

1964

PLAN OF WORK

FCR

NELSON COUNTY

(Period Covered: Jan. 1 - Dec. 31, 1964)

Gail Calderwood  
Home Demonstration Agent

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County Agent

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A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT  
AND NATURAL RESOURCE DEVELOPMENT

PHASE: Livestock - Quality Feeder Calf Production - 1964

The Situation:

The beef cattle situation in Nelson County has not changed appreciably from 1963 to 1964 except that perhaps there is a small decrease in total cow numbers due to heavy culling as a result of the severe drought in 1963. Income from livestock, cow and calf herd primarily, ranks second as a major source of farm income in the county.

The county Livestock Committee still recommends that continued major educational emphasis be placed on this phase of agricultural production in Nelson County.

The Specific Problem:

Low quality beef cow herds producing low grading light weaning calves. Farmers not culling cows close enough and not using as good a bull as they should.

The Program Objective:

To improve the quality of beef cows, replacement heifers and herd bulls, thereby resulting in a higher grading heavier feeder calf, which returns a higher net profit to the cattle producer.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
<p>Assist cattle producers:</p> <p>1. To recognize the financial benefits from marketing a heavier, higher grading calf on the cooperative feeder calf market.</p>	<p>Feeder Calf Assoc. marketing reports, VPI An. Hus. Specialists, charts &amp; talks, personal referral to cattle producers already participating in cooperative feeder sales. VPI Bulletin 207, "Beef Cattle" Agents training and experience</p>	<ol style="list-style-type: none"> <li>1. Personal visits to cattle producers, news articles, circular letters, bulletins, educational trips to sales, etc.</li> <li>2. Select demonstration farms, which cattle producers can visit.</li> <li>3. Emphasis on proper vaccination, castration and dehorning of calves. News articles, visits, etc.</li> <li>4. Bangs vaccination of spring heifer calves.</li> <li>5. Emphasis on internal and external parasite control.</li> <li>6. Educational emphasis on evaluating the herd bull and cows in herd using feeder calf sale grades and weights as a guide.</li> <li>7. Marketing information and outlook</li> <li>8. Third Annual Livestock-Agronomy School featuring four hours of Livestock instruction.</li> <li>9. Winter care and feeding news articles and visits, etc.</li> </ol>	<p>Through-out year</p> <p>Feb. March April</p> <p>June</p> <p>July &amp; August</p> <p>Sept. Oct.</p> <p>Oct.</p> <p>Dec.</p> <p>Dec.</p>	<p>Agent and Assistant Agent</p> <p>Agent &amp; Livestock Committee members</p> <p>Agent</p> <p>Agent Area Veterinarian</p> <p>Agent &amp; Assistant Agent</p> <p>Agent &amp; Assistant Agent</p> <p>Agent &amp; Marketing Specialists reports</p> <p>Specialists &amp; Agent</p> <p>Agent &amp; Asst. Agent</p>

Evaluation:

Following are some specific evaluation methods which will be used to evaluate the Extension livestock program in Nelson County.

1. Feeder calf consignment and sale records.
2. Number of new registered sires purchased by county livestock producers.
3. Attendance at fourth Annual Livestock and Agronomy School and related meetings and demonstrations.
4. Interest shown by 4-Hers in livestock projects and overall 4-H program.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT  
AND NATURAL RESOURCE DEVELOPMENT

PHASE: Agronomy - Forage Production - 1964

The Situation:

Nelson County's production of forage crops is below the state average. The county is predominantly a livestock county; therefore, the farm income could be increased considerably by increased and efficient forage production, with the forage being used both as feed for livestock and for sale. Also most farmers do not have a forage plan for their farms.

The Specific Problem:

Low yields of forage crops and lack of a complete and efficient forage plan on Nelson County farms.

The Program Objective:

To increase farm income by increasing crop yields and to encourage the establishment and use of a sensible and efficient forage plan on the farm.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
<p>Assist farmers:</p> <ol style="list-style-type: none"> <li data-bbox="71 280 282 422">1. To realize that yields of forage crops can be increased by the use of recommended economical Agronomic practices.</li> <li data-bbox="71 443 282 505">2. To develop a forage program for their farms.</li> <li data-bbox="71 526 282 686">3. To evaluate their forage by use of VPI Forage Testing Program so that they can see that there is a difference in forages.</li> </ol>	<p>Agronomy Specialist  "Field Crop Varieties", Alfalfa Production in Va.,  Agronomy Handbook, etc.  Circ. 886  Circ. 585,  Agronomy Specialist</p> <p>VPI Forage Testing Program  information and nutritional requirements for livestock.</p>	<p>News articles, circular letters and personal visits</p> <p>Personal visits, news articles  Visits to selected cooperators</p> <p>Personal visits</p> <p>Agronomy topics and discussions at  Agronomy-Livestock School</p>	<p>Jan.  Feb.  March</p> <p>April  thru  July</p> <p>Aug.  thru  Nov.</p> <p>Dec.</p>	<p>Agent</p> <p>Agent</p> <p>Agent</p> <p>Agent, Agronomy Specialists</p>

evaluation:

Specific evaluation tools to be used will be:

1. General interest and number of requests for additional information, recommendations and assistance for developing forage plans.
2. Number of farmers planting more alfalfa and corn silage.
3. General attendance and participation in Agronomy-Livestock School.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT  
AND NATURAL RESOURCE DEVELOPMENT

PHASE: Farm Management - 1964

The Situation:

The basic economical principals of farm management are partially familiar to most of the better farmers in Nelson County, but they have learned them through experience and trial and error. The phases of farm management, such as budgeting, economic justification, labor cost, total operating cost, machinery cost, fixed and variable costs, labor and crop efficiency and other economical principal which go into the decision making process involved in making those important management decision which could mean dollars made or lost, are generally unknown to the majority of our farmers. This field of farm management on today's farms is a new and relatively new area in Extension educational work in Nelson County.

The Specific Problem:

Farmers are not applying good economical farm management principles and facts in making their management decisions. They are also unaware that assistance in this field is available from the Extension Office.

The Program Objective:

To begin an educational program to create an awareness among our farmers that assistance in this field is available and also to help plan and conduct farm management schools in cooperation with our District farm management specialist.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
<p>Assist farmers:</p> <ol style="list-style-type: none"> <li>1. To learn some of the economic principles that effect decision making in the farm business.</li> <li>2. To realize that these principles are important and often mean the difference between profit and loss.</li> <li>3. To know that educational assistance in this field is available and should be used.</li> <li>4. To continue with formal farm management instruction in the farm management schools as planned by our District farm management agents.</li> </ol>	<p>VPI Dept. of Agri. Bulletins Pamphlets, etc. VPI Mail-In Farm Record System, District Farm Management Agents Agri. Economics Specialists Agents training in Farm Management.</p>	<ol style="list-style-type: none"> <li>1. Farm visits and mass media.</li> <li>2. Supervision of VPI Mail-In Record participants in county.</li> <li>3. Annual close-out and analysis of VPI Mail-In Records in county.</li> <li>4. County Farm Management School</li> </ol>	<p>Through-out year Jan. thru Dec.  Jan., Feb. March  Nov. or Dec.</p>	<p>Agent  Agent and District Farm Management Agents Agent and District Farm Management Agents Agent and District Farm Management Agents</p>

MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: COMMUNITY AND PUBLIC AFFAIRS

PHASE: Civil Defense - 1964

The Situation:

At the present time the Civil Defense situation in Nelson County is somewhat confused and unorganized. Over a year ago, a Civil Defense Director and Coordinator was appointed by the County Board of Supervisors, however, both men have resigned their jobs within the last year.

For the most part, however, the people are generally uninformed, unprepared and quite apathetic to a county Civil Defense movement.

The Specific Problem:

A general non-concern and apathy on the part of the county people toward Civil Defense and emergency planning.

The Program Objective:

To try to create an awareness of the problem in Civil Defense and emergency planning that exists in Nelson County thru an educational program designed to point out the steps that should be taken to provide at least minimum protection for family and livestock in case of nuclear attack or natural disaster or emergency.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
<p>To inform people:</p> <ol style="list-style-type: none"> <li>1. Of the importance of a Civil Defense or an emergency survival plan.</li> <li>2. Of the ways that family, livestock and food can be protected from fallout and that survival in a nuclear attack is possible.</li> </ol>	<p>Civil Defense Booklets</p> <p>State Civil Defense officials</p>	<ol style="list-style-type: none"> <li>1. To work the necessary information into meetings which we have scheduled for other informational purposes whenever possible and practical.</li> <li>2. Use farm visits and mass media to distribute the necessary information and suggestions as to a family survival plan.</li> </ol>	<p>Through-out year</p> <p>Through-out year</p>	<p>Extension Staff</p> <p>Extension Staff</p>

Evaluation

Specific evaluation tools used will be:

1. General interest created at meetings where Civil Defense information is given.
2. Number of farms and homes making some Emergency Survival Preparations.
3. Action by these people to the end that a new Civil Defense Coordinator is appointed by the County Board of Supervisors.
4. Interest, if any, in this area shown by the County Board of Supervisors.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT  
AND NATURAL RESOURCE DEVELOPMENT

PHASE: Horticulture - Fruit Production - 1964

The Situation:

Nelson County is one of Virginia's largest producers of apples and peaches, ranking seventh in apple production and second in peach production. Income from fruit is approximately \$720,600 and is the leading source of our farm income. Annual production is approximately 450,000 bushels of apples and peaches.

The Fruit Growers Committee has already recommended an educational program, beginning January 1, 1964, consisting of subject matter meetings to be conducted by the VPI fruit specialists, believing that if fruit growers attend the meetings and adopt the recommended practices, an over-all increase of fruit quantity, quality and income will result.

The Specific Problem:

Too many fruit growers have not yet adopted recommended spray programs in their orchards and are not attending the subject matter meetings.

The Program Objective:

To have more county fruit growers adopt the recommended spray programs and practices and increase their attendance at the fruit growers meetings where the growers can receive a large part of this information. If applied, these recommended programs should result in an increase of quantity and quality of fruit, thereby increasing net income to the grower.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
<p>Assist fruit growers:</p> <ol style="list-style-type: none"> <li>1. To recognize the need for adopting the recommended spray program.</li> <li>2. To acquire a more thorough knowledge of the spray program.</li> <li>3. To acquire skill in applying these practices.</li> </ol>	<p>VPI Horti. Dept. fruit specialists</p> <p>VPI Bul. 131, "Va. Spray Bulletin"</p> <p>Misc. bulletins and circulars written &amp; provided by VPI Horti. Dept. &amp; Experiment Station.</p>	<ol style="list-style-type: none"> <li>1. Personal visits</li> <li>2. Encourage fruit growers to attend Va. State Horticultural Society Mtg.</li> <li>3. Meeting - Joint Amherst-Nelson Fruit School</li> <li>4. 1964 Spray Program and new spray information</li> <li>5. General Discussion on Chemical Thinning, "Chemical Weed Control in Orchards"</li> <li>6. Twilight Meeting. Tour orchard - Questions and Answers</li> <li>7. Twilight Meeting. Observe chemical weed control and thinning demonstration.</li> <li>8. Annual Joint Amherst-Nelson Summer Fruit Meeting and Tour</li> </ol>	<p>Through-out year</p> <p>Jan.</p> <p>Feb.</p> <p>March</p> <p>April</p> <p>May</p> <p>June</p> <p>July</p>	<p>Agents &amp; Fruit Specialists</p> <p>VPI Horti. Specialists</p> <p>VPI Horti. Specialists, Specialist, Fruit Lab.</p> <p>VPI Specialists</p> <p>VPI Specialists</p> <p>VPI Specialists</p> <p>VPI Specialists</p>

evaluation:

Here are some specific evaluation tools which will be used to evaluate the Extension Horticultural program.

1. Market reports on amount and quality of fruit produced.
2. Attendance at monthly fruit growers meetings.

OTHER FIELDS OF WORK TO RECEIVE ATTENTION OF THE EXTENSION STAFF IN 1964.

1. Rural Areas Development - informational and educational leadership as needed.
2. Swine production - emphasis on brood sows as supplemental income on certain farms.
3. Agricultural Engineering - farm building and equipment plans - forage harvesting and handling.
4. Soil sampling and fertilizer recommendations in pounds of plant nutrients per acre.
5. Project completion in 4-H Club work.
6. Participation in 4-H contests.
7. Continue work with Nelson County 4-H Beef and Livestock Club and Light Horse and Pony Club.
8. Continue emphasis on cooperative marketing of feeder calves, feeder pigs and wool.
9. Conduct 4-H Forestry Appreciation project in elementary school clubs.
10. Continue leadership and encouragement to County 4-H Leaders Organization.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Foods-Nutrition - 1964

The Situation:

Homemakers are requesting information and assistance on a variety of nutrition topics.

The Specific Problem:

Interest has been shown in cheese cookery, nutritious salads, frozen desserts, and low calorie meals.

The Program Objective:

To provide homemakers with information and assistance in the nutrition areas which have been requested.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
<p>To encourage homemakers to include cheese in the family diet as a valuable protein source and meat substitute.</p> <p>To provide homemakers with information on the importance of salads in the family meals as an attractive way to include vitamins and minerals in the diet.</p>	<p>Foods-Nutrition Specialists</p> <p>Power Supplier Representative</p> <p>Extension &amp; USDA Bul. &amp; Leaflets</p> <p>Commercial Food Company pamphlets</p> <p>Professional food magazines &amp; publications</p>	<p>Leader Training Meeting</p> <p>Demonstration in Home Demon. Clubs Mass Media</p> <p>Leader Training Meetings Demon. in H. D. Clubs Mass Media</p>	<p>Feb.</p> <p>May</p>	<p>Agents &amp; Leaders</p> <p>Agent, Power Supplier Rep., Leaders</p>
<p>To encourage homemakers to plan family meals in advance for most efficient use of homemakers time &amp; energy by including frozen desserts in hot weather meals.</p>		<p>Leader Tr. Mtg. Demon. in H. D. Club, Mass Media</p>	<p>July</p>	<p>Agent, Power Supplier Rep., Leaders</p>
<p>To encourage weight control by planning &amp; serving low calorie meals to provide homemakers with a clear understanding of the fad diets.</p>		<p>Leader Tr. Mtg. s. Demon. in H. D. Club, Mass Media</p>	<p>Sept.</p>	<p>Ag. &amp; Leaders</p>

Evaluation:

Informal survey among homemakers to discover how nutrition information was used and if any changes in planning and preparing family meals have occurred.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

FHSE: Clothing - 1964

The Situation:

Homemakers are requesting assistance with clothing problems, both consumer information and construction techniques.

The Specific Problem:

Homemakers are interested in consumer information on buying and fitting foundation garments and information on hair styling. Several clothing leaders have asked for tailoring assistance.

The Program Objective:

To provide homemakers with information and assistance in the areas of clothing, which have been requested.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
<p>To provide homemakers with correct consumer information on buying and fitting foundation garments.</p> <p>To train clothing leaders in tailoring techniques so they can in turn provide assistance to county homemakers in this area of clothing construction.</p> <p>To provide homemakers with assistance in choosing becoming hair styles and methods for achieving these styles.</p>	<p>Specialist Ext. &amp; USDA bulletins</p> <p>Consumer Information Service of clothing companies</p>	<p>Leader Training Mtg. Demon. in Home Demonstration Club Mtgs. Mass Media</p> <p>Series of meetings in workshop form to include demonstrations and individual assistance for six selected leaders</p> <p>Special Interest meeting</p>	<p>March</p> <p>Jan. thru March</p> <p>April</p>	<p>Clothing Specialist, Agent and Leaders</p> <p>Agent</p> <p>Leader</p>

Evaluation:

Informal survey among homemakers to discover use being made of information provided. Number of women leaders trained in tailoring have assisted and results obtained.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Clothing Committee - 1964

The Situation:

A county Clothing Committee was organized two years ago, but has become inactive. There have been very few clothing activities conducted in the county in the past. Interest in a need for clothing information has been shown among homemakers. Consumer education, as well as construction methods, are needed.

The Specific Problem:

The Clothing Committee has not met for over a year and needs to have more members and membership placed on a two-year rotating basis.

The Program Objective:

To reactivate the county Clothing Committee, increase the size of the Committee and place membership on a rotating basis.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
<p>To stimulate interest in special clothing programs.</p> <p>To provide county homemakers with clothing information.</p>	<p>Clothing Specialist 1964 Outlook Clothing Information</p> <p>MC-65 MC-86 MC-85 MC-20 Leaflet 50 Leaflet 100 MC-247 MC-85</p>	<ol style="list-style-type: none"> <li>1. Discuss plans with State Clothing Specialists.</li> <li>2. Home visits to present Committee members.</li> <li>3. Interview prospective Committee members.</li> <li>4. Meet to reorganize:             <ol style="list-style-type: none"> <li>a. Establish rotating membership</li> <li>b. Set long and short term goals and objectives</li> <li>c. Decide on activities Committee can conduct</li> </ol> </li> </ol>	<p>Jan.</p> <p>Feb.</p> <p>Feb. &amp; March</p> <p>April or May</p>	<p>Agent with Specialist</p> <p>Agent</p> <p>Agent</p> <p>Agent &amp; Leaders</p>

Evaluation:

Informal observations of Agent concerning clothing information received by members as a result of activities of Clothing Committee.

A MAJOR EMPHASIS - EDUCATIONAL PLAN .

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Home Furnishings - 1964

The Situation:

Homemakers have shown a continuing interest and are requesting information on home furnishings.

The Specific Problem:

Interest has been shown in selection and care of rugs and window treatments.

The Program Objective:

To provide homemakers with information and assistance in the areas of home furnishings, which have been requested.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
<p>To provide homemakers with consumer information on buying and care of rugs which will enable the consumer to make economical choices in rugs and carpets.</p>	<p>Specialist            Extension bulletins            Professional magazines            Commercial home furnishings information</p>	<p>Leader Training Meeting            Demonstrations in H. D. Clubs            Personal contacts by Agent</p>	<p>Oct.</p>	<p>Agent            Leaders</p>
<p>To provide homemakers information and assistance on selection of window shades, shutters, curtains and draperies and variety shades.</p>		<p>Leader Training Meeting.            Demonstrations in H. D. Clubs            Personal visits by agent</p>	<p>April</p>	<p>Agent            Leaders</p>

Evaluation:

Informal survey to discover knowledge learned and any changes made by homemakers in home furnishings buying.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

NOTE: Additional Areas of Work - 1964

1. The county Rural Arts Committee was organized in 1963 and has met twice. Plans for 1964 include beginning handicraft activities under the direction of the County Committee. A county handicraft calendar will be established by the Committee.
2. 4-H project groups in Clothing and Nutrition will be conducted during the summer with the Community 4-H Club girls.
3. Emphasis will be placed on enrolling more girls in the 4-H Home Management projects and encouraging participation in the Sears Contest.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH PROGRESS

PHASE: 4-H - Re-enrollment of Older Members - 1964

The Situation:

The drop-out rate among 4-H members is high in the county. Methods are needed to provide recognition and leadership opportunities for older 4-H members to help them continue in 4-H as long as possible. Last year a county 4-H Demonstration Contest was held for the first time. The Adult Leaders Association assisted by acting as the judges. Participation in the event was good and it is felt that the Contest should be an annual activity.

The Specific Problem:

Older 4-H members need the opportunities for recognition and leadership to encourage them to re-enroll in 4-H in the county.

The Program Objective:

To promote re-enrollment of older 4-H members by conducting a county 4-H Demonstration Contest.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To provide 4-H adult leaders with opportunities to assist 4-H members in the county.	Bulletin, "How To Give A 4-H Foods Demonstration"	1. Contact older 4-H members to tell them of demonstrations they would be eligible to participate in.	Feb.	Agent
To give 4-H members practice & experience in giving demonstrations.	4-H Adult Leaders Handbook	2. Meet with Adult Leaders Association to work out specific plans for County Contests.	Feb.	Agents & Leaders
To provide 4-H members opportunity to gain confidence when speaking before groups.		3. Home visits with 4-H members entering Demonstration Contest to assist with preparing demonstrations.	Feb. & March	Agents
To give older 4-H members the opportunity to gain leadership experience by assisting younger members in learning to give demonstrations.		4. Planned practice sessions.	March & April	Agents & Leaders
		5. Hold County Demonstration Contest prior to date of District Contests.	April	Agents & Leaders
		6. Work with county first place winners in preparation for District competition.	April	Agents & Leaders
		a. Provide opportunities for 4-H members to give demonstrations to county groups.		

Evaluation:

The number of 4-H members who participate in 4-H County Contests and the number of leaders who assist with the Contest will be used as a guide to the interest shown in the program. A follow-up informal survey will be conducted to see if these 4-H members are continuing in 4-H activities and if they have influenced others to do the same.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: 4-H Club Achievement Records

The Situation:

Many 4-H Club members are old enough to compile and make achievement record books, but they don't do it. Each year there are a lot of different project areas in both the District and State contests that are not entered.

The Specific Problem:

There is a lack of interest and participation in entering achievement record books in District and State contests.

The Program Objective:

To teach 4-H Club members the importance of keeping accumulative records and the opportunities available for 4-H members who enter their books in the different contests.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To inform 4-H members of District and State Contests available in different project areas.	4-H Leader's Manual	Contact 4-H members and tell them of the different achievement records contests in the District and State.	Feb. and March	Agents & Leaders
To teach 4-H members the value of keeping accumulative project records.	4-H Awards Handbook	Discuss plans with parents and the members of the Leader Association.	May	Agents & Leaders
To assist 4-H members in acquiring skill in compiling 4-H Achievement Record Books.	V.P.I. bulletins and leaflets	Hold area training meetings on compiling 4-H Achievement Record Books.	June	
To provide parents and leaders with information to assist 4-H members in keeping better records.	4-H Newspaper, "Head, Heart, Hands and Health"	Home visits to individual 4-H Club members.	July	
	4-H Project Manual		August	

Evaluation:

Number of L-H members who enter achievement record books in the District and State Contest in 1964. Also quality and type of information in the achievement record books. Number of participants in area training meetings that were conducted.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT  
AND NATURAL RESOURCE DEVELOPMENT

PHASE: 4-H Club Livestock Projects - 1964

The Situation:

Since Nelson County is a predominantly livestock county where livestock ranks second in farm income, there are many young 4-H Club members who live on farms with adequate facilities and land capabilities to economically raise livestock. This should help the club members become more aware of responsibility and why livestock is important in today's agriculture.

The Specific Problem:

Lack of interest and participation among younger 4-H Club members in the livestock project.

The Program Objective:

To increase interest among the 4-H Club members and to increase their participation in the livestock project. Also to encourage the members that have the facilities to utilize them to the best of their ability.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
<ol style="list-style-type: none"> <li>1. To assist 4-H Club members in recognizing correct type and choosing the best animals that they can for their project.</li> <li>2. To teach 4-H members the different kinds of facilities and the importance of adequate facilities for their safety and convenience and for the safety of the livestock.</li> <li>3. To stress upon them the importance of adequate feeding and care.</li> <li>4. To help build better 4-H members and get them to accept responsibility.</li> </ol>	<p>Judging Livestock Bul. 216</p> <p>Beef Cattle Bul. 207</p>	<ol style="list-style-type: none"> <li>1. Teach this through 4-H Club Judging Team and by personal visits to their homes. Stress the point that what is correct type today may change in the years ahead.</li> <li>2. Hold meetings and show them slides and pictures of different types of facilities. Also give them aid and advice on how these facilities can be adapted to their situation.</li> <li>3. Take trip to Virginia State Fair. Also take them to see some good farming operations in and near the county.</li> <li>4. Hold meeting and discuss types of feeding and kinds of feed for livestock.</li> </ol>	<p>Jan. thru May</p> <p>Aug. Sept.</p> <p>Sept. Oct.</p> <p>Nov. Dec.</p>	<p>Agent &amp; Asst. Agent</p> <p>Agent &amp; Asst. Agent Leaders</p> <p>Leaders, Parents, Club members and Agents.</p> <p>Leaders Agents</p>

Evaluation:

Number of younger 4-H members enrolled in livestock projects for the first time. Also number of older members re-enrolling in livestock projects.

# ANNUAL NARRATIVE REPORT

## COUNTY EXTENSION WORK

### *Virginia Agricultural Extension Service*

GAIL CALDERWOOD

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**Extension Agent**

HUGHES C. SWAIN

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**Extension Agent**

EDWARD METCALF

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**Assistant Agent**

CARTER FLEMING

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**Assistant Agent**

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**Assistant Agent**



1964

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NELSON

**County**

NELSON COUNTY

ANNUAL NARRATIVE REPORT

YEAR - 1964

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

The Extension educational program and the work of the Extension Staff in Nelson County is based largely on the recommendations and suggestions of three commodity committees - Livestock, Agronomy and Fruit, our 4-H Committee, Leaders Organization and our Home Economics Committees on Clothing and Nutrition.

Each of these committees either meet or are seen as individuals by the agents and make recommendations, set up objectives and goals and give general advice and assistance in program planning to the County Extension Staff.

Some of these committees meet more frequently than others, as in the case of the 4-H Leaders Organization, which meets quarterly and the Fruit Growers Committee which meets not only to work out programs for their regular monthly meetings, but hold two additional meetings to plan their special winter and summer meetings which are held jointly with Amherst County.

Contribution by Local Leaders

Some of the biggest contributions made by local leaders, in addition to their advisory capacity on committees are the contributions made by the members of the 4-H Leaders Organization and their work with our four Community 4-H Clubs.

Other contributions by local leaders are through the influence of the various members of our program planning committees. Quite often persons who very seldom, if ever, ask for information and help have contacted the Extension Office after having talked with one of our local leaders who is recognized as active in Extension activities.

#### 4-H Adult Leaders Organization

The 4-H Leaders Organization has again rendered valuable service to the county 4-H program as well as advice and counsel to the Extension Staff in 1964.

One of their most valuable services performed was their cooperation and planning in providing transportation to and from 4-H Camp at Holiday Lake when other transportation became unavailable.

Other activities which they have sponsored and assisted with were: Blood Donor Program, Demonstration Contests, Achievement Day, Community 4-H Club Camp, and Community 4-H Club Picnic.

#### Leader Training

Work in leader training has been done with the Home Demonstration Leader Training Meetings and senior 4-H members taking the Junior Leadership project. Leader training for 4-H Club officers is being conducted at the regular 4-H meetings.

Organizational Leader Training for the adult leaders of two community 4-H clubs has been done this year.

#### Home Demonstration Leaders and Leader Training

One hundred and twenty-four Home Demonstration leaders were provided training in five Home Demonstration subject matter areas. The agent presented eight leader training meetings. Specialists presented two leader training programs.

Home Demonstration Club leaders and presidents continue to be younger women in the county.

One noteworthy fact about Home Demonstration leadership is the number of other women in the county with whom Home Demonstration leaders have assisted or shared their Home Demonstration training and information.

Over 1,550 other women not formally connected with Home Demonstration activities have benefited by Home Economics Extension information this year. This is an impressive number of women when compared with an active Home Demonstration enrollment of 305.

#### Home Demonstration Club Program Planning

Work with the county Home Demonstration Club Committee in the area of program planning has been noteworthy. At the program planning meeting all twelve Home Demonstration Clubs in the county were represented. Activities leading up to this meeting were the following:

The agent presented a program development leader training meeting early in the year. All clubs were represented at this meeting where Outlook information was presented by the agent. The Agent also presented a demonstration and topic idea folder for all

leaders to use along with the Outlook information in presenting the program planning to individual Home Demonstration Clubs. Leaders also had a survey form for each club to list topics of interest and send back for a combined list to be worked up.

The agent and program development leaders presented Outlook, idea folder and survey to Clubs the month before the county planning meeting. Results of the survey were compiled and leaders met for the yearly club program planning meeting.

Program development leaders had done a thorough job in collecting topic ideas from all Home Demonstration Clubs. At the planning meeting each Club expressed preferences for demonstrations and the list was narrowed down to the year's programs all under one heading, "Better Use of Family Income".

The Home Demonstration organization program planning leaders were effective in presenting program planning to individual Home Demonstration Club members. This showed up in good attendance at the county meeting and the ease with which the year's program was planned.

II. REPORT ON PROJECT AREAS

AGRICULTURAL PRODUCTION, MANAGEMENT AND NATURAL RESOURCE DEVELOPMENT

- A. PHASE: Livestock - Quality Feeder Calf Production - 1964 - Nelson County
- B. This phase of the above project area received major emphasis because of its large contribution as a second major source of farm income in Nelson County. Practically all of the beef cattle operations in the county, both for full time and part time farmers, are cow-calf operations. The income from this type enterprise depends directly on good production and management practices.
- C. The objective of this phase is to teach farmers how and why to improve the quality of cows, replacement heifers, herd bulls and overall management, thereby resulting in a higher grading, heavier feeder calf which will return a higher net profit to the producer.
- D. Evaluation and progress made in this phase is based largely on actual records which are kept in the Extension Office. Our records show that over 400 feeder calves and yearlings were consigned to the cooperative sales in Lynchburg. This is an increase of approximately seventy-five head over 1963. In addition, two cattle producers became new members of this Feeder Calf Cooperative. Also at least thirty to fifty feeder calves were marketed in cooperative sales in Albemarle and Augusta counties.

We are certain that the regular increase in consignments and interest in the organized feeder calf sales plus the fact that other cattle producers are trying to improve their calves in order to qualify them for these sales, is a good indication that progress is definitely being made in this phase.

Our main educational activities conducted in this phase have been demonstration farm visits, organized trip to "Livestock Industry Day" at V.F.I. and a planned Beef Cattle Nutrition School to be held in early 1965.

Other educational activities have been farm visits, news articles, and letters, etc.

A. PHASE: Agronomy - Forage Production - 1964 -  
Nelson County

- B. This phase received major emphasis because Nelson County's production of forage crops per acre is below the state average. The county is predominantly a livestock county; therefore, the farm income could be increased considerably by more efficient and higher forage production, with the forage being used both as feed for livestock and for sale.
- C. The objective of this phase is to increase farm income through increased forage crop yields to be fed and/or sold.
- D. This is a phase which by its nature alone is difficult to evaluate and report on progress made. This is a continuing phase which will not be completed in any one specific year. Very possibly the 1964 Census of Agriculture will show some result in terms of reported crop yields. Unfortunately, during 1964 the majority of the county was again hit by severe drouth and all forage crops suffered. Corn and corn silage seemed to be less hard hit than other forages and therefore some increase in silage production has been noticed.
- One of the major educational activities carried out was the recommended use of the V.P.I. Forage Testing Program. Of course, farm visits, office visits, phone calls, news articles and fertilizer recommendations also play a big part in the educational work in this phase.

A. PHASE: Farm Management - 1964 -  
Nelson County

- B. This phase received major emphasis because many of our farmers are not applying good farm management principles and facts in making their management decisions.
- C. The objective of this phase is to begin an educational program that will create an awareness among our farmers that assistance in the field of farm management is available through the Extension Office and to help plan and conduct a formal farm management school in the county.
- D. Nelson County has seven farmers directly involved in farm management training through their participation in the Mail-In Record System. Each of these farmers is worked with closely and their records checked each month prior to being forwarded to V.P.I. Definitely these farmers are learning better management through this association. On other farm visits good management principles are always mentioned along with other production information given. Specific methods used in this educational phase were the Mail-In records, individual close out and analysis of records and a farm management school. Of course this phase too is a continuing one and the real evaluation will be in terms of a gradual change

and improvement in the farm business in the county  
in the years to come.

A. PHASE: Horticulture - Fruit Production - 1964 -  
Nelson County

B. This phase received major emphasis because Nelson County is one of Virginia's largest producers of apples and peaches ranking seventh in apple production and second in peach production. Income from fruit is the leading source of farm income.

C. The objective of this phase is to conduct an educational program that will encourage more fruit producers to adopt the recommended spray programs and cultural practices and to encourage them to attend the regular fruit growers meetings where they can receive a large part of the necessary information. The increased and proper use of these recommended spray programs and horticultural practices should result in higher quality fruit bringing a higher price to the producer.

D. Progress in this phase has been noted primarily through the increased attendance at the regular monthly fruit growers meetings. At each meeting in 1964 there was a noticeable increase in attendance and interest. One orchard tour meeting drew approximately forty-five to fifty growers where the attendance has usually been in the lower twenties.

The educational activities conducted to accomplish the objective of this phase were: (1) monthly fruit grower meetings - January through July. (2) Two general fruit

schools - February and July, (3) Two orchard  
tours - May and June.

The County Extension Office is the contact point for  
fruit specialists when in the county. Many calls are  
relayed to the specialists, both at V.P.I. and at the  
Piedmont Fruit Laboratory in Charlottesville.

B. Other Work in This Project Area

1. In addition to work set up in the 1964 Plan of Work, here is a brief description of other work done generally relating to these project areas.

- (a) Sheep Scabies Inspection - once again the sheep in Nelson County were checked for Scabies. This time nine flocks were rechecked for a possible re-occurrence of the disease.
- (b) Swine Production - several farmers who were producing feeder pigs have purchased new registered boars and have increased their operation slightly. These farmers are worked with closely in this enterprise.
- (c) Agricultural Engineering - the Extension Office has supplied quite a few farmers with farm building plans this year. Most of the plans supplied were for pole type buildings, hay and cattle barns.
- (d) Drought Problem - Once again the majority of Nelson County was hit by a serious drought in 1964. Although the drought this year was not as serious as in 1963, some special attention was given toward news articles and visits concerned with the feed shortage problem.

EXTENSION HOME ECONOMICS

- A. PHASE: Foods-Nutrition - 1964 -  
Nelson County
- B. This phase received major emphasis because homemakers made many requests for assistance and information on a large variety of nutrition topics. Interest was shown in the area of cheese cookery, nutritious salads, frozen desserts and low calorie meals.
- C. The major objective was to provide homemakers with information and assistance in the nutrition areas which were requested.
- D. Five monthly Home Demonstration Club topics were related to foods-nutrition during the year. These topics included cheese cookery, nutritious salads, frozen desserts, low calorie meals, and table setting and buffet arrangement.

The agent conducted five leader training programs on the topics in the Home Demonstration monthly programs. Thirty leaders received training at one or more of the leader training programs. These leaders conducted thirty demonstrations at their Home Demonstration Club meetings.

The power supplier representative in this area assisted the agent at two leader training programs. Many teaching tools were used in presenting foods-

nutrition topics during the year. Among the tools used were film strips and slides, method demonstrations, illustrative posters, pamphlets, and news articles on selected topics relating to the foods topics in the Home Demonstration program. Emphasis was placed on consumer education related to the different topics in addition to information on methods of preparing foods. Homemakers were shown the importance of cheese as a protein source and meat substitute and the economy of substituting cheese for a meat meal. The nutritional additions to the diet provided by attractive salads was emphasized. Meal planning to give the homemaker time for other activities was discussed in connection with do-ahead frozen desserts. The importance of weight control as it is related to good health was pointed out in the topic on low calorie meals. Consumer information available was presented to the homemakers on fad diets.

A survey was conducted among a cross section of homemakers who participated in Home Demonstration activities. The survey was related to the value the nutrition topics had been during the year. Over half of the women surveyed were using the information they received on cheese cookery, and

by using the information including cheese as a main dish in the family meals. Thirty percent of the homemakers have tried using other salad greens in place of lettuce in salads. Seventy percent of the homemakers made use of and are now using the salad ideas they received. Sixty percent of the women surveyed said that by the use of frozen desserts and meal planning information they plan part of each day's meals a week in advance. Many plan all the family meals once a week prior to the grocery shopping. Thirty percent of the women are using low calorie meal suggestions.

Other activities in the foods-nutrition area included a special program on meal planning and the basic foods group presented by the agent to the young homemakers group in the county.

Five 4-H adult leaders in the Rockfish Valley conducted nutrition project group meetings during the summer to 4th and 5th grade girls in the Rockfish Valley. The group included twenty-five girls in both school and community 4-H Clubs.

EXTENSION HOME ECONOMICS

- A. PHASE: Clothing
- B. Homemakers requested assistance with clothing problems both consumer information and construction techniques. Homemakers were interested in consumer information on buying and fitting foundation garments and information on hair styling. Several clothing leaders asked for tailoring assistance.
- C. The major objective was to provide homemakers with information and assistance in the areas of clothing which were requested.
- D. One of the clothing activities conducted was the topic guide to buying and fitting foundation garments. This program was one of the monthly Home Demonstration Club topics. Miss Lois Erdman, V.P.I. Assistant Clothing Specialist, conducted a leader training meeting for ten leaders on the topic. Emphasis was placed on good consumer information as an important aid in buying as well as knowing personal needs before buying foundation garments. The agent conducted two tailoring workshops. Each workshop consisted of a preliminary meeting and six all day sessions. Eleven ladies

participated in the two workshops and constructed ten suits and one wool coat. The homemakers who took part in the tailoring have agreed to serve as 4-H clothing leaders in their area of the county. Mrs. Marjorie Tassing, instructor of cosmetology at the Woodrow Wilson Rehabilitation Center at Fishersville presented a hair styling special interest program on the latest hair styles for homemakers. Three Home Demonstration Club members modeled hair styles done by Miss Tassing to illustrate her demonstration. The purpose of the program was to provide homemakers with assistance in choosing becoming hair styles and methods for achieving these styles. News paper articles, pamphlets and bulletins were additional aids used in presenting clothing information to homemakers in the county.

A survey was taken among homemakers to discover what use was being made of clothing information provided.

Sixty percent of the women questioned are now paying more attention to buying foundation

garments after being properly fitted.

Twenty-five percent of the homemakers have assisted more than 600 other women with their clothing problems.

Sixty-five women attended the program on hair styling. These women feel that the information they received has helped them in choosing a more becoming hair style.

Eleven homemakers received tailoring instructions.

EXTENSION HOME ECONOMICS

A. PHASE: Clothing Committee - 1964 -  
Nelson County

- B. A Clothing Committee was organized a number of years ago, but has become inactive. There have been very few clothing activities in the county in the past. Interest and a need for clothing information was shown among homemakers. Consumer education as well as construction methods is needed.
- C. To reactivate the county clothing committee, increase the size of the committee and place membership on a rotating basis.
- D. The agent has discussed organization of a clothing committee with state clothing specialist as well as the District Agent. Prospective members have been visited. Fifty homemakers surveyed have said that they thought a clothing committee would provide better opportunities for clothing consumer education information and construction training. Thirty homemakers have stated an interest in a clothing construction class.

The Clothing Committee has not yet met to reorganize. This will be done as soon as it is possible. Establishing a committee of this type if it is to function effectively is a slow process.

EXTENSION HOME ECONOMICS

A. PHASE: Home Furnishings - 1964 -  
Nelson County

B. Interest in home furnishings and requests for information and assistance were numerous.

Interest was shown particularly in the area of care and selection of rugs and window treatments. Many individual requests were received for assistance in furniture and kitchen arrangements and remodeling and color planning.

C. The major objective was to provide homemakers with information and assistance primarily in the areas of rug selection and window treatments.

D. Activities conducted in this area were centered around monthly Home Demonstration Club topics. Two topics presented were window treatments and selection of rugs and carpets. The agent trained twenty-five leaders at two leader training meetings. The leaders presented all twelve demonstrations on window treatments and two demonstrations on selection of rugs and assisted with the demonstration in ten meetings on rug selection. News articles were written on the topics. Pamphlets and bulletins were provided

homemakers information on consumer education.

Emphasis was placed on having a plan in mind for selection of rugs before buying in the rug selection topic. When considering window treatment, homemakers were advised to consider planning most attractive and effective window treatment for money spent.

Results of a survey of homemakers show that women are using information received on selecting window shades, shutters and drapery fabric before planning to buy any of the window treatments. The information provided on rug selection has made homemakers aware of the many different types of rug fibers available, and the importance of knowing what the characteristics of the different fibers are as to wear, price and suitability for the home. Women have said that they put more time in planning rug purchases as a result of information received.

The agent assisted approximately twenty-five homemakers with individual problems in kitchen arrangement, drapery selection, picture selection and arrangement, furniture arrangement and color planning.

EXTENSION HOME ECONOMICS

B. Additional Areas Of Work

1. Rural Arts Committee

This Committee met once during the year.

Knitting classes participated in by twenty-five homemakers were a successful program organized and guided by the rural arts committee. Committee members secured teachers and assisted homemakers in the Rockfish Valley area in setting up meetings for knitting lessons.

The class met three times.

Members of the rural arts committee assisted with planning and carrying out a program on making copper planters. This group consisted of ten women in the Tyro community. The class met one day.

Homemakers in the Gladstone community participated in a etched aluminum tray class arranged by rural arts committee members in that area. Twelve women participated in the class which met for one day.

Committee members in each activity provided methods of finding teachers in the area for handicraft classes.

The committee assisted with arranging a time

and place for class meetings. They also helped in securing materials for the classes.

## 2. 4-H Summer Project Groups

4-H adult leaders in the Rockfish Valley Community 4-H Club met with twenty-five fourth and fifth grade 4-H girls from the Rockfish Valley area for sewing and foods project groups during the summer. The group divided into two groups and each group held four one-day meetings. The groups were conducted by the following adult leaders: Mrs. Basil Campbell, Mrs. Luther McGann, Mrs. MacAuldman Campbell, Mrs. Harold Campbell, Mrs. D. N. Critzer and Mrs. Robert C. Raynor. Mrs. John R. Mitchell, Jr. , organized the groups and assisted leaders with organization of the project groups. Libby McGann, senior 4-H member from the Rockfish Valley Community 4-H Club, assisted with teaching one project group at each of their meetings. The girls gave foods demonstrations and were taught the Singer Course on "Learning to Use The Sewing Machine". They constructed such simple sewing articles as scarves, pillowcases, pin cushions and stuffed toys. Two of the girls were more advanced and made cotton blouses and shifts.

The agent provided educational materials for the groups and worked with the organizational leader, Mrs. Mitchell, in setting up the classes and finding leaders. The agent attended only one of the actual group meetings.

### 3. 4-H Home Management Projects

Two hundred and five 4-H members enrolled in Home Management projects this year. Last year's total enrollment was one hundred and twenty-five. Interest in home management projects has almost doubled in one year. Emphasis this year was placed on enrolling more girls in Home Management projects. These projects were emphasized because they are of interest to 4-H members in rural non-farm situations as many of our 4-H members would be classified. Seventeen girls expressed interest in entering the Sears Home Management Contest. Ten girls entered the county contest. The winner in the junior and senior contests entered the area contest. The junior county winner placed fourth in the area. The senior county winner placed eighth in the area. Girls who enter the Home Management Contest have been working their exhibit up into a demonstration and entering it in the county demonstration contest.

#### 4-H AND OTHER EXTENSION YOUTH PROGRAMS

A. PHASE: 4-H Re-enrollment of Older Members - 1964 - Nelson County

B. The drop-out rate among 4-H members is high in the county. Methods were needed to provide recognition and leadership opportunities for older 4-H members to help them continue in 4-H as long as they are eligible. Last year a county 4-H demonstration contest was held for the first time. The adult leaders association assisted by acting as judges. Participation in the event was good and it is felt that the contest should be an annual event.

C. The major objective of this phase was to promote re-enrollment of older 4-H members by conducting a county 4-H demonstration contest.

D. Activities conducted in this phase were as follows: Older 4-H members were contacted by letter and personal contact at 4-H Club meetings. An explanation of all of the 4-H demonstration and judging contests available was given these older 4-H members.

Adult 4-H leaders received the same information so they could help 4-H members in their Clubs prepare for the demonstration contest. This was done in February so ample time was allowed for 4-H members

to decide which contest they would enter. The agents met with the adult leaders association and mapped out specific plans for the county demonstration contest. Among plans made were location, time and date for the contest. Adult leaders agreed to act as judges for the county contest. Judges were assigned contest to judge in areas where they would not be helping 4-H members prepare for a contest.

The agents assisted by adult leaders in some instances visited each 4-H member interested in entering the contest. At this first visit, agents assisted members in planning their demonstrations. Practice sessions for each 4-Her entering the contest were set up. An agent or leader attended at least one practice session of each member entered in the contest. Contestants gave their demonstrations before Home Demonstration Club groups, Community 4-H Club meetings and any other group they could prior to entering the county contest.

The county demonstration contest was held in the Central Virginia Electric Cooperative building and County Office Building in Lovington. Winners in the county entered the District Contests the follow-

ing month and several from the county won in the district and entered state contests at 4-H Short Course.

Participation and interest in the demonstration contest was good. Twenty-four 4-H members entered the county contest. Seven senior contests were held and seven junior contests. Thirteen adult leaders assisted with judging the contests. Three 4-H members were trained by a former 4-H member in the county. Seven boys and girls entered the district demonstration contest for the East-Central District. These seven placed as follows in the District Contest: Three first placed, one second place, two fifth places and one didn't win a ribbon. Three girls entered state demonstration contest at 4-H Short Course. There awards were two first places and one second.

All but one of the original twenty-four 4-H members in the county contest are continuing their interest and participation in 4-H Club work. These 4- H members are becoming the leaders in their 4-H Clubs. Interest in this program was good and it is hope d that it will be continued another year.

#### 4-H AND OTHER EXTENSION YOUTH PROGRAMS

- A. PHASE: 4-H Club Achievement Records - 1964 -  
Nelson County
- B. Many 4-H Club members are old enough to compile and make achievement record books, but they don't do it. Each year there are project areas in both the District and State contests that are not entered. There is a lack of interest and participation in entering achievement record books in contests.
- C. The major objective for the phase is to teach 4-H members the importance of keeping accumulative records and the opportunities available for 4-H members who enter their books in the different contests.
- D. 4-H members were given a list of all achievement record contests they could enter. The agents explained the contest at 4-H meetings and personally at home visits with members. 4-H leaders discussed record keeping at their Leaders Association Meeting. They agreed to help the 4-H members in keeping their records. The agents presented a program at Community 4-H meetings one month on how a representative group of individual project records should be filled out. The agents spent considerable time in making up a sample copy of an achievement record book. Instruct-

ions from the State 4-H Office were followed in doing this. This book was mimeographed and made available to all 4-H members who were interested. A training meeting was set up and much publicity given. This meeting was open to all 4-H members interested in assembling achievement records. 4-H members had expressed much interest in a program of this type. The meeting was poorly attended. The agents felt that many hours of planning went into this phase of the Extension program, but too few results were obtained. Two 4-H members submitted achievement records for State contests. The Home Demonstration Agent acted as a State Achievement Record Book Judge in April.

- A. PHASE: 4-H Livestock Projects - 1964 -  
Nelson County
- B. This phase received major emphasis because of the young 4-H Club members who live on farms with adequate facilities and land to carry a project of this type. These club members need the experience of having the responsibility of conducting this type of project.
- C. The objective of this phase was to increase interest among the 4-H Club members and to increase their participation in the livestock projects and the shows available to them in the area.
- D. Progress has definitely been made in this phase of Extension work. A new Sears 4-H Pig Chain has been started and will begin with a supervised crossbreeding program for the first time since its beginning.

Livestock shows were well attended by Nelson 4-Hers. One or more 4-H members attended and exhibited in the following shows in 1964: (1) Charlottesville Area Junior Beef Show and Sale; (2) Augusta County Purebred Heifer Show; (3) East-West Central District 4-H Horse and Pony Show; (4) Atlantic Rural Exposition and (5) Lynchburg

Farm Show.

In exhibiting at these shows, Nelson 4-Hers brought back two championships. They were: District Champion 4-H Western Pony and Reserve Champion Shorthorn at the Lynchburg Farm Show. In addition, a third place was won by a Nelson County 4-Her on his heavyweight Shorthorn steer at the Atlantic Rural Exposition.

A. PHASE: Other Work Within This Project Area - 1964 -  
Nelson County

1. 4-H Forestry Appreciation Project

The County 4-H Council and 4-H Adult Leaders Association chose Forestry Appreciation as the major project for the 4-H Clubs in the county for the year. Demonstrations or tours were planned for each month from October through May. Four-H members were taught the correct method of collecting, mounting and identifying leaves. A film on the uses of forest products was shown. Christmas Tree Safety and Christmas decorations using forestry products was a topic. The 4-H members were taught tree identification using mounted leaves and twigs. Mr. Withers Whitehead, Chief Fire Warden here in Nelson County, took all 4-H Clubs on group tours in forests to teach them about tree identification of local trees. 4-H members learned how a tree grows through studying cross-sections of trees. A leaf collection scrapbook contest was conducted among 4-H members.

Six hundred and sixty-one 4-H members were enrolled in this project. Five hundred and fifty 4-H members completed the project and sent in project records. Approximately five hundred 4-H members participated

in seventeen forestry tours lead by Mr. Whitehead. Seventy-five 4-H members received either first, second or third place ribbons on scrapbooks they entered in the Leaf Scrapbook Contest. Four-H members planted 2700 loblolly and 1500 white pine seedlings as a part of this project.

## 2. 4-H Project Completion

Agents worked with 4-H members in trying to help them understand the value and importance of keeping project records. Special emphasis was placed on learning how to compile achievement record books. Agents presented programs at 4-H meetings on how certain records were supposed to be filled out. Over 2,510 individual projects were given to 4-H members in the county. Only 150 records were returned at the end of the year. This is poor project completion. Children need much more personal guidance in keeping records and providing this guidance is a problem. Sixty-five county medals will be awarded 4-H members for project work completed this year.

In order to help with project completion, we have been limiting number of projects 4-H members could enroll in according to their ages. For example: a fourth grade member can choose one project in

addition to the school project. A seventh grade member may choose no more than four other projects. We are in the process of beginning a program in the Community 4-H Clubs where club members enroll in projects which have an adult leader assigned to that project in the member's own Community 4-H Club. We are hoping that this system will provide better project assistance to 4-H members.

Each year a 4-H County Yearbook is provided 4-H members. As a part of the yearbook, all 4-H projects are described in detail in this book. An additional part of this book lists all 4-H members who have received awards during the previous year and the awards they received.

B. PHASE: Additional Areas of Work - 1964 -  
Nelson County

This year a school bus was unavailable to take our 4-Hers to 4-H Camp. This situation was brought to the attention of our Adult 4-H Leaders Association. These adult leaders volunteered to take the responsibility of getting the 4-Hers to camp. On the day that we were to go to camp, about twelve adult leaders showed up to take the children, although all of them were not needed. One adult leader, who could not drive, volunteered her car and one of her hired men to drive. Some of the leaders who could take the children to camp, but could not come after then the following week made arrangements for another leader to come for the children that they had taken. This coming year we will again be faced with the same situation and I'm sure the adult leaders will be willing to help out.

C. PHASE: 4-H Adult Leaders Association - 1964 -  
Nelson County

The 4-H Adult Leaders Association has continued their active and very important assistance with the county 4-H program this year.

Three leaders attended the East Central District Leaders Conference during the summer. The Association has thirty-three members, one is a new member. The leaders assisted with planning and carrying out a county-wide Community 4-H Club picnic attended by over one hundred and fifty people. Adult leaders also planned the annual Community 4-H Club Weekend Camp at Holiday Lake. Eighty leaders, 4-H members and guests attended this event. As a part of this weekend, leaders worked with the 4-H members and presented a Talent Show. Leaders also assisted with the County Demonstration Contests where they acted as judges. The Adult Leaders Association met four times during the year for business meetings.

COMMUNITY AND PUBLIC AFFAIRS

- A. PHASE: Civil Defense - 1964 -  
Nelson County
- B. This phase received major emphasis because of a general non-concern and apathy on the part of not only the elected leadership in the county, but also the county people in general.
- C. The objective of this phase was to try to create an awareness, among the people in Nelson County, that Civil Defense and emergency planning should be a part of any family or farm protection plan.
- D. Progress, if any, in this phase has been difficult to recognize. Several news articles written on the subject apparently created no interest. A bulletin rack shelf in the County Agricultural Building is kept well stocked with Civil Defense information and very few pieces of this literature are taken.
- Nelson County does not have a Civil Defense Director or Coordinator nor has any step been taken to appoint men to these jobs.

### III. SUCCESS STORY

There is one brief story, which we consider as a successful contribution to the Fruit Growers Program Planning Committee. One of the objectives of the fruit growers planning committee was to increase attendance at the fruit growers meetings. A The Planning Committee, meeting in December, 1963, to make plans for the 1964 meetings, believed that too many meetings were being held during the previous years and therefore the average attendance at each meeting was low. The committee therefore recommended that the number of meetings be reduced to six instead of ten. The six meetings were to be held from February through July with the January meeting to be devoted to the State Horticultural Society Meeting.

Without doubt this idea and plan was successful. Increased attendance was noticed from the very first meeting and continued through the rest of the meeting schedule. The growers, realizing that there would be only six meetings at which time they could consult with the specialists and get information, responded by attending regularly and participating freely in the discussions.

Another short success story which we are glad to relate is that of the recent action of the County RAD Committee.

This Committee, which named itself "The Nelson County Development Committee" was organized with Extension's leadership and assistance in the spring of 1962. One of the first projects of this Committee was to begin the organization of a "County Industrial Development Corporation". A charter was applied for and issued without much delay but the real problem facing the group was to sell the general public on the need for the corporation and what it would mean to the county. After almost two years of one problem after another, the corporation was formally organized, stock certificates issued and officers and directors elected.

This group has worked closely with the county's Chamber of Commerce in trying to locate small industry interested in coming to the county. After several failures, the Committee and Corporation have succeeded in attracting one small industry to the county and the Development Corporation is ready to begin making the necessary

building and lease arrangements.

One of the more outstanding phases of the Home Economics program this year has been activities conducted in the area of clothing. The Agent chose this area for emphasis for the year.

Among activities conducted were the following: Two Tailoring Schools conducted consisting of one preliminary meeting before each tailoring school, where such items as fabrics, pattern selection and proper fit were discussed. The tailoring schools (two) where eleven women made ten wool suits and one wool coat.

A special interest program on Hair Styling, presented by Miss Marjorie Tussing, instructor of cosmetology at the Woodrow Wilson Rehabilitation Center at Fishersville. Sixty-five homemakers attended this program where emphasis on creating attractive hair styles for the individual was pointed out to those present. The agent spent part of one day planning the program with Miss Tussing prior to the meeting.

During the summer seven 4-H leaders from the Rockfish Valley Community 4-H Club met four days with twenty-five 4th and 5th Grade 4-H girls for clothing project workshops. The group was organized and conducted entirely by these leaders. The agent worked with one leader prior to the project meetings to plan the types of activities which would be included. Girls were taught the Singer Course in learning to use the sewing machine. These girls were just learning to sew so the project, So You'd Like To Sew was followed closely. Girls made stuffed toys, pillowcases, aprons, head scarves and simple pocketbooks. Girls entered their articles in the 4-H Achievement Day in the fall. One topic in the regular Home Demonstration program was on "Guide To Buying and Fitting Foundation Garments". The topic was presented to the twelve Home Demonstration Clubs in the county. Over sixty homemakers reported in a survey that as a result of the program, they were paying more attention to securing proper fit when buying foundation garments. Interest in clothing construction instruction

and consumer education is good at this time. Of the women surveyed, better than thirty people requested eleven different types of construction workshops for any time they can be scheduled.

In the regular Home Demonstration Club programs related to clothing during the year, over two hundred and forty-one women received clothing information and participated in clothing activities.

Home Demonstration Club women have assisted more than six hundred other women with their clothing problems.

#### IV. GENERAL APPRAISAL OF 1964

In general appraisal of the past year of Extension work in Nelson County, we believe that the total Extension program has been, for the most part, reasonably successful and that progress has been made toward the objectives.

We have listed most of the strong points in reporting on the project phases on the preceding pages. Now, we must recognize the weak points which will provide us with guide lines for program adjustment and planning for the future.

We have noticed the following situations and circumstances and we consider them as symptoms of weakness in our programs: poor participation in our County 4-H Achievement Day, a lack of interest by older 4-Hers in an Honor Club, a poor job of cutting and storing corn since by some of our farmers, a poor attendance at this year's farm management and farm tax schools, failure to create any interest in Civil Defense Preparedness and a generally poor 4-H project completion.

Home Demonstration leadership continues to be made up of a majority of the younger women in the county.

Attendance at leader training meetings could be better.

The federation project for the year has been excellent. All clubs participated in a collecting of county history by Home Demonstration Club communities. This has resulted in a collection of county history which will be published and sold by Home Demonstration Club members early next year.

The 4-H members are learning to present top quality 4-H demonstrations. This can be seen in the high number of first and second place winners in county, district and state contests from Nelson County.



SECTION I: SUMMARY OF SELECTED EXTENSION TEACHING ACTIVITIES

(See instructions in Section I for columns A-B-C-D-E-F.)

Teaching Activities	Work Done By --					
	Home Agents	Youth Agents	Agricultural Agents	County Total	State Staff	Grand Total
	A	B	C	D	E	F
1. Farm, home, firm and other out-of-office visits .....	247	211	206	664	✓	664
2. Office calls .....	72	52	76	200	✓	200
3. Telephone calls (received or made) .....	562	305	502	1369	✓	1369
4. Newspaper articles or stories:						
a. Prepared and released directly to newspapers or magazines .....	18	18	20	56	✓	56
b. Prepared by state office and released through county extension offices .....	12	4	17	33	✓	XXXX
5. Broadcasts made:						
a. Radio .....						
b. Television .....						
6. Publications distributed directly to the public .....	10,338	1,762	423	12,523	✓	12,523
7. Circular and commodity letters written .....	50	21	31	102	✓	102
8. Training meetings held for local leaders:						
a. Adult work (1) Number .....	34	2	3	39	✓	39
(2) Attendance .....	437	8	15	460	✓	460
b. Youth work (1) Number .....	15	2	3	20	✓	20
(2) Attendance .....	156	6	20	162	182	162
9. Other meetings at which agents or specialists presented educational information:						
a. Adult work (1) Number .....	85	12	40	137	✓	137
(2) Attendance .....	1043	33	151	1227	✓	1227
b. Youth work (1) Number .....	51	151	21	223	✓	223
(2) Attendance .....	1322	3583	117	5022	✓	5022
10. Meetings held by local leaders:						
a. Adult work (1) Number .....	49		1	50	✓	50
(2) Attendance .....	655		15	670	✓	670
b. Youth Work (1) Number .....	16		1	17	✓	17
(2) Attendance .....	352		75	427	✓	427

SECTION II: PROGRAM EMPHASIS  
(See instructions for Section II.)

	Days Devoted By	
	County Staff	State Staff
	A	B
11. Planning and management of the farm business .....	32	
12. Field crops, pasture, range (production and on-farm marketing) ..	47	
13. Soil management .....	9	
14. Horticulture (production and on-farm marketing) .....	14	
15. Forestry (production and on-farm marketing) .....	13	
16. Soil and water conservation, wildlife .....	8	
17. Plant pathology .....	4	
18. Entomology .....	11	
19. Agricultural chemicals (pesticides, additives, etc.) .....	6	
20. Dairy (production and on-farm marketing) .....	1	
21. Poultry (production and on-farm marketing) .....	1	
22. Livestock (production and on-farm marketing) .....	67	
23. Animal and poultry health .....	22	
24. Marketing and utilization .....	8	
25. Consumer education in use of agricultural products .....	-	
26. Agricultural engineering .....	-	
27. Dwellings and equipment .....	2	
28. Home grounds improvement .....	19	
29. Planning and management in the home .....	10	
30. Family economics .....	-	
31. Home furnishings .....	27	
32. Clothing selection and care .....	12	
33. Clothing construction .....	30	
34. Food preparation and selection .....	28	
35. Food preservation .....	-	
36. Nutrition .....	12	
37. Human relations, child development .....	-	
38. Health .....	-	
39. Safety .....	-	
40. Recreation .....	13	
41. Outlook .....	5	
42. Community development and resource adjustment .....	-	
43. Manpower development, employment information .....	-	
44. Public affairs .....	3	
45. Rural defense .....	-	
46. Leadership development .....	40	
47. Extension administration, organization .....	139	
48. Program planning .....	73	
49. Supervision of extension personnel .....	XXXXX	
50. Inservice training received .....	56	
51. Miscellaneous (cannot be charged to above items) .....	11	
52. Total days worked (items 11-51) .....	713	
Of total days reported in item 52, how many were devoted to:		
53. a. Adult work .....	425	
b. Young adult work (ages 18-25) .....	2	
c. 4-H Club work .....	283	
d. Work with other youth and youth serving groups (within 4-H age) .....	3	✓

54. Adult voluntary local leaders assisting in the conduct of county extension work.  
(Read instructions before completing.)

	Men		Women	
	A	B	A	B
a. In overall county-wide extension councils or committees, community improvement work and other work not covered below .....	12	2		
b. In adult agricultural and related fields .....	13	-		
c. In adult home economics and related fields .....	-	177		
d. In work with young adults .....	-	-		
e. In 4-H Club work; (Different leaders only)				
(1) Organizational leaders .....	15	25		
(2) Project or subject-matter leaders .....	7	5		
(3) Other adult leaders .....	-	-		
f. Total DIFFERENT adult leaders .....	47	229		

HOME ECONOMICS EXTENSION WORK

55. Organized clubs or other groups continuously carrying on adult home economics extension work:

a. Number of groups .....	<u>14</u>
b. Number of members .....	<u>347</u>

56. Special audience and specific interest groups:

a. Organized by extension and worked with in home economics extension work:	
(1) Number of such groups worked with .....	<u>5</u>
(2) Attendance at meetings held with these groups .....	<u>155</u>
b. Not organized by extension:	
(1) Number of such groups worked with .....	<u>2</u>
(2) Attendance at meetings held with these groups .....	<u>25</u>
(3) Number of leaders in non-extension organized groups trained by extension during the year .....	<u>25</u>

WORK WITH YOUNG ADULTS

Work designed to meet the continuing education needs of men and women, primarily out of school, unmarried, and in the age range of 18-25. Report all worked with of this age group regardless of whether they are also reported elsewhere.

57. Extension sponsored groups of young adults:

a. Number of groups worked with .....	<u>1</u>
b. Number in such groups .....	
	Men: _____
	Women: <u>15</u>

58. Number worked with through young adult programs (jointly sponsored groups, non-extension groups, and individuals not in groups).Men:

Women: <u>7</u>
<u>21</u>

WORK WITH OTHER YOUTH

59. Number of youth (of 4-H Club age) worked with in addition to 4-H Club members ..... 3

4-H CLUB WORK

60. Number of 4-H Clubs ..... 23

61. Different 4-H Club members enrolled:

a. Boys .....	<u>337</u>
b. Girls .....	<u>324</u>
c. Total .....	<u>661</u>

63. Four-H Club members by years in club work:

a. 1st year .....	<u>181</u>
b. 2nd year .....	<u>141</u>
c. 3rd year .....	<u>109</u>
d. 4th year .....	<u>85</u>
e. 5th year .....	<u>56</u>
f. 6th year and over .....	<u>89</u>

62. Four-H Club members enrolled by place of residence:

a. Farm .....	<u>246</u>
b. Rural non-farm .....	<u>415</u>
c. Urban .....	<u>        </u>

64. Four-H Club members by age groups:

a. 12 years and under .....	<u>438</u>
b. 13-15 years inclusive ..	<u>156</u>
c. 16-20 years inclusive ..	<u>67</u>

65. Four-H enrollment in projects and activities:

(A member may be enrolled in more than one project or activity under each of the following groupings and should be counted each time.)

a. Agronomy (crops and soils) .....	<u>57</u>
b. Horticulture (fruits, vegetables, landscaping) .....	<u>109</u>
c. Entomology and plant pathology .....	<u>26</u>
d. Conservation (soil, water, forest, wildlife) .....	<u>422.687</u>
e. Poultry .....	<u>6</u>
f. Dairy .....	<u>15</u>
g. Beef .....	<u>21</u>
h. Swine .....	<u>41</u>
i. Other livestock .....	<u>- 48</u>
j. Engineering (include electricity, tractor, automotive) .....	<u>136</u>
k. Management on the farm .....	<u>-</u>
l. Marketing and business .....	<u>-</u>
m. Management in the home .....	<u>205</u>
n. Clothing .....	<u>279</u>
o. Food and nutrition .....	<u>150</u>
p. Home improvement and furnishings .....	<u>103</u>
q. Family life education .....	<u>-</u>
r. Personal development (public speaking, grooming) .....	<u>26</u>
s. Health .....	<u>49</u>
t. Safety .....	<u>66</u>
u. Recreation (include crafts) .....	<u>-</u>
v. Community and public affairs .....	<u>-</u>
w. Career exploration .....	<u>174</u>
x. Total enrollment in projects and activities .....	<u>2028</u>

66. Junior 4-H Club leaders:

a. Boys .....	<u>26</u>
b. Girls .....	<u>10</u>

*Corrected 2/6/65 Letter from Mr. Swain*

SECTION III: COOPERATION WITH OTHER PUBLIC AGENCIES

(Read instructions before completing.)

	Days Devoted By	
	County Staff	State Staff
	A	B
FEDERAL AGENCIES		
67. Agricultural Research Service .....		
68. Agricultural Stabilization and Conservation Service .....	6	
69. Bureau of Indian Affairs .....		
70. Bureau of Land Management; Bureau of Reclamation .....		
71. Department of Commerce (Area Redevelopment) .....		
72. Economic Research Service .....		
73. Farm Credit Administration .....		
74. Farmer Cooperative Service .....		
75. Farmers Home Administration .....		
76. Fish and Wildlife Service .....		
77. Food and Drug Administration .....		
78. Forest Service .....		
79. Housing and Home Finance Agency .....		
80. Rural Electrification Administration .....		
81. Selective Service .....		
82. Social Security Administration; Internal Revenue Service .....		
83. Soil Conservation Service .....		
84. Area Authorities (TVA, etc.) .....		
85. USDA Defense Board .....		
STATE AGENCIES		
86. Civil Defense (at both state and county level) .....		
87. Health Department .....		
88. Highway Department .....		
89. Commissions on: Children and Youth; Juvenile Delinquency; Aging .		
90. State Departments of Agriculture and Forestry .....		
91. State Department of Education (schools in general) .....		
92. State Employment Service .....		
93. Welfare Department .....		
94. State RAD Committee .....		
COUNTY AGENCIES		
95. Soil Conservation Districts .....	7	
96. Vocational Agricultural and Home Economics Departments .....	21	
97. County or area RAD Committees .....	1	