

VIRGINIA AGRICULTURAL EXTENSION SERVICE

NORTHEAST DISTRICT

1959

Annual Report

James B. Norment
District Agent

ge 1.

<u>ent Positions</u>	<u>Name of Worker</u>	<u>o/o of Time Devoted to Position by Worker</u>
roline County	R. G. Eagar	100
as.City & New Kent	Gerald Settle	100
sex	H. A. Little	100
oucester	A. G. Birdsall	100
apton & York	E. G. Adams	100
over	C. W. Sanders	100
arico	G. R. Bavis	100
nes City	M. W. Eryant	100
ng Georgs	G. H. Hall	100
ng & Queen	C. J. Sedivy	100
ng William	D. J. Kelly	100
ncaster	H. C. McSwain	100
hews	E. L. Phillips	100
ddlesex	W. D. Edwards	100
port News	F. E. Stump	100
rthumberland	W. V. Saville	100
chmond	R. A. Farmar	100
stmoreland	S. J. Dawson	100
sex, asst.county agent	L. T. Richardson	100
oucester, asst. agent	J. M. Jenkins Jr.	100
over, asst. agent	C. B. Lanford	100
arico, asst. agent	M. C. Andrews	100
rthumberland and		
ncaster -asst.agent	J. T. Platt	100
chmond, asst.agent	W. M. Clement	100
stmoreland, asst.agent.	N. P. Ptucha	100

Appointments during year

ounty Agents - none	
st. agents -	
chmond County	W. M. Clement
rthumberland and	
ncaster -	John Platt
oucester -	Jordan Jenkins
ng William -	William Oliver

Oliver was granted military leave during August and has entered the service on a three year tour of duty.

Brief Description of Responsibilities.

Supervisory Functions.

The job of District Extension Agent in Virginia involves a variety of functions, some of which are delegated administrative functions and some of which are supervisory functions. The following functions have not been listed in order of priority - (a) Administrative - (s) Supervisory.

- 1 s. To maintain an adequate staff of well trained, qualified agents.
- 2 s. To improve the effectiveness of the agents through a broad and integrated training program, designed to meet the needs of all members of the county staff.
- 3 a. Contact county authorities for financial support and employment of agents.
- 4 a. Plan and manage district events and activities.
- 5 a. Establish and maintain cooperative relations with advisory boards, farm organizations and public agencies.
- 6 a. Serve as public relations representative of the Extension Service.
- 7 s. Correlate agents' work with that of specialists.
- 8 s. Assist agents in evaluating their county programs and themselves as agents.
- 9 s. Motivate and provide opportunity for professional improvement of agents.
- 10 s. Assist agents to improve their working conditions.
- 11 s. Assist agents with personal adjustments.
- 12 s. Keep the director informed promptly and accurately of trends, developments, problems, and accomplishments within the district.
- 13 s. Keep agents informed promptly on policy, objectives, plans and progress of the state extension staff.
- 14 s. Improve the effectiveness of supervision through continuous study and analysis of the methods, procedures and techniques used by successful supervisors.

The supervisory program of the district is a cooperative effort involving the District Home Demonstration agent and the District Agricultural Agent. These two individuals have equal responsibility, one with the women and the other with the men agents inclusive of 4-H Club agents. The two agents share the same office and secretary which is conducive to coordination and cooperation. The office is located within the district and 210 miles from the college.

IV. Major Supervisory Accomplishments.

Financial Support from Counties.

<u>County Agents</u>							
<u>County</u>	<u>1954</u>	<u>1955</u>	<u>1956</u>	<u>1957</u>	<u>1958</u>	<u>1959</u>	<u>1960</u>
Caroline	\$1400	1400	1400	1400	1600	1740	1740
Ghas.City & N.K.	1100	1100	1100	1100	1100	1100	1100
Essex	1800	1800	1800	1800	1800	1800	1800
Gloucester	1200	1200	1200	1200	1200	1200	1350
Hampton & York	1950	1950	1950	1950	1950	1950	2200
Hanover	1200	1425	1425	1425	1425	1824	1824
Henrico	2356	2356	3091	3091	3355	3667	3979
James City	1800	1800	1800	2400	2400	2400	2400
King George	1500	1500	1500	1500	1800	1800	1800
King & Queen	1400	1400	1400	1400	1400	1400	1400
King William	1000	1000	1000	1000	1200	1200	1200
Lancaster	1400	1400	1400	1400	1600	1600	1600
Mathews	1000	1000	1000	1000	1000	1000	1000
Middlesex	850	850	850	850	850	850	1150
Newport News	1500	1500	1500	1500	1500	2700	2700
Northumberland	1600	1600	1600	1600	1600	1600	1800
Richmond	1200	1350	1590	1590	1590	1590	1590
Westmoreland	1500	1500	1500	1500	1500	2000	2000
<u>Assistant County Agents</u>							
Essex	720	720	1440	1440	1440	1440	1440
Richmond	720	720				720	1200
Westmoreland	1500	1500	1500	1500	1500	2000	2000
Henrico	1380	1380	1400	1400	1400	1600	2220

The above chart shows an increase of \$2,112. for 1960. The 1959 increase was \$4,072. Most of the county agent and assistant county agent positions are up to the minimum scale. The following are still below minimum scale: Hampton, King William, Mathews, Gloucester, Caroline, Hanover and Middlesex. Increases are being requested this year in all of these counties.

Offices and Equipment

County	Office Location	Floor Space	Joint or Separate	Lighting	Suitability	Adequacy of Equipment.
Caroline	Rented	Ample	Joint	Good	Good	Adequate
New Kent						
Chas. City	Rented	Limited	Joint	Fair	Good	Adequate
Essex	County Office	Ample	Joint	Good	Good plus	Adequate
Gloucester	County Office Bldg.	Very limited		Fair	Poor	Adequate
York						
Hampton	Rented	Ample	Joint	Fair	Fair	Adequate
Hanover	Rented	Limited	Joint	Good	Good	Adequate
Henrico	County Office	Ample	Joint	Excellent	Excellent	Adequate
James City	Rented	Ample	Separate	Fair	Fair	Adequate
King George	Rented	Very limited	Joint	Fair	Fair	Adequate
King & Queen	County Office	Ample	Joint	Fair	Good	Adequate
King William	County Office	Ample	Joint	Good	Excellent	Adequate
Lancaster	Court House	limited	Joint	Fair	Poor	Adequate
Mathews	County Office	Ample		Excellent	Good	Adequate
Middlesex	County Office	Limited	Joint	Fair	Good	Adequate
Newport News	County Office	Ample	Joint	Good	Excellent	Adequate
Northumberland	Rented	Limited	Joint	Fair	Good	Adequate
Richmond	County Office	Limited	Joint	Poor	Good	Adequate
Westmoreland	County Office	Limited	Joint	Fair	Good plus	Adequate

The only separate office which we have now is in James City County and plans have been drawn for a new joint office building in that county. However, due to relocation of highways the plans have been shelved.

Hanover County received additional floor space and a more suitable location.

King William County received an additional room as did King & Queen County due to relocation of A. S. C. office.

There has been considerable improvement in offices and equipment, however, there are several problems reflected in the chart.

Use of Evaluation Forms.

Discussing the evaluation form with the entire county staff has been a most rewarding experience. This has been accomplished in all counties. The use of the form has proven to be a very important segment of supervision. Six agents have been evaluated but the scoring has not been gone over with either the assistant director or the agents. The completion of this job has a high priority.

Filing System Program

This is still in it's initial stage but has been well received so far. The new system has been set up in Essex County which is the pilot county.

January 25 has been set with Warren Slusker, at which time the personnel of three other counties will be brought into Essex for a study of the system in operation. Following that date the district agents will work with each of those counties to completely set up the system in their office.

Cattle Marketing Clinic

What do you consider a good example of a public relations effort on your part during the past year relative to your work with organized groups.

Several organizations expressed, in various ways, an interest in having more work done with farmers in the area of cattle feeding and marketing.

- a. Tidewater Beef Cattle Producers Assoc., through a committee, requested that someone, who would be better trained then County Agents are at present, be assigned to this area to work directly with cattle feeders.
- b. The Market Expansion Section, of the Virginia State Division of Markets, proposed that they put a man in this area to work with county agents to improve the marketing of hogs and cattle.
- c. The Division of Markets Grading Service announced that they were discontinuing the free on-the-farm selection of market cattle of the previous two years. This service had been provided for farmers consigning cattle to two special market cattle sales (Fredericksburg and Richmond). The sponsors of these two sales were: Fredericksburg, Tidewater Beef Cattle Association, Richmond, Virginia Farm Bureau Federation.
- d. Virginia Farm Bureau announced plans to have each county Farm Bureau appoint or develop a committee to provide this on-the-farm selection service for consigners of cattle to these special sales.(The county agent was expected to assist the committee).
- e. County agents indicated a desire for additional training in cattle feeding and marketing.

A meeting to discuss the situation and plan a course of action was held during August. The following individuals participated in this meeting:

Charles Sanders, County Agent, Curtis Mast, Ex. Animal Husbandman
Pick Butler, Va. Farm Bureau Federation.
Grant Moffett, Chief Market Expansion Section.
C. T. Barnes, Chief State Grading Service.
J. B. Norment, District Extension Agent.

Many suggestions were made, each being discussed in detail. At the conclusion of the meeting it was apparent that all present had a better understanding of the objectives, capabilities and responsibilities of the various organizations represented. It was agreed that our objective should be two-fold: First, to provide on-the-farm selection service for farmers consigning cattle to these special sales. Second, to improve the professional service available to farmers in the area of cattle feeding and marketing.

Supporting Activities

A two-day cattle marketing clinic was held for county agents. The following program gives some indication of the scope of this clinic:

CATTLE MARKETING CLINIC

November 19-20, 1959

THURSDAY

- 10:00 Practice Grading Live Cattle - C. T. Barnes, Richmond Livestock Yards
1:00 Why Grade, and Beef Carcass Grades - Robert Kelly, Kingan Plant
3:00 Buying and Selling- When and How- K. C. Williamson, Jefferson Hotel
4:00 Cattle Trends, Cycles and Seasonal Trends, Otis Russell.

FRIDAY

- 8:00 Securing and Interpreting Market News- C. A. Middleton, Jefferson Hotel
8:45 Feeding Cattle - C. C. Mast
10:00 Panel - System of Cattle Production- 4 county agents and C. C. Mast, Moderator
11:00 Planning Programs to Cope with the Livestock Business - James Norment
1:00 Inspecting Graded Cattle in the Cooler - Kenny Bell, Ned Tyler, Kingan Plant.

This clinic is one of several means and certainly not an end in itself. Since receiving this training, county agents are scheduling cattle selection demonstrations out in the counties. These demonstrations are to serve as a tool for training the cattle feeders to "select" their own cattle. Although Extension is taking the lead in planning these demonstrations, the State Dept. of Agric. and the Virginia Farm Bureau Federation, are giving active support in organizing and conducting these demonstrations on a county basis.

Certainly we feel now that cooperation is the key-word in this future expansion of sound cattle feeding and marketing in this area.

(Kingan Division) Hygrade Food Products Inc., also played a very important part in this clinic. They furnished the cattle for the live grading and made available their facilities for inspecting carcasses of the same cattle in the cooler. Mr. Gunn, Vice-Pres. Hygrade Food Products and Kenny Bell, Chief buyer, participated in most of the clinic.