

COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS

U. S. Department of Agriculture  
and State Agricultural Colleges  
Cooperating

Federal Extension Service  
Washington, D. C.

ANNUAL REPORT OF COUNTY EXTENSION AGENTS

This form is for use by county extension agents in making an annual statistical report on all extension work done in the county during the year. Agents resigning or transferring should make out this report before leaving the county.

County Dian, die State Virginia

REPORT OF

Name of Agent	Title	Period of Service	
		From	To
<u>B. F. Bedwell</u>	<u>County Agent</u>	<u>Dec. 1, 1954</u>	<u>Nov. 30, 1955</u>
<u>James E. Wrenn</u>	<u>Ass't Co. Agent</u>	<u>Dec. 1, 1954</u>	<u>June 30, 1955</u>
<u>Dorothy Talith</u>	<u>Home Dem. Agent</u>	<u>Dec. 1, 1954</u>	<u>May 31, 1955</u>
<u>W. Joan Tilley</u>	<u>Home Dem. Agent</u>	<u>Sept. 1, 1955</u>	<u>Nov. 30, 1955</u>



READ CAREFULLY THE SUGGESTIONS ON PAGE 32, AND THE INTERPRETATION OF EACH ITEM, BEFORE FILLING OUT THIS FORM.

Approved: \_\_\_\_\_

Date: \_\_\_\_\_

State Extension Director

Form ES-21  
(Revised June, 1955)

EXTENSION TEACHING AND OTHER ACTIVITIES—*Interpretation*

Agents who devote more than one-half of their time to a line of work, as determined in item 20, should report ALL OF THEIR WORK in the column provided on pages 3 and 7. For example, an assistant agent devoting more than one-half of his or her time to 4-H Club work would use column B.

When two or more agents are engaged in the same line of work, i. e., agricultural, home demonstration, or 4-H Club's work, and participate in the same extension activity, the information should be reported only once in their respective column and only once in the county total. For example, if an agricultural agent and his assistant, both of whom spend more than one-half of their time on agricultural work, participated in the same radio broadcast— would be counted once in column C and once in the county total, column D.

When agents, engaged in different lines of work, participate in the same extension activity, the information is reported once in each of their respective columns, and only once in the county total. For example, the home demonstration and agricultural agents participate in the same radio broadcast. It would be reported once in column A, once in column C, and once in column D.

A single visit to both the farm and home is not to be counted as two visits.

Office call is a visit in person by an individual or a group in which information is given or received.

Telephone calls may be either incoming or outgoing.

Each news release is to be reported as one story or article. Material prepared for an extension column is to be counted as one item, even though several subjects are covered. The same release sent to several papers is to be reported as only one story. If the lead or the entire story is changed to make it different for each paper, then each is to be counted as a separate story. Do not report items relating to notices of meetings only or to news articles written in the State office and sent directly to the newspapers. However, articles sent to an agent for distribution to local papers are reported. Information given directly to reporters or writers as the basis for a story is also reported. News items prepared by local leaders should not be included.

5. A broadcast is a single presentation on the air. It may be given in person or by transcription. An agent does not have to appear on the program so long as he is responsible for its preparation. Information given to station announcers or writers and used as the basis for a broadcast, is also to be reported.
6. The number of copies of bulletins distributed includes circulars, leaflets, and other subject-matter and organizational materials. Commercial publications are not to be counted unless they are recommended by the college.

7. An adult result demonstration is a demonstration conducted by a farmer, homemaker, or other person under direct supervision of the extension worker, to show the value of a recommended practice. It involves a substantial period of time and records of results and comparisons. It is designed to teach others in addition to the person conducting the demonstration. Result demonstrations are definitely planned in advance and not "found." Include all result demonstrations IN PROGRESS during the year, regardless of when started or completed.

8. At leader-training meetings, project leaders, local leaders, or committeemen are trained to carry on extension activities. A project leader, local leader, or committeeman is a person who is selected by extension or the group they represent to lead some phase of the extension program in organization or subject matter.

8b. For the definition of young men and women's work (YMW) see items 132 through 135.

9. Includes general educational meetings, method-demonstration meetings, meetings held at result demonstrations, community-organization meetings, tours, achievement days, encampments, and all other meetings (except those for the training of local leaders) that you were responsible for holding.

Also includes meetings that you did not arrange but attended and actively participated in for the specific purpose of advancing the county extension program. Do not include meetings held by local leaders that you attended for observation or public-relations purposes only. Such meetings should be reported under item 10. Do not report county, district, or State conferences of extension personnel.

In reporting attendance, count the total number of DIFFERENT persons. For example, a farm tour makes three stops. Forty persons are at the first farm (7 of whom do not go to the second farm); 15 others join the tour at the second farm and continue on to the third farm, where 10 other persons join the group, making a total attendance of 65 different persons for the tour. Similarly, for an all-day institute-type of meeting, count the number of persons attending the morning session and the number of additional persons attending the afternoon session. Do not add together morning and afternoon attendance and report the total.

- 9c. In addition to the 4-H Club meetings you held or participated in, extension meetings for boys and girls who are not enrolled in 4-H Club work should be included.
10. Only those local-leader-held meetings that are a part of the extension program are to be reported. When a complete record of leader-held meetings is not available, it may be necessary to make a conservative estimate of these meetings based upon such records and information as are available.

## EXTENSION TEACHING AND OTHER ACTIVITIES

Include all activities carried on this year that are related to extension work.

Item	Agents doing primarily home demonstration work	Agents doing primarily 4-H Club work	Agents doing primarily agricultural work	County total
	A	B	C	D
1. Farm or home visits.....Number.....	178	107	460	745
2. Office calls.....do.....	86	55	508	629
3. Telephone calls.....do.....	553	67	874	1494
4. News articles or stories prepared Number.....	43	22		65
5. Broadcasts made or prepared:				
a. Radio.....Number.....	5	2	1	8
b. Television.....do.....	3			3
6. Bulletins distributed.....do.....	4016	109	4825	8950
7. Adult result demonstrations conducted.....Number.....	9		41	50
8. Training meetings held for local leaders:				
a. Adult work:				
(1).....Number.....	6			6
(2).....Attendance.....	116			116
b. YMW work:				
(1).....Number.....			1	1
(2).....Attendance.....			15	15
c. 4-H Club work:				
(1).....Number.....	2			2
(2).....Attendance.....	85			85
9. All other meetings agent held or participated in:				
a. Adult work:				
(1).....Number.....	52	7	52	111
(2).....Attendance.....	1220	190	1229	2639
b. YMW work:				
(1).....Number.....				
(2).....Attendance.....				
c. 4-H Club work:				
(1).....Number.....	90	65	31	186
(2).....Attendance.....	1860	1712	801	4373
10. Meetings held or conducted by local leaders:				
a. Adult work:				
(1).....Number.....	78			78
(2).....Attendance.....	1146			1146
b. YMW work:				
(1).....Number.....				
(2).....Attendance.....				
c. 4-H Club work:				
(1).....Number.....	7			7
(2).....Attendance.....	86			86



## EXTENSION ORGANIZATION AND PROGRAM PLANNING

11. County organization, association, board, or committee sponsoring extension work in the county:

a. Name of citizens' organization or group having legal or quasi-legal status, if any.....

b. Name of board or group responsible for receipt and disbursement of extension funds in the county, if different

from "a".....

12. COUNTY-WIDE advisory COUNCILS or COMMITTEES assisting extension agents with organization, planning, and conduct of extension work in the county:

Item	Councils or committees		Members		Meetings of such councils or committees held during the year	
	A	B	C	D		
	Number	Number	Number	Attendance		
a. Over-all or general.....	1	6	2	11		
b. Agricultural.....	7	41	5	53		
c. Home demonstration.....						
d. Young men and women.....			0	0		
e. 4-H Club.....						

13. MEETINGS (other than those involved in 12) held PRIMARILY for the PURPOSE of DETERMINING the extension program:

Item	A	B
	Number	Attendance
a. Community or local meetings.....	2	7
b. County meetings.....	1	10

14. Number of fact-finding surveys for program-planning purposes made during the year..... 3

15. Total number of different voluntary local leaders or committeemen (county, community, and neighborhood) assisting extension agents with organization, planning, and conduct of extension work in the county:

Item	Men	Women	Older club	
			Boys	Girls
	A	B	C	D
a. In adult agricultural work.....	6		XXXX	XXXX
b. In adult home demonstration work.....		119	XXXX	XXXX
c. In young men and women's work.....			XXXX	XXXX
d. In 4-H Club work.....	7	2		2
e. Total number of DIFFERENT leaders.....	13	120		2

16. Number of organized clubs or other groups carrying on adult home demonstration work..... 11

17. Number of members in such clubs or groups..... 178

PROGRAM EMPHASIS—*Interpretation*

18. This item should show the total number of months each agent or group of agents was employed in the county during the report year. In addition to the time actually worked, it should include the time spent on LEAVE WITH PAY for vacation, sickness, and study other than sabbatical leave. Agents employed in more than one county should report only that portion of the year spent in the county. For example, an agent employed all year, equal time in two counties, would report 6 month's service for each. Report months of service to the nearest whole month.
19. This is the number of days actually worked during the report period. Include Sundays and holidays, if worked; also days in in-service training as defined for item 21b. Do not include days spent on vacation or for sickness or holidays not worked. Each column should contain the total number of days worked by the group of agents designated by that column. Report all days worked to the nearest whole day.
20. The sum of subitems a, b, and c will equal or be slightly less than the total number of days worked as reported in item 19. The difference, if any, between the two totals will depend upon the amount of work done that cannot be charged to one of the three phases of extension work listed. Time should be reported to the nearest whole day.
21. The purpose of this item is to obtain a picture of the relative emphasis each line of work received during the year. Where records are not available, an estimate will suffice, if the days reported are a reasonably accurate reflection of the total time of the agents

engaged in the respective lines of work. Time should be reported to the nearest whole day. Information as to what is included in each line of work can be obtained by studying the respective sections of the report schedule. For example: 21a pertains to the time spent on the crop work as reported on page 9; 21d to the livestock work on page 11; and similarly through 21i; 21j covers the miscellaneous items reported on page 29, as well as time not accounted for elsewhere. Time in training local leaders in extension organization, and program planning should be reported under 21a. Training of local leaders in subject matter should be reported under one of the appropriate subject headings 21c through 21i. Additional information is given below.

Days devoted to cooperation with other agencies (items 146 through 169) should also be reported under the appropriate lines of work. Work with these agencies that does not fall within one of the subject-matter areas (subitems "a" through "w") should be included in subitem "t".

- 21a. Time devoted to general administrative work such as county staff conferences, preparation of plans of work and reports, and program planning should be included.
- 21b. This is to include days spent attending summer extension courses, workshops, district and State extension conferences, and other training activities organized primarily for the purpose of the professional development of extension personnel.

The sum of subitems "a" through "t" should equal the total reported in item 19.

## PROGRAM EMPHASIS

Item	Agents doing primarily home demonstration work	Agents doing primarily 4-II Club work	Agents doing primarily agri- cultural work	County total
	A	B	C	D
18. Calendar months of employment.....	9	4	12	25
19. Total days worked.....	218	80	285	583
20. Days devoted to—				
a. Adult work.....	123 104	16	254	398 394
b. YMW work.....				
c. 4-II Club work.....	94	64	31	189
21. Days devoted to—				
a. Extension organization and program planning.....	51	6	20	77
b. In-service training of agents.....	2	4		6
c. Crops.....		23	94	117
d. Livestock.....		27	107	134
e. Marketing; distribution; and service organizations.....		2	9	11
f. Soil and water conservation and management.....			1	9
g. Forestry.....		1	3	4
h. Wildlife.....			1	1
i. Planning and management of the farm business.....		1	9	10
j. Farm buildings and farm me- chanical equipment.....		1	18	19
k. House and surroundings, furnish- ings and equipment.....	47		5	52
l. Home management.....	25			25
m. Family economics.....	7			7
n. Clothing.....	10			10
o. Foods and nutrition.....	25			25
p. Health.....	14	5		19
q. Family life, child development, and parent education.....	4	1		5
r. Safety.....	7			7
s. Community development and public affairs.....	19	3		22
t. Days that cannot be charged specifically to one of items a through s.....	7	6	10	23

## CROPS—Production and Marketing—Interpretation

This section deals with the work done with farmers and others in connection with the production and harvesting of specific crops or groups of crops, and with those aspects of marketing that take place ON THE FARM. Consideration should be given to both the TECHNOLOGICAL and ECONOMIC (decision-making) aspects when you report on the work done. Persons assisted in work relating to the following should also be included in the respective columns:

- B. Corn for silage and grain cut for hay.
- C. Cottonseed and flax in those areas where they are grown for fiber.
- E. Crops such as soybeans, flax (for oil), peanuts (both edible and for oil), sugar beets, sugarcane.

F. Coffee.

G. Watermelons, cantaloupes, and yams.

H. Work done with commercial nurseries and greenhouses, as well as with farmers and urban people that relates to flowers, shrubs, and lawns.

22. The voluntary local leaders or committeemen who have ACTIVELY ENGAGED in furthering extension work with these crops are to be reported here. See also interpretation of local leaders in item 8.

23. This should be the sum total of office calls, telephone calls, farm visits, individual letters written, and attendance at meetings agent held or participated in, in connection with the line of work, regardless of duplications. For example, in connection with cotton, an agent had 40 office calls, 15 telephone calls, wrote 10 letters, visited 60 farms, and had an attendance of 490 at meetings relating to cotton—a total of 615 contacts. This information should be readily available from office records. If such records are not available, a careful estimate will suffice based upon the information available.

24. In estimating the total number of DIFFERENT farmers and other persons assisted or influenced TO MAKE SOME CHANGE, either through adopting a new practice or improving an old practice, the following factors should be considered:

- (1) The number of DIFFERENT persons reached through direct contacts (item 23 with duplications removed).
- (2) Membership in related extension groups, such as 4-H projects and seed-improvement associations.
- (3) Probable number of other persons in the county reached with extension information through bulletins, circular letters, news stories, radio broadcasts and television, exhibits, and other

mass media, including the passing on of extension information from one neighbor to another.

- (4) All other available evidence indicating the proportion of potential clientele in the county; for example, number of cotton growers who made use of extension information relating to that specific crop. Such evidence may be from sample surveys, reports of local leaders, bulletins requested, inquiries received after specific news stories or broadcasts, amount of recommended material sold by dealers, personal observation, and other sources.

Numbers reported in items 24, 25, and 26 should include only those who adopted or put recommended practices into use.

25. Include the total number of DIFFERENT persons helped with any production or management practices relating to a crop or group of crops. In addition to the specific practices listed ("a" through "f"), other practices emphasized in the extension program should be included. Item 25 cannot exceed item 24, but will normally be larger than any one of the subitems 25a through 25f.

b. Assistance given in the use of fertilizers on specific crops should be reported here. Use of fertilizers in terms of general soil improvement or long-run benefits should be reported under item 42.

f. Those assisted in adopting more efficient ways of producing or handling crops; for example, in the transplanting or harvesting of tobacco, harvesting of hay, cutting seed potatoes, and harvesting of potatoes, fruits, and vegetables.

26. Include the total number of DIFFERENT producers helped with any FARM MARKETING problems relating to a specific crop or group of crops. Work done with "the trade" is to be reported in items 32 through 38. The total will normally be less than the number reported in item 24. It will also be likely to be larger than any one of subitems 26a, b, or c.

a. The number of persons assisted in the physical handling of the crop on the farm, through grading, packing, packaging, processing, or otherwise preparing for the market.

b. The use of market reports, supply and demand reports, outlook, etc.

c. Finding market outlets, contracting for the crop, price agreements, assembling or pooling shipments, or any other activity incident to transfer of crops from the farmer to the buyer or handler.



⊙ **LIVESTOCK—Production and Marketing—Interpretation**

Work done with farmers and other persons in connection with the production of various kinds of livestock and livestock products, and with those aspects of marketing ON THE FARM, is grouped in this section. Consideration should be given to both the TECHNOLOGICAL and ECONOMIC aspects when reporting work done.

F. Under "other livestock," persons assisted in work with horses and mules, rabbits for meat production, and fur animals should be reported. Control of rabbits as rodents is to be reported in item 14b.

27. Voluntary local leaders who have ACTIVELY ENGAGED in furthering extension work with each kind of livestock. See also interpretation of item 8.

28. This is the sum total of office calls, telephone calls, farm visits, individual letters written, and attendance at meetings agent held or participated in, in connection with the line of work regardless of duplications. For example, there were 35 personal calls at the extension office relating to poultry, 18 telephone calls, 22 letters, 45 farm visits, and a total attendance of 376 at the 14 poultry meetings held during the year. This would make 496 contacts relating to poultry. This information should be readily available from office records. If records are not available, an estimate will suffice, based upon such information as is available.

29. The following factors should be considered in estimating the total number of DIFFERENT farmers and other persons in the county assisted or influenced TO MAKE SOME CHANGE, either through adoption of a new, or improvement in an old, practice—

- (1) Number of DIFFERENT persons reached through direct contacts (item 28 with duplications removed).
- (2) Membership in related extension groups such as 4-H livestock projects, artificial-breeding, herd-improvement, and poultry- or dairy-marketing cooperatives.
- (3) Probable number of other persons in the county reached through bulletins, circular letters, news stories, radio broadcasts and television, exhibits, and other mass media utilized in livestock extension. Include also indirect spread of extension information from one person to another.
- (4) All available evidence indicating the percentage of the potential clientele in the county: Number

of farms and other places that made use of extension information relating to specific kinds of livestock and livestock products. Such evidence may be from sample surveys, reports from local leaders and secretaries of organized livestock groups, requests for bulletins, inquiries received after the release of specific news articles or after handbooks, amount of a product or of material handled by dealers, personal observations, and other sources.

Item 29 will normally be greater than either subitem 30a or 31a.

Numbers reported in items 29, 30, and 31 should include only those who adopted or put recommended practices into use.

30. Report the total number of DIFFERENT persons helped with any livestock production or management practice. Include the specific practices listed in 30a through 30e, plus other production and management practices emphasized in the county extension program. Item 30 cannot exceed item 29, but will usually be larger than any one of the specific practice items.

- a. Selection of male and female breeding stock, artificial breeding, selection of feeder animals.
- e. Those assisted in adopting more efficient ways of handling livestock or livestock products. Examples: Easier ways to care for hogs, do dairy-barn and poultry chores.

31. Includes total number of DIFFERENT producers assisted with any FARM MARKETING problem connected with livestock and livestock products. Work done with the trade is to be reported in items 32 through 38.

- a. Persons helped with practices of grading, sorting, or classifying; farm processing; and otherwise preparing animals or animal products for the market.
- b. Persons helped primarily with the economics of marketing, use of market news service, supply and demand outlook, etc.
- c. Persons assisted primarily with those activities involved in arrangements incident to the actual selling of livestock and livestock products, such as market orders as they affect the individual producer, contract selling, market outlets, and delivery arrangements.

## LIVESTOCK—Production and Marketing

In estimating the influence of extension teaching, be sure to consider all phases of the extension program: Agriculture, home demonstration, young men and women's work, and 4-H Club work.

Item	Dairy animals and products	Poultry and products	Beef cattle	Sheep, goats, and products	Swine	Other livestock and products
	A	B	C	D	E	F
27. Number of voluntary local leaders assisting.....	1		2		1	
28. Total number of personal contacts made individually or through meetings.....	650		240		420	
29. Estimated total number of DIFFERENT farmers and other individuals assisted directly or indirectly TO ADOPT recommended practices.....	45		40		160	
30. Estimated number of farmers and other individuals reported in item 29 assisted with any phase of produc- tion and management.....	40		35		150	
Of this number how many were assisted with—						
a. Selection and breeding.....	32		24		30	
b. Feeding.....	32		30		40	
c. Controlling external parasites.....	30		25		60	
d. Controlling diseases and internal parasites.....	20		30		160	
e. Efficient work methods.....	10		25		30	
31. Estimated number of farmers and other individuals reported in item 29 assisted with any phase of farm marketing.....	14		10		20	
Of this number how many were assisted with—						
a. Preparation for market.....	3		20		12	
b. Commodity outlook and market information.....	14					
c. Arranging to sell and selling.....			3			

**MARKETING, DISTRIBUTION, AND FARM AND HOME SERVICE ORGANIZATIONS—Interpretation**

**32. Columns A through F to include—**

- Ⓐ A. Only cooperatives that are incorporated under State law and have a place of business within the county are to be reported here. Do not report cooperatives whose place of business is outside the county.
  - B. Members residing outside the county should not be included, but farmers in your county who are members of a cooperative with place of business in an adjoining county, provided such cooperative has been given extension assistance, are to be included.
  - C. Cooperatives assisted in organizing or reorganizing during the year. Such assistance should include analyzing the needs for a cooperative, advisability of organizing a cooperative, procedure for organizing and incorporating, and other organizational information needed to get the cooperative started.
  - Ⓒ D. Cooperatives assisted in an educational way to establish and develop a sound plan of financing, including handling of members' capital and borrowed funds. Such assistance would include establishing new and strengthening old associations.
  - E. Cooperatives assisted in an educational way with problems of physical operations and running the business, including accounting.
  - F. Cooperatives assisted in planning and conducting educational programs for members and employed personnel. Assistance should also include that given in developing better public relations through rural-urban programs, activities with civic clubs, and other means of improving the general understanding of the purposes of the cooperatives and their contributions to the community welfare.
- 32. Item should include—**
- b. Cooperatives for irrigation, livestock, dairy, crops, artificial breeding, grove care, hatcheries, credit and loan, insurance, electricity, telephone, health and hospitalization, frozen-food lockers, volunteer rural fire companies, etc.
- 33. Groups reported here are those to which assistance may have involved many of the things outlined for cooperatives in item 32, column C, with the one difference that such groups have not yet incorporated as a cooperative. Assistance may also have been given to informally organized groups that do not contemplate formal organization.**
- Ⓐ Only surveys you made or in which you gave assistance when information on marketing or service facilities was obtained.
  - Ⓒ Item should include cooperatives and other private enterprises with which you worked.
    - a. Elevators, country buyers, processors, millers, feed manufacturers, seed dealers and pro-

cessors, wholesalers, retailers, and others engaged in marketing grain.

- b. Country buyers, shippers, dehydrators, feed dealers, and others concerned with marketing hay and other forage crops.
  - c. (1) Cotton ginner in selecting, installing, maintaining and/or operating cotton gins to obtain better grade cotton.  
(2) Local buyers, oil mills, compressors, warehousemen, textile mills, and others engaged in processing (other than ginning), storing, and merchandizing raw cotton, cottonseed, and cottonseed products.
  - d. Auction warehouses, country buyers, and others engaged in marketing and handling tobacco.
  - e. Elevators, local buyers, oil mills, warehousemen, peanut processors, and other dealers.
  - f. Sugar mills, contractors, and others engaged in handling and marketing sugarcane and sugar beets.
  - g. Milk plants, pick-up and delivery routes, condenseries, cheese plants, ice-cream manufacturers, and bargaining groups.
  - h. Assembling and processing plants, retailers of poultry and poultry products, grading stations, pick-up routes, and poultry and turkey auctions.
  - i. Auction-market operators, terminal markets, processing plants including local locker plants, buyers of livestock and wool, lamb and wool pools, and feeder-calf and feeder-pig auction demonstrations.
  - j and k. Cold-storage operators, transportation agencies, processors, wholesalers, retailers, and others engaged in moving agricultural products from the producer to the consumer.
- 37. This item is to include food retailers with whom work was done in quality preservation, display, supplies and disposition of different food items, and consumer preference. Information prepared for other groups, though of value to food retailers, should not be included.**
- 38. Consumers who were given information regarding supply and relative price of agricultural products, to guide them in the purchase of food, are to be reported. Consumers given assistance in the selection of foods based upon individual or family needs should be reported in item 71b. Persons with whom you worked in consumer education on other than agricultural products should be reported under appropriate items in the respective sections, such as farm mechanical equipment (subitem 55a), home equipment (subitem 61a), and clothing (subitem 67a).**

## MARKETING, DISTRIBUTION, AND FARM AND HOME SERVICE ORGANIZATIONS

## 32. Assistance given to FORMALLY organized cooperatives (those incorporated under State law):

Kind of cooperative	Cooperatives assisted	Members in county	Cooperatives in column A given educational assistance with--			
			Organizational problems	Financial problems	Operational problems	Public-relations and membership problems
			A	B	C	D
	Number	Number	Number	Number	Number	Number
a. Marketing and purchasing						
b. Farm and home service						

## 33. Assistance given to INFORMALLY organized groups (other than those reported under item 32) with organizational and operational problems:

Type of activity	Groups	Members
	A	B
	Number	Number
a. Marketing and purchasing		
b. Farm and home service		

Number

## 34. SURVEYS made during the year on specific problems of--

- a. Marketing .....  
 b. Service facilities .....

## 35. Farmers, homemakers, and other individuals assisted in marketing products through roadside or other farm retail markets:

- a. Agricultural products.....  
 b. Home products (arts, crafts, etc.).....

## 36. Buyers, sellers, handlers, processors, and transporters of farm products assisted with marketing problems:

- a. Grain, seed, dry beans and peas, etc.....  
 b. Hay and other forage crops.....  
 c. Cotton: (1) Cotton ginner.....  
           (2) Other.....  
 d. Tobacco.....  
 e. Oil crops (soybeans, flax, peanuts, etc.).....  
 f. Sugar crops.....  
 g. Dairy and dairy products.....  
 h. Poultry and poultry products.....  
 i. Meat animals and meat products.....  
 j. Fruits and nuts.....  
 k. Vegetables including potatoes.....

950

18

## 37. Food retailers assisted with merchandising problems.....

## 38. Persons assisted with CONSUMER information on agricultural products..... estimated total.....

SOIL AND WATER CONSERVATION AND MANAGEMENT, FORESTRY, AND WILDLIFE—*Interpretation.*

Consideration is to be given to the PLANNING and ECONOMIC aspects as well as to the technological problems incident to carrying out the practices listed on this page.

A. Soil-and-water conservation and management refers to all extension work incident to the improvement of soil fertility and the continuous productive capacity of the land. Practices, such as the application of fertilizer utilized PRIMARILY by the crop to which it is applied, should be reported under Crops. However, certain practices, such as fertilizer application, may contribute to both immediate crop-production gain and long-time soil improvement. Some duplication in the reporting of such practices is inevitable.

39, 40, and 41. See Interpretation of corresponding items under Crops and Livestock.

41. Figures in columns A, B, and C will usually be larger than any one of the subitems in 42, 43, or 44, respectively.

42. Item—

e. Refers to development of water supplies, both gravity and underground; storage, reservoirs, tanks, distribution systems, and the like. Persons given assistance in determining the quality of water for crop purposes are to be included.

f. Refers to problems relating to the removal of excess water: Installation of tile, drainage-

ways, and ditches. Persons given assistance in saline-alkaline reclamation are to be included.

g. Reports assistance given with problems relating to the application of water to the land; water measurement; penetration duty of water, and the like.

h and i. Report only application of soil amendments and fertilizers that contribute to land protection and sustained productivity of the soil. Where such applications are made primarily for use of a crop currently grown, such assistance is to be reported under the appropriate crop.

44. Item—

a. Reports only those assisted in the construction or management of ponds for fish. Ponds constructed primarily for storage of water for use in irrigation should be reported in subitem 42c.

b. Refers to the planting of edible wild fruits and nuts in hedges, stream banks, odd areas, and field borders, and with other plantings for food and protection in wildlife areas.

e. Includes protection of such wildlife areas as stream banks, odd areas, field borders, marshes, and ponds, from fire or livestock.

## SOIL AND WATER CONSERVATION AND MANAGEMENT, FORESTRY, AND WILDLIFE

In estimating, the influence of extension teaching, be sure to consider all phases of the extension program: Agriculture, Home demonstration, young men and women's work, and 4-H Club work.

Item	Soil and water conservation and management	Forestry	Wildlife
	A	B	C
39. Number of voluntary local leaders assisting.....	2	3	
40. Total number of personal contacts made individually or through meetings.....	140	1000	10
41. Estimated total number of DIFFERENT farmers and other individuals assisted directly or indirectly TO ADOPT recommended practices.....	120	50	

	Estimated number
42. Farmers and other individuals reported in item 41-A assisted with—	
a. Proper land use.....	85
b. Contour and strip cropping.....	35
c. Terracing.....	10
d. Grassing waterways.....	15
e. Water supply, storage, and distribution.....	5
f. Drainage.....	2
g. Irrigation.....	18
h. Use of soil amendments (lime, sulfur, gypsum, trace elements, etc.).....	55
i. Use of fertilizers (commercial and barnyard) (See subitem 25b).....	65
j. Production of soil-improvement crops.....	25
k. Crop rotations.....	12
l. Land clearing.....	5
43. Farmers and other individuals reported in item 41-B assisted with—	
a. Planting forest trees (windbreaks, shelterbelts, erosion control, Christmas trees, etc.).....	15
b. Timberland improvement (thinning, weeding, and pruning forest and woodland trees).....	6
c. Timber harvesting (includes selective and other recommended cutting for forest products).....	
d. Estimating and appraising.....	
e. Production of maple-syrup products or naval stores.....	
f. Treating wood products with preservatives (fence posts and building timbers).....	8
g. Marketing of forest products (includes markets and timber-selling practices).....	
h. Fire prevention.....	
44. Farmers and other individuals reported in item 41-C assisted with—	
a. Construction or management of ponds for fish.....	8
b. Making food and cover plantings for wildlife.....	4
c. Protection of wildlife areas from fire or livestock.....	2

**PLANNING AND MANAGEMENT OF THE FARM BUSINESS—Interpretation**

47. This item is the total number of DIFFERENT farmers and other persons assisted in all lines of work concerning the business-management aspects of farming. It will, therefore, include subitems listed under item 48 as well as others. Subitems 48a through 48j are for reporting the different persons helped in various lines. The same person may be helped in several ways, hence the total of these items would ordinarily be greater than the total for item 47.
48. Assistance should include—
- All persons to whom information on the "outlook" ahead was given as an aid to making farm-business decisions. For example, a discussion of the dairy situation and outlook at a dairy meeting with the idea of helping the group to make a decision would be included, as well as any meetings or other efforts to discuss outlook as such.
  - Work done not only in getting persons to keep farm records but in explaining how to keep them; also in summarizing and analyzing farm records.
  - Special work done in helping farmers to make an over-all plan of the farm business for the most profitable use of resources over a period of years.
  - Work done to help farmers make yearly adjustments in size, combination of enterprise, and organization of business. Subitem 48e refers to long-time adjustments, 48i should include adjustments made from year to year.
49. This item should include work that may have been done with persons or firms doing business as farm planners or farm managers, as well as lawyers and others giving legal and income-tax assistance.
50. Should include also life-insurance companies, etc.
- Special work in helping farmers to develop new sources of income.
  - Assistance given to obtain and use credit for operating the farm business; for example, in the purchase of livestock, feed, fertilizer, and farm machinery, and in financing the purchase of the farm.
  - Help given persons in locating and/or appraising a farm for rental or purchase.
  - Help given in locating farm labor, instructing groups of workers in efficient work methods, and in acquainting employers of good farmer-worker relations.
  - Leases, partnerships, property transfers, and farm and liability insurance. (See subitem 66d.)
  - Work in acquainting farmers with income-tax provisions, including how to figure depreciation, handle capital expenditures, and divide joint farm and home costs.

**PLANNING AND MANAGEMENT OF THE FARM BUSINESS**

*In estimating the influence of extension teaching, be sure to consider all phases of the extension program: Agriculture, home demonstration, young men and women's work, and 4-H Club work.*

45. Number of voluntary local leaders assisting .....	1
46. Total number of personal contacts made individually or through meetings .....	120
47. Estimated number of DIFFERENT farmers and other individuals assisted directly or indirectly TO ADOPT recommended practices .....	75
48. Estimated number of farmers and other individuals reported in item 47 assisted with—	
a. Information on the agricultural outlook .....	45
b. Keeping and analyzing farm records .....	15
c. Developing an over-all farm plan .....	20
d. Making needed adjustments in farm organization .....	
e. Developing supplemental sources of income .....	25
f. Obtaining and using credit .....	10
g. Selecting a farm for rental or purchase .....	120
h. Obtaining, training, and using farm labor .....	
i. Legal aspects of the farm business .....	3
j. Income-tax accounting and related problems .....	18
49. Number of individuals or firms assisted in rendering better planning, management, legal, tax, or other specialized services to farmers .....	2
50. Number of banks or other agencies assisted in adapting loan and credit policies and procedures to provide better service to farmers .....	2

FARM BUILDINGS AND MECHANICAL EQUIPMENT—*Interpretation*

53. Figures in columns A and B will usually be larger than any one of the subitems in 54 or 55 respectively.
54. The farmhouse should NOT be included. It should be reported under item 60.
- This subitem includes the planning and decisions relating to farm-building arrangement, for efficient work methods, and the like.
  - and c. Also include planning and decisions relating to efficient lay-out within a farm building.
  - Also include equipment that may be constructed as part of the building.
55. Item—
- Refers to farm mechanical equipment used outside farm buildings, usually in connection with field work, such as tractor, hay loader, cotton picker, potato digger.
  - Refers to labor-saving devices and equipment developed or built by the farmer.
56. Item should include the use of electricity in the farm business, such as electric brooders and motors for building equipment.

## FARM BUILDINGS AND MECHANICAL EQUIPMENT

*In estimating the influence of extension teaching, be sure to consider all phases of the extension program: Agriculture, home demonstration, young men and women's work, and 4-H Club work.*

Item	Farm buildings		Farm mechanical equipment
	A	B	
51. Number of voluntary local leaders assisted.....	0		
52. Total number of personal contacts made individually or through meetings.....	22		
53. Estimated total number of DIFFERENT farmers and other individuals assisted directly or indirectly TO ADOPT recommended practices.....	18		
54. Farmers and other individuals reported in item 53-A, assisted with—			<i>Estimated number</i>
a. Arrangement of farm-building lay-out.....			12
b. Construction of farm buildings.....			8
c. Remodeling or repairing farm buildings.....			3
d. Selection or construction of farm-building equipment.....			
55. Farmers and other individuals reported in item 53-B, assisted with—			
a. Selection of farm mechanical equipment.....			
b. Developing labor-saving devices and equipment.....			
c. Use, care, and repair of farm mechanical equipment.....			
56. Farmers and other individuals assisted in the use of electricity for income-producing purposes.....			

THE HOUSE AND SURROUNDINGS, FURNISHINGS AND EQUIPMENT—*Interpretation*

This section deals with assistance given to homemakers, farmers, and other persons in connection with the house and surroundings, the furnishings and equipment.

A. Covers specific practices listed under item 60 and other related work.

B. Covers specific practices listed under item 61 and other related work.

57. This item relates to the voluntary local leaders or committeemen who have ACTIVELY ENGAGED in furthering those phases of extension work dealing with the house and surroundings, furnishings, and equipment. See also interpretation of item 8.

58. This is the sum total of office calls, telephone calls, farm visits, individual letters written, and attendance at meetings agent held or participated in, in connection with the line of work, regardless of duplications. For example, in connection with the house and its surroundings, the agricultural agent and home demonstration agent had, together, 75 office calls, 55 telephone calls, wrote 25 letters, visited 60 homes, and had an attendance of 369 at the various types of meetings relating to this line of work—a total of 575 contacts. This information should be readily available from office records. If such records are not available, however, an estimate will suffice, based upon what information is available.

59. In estimating the total number of DIFFERENT homemakers and other persons in the county influenced TO MAKE SOME CHANGE, either through adopting a new practice or improving an old practice, the following factors should be considered:

(1) Number of DIFFERENT persons reached through direct contacts (item 58 with duplications removed).

(2) Membership in related extension groups, such as 4-H projects and home demonstration clubs.

(3) Probable number of other persons in the county reached with extension information, through bulletins, circular letters, news stories, radio broadcasts and television, exhibits, and other mass media, including the passing on of extension information from one neighbor to another.

(4) All other available evidence indicating the proportion of potential clientele (number of occupied dwelling units in the county or number

of houses, depending upon the phase of extension work being reported) that made use of extension information relating to specific practices or groups of practices. Such evidence may be from sample surveys, reports of local leaders, bulletins requested, inquiries received after publication of specific news stories or after broadcasts, amount of recommended material sold by dealers, personal observation, and other sources.

The totals reported in columns A and B normally will be greater than those reported for any one of the subitems under items 60 and 61, respectively, as those totals will usually include practices in addition to the specific ones listed.

60. Item—

e. Refers to space, work saving arrangements, storage, surface finishes, and light and ventilation in the kitchen and laundry.

d. Refers to storage space in any other area of house other than kitchen and laundry.

e. Reports work done in planning a suitable electric system to meet present and future needs. This includes size of wiring to power load, number and location of outlets, and switches.

b. Includes work done in planning as well as the actual landscaping and care of home grounds. Assistance given in insect or disease control of lawn, flowers, shrubs, or house plants should be reported in item 25-H.

The subitems listed under item 60 should not be added and reported in item 59-A, because the same person may have been assisted in adopting several of the practices listed.

61. Item should include—

a. Electrical equipment in the home. Work done with sewing equipment should be reported under subitem 67d.

c. Refinishing furniture, upholstery, chair seating, renovation of accessories.

The subitems listed under item 61 should not be added and reported in item 59-B, because the same person may have been assisted in adopting several of the practices listed.

## THE HOUSE AND SURROUNDINGS, FURNISHINGS AND EQUIPMENT

In estimating the influence of extension teaching, he asks to consider all phases of the extension program: Agriculture, home demonstration, young men and women's work, and 4-H Club work.

Item	The house and surroundings A	Furnishings and equipment B
57. Number of voluntary local leaders assisting	1	25
58. Total number of personal contacts made individually or through meetings	73	315
59. Estimated total number of DIFFERENT families, homemakers, or other individuals assisted directly or indirectly TO ADOPT recommended practices	165	250
60. Families, homemakers, and other individuals reported in item 59-A assisted with—		Estimated number
a. Building a new house		6
b. Remodeling or repairing the house		7
c. Improving kitchen or laundry		14
d. Improving storage space		140
e. Selection, installation, use, and care of water and/or sewage systems		1
f. Selection, installation, use, and care of heating and/or cooling systems		1
g. Planning electrical systems		
h. Laying home grounds		49
61. Home and other individuals reported in item 59-B assisted with—		
a. Selection, use, and care of home equipment (other than sewing equipment)		225
b. Selection, use, and construction of home furnishings		25
c. Repair, remodeling, and care of home furnishings		150
d. Furniture arrangement and use of accessories		120
e. Color schemes and wall finishes		140
f. Floor finishes		120

HOME MANAGEMENT, FAMILY ECONOMICS, AND CLOTHING—*Interpretation*

1. See item 1 for interpretation of what to include here.

Management may be defined as "doing as well as we can with what we have, to get what we want," therefore, in helping people to improve their management we are concerned with "how," "when," "where," and "what" decisions they make and then in reaching their goals. For example, the management of dishwashing would include "how" and "when" decisions as well as "what" decisions. If only the "how" decision is being solved (as in 69), it should be reported under 67.24. In general, bookkeeping method, Management decisions have to do with the use of the family's available physical and human resources, i.e., money, equipment, skills, knowledge and energy.

2. See item 1 for interpretation.

If reported under 67, use of time and energy should be included, training, work sheets, guides, and time and money study—see example 67.1.

a. On laundering methods and use of new soaps and detergents. (Decisions related to laundering of new-type fabrics in connection with the care of clothing should be reported in section 67.1.)

66. Includes work done—

b. On that portion of financial affairs that deals with planning the use of family resources and making distribution to cover cost of food, clothing, shelter, transportation, and savings (thrift).

d. On wills, inheritance, insurance, notes and installment-buying contracts. Submit 451 covers/typal affairs pertaining to the farm business.

67. Includes work done—

a. In the selection of shoes, hats, accessories, men's and boys' clothing as well as clothing accounts and inventories.

b. With storage, dry-cleaning, and special laundering problems in connection with care of clothing. Work on control of moths and silverfish, and the use, as part of the care of clothing, should be reported here. Specific help given to control insect damage to clothing should be reported under item 137.

c. On both new and remodeled clothing.

e. On the influence of good grooming on development of the individual.

## HOME MANAGEMENT, FAMILY ECONOMICS, AND CLOTHING

1. Reporting the phases of extension teaching, be sure to consider all phases of the extension program: Agriculture, Home Economics, and women's work, and 4-H Club work.

Item	Group	Year	Clothing
1	1	1	3
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9
10	10	10	10
11	11	11	11
12	12	12	12
13	13	13	13
14	14	14	14
15	15	15	15
16	16	16	16
17	17	17	17
18	18	18	18
19	19	19	19
20	20	20	20
21	21	21	21
22	22	22	22
23	23	23	23
24	24	24	24
25	25	25	25
26	26	26	26
27	27	27	27
28	28	28	28
29	29	29	29
30	30	30	30
31	31	31	31
32	32	32	32
33	33	33	33
34	34	34	34
35	35	35	35
36	36	36	36
37	37	37	37
38	38	38	38
39	39	39	39
40	40	40	40
41	41	41	41
42	42	42	42
43	43	43	43
44	44	44	44
45	45	45	45
46	46	46	46
47	47	47	47
48	48	48	48
49	49	49	49
50	50	50	50
51	51	51	51
52	52	52	52
53	53	53	53
54	54	54	54
55	55	55	55
56	56	56	56
57	57	57	57
58	58	58	58
59	59	59	59
60	60	60	60
61	61	61	61
62	62	62	62
63	63	63	63
64	64	64	64
65	65	65	65
66	66	66	66
67	67	67	67
68	68	68	68
69	69	69	69
70	70	70	70
71	71	71	71
72	72	72	72
73	73	73	73
74	74	74	74
75	75	75	75
76	76	76	76
77	77	77	77
78	78	78	78
79	79	79	79
80	80	80	80
81	81	81	81
82	82	82	82
83	83	83	83
84	84	84	84
85	85	85	85
86	86	86	86
87	87	87	87
88	88	88	88
89	89	89	89
90	90	90	90
91	91	91	91
92	92	92	92
93	93	93	93
94	94	94	94
95	95	95	95
96	96	96	96
97	97	97	97
98	98	98	98
99	99	99	99
100	100	100	100

Estimated number

180

230

300

350

400

450

500

550

600

650

700