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Consolidated Annual Rural Development Report

Carroll County, Virginia

Period Covered: June 1958 - June 1959

Questions Referred To:

Local Citizen Leader - Mr. Earl Montgomery

XIII. Comments

Include with your report, if possible, selected comments on the Rural Development Program by local citizen leaders in the program, including comments regarding program value, progress, limitations, problems, etc. Please give names and address of these volunteering statements.

Note: Please submit answers by Monday, June 15 to G. M. Adams so that a complete report can be submitted to State Committee by June 25.

Consolidated Annual Rural Development Report

Carroll County, Virginia

Period Covered: June 1958 - June 1959

Questions Referred To:

Galax Employment Bureau - Mrs. Annie Payne

XI. Industry and Other Enterprise Development

- d. What projects, if any, have been started as a result of the Rural Development Program which would (1) assist rural people in obtaining off-farm work through guidance, etc., (2) up-grade the skills of adults through job training in mechanical and office skills?

Note: Please submit answers by Monday, June 15 to G. N. Adams so that a complete report can be submitted to State Committee by June 25.

Consolidated Annual Rural Development Report

Carroll County, Virginia

Period Covered: June 1958 - June 1959

Questions Referred To:

Galax Chamber of Commerce - Russell Farnsworth, Manager

XI. Industry and Other Enterprise Development

- a. To what extent has new industrial or business development taken place in pilot counties or areas in the reporting period?
- b. Was this development assisted in any way by the Rural Development Program? If so, give approximate number of jobs created.
- c. Describe any significant improvements in community facilities (activated by Rural Development in this period - road building projects, water supply construction, recreation, sewage systems, etc.)?

Note: Please submit answers by Monday, June 15 to G. M. Adams so that a complete report can be submitted to State Committee by June 25.

Consolidated Annual Rural Development Report

Carroll County, Virginia

Period Covered: June 1958 - June 1959

Questions Referred To:

Health Department - Mr. Tom Brammer

IX. Health

What has been done during the period June 1957 to June 1959 to improve health and sanitation facilities, in program counties and areas? Did the Rural Development Program have a significant influence on such work?

Note: Please submit answers by Monday, June 15 to G. M. Adams so that a complete report can be submitted to State Committee by June 25.

Consolidated Annual Rural Development Report

Carroll County, Virginia

Period Covered: June 1958 - 1959

Questions Referred To:

Division Superintendent, Carroll County Schools - Mr. R. F. Reynolds

VIII. Youth Programs

- b. To what extent have vocational guidance programs for rural youth been introduced or expanded in any of your pilot counties?
- c. Has there been any attempt on the part of planning groups to determine the higher education potential of junior and high school youth and/or promote education beyond the high school? If so, give some indication of what was done.
- d. What changes, if any, have been made in local vocational training programs in schools? Any attempt to provide broadened training outside of regular school programs?
- e. What specific responsibilities do Boards of Education, PTA, etc, have in the program?

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Consolidated Annual Rural Development Report

Carroll County, Virginia

Period Covered: June 1958 - June 1959

Questions Referred To:

Chief Forest Warden - Mr. Claude Webb

VII. Conservation and Forestry

- c. To what extent are reforestation or other forestry projects being emphasized? (How many acres have been reforested, or the forests renovated, as a result of Rural Development encouragement?)

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Consolidated Annual Rural Development Report

Carroll County, Virginia

Period Covered: June 1958 - June 1959

Questions Referred To:

Agricultural Stabilization Conservation - Mrs. Emma Martin

VII. Conservation and Forestry

- b. What adjustments, if any, have State and county ASC committees in your State made in cost-sharing rates to meet special needs in pilot counties? How many farmers have taken advantage of ACP as a result?
  
- d. To what extent, if any, has the Conservation Reserve been promoted or emphasized as useful in long-term area development?

Note: Please submit answers by Monday, June 15 to G. M. Adams so that a complete report can be submitted to State Committee by June 25.

Consolidated Annual Rural Development Report

Carroll County, Virginia

Period Covered: June 1958 - June 1959'

Questions Referred To:

Soil Conservation Service - Mr. Paul Batchelor

VII. Conservation and Forestry

- a. What special or additional work in conservation--soil mapping, on-farm planning, drainage, county-wide conservation planning, etc., has resulted from the Rural Development Program?
- e. Are any of your county Rural Development committees looking into the small watershed program as an aid in development?

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Consolidated Annual Rural Development Report

Carroll County, Virginia

Period Covered: June 1958 - June 1959

Questions Referred To:

Farmers Home Administration - Mr. Edsel Rindy

V. Agricultural Development

- b. If credit agencies (F.H.A., banks, Small Business Administration, etc.) have been able to make loans or other special contribution to Rural Development, please describe.

Note: Please submit answers by Monday, June 15 to G. H. Adams so that a complete report can be submitted to State Committee by June 25.

Consolidated Annual Rural Development Report

Carroll County, Virginia

Period Covered: June 1958 - June 1959

Questions Referred To:

Extension Service - Mrs. Glenna Runion and Mr. G. C. Price

V. Agricultural Development

- a. Describe briefly special projects in pilot counties resulting from inauguration of a Rural Development Program, including additional "Farm and Home" planning with farm families, new enterprises introduced on small farms, changed emphasis in educational work, additional work with homemakers. If possible, give number of families assisted (both on the farm and in the home).

XI. Industry and Other Enterprise Development

- c. What emphasis has been given to handicrafts, production and marketing in any of your Rural Development counties?

Note: Please submit answers by Monday, June 15 to G. M. Adams so that a complete report can be submitted to State Committee by June 25.

position to advise the Carroll-Grayson Commission as to procedures to follow in exploring this problem.)

XIII. Summary

In theory, the whole idea sounds good--and probably will work.

It is our belief that if the various county, area and State leaders really put forth a lot of effort, thought and planning into the program in the two Virginia pilot counties, worthwhile results will be accomplished.

The State Rural Development Committee--and other State leaders--should decide in the near future if the program has possibilities. If it does, more effort should be devoted to it.

One thing is sure, it will take more than a dozen county and area leaders to make it succeed.

number of salaried employees who are devoting their time to the agriculture and home economics phase of the program. Certainly, an effort should be made to secure a more proper balance between the two fields of activity.

2. Agricultural Marketing

Another undeveloped field in the Carroll County area is that of properly marketing agricultural produce--chiefly vegetables and fruit.

Here, our county is practically helpless in attempting to solve the problem alone. However, there is every reason to expect that much improvement can be made if the problem is attacked on a regional or district basis.

In our opinion, marketing centers and facilities could be developed in the city of Roanoke that could take care of the production from several southwest Virginia counties. The city is the logical location for a large fruit processing plant--and perhaps a vegetable processing plant. Certainly, a receiving and grading station could be established at which the vegetables could be received, graded and sold to large retail stores.

\*(We recommend that marketing specialists from VPI and the State Division of Markets investigate this possibility.)

The Roanoke Chamber of Commerce would be the logical organization to work through if the decision is made to look into the matter.

3. Educational Opportunities

At this time there appears to be a great need for a Technical School or a Junior College in the Galax area. The boys and girls in Carroll and Grayson Counties are dropping out of high school at a tremendous rate. Our leaders believe that a great majority of these students would continue their education if opportunities were available locally so they could have hope of securing advanced training. Also such a college or technical school should enhance our efforts to develop industrially in the area.

\*(The State Rural Development Committee should be in

for the area. The Commission recognizes that the economy of the Carroll-Grayson area depends largely upon the growth and economy of the City of Galax.

XII. The Future of the Rural Development Program in Carroll County

A. Immediate Outlook

The Rural Development Program in Carroll County can succeed only if: (1) an active, effective County Committee can be secured within the next year and (2) more assistance can be obtained from State Institutions and Departments.

Unless more interest and support can be obtained--from all sources--the program should probably be terminated in Carroll County by July 1, 1959. By this time County Rural Development personnel will have completed all the important resource surveys and studies and should have the pertinent information assembled for use by the Hillsville and Galax Chamber of Commerce organizations.

Of course, important developments may occur during the next 12 months that might change the entire picture and justify the continuance of the Program.

B. Needs - County Level

1. Industrial Expansion

Perhaps the greatest need in Carroll County--and the surrounding area--is more industry which will provide additional off-farm employment opportunities for rural people. Currently, the living standards of the residents of Carroll County are relatively high primarily because a large number of men and women have been able to secure employment in Mt. Airy, North Carolina, Galax and Pulaski, Virginia.

\*(It is recommended that an all-out effort be put forth to secure more industry for the area.)

The services of experienced industrial development agents should be secured to advise and assist the local chambers in this particular field. At the present time, there is only one (1) full time paid employee in the Carroll-Grayson area who is working on this phase of the program. Contrast this with the

The initial County Committee was composed of thirty-five (35) such leaders. In addition, an "Advisory Group" composed of twenty-four (24) professional and agency representatives was selected to assist in developing and guiding the county program.

Theoretically, the two groups were supposed to show a lot of enthusiasm and initiative. In Carroll County, this response failed to materialize. The end result was that a small group of progressive leaders had to carry and develop the program.

It is our opinion that a small committee--composed of 10 to 12 of the most aggressive leaders in the county--should have been used to develop and initiate the program. Then as the program developed, additional members could be added to the original committee.

Actually, after the program has been in operation for better than one year, it was deemed advisable to return to the smaller committee.

3. Complacency: Both the rural and town people in Carroll County are very complacent and conservative. There seems to be little desire for change. In contrast the business leaders in nearby cities (specifically Mt. Airy, North Carolina, Galax and Pulaski, Virginia) are very progressive-minded and the areas are making tremendous progress. Carroll County residents are profiting from this influence--primarily by obtaining employment in industrial plants that are located in the three cities.

## B. Successful Projects

### 1. Civic Beautification

The most successful project that the County Rural Development committee has undertaken thus far is the Civic-Beautification Program. Cooperation was obtained from school teachers, church leaders, FFA's, garden and women's clubs.

This project provided opportunity for wide participation--and was tangible. Also, very fine assistance was received from the VPI Extension Landscape Specialists in helping to carry out the project.

### 2. Carroll-Grayson Planning and Economic Development Commission

It is anticipated that the formation of the "Twin-County Commission" may contribute materially in obtaining new industry

This attitude seems to predominate in the southwest Virginia area--the home of rugged, individualistic mountaineers. In fact, the rural people in this area do not seem to be too concerned--or too interested--in several of the existing agency programs.

D. USDA Publications (Rural Development)

The various publications relative to the National Rural Development Program have proven to be of limited value to County Rural Development personnel and committee members. However, the publications are the only medium that local personnel have in learning more about the total program.

The reports appear to be too idealistic--and general. They tend to report glowing successes which appear unrealistic.

XI. General Evaluation

The purpose and broad objectives of the Rural Development Program are sound, and essential to the rapidly changing agriculture economy of the nation. The program recognizes that agriculture alone cannot solve the many problems that exist in rural areas. Industrial and business growth are vital to the general welfare and economy of a large segment of the rural population.

A. Problems Encountered

Several problems have been encountered in attempting to initiate and expand the Rural Development Program in Carroll County. The more important ones were:

1. Program Not Clarified: The local leaders, county agency personnel and State leaders failed to grasp the full significance and broad purpose of the program at the very beginning. Thus, the County Committee was forced to work under hazy conditions from the start.
2. Size and Membership of County Committee: In an attempt to secure unified rural development action, the recommendation was followed to include the following representation on the county Rural Development committee: civic and business leadership, farm organizations, schools, churches, community and service clubs, local, State, and Federal governmental agencies, etc.

Only four or five interested leaders in the county are willing to sacrifice time and effort to make the visits.

Pertinent data is in the process of being collected and assembled. It is anticipated that a rather complete brochure relative to the resources of the county will be published in approximately one year.

G. Governmental Departments

State Employment Bureau: The local office of the Virginia State Employment Service is currently engaged in making a complete survey of the available labor force in the Carroll-Grayson-Galax area. The County Committee has received excellent cooperation from this agency.

X. Program Information

A. Informative Process - County Level

The purpose and objectives of the Rural Development Program has been explained at area, county, and community meetings by Rural Development county personnel. These groups include community improvement clubs, PTA's, civic clubs, chamber of commerce organizations, and agricultural special interest groups.

Copies of minutes of meetings are mimeographed and mailed to responsible county and area leaders.

B. Publicity

In Carroll County, the local newspapers in Hillsville and Galax have proven to be the most effective way to publicize Rural Development activities.

Limited use has been made of the area radio station.

C. Evaluation of Interest - County Level

Generally speaking, very little interest is being displayed--on the local level--relative to the Rural Development Program. The people appear to be complacent and indifferent--and aren't particularly concerned whether the program continues or not.

the problem and proposed construction plans. Shortly thereafter construction crews began work in the Orchard Gap-Cuna area and on April 15, 1958, the new exchange at Cuna, Virginia, started serving approximately eighty (80) new subscribers.

In addition the telephone company committed itself to extend service to residents of two other magisterial districts by 1959.

2. Highways

Members of the County Committee are cooperating with local and area Chamber of Commerce and resource development committee officials in an effort to have the North-South-Limited-Access-Highway routed from Dublin, Virginia, through Carroll County, Virginia, to or near Mt. Airy, North Carolina, and then to Charlotte, North Carolina.

It has been officially announced that the Inter-State Highway will connect Canton, Ohio, and Charlotte, North Carolina. The most logical route for the highway appears to pass through Carroll County, Virginia.

D. Guidance Projects

The County Rural Development Committee has taken no action to (1) assist rural people in obtaining off-farm work through guidance or (2) upgrade the skills of adults through job training.

The Carroll-Grayson-Galax Employment Office is organized to assist residents in the area in obtaining positions. The Employment office is doing an excellent job in this field so there is no reason to duplicate their efforts.

E. Handicrafts, Etc.

No attempt has been made to develop a handicraft industry in the area.

F. Promotional Work

The Rural Development Committee and specialized personnel are assisting in promoting the area for industrial growth.

Prospective firms have been visited--and will continue to be.

<u>Firms</u>	<u>Additional Employment</u>
Virginia Lee Hosiery Mill	15
Carroll Hosiery Mill	30

In Galax, three (3) new industries were established in 1957.

B. Influence of Rural Development Program

So far as it can be determined, the Rural Development Program in Carroll County had no influence in securing industrial or business growth during the 1957-58 reporting year.

As previously reported, the Carroll Rural Development Committee has deemed it wise not to appoint an "Industrial Development Committee" but rather to cooperate fully with the Hillsville and Galax Chambers of Commerce in this activity.

The Rural Development Committee is collecting data and other pertinent information that is made available to the local chambers for promotional work. So indirectly, the County Committee is contributing to the over-all growth of the area.

Also, as anyone who has had practical experience knows, every community, town, or county has a small group of progressive-minded leaders who are responsible for most progress. These leaders are members of--and assist many fine organizations.

This is the case in Carroll County. And it makes little difference which organization gets the credit for worthwhile accomplishments.

C. Community Facilities

1. Telephones

The County Rural Development Committee has been instrumental in securing--and speeding up--telephone installations in rural areas in Carroll County.

Representatives of the commercial telephone company serving the area were invited to meet with committee officials to discuss

D. Vocational Training

During the first year the Rural Development Program was in operation in Carroll County (1957) school officials reduced the vocational agricultural teaching staff by 50 per cent. Prior to 1947 four (4) vocational agricultural instructors were employed at two high schools in the county. Only two were employed to teach this particular subject during the 1947-48 school term.

On the other hand, the Diversified Occupation and Distributive Educational Program was introduced into the Hillsville High School curriculum during the 1957-58 school term.

E. Liaison Arrangement - Local School Officials

The Carroll County Superintendent of Schools is serving on the County Rural Development Advisory Committee--and has cooperated with the Rural Development Program 100 per cent.

Also, members of the County Rural Development Executive Committee are assisting local PEA organizations with the planning of their monthly PEA programs. Arrangements are being made to have representatives from the Rural Development Committee and the Hillsville and Galax Chamber of Commerce to appear on the local PEA monthly programs to discuss important local problems and needs.

VIII. Church and Religious Activities

Church and religious leaders in Carrall County haven't been very responsive to the County Rural Development Program. The reasons for this reaction are unknown. Currently, no responsibilities are assigned to religious leaders.

IX. Industry and Other Enterprise Development

A. Industrial and Business Expansion

The two existing textile industries in Hillsville expanded operations during the 1957-58 reporting period. Firm names and additional positions created are as follows:

VII. Youth Programs

A. Community Development

Lack of recreational facilities is a major problem in Carroll County. The need for a planned recreation has been recognized by local ministers and a few parents.

The group organized a Youth Study Committee--and attempted to develop facilities for this purpose. The County Rural Development Committee selected a special sub-committee to work with the youth group on this endeavor. However, its efforts have not been too fruitful up to now.

B. Vocational Guidance

Thus far, no vocational guidance program for rural youth have been introduced or expanded in the county.

C. Advanced Education and Needs

In March, 1958--in conjunction with the Carroll-Grayson Development Commission meeting--local school officials discussed educational problems. Supt. Reynolds (Carroll County) estimated that the student drop-out rate in Carroll County to be approximately 80 per cent. Supt. Monday estimated the drop-out in Grayson County to be about 60 per cent. For Galax, the drop-out rate was placed by Supt. Hillman at about 10 per cent from the first grade through high school.

The Commission recommended that a study be made of a specific class (1947 Seventh Grade Class) to obtain more basic and complete data relative to the problem.

Reasons given to justify such a study are:

1. To secure information to serve as a basis to get the public aware of definite problems and needs of the youth in the Carroll-Grayson area.
2. Possible justification for the establishment of a technical school or junior college in the area.
3. Could possibly encourage industrial expansion in the area.

The study is due to be completed by September 1, 1958.

situation. It must be studied further as the answers are not yet evident.

It appears that the agricultural marketing program must be developed on a regional basis--and might involve eight to ten counties in southwest Virginia.

VI. Conservation and Forestry

A. Special Conservation Work

Currently, Soil Conservation Service personnel are engaged in conducting a complete soil survey of Carroll County. The survey was initiated on July 1, 1977.

The local Soil Conservation District farm planner assisted in preparing maps and cropping programs for the TVA-Extension Demonstration farms.

B. ASC Program

No adjustments have been made by the county ASC organization to meet special needs of farmers in Carroll County. If adjustments are needed, they haven't been recognized.

C. Forestry

Existing agencies and programs seem to be taking care of the reforestation problem in the county. During the past spring approximately 400,000 seedlings were planted in the county.

It has been the policy of the County Rural Development Committee to devote its efforts to neglected areas of development. For example, practically no organized work has been done in the field of forestry management and utilization of low grade timber in the county--and this where Rural Development personnel are attempting to make improvements.

D. Conservation Reserve Program (No activities to report)

E. Small Watershed Program

The program has been discussed briefly but no action recommended or taken. This should be more thoroughly investigated to determine if it has application in the county.

2. TVA-Extension Demonstration Farms

In an effort to develop agriculture to a greater degree in the county, TVA-Extension Pilot Demonstration farms are being established in each of the five magisterial districts. Thus far, four (4) have been established. They are: R. H. Turner farm (Laurel Fork District), E. E. Gardner farm (Pine Creek District), C. C. Vernon farm (Fancy Gap District), and Rufus Burn farm (Pipers Gap District).

B. Credit Agencies - Contributions

Thus far, the various credit agencies have made no special contribution to the County Rural Development Program.

In fact, due to lack of loan requests, the County FBA office was closed during the latter part of 1957. Currently, one FBA office is headquartered in Galax, Virginia--and is serving the counties of Carroll and Grayson.

If the commercial egg program develops to any significant degree, it is anticipated that many of the smaller farm operators will desire to secure loans through FBA. Currently, the local FBA office is not authorized to make loans for this particular enterprise. It has been reported that a few farmers (7 or 8) have recently requested such loans and have been unable to secure them.

A committee plans to check into this particular situation in the near future.

V. Agricultural Marketing

Practically no progress has been made in Carroll County during the past year in the field of marketing agricultural products.

The problem is here--but no one seems to be able to do anything about it. Major marketing problems seem to be confined largely to the fruit and vegetable enterprises.

Agricultural marketing specialists from V.P.I. and the State Division of Markets have visited the county and briefly studied the

Investigations are now being made relative to the feasibility of utilizing the low grade timber by converting it into charcoal products. A large commercial company--with considerable timber acreage in Carroll County--has expressed interest in establishing a timber management program on the area and has indicated interest in investing in charcoal kilns and possibly a briquetting plant.

If the development materializes, the timber owners in Carroll and adjoining counties will have a market outlet for their low-grade timber--and will thus be encouraged to practice better woodland management.

Carl Holcomb, Extension Forester, V.P.I., is assisting with the study.

#### IV. Agricultural Development

##### A. Special Projects or Enterprises

##### 1. Commercial Egg Production

According to V.P.I. Agricultural Economists, Virginia is an egg-deficit state. The economists state that about 110,000,000 dozen eggs are consumed each year in Virginia, but only about 75,000,000 dozen are produced. If all the eggs produced in Virginia were used in the state, it would still take 2,113,000 more laying chickens to supply the needs.

A large commercial feed company in Roanoke has recognized the opportunity that exists in this particular field. The firm is currently attempting to develop a "production and marketing" program for commercial eggs that will rank among the best in the nation.

Company officials have selected Carroll County as a "pilot area" which they hope will develop into a concentrated egg production center.

The company is sponsoring tours and educational meetings for the farmers in the area. A minimum of 20,000 layers is desired in the Carroll County area. Within two years, the company hopes to have at least 100,000 layers in the county.

It is too early to predict how the farmers will respond.

(2) Water sample analyses will be conducted by the Appalachian Power Company.

(3) No attempt will be made--at this time--to study the ground water supply.

The study is scheduled to be conducted during the months of July and August, 1958.

6. Study of Carroll-Grayson-Colfax Students and Drop-outs to Determine Extent of Out-migration of the Youth and Other Related Factors

The study is being conducted by the Carroll-Grayson Planning and Economic Development Commission in cooperation with local school officials and the Rural Sociology Department, Virginia Polytechnic Institute.

The study is designed to secure such information as the following:

- a. The percentage of "drop-outs."
- b. Percentage of high school graduates who enter college.
- c. Extent of out-migration of the youth.
- d. Types of vocations the youth are now engaged in.
- e. Are the present school curriculae adequately serving the needs of the youth?

7. Forestry Resource Study

Preliminary steps are now being taken to secure additional information relative to the forestry resource in Carroll County. Approximately 33 per cent (103,765 acres) of the total land area in Carroll County is classified as woodland.

The question of how to develop and utilize this resource to the best advantage is currently under study. A major problem in this field of activity is to find a way to profitably utilize the cull or undesirable species of hardwood trees.

Information to be included in the publication will consist of the following: Industrial Sites and Description; Population, Labor Available for Expansion, and Employed Labor; Wage Rates; Manufacturing Industries in Carroll County; Labor Laws; Water Resources; Electric Power; Fuel; Transportation Facilities; Local and State Taxes; General Information, and Pertinent Maps and Charts Pertaining to the Area.

4. Labor Survey - Carroll and Grayson Counties

A complete "Labor Survey" of Carroll and Grayson Counties was initiated on May 26, 1958.

The survey is being conducted by the Virginia State Employment Service under the direction of Mrs. Annie Payne, Manager, Carroll-Grayson Employment office. The survey is scheduled to be completed in July, 1958.

5. Water Resources Study

Attempts to secure assistance from the State Division of Water Resources, Richmond, Virginia, relative to securing information on the county's water resources have proven fruitless.

The County Committee requested assistance in securing the following information:

- a. Rate of flow (gallons per day) that the major surface streams in Carroll County provide.
- b. An analysis of selected water samples to determine their suitability for industrial purposes.
- c. Status of underground water supply in the area.

An alternative plan of action has been developed to secure a portion of the desired information. The plan is essentially this:

(1) Mr. David Pugh, Area Engineer, Soil Conservation Service, Pulaski, Virginia, has agreed to instruct the local Extension and Soil Conservation Agents as to procedures to follow in measuring stream flow. The local agents will then conduct the study.

Virginia Soil Conservation Service agreed to conduct a complete "soil survey" in Carroll County.

The survey was initiated in the county effective July 1, 1957. Soil Scientists, French Bursey and Earl Williamson, are currently conducting the survey.

Various uses that can be made from information obtained from such a survey are:

- a. Land use adjustments (Agriculture).
- b. Site locations for water impoundments (Agriculture and Industry).
- c. Crop irrigation (Agriculture).
- d. Location and construction of highways (Engineering).
- e. Site locations for septic tank drainage fields and sewerage disposal units (Industry and Towns).
- f. May serve as an aid for determining land tax assessment values.
- g. Site determinations for industrial structures, school buildings, etc.

It is estimated that a complete "soil survey" of Carroll County could be completed within a 3-year period.

3. Industrial Sites and Economic Data Survey

The "industrial sites and economic data survey" of Carroll County was initiated on April 15, 1958.

Earl Scott, survey chief, State Division of Planning and Economic Development, Department of Conservation and Development, Richmond, Virginia, is in charge of conducting the survey.

Approximately one year will be required to complete the study--and will result in a publication entitled, "Industrial Sites and Economic Data, Carroll County, Virginia."

Only 15 of the 117 growers completed and returned the questionnaire. This indicates the degree of interest that presently exists among the growers relative to the centralized marketing idea.

Pertinent information received from the 15 producers who responded to the questionnaire is listed below:

- a. Total estimated annual production for the 15 growers was 100,200 bushels of apples. Individual production ranged from a low of 400 bushels to a high of 46,000 bushels of apples.
- b. In answer to the question, "Have you experienced difficulty in selling your apple crop during the past 3 years?" the replies were: None - 3 producers; Some - 8 producers; Much - 4 producers.
- c. Twelve (12) of the fifteen (15) producers thought the fruit growers should join together and construct a central cold storage building and equip it with adequate grading and packing facilities. Three (3) were opposed to the idea.
- d. The twelve producers favoring the central cold storage unit indicated that they would utilize the facilities to the degree shown below:

Store: 21,000 bushels; Grade: 22,500 bushels; Sell: 36,400 bushels.

Conclusion: The survey reveals that the apple growers in Carroll County are not ready to join together for the purpose of marketing their apple crop in a "centralized manner." Therefore, additional work and producer education and producer effort are indicated.

Additional educational meetings--relative to marketing trends and procedures in the apple industry--need to be held for the benefit of the growers.

## 2. Soil Survey

County Soil Survey: At the request of the Carroll Board of Supervisors and the County Rural Development Committee the

Action Underway: The problem is being studied by the Carroll-Patrick Fruit Marketing Committee; Division of Markets; V.P.I. Horticultural Specialists; and County Extension Agents.

All pertinent basic information relative to the fruit enterprise in this particular area has been secured. An attempt is being made to secure a "fruit processing plant" in the southwest Virginia area. A nationally known canning company has indicated an interest in locating a processing plant in the Roanoke area in 1959.

Marketing specialists have advised the apple growers as follows:

- a. Assemble the fruit at one central location.
- b. Grade the fruit to meet both the "official" and "uniform" standards.
- c. Practice "centralized" selling.
- d. Extend marketing season by providing cold storage facilities.

Production Survey: V.P.I. Horticultural Specialists conducted a survey designed to determine the volume of fruit that is produced within an approximate 100-mile radius of Mt. Airy, North Carolina. The study showed there was a total of 475,116 apple trees of bearing age in the following Virginia counties: Carroll, Patrick, Wise, Botetourt, Roanoke, Franklin, Bedford, Nelson, and Amherst. A total of 210,328 apple trees of bearing age are located in the North Carolina area studied. It was estimated that the total annual production of apples in the area would range from 3 to 3½ million bushels.

B. Surveys, Inventories - County Level

1. Fruit Marketing - County Basis

Marketing Survey: A survey was conducted in July and August, 1957, to determine the degree of interest that exists among the Carroll growers relative to the possibility of establishing a centralized "sales organization" to handle the crop.

II. Contributions of Private Firms and Organizations

Appalachian Power Company: The County Committee has received excellent cooperation from Appalachian Power Company. Industrial representatives of the company assisted in planning basic surveys and supplied survey forms. The company also sends "industrial prospects" to the area. It is anticipated that the company will contribute materially and financially in the development of an "industrial brochure" of the area.

Chamber of Commerce: Both the Hillsville and Galax Chamber of Commerce organizations are assisting the County Committee with the development program.

The Hillsville Chamber of Commerce is--in effect--functioning as the Industrial Development Committee of the Carroll Development Program.

Both the Hillsville and Galax Chambers cooperated with the County Committee in promoting and organizing the Carroll-Grayson Planning and Economic Development Commission.

Civic Clubs: Civic, Garden and Woman's Clubs are actively supporting the County Beautification Program. Representatives of the organizations are serving on the County Beautification Planning Committee.

Currently, the Committee is striving to beautify school and church grounds and surroundings--and to establish "community rubbish disposal dumps" throughout the county.

III. Research, Resource Studies, Inventories

A. Research Studies - State Institutions

1. Fruit Marketing - Regional Level

Situation: Approximately 117 fruit growers are located in the Fancy Gap District of Carroll County. Approximately 250,000 to 300,000 bushels of apples are produced annually in this area. Only four (4) of the producers have cold storage facilities. Thus, the majority of the small volume producers are forced to market their apple crop at harvest time regardless of price conditions. In addition, the small individual producers do not have sufficient volume of fruit to attract the larger chain store buyers.

closely interwoven that certain studies and development features could more effectively be conducted on a "trade area basis." This situation exists primarily because the City of Galax (which is located in parts of both counties) is rapidly developing into an industrial center.

Currently, a total of 21 industries are located in Galax. These industries provide employment for approximately 4000 men and women in the Carroll-Grayson area.

Consequently, a permanent committee to push the development of the Carroll-Grayson-Galax area from an industrial, agricultural and tourist standpoint was formed on November 7, 1957. The organization is known officially as the Carroll-Grayson Planning and Economic Development Commission. Equal representation--three each--on the Commission is had by the counties of Carroll and Grayson, the county seats of Hillsville and Independence, and the city of Galax.

Officials elected to head up the organization are:

Chairman -- Raleigh Cooley, Hillsville

Vice-Chairman -- Davis Winesett, Galax

Secretary-Treasurer -- Emmett Gardner, Hillsville

D. Personnel - Rural Development Program

1. Extension Service

G. M. Adams, County Agent-at-Large, is devoting full-time to Rural Development Activities.

Vacant at present -- Assistant Home Demonstration Agent Position

2. Soil Conservation Service

Soil Scientists, French Hurrey and Earl Williamson, are currently conducting a complete "soil survey" of the county as a result of the rural development effort.

Report  
Rural Development Program  
Carroll County, Virginia  
June 30, 1958

I. General Information

A. Organizational Data

1. June 13, 1956--Leadership of Carroll County agreed to cooperate in the Rural Development Program on a pilot county basis.
2. April 11, 1957,--Organizational date of the Carroll County Rural Development Committee.

B. Membership - County Executive Committee

<u>Name</u>	<u>Address</u>	<u>Vocation</u>
Raleigh Cooley (Chairman)	Hillsville, Virginia	Attorney
S. L. Sisson (Vice Chairman)	Hillsville, Virginia	Mayor of Hillsville
G. M. Adams (Secretary)	Hillsville, Virginia	County Agent
E. E. Gardner	Hillsville, Virginia	Farmer
Emmett Gardner	Hillsville, Virginia	Agricultural Instructor
Barton Harmon	Hillsville, Virginia	Businessman
John Messersmith	Woodlawn, Virginia	Farmer
Robert E. Montgomery	Route 1, Box 198-A Hillsville, Virginia	Farmer

C. Scope of Program

The Rural Development Program in Carroll County was initially organized on a "pilot county basis." However, early in the life of the Carroll committee it was determined that the economy and development of the "twin" county area (Carroll and Grayson Counties) were so