

ANNUAL NARRATIVE REPORT

COUNTY EXTENSION WORK

Virginia Agricultural Extension Service

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1964

ESSEX

County

ANNUAL NARRATIVE REPORT
ESSEX COUNTY EXTENSION PROGRAM

I. INVOLVEMENT OF LOCAL LEADERSHIP IN PLANNING AND CARRYING OUT
THE EXTENSION PROGRAM

Overall County Program

The Essex County Extension Program for 1964 was discussed, planned and carried out through the cooperation of local leaders. These leaders are members of the Essex County Agricultural Governing Board, The County Board of Supervisors, County School Board, County Home Demonstration Clubs, Special Interest Committees, Town Council of the Town of Tappahannock, Lions Club, Ruritan Club, Chamber of Commerce, Junior and Senior Woman's Club, Rotary Club, Junior Chamber of Commerce, Farm Bureau and other county associations. Individual leaders who have contributed to the County Extension Program are the Superintendent of Schools, Mayor of the Town of Tappahannock, Power Supplier Representatives, local businessmen, County, State, and Federal Agency representatives.

A. WORK WITH PLANNING COMMITTEES

1. Rural Areas Development Committee

The Essex County R.A. D. Committee was organized in 1962 by the County Extension agents. Since its organization this committee has planned and carried out projects of county-wide need.

2. Agricultural Extension Governing Board

Members of this Board representing Home Economics, Youth and Agriculture met to evaluate and plan County Extension programs.

3. Board of Supervisors

The Essex County Board of Supervisors has helped make the County Extension Service available to county residents through financial appropriations, providing office space and other necessary items needed to carry out a county Extension program.

B. CONTRIBUTIONS MADE BY LOCAL LEADERS

Local leaders in Essex County have:

1. Determined county needs.
2. Helped collect and analyze factual material.
3. Planned educational programs to meet county needs.
4. Helped conduct meetings, served on committees for planning and action.
5. Helped plan and carry out demonstrations, field days, workshops and district contests.

These are but a few of the contributions of the leaders in Essex County's Extension program.

C. LEADER TRAINING

Leaders were selected to represent their organizations; by geographical location, and their ability and interests in county Extension programs. These leaders were oriented individually and in their special interest groups.

A. WORK WITH PLANNING COMMITTEES

Leading farmers in each of the three districts of the county met with the Extension agents to formulate the county agricultural Extension program. The four agricultural committees met to adopt goals and objectives in the following:

- Crops (corn, soybeans, small grains, and pasture)
- Livestock (swine, beef cattle, and sheep)
- Forestry (timber and related wood products)
- Marketing (all agricultural commodities)

Members of these committees serve not only as planning committee members but frequently serve as directors of agricultural associations, use their farms as demonstration units for the county and generally function in several capacities.

B. CONTRIBUTIONS MADE BY LOCAL LEADERS

Local leaders in Essex County have contributed to the Agricultural Extension program in many ways. Among these are:

1. Directors of Agricultural Associations
 - Feeder Pig Sale Association
 - Feeder Calf Sale Association
 - Fat Cattle Sale Association
 - Poultry Council

2. Members of Agricultural Committees in Service Clubs

Ruritan

Rotary

Liens Club

Chamber of Commerce

3. Officers and Directors of Farm Organizations

Farm Bureau Federation

4. Conducting Demonstrations

Branding cattle

Fertilization

Weed control

Farm machinery

5. Planning and Organization of Farm Tours

Farm buildings

Feeding floors

Engineering structures

C. LEADER TRAINING

Training of leaders is a continuous process.

Through the help of Extension Specialists in Agriculture from V.F.I., local professional people, and representatives from other agricultural agencies in the county leaders are trained to fulfill their role in a county agricultural Extension program.

I. INVOLVEMENT OF LOCAL LEADERSHIP IN PLANNING AND CARRYING OUT THE EXTENSION PROGRAM 1964

HOME ECONOMICS:

ESSEX COUNTY

A. WORK WITH PLANNING COMMITTEES

1. Home Economics Council 17 members
2. Food and Nutrition Committee 12 members
3. Home Management Committee 8 members
4. Lighting Committee 8 members
5. Safety Committee 8 members
6. Ornamental Horticulture Committee 9 members
7. County Home Demonstration Club Committee 22 members
8. Home Demonstration Clubs
 - a. Organizational 28 members
 - b. Project 37 members
9. Junior Home Demonstration Club
 - a. Organizational 4 members
 - b. Project 4 members

B. CONTRIBUTIONS MADE BY LOCAL LEADERS

1. Home Economics Council - leaders reviewed plans made by the committees.
2. The Food and Nutrition Committee reviewed long time objectives and goals and revised them as needed, reviewed and evaluated their 1963-64 program, studied changes in the situation, and selected work for the year and planned how to carry it out.

3. The Safety Committee reviewed past activities, studied changes in the situation, and planned the program for the year.
4. The Home Management Committee and the Lighting Committee carried out their planned programs.
5. The Ornamental Horticulture Committee organized, and planned a program.
6. The County Home Demonstration Club Committee set up the Home Demonstration Club program, based on suggestions from the clubs. The program was later adopted by the clubs. The County Home Demonstration Club Committee also carried on county-wide business.
7. Home Demonstration Clubs and Junior Home Demonstration Club -
 - a. Organizational leaders
 - (1) Served as the usual club officers and conducted business meetings.
 - (2) Served as club program development chairmen, in helping to carry out and evaluate the present program, and develop future programs.
 - (3) Kept the Standard Club records and encouraged clubs to reach the standard.
 - (4) Served as club publicity chairmen.

b. Project leaders

- (1) Served as the Federation Program of Work Chairmen and gave one demonstration on Basic Art Principles and short reports other months on artists and their works. Planned and conducted a special interest meeting on "The Story Behind The Painting", and a tour of the Virginia Museum of Fine Arts.
- (2) Served as club Consumer Information, and Civil Defense Chairmen, and brought short report on some phase of interest to members at each club meeting.
- (3) Gave forty-five subject matter demonstrations.

c. WORK IN LEADER TRAINING

1. Home Economics Council - Some members serve because of positions held; others represent areas of the county and are selected by the membership, according to rules adopted by the Council for expiration of terms and replacement of members. They are oriented individually and in meetings.
2. Foods and Nutrition and Home Management Committees - Members represent areas of the county and are selected by the membership, according to rules adopted by the committees for expiration of terms and replacement of members. They are oriented individually and in meetings.
3. Lighting Committees - Members represent areas of the county and are selected by the membership. They are oriented individually and in meetings.

4. Safety and Ornamental Horticulture Committees - Original members were selected by the Home Economics Council to represent areas of the county; replacements are selected by the committees. They are oriented individually and in meetings.
5. County Home Demonstration Club Committee - Club presidents and club program development chairmen were members and there were a few members-at-large who originally became members because of their positions in the clubs, but were retained as members by the committee because of their interest and help. They were oriented in club meetings and county committee meetings.
6. Home Demonstration Clubs and Junior Home Demonstration Club
 - a. Organizational - Club officers were elected by the club and Program Development, Standard Club, and Communications Chairmen were elected by the club or appointed by the club president. Club presidents were trained by correspondence, and in person at club meetings, and through County Home Demonstration Club Committee meetings. Standard Club Chairmen and Communications Chairmen were trained individually at club meetings.
 - b. Project - Project leaders volunteered or were selected by the club, under guidance of the Program Development leader. They were trained by specialists and the agent in leader training meetings. In a few cases, they were persons especially trained in the field.

YOUTH:

ESSEX COUNTY

A. WORK WITH PLANNING COMMITTEES

1. Honor Club - 18 members
2. County 4-H Council - 53 members
3. 4-H Clubs
 - a. Officers - 44
 - b. Leaders - 7

B. CONTRIBUTIONS MADE BY LOCAL LEADERS

1. Honor Club - members helped as a club and individually to further 4-H work
2. County 4-H Council - set county-wide 4-H goals and carried on a county-wide business program.
3. 4-H Clubs
 - a. Officers - served as the usual club officers in conducting business meetings
 - b. Leaders - served as organizational and project leaders for clubs and special activities.

C. WORK IN LEADER TRAINING

1. Honor Club - members were selected based on outstanding 4-H Club work, years of work, and age, as set up for Honor Club membership.
They were trained in Clubs, Council and Honor Club meetings.

2. County 4-H Council - since the council was composed of officers of the various clubs, members were selected by the clubs. Council members were trained in club and council meetings.

3. 4-H Clubs

a. Officers were trained by the clubs and trained at club and council meetings.

b. Leaders were selected because of their ability and interest. They were trained individually and in groups.

D. APPRAISAL OF LEADERSHIP IN THE COUNTY:

ESSEX COUNTY

Essex County Extension program leaders, although few in number, are well-qualified, have ability, and work hard to achieve county Extension goals and objectives. Individual leaders are called upon to serve in several capacities with the various Extension programs. There is a definite need for more leaders in Essex County. The training received by county leaders from Extension agents is appreciated in terms of personal improvement.

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

ESSEX COUNTY

1. Phase: Farm Management - Enterprise Records - 1964
2. Reasons for Major Emphasis
 - a. On the majority of farms in Essex County expense and income items are recorded for the total farm operation. The net farm income on these farms has decreased for several years.
 - b. An evaluation of individual enterprises is needed to give farmers factual information needed to make profitable farm management decisions.
3. Objectives
 - a. Assist farmers in separating expense and income items on individual enterprises.
 - b. Help farmers evaluate enterprise records and plan for resource use adjustment within the different farm enterprises.
4. Progress Toward Reaching Objectives
 - a. Activities Conducted
 - (1) Presented economic background information to Essex County-Tappahanneck Chamber of

Commerce, Board of Supervisors, and Service Clubs.

- (2) Contacted farmers to determine their interests and needs for enterprise records.
- (3) Contacted area Farm Management Agents to plan material for enterprise record keeping program.

b. Methods Used

- (1) Personal contacts
- (2) Telephone calls
- (3) Radio talks
- (4) Newspaper articles
- (5) Circular letters
- (6) Special interest meetings

c. Results Obtained

- (1) Livestock producers in each of the magisterial districts are keeping enterprise records.
- (2) Crop producers of corn, soybeans and wheat have kept enterprise records.
- (3) One livestock producer plans to feed his calves to a heavier weight before marketing due to the information received from his livestock enterprise records.
- (4) Crop farmers have made resource adjustments based on information from crop enterprise records.

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT AND
NATURAL RESOURCE USE: ESSEX COUNTY

1. Phase: Farm Management - Schools for Farmers - 1964
2. Reasons for Major Emphasis
 - a. Changes in farm technology has accentuated the need for farmers to make management decisions based on the best combination of available resources.
 - b. Essex County farmers need advanced knowledge and methods to define their needs, evaluate their resources and make management decisions that will help them reach their goals.
3. Objectives
 - a. To teach farmers methods of farm management.
 - b. Teach farmers how to apply farm management methods in evaluating their farm operations.
4. Progress Toward Reaching Objectives
 - a. Activities Conducted
 - (1) Contacted farmers in Essex County to determine their interest and needs for farm management information.
 - (2) Cooperated with Extension Agents in Middlesex, King and Queen, King William, Charles City and New Kent Counties, in planning, organizing and presenting farm management information to farmers.

b. Methods Used

1. Personal contacts
2. Telephone calls
3. Radio talks
4. Newspaper articles
5. Correspondence

c. Results Obtained

1. Twelve farmers enrolled for the Farm Management School in Essex County.
2. The average number of acres of farmland owned and operated by the farmers attending the Farm Management School was 1050 acres.
3. One of the farmers attending the Farm Management School is Chairman of the County Governing Board of Supervisors.

Project Area: AGRICULTURAL PRODUCTION, MANAGEMENT AND
NATURAL RESOURCE DEVELOPMENT Essex County

1. Phase: Cash Crops - Weed Control
2. Reasons for Major Emphasis
 - a. Weeds reduce cash income to grain farmers by lowering yields, damage to machinery and increasing harvesting costs.
 - b. Need for farmers producing cash grains to learn how to operate machinery and use chemicals to control weeds in their crops.
3. Objectives
 - a. To teach farmers how to recognize and control weeds in farm crops.
 - b. Increase net income from sale of crops by reducing the effects of weeds in crops.
 - c. To demonstrate and teach effective methods of operating machinery and use of chemicals in weed control programs.
4. Progress made in reaching objectives

Educational Publications

Cash grain farmers were given a copy of V.P.I. Bulletin 205 - "Farm Weeds - Their Importance and Control", and V.P.I. Circular 728 - "Chemical Weed Control Guide for Virginia." This

educational material was useful to crop farmers in helping them recognize and use recommended weed control chemicals in their cropping programs.

Individual Contacts

County Extension agents worked with individual crop farmers, helping them to plan and use weed control methods.

Agricultural Businessmen

County Extension agents recommended to county and area agricultural businessmen that they make available machinery, parts, supplies and chemicals needed by farmers to control weeds in their crops.

Weed Control Demonstrations

V.P.I. Extension Specialists, Agronomy Department Specialists, county Extension Agents, Farm Management Specialists, and Agricultural Businessmen cooperated in establishing weed control demonstrations in Essex County. These demonstrations were designed to give comparison of the cost of chemicals and their effectiveness in controlling weeds.

Results

In a personal interview with crop farmers, they indicated that although varying climatic conditions made it hard to evaluate the effects of chemicals used to control weeds, in most cases the chemicals were effective, but morning glory and annual grasses were more difficult to control this year.

Chemicals most frequently used on corn were 2-4-D and Atrazine. Chemicals used on soybeans were Dinitro compounds. Alanap and Chlore-I-F-C and PCP compounds.

These agricultural businessmen were asked to compare their 1963 and 1964 sales of weed control chemicals. Their comparisons were: Weed control chemicals used on corn increased over the amounts used in 1963 by thirty to fifty percent.

Grain buyers indicated that there was a much smaller percentage of weed seeds and weed material in the crops marketed this year in comparison to previous years.

II. Project Area:

Essex County

A. AGRICULTURAL PRODUCTION, MANAGEMENT AND NATURAL RESOURCE DEVELOPMENT

1. Phase: FIELD CROPS - Economics of Production
2. Reasons for Major Emphasis
 - a. Low income from sale of crops produced by old cultural methods.
 - b. Need for improved cultural practices to be competitive with farmers in other areas.
 - c. Need to reduce costs involved in production of farm crops.
3. Objectives
 - a. To increase the income from farm crops through the use of more efficient cultural practices.
 - b. Adoption of efficient cultural practices to compete with farmers in other areas.
 - c. Reduce the production costs of farm crops to help reduce the effect of lower market prices on net income.
4. Progress toward reaching objectives
 - a. Activities

Minimum Tillage Demonstration Plots

Two minimum tillage demonstrations totaling 6.5 acres were established in 1964. These minimum

tillage (plow-plant) demonstrations were established to provide information to farmers in this area on the feasibility of this cultural practice in the production of crops. Mr. Easley Smith and Mr. Edward Hale of the Agricultural Engineering Department were responsible for the adjustment and operation of the tractor and planting equipment. Mr. Allan Kates, of the Plant Pathology Department, was responsible for the mixing and application of herbicides on these plots. Plans and arrangements for these demonstrations were carried out as set forth in the Essex County Agricultural Agents 1964 Plan of Work. Mr. C. B. Lanford, County Agent-at-Large, collected the time, labor, and expense information on these plots. The V. P.I. Agronomy Department established the soil potential for these plots.

Soybean Fertilization Plots

Two soybean fertilization plots were established to try to determine the response of soybeans to different plant feed elements applied at varying rates. Mr. George Hawkins, Allen Allison and G. R. Epperson of the V.P.I. Agronomy Department cooperated in establishing these plots.

b. Methods Used

Special Interest Meetings

Agronomy Committee

A committee of leading crop producers in each of the three districts of the county met with the Extension agents to discuss crop production in Essex County. After considering the factual information concerning crop production in the county, the committee selected the goals and objectives to be included in the Essex County Extension program for 1964.

Cooperators

Local Agricultural Businessmen

The goals and objectives selected by the Agronomy Committee were discussed with local agricultural businessmen. These businessmen cooperated with the Extension agents by providing equipment and materials needed for the crop production phase of the County Extension program.

Other Agencies

Tidewater Soil Conservation District Board of Supervisors, Essex County Vocational Agricultural Department, County R. A. D. Committee, Virginia Department of Agriculture and Forestry, Soil Conservation Service, Farmers' Home Administration, Agricultural Stabilization and Conservation Service, and other state, and federal

agencies were contacted as to the needs that had been expressed by the County Agency Committee. These various agencies cooperated with Extension agents in carrying out the crop production program.

Personal Contacts

Extension agents personally contacted crop producers, businessmen, and other agencies whenever necessary to carry out the crop production program.

Publicity

Radio programs, newspaper articles, circular letters, and other communication media were used to keep the county people informed of the crop production program.

c. Results

Leading crop producers in each of the three magisterial districts were personally contacted to determine the extent of any change in cultural practices during 1964.

Farmers producing corn in 1964 increased the amount of Atrazine to replace machine cultivation from twenty to fifty percent more than that used in 1963.

Soybean producers used from five to eighty percent more chemicals to substitute for machine cultivations.

Some of the crop producers interviewed indicated that they reduced the number of times normally used in plowing, preparing and planting cropland.

The use of larger tractors has made it possible to pull more than one piece of equipment, thereby reducing the time and labor for preparing land and planting crops.

1. Tappahanneck Feeder Pig Sale Association, Inc.
2. Fredericksburg Feeder Calf Sale Association
3. Tidewater Beef Cattle Association

The volume of livestock being marketed through these three organizations has increased by at least ten percent over the volume marketed in 1963.

Feeder Pig Sales are scheduled every other month. Feeder Calf Sales are conducted in the fall of the year. Fat cattle sales are scheduled every other week during the cattle feeding season, as needed.

Tel-O-Auction

Through the use of multiple telephone connections, livestock was sold to buyers in Virginia and other states. This method of marketing has proven very successful in 1964.

Inspection and Grading of Livestock

Livestock that was inspected on the farm by a leader and the Extension agent, and later given an official live grade by State Livestock Graders, commanded a premium from livestock buyers. In the case of feeder pigs, this premium ranged from \$3.00 to \$5.00 per head. For beef calves the premium ranged from \$1.00 to \$3.00 per hundredweight.

Results

Organized feeder pig sales have increased from 200 head to approximately 2000 head per sale. Approximately 1500 head of feeder pigs were marketed by Essex County feeder pig producers in 1964.

Ten feeder calf producers sold 300 head of calves through organized livestock sales in 1964.

One hundred and fifty fat cattle were marketed through organized sales in 1964.

Phase: Work Within the Project Area: Essex County

AGRICULTURAL PRODUCTION, MANAGEMENT AND NATURAL
RESOURCE DEVELOPMENT

Planning and Management of the Farm Business

A farmer enrolled in the V.P.I. Farm Records Program was helped to close out his 1963 records. A summary of the records was explained with emphasis placed on the use of the summary in planning future farm operations. This farmer is in the Grade A Dairy Business.

A father and his son were assisted in the over-all planning of their farm business.

Field Crops (Production and farm marketing)

A series of educational meetings were conducted by the county Extension agent, to present factual information about the 1964-65 Wheat Program. These meetings were held throughout the county in an effort to provide each farmer factual information concerning this program.

An area meeting was held by V.P.I. Extension Specialists for professional agricultural workers. Material presented at this meeting included equipment, methods, buildings, and the economics of grain handling on the farm.

Soil Management

Soil Tests

There has been an increase in the number of soil samples taken by Essex County farmers. Farmers requesting lime and fertilizer amounts per acre for specific crops have been given this information, based upon the soil sample analysis, soil type, crop history, and other factors. Farmers applying for ASCS programs have been given recommendations for the amount of lime to be applied to correct soil acidity.

Entomology

Farmers were assisted in the identification of insects attacking their crops. Recommendations for controlling these insects were made to farmers and agricultural businessmen.

Home owners were assisted with identification and control of household insects.

Poultry

A tour of poultry farms using insulation, ventilation, and other methods of controlling environmental factors was conducted by Extension agents, power suppliers and agricultural businessmen in this area.

Livestock

Farmers producing livestock were assisted in selecting breeding herd replacements. Recommendations were made for the amounts and kinds of feed for different ages and classes of livestock.

Livestock producers were assisted by county Extension agent and leaders in selecting animals to be marketed, through Extension organized livestock sales.

Agricultural Engineering

A tour of engineering practices carried out through the Essex County ASCS office was conducted in various parts of the county. This tour included farm ponds, tile drainage, and open ditches.

Recreation

Factual information on the local needs for recreational areas was presented by the Extension agent to civic groups, Women's Clubs, and the Chamber of Commerce.

OTHER WORK WITHIN THIS PROJECT AREA

Responsibility for Total County Extension Programs

Due to the unanticipated transfers of the Home Demonstration Agent and the Assistant County Agent, the County Agent has been responsible for the total county Extension programs for approximately six months. The addition of the Home Economics Program and 4-H Program commitments to an already filled schedule of Adult Agricultural program commitments has been extremely difficult to fulfill. The Extension office secretary has contributed a great deal of time and effort in helping carry out the planned county Extension program in addition to her regular secretarial duties. The Administrative Extension staff and Specialist staff have also been very cooperative in assisting with carrying out the total Extension programs in Essex County. This unanticipated work has given the Extension Agent a better concept of the total county Extension Program.

B. Other Work Within the Project Area:

ESSEX COUNTY

REFUSE AND GARBAGE DISPOSAL

The Town of Tappahanneck requested the County Board of Supervisors to appropriate funds to help defray the maintenance costs of a refuse and garbage dump. There was a question as to the percent of use county residents made of the Town of Tappahanneck owned and operated dump site. The Board of Supervisors requested the Extension agent to make a county wide (excluding Town of Tappahanneck residents) survey of the refuse and garbage disposal methods being used by county landowners and temporary residents.

The results of this survey were as follows:

78 families disposed of garbage and refuse on their own property.

13 families had it collected and disposed of by private individuals.

19 disposed of garbage by other methods.

94 persons indicated that they thought their method of disposal was satisfactory, and 87 persons felt that their methods were unsatisfactory and expensive.

115 persons thought that the county should provide a disposal site in each of the districts of the county.

97 persons indicated that they would be willing personally to take their garbage from three to seven miles for disposal.

58 persons were interested in having their refuse and garbage collected by a private individual for a reasonable fee, and 70 were not interested in this service.

II. Report on Project Area: EXTENSION HOME ECONOMICS: ESSEX COUNTY

A. Phase given major emphasis

1. PHASE: Improved Management in the Use of Total (Family) Resources of Time, Money, Energy, Abilities to Provide Desired Satisfactions for Individual Members of the Family

2. Why this phase received major emphasis:
 - a. Homemakers were pressed for time to perform their numerous activities. Since time cannot be increased, the salvation lay in using their time more efficiently.

 - b. Many homes had limited storage spaces, which could be made more useful through an improvement program.

 - c. Youth needed training in home management

3. Objectives
 - a. To provide homemakers information to help them improve knowledge and skills in time management.

 - b. To provide homemakers information to help them improve knowledge and skills in improving their home storage

 - c. To train youth in home management

4. Progress made in reaching objectives

a. Activities conducted

- (1) Handout on time management
- (2) Handout on time management in foods
- (3) Demonstration to Home Demonstration Clubs on Making Better Use of Home Storage Spaces
- (4) 4-H projects on Housekeeping, Money Management, Washing and Ironing

b. Methods used

- (1) Handouts
- (2) Method demonstrations
- (3) Visual aids
- (4) Radio talks
- (5) News articles
- (6) Distribution of literature
- (7) 4-H projects

c. Results achieved

- (1) Home Management Committee members gave handouts to approximately eighty of their neighbors, on time management
- (2) Grocery store checkers in two large stores, distributed to their customers 2025 handouts on time management in foods.

- (3) 62 percent of the homemakers answering a questionnaire, reported improving the use of their home storage spaces, following the demonstration on that topic. Those passing this information on to others gave it to an average of four persons each.
- (4) Four 4-H Club members participated in the Housekeeping, three in Money Management, seven in the Washing, and eight in the Ironing projects

II. Report on Project Area: EXTENSION HOME ECONOMICS: ESSEX COUNTY

A. Phase given major emphasis

1. PHASE: Nutrition

2. Why this phase received major emphasis

- a. Many families did inadequate meal planning and did not plan meals consistent with the best information on nutrition.
- b. Homemakers needed information to help them buy food more efficiently, and prepare it in a limited period of time, while maintaining the best flavor and nutritional value.
- c. Youth needed help in food preservation.

3. Objectives

- a. To provide homemakers and young homemakers information to help them and their families improve knowledge, skills, and attitudes in nutrition and meal planning.
- b. To provide homemakers and young homemakers information to help them improve knowledge, and skills in food buying.
- c. To provide homemakers and young homemakers information to help them improve knowledge and skills in meal preparation.
- d. To give youth help in food preparation and preservation.

4. Progress made in reaching objectives

a. Activities conducted

- (1) Publicity on Food Faddism
- (2) Publicity on Menu Planning
- (3) Demonstration to Junior Home Demonstration Club on
Food Habits and Table Manners for Children
- (4) Reports to Home Demonstration Clubs on Buying Mixes Vs.
Preparing Your Own
- (5) Reports to Home Demonstration Clubs on New Foods on
The Market
- (6) Demonstrations on Wiser Buying of Meats to Home
Demonstration Clubs and Junior Home Demonstration
Club
- (7) Reports to Home Demonstration Clubs on Selection of
Cooking Utensils
- (8) Reports to Home Demonstration Clubs on Most Popular
Spices and Herbs, and Those Less Used But Interesting
- (9) Demonstration to Junior Home Demonstration Club on
Broiler Meals
- (10) Demonstration to Junior Home Demonstration Club on
One-Dish Meals
- (11) Demonstrations to Home Demonstration Clubs on Nutritious
Quick and Inexpensive Meals
- (12) Demonstrations to Home Demonstration Clubs and Junior
Home Demonstration Club on Use of Spices and Herbs

- (13) Information to Home Demonstration Clubs on Growing Herbs
- (14) 4-H projects on Food and Nutrition, Bread, Outdoor Meals,
and Food Preservation

b. Methods used

- (1) Method demonstrations
- (2) Visual aids
- (3) Illustrative materials
- (4) News articles
- (5) Radio talks
- (6) Reports to Home Demonstration Clubs
- (7) Leader Training meetings
- (8) Correspondence
- (9) Distribution of literature
- (10) 4-H projects

c. Results achieved

- (1) 85% of the homemakers answering a questionnaire reported they had received help from the demonstration on Nutritious Quick and Inexpensive Meals. They passed this information on to an average of two persons each.
- (2) The demonstrations on Wiser Buying of Meats and Use of Spices and Herbs were too late in the year to give results in this report.
- (3) Six Junior Home Demonstration Club members received help from the demonstration on Food Habits and Table Manners for Children

Ten received help from the Broiler Meals demonstration, and eight received help from the One-Dish Meals demonstration

- (4) Home Demonstration Club members attending club meetings received help from the Consumer Information reports on food topics
- (5) 39% of the homemakers answering a questionnaire reported reading news articles by the agent, and 39% reported hearing radio talks by the agent
- (6) 54% of the homemakers answering a questionnaire reported following up the demonstrations on Holiday Foods, given late in 1963. They passed this information on to an average of six persons each.
- (7) Twenty-three 4-H Club members participated in the Foods and Nutrition project, four in Bread, twelve in Outdoor Meals, and two in Food Preservation projects.

II. Report on Project Area: EXTENSION HOME ECONOMICS: ESSEX COUNTY

A. Phase given major emphasis

1. PHASE: Clothing

2. Why this phase received major emphasis:

- a. Many homemakers needed additional information on clothing selection
- b. Many homemakers did not give family clothing the best of care
- c. Many homemakers and youth did limited clothing construction, but could have done more with adequate knowledge and skills
- d. Youth needed help with personal grooming

3. Objectives

- a. To provide homemakers information to help them improve knowledge and skills in clothing selection, for good appearance and better use of money
- b. To provide homemakers and youth information to help them improve knowledge, skills and attitudes in care of clothing and self
- c. To provide homemakers and youth information to help them improve knowledge and skills in constructing clothing for good appearance and a saving of money

4. Progress made in reaching objectives

a. Activities conducted

- (1) Demonstrations at Home Demonstration Clubs on Good Design in Clothing We Make and Buy
- (2) Reports at Home Demonstration Clubs on Selection of Clothing Accessories
- (3) Demonstrations at Home Demonstration Clubs on Keeping Up With New Fabrics and Finishes
- (4) Demonstration to Junior Home Demonstration Club on Clothing Etiquette
- (5) Reports to Home Demonstration Clubs on Selection of New Fabrics and Finishes
- (6) Demonstrations to Home Demonstration Clubs on Storage of Out-of-Season Garments
- (7) 4-H Clothing projects in Looking Your Best, So You'd Like to Sew, and Clothing Make or Remake
- (8) Making Chenille Hats as part of a Rural Arts Workshop
- (9) Covering Shoes as part of a Rural Arts Workshop

b. Methods used

- (1) Method demonstrations
- (2) Workshops
- (3) Illustrative materials

- (4) Distribution of literature
- (5) 4-H projects
- (6) Contests and awards
- (7) Correspondence
- (8) Radio talks
- (9) News articles

c. Results achieved

- (1) 46% of the homemakers answering a questionnaire reported that the demonstration on Good Design in Clothing We Make and Buy had helped them. Those passing this information on to others gave it to an average of two persons each.
- (2) 77% of the homemakers answering a questionnaire reported that they had received help from the demonstration on Storage of Out-of-Season Garments. Those passing this information on gave it to an average of one person each.
- (3) 62% of the homemakers answering a questionnaire reported they had received help from the demonstration on How to Select Foundation Garments, and Care for Them, given in late 1963. Those passing this information on gave it to an average of two persons each.
- (4) 15% of the homemakers answering a questionnaire reported receiving help from the special interest meeting on

Knitting, given in late 1963. Those passing this information on gave it to an average of three persons each.

- (5) Home Demonstration Club members attending club meetings received help from the consumer information reports on clothing topics.
- (6) 39% of the homemakers answering a questionnaire reported reading news articles by the agent, and 39% reported hearing radio talks by the agent.
- (7) Six persons participated in the section of the Rural Arts Workshop on Making Chenille Hats.
- (8) Two persons participated in the section of the Rural Arts Workshop on Covering Shoes.
- (9) Forty-one 4-H Club members participated in the Looking Your Best project; thirty-two in the So You'd Like to Sew project, and twenty-one in the Clothing Make or Remake project.

II. Report on Project Area: EXTENSION HOME ECONOMICS: ESSEX COUNTY

A. Phase given major emphasis

1. PHASE: Furnishings

2. Why this phase received major emphasis

- a. Many homemakers and youth needed additional information on selection and use of furnishings for the greatest comfort and beauty at the least cost.
- b. Many homemakers needed help on the application of art principles.
- c. Youth needed better lighted study areas.
- d. Youth needed help in home furnishings.

3. Objectives

- a. To provide homemakers information to help them improve knowledge, skills, and attitudes in selection and use of home furnishings.
- b. To provide homemakers information on art to help them improve knowledge, skills, and attitudes regarding art principles and their application.
- c. To provide youth and their parents information on good study lighting.
- d. To provide youth information on home furnishings.

4. Progress made in reaching objectives

a. Activities conducted

- (1) Demonstrations at Home Demonstration Clubs on Selection of Wood Furniture
- (2) Reports to Home Demonstration Clubs on Things to Consider Before You Buy Furniture
- (3) Demonstrations at Home Demonstration Clubs on Using Driftwood and Native Materials as Interesting Accessories
- (4) Using Marbles in Decorative Objects as part of Rural Arts Workshop
- (5) Demonstrations at Home Demonstration Clubs on Basic Art Principles
- (6) Reports at Home Demonstration Clubs on eight famous paintings and their artists, welded sculpture and modern art
- (7) Reports to Home Demonstration Clubs on Art Supplies for the Beginner
- (8) Special Interest Meeting on "The Story Behind the Painting"
- (9) Tour of the Virginia Museum of Fine Arts
- (10) Study Lighting Survey distributed to grades four through twelve, and recommendations made for improvement on those returned
- (11) 4-H projects on Your Room, Your Furnishings, and Your Home