

PLAN OF WORK

BEDFORD COUNTY, VIRGINIA

1964

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BEDFORD COUNTY MAJOR EMPHASIS EDUCATIONAL PLAN  
 PROJECT AREA: AGRICULTURAL PRODUCTION - MANAGEMENT  
 AND NATURAL RESOURCE DEVELOPMENT  
 PHASE: FARM MANAGEMENT - FARMER EDUCATION PROGRAM - year 1964

The Situation:

There has been a definite increase of interest in farm management during the past year in Bedford County. One farmer's school has been successfully completed and the farmers are requesting more information and assistance in farm planning and organization.

The Specific Problem:

Farmers in Bedford County lack knowledge in the area of farm planning and organization of the farm business to assure adequate net income.

The Program Objective:

To assist the farmers through organized workshops so that they may better understand and improve their farm planning, organization and efficiency, and thereby increase net income to the farm and family.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Farmers to learn more about and better understand:	Farm management Agents-at-Large.	1. Close out mail-in farm records.	January	County Agent Farm Mgt. Ag
1. How to recognize economic problems and weaknesses in the farm business.	Analysis of VPI Mail-In Record program and other publication in this area. Assistance from specialists from the different production fields.	2. Hold meeting for all mail in farm record. Visits to review in detail their analysis.	April	Farm Mgt. Ag Specialist from VPI

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
2. How to correct these problems and weaknesses through:	V.P.I. Farm Management Staff.	3. Hold Farm Management School in Bedford County for farmers who have completed one school.	November December	Farm Management Team and Specialists
a. Crop enterprise budgeting.	Visual training aids, books, bulletins and other publications related to this area obtained from VPI and other Land Grant Colleges.	4. Personal visits where necessary to get the whole story across to the farmer.	Anytime from January 1 to December 31, 1964.	County Agent Farm Mgt. Spec. Farm Mgt. Agents
b. Livestock enterprise budgeting.				
c. Machinery economics				
e. The complete farm plan.	Other Farm Management Agents and subject matter specialists.			

Evaluation:

1. Determine through the results of the mail-in record program and on farm records in Bedford County for participating, if there was a change in net farm income.
2. Questionnaire to farmers participating in the school to their reaction and comments.

BEDFORD COUNTY MAJOR EMPHASIS EDUCATIONAL PLAN  
PROJECT AREA: AGRICULTURAL PRODUCTION, MARKETING  
MANAGEMENT AND NATURAL RESOURCE DEVELOPMENT  
PHASE: LIVESTOCK - MARKETING FEEDER CATTLE - Year 1964

The Situation:

According to census figures of 1959 more than 10,000 beef cows are in Bedford County. Approximately 92% to 96% of the cows produce an offspring which goes to market or is kept for replacement. The quality of the cattle as a whole is low. The sires being purchased to breed the average herd is from the low cost class.

The livestock committee is greatly concerned about the loss in dollars to livestock farmers. They feel that an educational program on improving quality and marketing through a uniform marketing system should have a very definite place in the Extension program.

The Specific Problem:

Too few farmers are taking advantage of uniform cooperative marketing of their calves and trying to improve quality.

The Program Objective:

To get more farmers to sell their calves cooperatively and improve quality thereby increasing the net income of Bedford County livestockmen.

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TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist livestockmen and those who work with beef cattle.	Extension Bulletin 207 & 2141 1963 Results of Va. Beef Calf Sales  Circular 723	1. Hold county wide meeting of livestock producers, Extension Specialists lead the discussion.	January or February	Agent & Livestock Committee

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TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. To acquire a better understanding of selecting sires and keeping replacement cattle.	1963 Report of Va. Beef Cattle Results.	2. Have cattle farmers purchase bull from BCIA herds.	March	Livestock Committee
		3. News stories will be written on livestock management, and cooperative marketing of calf crop. These will be published in local paper.	April	Agent and Editor of local paper.
2. To understand the requirements and skills necessary to sell cattle cooperative.	Visual Aid Library, VPI Extension Specialists Annual Reports of BCIA Performance Testing Program Ext. Bul. 207 Sale Results Livestock Market. Farmers Bulletin 2141 Circular 723	4. Promote importance of sire selection some management practices, and cooperative marketing with radio programs.	April May July	Agent
		5. Farm visits and personal contacts.	May, June July August	Agent Livestock Committee, Market manager
		6. Mail to all breeders a circular letter with pertinent information on getting calves ready.	August	Agent
		7. Visit non-cooperative farmers.	July August	Livestock Committee & Agent
		8. Mail previous years sale results to non-cooperative farmers.	September	Agent
		9. Invite all non-cooperative farmers to feeder calf sale.	October	Agent

Evaluation:

At the close of one year a summary of the number of calves sold and the number of additional farmers participating would be secured from the market. The quality of calves sold would be secured from the state summary. Through the use of the livestock committee and personal contacts the number of registered sires will be summarized.

BEDFORD COUNTY MAJOR EMPHASIS - EDUCATIONAL PLAN  
PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT AND  
NATURAL RESOURCE DEVELOPMENT  
PHASE: DAIRY - MASTITIS CONTROL - Year 1964

The Situation:

According to DHIA Reports and others, udder trouble was responsible for over 30% of the removals from county herds. The local veterinarians say that mastitis is prevalent in at least 75% of the herds they serve. It is estimated that mastitis is costing the dairymen of this county at least \$175,000 per year in lost milk, drugs, veterinary service and damaged animals.

The dairy committee is greatly concerned about the high dollar loss to county dairymen. They have strongly recommended that a carefully planned educational program on mastitis control be given high priority in the County Extension program (similar to the on-going state program).

The Specific Problem:

A high incidence of mastitis in the dairy herds of the county.

The Program Objective:

To reduce the incidence of mastitis and thereby increase the net income of county dairymen.

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TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist dairymen and those who milk the cows:	Agent training workshop and materials provided by state training team.	1. Follow through for a check order working team of task force.	At all times	Extension Agent
1. To acquire a better understanding of the recommended managed milking practices.	V.P.I. Circular 846-M	2. Train demonstration farm units with periodic check	January through August	Task force members and Agents
2. To acquire skill in applying these practices.	Materials provided by State Team.	3. Complete final plans for a demonstration.	September or October	Task force Members and Agents

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
3. To acquire a routine habit of managed milking.	VPI Circular 846-M	4. Hold first managed milking demonstration.	October	Mastitis Control Team
	Materials provided by State Team.	5. News Stories will be written on the first demonstration.	October	Agent

Evaluation:

During 1965 the professional team will select a random sample from among those who attended the community demonstrations. Individual professional workers will divide up this sample and each selected farm will be visited. A simple questionnaire will be used to determine the extent of change that has taken place since the demonstrations were held. Results of this evaluation might be used to give direction to plans for additional mastitis prevention programs.

(The task force in Bedford County has already selected six demonstration farms and completed the survey form with a follow-up on changes recommended for a good managed milking program.)

Other phases of Extension work to receive emphasis similar to the examples above will be:

- Phase: Agronomy - Corn and Silage Production
- Phase: Agronomy - Alfalfa Hay Production
- Phase: Agronomy - Tobacco Production
- Phase: Livestock - ECLA Work
- Phase: Dairying - Herd Improvement and Management
- Phase: Poultry - Egg Production and Flock Management
- Phase: Community Improvement Clubs
- Phase: Forestry - Management and Reseeding

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: NUTRITION - YEAR 1964

The Situation:

Bedford County does not have a long-time home economics Extension plan of work. Program projection would provide programs that grow out of the expressed wants and carefully analyzed needs of local people.

The Specific Problem:

Bedford County lacks a long-time home economics plan to base its programs on.

The Program Objective:

To develop a long-time home economics nutrition program in Bedford County.

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<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
1. To help leaders understand better the objective and purpose of the Extension Service.	Extension Bulletins U. S. Census Bulletin Specialists District Agents	1. Develop plans for home economics nutrition program projection in Bedford County.	May	Agents County Staff
2. To develop leadership skills among those participating.		2. Select committee members best suited to perform effectively on the nutrition committee.	May June	Agents County Staff Consult Board Members
3. To help interest potential leaders.		3. Home visits with Committee members to orientate them to the committee.	May June	Agent
4. To learn to use the decision making process.		4. Prepare statistics and material for presentation to the committee.	May June	Agents County Staff District Agent Specialists

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
5. To learn the resources that are available to the people in the county and to use these resources to help solve problems		5. Have Organizational meeting of committee and further orientate committee members.	June	Agents
6. To learn major problems areas of people throughout the county in the area of nutrition; to rate these problems and establish priorities; to develop a plan to help solve these problems.		6. Home visits with committee chairman to help her prepare for her responsibilities.	June	Agents
		7. Use the management process to discover major problem areas in the county. Establish priorities and select areas of work.	June	Agents Specialists District Agt. Professional people.
		8. Meet with committees to determine problems and plan a long-time nutrition program of work.	June July Other Months.	Agents District Agts. Professional people.

Evaluation:

Informal survey at the beginning and during the program projection process to determine the progress towards the educational objectives.

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: NUTRITION - YEAR 1964

The Situation:

Many people in Bedford County are obese. Obese people are subject to more degenerative diseases and have an earlier mortality age. Overweight condition have become nationally a major health problem, especially past middle age.

The Specific Problem:

Many homemakers in Bedford County are overweight and desire help in regaining their recommended weight.

The Program Objective:

To help obese homemakers regain their recommended weight and thereby improve health status. Also, through a weight control group.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. To provide homemakers with knowledge about improving eating habits to control weight and regain their desirable weight.	MF-297	1. Discuss program with County Health Department. Solicit their help with program.	February	Agent
	MF-308			
	MF-305			
	MF-325	2. Order bulletins and supplies for weight control group.	February	Agent
	Bul. 219			
	H&G. #74			
	Roanoke Dairy Council Bedford County Health Dept.	3. Prepare news articles and radio programs announcing formation of a weight control group.	February	Agent

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TEACHING OBJECTIVESSOURCE OF SUBJECT MATTERMETHODSWHENBY WHOM

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4. Have organizational meeting of weight control group. Weigh in members, secure application blanks, take "before" pictures of members. Determine nominal weight. Explain purposes of group. Show movie "Weight Reduction Through Diet." Have group keep food record for 2 weeks.

March 9

Agent

5. Have representative of County Health Department lead discussion on "What Causes People to be Overweight", weigh members, check menus.

March 23

Agent and  
County Health  
Department

6. Have doctor discuss dangers of being overweight. Weigh members. Show film, "Cheers For Chubbies."

April 6

Local Doctor  
Agent

7. Why not use reducing Fad diets. Check food records and weigh members.

April 20

Agent

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
		8. The importance of activity in weight control.	May	Physician Agent
		9. How to select refreshments and snacks.	May 25	Dairy Council Director & Agent
		10. Low Calorie dessert demonstration. Show film, "It's Your Health."	June 8	Agent
		11. Choose clothes to slendriize your appearance.	June 22	Local Store and agent.
		12. Low calorie picnic to present recognition certificates.	July 13	Agent
		13. Follow-up meeting to determine results of group in controlling weight.	January 1965	Agent

Evaluation:

Check weight records to determine success of group in controlling weight. Plan follow-up meeting six months later to determine future results.

OTHER AREAS OF EMPHASIS:

Clothing.

PROJECT AREA: 4-H CLUB WORK

PHASE: Project Work - Year 1964

The Situation:

The quality of project work is important in observing the growth and development of each individual. It is necessary for 4-H'ers to keep records in order to show the agents and leaders what they have done. Records also help the child see where he has been and to make plans for his future project work.

The Specific Problem:

Lack of accurate record keeping and project completion.

The Program Objective:

To improve the quality of the project work and increase the number of projects completed.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. To assist Club members in recording project work done.	Electric Project Record book, project manual, adult leaders' handbook.	Instructions at a monthly club meeting.	April	County Staff Adult Leaders
2. To evaluate project work being done and give instructions and suggestions for improvement to the individuals.	Score Cards.	Home visits, demonstrations, Exhibits in local and area fairs.	All Year	County Staff Adult Leaders Jr. Club Leaders
3. To instruct members in information that would be useful in their project work.	Project books for the individual project and supplementary material.	Project workshops - Electric tractor, foods and nutrition, clothing schools.	March June July August	County Staff Adult Leaders Jr. Leaders Representatives of various industries State specialists

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TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
4. To get related subject matter into the hands of club members.	Bulletins printed by the Specialists in specific Departments, such as dairy, engineering, home economics, etc.	Home visits, Monthly club meetings.	All Year	County Staff Adult Leaders

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Evaluation:

The project record books completed and turned into the County Extension Staff will be carefully checked to see if there has been improvement