results Misc. bulletins and circulars	3. Plan meeting of those interested with VPI specialists of Animal Hus., Agronomy and Agri. Economics for further plans and information.	May or June	Agent, VPI Specialists of Agronomy, An. Hus., Economics
3. To budget several steer feeding enterprises to arrive at the one most suitable to each individual farmer.		4. Farm visits to assist in carrying plans further - crop varieties and production, land suitability, harvesting, storage and feeding.	July Aug. Sept.	Agent and Asst. Agt. VPI Specialists, if needed
4. To carry their plans on to completion in any way possible.		5. Purchase of feeding stock at fall Sales or selection of own calves for feeding.	Oct. Nov.	Agent, VPI Livestock Mkt. Specialists
		6. Related information and topics at Livestock-Agronomy School.	Dec.	Agent, VPI Livestock Agronomy & Economics Specialists.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT
AND NATURAL RESOURCE DEVELOPMENT

PHASE: Livestock - Steer Feeding on Selected Farms - 1963

The Situation:

There are certain farms in Nelson County which have the soil type, land classification and capability to produce high yields of corn for silage and grain. Most of these farm owners are utilizing this land producing hay and a small amount of silage for the cow-calf operation. These farmers could convert at least in part to a steer feeding operation, some with very little capital outlay, others with more. In most cases; however, their return to labor would increase significantly according to the type of steer feeding enterprise undertaken, the feed ration used and amount of land available, suited for this enterprise. It was felt by the Livestock Committee that this situation was important enough to justify a Major Emphasis Educational Plan for 1963.

The Specific Problem:

Certain farmers engaged in the cow and calf enterprise, whose farm land does have the capability to produce feed for a steer feeding operation, either in part or completely.

The Problem Objective:

To create, among these certain farmers, an awareness of the returns to be realized from steer feeding operations and to assist these farmers in securing accurate information regarding all phases involved with the possible conversion to steer feeding.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist cattle producers:	Feeder Calf Assoc. marketing reports, VPI An. Hus. Specialists, charts & talks, personal referral to cattle producers already participating in cooperative feeder sales. VPI Bulletin 207, "Beef Cattle" Agents training and experience	1. Personal visits to cattle producers, news articles, circular letters, bulletins, educational trips to sales, etc.	Through-out year	Agent and Assistant Agent
1. To recognize the financial benefits from marketing a heavier, higher grading calf on the cooperative feeder calf market.		2. Select demonstration farms, which cattle producers can visit.		Agent & Livestock Committee members
		3. Emphasis on proper vaccination, castration and dehorning of calves. News articles, visits, etc.	Feb. March April	Agent
		4. Bangs vaccination of spring heifer calves.	June	Agent Area Veterinarian
		5. Emphasis on internal and external parasite control.	July & August	Agent & Asst. Agent
		6. Educational emphasis on evaluating the herd bull and cows in herd using feeder calf sale grades and weights as a guide.	Sept. Oct.	Agent & Asst. Agent
		7. Marketing information and outlook	Oct.	Agent & Marketing Specialists reports
		8. Third Annual Livestock-Agronomy School featuring four hours of livestock instruction.	Dec.	Specialists & Agent
		9. Winter care and feeding news articles and visits, etc.	Dec.	Agent & Asst. Agent

Nelson

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT
AND NATURAL RESOURCE DEVELOPMENT

PHASE: Livestock - Quality Feeder Calf Production - 1963

The Situation:

Beef cattle numbers have increased by approximately 1,000 head since the 1960 figures were published. This increase is due primarily to the increased herd size of the farmers who are in the cow and calf enterprise. These farmers must depend on the sale of a heavy weaning feeder calf of good quality for a large portion of their income. This phase of livestock production ranks second as a principal source of farm income.

The county Livestock Committee, recognizing the importance of the feeder calf enterprise in Nelson County, has urged that continued educational emphasis be placed on this phase of agricultural production.

The Specific Problem:

Low quality beef cow herds producing low grading, light weaning weight calves. Farmers not culling cows close enough and not using as good a bull as they should.

The Program Objective:

To improve the quality of beef cows, replacement heifers and herd bulls, thereby resulting in a higher grading heavier feeder calf, which returns a higher net profit to the cattle producer.