

PLAN OF WORK

ACCOMACK COUNTY

Fiscal Year 1962-63

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT
AND NATURAL RESOURCE DEVELOPMENT

PHASE: Horticulture - Sweet Potato Seed Improvement. Fiscal Year 1962-63

The Situation:

The Nemagold variety accounts for 95% of Accomack's sweet potato acreage recorded at 10,252 acres in 1959. Production of certified seed is virtually nil, there being one certified grower in the county. Processors particularly point to internal color variation increasing in intensity. Some white interior color reported. Handlers concerned too with other characteristics; namely, shape, exterior and interior color.

Because processors utilize large quantities of No. 2 grade sweet potatoes it is imperative to preserve the interior quality characteristics of the Nemagold variety. Handlers of fresh and stored stock also have a high stake in this single variety.

The Specific Problem:

Increasing deterioration of varietal characteristics of the Nemagold variety sweet potato.

The Objective:

To improve and maintain the desirable varietal characteristics of the Nemagold variety.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist sweet potato growers all of whom produce their own seed requirements:	Extension publications	1. Organize method field demonstrations to point out procedure employed in "hill" selection of seed. Point out major characteristics of desirable seed.	Oct.	Agent
1. To acquire more knowledge and appreciation of the necessity for seed improvement and maintenance.	Specialist staff	2. Stage sweet potato field demonstration at local experiment station to point up varietal characteristics and performance.	Oct.	Agent and VPI Horticulturist
2. To acquire skills in the methods and practices necessary.	Specialist staff V.C.I.A.	3. Hold meeting to discuss revised certification standards and promote production of certified seed.	Jan.	Agent

ContinuationHorticulture-Sweet Potato Seed Improvement

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
	Specialist staff Extension Publications	4. Hold meeting with growers (Potato and Veg. School or special meeting) to teach seed improvement and maintenance principles. 5. Individual contacts to give guidance and assistance in the adoption of methods and practices. 6. Educational news stories on principles, methods and practices employed in seed improvement and maintenance will be published in agent's newspaper column. Radio will also be used.	Feb. Oct. Nov. Feb. Mar. Sept. thru March	Agent Agent Agent

EVALUATION:

By informal survey agent will attempt to measure the extent of adoption by farmers of the practices to improve and maintain seed. Processor groups, handlers and other agricultural workers, all of whom are in position to observe the seasonal qualities, will be included in the survey. In this manner it is believed that weaknesses can be spotted and steps offered for making the program more successful.

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT
AND NATURAL RESOURCE DEVELOPMENT

PHASE: Agonomy - Fertility and Land Management Practices. Fiscal Year 1962-63

The Situation:

The acreage of soybeans has increased greatly during the last decade (10,863 in 1950; 27,544 in 1959). Yield per acre has increased from 17.5 bushels in 1950 to 24.6 bushels in 1959. Higher yields are needed. Corn acreage has decreased drastically (14,652 in 1950; 6,012 in 1959). Yield per acre has gone up by 22.8 bushels. The use of improper rotations, in the production of soybeans particularly, is evident. Short term lease agreements and high rental cost is evident.

The Specific Problem:

Low yields of soybeans under continuous cropping rotation brought on by lack of proper use of lime and fertilizer and efficient weed control practices.

The Program Objective:

To increase income from grain crops by the adoption of more efficient methods and practices in production.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist farmers who produce corn and soybeans:	VPI Circular 728 VTES Weed Control Manual	1. Organize tours in county to observe results of weed control methods and recommended seeding rates.	July	Agent
1. To acquire an understanding of the need for adoption of sound fertility and rotational practices.	Specialist staff, VPI & VTES	2. Organize Field Day and stage at local experiment station to observe varietal characteristics and performance.	Oct.	Agent in cooperation with Agronomy Committee
2. To acquire skill in the adoption of practices.		3. Hold meeting with Agronomy Committee to organize and lay plans for winter and spring activities.	Dec.	Agent
3. To acquire knowledge in the efficient use of lime and fertilizer; weed control chemicals.	Specialist staff, VPI Bulletin 526, Va. Agr '1. Exp. Sta. VPI Cir. 656 Leaflet 97 Varietal data. VPI Agronomy Dept.	4. Stage agronomy meeting and present educational program concerning varieties, use of fertilizers and lime, chemical weed control methods.	Jan. or Feb.	Agent
		5. Organize for and execute emphasis program on use of the soil test.	Jan.	Agent

Continuation Agronomy - Fertility and Land Management Practices

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
		6. Result demonstrations. Organize and select cooperators at two locations for rate of planting and fertility demonstration with soybeans.	April	Agent
		7. Individual contacts.	March thru June	Agent
		8. News media - newspaper and radio will be utilized to impart information to farmers and to motivate adoption. Circular letters will be utilized.	July thru June	Agent

EVALUATION:

By means of group discussions in meetings, commodity committees, and through informal survey we will attempt to appraise the extent of adoption of practices and methods employed. Weaknesses in the program will be spotted and changes incorporated to overcome these.

PROJECT AREA: MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS

PHASE: Supplies and Services - Vegetables and Field Crops 1962-63The Situation:

Scores of farm supply dealers, fertilizer salesmen, chemical supply field servicemen and seed dealers carry on their business of selling farm production supplies to farmers. Perhaps nowhere else in Virginia are there as many selling agencies and field representatives per farmer as in Accomack County. These people by and large, strive to keep themselves well informed. Some do not. Much information is sought by them. They, in turn, give much information to farmers in the form of suggestions and recommendations. We recognize that they can serve as an effective medium in imparting useful information.

The Specific Problem:

Farm supply dealers and others selling to farmers must have reliable information upon which to base orders for needed supplies. They must anticipate demand for a given production item. They must know if it is reliable. They must have it available when needed by the farmers.

The Program Objective:

To provide useful and reliable information to farm supply dealers and others selling to farmers in order that the farmer may be assured of receiving the best obtainable.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist farm supply and service businesses:	VPI Cir. 728	1. Provide farm supply and service organizations with a weekly report on insect conditions (Dr. R.N. Hofmaster, VIES, Painter, cooperating)	July thru Oct.	Agent
1. In acquiring a better knowledge of the farmers' needs in the following supply categories:	VIES Manual - Insect Control Recommendations VIES Manual - Disease Control Recommendations VIES Manual - Chemical Weed Control in Veg. Crops			
Fertilizers	VIES Bull. 115	2. Circular letters as deemed needed on specific materials, methods and procedures.	As needed during year	Agent
Lime	VPI MS-123			
Spreading services	VPI BULL. 183	3. Individual contacts.	July thru June	Agent
Fungicides	VPI Leaflet 123			
Insecticides	VPI Bull. 192	4. Informational meeting at Painter Station. Research reports presented.	Feb. or March	Agent and Specialist in horticulture
Feeds	VPI Bull. 212			
Chemical weed killers	VPI Leaflet 143	5. Field tour of experimental plots at Painter Station. (VIES staff cooperating)	Sept. or Oct.	Agent and Specialist in horticulture
Misc. supplies	VPI Cir. 764			
	VPI Cir. 639	6. Fertilizer meeting - area-wide.	Dec.	
	VPI Cir. 638			
	VPI Bull. 131			
	USDA Publications			
	VPI Specialists			
	VIES Staff, Painter			

Continuation - Supplies and Services - Vegetables and Field Crops

EVALUATION:

The extent of requests received from farm supply business and service organizations will serve to help point up effectiveness of work. Discussions with farmers receiving information and recommendations will serve to partially evaluate degree of acceptance of such information as is provided. Informal surveys can also be helpful.

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Clothing

Fiscal Year 1962-63

The Situation:

Many homemakers construct their own garments. Many more could do so with knowledge and skills in clothing construction.

The Specific Problem:

Many homemakers lack knowledge of steps in clothing construction which make garments appear well made and provide an opportunity for saving money on clothing. They lack knowledge of selecting accessories for a pleasing appearance.

The Program Objective:

To improve sewing skills and to be able to select accessories for a pleasing appearance.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To provide homemakers with knowledge of sewing skills to include collars, sleeves and zippers suitable for various fabrics.	Extension bulletins Cir.868 Bull.59 Illustrative charts Pattern books Eastern Shore Library	Demonstrations in 4 or more clubs and actual practice of home-makers. Style parade.	Jan.	Agent Specialist
To teach skills in making and selecting appropriate accessories for the costume, the individual and the occasion.	MC-178 MC-177 MC-168 MC-257 MC-41 L 121 Professional magazines	Leader training. Method demonstrations in 14 clubs. Discussions and tour	Sept.	Agent
To provide homemakers with knowledge for selecting and buying fabrics.		Demonstrations in 5 clubs.	Jan.	Agent

EVALUATION:

Survey in individual clubs of homemakers who: (a) practice better methods of putting in sleeves, zippers and collars; (b) Changed in their method of selecting accessories and fabrics.

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Food and Nutrition 1962-63The Situation:

Homemakers are interested in buying and preparing adequate food for their families. Many more could do so with knowledge and skills in wise food buying.

The Specific Problem:

Many homemakers lack interest in changing to newer methods for preparation and variety in foods. They need information on meal planning and wise food buying.

The Program Objective:

To improve skills in buying and preparing nutritious meals. Encourage homemakers to take off excess pounds.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To provide homemakers with knowledge and skills in reading labels, recognizing good food buys, and newer methods of preparation of nutritious meals.	Extension bulletins. Cir. 811	Demonstration to 200 adults on buying food and reading labels.	Oct.	Agent & Specialist
	Illustrative charts Supermarket tours Home and Garden Bull. #1	Provide information to 127 homemakers on preparing nutritious meals and better eating habits.	March	Agent
Provide homemakers with the knowledge of better food habits and how to take off pounds which are not needed.	Extension bulletins MF-303R	Method demonstrations.	Nov.	Agent and Public Health personnel
	Mf-297R MF-300 Bull. 219 Charts and films	Discussion.	Jan.	

EVALUATION:

Through an informal survey at local supermarkets determine the need and knowledge gained from such an educational program; Note change in overweight homemakers' eating habits and appearance.

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Home Furnishings 1962-63The Situation:

Many homemakers are using inadequate light for working, sewing and reading.

The Specific Problem:

Homemakers lack sufficient knowledge of correct lighting for regular activities around the home.

Homemakers lack education on selecting and buying lighting fixtures to replace present outdated ones.

The Program Objective:

To improve homemakers' knowledge of good lighting facilities for the home.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To provide homemakers with knowledge and information on types of lamps and bulbs and shades for all activities such as reading, sewing, recreation and household duties.	Extension bulletins. Electromation in the Home No. 15, 16. Illustrative charts. Slides and films. See Your Home in a New Light.	Method demonstrations in 14 clubs. Discussions. Workshop -Kits. Educational Exhibit at Fair.	July & Aug.	Agent and Power Co. representative
To teach skills in selecting and buying appropriate lamps and other furnishings to replace or supplement those now being used.	Extension and other bulletins. Full Housepower. Bull. 218.	Method demonstration. Furniture store tour.	Nov.	Agent Furniture dealer

EVALUATION:

Informal ; survey among clubs on members will determine information learned and skills developed in selecting lighting and furnishings for their homes.

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Rural Arts Program at Hospital

The Situation:

Many patients at the Northampton-Accomack Memorial Hospital have to remain there for a long time. These patients need some interest to help them pass the time while they remain inactive.

The Specific Problems:

Many patients lack the knowledge and skills necessary to construct simple articles. Money is not available to pay a trained occupational therapist.

The Program Objective:

To promote a better rural arts program for the long time patients at the Northampton-Accomack Memorial Hospital.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To provide homemakers knowledge and skills for working with patients who need assistance with a rural arts program.	Extension bulletins NRA-63	Demonstrations in 15 clubs and actual practice by members.	July	Agent and Rural Art leaders
To teach patients skills of making simple articles with their hands.	Booklets from commercial companies. Eastern Shore Library.	Leader training. Exhibit of articles made for hospital patients.	Nov.	Club members Rural Art leaders
To provide patients with a brighter outlook by keeping them occupied.				

EVALUATION:

Number of home demonstration club leaders who follow schedule for assisting with the program at hospital.
Number of patients that become interested in the program ordered by doctors.
Interest shown by patients in completing articles.
Sale of articles made.
Interest the people of the area take in the program and in obtaining a trained worker for the program.
Make use of questionnaires to determine if needs are being met.

The Situation:

The Extension Agents in the county have been working with 13 sponsors, 12 project leaders and 5 organizational leaders individually. Some of the leaders have attended County 4-H Council meetings and other county events. There has been no countywide planning and training program for leaders. There is a need for training 4-H club leaders in the leadership role.

Specific Problem:

Lack of cooperation on the part of leaders that might provide opportunities for leadership training.

The Program Objective:

To promote the county 4-H program through adult volunteer leadership development.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To influence 4-H club leaders to function as an organization.	State 4-H staff. District Agents.	Preplanning meeting with State 4-H Staff and District Agents	July	County staff District and State staff
To provide leaders with information concerning the purposes and functions of the organization.	4-H leaders handbook. National 4-H News. County Yearbook for leaders. Ideas for adult leaders.	Discussions with leaders on their needs and types of training and information needed.	July	County staff
To encourage leaders to solicit help of parents and other leaders.		Hold countywide training meetings on: 1. Parliamentary Procedure.	Sept.	County staff Specialist
To hold interest of leaders by providing opportunities for them to serve.		2. Project meetings. 3. Demonstrations. 4. Record keeping. 5. Using Jr. 4-H leaders.		
To encourage leaders to attend volunteer leaders conference.		Hold countywide recognition banquet for leaders. Discuss leaders conference to be held at Natural Bridge	Nov.	
To continue to work with leaders association.		Individual contacts		County staff

Continuation - 4-H Adult Leaders Association

EVALUATION:

1. Number of leaders who take an interest in the 4-H club program.
2. Number of members who attend regular meetings.
3. Observe improvements of leaders in their ability to work with boys and girls more effectively.
4. Interest and action taken in the overall 4-H program by members, parents and leaders.
5. Questionnaires to determine if needs are being met.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN
 PROJECT AREA: COMMUNITY AND PUBLIC AFFAIRS
 PHASE: Rural Area Development Fiscal Year 1962-63

The Situation: (Statement prepared 3/15/62)

The organization of the Accomack County Rural Area Development Committee was completed on March 6, 1962. Organization was effected through use of nominating committee composed of lay people. The organizational job was preceded by educational and forum meetings to acquaint people with objectives and need for RAD. News media, conference, and personal contacts were also employed. By mid-year officers will have been selected; some sub-committees will have been organized and some preliminary studies will have been made.

The Specific Job:

To continue work in identifying major problems and plan for solutions.

The Program Objective:

To maintain an effective Rural Area Development Committee and to organize within the fiscal year appropriate sub-committees deemed needed in carrying through with a thorough analysis of the county situation, identifying problems and arriving at possible solutions.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To take the leadership in:	Parent RAD Committee	Follow-up meetings of the RAD Committee.	Sept.	County Staff
1. The function and the maintenance of the parent RAD Committee.	Technical panel		Oct.	
	Printed material.		Jan.	
	Chambers of Commerce (County and Town chambers)	Establishment of additional sub-committees as needs may suggest.	Feb. or	County Staff plus
2. The organization of sub-committees deemed useful and necessary as work progresses.	County Board of Supervisors		on a call basis as need dictates.	
	Municipalities	Continuous work with RAD Committee and sub-committees	Sept. or Oct.	Comm. & Tech. Panel

EVALUATION:

Summary report to be prepared at the year's end covering (1) RAD situation studies, (2) problem areas identified, and (3) plans devised to date. Evaluation should properly be made by RAD Committee itself.

OTHER FIELDS OF WORK

Fiscal Year 1962-63

A. Agricultural Production, Management and Natural Resource Development.

1. Livestock production.
2. Poultry (chiefly broilers).
3. Agricultural Engineering.
4. Soil and Water Conservation.
5. Forestry.
6. Economics (marketing vegetable crops).

B. Marketing and Utilization of Agricultural Products.

1. Distributing farm products.
2. Processing vegetable crops.
3. Consumer education.

D. Foyr-H and Other Extension Youth Programs.

1. Project work with 4-H members.
2. Training.
3. Group activities.
4. Leadership.