

1963

PLAN OF WORK

PAGE COUNTY

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A. AGRICULTURAL PRODUCTION, MANAGEMENT, AND NATURAL RESOURCE DEVELOPMENT

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT  
AND NATURAL RESOURCE DEVELOPMENT

PHASE: Agronomy (A), Corn Production, Year 1963

The Situation:

According to the 1959 census, the yield of corn in Page County was 53 bushels per acre for grain and 10 tons per acre for silage. The Agronomy Committee felt that these yields could be improved upon considerably.

The Specific Problem:

Low per acre yields for grain and silage.

The Program Objective:

Increase corn yields.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
Corn producers become aware of the need of increasing fertilizer rates (particularly nitrogen), and using weed control measures in order to produce corn more efficiently.	Bul. 183, "Fertilizer Recommendations for Virginia"	Monthly news letter Radio and news articles	April April	Agent Agent
	Bul. 516, "Corn and Other Crops for Silage in Virginia"	Demonstrations: 1. Complete corn production demonstration	May	Agent Specialist
	Cir. 871, "Corn for Silage"	a. $\frac{1}{2}$ a. low stand 60# N/A b. $\frac{1}{2}$ a. low stand 120# N/A		
	Cir. 728, "Chemical Weed Control Guide for Virginia"	c. $\frac{1}{2}$ a. high stand 60# N/A d. $\frac{1}{2}$ a. high stand 120# N/A		
	Leaf. No. 97, "The Wheel-Track Method"	2. Wheel-track planting demonstration	May	Agent Specialists
		Extension School Part of program will be devoted to results of corn production demonstrations	Nov.	Agent Specialists

EVALUATION:

Since this program will start on a demonstrational basis, very little can be evaluated this first year. The attendance at demonstrations and Extension school will be somewhat indicative of the acceptance of this program, however.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT

AND NATURAL RESOURCE DEVELOPMENT

PHASE: Agronomy (B), Crop Production Year - 1963

The Situation:

The Agronomy Committee feels that too few farmers are aware of the difference in maturity of grain, hay and silages as they relate to their individual feeding value.

The Specific Problem:

Reduction of feeding value of grain, hay and silages due to harvesting at the wrong stage of maturity.

The Program Objective:

Increase feeding value of forage and grain crops.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
Farmers become aware of the difference in the feeding value of grain and forages harvested during different stages of maturity.	Cir. 871, "Corn for Silage"	Monthly news letter	May	Agent
	Leaf. 153, "Here's When to Harvest Corn for Silage"	Radio and news articles	May, June, July, Sept.	Agent
	Bul. 97, "A Handbook of Agronomy"	Grain and Forage County Show and Contest 1. Grain and forage samples to be judged. 2. Discussion of samples 3. Production of high quality grain and forage 4. Awarding prizes to contest winners	Nov.	Agent Specialist

EVALUATION:

The number in attendance at the Grain and Forage Show and Contest will give some indication of the importance felt. Many farmers will not realize the differences in the feeding value of forage as it relates to stage of maturity until after this county meeting.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT

AND NATURAL RESOURCE DEVELOPMENT

PHASE: Agronomy (C) Alfalfa Production, Year - 1963

The Situation:

The yield of alfalfa in the county according to the 1961 estimate was 2.6 tons per acre. The Agronomy Committee feels that this low production per acre is due to farmers not applying the recommended annual fertilization rate.

The Specific Problem:

Low alfalfa yields per acre.

The Program Objective:

Increase the per acre yield of alfalfa by applying fertilizer annually.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
Alfalfa producers become aware of the need of fertilizing their fields	Bul. 183, "Fertilizer Recommendations for Virginia"	Special letter to alfalfa producers	March	Agent
			June	Agent
annually in order to increase yields and produce alfalfa economically.	Cir. 685, "Alfalfa Seeding Suggestions"	Radio Broadcast and news articles	March	Agent
			June	Agent
	Bul. 97, "Handbook of Agronomy"	Set up two demonstrations 1. Already established alfalfa field 2. New seeding	Oct.	Agent
			March or July	Agent
		County Extension School - Topic of alfalfa production to be included in.	Nov.	Agent and Specialists

EVALUATION:

Since the demonstration and extension school will not be held until Fall, little will be able to be evaluated until next year.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT

AND NATURAL RESOURCE DEVELOPMENT

PHASE: Beef Cattle (A) Increase Production Efficiency, Year - 1963

The Situation:

Out of the approximately 177 livestock farms, sufficiently large in size, in the county, only eight beef cattle producers are keeping individual cow production records. The Beef Cattle Committee feels that additional emphasis should be placed upon keeping such records in order to help increase the efficiency of production; thus increasing the net farm income.

The Specific Problem:

Farmers keeping unproductive and/or inferior producing cows; thus the calves born often never reach the desired weaning weight for efficient production.

The Program Objective:

Increase weaning weights of calves by proper culling each year of cow herd through the use of individual production records.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
Farmers become aware of the need to keep individual cow herd records so that intelligent culling decisions can be made for higher production each year.	"Farm Management" manual Bul. 207, "Beef Cattle"	Monthly news letter Radio Broadcasts News Articles	Aug. Sept. Oct.	Agent
1. Increase weaning weight of calves.		Supervise the eight farms now keeping records and publicize results	Dec. & Sept.	Agent
2. Increase quality of calves.		Set up 500# Beef Cattle Club and award prizes to farmers producing 500# of beef per cow during 1964.	Oct. & Nov.	Agent
3. Increase quality of cow herd.				

EVALUATION:

An official record of the pounds of beef per cow produced can be estimated from the eight farms participating in the county beef cattle improvement program. However, an official record will not be available until the fall of 1964. It is anticipated that additional herds will be enrolled in the record keeping program during 1963 which will add to the no. already participating.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT

AND NATURAL RESOURCE DEVELOPMENT

PHASE: Beef Cattle (B) Disease Control, Year - 1963

The Situation:

The Beef Cattle Committee is very much concerned with the increased incidence of disease in calves each year.

The Specific Problem:

Growth rate of calves greatly decreased and/or actual loss of individual calves.

The Program Objective:

Stamp out as much as possible incidence of disease in calves by using recommended preventative measures.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
Farmers become aware of the need to practice strict preventative disease measures so that their annual crop of calves will yield normal returns at the expected length of time.	Bul. 207, "Beef Cattle"	Radio broadcast	Nov.	Agent
		News articles	Dec.	
		Monthly news letter	Jan.	
		Program devoted to preventative disease control recommendations for calves featured during the County Extension School	Oct.	Agent Specialist

EVALUATION:

A simple questionnaire sent to beef cattle producers asking them if the incidence of calf disease had decreased since practicing preventative control.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT  
AND NATURAL RESOURCE DEVELOPMENT

PHASE: Swine - Increase Efficiency of Production, Year - 1963

The Situation:

The Swine Committee feels that our educational program stressing the use of recommended management practices is greatly needed if farmers are going to realize a net profit from this enterprise.

The Specific Problem:

Low number of pigs weaned per litter.

The Program Objective:

Increase the number of pigs weaned per litter.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
Farmers become aware of the need to practice sound management recommendations in order to increase their net farm income from this enterprise.	Bul. 192, "Hog Production in Virginia"	News articles	March and August	Agent
		Radio broadcasts		
		Monthly news letter		
		Set up demonstrational herd:	Feb.	Agent
1. Stressing recommended management practices				
2. Production records kept on sows				
		Set up county-wide swine improvement program	Feb.	Agent
		Recommended management practices discussed during one of classes of the County Ext. School	Oct.	Agent and Specialist

EVALUATION:

Send questionnaire to farmers participating in the Swine Improvement Program listing the management practices followed and their production record to date.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT  
AND NATURAL RESOURCE DEVELOPMENT

PHASE: Sheep - Flock Management Demonstration, Year - 1963

The Situation:

A sheep flock management demonstration was set up in the county last fall and results of which will not be completed until this spring.

The Specific Problem:

Failure of many flock owners to practice good, sound management recommendations.

The Program Objective:

Sheep flock owners realize more net profit per head as a result of using sound management recommendations.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
Sheep flock owners become aware that following good, sound management practices will guarantee increased net income from their sheep enterprise.	Bul. 191, "Prosper With Sheep"	News articles & radio broadc.	Monthly	Agent
	1963 Sheep Management Schedule	Special news letter	6 a yr.	Agent
		Sheep Field Day	March	Agent & Specialists
		1. Results of demonstration		
		2. New parasite control recommendations		
		3. Other recommended management practices		

EVALUATION:

A simple questionnaire sent to flock owners asking them to check the recommended management practices conducted during the year.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT  
AND NATURAL RESOURCE DEVELOPMENT

PHASE: 4-H Livestock Production, Year - 1963

The Situation:

According to the 1963 4-H enrollment summaries, approximately one-third of the boys enrolled are situated to conduct a livestock project. Only one-third of that number is actually conducting a livestock project, and many of that group are conducting several livestock projects.

The Youth Committee and other individual adult leaders are concerned about the small percentage of boys and girls conducting livestock projects. They have recommended an educational plan and program executed to alleviate this problem.

The Specific Problem:

A small percentage of boys and girls conducting 4-H livestock projects.

The Program Objective:

Increase number of boys and girls 4-H livestock projects.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
1. To familiarize 4-H <sup>ers</sup> with some of the breeds of livestock.	Various breed associations  VPI Circular 380 VPI Circular 669	1. Usage of visuals in club meetings.	Feb.	Agent
2. To acquire a better understanding of the requirements for 4-H livestock projects.	VPI Circular 668 VPI Circular 414 VPI Circular 412 VPI R.B. 20	2. Lecture in club meetings  3. Presentation of circulars and other information as needed.	March  May	Agent  Agent
3. To acquaint 4-H <sup>ers</sup> with the projects available.		4. Personal visits with individual and parent	As needed	Agent
4. To acquaint 4-H <sup>ers</sup> with the opportunities available herein.	VPI 4-H Awards Handbook Materials provided by VPI Animal Husbandry Dept. and 4-H Department	5. Presentation of R.B. 20 in chart form.	As needed	Agent

TECHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
5. Acquaint 4-H'ers with opportunities available as a result of livestock projects.	Baby Beef Show	6. Talk by older club members on 4-H livestock projects.	As Needed	Older 4-H'ers
	Market Lamb Shows			
	Market Hog Shows	7. Project tours to which younger members and parents are invited.	Summer	Agent
	VPI Animal Husbandry Department.			
	Circular E-709	8. Repeat above steps as needed in fall.		
	Bulletin 216			
		9. Encourage participation in local fair in terms of livestock exhibits and in livestock shows.	May	Agent and Fair Assn.
			June	
		10. News stories on various phases of livestock program.	August	Agent
			During year	
		11. Organization of county Baby Beef Show and Sale	Target date-Aug.	Agents and Fair Assn.
	12. 4-H livestock judging team training	Jan.	Agent	
		June		Breed Assn.

EVALUATION:

Agent observance of increased interest in quality of and number of livestock projects. Observance of increased interest in participation in livestock shows, judging activities.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT

AND NATURAL RESOURCE DEVELOPMENT

PHASE: 4-H Livestock Production - Breeding Pig Chain, Year - 1963

The Situation:

Several years past, a breeding pig chain was established. As time progressed, the chain began to deteriorate in terms of hog quality. Litters were coming all during the year and some of the gilts were non-breeders. In 1962 the chain was stopped. The livestock (4-H) association has enough money on hand to re-establish this chain.

The Specific Problem:

Lack of a 4-H breeding pig chain.

The Program Objective:

To re-establish this chain with seven top quality eight-month old gilts. To teach boys and girls how to select and produce hogs.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
Teach fundamentals of selection, production, feeding, care, fitting and showing hogs.	Bulletin 192	Individual contacts	Jan.	Agent
	Circular 669	Discussions		
	Circular 380	Special interest meetings	Feb.	
	VPI Animal Husbandry Dept.	Circular letters	March	
		<u>Cattle, Sheep, Hog News</u>	April	
			May	
		Score Projects on project tour	July	Agent
		Exhibit in fair	Aug.	Fair Assn.

EVALUATION:

Agent observance of interest in project, placing in hog shows at fair, and score of projects at end of project tour.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT  
AND NATURAL RESOURCE DEVELOPMENT

PHASE: Dairy - Mastitis Control, Year - 1963

The Situation:

It is estimated that mastitis is costing the dairymen of Page County at least \$43,000 per year in lost milk, drugs, veterinary services and damaged animals.

The Dairy Committee is concerned greatly about the continuing loss of milk production due to mastitis. At their annual planning meeting, they recommended that an educational program on mastitis control be included in the County Extension School scheduled this fall.

The Specific Problem:

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

The Program Objective:

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

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
Dairymen become aware of the need to practice recommended managed milking practices in an effort to control mastitis in their herds.	VPI Cir. 846 M  USDA Bul. No. 1422, "Udder Diseases of Dairy Cows"  Managed milking demonstration slides	News articles and radio broadcasts publicizing.   Special meeting conducted during County Extension School	Sept. & Oct.   Oct.	Agent   Agent Specialists

EVALUATION:

A simple questionnaire will be used to determine the extent of change that has taken place since the meeting held in connection with the County Extension School. This questionnaire will be sent to the dairymen in attendance at this meeting.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT

AND NATURAL RESOURCE DEVELOPMENT

PHASE: Forestry (A) Forest Re-establishment, Year - 1963

The Situation:

Fifty percent of the total land area in farms in the county is in wooded area. Sixty-four percent of the farms have woodland and the average woodland acreage per farm is 50 acres.

The County Forestry Committee feels that an educational program is needed to make land owners aware of the possibility of increasing their net farm income through forest establishment.

The Specific Problem:

A great deal of the farm woodland in the county remains unproductive because of the lack of re-establishment.

The Program Objective:

Interest landowners in re-establishing their unproductive woodlands and thus help to increase the net income from their farms.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
Farmers become aware of the need of re-establishing their woodlands in order that they may increase their net farm income.	Virginia ACP Handbook	Radio broadcast and news articles	Jan.	Agent
		Farm visits to interest farmers in re-establishing woodlands.	Jan.	Agent Co. Forestry Warden
		Set up demonstration in county	Feb.	Agent Co. Forestry Warden Va. Div. of Forestry Rep.

EVALUATION:

Visit farmers during the fall months who indicated that they were going to plant tree seedlings.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT  
AND NATURAL RESOURCE DEVELOPMENT

PHASE: Forestry (B) Forest Improvement, Year - 1963

The Situation:

Fifty percent of the total land area in farms in the county is in wooded area. Sixty-four percent of the farms have woodland and the average woodland acreage per farm is 50 acres.

The County Forestry Committee feels that an educational program is needed to make land owners aware of the possibility of increasing their net farm income through forest improvement.

The Specific Problem:

A great deal of the farm woodland in the county remains unproductive because of the lack of forest improvement.

The Program Objective:

Interest land owners in improving their already established woodland and thus help to increase the net income from their farms.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
Farmers become aware of the need of improving their woodlands in order that they might increase their net farm income.	Virginia ACF Handbook	Radio broadcasts and news articles	Jan. & Dec.	Agent
		Farm visits to interest farmers in improving their woodlands	Jan. & Dec.	Agent Co. Forestry Warden
		Set up one demonstration in county.	Feb.	Agent Co. Forestry Warden Va. Div. of Forestry Rep.

EVALUATION:

Visit farmers during the fall months who indicated that they were going to take steps to improve their woodlands.

OTHER FIELDS OF WORK CONTEMPLATED

1. Sheep Scabies Program
2. Hold series of "barn meetings" giving current recommendations
3. Special county farm management school
4. Supervision of Beef Cattle Improvement Program
5. Supervision of Mail-In-Farm Records Program

B. MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS

PHASE: Consumer Education

Selection of Foods Suitable for Broiling and of Good Quality for Home Storage, Year - 1963

The Situation:

Many people in Page County need to reduce calorie intake, yet need nutritious foods included in their diets. The use of broiled foods has been extremely limited and definite requests for demonstrations on broiling various meats have resulted in having "broiling" demonstrations in the 1963 program.

The Specific Problem:

Homemakers lack knowledge and skills in selecting and preparing broiled foods, and in storing foods which are suitable for broiling and which are needed for adequate meals.

The Program Objectives:

To train homemakers to select and use foods which are suitable for broiling, and which will assist in meeting dietary requirements of family members.

To train homemakers to select fresh foods of excellent quality which will store well, and which will insure palatable, nutritious meals.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
1. To train homemakers to select foods which are of good quality for storage and for preparation by broiling.	"Buying Foods", Cir. 811-VPI Ext. Service "Cuts of Meat--How You can Identify Them" - Agri. Research Bul. 7 Swift & Co. "Meat - Handi-Book", Martha Logan - Swift and Co. "How to Be a Better Shopper" - Sperry-Hutchinson Co.	Leader Training  Demonstration	Jan.  May	Miss Janet Cameron, State Nutrition Spec.  Foods Ldrs. assisted by agt
2. To teach skills in storing foods in the refrigerator and in broiling foods to be included in nutritious foods which will promote excellent health of various family members.	"Broiler Meals" - MF-184-Rev. "Home Care of Purchased Frozen Foods"-USDA No. 69	Leader Training  Method Demonstrations	Jan.  Feb.	Miss Janet Cameron, Spec.  Foods ldrs. assisted by agent

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EVALUATION:

Through survey, determine number of homemakers that: (a) practice choosing and purchasing foods suitable for broiling; (b) follow accepted practices in storing foods at home; (c) have had excellent cooperation of family members in eating broiled foods; (d) have noted improvement in general health and vigor of family members.

C. EXTENSION HOME ECONOMICS

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Nutrition, Year - 1963

Food Preparation for Adequate Diet and to Contribute to Calorie Control.

The Situation:

Many overweight individuals are interested in controlling their weight. (Doctors have advised this in many cases.) Carefully controlled planning, selection and preparation of foods will help with excellent nutrition and weight control.

The Specific Problem:

Homemakers need to understand more clearly how to choose and to prepare foods in various ways to insure adequate diet for all family members, and to help those who are overweight to lose to more nearly ideal weight.

The Program Objective:

To train homemakers and 4-H club members to plan meals which are: (a) adequate for all ages of family members; (b) interesting ones with eye appeal; (c) prepared with the idea of controlling calories; (d) which will provide for weight control (gaining or losing) as the case may be. This control will always be done following the advice of the family physician.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. To train homemakers and 4-H members to plan, prepare and serve interesting, adequate and attractive meals to insure vigorous health of each family member.	"Today's Girl"--Food and Nutrition	Demonstration	Feb.	Ldrs. assisted by agent.
	Iowa State U. C-4360			
	"How to Give a Food Demonstration" Cir.490	Leader Training	Jan.	State Foods Spec.
	"Nutrition Charts"	Discussion	Feb.	Ldrs. and members
	"Calorie Guides"		Summer	4-H members
	"Food For Fitness", Leaf. 424, USDA			4-H adult leaders
	"Cuts of Meat" Bul 7 - Swift and Co.			
	"Better Nutrition Through Daily Meals" - Leaf. 131	Demonstration	July	4-H & H.D. Foods Leaders
	"Homemade Mixes" Bul. 184			
		Leader Training	June	State Foods Spec. and agent
		Demonstration	Summer	4-H leaders, members agent

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
2. To train in skills of preparation and planning which will prevent obesity or underweight in individuals of various ages.	"Salad Making" leaflet	Demonstration	Feb.	Food ldr. and agt.
	"Low Calorie Dressings"	Leader Training	Jan.	State Foods Spec.
	"Broiling Meals - MF - 184			
	"Home Demonstration Cookbook Recipes from Old Virginia"	Discussion	Feb.	Specialist
	"How to Give a Food Demonstration, Cir. 490	Continue Weight Control Group	Winter & Spring	Agent
	"You can Lose Weight", Bul. 219			Foods Leaders
"Nutrition Up to Date Up to You", USDA	Group in Stanley, Luray area assisted by agent, doctors, state and local nutritionists			
"Food and Your Weight", USDA Bul. 74				

EVALUATION:

Through survey, and by means of conversation, questions and answers determine the number of families that:

- (a) Improved practices of planning and serving adequate meals
- (b) Practice using broiling for cooking meats and using low calorie recipes to help keep weight under control.
- (c) Have maintained or improved excellent family health.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Clothing - Selection, Construction And Care, Year - 1963

The Situation:

Numerous homemakers and 4-H members construct some of their own clothing. With more intensive training in construction methods, many more people could construct their garments.

The Specific Problem:

Homemakers lack knowledge of types of hats and necklines which become them. They lack skills in selecting becoming patterns and materials which will become them, will fit well, and which will result in garments which have a professional appearance.

The Program Objective:

To become skillful in selecting becoming styles and to be able to do better construction which results in a professional appearance.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
1. To provide home-makers knowledge and skills in selecting becoming styles in hats and necklines.	"Selecting Becoming Hat Styles", Cir. 889 "Designs in Necklines", Leaf. 150	Demonstration	Jan.	Agent assisted by leaders
2. To teach skills in making new hats and in making over old hats.	"Cleaning and Restyling Hats", Cir. 890 "Hat Making" - M.C. 261	Demonstration Discussion Hat Making Work-shop	Jan. Spring	Leaders and agent Agent and leaders
3. To make better use of well trained 4-H adult leaders, and to provide training to leaders in order for more 4-H members to learn to sew.				

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
4. To teach skills in selecting patterns, material and accessories and in the cutting, construction and finishing of garments.	"Your Clothing Project", Cir. 404	Demonstrations		Agent and leaders
	"Simplified Clothing Construction", USDA 59			
	"Make and Remake", Cir. 568	Leader Training	Sept-June	Agent and leaders
	"So You'd Like to Sew"		School	
	"Learning to Sew", Cir. 569		Clubs	
	"Stuffed Toy", Cir. 570			
	"Needle Case", Cir. 573		June-Sept.	
5. To provide knowledge and skills in improving personal appearance.	"Aprons", Cir. 568		Community	
	"Gathered Skirt", Cir. 580		Clubs	
	"How Do You Rate?", Cir. 601		Sept. -	Agent and leaders
	"How to Make Quick Repairs", Cir. 602		June	
	"Your Skin, Its Care", Leaf. 12			
	"Your Best Foot Forward", Leaf. 13			
	"Your Smile In Every Language", Leaf. 15			

#### EVALUATION:

Have exhibits of hats and garments made. Discuss excellent points of styling and construction. Have hats and garments modeled in meetings and in other meetings such as in achievement or district meetings. Compare construction and prices of articles constructed with ready made ones of similar quality. Through survey, determine number of homemakers and 4-H members that (a) have learned to select more becoming styles; (b) improved their skills of cutting and constructing garments and hats; (c) are more skilful in finishing--zippers, hems, pockets, etc.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Home Economics Committee, Organizing Safety and Civil Defense Committee, Year - 1963

The Situation:

For several years, safety has been stressed in Page County. This phase continues to need special attention. Civil Defense was discussed at the last planning meeting, and was accepted as an area which should be included with Safety, in the 1963 program.

The Specific Problem:

Many people are unconcerned with the importance of safety on the highways, streets, on farms and in homes. The terrible loss of life and property, number of crippling accidents needs to be reduced.

People need to become concerned with wise Civil Defense practices which could be very helpful in natural or other disasters.

The Program Objectives:

To decrease the loss of life and number of crippling accidents by promoting an educational program which will reach and arouse many, many people. To cause people to understand the meaning of Civil Defense and to prepare to protect their families from the standpoint of good nutrition, first aid, care of the sick and comfortable housing in times of disaster.

<u>ORGANIZATIONAL OBJECTIVES</u>	<u>SOURCE OF ASSISTANCE</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
1. To stimulate interest in organizing the Safety-Civil Defense Committee.	State Civil Defense Chairman State Nutritionist State Safety Committee	Organizational meeting Discussion	Feb. or March	Safety & Civil Defense Co. Chr. Club Safety ldrs. H.D. Agent
2. To help determine the purposes and function of the committee.	"Family Food Stockpile for Survival", H.&G. Bul. 77	Committee establish goals which can be reached.	March	Entire safety and Civil Defense Committee
3. To plan definite goals to reach during 1963 (Safety and Civil Defense)	Other Civil Defense leaflets			

EVALUATION:

1. Survey to determine number of people and families who have established safety measures at home or on the highways.
2. Survey to determine number of families concerned enough to prepare for natural or other emergency - following the recommendations of the committee.

OTHER FIELDS OF WORK

Seed Germination--Growing Plants - January, 1963

Special Interest County Meeting--This meeting was conducted Jan. 9, 1963

Cleaning and Adjusting Sewing Machines - Probably Feb., 1963

Floor Finishes - New and Old - Care and Choice of Materials - April, 1963

Housing - Porches and Entrances - Useful and Attractive - June, 1963

House Furnishings - Remodeling or Making Lamps and Shades - September, 1963

Making House Furnishings - Rugs, Reseating Chairs, Making Pillows - Oct., 1963

Safety - Plans for special activities will be made by Safety Committee at winter meeting.

Civil Defense - Discussion at winter planning committee meeting will determine phase of civil defense to be stressed.

D. FOUR-H AND OTHER EXTENSION YOUTH PROGRAMS

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: FOUR-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: 4-H Town and Country Business Project, Year - 1963

The Situation:

One of the senior 4-H clubs, the largest, is without a group project. Their meetings are developing into more of a social gathering without much real purpose. Interest will soon begin to wane if something is not done.

The Specific Problem:

This group needs a project orientated to their age and interest level.

The Program Objective:

To present the Town and Country Business Project to this group.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF ASSISTANCE</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
1. Provide greater understanding of business as it operates in market field through firms associated with agriculture.	PA 440	Presentation of slides explaining project to 4-H group.	Jan.	Agents
	PA 443			
	PA 449			
	PA 451			
	PA 450			
2. Explore and discuss employment opportunities in business.	PA 445	Personal contact with key businessman	Jan.	Agent
	PA 492	Personal contacts with other business leaders	Jan.	Agent
	PA 441			
	State 4-H Staff			
State Agri. Economis				
3. Give youth who will go into farming a better appreciation of the problems and structure of agricultural marketing.		Talk on Transportation	Feb.	Business ldr.
		Tour showing transportation		Business ldr.
		Talk on advertising and tour	March	Business ldr.
4. Point up needs and benefits of training and education for youth who anticipate employment with agricultural business firms.		Talk and tour on standards and grades	April	Business ldr.

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
5. Teach some basic economic facts which will help participants to better fit themselves in present day society.		Talk and tour on finance	May	Business ldr.
		Talk and tour on retailing	June	Business ldr.
		Talk and tour on processing	July	Business ldr.
		Evaluation of project by Members	August	Agents and members

EVALUATION:

Agent observance of interest in project in terms of number completing, number attending sessions, questions asked and expressions of interest in continuation of program on 4-H'ers part. Agent observance of how much of the organizational objectives were "caught".

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: FOUR-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: 4-H Re-enrollment, Year - 1963

The Situation:

Only 12.2% of the total 1963 enrollment is involved with a senior 4-H club. The average age for this group is 15. As of 1960, there was a total of 1229 boys and girls between the ages of 15 - 19 in Page County not involved by senior 4-H clubs. At least 10% of these could be actively engaged with the Extension Youth Programs

The Specific Problem:

Too much of the program existing to date is not orientated to the developmental needs and interests of boys and girls.

The Program Objective:

To re-enroll a larger percentage of the junior 4-H'ers in senior 4-H. To develop a more interesting overall 4-H program for boys and girls.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF ASSISTANCE</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
A. Orientate Adult Leaders to: 1. 4-H member drop-out in county and their club. 2. Developmental needs of the 14-19 age group.	State 4-H Staff Enrollment statistical data for county 4-H trends  Printed materials on developmental needs	Individual contacts Leader meetings Discussions *  Individual contacts Discussions Youth Committee	Jan. & May  Jan. & needed during yr.	County Staff   County Staff
B. Creation of more interesting overall 4-H program.	Materials developed in county and state 4-H staff, plus any other materials available.	Individual contacts Discussions in all club meetings of: county awards, achievement awards and records, livestock shows, county contests, district	March May July Sept. Nov.	4-H'ers who have taken part in these activities
C. Create awareness of 4-H club program in county.	PA 203 PA 95			

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
		4-H camps - county and state, Short Course and judging teams	As applicable and needed	4-H'ers who have taken part in these events
		Usage of visuals	As needed	County staff
	4-H Club Staff	Visuals - slides and charts Talks by 4-H Alumni and All Stars	March & May Summer & Oct.	All Stars Agent 4-H Alumni
	American Oil Co. and 4-H Staff	4-H programs using world globes	Nov. Dec.	Agents
		Rural Life Sunday participation	May	Agents and Leaders

EVALUATION:

Actual re-enrollment information. Increased action by leaders to re-enroll. Agents observance of public awareness and interest in 4-H through newspaper, radio and general discussion.

Improvement in leader attitude and method of developing boys and girls.

Increased interest on 4-H'ers part in activities across the board.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: FOUR-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: 4-H Camps, Year - 1963

The Situation:

Page County has five hundred 4-H'ers eligible for 4-H camp - county camp - in 1963. In the past little interest has generated over 4-H camps. There has been a conflict with church camps in some instances. We do not intend to interfere here. However, we do feel that more Page 4-H'ers should attend camp.

The Specific Problem:

Many 4-H'ers who have much to contribute to camp and much to gain from camp do not participate.

The Program Objective:

To plan and execute such an interesting 4-H camp program in 1963 that our 4-H'ers won't want to miss camp.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF ASSISTANCE</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
1. Classes orientated to needs and interests of campers.	Campers 1962 camp evaluation	Discussion by agents involved	Feb. Apr.	Agents
	4-H Club Staff	Careful preplanning	May & July	Agents Specialists
	Various specialists	Agents meeting	May	
2. Activities geared to age levels of campers	4-H club staff	Involve younger campers in one special activity geared to their age level.	Aug.	Agents and Jr. leaders Camp staff
		Provide at least one special event for older campers	Aug.	Agents and Jr. leaders
		Provide at least one extra special educational event for the entire camp	Aug.	IFYE

EVALUATION:

Evaluation of 1963 camp by campers on a prepared questionnaire given out on last day of camp. Then have agents study this and prepare plans for 1964 camp.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: FOUR-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: 4-H Adult Leaders, Year - 1963

The Situation:

In the fall of 1962 a leader orientation program was launched in Page County. At the present, there are a total of 19 trained, working leaders. This gives a ratio of one leader for 26.26 4-H'ers. However, there are five 4-H clubs without leaders. There is a great need for both project and organization leaders.

The Specific Problem:

A large number of 4-H'ers do not have an organization leader working with them. A need for more project leaders exists.

The Program Objective:

To recruit more project and organization leaders and to provide adequate training for this group.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF ASSISTANCE</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
To create an awareness of the need for adult leaders	Extension Youth Committee VPI 4-H Department	Ext. Youth Committee Mtg.	Jan.	Agents
		Personal contacts	Feb. & as needed	Existing ldrs. and agents
		Circular letters		
To continue to train adult leaders	4-H Club Department 4-H Awards Handbook PA 395 PA 460 Cir. 877 PA 95 PA 203	Leader orientation meetings	Jan. & early fall (More often if needed)	Agents
		Encourage participation in 4-H activities and events	Aug.	Leaders Specialist
		Train Junior Leaders at camp		

EVALUATION:

Agents evaluate each meeting on morning following session in terms of leader participation, questions asked, attitudes, knowledge and skills.

Leaders evaluation of topics covered and topics needed in questionnaire.

OTHER FIELDS OF WORK FOR WHICH NO PLAN IS SUBMITTED

1. Promotion of National 4-H Club Week
2. 1963 Baby Beef, Market Hog, Fat Lamb Shows and Sales
3. Civil Defense in connection with 4-H clubs
4. 4-H Achievement Records
5. Forestry Projects - 4-H
6. 4-H Wildlife Conservation Projects
7. 4-H Electric Projects
8. 4-H Dairy Projects
9. 4-H Livestock Judging Team Training
10. County Contest Day
11. R.A.E.
12. 4-H Light Horse=Pony Project

E. COMMUNITY AND PUBLIC AFFAIRS

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: COMMUNITY AND PUBLIC AFFAIRS

PHASE: Rural Area Development, Year - 1963

The Situation:

The Rural Area Development program has been organized in the county. Nine committees have been appointed to study and analyze the county situation as it pertains to the individual committees.

The Specific Problem:

Lack of interest and purpose on the part of the majority of the individual R.A.D. committees; thus hindering them in the selection of goals to fulfill.

The Program Objective:

Interest members of the individual R.A.D. Committees to become active and thus increase overall effectiveness of the county R.A.D. committee.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
R.A.D. Committee members become aware of the need for the individual committees to become active in the total county R.A.D. Program. This is necessary so that the overall effectiveness of the R.A.D. program be increased.	USDA Leaf. 510, "Zoning For Rural Areas"	Rural Zoning - county R.A.D. Committee	Feb.	R.A.D. Com. members
	USDA PA 509, "Job Training for Rural People"	Re-emphasizing need for an active R.A.D. Program	April	Ext. Agents Chr., R.A.D. Com.
	USDA No. 229, "Pegs for Rural Progress"	County meeting		
	USDA PA 478, "Can Rural Areas Development Help Your Community"	Outstanding committees work on definite problem areas-	May or June	R.A.D. Com. members
	USDA P 497, "R.A.D." Other releases on R.A.D. VPI Cir. 830, "Committees"	County meeting		
		General Discussion by committee members on individual proposals and report by Government Committee on progress of Rural Zoning--co. meeting	Aug.	R.A.D. Com.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
		Action taken by R.A.D. Committees based upon outcome of August meeting - county meeting.	Oct.	R.A.D. Committee

EVALUATION:

What specific changes took place in the county as a result of this program.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: COMMUNITY AND PUBLIC AFFAIRS

PHASE: Rural Civil Defense, Year - 1963

The Situation:

A few scattered non-extended meetings have been held over the county in an effort to familiarize the people with the latest information available on how to survive the effects of a nuclear attack.

The Problem:

Lack of concern and interest on the part of the majority of people in the county to prepare for a nuclear attack.

The Program Objective:

Stimulate awareness and concern on the part of our county people to prepare in advance, as much as possible, for a nuclear attack and/or the effects of a nuclear attack.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
		<u>Agriculture</u>		
County families become aware of the need to prepare themselves against the effects of a nuclear attack.	Agri. Handbook No. 234, "Protection of Food and Agriculture Against Nuclear Attack" Nov. issue "Extension Service Review", 'Rural Civil Defense' Farmers Bul. no. 2107, "Defense Against Radioactive Fallout on the Farm" USDA No. 77, "Family Food Stockpile for Survival" Rural Defense Fact Sheets	"Barn Meetings" held in connection with agricultural programs a. Protection of Livestock b. Feeding Livestock c. Protection of Family	Feb.	Agent
a. Convince them that they can survive and so can their livestock		<u>Home Economics</u>		
b. Teach them how to survive	OCB "Fallout Protection" OCB MPIS "The Family Fallout Shelter" Series of Rural Civil Defense slides	Special Program devoted to Rural Civil Defense in monthly club mtgs. a. Food for Survival b. Safe Source of Water for storage c. Safe Shelter in Homes	Aug. & Nov.	Agent
c. Teach them how to recover from attack				

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
		<u>4-H</u> Program during 4-H Camp - slides and demonstration	August	Agents and specialists
		County-wide 4-H program during monthly meetings Slides and demonstra- tions	Oct.	Agents

EVALUATION:

Questionnaire sent to ten farmers, ten homemakers and ten 4-H club members asking them to reply what they did during the year as a result of attending the county Rural Civil Defense meetings.