

NOVEMBER

4-H Achievement Program
 Late Feeder Calf Sale
 Pruning Demonstration
 Annual Report
 Poultry Meeting
 VPI Mail-in Farm Records
 Alfalfa Weevil Control Program
 Feeder Pig Sale

DECEMBER

Meet Extension Committees
 Plan "Wednesday Night" Extension School Program
 Chickweed Survey
 RAD
 ASC Meetings
 Calf Scours Clinic
 Fat Cattle Tour
 Select 4-H Hogs for Richmond Show
 VPI Mail-in Records
 Score 4-H Baby Beef Projects
 Score 4-H Sears Pig Chain

JANUARY, 1963

Annual Meeting of DHIA
 Annual Meeting of Sheep Producers
 Annual Meeting of Yearling Producers
 Annual Meeting of Calf Producers
 Publicize Extension Classes
 Work with Soil Scientist
 ASC Meetings
 Forestry Visits
 Farm Management Visits
 Feeder Pig Sale
 Close out VPI Farm Records
 4-H Honor Club Banquet
 VPI Mail-in Farm Records

FEBRUARY

Hold 4 Sessions Wednesday Night Classes
 RAD
 ASC Meetings
 Forestry Visits
 Farm Management Visits
 Area Fruit Meeting
 Plan Observance 4-H Club Week
 VPI Mail-in Farm Records
 Check 4-H Sears Pig Chain

MARCH

Wool Committee Meeting
 Corn Production Story
 Visit Dealers
 Plan for Spring Cattle Sale
 Forestry Tour
 Feeder Pig Sale
 Submit 4-H Enrollment
 Submit 4-H Records for State Competition
 VPI Mail-in Farm Records

APRIL

Spring Feeder Calf-Yearling Sale-Culpeper
 RAD
 Plans for County Tour
 Baby Beef Show - Madison County
 Poultry Meeting
 Soil Survey Community Meetings
 VPI Mail-in Farm Records

MAY

Visit Dealers
 Area 4-H Baby Beef Show
 Set up Corn Research Project
 Set up Weed Control Demonstration
 Richmond Junior Livestock Show and Sale
 Twilight Fruit Meeting
 Soil Survey Community Meetings
 Feeder Pig Sale
 VPI Mail-in Farm Records
 Junior 4-H Club Picnics

JUNE

Wool Pool
 Check Corn Stands
 "Quality" Hay Visits
 Twilight Fruit Meeting
 County Tour
 Plan of Work
 VPI Mail-in Farm Records

TYPICAL OTHER PHASES OF EXTENSION WORK TO RECEIVE CONSIDERABLE ATTENTION BY AGENTS
Madison County

July 1, 1962 - July 1, 1963

1962

JULY

Feeder Pig Sale-Sign-up and Assistance at Sale
Twilight Orchard Meeting
Farm Management Visits
Complete Corn Stand and Weed Control Studies
DHIA Picnic
Hog and Sheep Farm Visits
Work with Soil Scientist
Sign-up Yearlings and Calves for Sale
Drop-in Farm Visits - Quality Feeds
RAD
Plan 4-H Project Work for 1962-63
4-H Countywide Picnic
Visit 4-H Hog Show Entries
4-H Conservation Camp
VPI Mail-in Records

AUGUST

Institute of Rural Affairs
Extension Conference
4-H Area Hog Show-Orange
Alfalfa Seeding
Corn Silage Visits
BCIA Field Day
Holstein Field Day
Promotional Trips for Fall Sales
Fall Seeding Story
Visit Dealers
RAD
Junior 4-H Camp
4-H Dairy Show
Culpeper Farm Show
VPI Mail-in Records

SEPTEMBER

Area Poultry School
Dairy Meeting
Orchard Harvest Meeting
Sign-up Herds for BCIA
Inspect Yearlings Consigned to Sale
Madison County Yearling Steer Sale
Culpeper Feeder Calf Sale
Orange-Madison Feeder Calf Sale
Feeder Pig Sale
Organize 4-H Clubs
4-H County Council and Honor Club Meetings
VPI Mail-in Farm Records

OCTOBER

Stilbestrol Research Project Ends
Operation Bangs Vaccination
Feeder Cattle Visits
Feeder Pig Sale
Hog and Sheep Farm Visits
Preparing Beef Calves for Winter
RAD
VPI Mail-in Records
Plan 4-H Achievement Program
Hike up "Old Rag" Mountain - Senior 4-H Clubs
Collect Record Books

A MAJOR EMPHASIS - EDUCATIONAL PLAN

Madison County

PROJECT AREA: COMMUNITY AND PUBLIC AFFAIRS

PHASE: Rural Area Development, Fiscal Year: 1962-63

The Situation: We have long realized we have many county problems even though we have many fine organizations working. Typical of our problems are low income per family, lack of job opportunities, small farms, insufficient water, and "drop outs" in school. Recently we called in 40 of our leaders including the presidents of local organizations and gave them detailed county background information. Much interest resulted in the formation of a RAD committee. These people are at present turning in names for the selection of an executive committee. The big job ahead will be selecting the final committee, assisting them gather material in problem areas, and working out solutions and enlightening entire community of action taken.

The Specific Problem: No coordinating committee to spotlight problems and to present solutions.

The Program Objective: To organize working committee of RAD and appropriate sub-committees to make detailed study of county situation determining problems and working out solutions.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To assume leadership in organization and getting all committee members prepared for duty.	Technical Panel	County Staff Meetings	As Needed	Agents
	VPI RAD Material	Meet with Technical Panel	As Needed	Agents Technical Panel
Provide enthusiasm for getting concrete results.	Farm Publications	Select RAD Committee-Board of Supervisors to make final selection.	July or earlier	County Staff Board of Supervisors
	District Agent	First meeting of RAD.	July	Agent
	Other County Agents	Follow up RAD and sub-committees.	July and as needed	Agents RAD Members RAD Technical Panel
	VPI Specialists	Provide RAD speakers to help various county organizations learn and keep up with functions of RAD.	As Needed	Agents Qualified Speakers

EVALUATION: Use VPI material as means of evaluation program. Plan Madison County system for evaluation program.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

Madison County

PROJECT AREA: COMMUNITY AND PUBLIC AFFAIRS

PHASE: Agricultural Public Policy with Accent on Marketing Quotas and other Government Programs, Fiscal Year: 1962-63

The Situation: Although we have held a well attended series of policy meetings, held many private discussions-always presenting alternatives, this field has scarcely been scratched. The agents, though vitally interested in the subject, are often at a loss as to how to best present material. Thus, we need guidance too.

The Specific Problem: Lack of knowledge and understanding of many of the new government programs.

The Program Objective: To present the new farm programs and others that have a bearing on agriculture to our people in terms they understand.

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
Assist Madison County people to:	Dr. Gene McMurtry, VPI	Individual Conferences	All Year	Agents
Acquire a real awareness of the need for studying and learning to keep up to date on the new programs as to how they will affect them personally and as a country.	Other VPI Agricultural Economists VPI Economic Department Material Farm Publications Qualified Speakers Farm Organizations	Newspaper and Radio Stories Series of Classes on Overall Agricultural Policy Assist Grange, Farm Bureau, Ruritan, and other local Organizations obtain program speakers on subject. Give list of speakers in December.	All Year January As Requested	Agents VPI Specialists Grange and Farm Bureau Speakers Agent Farm Organization and other qualified speakers
To acquire knowledge and skills as to how to best apply to their individual situation.		Fill all requests from High School on topic.	As Requested	Agents

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
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- B. Suggested Improvement: State 4-H Club Staff
- Agents time organization or time allocation. George E. Russell
Evelyn B. Starling Study results of survey with State 4-H Staff, agents, and leaders. October & November State and County 4-H Staff
 - Re-direct project emphasis to meet needs. " " " " " "
 - Improvement in teaching techniques, project presentation, and project material. Sift projects to make sure they definitely meet a need and are worthwhile. " " " " " "
 - Solution to other problem areas as they develop. " " " " " "

EVALUATION: Statistical evaluation of enrollment trends in weak areas. Leaders and agents observation of interest and participation changes. Increased participation of 4-H members in 4-H program activities.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

Madison County

PROJECT AREA: FOUR-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: Madison County 4-H Program, Fiscal Year, 1962-63

The Situation: During the past few years there has been a steady increase in the county 4-H enrollment while during this same period, according to the last census, the total county population has decreased slightly. There has been growth (though sometimes erratic) in membership participation in the total county program and senior club membership. With many of our rural families 4-H, along with church and school, has become a way of life. They look to the 4-H program to develop specific skills in their children, such as, record keeping, dress making, improved feeding and management of livestock; to provide a stimulus. Example - Caring for the family garden can easily become a dreaded chore, however, when it becomes a 4-H garden project this member (not always, to be sure) by visiting other projects, entering in competition, learning about varieties and cultural practices, develops a new outlook and appreciation. The look to 4-H for leadership training, wholesome recreation for different age levels, recognition, educational guidance, help with specific problems. For example - Such questions as these are commonplace. "My boy's and/or girl's high school grade average has dropped, or My daughter wants to stop school, wish you would talk to him." Or, "When my boy finishes high school I want him to be a farmer but capital requirements have become so high, returns low, and marketing quotas on the horizon, what do you advise?"

The Specific Problem: Agents would like outside help from the State 4-H Club Staff in making an objective analysis of the county 4-H program to determine major areas of weakness along with specific recommendations for correction.

The Program Objective: Improve county program to more nearly meet the developmental needs and interests of boys and girls. With more emphasis on quality of 4-H program, enrollment should take care of itself.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
A. Analyze present 4-H program:	State 4-H Club Staff	Visit parents, leaders, 4-H'ers, and non-4-H'ers.	July & August	County Staff State Staff
(1) Statistical Data.	George E. Russell			
(2) Actual County Situation.	Evelyn B. Starling			
(3) Survey of parents and children of 4-H age, 4-H'ers, and non-4-H members.		Possibly a mail survey supplemented with individual visits.	July & August	"
(4) Are supplementary activities adequate?	"	Survey and personal contacts.	October-November	"
(5) Observe representative group of junior and senior 4-H club meetings.	"		October & November	"

Background

STATUS OF THE PROJECT

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
6. Interest girls in giving demonstrations to instill within them greater knowledge concerning use of milk.			April	4-H girls
7. Survey to see results of milk study.			May	Agent

EVALUATION: Survey at the end of the year will show results of the intensive study.

Comments from parents as to results of the project.

TECHNICAL ASSISTANTS	SOURCE OF TECHNICAL ASSISTANCE	RELATIONS	STATUS	BY WHOM
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TECHNICAL ASSISTANTS: To increase the interest of the girls in the study and to help them in their work.

RELATIONS: The girls are interested in the study and are willing to help in their work.

STATUS: The study is in progress and the girls are working hard.

BY WHOM: The study is being conducted by the girls and the agent.

A MAJOR EMPHASIS - EDUCATIONAL PLAN
Madison County

D. (b) PROJECT AREA: 4-H PROGRAM

PHASE: Milk In The Diet - Fiscal Year: 1962-63

The Situation: Milk and it's products furnish 64% of the calcium, about 45% of riboflavin and about 25% of its protein and other nutrients if the family gets the amount of milk needed. Because of this girls should drink more milk.

The Specific Problem: The 4-H girls do not realize the importance of milk in the diet and of the various ways by which dishes might be prepared to get the milk or products needed.

Program Objective: To increase the intake of milk and milk products in the diet.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. To provide girls with information as to nutrients found in milk and part these play in body building.	VPI bulletins	1. Make a survey with 4-H girls at the beginning of school year as to amount of milk taken into body daily.	September	Agent
	Va. Health Dept. bulletins			
		2. By use of charts, show importance of getting milk into diet.	October	Leader or Agent
		3. Promote use of milk in diet th through newspapers and radio.	September October November	Agent
		4. Stress importance of proper care of milk.	December	Leader or Agent
2. To develop skill of 4-H girls in preparing various milk drinks and dishes using milk or milk products.		5. Demonstrate making of dishes using milk or milk products.	Jan., Feb., March	Leader or Agent

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
	Bulletin 274 (Hems) MC25 (Buttonholes) MC25c MC25d MC106	6. Work together as a group on construction and fit.	July-August	Agent and Leaders
	Leaflet 137 "Does it Fit"	7. Model garments at Achievement Program and on county basis		

EVALUATION: Questionnaire given to all girls as to what they have learned. Reports will indicate whether or not they have been successful by number of garments made. Judging of garment will evaluate the learning processes.

A MAJOR EMPHASIS - EDUCATIONAL PLAN
Madison County

D. (a)

PROJECT AREA: 4-H PROGRAM

PHASE: Clothing - Fiscal Year: 1962-63

The Situation: Girls are interested in learning to sew so that they might be able to eventually make their own clothes. They realize they could have more clothing if they do their own sewing.

The Specific Problem: Many girls do not know the principles of clothing construction - use of sewing machine, selecting materials, cutting out garments and the simple principles of sewing.

The Program Objectives: How to use the sewing machine, select materials and make a simple garment.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist the girls in learning the skills of:		1. Make a survey as to number of girls interested in learning to sew.	July August	Agent
1. Threading and using a sewing machine.		2. Arrange for community groups to meet and secure leaders to assist with this.	July August	Agent and Leaders
2. Selecting materials suitable for individuals.	Singer Sewing Machine bulletin.	3. Train adult leaders on use of sewing machine.	July	Agent
3. Cutting and making a simple garment.		4. Visit a store in a group to see what materials are available.	July	Agent and Leader
4. Modeling the garment.	Pattern books "Alter Pattern to Fit Your Figure" - Utah State University of Agri. and Applied Science U. S. Dept. of Agri.	5. Demonstrate principles of laying pattern on material and cutting. Girls repeat the process with own material for garment.	July August	Agent and Leader

A MAJOR EMPHASIS - EDUCATIONAL PLAN
Madison County

D. (b) PROJECT AREA: 4-H

PHASE: 4-H Leader's Organization - Fiscal Year: 1962-63

The Situation: The agents have been working with 15 organizational leaders and 17 adults who are solely project leaders. The leaders attend county council meetings and program planning meetings but no meeting has been held with them to let them know what their duties are and what is expected of them. They assist with the projects when called upon and assist with other activities.

The Specific Problem: Lack of knowledge on the part of leaders as to what their specific job is and lack of training to carry on the job.

The Program Objective: Form an adult leader's organization for the purpose of having a more effective 4-H program carried on in the county.

<u>ORGANIZATIONAL OBJECTIVES</u>	<u>SOURCE OF ASSISTANCE</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
1. Interest leaders in Madison County in forming a leader's organization.	4-H Department District Agents	1. Contact leaders to learn of their interest in an organization.	July	County Staff
2. Discuss purpose of such an organization with leaders prior to meeting.	Bulletin 270 (Leader's Handbook) Nat'l 4-H News	2. Talk over matter with District Agent as to procedure.	August	County Staff
3. Do a thorough job of pre-planning in order to get good attendance and have the leaders thoroughly convinced that an organization will be of help to them.	Bulletin 238 (A Guide for 4-H Officers) Circular 724 (4-H Facts) 4-H Project Leader's Guide 4-H Leader's Program Ideas	3. Set date and call meeting of leaders. Make personal contacts. 4. Organize.	September	Leaders and County Staff
4. Obtain more needed leaders.				

EVALUATION: Number of leaders attending the organizational meeting and results achieved with the 4-H program as a result of the organization.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN
Madison County

E. PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Home Economics Council - Fiscal Year: 1962-63

The Situation: The membership of the organized clubs had decreased because a large number of women are working. There is a need to organize a council to study needs in the Home Economics field.

The Specific Problem: There is no council to represent non-club members to identify major problems.

The Program Objectives: To organize a Home Economics Council to study needs and devise means of solving these problems.

Teaching Objectives	Source of Subject Matter	Methods	When	By Whom
Interest key women in the county in forming a Home Economics Council.	District Agent	1. Talk with the District Agent as to procedure to take.	July	
	H. D. Committee officers	2. Contact H. D. Committee officers as to their thinking as results of explaining the plans and purpose.	July	
Organize a Council and maintain it.	Printed material on Home Ec. Council	3. List women to serve on the Council.	July	Agent
		4. Personal contacts with these ladies to explain purpose of such a Council.	August	Agent
	Extension Service News	5. Call a meeting of these women.	August	Agent
		6. Discuss programs and decide on one or two phases to emphasize. Name chairmen and committee to serve on these phases.	September	Agent & H.D.Comm.
		5. Call a meeting of these women.	October	Agent & H.D.Comm.
		6. Discuss programs and decide on one or two phases to emphasize. Name chairmen and committee to serve on these phases.		

EVALUATION: Interest shown by the women contacted in serving on the Council and their attendance at the meeting and the participation.

A MAJOR EMPHASIS - EDUCATIONAL PLAN
Madison County

C. (d) PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Consumer Education - Fiscal Year: 1962-63

The Situation: A large percent of one's salary goes to buying of foods. More knowledge is needed as to get the best buys.

The Specific Problem: Some home makers in the county are attracted to sales and will buy regardless of quality and needs. There is a need for consumers to compare prices of different grades to determine which will serve their purpose.

The Program Objective: To interest women in learning how to get the most from their dollar in buying dried packaged foods (vegetables and cereals).

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. Assist home makers with studying of labels and brands to find out what is the best buy.	Consumer Report	Form a Consumer Education Committee and interest this committee in making a study of packaged foods.	July	Agent and Home Ec Council
2. Assist home makers in gaining knowledge as to the food value of these and how these might be prepared.	Releases put out by Don Long on Consumer Marketing.	Sub-Committees be appointed to study specific foods and analyze contents. Committees will compare prices of - ex.: Ready-frozen fruits with those done at home (also vegetables.	July August	Agent and Home Ec Council
	Professional magazines	Report Findings of these committees to organized groups and through the newspaper and radio	September	
3. Assist home makers with information on prices of ready-packaged foods and those made by the individual.			October	Agent

EVALUATION: Findings as a result of study put in printed form.

From informal discussions, learn of the interest this study has created.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
	1. Study lamp content	4. Borrow lamp display from stores.	October	Teacher
	2. Interview	5. Discuss lamp styles and types suitable for better light.	November	Teacher
	3. Interview	6. Arrange meetings at home where improvements have been made and have hostess explain improvements.		Teacher

EVALUATION - THROUGH SURVEYS

Through surveys determine the number of homes in which lighting has been improved. Actually see improvements made in better lighting through additional lamps.

EVALUATION:

(c) Through surveys determine the number of homes in which lighting has been improved. Actually see improvements made in better lighting through additional lamps.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

Madison County

C. (c) PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Lighting - Fiscal Year: 1962-63

The Situation: Good lighting is essential for tasks to be performed in the home and many women do not have the best quality and quantity light.

The Specific Problem: Many home makers lack knowledge in what makes for good lighting in the home and attractive lights.

The Program Objective: To improve quantity and quality of lighting in the living room and lights which will add to the attractiveness of the room.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. To provide women with information on quality and quantity of light needed in the living room.	Bulletin "See Your Home in a New Light"	1. Survey among women of organized clubs as to lights in the living room.	July	Agent
	Brochure - Lighting recommendations as results of analysis by Agri. Ext. Serv. of Maryland, West Virginia, Penna., and Potomac Edison Co.	2. Have a committee meeting of non club members and club members to discuss lighting problems and ways of improving lights in living room.	August	Called by Agent
2. To assist home makers with information on lamps available and what goes best in the living room.	Publication from V. P. I., Blacksburg, by Lambert on "Study Lighting"			
	Bulletin WFEC6 "Live With Light"			
	Magazines			
	Local Power Company	3. Secure cooperation of Home Economist with power company in carrying out the program.	September	Genevieve McClung

A MAJOR EMPHASIS - EDUCATIONAL PLAN

Madison County

C. (b)

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Clothing - Fiscal Year: 1962-63

The Situation: Groups of women are interested in learning easier and better methods of clothing construction.

The Specific Problem: The number of women in the county making their own clothes is few as they have not been satisfied with their results.

The Program Objective: To improve skills in clothing construction.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist home makers in learning the skills of:	Extension bulletins	Meetings with a group of Grange women to:		Singer Sewing Machine Personnel
1. Pattern fitting	Singer Sewing Machine Co.	1. Demonstration methods of using sewing machine.	September	
2. Cutting	Pattern books			
3. Neck finishings	"Alter Pattern to Fit Your Figure" - Utah State University of Agriculture and Applied Science and U. S. Dept. of Agriculture.	2. Demonstrating and repeats by women in pattern fitting.	September	Agent
4. Putting in zippers				
5. Making button holes.	Bulletin 274 MC25 MC25b MC25c MC25d MC106 Leaflet 137	3. Method demonstrations on neck finishing, button hole making, putting in zippers and hemming as group progresses with construction.	October	Agent and leaders

TABLE NO. 1000
 PUBLIC HEALTH SERVICE

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
	Materials provided by Virginia Department of Health	Train leaders to assist.	January	Specialist and agent
	Professional Magazines	Demonstrations and discussions on basic foods at series of county meetings.	February and March 1963	Specialist and agent
		Organize weight reducing class and hold series of meetings - continue to keep in touch with this group.		Agent and Health Nurse

TEACHING OBJECTIVES: To provide the community with information on the health benefits of weight reduction.

TEACHING METHODS: Through surveys at the beginning and end of the year, determine difference in food intakes. At final meeting of weight reducing class, determine loss of weight. Through informal methods, determine use of time savers in preparing meals.

EVALUATION:

Through surveys at the beginning and end of the year, determine difference in food intakes. At final meeting of weight reducing class, determine loss of weight. Through informal methods, determine use of time savers in preparing meals.

(a)

TEACHING METHOD: EXHIBITION HOME ECONOMICS

A MAJOR EMPHASIS - EDUCATIONAL PLAN
Madison County

C. (a) PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Food and Nutrition - Fiscal Year: 1962-63

The Situation: From surveys made through the Health Unit and with organizations, the intake of important nutrients is lacking in the diets of youth and adults. Many people are overweight.

The Specific Problem: Homemakers lack knowledge of why it is important and how to include all nutrients in the diet. Home makers lack time in preparing well balanced meals. They are accustomed to preparing rich foods and lack knowledge in preparing low calorie dishes.

The Program Objective: To improve diets of families and to conserve time in meal preparation.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist home makers with acquiring knowledge as to the 4 basic foods and skills in preparing dishes of low calories and in a time saving manner.	Illustrative charts showing 4 basic foods.	A special Food and Nutrition Committee will be set up.	May	Home Economics Council Committee members
	U. S. Department of Agriculture Home and Garden 17 and 72	Up-to-date survey made of foods eaten daily.	September	
	Extension bulletin 219			
	Circular 702	Promote survey through radio and newspaper.	August and September	Agent
	Circular 704			
	MF 327			
	MF 343			
	Circular 526	News of survey results will be published.	October '62	Agent
	U. S. D. A.			
	Slides			
	Agents' training workshop and conferences with specialists	Include Food Preparation demonstration in organized clubs and to factory workers stressing the 4 basic foods and time savers as mixes.	March '63 May '63	Agent and leaders

A MAJOR EMPHASIS - EDUCATIONAL PLAN
Madison County

PROJECT AREA: MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS

PHASE: Livestock Marketing, Fiscal Year: 1962-63

The Situation: Over the years no one livestock program has done quite so much to improve price per pound received by producers, or the up-grading of cattle as our graded sales. Our job has been and will remain one of "quarterbacking" the boards of directors of local official state graded sales. At present we have about a \$400,000 yearling sale with a smaller sale in the spring, and three calf sales in the fall. This not only includes assistance in organization and actual sale management, but also detail work in promotion.

The Specific Problem: Continue to increase farmer participation in sales.

The Program Objective: To increase farmer and cattle number participation in sales by 10%.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To acquaint beef producers (calf and yearling) not now using graded sales of the value to be had for individual producers.	VPI Animal Husbandry Department	News articles and radio material featuring success stories.	January & February	Agent
	State Graders	Invite non-sellers with cattle to annual sales meetings.	January	Agent
To assist producers in detail procedure of preparing cattle for sales.	Satisfied producers who have taken part in past sales.	Write letter to all non-sellers explaining system with an invitation to take part.	March August September	Agent
		Individual conferences.	All Year	Agent

EVALUATION: Check records with previous years to determine results obtained.

A MAJOR EMPHASIS - EDUCATIONAL PLAN
Madison County

PROJECT AREA: MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS

PHASE: Agricultural Assistance to Seed-Fertilizer-Feed-Farm Machinery Dealers and other Farm Suppliers,
Fiscal Year: 1962-63

The Situation: Long have we as agents realized that not ALL farmers come to us for ALL their recommendations on agricultural matters. We believe, however, that each must come to his dealer to purchase supplies and while there, often asks for information. With this as a background we have made it a policy to keep these people, including key personnel, supplied with all the latest research findings. Some dealers work much closer than others. We must endeavor to have them all "go all the way."

The Specific Problem: Not all dealers are using and "pushing" our information at all times.

The Program Objective: To work toward 100% cooperation in having dealers use and "push" material and help we supply.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To provide all dealers with latest and best research and practical findings as it pertains to their particular business and how to best use it.	Material from all VPI Agricultural Departments	Hold meeting for dealers.	January	Agent and VPI Specialists
	Farm Magazines	Make visit to stores and check with key personnel to determine how well the "Extension Story" is being used.	Monthly	Agent Specialists, when available
	Commercial Representatives	Use these dealers as place to "plug" meetings and other Extension activities.	All Year	Agent

EVALUATION: Ask dealers to check back on past years to determine value of "pushed" items.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
B. Livestock-major enterprises of interest:	Same as Section A.	Same as Section A.	1963 October & November	Agent
(1) Cow-Calf Herd		Farm Visits when necessary.		
(2) Yearlings				
(3) Swine (a) Market Hogs (b) Feeder Pigs				
(4) Grade B Dairy				
C. Analyze Records	Kenneth Loope, VPI Economist	Farm visits when necessary.	1964 October and November	Farm Management Specialist and Agent
(1) Make decisions.	Agent	Same as Section A.		
(2) Select most profitable enterprise.				
(3) Adoption of most profitable cultural and management practices.				

EVALUATION: Continued participation of farmers. Improvement of net income per farm.

OTHER COMMENTS: Even though this would involve working with a relatively small group of farmers, if it proved successful, the agent would grow in ability and thus be able to work such schools on a rotational basis with several going at the same time. Also set up similar schools in other counties with whom the agent works.

A MAJOR EMPHASIS - EDUCATIONAL PLAN
Madison County

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT, AND NATURAL RESOURCE DEVELOPMENT

PHASE: Farm Management, Fiscal Year: 1962-63

The Situation: Farmers in Madison County are becoming increasingly aware of the importance of applying sound farm management principles to their farming operations. Questions pertaining to specific problems, such as, varieties, fertilizer recommendations, seeding mixtures, bull selection, feed rations, etc., are still as numerous as ever. However, there is a growing demand for assistance in making an analysis of the total operation resulting in definite suggestions for improvements; growing demand for technical assistance in selecting alternative enterprises. For example, just during the past week agents received questions such as these. "Market hogs vs. feeder pigs on my operation?" "Lost over \$20,000 on my farm last year, how can I put my operation in the black?" Large broiler producer requested assistance in selecting a supporting enterprise.

Agent responsible for Mail-in Farm Record Program in five counties with 28 farm records and 25 enterprise records. Agent is part-time on Farm Management program.

The Specific Problem: Many farmers lack the proper records and the training to intelligently weigh all factors involved in order to arrive at the correct decision in selecting their most profitable enterprises. Time!

The Program Objective: To train farmers in keeping adequate records, decision making, and how to select the most profitable enterprises for the individual situation.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Teach farmers to keep enterprise records:	Subject matter and knowledge acquired in Farm Management School and working with county farmers.	Series of school sessions for 10 to 15 farmers of similar age, interest, enterprises, whose primary source of income is derived from farming.	1963 January & February	Agent
A.				
(1) Corn (a) Grain (b) Silage				
(2) Main Hay Crop	Assistance in pre-planning from one or more of the state farm management specialists.	Soils map of participating farms.		Soil Scientist
(3) Soybean		Farm visits when necessary.		
(4) Wheat				
(5) Oats				
(6) Rye				
(7) Sorghum				
(8) Buckwheat				
(9) Grain Sorghum				
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A MAJOR EMPHASIS - EDUCATIONAL PLAN
Madison County

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT, AND NATURAL RESOURCE DEVELOPMENT

PHASE: Animal Husbandry - Stilbestrol for Yearling Steers on Pasture, Fiscal Year: 1962-63

The Situation: Based on results of the three-year research project conducted here in cooperation with VPI Animal Husbandry Department and R. S. Graves Brothers, we know our yearling producers are losing money as almost none are using stilbestrol implants while on pasture. They are losing about 35 pounds per steer gain at a cost of 12 cents per steer.

The Specific Problem: Many thousands of dollars are being lost because of not using implants.

The Program Objective: To get 90% of local producers to use implants.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To assist yearling steer producers to learn of and to acquire a real understanding of the recommended practices of using stilbestrol.	Dr. J. P. Fontenot	Have specialist or someone tell "stilbestrol story" at annual meeting of Yearling Association.	January	Dr. J. P. Fontenot
	Material gathered from Graves Brothers and other such projects by Research Department.			or another specialist
To obtain skills in applying practices.	VPI Animal Husbandry Department	Letter to all local yearling producers outlining stilbestrol story.	March	Agent
	Extension Veterinarian	Radio and news stories on subject.	Early April	Agent
	Local Veterinarian	Hold 3 centrally located demonstrations showing how to implant, with all attending getting a chance to actually implant steers.	April	Agent Veterinarian Producers
	Agents			

EVALUATION: Require every producer consigning to yearling sale fill in blank on nomination form listing number of steers stilbestrol implanted. Check with dealers as to number sold this year over last.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

Madison County

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT, AND NATURAL RESOURCE DEVELOPMENT

PHASE: Agronomy - Using Soil Survey Information as it Becomes Available, Fiscal Year: 1962-63

The Situation: Without soil survey information many farmers have been putting the wrong crop on the wrong land; they have over fertilized Brandywine soil going to corn and under fertilized Congaree. The agent has also recommended over and under liming and fertilizing. All ASC samples come through agent's office for recommendations. With the county now being surveyed this no longer need be so. The few local farmers who have had soil maps in the past never received training as to how to interpret them, rather they were treated in a doctor-patient relationship. This must and shall cease.

The Specific Problem: To furnish individual farmers with soil information on his farm and interpret so he will understand the types, potentials, and best use.

The Program Objective: As soil information becomes available get it out to individual farmers in a way he understands. Use by agent in making all lime and fertilizer recommendations.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist all farmers, landowners and others:	John Elder, Soil Scientist	Assist soil survey party as needed.	All Year	Agents
To obtain a full understanding of the soil survey	Material from VPI Agronomy Department	Newsarticles, radio, speaking to organized groups, and making individual contacts on behalf of soil survey party.	All Year	Agents
To acquire skill in using information.	Local seed-fertilizer-machinery dealers. Farm and Service Organizations	As a neighborhood is completed and soil maps prepared, a meeting will be held on most likely farm.	As information becomes available.	Agents and Soil Scientist Farmers Dealers Farm & Service Organizations
<u>EVALUATION:</u> Individual survey with individuals to see if information is being used. Record analyzed of people requesting soils information.		(1) Host farmer to invite other farmers - 15 to 20. (2) Soil Scientist will discuss soil on farm. (3) Farmer to discuss land use and overall management of past. (4) County agent or visiting agronomist will discuss potential use and possible management practices.		

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
		5. Demonstrations.		
		Demonstrational corn plots on N. E. Lohr farm to determine how much corn can be grown per acre when all factors are near perfect, including irrigation.	May through October	Agent Agronomy Research Department N. E. Lohr
		Local farmers to visit and hear discussion.	July	As Above
		Demonstrational plots to check relative effectiveness of Atrazine and 2,4-D weed control on corn plots.	May throughout Season	Agent and Graves Brothers
		Demonstrational plots to check effectiveness of chemical sprays on pasture and hay weeds.	April July September	Agent VPI Weed Specialists A. Martin Macy Bending River
		Agent to check corn stand on 25 "new" farms.	May-June July	Agent and Cooperating Farmers
		Continue to use 6 strategically located farms to report unusual disease and insect activity.	Growing season	Agent-D.S.Hill Jack Graves N. E. Lohr Culton Goodall J. W. Aylor Frank Bruce
		Timely displays to be moved from office to farm stores to bank to country stores featuring feed production techniques.	August September February March April	Agent VPI Agronomy and Publicity Departments

EVALUATION:

At appropriate times throughout year surveys will be conducted by agent with dealers and individual farmers to check amount and kinds of fertilizer, seeds, sprays, and other recommended items with past years to check progress. Proper thanks and credit will be given all who have contributed to successful endeavors.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

Madison County

EMPHASIS TO BE GIVEN TO THE FOLLOWING AREAS IN ORDER TO PROMOTE PROGRESS:

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT, AND NATURAL RESOURCE DEVELOPMENT

PHASE: Agronomy - Increased Feed Production Stressing Quality, Fiscal Year: 1962-63

The Situation: The build-up of county dairy and beef animals continues each year, thus necessitating a need for more feed, particularly that of a high quality. Dairymen and beefmen striving for more output per animal will require extra feed. Yields per acre, due to poor stands, varieties, and too little fertilization, are not as high as obtainable on many farms. The shifting of crops on a given farm to take into account the new soil survey findings will help increase production. The proposed VPI Forage Laboratory should assist greatly in the overall quality program. Situation outlined above discussed and approved by all of our Extension Agronomy Committee.

The Specific Problem: To keep feed production in line with cattle build-up and to improve rather poor quality of feeds used at present on many farms.

The Program Objective: To increase quality and quantity of feeds.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist dairymen and beefmen:	Census figures.	Individual contacts	Year round	Agents
To acquire a real awareness of need for quality and quantity increases in feeds.	DHIA records.	Newspaper and radio, using research and good farming procedures. Success stories when possible.	Year round	Agent and DHIA Supervisor
	IBM records.			
To acquire techniques of obtaining increased production of quality feeds.	VPI Economics Department	Meetings: DHIA-Feeder Calf-Yearling Associations	Regularly scheduled meetings	Agent Officers of organizations Visiting speakers
	VPI Dairy Department			
	VPI Animal Husbandry Department	Extension School Classes		
	VPI Agronomy Department			
	Seed-Fertilizer-Machinery Dealers	Give fertilizer-seed dealers extra training in January and keep them up to date throughout year so they might "push" overall program.	Year round	Agent VPI Specialists

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B. MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS

1. Agricultural Assistance to Seed-Fertilizer-Feed-Farm Machinery Dealers and Other Farm Suppliers
2. Livestock Marketing

C. EXTENSION HOME ECONOMICS

1. Food and Nutrition
2. Clothing
3. Lighting
4. Consumer Education
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D. FOUR-H AND OTHER EXTENSION YOUTH PROGRAMS

1. 4-H Leaders Organization
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E. COMMUNITY AND PUBLIC AFFAIRS

1. Agricultural Public Policy with Accent on Marketing Quotas and other Government Programs
2. Rural Area Development

Calendar of Activities

MADISON COUNTY

PLAN OF WORK

July, 1962 to July 1, 1963

Allan McLearn----- County Agent
W. Rapley Owings----- Assistant County Agent
Virginia R. Crigler----- Home Demonstration Agent