

CALENDAR OF WORK 1959

TEACHING METHOD TO BE USED	DAIRY & POULTRY	AGRONOMY & FRUIT	HOME GROUND & COMMUNITY DEVELOPMENT	4-H
Demonstrations	Continuous	Continuous	Continuous	Continuous
Farm and Home Visits	Daily	Daily	Daily	Daily
Office & Telephone Calls	Daily	Daily	Daily	Daily
News Articles	Bi-monthly column in Sunday paper plus additional news articles			
Letters & Bulletins	Daily	Daily	Daily	Daily
Tours	Occasional	Occasional	Occasional	Monthly
Talks	Occasional	Continuous	Continuous	Bi-monthly
Programs	Monthly	Monthly	Occasional	Bi-monthly
Radio & T. V.	Whenever Requested			
Leader Training Meeting	Occasional	Occasional	Monthly	Occasional

Farm and Home Development cont'd.

The Hostetter family is continuing its search for farm enterprise. I think that this coming year will probably see them reach a decision. The crops and pastures on the Hostetter farm are excellent, with yields being the highest in the whole area. Mr. Hostetter is almost too eager to adopt new ideas, and it is sometimes necessary to discourage instead of encourage certain ideas which he has. This family is very efficient in all undertakings, and I feel sure that with proper consultations this family will continue to have a profitable and efficient farm operation.

FARM AND HOME DEVELOPMENT PROGRAM

At the present time we have 5 farm and home development families located in the Newport News area.

Two of these are well established poultrymen who are striving to increase efficiency and enlarge their operations. One of these, the Richard Alderfer family, has established a retail market in a large downtown shopping center and is moving a good portion of his egg supply and most of his old hens are dressed and sold through this outlet. The majority of his eggs are sold to local military establishments. The agent is continuing to work with this family in the hope that a higher and more uniform rate of production can be obtained.

The Sam Johnson family is the other commercial poultry enterprise mentioned above. Sam markets his entire egg output through local military establishments. This agent is trying to help Mr. Johnson arrive at methods which will increase efficiency of production and also allow an increase in laying flock number.

F. L. Wadsworth plans to retire from the Navy in the fall of 1959. His 15-acre peach orchard is now 3 years old and he has hopes of a token crop, at least, this year. It is going to be necessary for Mr. Wadsworth to establish companion enterprises if he is to become self-sufficient.

R. A. Stanton has recently retired from the Army and this agent has worked for the past two seasons in attempting to secure a profitable poultry operation. It is going to take a lot of time and effort in order for Mr. Stanton to make a go of this enterprise, for, although his facilities are modern, his management leaves much to be desired.

LIVESTOCK

At the present time, there is not enough interest in livestock to justify any program except individual help for the 2 or 3 livestock owners in the city. This does not include Dairy.

4-H Clubs cont'd.

bility for some phase of club work and give them assistance only as needed.

b. Plan activities which will appeal to this older group and contribute to their character and personality.

- (4) Continue to rely on cooperation from the Warwick All-Stars and give them recognition for their accomplishments.
- (5) Hold annual 4-H picnic.
- (6) Encourage attendance at Short Course.
- (7) Hold Tri 4-H Fair.
- (8) Hold Achievement Day.
- (9) Encourage a sound recreational program.
- (10) Plan a 4-H trip.

h-H CLUBS

Situation -

There are relatively few boys in h-H clubs due to two factors. While there is unlimited opportunity for homemaking projects, the boys' projects are limited largely to home grounds, rabbits (which are not very profitable), electricity, and entomology. This causes a large turnover. The second factor is that leaders have not been recruited for boys groups. No h-H work is being done through the schools.

Objectives -

- (1) To plan and put in effect a h-H program that would meet the needs of Newport News boys and girls of each age group.
- (2) Plan and adapt projects that meet the needs of an urban situation.

Methods -

- (1) Work with existing clubs to develop an interesting and instructive program.
 - a. Encourage participation by the members.
 - b. Each member assume some responsibility for the club program.
 - c. Timely visits to insure successful projects.
 - d. Enlist cooperation and support of parents.
- (2) Attempt to enlist leaders for additional clubs from church and civic groups.
- (3) Encourage Honor Club.
 - a. Develop leadership by having each person accept responsi-

FRUIT PRODUCTION

Situation -

Ordinarily a flat country does not produce profitable fruit. The large areas of water on three sides of Newport News and the excellent retail markets make the extra effort to produce quality fruits profitable. Peaches are the most important commercially, followed by apples, small fruits, cherries, and grapes.

Objectives -

- (1) Improve yield of fruits.
- (2) Improve quality of fruit.
- (3) Develop marketing opportunities.
- (4) Develop better pruning methods.
- (5) Develop more timely spray schedules.

Methods -

- (1) Increase attendance at the Area Fruit School.
- (2) Pass on marketing information.
- (3) Pass on spray information.
- (4) Pass on varietal information.
- (5) Hold pruning demonstrations.
- (6) Help with local retail marketing.

Home Grounds and Home Gardens cont'd.

- (2) Hold pruning demonstrations over city area.
- (3) Use timely information in bi-monthly column in Sunday paper.
- (4) Talks to garden and civic clubs.
- (5) Provide soil testing service and advice on fertilizing lawns and gardens.
- (6) Maintain adequate supply of reference material for distribution.
- (7) Encourage the use of insecticides to control grubs on lawn areas.
- (8) Encourage an effective spray program for the home grounds.
- (9) Encourage the use of recommended varieties of all plants and vegetables.

HOME GROUNDS AND HOME GARDENS

Situation -

Newport News, particularly the old upper Warwick area, is an area developing rapidly with many new families. Most of these people settled here because there was more room available and because of the desire to have beautiful lawns, trees, shrubbery, and usually a vegetable garden. The large majority of these people have not owned homes before and are novices in the field of horticulture. Therefore, there is much demand on this agent's time by people with a sincere desire to improve the physical beauty of their property. These people are extremely appreciative of our educational efforts and, for the most part, follow recommendations to the letter. This was shown very clearly by the cooperation of the 32 Home Demonstration Clubs, the 26 Garden Clubs, and the 6 Women's Clubs in the conducting of the local Garden Clinic just completed for the first time in this area. This cooperation is, I think, indicative of the increasing desire for civic beautification in this area.

Objectives -

- (1) Improve the appearance of individual homesites.
- (2) Protect plantings from insects and diseases.
- (3) Improve production and quality of garden vegetables.
- (4) Make available research data as recommended.
- (5) To improve soil conditions.
- (6) To encourage use of the Agricultural Experiment Stations at Holland and Norfolk.

Methods -

- (1) Hold leader training meetings for Home Demonstration clubs.

AGRONOMY

Situation -

With the exception of soybeans, crops produced in the City of Newport News are consumed there. Much of the land is in ladino, grass, or alfalfa and grass mixtures for pastures and hay. Corn, small grains, and sudan for hay and silage make up the rest except for the small soybean acreage grown for retail markets. Most of the pastures destroyed by the extreme drought of the past 2 years have been reseeded and are producing normally.

Objectives -

- (1) Proper fertilization based on soil tests.
- (2) Early planting and early varieties as drought insurance.
- (3) More emphasis on winter and supplemental pastures.
- (4) Control alfalfa weevil as recommended.
- (5) Seed cover crops on corn land.
- (6) Introduce recommended varieties of all crops.
- (7) Secure chick weed control.

Methods -

- (1) Present timely agronomy topics at two agricultural school meetings.
- (2) Distribute information on recommended seed varieties.
- (3) Contact seed and supply dealers and encourage them to stock recommended varieties and products.
- (4) Encourage farmers to attend agronomy school.
- (5) Check alfalfa fields for appearance of the alfalfa weevil and advise controls as deemed necessary.

POULTRY

Situation -

Newport News is in a deficient situation in regards to poultry and eggs with most of the eggs produced locally being marketed locally and usually directly to the consumer. However, with the increased emphasis on quality eggs and the quality of eggs available in the local retail markets improving greatly while the price spread has been decreasing, several of our larger producers are showing interest in affiliation with a large egg marketing facility in order to insure a market outlet for their product.

Objective -

- (1) Place more emphasis on lowering production costs.
- (2) Encourage the use of better breeds of layers.
- (3) Encourage even year round production.
- (4) Encourage roadside or on the farm outlets for eggs and dressed poultry where applicable.
- (5) Discourage the extremely small operator from entering this highly competitive field except as a side line.

Methods -

- (1) Attend the Tidewater Poultry School.
- (2) Hold 2 poultry programs at the monthly Agricultural School.
- (3) Make timely visits.
- (4) Work with specialists from VPI to improve practices.
- (5) Keep poultrymen informed through letters and news articles.
- (6) Attend commercial poultry meetings.
- (7) Encourage poultrymen to do likewise.

Dairying - cont'd.

Methods -

- (1) Hold one-day dairy school conducted by Dairy and Economics specialists from V.P.I.
- (2) Put on at least 3 agricultural programs on dairying.
- (3) Take information to farmers by timely visits, news articles, and letters.
- (4) Inform non-farm groups of dairy farmers' problems.
- (5) Cooperate with artificial breeding technician by informing livestock owners of his services and helping him overcome any problems.
- (6) Plan a dairy tour during summer to see how our neighbors are providing summer pasture and silage.
- (7) To create a better understanding between the DHIA Supervisor and the members.
- (8) Encourage DHIA members to utilize their herdbook to greater advantage.

DAIRYING

Situation -

There are 9 active dairies within the city boundaries at the present time, with milk being marketed locally through a cooperative. Good management practices prevail in these dairy herds with high efficiency an absolute necessity in order for these dairymen to remain in business. All are using DHIA testing facilities, artificial breeding, and all try for at least 10 months of grazing each year.

Several of these dairymen are now farming their calves out to areas with cheaper overhead and each is trying to intensify his forage operations by concentrating on silage and grazing crops, with such hay as is needed being secured mostly from outside sources.

The Extension Service works closely with these 9 families, and they are very receptive to our suggestions.

Objectives -

- (1) Increase efficiency of production through larger use of roughages.
 - a. Using fertilizer based on soil analysis and needs of crop.
 - b. Use of oats, clover, alfalfa, and surplus pasture for spring silage.
- (2) Assist Colony Cooperative and others in directing more milk into fluid consumption.
- (3) Encourage the artificial breeding program.
- (4) Secure and assist DHIA supervisor.

Methods -

EXTENSION PLAN FOR 1959

The Extension plan of work for the City of Newport News was developed through meetings and conferences with committees and individuals who are using the VPI Agricultural Extension Service to enable them to farm more profitably and non-farmers to derive more pleasure from their homes, lawns, and gardens.

The groups included are:

- City Agricultural Extension Planning Board
- Various City Departments
- Peninsula Dairy Herd Improvement Association
- Artificial Breeders' Association
- 4-H City Council and 4-H Clubs
- Tri 4-H Fair
- 4-H Leaders' Organization
- Jamestown 4-H Camp
- Home Demonstration Clubs
- Colonial Soil Conservation District
- Lower Peninsula Agricultural Extension School
- Tidewater Beekeepers' Association
- Peninsula Rabbit Breeders' Association
- ASC Committee
- Chamber of Commerce
- Downtown Merchants' Association
- Federation of Women's Clubs
- Federation of Garden Clubs
- Boy Scouts of America
- Parkview Civic League
- Department of Public Schools

THE GENERAL SITUATION IN THE CITY OF NEWPORT NEWS

The City of Newport News comprises an area of 67 square miles and an estimated population of over 110,000 people. It joins James City County to the north, York County and the City of Hampton to the east, the James River to the west, and Hampton Roads to the south.

The city is governed by City Manager-City Council, and has within its borders the heaviest concentration of industry and military bases found in Virginia. Shipping and shipbuilding is of primary importance to the area, providing employment to more than 15,000 people; several thousand others are engaged in the related activities of oystering, crabbing and fishing. Retail establishments and contractors furnish employment for thousands of additional workers. The standard of living as a whole is higher than the state average, as are expenses.

The remaining open land area is mostly poorly drained with the better drained land much in demand for housing. Taxes are high and land values are high with individual lots 100 x 150 feet selling for \$8,000 to \$10,000 each in some sections. The farms are becoming fewer and more intensified with the active farms numbering around 40. Several of our better farmers are anticipating subdividing their holdings and securing farmland in adjoining counties. Labor in this area is at a premium and most farm operators cannot pay the prevailing wages and show a profit.

Highways and housing projects are continuing to take a heavy toll of the agricultural land in the area.

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AGRICULTURAL EXTENSION SERVICE

in

NEWPORT NEWS, VIRGINIA

PLAN OF WORK

for

1959

Frank E. Stump
County Agent