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Virginia

Dairy - *special*

Annual Report 1922

*J. A. Buchanan*

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REPORT OF THE DAIRY EXTENSION OFFICE

V. P. I. Extension Division

Blacksburg, Virginia.

Period of Report: July 1st, 1921, to November 1st,



Frank A. Buchanan, Dairy Husbandman.

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Project 8-

Submitted to:

John E. Hutcherson, Director,

V. P. I. Extension Division, Blacksburg, Virginia.

November 15th, 1922.

REPORT OF THE DAIRY EXTENSION OFFICE

Period of Report - July 1st, 1921, to November 1st, 1922.

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I. INTRODUCTION.

The activities of the V. F. I. Dairy Extension Office, beginning the fiscal year, July 1st, 1921, and continuing for the period covered by this report to November 1st, 1922, is marked by the large number of requests for assistance in developing dairy production projects, dairy marketing projects, and the developing and organization of cheese factories and creameries throughout the State. In the field of dairy production, the major project developed has been the organization and supervision of Virginia Cow Testing Associations. Of no less importance to the industry has been the assistance in organizing and developing the cooperative milk market associations of this State.

One outstanding project affecting a large territory of milk producers, was the Milk for Health Campaign held at Richmond in the spring of 1922. In addition to the foregoing projects the usual requests were answered for assistance with pure bred cattle sales, agricultural fairs, dairy calf club work, etc.

The work accomplished at the office consisted largely of supervisory work connected with cow testing associations; correspondence, consisting of letters asking for information in dairy herd management; the publishing of a bulletin for dairy calf club members; compiling dairy statistics for the State and maintaining and enlarging the general mailing list of dairymen in Virginia.

In the field of Dairy manufactures, the cheese project, which has been developed, is that of organizing and establishing cheese factories. This work has been directed by Professor W. D. Saunders, assisted by Mr. Frelin in the field. It is our object to develop extension work in Dairy Manufactures for rendering assistance to the creameries and milk plants of the State and with this object in view, Mr. I. G. Gibson was employed in May, 1922, to develop work along this line.

The main projects undertaken in the Dairy Extension Office will be outlined and results secured during the period of this report will be given.

II. DAIRY PRODUCTION.

Project 1. Milk Producers' Organizations.

A - Cooperative Milk Marketing Associations.

Object: The object of these projects was to teach the dairymen and farmers the value of cooperative marketing of their products; to eliminate waste and inefficiency in distribution, and to work out a plan for market efficiency and uniformity in the selling of dairy products.

Procedure: Under this project the demonstrations were carried out by the organization of local leaders through groups or locals to be used for the dissemination of information to the individual members of the organization.

Information was furnished to leaders of the organization for developing the plan of operation for the Associations.

It was largely through the cooperation and help of Mr. Barber, Professor of Agricultural Economics, that the work which has been accomplished during the past year in the organization of these associations, has been successful.

Demonstration: A - 1. Maryland-Virginia Milk Producers' Association.

Object: The object of this organization is to develop for the milk producers in the vicinity of Washington, D. C., a more efficient system for marketing their dairy products.

Procedure: The demands for assistance with this demonstration came largely from the leaders and executive officers of the Association. During the entire year of 1922 it has been the object of the officers of this Association to reorganize and have new contracts signed by the members of the Association based on the "pooling plan" of cooperative marketing associations. The assistance which has been given from this office has been largely in the form of advice and arranging the plans of organization with the executive officers of the Associations.

Results: Several meetings were attended consisting of the members of the Association at which time the pooling contract was discussed. In May 1922, a meeting of the board of Directors was held and through the influence of this office a "Re-organization Committee" was appointed, to take charge of the work of securing the "sign-up" of the new contracts. This reorganization committee has been a large feature in developing a rapid and complete "sign-up" of the new contracts.

Summary:

No. of Demonstrators: 500. (The approximate membership of the Association in Virginia.)  
No. of Cooperators: 5 County Agents within the territory affected by the Association; 7 Directors of the organization from Virginia; O. A. Jamison, Secretary-Manager of the Association.  
No. of Visits Made: 6.

Demonstration: A - 2. Valley of Virginia Milk Producers' Association.

Object: The demand for the organization of this milk producers' association came from a group of dairymen around Harrisonburg, Virginia, who were receiving a price for their milk much below its market value given for manufacturing purposes. The object of this organization was to develop a milk marketing system so that a fair market price could be obtained and that the market for the dairy products could be extended to the advantage of the dairy interests in that section of Virginia.

Procedure: The organization was developed by giving instruction to the local leaders of the producers. By means of meetings and visits the membership of the organization was secured.

Results: The organization of this Association was completed June 1st, 1922, with a total membership of over six hundred dairymen owning six thousand cows. On September 1st, 1922, this Association has succeeded in leasing and equipping a large plant at Harrisonburg, Virginia, for the handling of the milk produced by its members. The interest in the Association has been growing and a very satisfactory price for milk has been paid by the Association to its members.

Summary:

No. of Demonstrations:	600. (These consist of the entire membership of the Association.)
No. of Cooperators:	2 County Agents; W. A. Driver, Secretary-Manager of the Association; 15 Directors of the Association.
No. of Visits Made:	4.

B - Dairy Community Development.

Demonstrations B - 1. Spring Grove Cooperative Creamery.

Object: This creamery was established at Spring Grove, Virginia, for the purpose of creating a market for cream produced by the neighboring farmers. It is expected that this will be a means of developing dairying in that section.

Procedure: The organization was started by holding a meeting of the leading farmers who owned cows and selling sufficient stock in the creamery to allow for the building of a creamery building and installing the necessary equipment. The organization has been so planned that it will be necessary for each patron to own at least one share of stock.

Results: The creamery began operation about October 1st, 1922, with a paid manager and by November 1st the cream supply had more than doubled since the opening of the creamery. Plans had been completed for the purchasing of a carload of dairy cattle for that section and it is expected that by or before next spring one or two other carloads of cattle can be sold in that territory.

Summary:

No. of Demonstrations:	20 (These include the stock holders of the creamery.)
No. of Cooperators:	The Secretary-Treasurer, W. H. Gwaltney; Manager of the Creamery, F. H. Soavers; a Director of the Creamery, Dungan MacInsey; a Director of the Creamery, A. H. Cushman.
No. of Visits Made:	3.

B - 2. Pittsylvania County Dairymen's Association.

Object: The object of establishing this Association is to teach the principles of cooperative effort to dairymen in the vicinity of Danville, Virginia; to assist the local dairymen in establishing a more efficient means of marketing their products, and to make a permanent organization for the dairymen through which educational matter regarding economical production can be transmitted.

Procedure: The demand for this organization came from a group of the more progressive local dairymen. Meetings were held at which time the vital problems of the industry, as related to the particular market, were discussed. An organization committee was appointed to call a general meeting of all dairymen for the purpose of organization.

Results: The organization is to start as its first problem the cooperative purchasing of dairy feeds. The membership of approximately 25 dairymen will form the beginning of this association.

Summary:

No. of Demonstrations: 25.  
No. of Cooperators: County Agent W. M. Terry; the organization committee of local dairymen consisting of three members; the Health Officer, R. W. Garnett.  
No. of visits made: 3.

C. - Virginia State Dairymen's Association.

Object: As Secretary of the State Association, it has been the object of this office to coordinate the working forces of the Association and to help by the activities of the Association in the development of local leaders of dairymen, thus giving the Association a State-wide influence for the advancement of the dairy industry in Virginia.

Procedure: The activities of the State Association are limited to the holding of an Annual Convention of Virginia Dairymen. The Convention which was held during the period of this report was at Charlottesville, Virginia, February 17th and 18th, 1922.

Results: The Annual Convention for 1922 was considered by all those attending to be the best ever held in Virginia. The attendance was good, averaging 300 dairymen for each of the four sessions held. Some of the foremost authorities on dairying in the Country addressed this convention, such as Mr. H. S. Van Norman, President of World's Dairy Congress; Mr. A. J. Glover, Editor of Hoard's Dairyman; Mr. W. F. Schilling, President of the Twin City Milk Producers' Association; Dr. W. L. Williams, noted veterinarian from Cornell University, and other speakers of equal importance.

Summary:

No. of Demonstrations: 325. (These include the membership of the State Association.)  
No. of Cooperators: Virginia Guernsey Cattle Club; Virginia Jersey Cattle Club; Virginia Holstein-Friesian Cattle Club; State Dairy and Food Division, and a Board of Directors consisting of twelve of the leading dairymen in Virginia.  
No. of Visits Made: 3.

Project 2. Virginia Cow Testing Associations.

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A - Organization.

At the end of the fiscal year, June 30th, 1923, there were ten active cow testing associations in the State. During the sixteen months covered by this report two associations ceased to operate and four new associations have been organized, making at the present time, November 1st, 1922, twelve associations active. The associations that have been organized during the period of this report are as follows:

<u>Name</u>	<u>Date Organized</u>	<u>No. of Members</u>	<u>No. Cows</u>
Henrico County C.T.A.	October 1921	18	650
Gulpeper " " " "	September 1921	15	675
Eastern Va. " " "	January 1922	20	600
Piedmont " " "	July 1922	22	420

B - Supervision.

Considerable time has been spent in the supervising of the cow testing association work in Virginia. The experience of the past has shown that the failure of cow testing associations to continue operation has been due to the incompetency of testers and the lack of sufficient supervision from this office. For this reason it has been attempted to visit each of the testers at least once every three months, spending one day with them in their work, and suggesting better methods of operation, at the same time determining from the members what their chief criticisms of the cow testing work was, so that corrections could be made and inefficiencies eliminated. Because of the large amount of time that is necessary for supervision it will be unwise for this office to attempt the organization of any new associations until more assistance can be had in the field for supervising the present associations. There are two associations to be started by 1923, which will make a total of fourteen associations.

C - Publicity.

The publicity for cow testing association work has been increased and improved. At the present time, after each monthly report of the cow tester is received, a short newspaper article is prepared from it and copies sent to the county agents in the territory affected by the association; this is to be used for publication in the local papers. The monthly summaries of cow testing work are prepared in tabular form and published in the page of the Extension Division News, which is sent to the dairymen throughout the State. Much favorable comment has been received from the members of the association and breeders throughout the State on the kind of publicity we are giving the association work. It is hoped, however, that the local publicity matter can be improved so that the county papers will use more of the information obtained from our cow testing associations.

D - Training the Testers.

It is the object of this office to have each new cow tester, before he takes a position in the Virginia Cow Testing Associations, to spend at least two days in this office, during which time he is given a thorough course in keeping the cow testing records and preparing him for the field work. During the period of this report there were eight testers trained in this office for cow testing work.

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 Summary  
 Virginia Cow Testing Associations.

No. Cow Testing Associations active June 30, 1921	10
No. Cow Testing Associations active November 1st, 1922	12
No. Cow Testing Associations in process of organization, November 1st, 1922	2
No. Cows on test, July 1st, 1921	3,078
No. Cows on test November 1st, 1922	5,130
No. Herds on test July 1st, 1921	169
No. Herds on test November 1st, 1922	215

Averages for Cow Testing Association Work for each Association.

No. of Associations	12
Average No. of Cows tested each month	336.5
Average No. of Herds tested each month	14.6
Average No. of Herds Producing 40 pounds of B. F. and over each month	32.3
Average No. of Herds on "Honor Roll" (50 pounds B. F. and over)	8.3

Dairy Improvement Resulting from Cow Testing Associations.

	<u>Milk</u>	<u>B. Fat.</u>
Average yearly Production per cow in Virginia C. T. A.	7,302.4	296.3
Average yearly Production per cow in Virginia (1920 Census)	2,511.2	100.0
Increase in Production of Virginia C. T. A. Cows over the average Virginia Dairy Cow	4,691.2	196.3

No. of Unprofitable Cows sold in Va. C. T. A.	468
No. of Pure Bred Dairy Bulls bought in Va. C. T. A.	26
No. of Silos built by members of Va. C. T. A.	21
No. of New Barns built by members of Va. C. T. A.	17

Field Summary of the Virginia Cow Testing Associations.

No. of Demonstrators (members of Associations)	215
No. of County Agents assisted	17
No. of visits made:	
For Organization	10
For Supervising Testers	17
	<u>27</u>
No. of Counties affected	17

Project 3. Dairy Calf Club Work.

Assistance was given to the Boys' and Girls' Agricultural Club Department in developing Dairy Calf Clubs by securing information for the purchasing and selecting of dairy calves to be used in these projects by the county agents. Practically all of the calves used in Calf Club work this past year were purchased from local breeders.

A number of district short courses were assisted from this office by giving instruction to the boys and girls at the courses on dairy cattle judging and the care and management of dairy animals. The amount of time given to these short courses is as follows:

No. District Short Courses:	6.	No. of boys and girls given instruction - 260.
No. State Short Courses:	2.	No. of boys and girls given instruction - 300.

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#### Project 4. Publications.

During the period of this report one bulletin was completed and published, entitled "Twenty Lessons on Dairying". This is to be used for instruction purposes in Boys' and Girls' Dairy Galf Clubs. The bulletin was prepared to furnish general information on dairying, both in the care and management and feeding of dairy animals, and also in the production of clean milk and the treating of dairy cattle diseases.

Beginning with the September 1922 issue of the Extension Division News, a full page of this monthly publication was given to the Dairy Extension Office. Previous to this time a mimeographed News Letter had been sent out to the general mailing list of dairymen in Virginia. The printed page occurring in the Extension Division News is much more satisfactory and reaches a larger number of people than the former mimeographed publication reached.

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#### Project 5. Development of City Milk Consumption.

A growing demand has been made for the service of this office to give assistance in developing City Milk for Health Campaigns. The object of these campaigns is to teach the nutritional value of milk to the general public in the cities and by this means to directly cause an increase of the consumption of milk, which in most instances will relieve the dairy industry of the surplus milk which is found on the markets of our cities.

During the week of March 6th to 11th, a Milk for Health Campaign was held in the City of Richmond, Virginia. This campaign was conducted through the cooperation of the United States Department of Agriculture, Dairy Division, the Richmond Bureau of Health, and the V. P. I. Extension Service. Much credit is due the valuable services rendered by the State Home Demonstration Agent, Mrs. Davis, with nine of the District and County Home Demonstration Agents.

The writer was made executive secretary of the campaign, which required considerable time previous to the campaign in organizing and directing the plans for the work in Richmond.

Below follows a brief summary of the work accomplished and also the results of the campaign from the standpoint of increase in milk consumption:

Report from: The Richmond Dairy Company, Richmond, Va.  
The Virginia Dairy Company, Richmond, Va.

Increase in Fluid Milk Consumption.

Average Increase for Same Week (March 6th - 11th)  
Over Previous Year ----- 7.6% }  
Over Previous Month ----- 7.0% } Above normal increase

Average Increase for Same Month (March)  
Over Previous Year ----- 8.9%  
Over Previous Month ----- -18.4%

The combined reports of the two milk companies of the City of Richmond show an increase in fluid milk consumption for the month of March, 1922, over that of March, 1921, of 22,185 gallons. This is a daily increase of 740 gallons.

Summary of Daily Reports of Workers.  
Richmond Milk for Health Campaign

	<u>White</u>	<u>Colored</u>	<u>Total</u>
<u>No. Speakers</u>	56	23	79
<u>No. School Talks Given</u>	196	65	261
<u>No. Factory Talks Given</u>	22	3	16
<u>No. Church Talks Given</u>		4	4
<u>No. School Children Reached</u>	16,588	7,661	24,269
<u>No. of other adult talks given</u>	37	20	57
<u>Total No. Adults Reached</u>	4,720	3,940	8,660

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<u>Total No. Full-time Workers</u>	20
<u>Total No. Part-time Workers</u>	59
<u>Total No. of All Workers</u>	79
<u>Total No. Talks Given</u>	337
<u>Total No. People Reached</u>	32,929

Since the time of the Richmond Milk for Health Campaign, there have been requests from three different cities for a conference with the Health Officers and the milk producers for the purpose of considering the holding of a milk campaign. These cities requesting information were Norfolk, Danville and Bristol, Virginia. At the present time conditions of the milk supply and quality of the milk in none of these cities are such that we can agree to give them our services in holding a milk campaign.

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**Project 6. Dairy Statistics.**

During the period of this report an attempt has been made to increase and improve the general mailing list of dairymen in Virginia. The general mailing list has been increased from about two thousand to nearly seven thousand and it has been improved by securing only patrons lists from the creameries and milk plants, eliminating from the files all dairymen who are not actively engaged in producing milk or butterfat at the present time.

To all of the names added to our general mailing list a questionnaire is being sent to determine information as to the number of cows, whether or not they are using a silo, breed of cows, use of purebred bull, etc.

These questionnaires will be tabulated, within the near future and definite information will be obtained to allow us the opportunity of doing more effective work where it is most needed in the State.

The annual yearly reports of the cow testing associations have been summarized in this office. These summaries have been invaluable in the management of their herds and show what the general dairy conditions are by the territory covered by the association.

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**Project 7. Purebred Dairy Cattle Sales.**

The only purebred dairy cattle sales that have been held during the period of this report were by the Virginia Holstein-Friesian Cattle Club.

The number of sales assisted in and the amount of the sales were as follows:

72 - Head Holstein Cattle	-	Total Value	-	\$15,685.00
75 - Head Holstein Cattle	-	Total Value	-	<u>9,751.00</u>
		Total	-	\$25,436.00

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**Project 8. Agricultural Fairs.**

During the period of this report there were furnished to fifteen county fairs a judge for dairy cattle and three community fairs were given the same service.

At the Virginia State Fair, both for 1921 Fair and the 1922 Fair, exhibits were prepared as follows:

Exhibit to illustrate the value of cow testing association work - 1921.

Exhibit to illustrate the food value of MILK as compared with other foods - 1921.

Exhibit to illustrate the value of better feeding and breeding methods in the dairy herd - 1922.

In addition to the arranging and placing of these exhibits, assistance was given in the supervision of the dairy calf club calves on exhibit at the State Fair. Assistance was also given in conducting the State Judging Contests held each year.

As a means of stimulating interest among the breeders in the exhibiting and showing of cattle, there was organized both for the fall of 1921 and 1922 "County Herds". These county herds consisted of a herd of ten animals each, owned by at least three exhibitors. The county herds organized during the period of this report were as follows:

Henrico County - Holstein Herd - 1921  
Orange County - Holstein Herd - 1921  
Albemarle County - Holstein Herd - 1921  
Louisa County - Guernsey Herd - 1921  
Stafford County - Guernsey Herd - 1921  
Stafford County - Guernsey Herd - 1921  
Henrico County - Holstein Herd - 1922  
Gulpeper County - Holstein Herd - 1922  
Stafford County - Guernsey Herd - 1922  
Stafford County - Guernsey Herd - 1922  
Augusta County - Guernsey Herd - 1922 (not exhibited)

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Project 9. General Dairy Development.

During the fall of 1921 there was held at Harrisonburg, Virginia, a "Better Sires Sale", which consisted of twenty-seven purebred Holstein bulls. These were sold to the local dairymen with an agreement to exchange their scrub bulls at a price of 1¢ per pound more than the market price for beef.

Twenty-three of the bulls were sold and much interest was stimulated by the sale in the use of better sires.

During the months of June and July 1922, assistance was given to the Virginia Jersey Cattle Club in arranging for a series of field meetings. These field meetings were attended and addressed by a field man from the National Association and the writer attended two of the meetings. A total of eight meetings were arranged and circular letter distributed from this office.

A total of fourteen meetings were attended of a general nature to fill requests of county agents or local dairymen for a talk on dairying.

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4. College Agricultural Workers	2
5. Cow Testers	17
6. Local Leaders	34

Summary of Projects

	<u>No. Visits</u>	<u>No. Days</u>	<u>No. Demonstrators</u>
I - Cooperative Milk Marketing Associations	11	19	1,120
II - Virginia Cow Testing Associations	30	32	215
III - Dairy Calf Clubs	5	13	252
V - Development City Milk Consumption	7	24	200
VII - Purebred Dairy Cattle Sales	2	3	35
VIII - Agricultural Fairs	10	19	
General Dairy Development	37	49	

Y. OFFICE SUMMARY

No. Miles Traveled	-----	26,272
No. Counties Visited	-----	26
No. Speeches Made	-----	43
No. People Addressed	-----	2,016
No. People Met or Visited	-----	835
No. Letters Written	-----	2,927
No. Days in Field	-----	154
No. Days in Office	-----	156
No. Days Annual Leave	-----	27

Respectfully submitted to Director John E. Hutcheson,

Director, V. F. I. Extension Division,

Blacksburg, Va.

On November 15th, 1922.

(Signed) Frank A. Buchanan  
Dairy Husbandman.

DAIRY EXTENSION OFFICE