

ANNUAL NARRATIVE REPORT

COUNTY
EXTENSION
WORK

Virginia Agricultural Extension Service

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ROANOKE

County

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BRIEF DESCRIPTION OF COUNTY

1. Roanoke County lies at the southern end of the Valley of Virginia, just west of the Blue Ridge Mountains, and is considered the gateway to Southwest Virginia. It is divided by the Roanoke River whose broad, flat bottoms offer level, productive cropland. The rolling hills to the west and north offer abundant bluegrass grazing for cattle. From the steeper slopes and higher plateaus in the southern and eastern end of the county, comes part of the state's famous apples and peaches. The topography of some of the cropland is not ideally suited for efficient machinery operation. Nevertheless, most farmers are using modern machinery on their farms in spite of more costly repair bills.

The county covers an area of 305 square miles of which 140 are devoted to farming. The remaining area is mountainous timberland and land upon which the City of Roanoke, and the Towns of Salem and Vinton have grown up.

The 1954 census reported Roanoke County had 1217 farms averaging 70.9 acres in size. The total agriculture income in 1954 was \$3,151,020 with dairying and dairy products taking the lead. Other major commodities in order of county importance are: Livestock, Fruits and Vegetables, and Poultry.

Certain areas of the county are becoming quite urban. Inflated land values are quite prevalent in suburban areas around Roanoke City, Salem and Vinton.

Sixty-four per cent of the farms are less than 50 acres in size.

Many of the families who live on the smaller farms do part-time farming and earn their livelihood from one of the industries located within the metropolitan area.

The trend in the county is toward increased beef cattle and sheep numbers with a decrease in acres of fruit, especially apples. The number of Grade A Dairies are decreasing, while the well established dairymen are expanding operations.

Roanoke City's 100,000 plus population is growing rapidly. Urban requests for information, literature and assistance concerning a large variety of problems continue to compete for the Extension Agent's time.

2. CHANGES IN THE SITUATION:

Farmland continues to be converted into housing developments, industrial areas and used for other than farming purposes.

With the arrival of contract farming, in poultry and swine production operations, some of our farmers already in the business, need to expand in order to meet competition, but are undecided as to their future. By this, they wonder if it will be economical to build the necessary buildings and purchase equipment not knowing just how long their land will be used for agricultural purposes.

The narrow margin of profits continues to force the more inefficient farmer to look for off farm employment and public works for additional income. However, during this past summer, unemployment and readjustments to new jobs have created additional problems.

Where practical, some farmers such as dairymen, are expanding their operations to become more efficient. A relatively good season this past summer enables our livestock farmers to harvest one of the best sources of winter feed we have produced in several years.

Our beef cattle farmers have received better prices this year for their cattle than they have during the past six years. There has been no significant changes in the other four major commodities -- these being dairy, fruit, vegetables, and poultry. Available credit for production and expansion of certain enterprises became more difficult to obtain during the year because of the talks about a recession. Our local bankers and credit lending agencies are being made aware of the changing situation in contract farming and the urgent need for available credit to farmers who have the managerial ability, facilities, and necessary advantages for expansion to meet competitors. This is particularly true in the poultry field.

3. HOW THE PROGRAM WAS DEVELOPED:

The County Extension Program in Roanoke County is under the direction of a County Agricultural Extension Service Board. This Board is made up of commodity group chairmen, community group leaders, and other agency representatives in the county.

During the past winter and spring we had our present organized commodity groups to meet to offer suggestions as a guide in helping the agents prepare their annual plan-of-work. Some ground work was done toward organizing additional committees before scheduling our annual Extension Service Board meeting. Due to lack of sufficient time to do the necessary planning, the agents and committee chairmen decided it would not be necessary to hold our board meeting last spring as is the normal procedure.

Requests and comments obtained from county people through daily

contacts also were considered in preparing the annual and long-time program of work for the county.

Commodity groups, associations and other committees now functioning in the Roanoke County Extension Program are:

1. Roanoke County Agronomy Committee.
2. Roanoke Egg Producers Association,
3. Roanoke-Botetourt Fruit Growers Association.
4. Roanoke Vegetable Growers.
5. Roanoke Feeder Calf Sale Committee.
6. Roanoke County D.H.I.A.
7. Ro-Bot Breeders Association.
8. Roanoke County 4-H Honor Club.
9. Roanoke County 4-H Council.
10. Roanoke County 4-H All Star Chapter.
11. Roanoke County 4-H Leaders Organization.
12. Oak Grove and Starkey Community Improvement Clubs.

COOPERATING ORGANIZATIONS AND ASSOCIATIONS:

1. Roanoke Valley Angus Association.
2. Star Hereford Association.
3. Roanoke Milk Producers Cooperative.
4. Blue Ridge Soil Conservation District.
5. County A.S.C. Committee
6. Roanoke County Young Farmers Club.
7. Roanoke County Farmers Home Administration.
8. Roanoke Production Credit and National Farm Loan Association.

9. Key County Bankers.

10. County Vocational Agriculture Department and F.F.A. Federation.

Plans are underway for the organization of more special interest committees in the county during 1959. Such committees can help determine immediate needs, establish short and long time goals and guide the Extension Agents in conducting an Extension Program to meet the needs of all people.

4. **ACTIVITIES:**

Agronomy

a. Situation

Roanoke County has a limited acreage of land on which row crop production is practical.

During the recent dry years one of the greatest agronomic needs on most farms has been to seed crops which will grow under drought conditions and to adopt a 12-month forage program giving a maximum of grazing.

The alfalfa weevil and chickweed has damaged many fields of alfalfa during the past two years. Continued control methods must be utilized.

Lime and fertilizer use has decreased and is not adequate for economical production and maintenance of crops grown.

The situation relative to crop production and yield is as follows:

1. Alfalfa continues to be the number one hay crop.
2. The county now has about three acres of pasture for each animal unit.
3. Small grain yields are average for the state.
4. Corn yields are above average during average seasons.

c. GOALS FOR YEAR:

1. Establish additional acres of improved pasture.
2. To continue a county pasture club with appropriate awards and incentive prizes for the promotion of the pasture improvement program; to encourage combination mixtures which can withstand drought and can be used for hay, silage or pasture in a year-round forage program.
3. To continue present pasture demonstrations.
4. To encourage more farmers to take soil samples and use recommended applications of lime and fertilizer.
5. Demonstrate the control of chickweed and insects on alfalfa.
6. Encourage more farmers to use recommended seed varieties.
7. To acquaint farmers on current problems through TV, radio programs, newspaper, bulletins, and personal contacts.

METHODS AND RESULTS:

The Agronomy Committee sponsored the 12-month forage program and revised our score card to include the total feed supply rather than just a pasture program.

The three F.F.A. teachers and two Extension Agents visited sixty-five participants, discussed with them their forage program and suggested alternatives for improvement as we scored their program.

A pasture tour, beef stew and field day was held at Harold Craun's farm with 115 attending.

A machinery demonstration and display was given by six local machinery dealers and bankers contributed prizes and awards.

A chickweed demonstration was held on the O. H. Huffman farm in January with 57 farmers and interested businessmen attending.

Over 200 acres of alfalfa was sprayed for chickweed control after the demonstration.

Tons of fertilizer sold in Roanoke County this past year amounted to 7,535.

BEEF CATTLE:

a. Situation

Beef cattle numbers are on the increase in Roanoke County even though the area continues to become more urban.

The second livestock auction market located at Hollins has greatly improved marketing conditions for beef cattle this year. More farmers are taking advantage of marketing their calves through three organized feeder calf sales. By marketing calves through the feeder sales, producers are being taught the importance of improved breeding stock. Therefore, more livestock producers are replacing inferior breed cows with better quality animals and are using top quality bulls. County breeders of purebred cattle are organized into a Roanoke Valley Angus Association and a SPAR Hereford Association.

Many cattlemen need to readjust their year round forage program.

b. Methods

1. Educate the need of, and assist farmers in securing better sires and females.
2. Cooperate with local purebred sales held in area.
3. Organize a livestock committee.
4. Cooperated with Feeder Calf Sale Committee and helped in sponsoring a fall feeder calf sale in the Roanoke area.

5. Call upon livestock specialists and agronomists at V. F. I. to assist committeemen and agents in conducting the above mentioned events.
6. All types of media such as TV, news articles, bulletins and correspondence to educate farmers was used.
7. Organized and conducted a Spring Yearling Feeder Calf Sale.

Goals

1. To increase the number of consignors to the local feeder calf sale each year.
2. Stress improved forage programs through demonstrations, tours and pasture contest.
3. To cooperate with area veterinarians and help educate farmers as to the importance of vaccinating herd replacements.
4. To cooperate with state veterinarians when our county is declared under test for bangs.

Results

The second livestock auction market, located at Hollins, has just completed its first year of service. Its presence has greatly improved market conditions. The Roanoke Livestock Market, due to competition, was forced to enlarge and to remodel facilities and install a second set of scales. Both markets help each other in the fall and do a much better job handling cattle, especially in peak marketing seasons.

Two new Extension sponsored feeder calf sales were held this year. One in the spring and a feeder steer sale in the fall in addition to the regular fall feeder calf sale. Approximately 3300 head of calves were sold in the three organized sales this year from Roanoke, Botetourt, Craig, Franklin, Montgomery, and Floyd Counties. This was an

increase of over 1500 calves in one year marketed through such sales.

Five hundred calves were sold in all three sales from Roanoke County. Farmers are continuing to replace their inferior breeding stock with registered, better quality animals.

We work through our Roanoke Valley Angus, Star Hereford Associations and Feeder Calf Sales Committee to make this progress.

Thirteen beef cattle farmers participated in the 12-month forage program.

We did not organize an overall general livestock committee this past year; we hope to organize such a committee this year.

DAIRY CATTLE:

a. Situation

Roanoke County now has 33 Grade A Dairies. This number continues to decline. Competition for land use near Roanoke City, Salem and Vinton, where housing and industrial developments are moving in is one cause of this trend. Most of the remaining Grade A Dairies are expanding their operations. Several producers who are selling Grade C milk would like to get on the Grade A Market. Many of these producers have improved their facilities to meet Grade A standard regulations.

Most producers can improve their present forage program and at the same time produce this forage more practically and economically.

Roanoke County dairymen need to be better informed concerning legislation effecting them as dairymen.

Eighteen herds in the county do D.H.I.A. testing with two new herds

waiting until supervisor can take them on. Three herds dropped D.H.I.A. testing and we added one new herd this year. More dairymen are using artificial insemination with around 900 cows being bred artificially this year.

b. Methods

1. Conducted a day dairy school in February and October.
2. Encouraged more dairymen to keep good records on herds through either D.H.I.A. or the weigh-a-day-a-month program.
3. Through personal contacts, and the use of publicity media, dairymen will be encouraged to take advantage of artificial breeding.
4. Cooperate with dairy cattle sales.
5. Continue the annual dairy tour in August, arranging for stops on trip to be educational as well as recreational.

c. Goals

1. To enroll at least five dairymen in a record keeping program.
2. Increase number of cows being bred artificially in county 15 per cent.
3. Improve the forage program on dairy farms by tours, demonstrations and pasture improvement program.
4. To encourage vaccination on more herd replacements for the control of bangs disease.
5. Cooperate with all dairy groups in educational activities and sales.
6. Increase alfalfa acreage where practical and assist in disease and insect control by demonstrations.

Results

We have not enrolled any dairymen as yet in the weigh-a-day-a-month program, but we have started two dairymen to keeping their own individual cow records and they are doing a satisfactory job.

We had approximately 200 additional cows bred artificially this year.

This was done by the two association serving Roanoke County. Thirty-one dairymen, businessmen, and professional workers took a three day tour to Wilmington, North Carolina, visiting dairy, poultry, hog parlors and historical places of interest. Forty-two dairymen from Roanoke and Botetourt Counties attended the second dairy school in February. We had Extension Agronomist, dairy specialist, and bulk tank salesman as guest speakers. The 12-month forage program and contest as discussed in the agronomy section included 52 dairymen -- Grade A and C.

FORESTRY:

Results

Most requests of agents regarding forestry has been disease and insect problems. We refer most requests to our qualified state forestry department in Salem of about eight staff members. We have had four farmers to request information on growing Christmas trees. We have had increased interest in 4-H Forestry work.

HOGS:

Results

We had 33 hogs entered in the Roanoke Fat Stock Show and Sale last April.

There are several farmers who are considering contract hog farming at the present time. One young man has already built his hog parlor and is feeding 100 head. He hopes to expand his operation to 500 hogs. Three farmers have recently purchased some land race breeding stock.

Our swine producers are definitely convinced they have got to produce a more meat type hog.

SHEEP:

Results

Wool was in better condition for marketing this year and our farmers are, and will after this year, castrate and dock lambs before growing out for market.

Sheep numbers increased slightly in the county this year.

POULTRY:

a. Situation

About 45 per cent of the eggs consumed in the Roanoke area are produced here. The egg producers in this area have developed their own individual markets over the years. The chain grocery stores, which now handle about 80 per cent of food products sold, continue to look to out of county sources for their supply of quality eggs. More of our egg producers possibly need to expand their operations to take advantage of our present markets and let someone else merchandise their eggs. County producers must improve their egg handling and grading procedure. Feed conversion efficiency can be improved in most operations. Some producers probably could mix their own balanced feeds more practically.

Lindsey-Robinson and Company have established their egg grading station at Farmville and are now contracting with a few Roanoke egg producers to help supply their eggs. Other feed companies and farmers will be contracting eggs in the future. Practically all broilers are now produced under contract.

b. Methods

1. A general educational program of news articles, circulars, and monthly poultry hints were used.
2. Taught through daily contacts the possibilities of improving egg marketing.
3. Use of radio, television and press to emphasize the need for efficient production in conserving and increasing grain and increasing profits.
4. Poultry specialists and Division of Markets representatives were used.
5. The Extension Agents cooperated with Dr. Ringrose, Poultry Specialist at V. F. I., in contacting local feed companies fieldmen in order to bring together, to a joint meeting, all interested poultry promoters to discuss their problems and arrive at some solutions. Three such meetings were held with an average attendance of fifteen people. Then the State Poultry Federation came into the picture with their "pep" program (Poultry Expansion Program). One meeting was held for feed dealers, professional workers, bankers and other credit agencies. Approximately one hundred attended this meeting and barbecue. A second meeting was held at Hotel Patrick Henry with producers attending in addition to representatives mentioned above. Eighty-five attended this meeting.

Results

Poultry producers are becoming aware of the need for a more stable and secure market for their eggs. Steps are being taken to produce a quality egg to meet competition. Three egg producers have expanded their operations this past summer -- adding 20,000 more layers. Another new producer built a 2,000 layer house capacity. There is more talk about efficiency and expansion to meet competition.

c. Goals

1. To improve all poultry management practices in the county.
2. To encourage egg producers to expand their poultry operations, making them more efficient and practical.

3. To promote better facilities for egg handling, grading and merchandising.
4. To strengthen the present county egg producers organization which meets monthly.

VEGETABLE PRODUCTION:

a. Situation

The Roanoke Vegetable Growers organization continues to meet monthly for discussion concerning current gardening problems. The group is composed of commercial and home gardeners. Commercial vegetable production has decreased in the Roanoke area possibly because of inadequate marketing facilities. The larger produce buyers who once bought on the Roanoke Market now travel to larger modernized markets. If Roanoke Market facilities are improved most probably additional local interests in vegetable culture will be created.

b. Methods

1. Monthly meetings of vegetable growers association were held to keep growers advised concerning new production and marketing practices.
2. A tour of the vegetable plots at V. P. I. was held in August.
3. Assisted and encouraged continued support of a terminal wholesale produce market in the Roanoke area.
4. Used V. P. I. Horticultural Specialists in program, tours, and demonstrations as needed.
5. An effort was made to set up a special interest committee to study county-wide production, problems, needs and opportunities.
6. Publicized garden insect and disease control methods through newspaper, radio, TV, meetings, office calls, bulletins, and personal visits.

c. GOALS

1. To continue monthly meetings of vegetable producers group.

2. To organize a county special interest committee to study problems, needs and opportunities in vegetable production.
3. To conduct at least one vegetable tour for local growers during the month of August.
4. Continue to work for terminal market.
5. To continue the war against insect and disease problems.

Results

The Roanoke Vegetable Growers continued their regular monthly meetings. This past year they substituted some local tours for regular meetings. They visited V. P. I. Experimental Farm, Plastic Greenhouses at Hollins, Virginia Mushroom Plant at Hollins, and Baker Bros. Farm Machinery Company, to observe the display of garden and lawn tractors and equipment. These tours have been interesting and educational. The volume of vegetable production in the Roanoke area continues to decline because of lack of marketing facilities to properly grade, package, and display of volume of a uniform product. The efforts to support and secure a terminal produce market is at a stand still at the present time. We definitely have a need for such a place, but the location and capital has stalled the committee and the Roanoke Chamber of Commerce. Considerable assistance was given to commercial growers and home gardeners on insect and disease control. Numerous problems were handled locally and many specimens were sent to V. P. I. for diagnosis and control methods. Demands for agent's time increases for personal assistance as the area becomes more urban.

ORCHARD AND SMALL FRUITS:

a. Situation

The county is now experiencing a decrease in all fruit production,

especially apples and peaches. Nevertheless, approximately 20 per cent of the total farm income still is derived from fruit sales. An active Roanoke-Botetourt Fruit Growers Association exists. Disease and insect control continues to be a mutual problem among producers. The lack of standardized grades of apples being marketed in the area has knocked the consumer demand. A definite need exists for modernized marketing facilities.

b. Methods

1. An organized tour of Roanoke-Botetourt fruit producers was held at V. P. I. in July.
2. New developments in fruit culture were stressed. This was done through monthly meetings, newspaper, radio, TV, bulletins, correspondence and personal visits.
3. Cooperated with V. P. I. Horticultural Specialists in holding timely spray programs, pruning demonstrations, and mouse control demonstrations.
4. Study the need and possibilities of a central apple processing plant for the area.

.c. Goals

1. To conduct a local tour for fruit growers in June.
2. To continue monthly meetings of the Roanoke-Botetourt Fruit Growers organization.
3. Educate growers as to need for more advertising of apples and peaches.
4. To conduct fruit tree and small fruits pruning demonstrations.
5. To encourage more small growers to attend meetings.
6. To improve the handling, grading, and marketing procedures.
7. To stimulate continued interest in establishing a terminal wholesale produce market in the area.

Results

Several interesting topics concerning definite problems of fruit growers were discussed at monthly meetings of the Roanoke-Botetourt Fruit Growers. Fruit growers have been convinced this year that they need a more effective and organized advertising program to move fruits. Growers voted to tax themselves to help finance such a program. The movement of fresh peaches and apples on the market has been better than anticipated this year -- however, prices have been low and too close to the break even point.

A local tour was conducted in June to two local commercial growers with thirty attending. Packing sheds, equipment, orchards and new storage facilities were observed. Through the fruit growers organization two large billboard signs were made and erected on Highway 220, near Boones Mill, and No. 11 at Glenvar, advertising where truckers could get information on buying apples.

Most producers are doing a good job with their spray program and handling of fruit. Fruit breakdown in storage was studied by a committee.

In order to further advertise and promote the large crop of apples, the local fruit growers, with the assistance of the Greenridge 4-H Club members, entered a float in the Harvest Festival, and gave away apples and cider on the streets in Roanoke during the month of October.

4-H CLUB WORK:

A. Situation

4-H Club work in Roanoke County is considered one of the most important phases of the overall Extension Program.

A wide variety of activities are carried on each year to enable the club members to "learn by doing" and to aid them in developing into useful citizens. In an urban area such as this, the 4-H program provides an opportunity for the boys and girls to engage in worthwhile activities and to use their spare time wisely. There will continue to be even a greater need for this in the future and the program is being modified with this idea in mind. In addition, the boys and girls are faced with more problems every day in the modern, complex society in which we live and the club program must be changed constantly to keep pace with this.

During the 1957 - '58 club year, 833 boys and girls were enrolled in the Roanoke County 4-H Club program in 27 organized clubs.

Six new clubs, with ten new adult leaders, were organized this year.

Of the total clubs in the county, ten met on a community basis and seventeen met in the schools during school hours.

Roanoke County had two county-wide 4-H Projects and 21 members

carried the county-wide projects which were "Looking Your Best" and "Outdoor Meals." Many club members carried additional projects. Project completion for this year was 63 per cent for boys. Work is being done by personal contacts and counseling to improve the project work in the county.

The 4-H members plan each of the county-wide activities, with the guidance of adult volunteer leaders and the Extension Agents. A strong and active 4-H County Council meets three times a year and serves as the legislative body for the entire county 4-H program. A committee for each activity is appointed by the council president and the committees plan the activity with the guidance of leaders and agents.

The county 4-H leaders organization, initiated in March 1956, is very active and has a potential membership of some fifty adult and junior 4-H leaders. The group meets quarterly for professional training and fellowship.

Roanoke County has an active Honor Club with a membership of 76. It serves a useful purpose of developing leadership among older club members.

The county All Star Chapter has been only moderately active during recent years. Many of the past initiates are attending college or have moved out of the county.

Work in the Roanoke County 4-H program is shared by all Extension Agents. This has proven quite valuable in keeping everyone aware of the program merits, problems, and needs. However, requests for assistance in other phases of the overall County Extension Program,

both from rural and urban homes, has left the agents insufficient time to give club members the assistance they rightly deserve.

B. Methods

The following methods were utilized to aid club members in their four-fold development with the results as indicated:

1. Made an effort to secure the interest and active cooperation of a local organizational or sponsor leader for each 4-H club, plus project leaders for special interest groups. As a result of this effort, the total number of 4-H Club leaders is increasing steadily. Several organizational, Sponsor, and project leaders were added to several of the 4-H Clubs and their efforts has added a great deal to the success to the overall program.
2. Encourage the Roanoke City, Roanoke Valley, and Salem Kiwanis Clubs, the Salem Rotary Club, and the local banks to continue their cooperation and support of the various projects in support of 4-H Club work, and attempt to secure such sponsorship by other civic clubs. This worked out very successfully this year with the organizations mentioned sponsoring trips for club members to attend several 4-H activities, sponsoring a council luncheon, and providing prize money for several competitive activities. One particularly good example of sponsorship is that the Roanoke Kiwanis Club paid the expense for twelve leaders to attend either a portion or all of the State Leaders Conference. Mrs. Glenver Layman, a Roanoke County Leader, is President of the State Association and presided at

the conference.

In addition, a new sponsor, The Williamson Road Kiwanis Club was secured this year.

3. Planned a 4-H Camp for all eligible 4-H Club members. This was held with Botetourt County at Holiday Lake, August 11 - 16. Ninety-nine club members and eight leaders from the county attended this camp. Reggie Reynolds from Botetourt County was Big Chief and Tommy Coffman from Roanoke County Big Scribe. Club members from both counties shared equally in responsible jobs. A camp newspaper was published daily by the newspaper staff composed of club members from both counties. Club members anxiously awaited for the newspaper to be distributed so that they could read the latest gossip.
4. Sent older 4-H Club members to other out-of-county camps for the purpose of leadership training. Four club members and two leaders attended Conservation Camp and eighteen club members attended Senior Camp at Virginia Beach.
5. Gave special recognition to outstanding club members, leaders and sponsors through the annual 4-H Achievement Day. This observance was held on November 8, and approximately 500 people attended. Ten 4-H Clubs displayed educational exhibits and a number of club members exhibited products or items from their project work. A number of county, district, and state awards were presented to outstanding club members and alumni recognition certificates to outstanding leaders.

6. Encouraged top 4-H members, through the personal assistance of leaders to enter achievement records in the State Contest. Through the personal assistance of leaders and an earnest effort on the part of several outstanding 4-H Club members in the county, a total of eleven achievement records were entered in state competition on April 1, 1958. Five of these participants won state awards as follows: Mary Ruth Saiter - Clothing -- trip to National 4-H Club congress; Glyn Greer - Citizenship -- trip to Camp Miniwanca; Walter Minter - Field Crops -- \$200 Saving Bond; Tommy Coffman - Leadership -- Pen and Pencil Set; Elaine Ager - Room Improvement -- \$25 Saving Bond.
7. Received IFYE delegate from France, Bernard Thiriez, in return for delegate sent to Pakistan last year. Bernard Thiriez visited in Roanoke County for two weeks and his visit was certainly worthwhile toward promoting better world relations.
8. Published a 4-H year book to better inform club members, parents, leaders, and businessmen of 4-H Club activities, purposes, and programs. The 4-H year book was published in December 1957 and was sponsored by the First National Exchange Bank of Roanoke. This, the third edition of the year book, was assembled by a committee of club members. The response again was most favorable and perhaps a lot of this was due to the fact that it was assembled by club members. Plans are to continue the year book since it has

been most helpful in acquainting the public about 4-H Club program and objectives.

9. Take advantage of opportunities for 4-H Club members, leaders, and agents to speak to civic groups and other organizations to enlighten the public about 4-H Club work in the county. Programs have been provided fifteen civic groups and other organizations and all club members, leaders, and agents were favorably received by the different groups.
10. Continue having the 4-H leaders organization meet quarterly to receive professional training and to become better acquainted with each other. This was done and has resulted in better trained and more enthusiastic volunteer leaders.
11. Recommend outstanding older club members for membership in the Honor Club and All Star Chapter which provides special recognition for them and a greater opportunity for leadership and service. Twenty-seven new members were initiated into the Roanoke County 4-H Honor Club, five of those being initiated into honorary membership from the 4-H leaders organization. Two club members, Glyn Greer and Judy Snodgrass, were initiated into the Virginia All Star Chapter.
12. Judging teams in livestock, dairy, and poultry fields was offered to all qualified and interested club members. County livestock judging team placed third in the district and the poultry judging team also placed third.

13. Monthly meetings were held in all school 4-H Clubs from October through May; out-of-school clubs all year. This was done and demonstrations and other materials concerning the two county-wide projects ("Looking Your Best" and "Outdoor Cookery") were given each month by agents and leaders. Special interest project instruction, counseling, etc., were provided individual club members by local leaders and agents through home visits and special work groups.
14. Used public media to publicize the county 4-H program. Local newspapers, radio and TV stations were used to publicize program and create interest and enthusiasm on the part of club members.
15. Sponsored the following special events to stimulate more interest and participation in the county:

(a) County Talent Show

The annual Talent Show was held on March 7th. A total of 18 acts were presented before a group of approximately 500 guests. A committee of club members did an excellent job of planning, rehearsing, lighting, etc. Betty Coffman and Ann Peters, of the Tip Toppers Club, were named to represent the county in the State Talent Contest held during the State Short Course at V. P. I. Sponsors of the program were the Roanoke Valley Kiwanis Club and the Alex Wimmer Tire Service.

(b) National 4-H Club Week Observance

During National 4-H Club Week, March 2 through 8, the Catauba Senior 4-H Club displayed an educational exhibit in the window of the Appalachian Power Company Building, Roanoke. Five clubs placed exhibits in store windows and ten clubs decorated bulletin boards at their schools. Two TV programs and five radio talks were made by club members. In addition, several newspaper articles were written.

(c) Public Speaking Contest

Richard Herring of the Cave Spring Senior Club, and Susan Grant of the Catauba Senior Club, were chosen winners in the senior division of the county public speaking contest which was held Saturday, April the 12th. The contest helped many club members gain self confidence, courage, and poise. Seventeen club members entered the contest. In addition, several clubs held local contests to select representatives to participate in county contest.

(d) County Demonstration Contest

This was held on Saturday, February 1st. Fifty-two club members participated in the different sub-divisions of the contest. The contest was divided into a junior and senior division. The purpose of the junior division was to train club members on how to give a demonstration and enable them to gain the experience. The senior division was designed to select the demonstrations to be entered in the district contests.

(e) Junior Broiler Growers Contest

This contest was held last spring and was climaxed by a barbecue on June 20th. Nine club members participated, and had a total of 1600 birds. Douglas Scott of the Conahurst 4-H Club won first place in the county and first place in the Roanoke area. The contest taught the club members the principles of care and management of a broiler enterprise.

(f) Roanoke Area Fat Stock Show and Sale

Roanoke County 4-H Club members entered six steers and five hogs in the show and sale held April 17 and 18. Even though none of the club members were first place winners, they learned a good lesson in livestock production, management, and showmanship.

(g) District Contests

The Roanoke County Poultry Judging Team placed third and the livestock judging team placed third in the district contest held May 17th. Nine club members entered demonstrations and three of these received blue ribbons for their demonstrations.

(h) Rural Life Sunday

A number of clubs helped conduct a special service in their local churches on Rural Life Sunday May 11th. In addition, a county-wide service was held at Sherwood Amphitheater. This was planned by a committee of 4-H Club members. Clayton Tinnell, former 4-H Club member, now studying for the ministry, spoke at the service.

(i) State Short Course, V. F. I.

Thirty-one club members, and leaders, attended State Short Course at V. F. I. June 23 - 28th. Two of these delegates, Glynn Greer and Judy Snodgrass, were tapped into the membership of the Virginia Chapter of 4-H All Stars. Glynn Greer also was elected president of the State Short Course the year before and presided this year.

(j) County Electric School and Tour

Forty 4-H Club members and leaders attended the 4-H Electric School at Appalachian Power Company Auditorium on June 11 and 12th and July 9th. Instruction in the various phases of electricity was given by the Power Company representatives. A skit titled "The Wire's The Thing" and several demonstrations were given by club members. A field tour of an all-electric home and an all electric farm added much interest. The school was concluded by a workshop in which the club members made lamps. In addition, five electric workshops of three meetings each were conducted for individual clubs at night.

(k) 4-H Conservation Camp

Two boys, two girls, and two leaders, attended State 4-H Conservation Camp and certainly enjoyed the experience.

(l) State Electric Congress

Roanoke County was selected as one of four counties in the state to receive a blue ribbon in recognition of an outstanding 4-H Electric Program in the county.

Representing the county were the two electric project winners -- plus Betty Coffman, Ann Peters, and Tommy Coffman, who provided entertainment during the Congress.

(m) 4-H Achievement Day

Approximately 500 club members, leaders, parents, and guests attended the 1956 Four-H Achievement Day held Saturday, November 8th. A total of ten educational exhibits and a large number of individual exhibits were displayed. The program included talent acts, crowning of King and Queen of Achievement, presentation of county medals, district and state swards, and dress revue. The program was planned by a number of 4-H committees who did an excellent job.

(n) 4-H Christmas Party

One hundred and fifty club members, leaders, and agents enjoyed a Christmas Party on December 27, 1957. Honor Club candidates were tapped at this party.

(o) Honor Club Party

A party for the Honor Club was sponsored by the Greenridge 4-H Club. This enables the Honor Club members to get better acquainted so that they can work together more effectively.

MINOR PROJECTS:

Farm and Home Development

Results

Three new families were started in farm and home development

this year. This brings out total to nine families.

There is a need for more emphasis on this program, but due to individual requests from urban people, and daily routine chores of working with numerous organized groups, the agents are cramped for time.

FARM AND HOME LIGHTING:

Assistance was rendered upon request. We held one meeting of professional workers and hope to plan an organized program on this subject in the near future.

ORNAMENTAL HORTICULTURE:

An increasing number of requests are made each year for advice on pruning, spraying, fertilizing, and controlling diseases of shrubs and lawns. These requests are by telephone and office visits which are time consuming.

GENERAL GOALS:

1. Continue cooperative educational work with County ASC Program, Soil Conservation Program, Farmers Home Administration Program, Vocational Agriculture Program, and Home Economics.
2. Cooperate with local Selective Service Board in securing reasonable deferment of farm labor in line with National and Extension policies.
3. Consult County Board of Agriculture or appropriate Committee in meeting unforeseen needs of farmers.

4. Stress Soil Conservation practices on all farms.
5. Strive to reach and influence farmers who have never been reached through Extension Programs.
6. Plan to organize special interest committees in horticulture and livestock fields.
7. Commodity groups and others will be encouraged to study the situation and set up long time goals and plans.

FARM FAMILY STORY

The Harold Craun family, who live in the Peters Creek area of Roanoke County, have been strong supporters of the Extension Program, leaders in school, church and community activities, and very influential in the progress made by other neighbors.

They received proper recognition this past summer for a job well done, when they were honored as a Master Farm Family.

Mr. Craun is a graduate of V. P. I. and is recognized as a dairy leader in his county, state, and nationally. He is a member of the National Holstein-Friesian Board of Directors.

Mrs. Craun is active in Home Demonstration Club work and is 4-H County Chairman this year. Their three children, Elaine, Marilyn and Garland, have been active 4-H Club members.

They operate a 200 acre dairy farm plus additional rented land; milk 43 cows, keep 120 breeding ewes, 10 brood sows and produce 15,000 turkeys each year.

Mr. Craun has been a member of the Agronomy Committee which has sponsored a pasture and 12-month forage program in the county for seven years. He was recognized as sweepstakes winner in 1954 and 1956. Some good pasture management practices practiced on the Craun farm has been rotational grazing, clipping, saving excess growth in spring for silage, and proper fertilization.

One hundred and fifteen county people attended the Tour, Field Day and beef stew held September 26 at the Craun farm. Mr. Craun was one of the first farmers the Extension agents were successful in getting to seed Sudan grass and pearl millet, crops which would grow in the drought

summers we have had recently.

Two years ago Mr. Craun began "zero" grazing on his farm. He begins seeding Sudan grass and pearl millet separately around May first at three week intervals. In about six weeks he begins cutting green silage twice a day and hauling it to his cows. This practice is followed until usually October. This practice has enabled Mr. Craun to get a substantial increase in milk production even during dry summers. He is pleased with his results.

The Extension Agents are proud of the progress many farmers have made in recent years in adopting a practical forage program for their farms, giving them a maximum of grazing and quality forage.

It is through community leaders, like Mr. Craun, that sixty-five farmers participated in the Forage Program Contest in Roanoke County in 1958.

1 2 5 8 P L A N O F W O R K

R O A N O K E C O U N T Y

BY: EDWARD S. ALLEN
COUNTY AGENT

A N D

JAMES D. OLIVER
ASSISTANT COUNTY AGENT

BRIEF DESCRIPTION OF COUNTY

- I. Roanoke County lies at the southern end of the Valley of Virginia, just west of the Blue Ridge Mountains, and is considered the gateway to Southwest Virginia. It is divided by the Roanoke River whose broad, flat bottoms offer level, productive cropland. The rolling hills to the west and north offer abundant bluegrass grazing for cattle. From the steeper slopes and higher plateaus in the southern and eastern end of the county, comes part of the state's famous apples and peaches. The topography of some of the cropland is not ideally suited for efficient machinery operation. Nevertheless, most farmers are using modern machinery on their farms in spite of more costly repair bills.

The county covers an area of 305 square miles of which 140 are devoted to farming. The remaining area is mountainous timberland and land upon which the City of Roanoke, and the Towns of Salem and Vinton have grown up.

The 1954 census reported Roanoke County had 1217 farms averaging 70.9 acres in size. The total agriculture income in 1954 was \$3,151,020 with dairying and dairy products taking the lead.

Other major commodities in order of county importance are: Livestock, Fruits and Vegetables, and Poultry.

Certain areas of the county are becoming quite urban. Inflated land values are quite prevalent in suburban areas around Roanoke City, Vinton and Salem.

Sixty-four per cent of the farms are less than 50 acres in size. Many of the families who live on the smaller farms do part-time farming and earn their livelihood from one of the industries lo-

cated within the metropolitan area.

The trend in the county is toward increased beef cattle and sheep numbers with a decrease in acres of fruit, especially apples. The number of Grade A Dairies are decreasing, while the well established dairymen are expanding operations.

Roanoke City's 100,000 plus population is growing rapidly. Urban requests for information, literature and assistance concerning a large variety of problems continue to compete for the Extension Agents' time.

2. CHANGES IN THE SITUATION:

With the trend toward part-time farming and a decrease in the number of farms have come problems such as competition for land use, housing and similar problems peculiar to combined rural-urban areas.

The narrow margin of profit received by inefficient farmers is driving more of them to seek off farm employment and into public works for additional income. Moderate to severe droughts through many sections of the county in recent summers have made the feed supply problem in most sections a critical one. Many dairymen and other livestock producers are realizing a need for a year-round forage program.

Net profit made by county farmers during recent drought years has been decreasing. Therefore, the financial situation of too many farm owners and operators is pathetic.

The general outlook in Roanoke County is for more of the good farming land to be sold for housing developments and industry projects.

3. HOW THE PROGRAM WAS DEVELOPED:

The County Extension Program in Roanoke County is under the direction of an active County Agricultural Extension Service Board. This Board is made up of commodity group chairmen, community group leaders, and other agency representatives in the county. Suggestions offered by the Board members were used as a guide in helping the agents prepare the county plan. Requests and comments obtained from county people through daily contacts also were considered in preparing the annual and long-time program of work for the county.

Commodity groups, associations and other committees now functioning in the Roanoke County Extension Program are:

1. Roanoke County Agronomy Committee.
2. Roanoke Egg Producers Association.
3. Roanoke-Botetourt Fruit Growers Association.
4. Roanoke Vegetable Growers.
5. Roanoke Dairy Conference Committee.
6. Roanoke Feeder Calf Sale Committee.
7. Roanoke County D.H.I.A.
8. Ro-Bot Breeders Association.
9. Roanoke County h-H Honor Club.
10. Roanoke County h-H Council.
11. Roanoke County h-H All Star Chapter.
12. Roanoke County h-H Leaders Organization.
13. Oak Grove and Bend Road Community Improvement Clubs.

COOPERATING ORGANIZATIONS AND ASSOCIATIONS:

1. Roanoke Valley Angus Association.
2. Star Hereford Association.
3. Roanoke Milk Producers Cooperative.
4. Blue Ridge Soil Conservation District.
5. County ASC Committee.
6. Roanoke County Young Farmers Club.
7. Roanoke County Farmers Home Administration.
8. Roanoke Production Credit and National Farm Loan Association.
9. Key County Bankers.
10. County Vocational Agriculture Department and F.F.A. Federation.

Plans are underway for the organization of more special interest committees in the county during 1958. Such committees can help determine immediate needs, establish short and long time goals and guide the Extension Agents in conducting an Extension Program to meet the needs of all people.

COUNTY PROBLEMS, NEEDS AND OPPORTUNITIES:

One of the most pressing problems of farmers in Roanoke County is the increasing competition for land use. With a tightening cost price squeeze, the progressive spreading of housing and industrial developments, inflated land values, and climbing tax rates on suburban property, many farmers find that they no longer can keep their limited acreage in agricultural production. If they are to stay in business they must become efficient, scientific farmers and in some cases part-time farmers.

With limited acreage, continued droughts, and a need for higher production per animal unit, most of the county dairymen and livestock producers are realizing a need for a year-round forage program adapted to individual farms. To stay in business the farmer knows that he must produce the maximum amount of quality feed that his farm is capable of producing economically.

No doubt some of the failures in Roanoke County's crop production have been caused by improper land use. Therefore, there seems to be a definite need for educating farm operators as to the value of soil testing, proper land use and capabilities.

For sometime the vegetable and fruit growers in Roanoke County and surrounding areas have realized the inadequacy of local marketing facilities for handling their produce effectively and profitably for the farmers. This need has been magnified by the increasing con-

gestion of down town traffic in Roanoke which has resulted in larger buyers going on to other markets rather than to come to Roanoke.

Our egg producers are faced with continual competition from egg producers in other areas. Modern transportation facilities, contract financing and combined unit operations are enabling outside producers to do this.

Sheep, as a supplementary enterprise for Roanoke County livestock producers, offer an excellent opportunity for increased farm income. This opportunity coupled with a recognized need for improved marketing methods and facilities has created a need for the organization of a livestock committee in the county.

Fruit growers in the Roanoke area feel that there is a need for a central apple processing plant in this part of the state.

Higher capital investments and increasing production costs mean that only the most efficient farm operators can stay in business. Only through following a year-round sound management program and through keeping an accurate set of farm records can the operator know when he is doing the most efficient job.

The youth program, which still is considered the most important phase of Extension work in Roanoke County, continues to need more active participation and assistance from 4-H leaders. This should help to improve the needed quality of 4-H Club work. With devoted volunteer leadership of parents and other interested persons more young people of the county could be reached and enrolled in 4-H Club work. A definite need is felt in the county for a youth program geared to hold older boys and girls in 4-H Club work. An increasing

number of urban requests are coming to the County Extension Office each year. The requests involve problems such as insect and disease control on small fruits and ornamentals, control of household pests, lawn problems, tree and shrub pruning and fertilization problems. Numbers of such requests multiply rapidly from areas where agents have made calls or given assistance. Unfortunately the two county agents in Roanoke County can not fulfil all the requests which are coming from urban people and serve the county people effectively. Therefore, many farm families are not receiving the assistance they need and deserve. There is a need for a full time agent in Roanoke County who would work only with urban problems.

5. ACTIVITIES:

Agronomy

a. Situation ---

As previously stated Roanoke County has a limited acreage of land on which row crop production is practical. Nevertheless, most farms have some land adaptable to row crop production which tends to make a balanced forage program possible in connection with grassland farming.

Perhaps one of the greatest agronomic needs on most farms is a pasture program which would provide a longer grazing season for livestock and make a shorter feeding period possible. An improved year-round forage program is needed on most county livestock and dairy farms.

Even though many farmers now realize the value of soil sampling, there is a need for educating the public concerning soil composition and plant food requirements for specific crops.

An increased number of farmers each year take advantage of the A.S.C. program assistance. Insect and weed damage to crops is increasing and

farmers need to be taught the proper control methods.

1. Alfalfa continues to be the number one hay crop -- yielding an average of two tons per acre.
2. The drought in many areas of the county during recent years has caused most livestock producers and dairymen to realize their need for supplemental pasture crops which grow better under adverse weather conditions.
3. The county now has about three acres of pasture for each animal unit.
4. Small grain yields are average for the state.
5. Corn yields are above state average during average seasons.

b. EXTENSION METHODS ---

The three TVA Extension Pilot Demonstration Farms in the county during 1957 will be used to demonstrate the value of proper fertilization and management practices of field crops and pastures.

Efforts will be made through farm demonstrations to educate farmers as to the importance of seeding supplemental pasture crops such as sudan grass or pearl millet and the use of proper pasture grazing management practices in overcoming summer drought problems. These demonstrations will be held in connection with the annual county pasture contest and field day which is scheduled for late summer.

The County Pasture Improvement Contest will be offered again this year. Special emphasis will be placed upon the importance of a year-round forage program. The program will be sponsored by the County Agronomy Committee with financial help of local banks, seed and fertilizer dealers. Prizes will be presented to the county winner at the annual field day and tour.

County vocational agriculture instructors and agronomy specialists from V. P. I., will assist in scoring the pastures entered in the contest. The following assistance will be provided through the County Extension Office in carrying out the entire agronomic program in the county.

1. Recommended crop varietal sheets and fertilizer recommendations adapted to Roanoke County will be distributed to seed, feed, and fertilizer dealers and farmers of the county in February.
2. At the time of visiting and scoring participants in the pasture contest special counseling and advice will be offered to the farm operator.
3. Timely hints to farmers on current problems will be supplied through daily radio programs, monthly TV programs, weekly news columns, daily newspaper releases, distribution of bulletins, leaflets, personal letters, telephone calls, public meetings and personal visits.

c. GOALS FOR YEAR:

1. To establish additional acres of improved pasture.
2. To continue a county pasture club with appropriate awards and incentive prizes for the promotion of the pasture improvement program; to encourage combination mixtures which can withstand drought and can be used for hay, silage or pasture in a year-round forage program.
3. To continue present pasture demonstrations in cooperation with the North Carolina Plant Food Institute.
4. To encourage more farmers to take soil samples.

BEEF CATTLE:

a. Situation ---

Beef cattle numbers are slightly on the increase in Roanoke County even though the area continues to become more urban. Organized Feeder Calf Sales have greatly improved marketing conditions for beef cattle. More farmers are taking advantage of marketing their calves through such sales. Health regulations

seem to be the excuse for some farmers not using this marketing channel. By marketing calves through the feeder sales, producers are being taught the importance of improved breeding stock. Therefore, more livestock producers are replacing inferior breed cows with better quality animals and are using top quality bulls. County breeders of purebred cattle are organized into a Roanoke Valley Angus Association and a Star Hereford Association.

All producers are struggling under the cost-price squeeze.

The second livestock market, with sale date on Monday, began operation at Hollins in October 1957.

Many cattlemen need to re-adjust their year-round forage program.

b. METHODS ---

1. Educate and assist farmers in securing better sires and females.
2. Cooperate with local purebred sales held in area.
3. Organize a livestock committee.
4. Through organized TVA Pilot Extension Demonstration farm tours that farmers may see what well fertilized and managed pastures look like.
5. Cooperate with Feeder Calf Sale Committee in sponsoring a fall Feeder Calf Sale in the Roanoke area.
6. Call upon livestock specialists and agronomists at V. P. I. to assist committeemen and agents in conducting the above mentioned events.
7. All types of media, such as radio, TV, news articles, bulletins and correspondence to educate farmers will be used.
8. Organize and conduct a Spring Yearling Feeder Calf Sale.

c. GOALS ---

1. To increase the number of consignors to the local feeder calf sale each year.
2. Stress improved forage programs through demonstrations, tours and pasture contest.

3. To cooperate with area veterinarians and help educate farmers as to the importance of vaccinating herd replacements.
4. To cooperate with state veterinarians when our county is declared under test for bangs.

DAIRY CATTLE ---

a. Situation --

Roanoke County now has 33 Grade A Dairies. This number continues to decline. Competition for land use near Roanoke City, Salem and Vinton, where housing and industrial developments are moving in is one cause of this trend. Most of the remaining Grade A Dairies are expanding their operations. Several producers who are selling Grade C milk would like to get on the Grade A Market. Many of these producers have improved their facilities to meet Grade A standard regulations.

Most producers can improve their present forage program and at the same time produce this forage more practically and economically. Roanoke County Dairymen need to be better informed concerning legislation effecting them as dairymen.

Eighteen herds in the county do D.H.I.A. testing with three new herds waiting until supervisor can take them on.

More dairymen are using artificial insemination.

b. METHODS ---

1. Conduct a day dairy school in February and October.
2. Encourage more dairymen to keep good records on herds through either D.H.I.A or the weigh-a-day-a-month program.
3. Through personal contacts, and the use of publicity media, more dairymen will be encouraged to take advantage of artificial breeding.
4. Cooperate with dairy cattle sales.
5. Continue the annual dairy tour in August, arranging for stops

on trip to be educational as well as recreational.

c. GOALS ---

1. To enroll at least five dairymen in a record keeping program.
2. Increase number of cows being bred artificially in county by 15 per cent.
3. Improve the forage program on dairy farms by tours, demonstrations and pasture improvement program.
4. To encourage vaccination or more herd replacements for the control of bangs disease.
5. Cooperate with all dairy groups in educational activities and sales.
6. Increase alfalfa acreage where practical and assist in disease and insect control by demonstrations.

FORESTRY:

a. Situation ---

Approximately 50 per cent of the county's land area is covered by trees. Less than one per cent of gross agriculture income is from forestry.

Farmers now can market hardwood at the Koppers Wood Preservative Plant near Salem.

Due to continued expansion of industrial and housing developments, the land which could be used for forestry plantings is limited in the county.

b. METHODS --

1. Cooperate with county forestry chairman and other agencies in encouraging better forestry management practices.
2. Encourage making plantings of seedlings where practical.

c. GOALS --

1. To assist farmers in marketing forestry products.

2. Give assistance where requested on any phase of forestry.

HOGS:

a. Situation ---

Not many hogs are produced commercially in the county. An annual hog show and sale is held each spring for 4-H boys and farmers of the area. Farmers who raise breeding stock for their own use, and a few for sale, need to improve management practices, particularly angled toward efficiency in operations.

b. METHODS:

1. Newspapers, bulletins, radio and TV will be used to educate swine producers concerning sound management practices.
2. Sears Pig Chain will be continued. This should help to spread good breeding stock throughout the county.

c. GOALS:

1. To save more pigs at farrowing.
2. To encourage more farmers to use purebred stock.
3. To increase interest in Area Fat Stock Show and Sale.
4. To encourage farmers to use more pasture for hogs where practical.

SHEEP:

a. Situation ---

Sheep, as a supplementary enterprise, could be profitable on more farms in Roanoke County

b. METHODS --

1. More farmers will be encouraged to purchase either native or western ewes which will be made available in pool orders in early spring.
2. The agents will give assistance when called upon to do so.

c. GOAL --

1. To increase sheep number in Roanoke County.
2. To continue to educate sheep farmers concerning management practices through use of radio, TV, newspapers and bulletins.

POULTRY:

a. Situation ---

Only about 33 per cent of the eggs consumed in the Roanoke area are produced here. The egg producers in this area have developed their own individual markets over the years. The chain grocery stores, which now handle about 80 per cent of food products sold, continue to look to out of county sources for their supply of quality eggs. More of our egg producers possibly need to expand their operations to take advantage of our present markets and let someone else merchandise their eggs. County producers must improve their egg handling and grading procedures. Feed conversion efficiency can be improved in most operations. Some producers probably could mix their own balanced feeds more practically.

b. METHODS --

1. A general educational program of news articles, circulars, and monthly poultry hints will be used.
2. Teach through daily contacts the possibilities of improving egg marketing.
3. Use of radio, television and press to emphasize the need for efficient production in conserving grain and increasing profits.
4. Poultry specialists and Division of Markets representatives will be used for monthly programs and technical assistance.

c. GOALS --

1. To improve all poultry management practices in the county.
2. To encourage egg producers to expand their poultry operations, making them more efficient and practical.
3. To promote better facilities for egg handling, grading and merchandizing.
4. To strengthen the present county egg producers organization.

VEGETABLE PRODUCTION:

a. Situation ---

The Roanoke Vegetable Growers organization continues to meet monthly for discussions concerning current gardening problems. The group is composed of commercial and home gardeners. Commercial vegetable production has decreased in the Roanoke area possibly because of inadequate marketing facilities. The larger produce buyers who once bought on the Roanoke Market now travel to larger modernized markets. If Roanoke Market facilities are improved most probably additional local interests in vegetable culture will be created.

b. METHODS --

1. Monthly meetings of vegetable growers association will be held to keep growers advised concerning new production and marketing practices.
2. A tour of the vegetable plots at V. P. I. will be held in August.
3. Assist and encourage continued support of a terminal wholesale produce market in the Roanoke area.
4. Use V. P. I. Horticultural Specialists help in program, tours, and demonstrations as needed.

5. An effort will be made to set up a special interest committee to study county-wide vegetable production, problems, needs and opportunities.
6. Publicize garden insect and disease control methods through newspaper, radio, TV, meetings, office calls, bulletins, and personal visits.

c. GOALS ---

1. To continue monthly meetings of vegetable producers group.
2. To organize a county special interest committee to study problems, needs and opportunities in vegetable production.
3. To conduct at least one vegetable tour for local growers in August.
4. Continue to work for produce terminal market.
5. To continue the war against insect and disease problems.

ORCHARD AND SMALL FRUIT:

a. Situation ---

The county now is experiencing a decrease in all fruit production, especially apples and peaches. Nevertheless, approximately 20 per cent of the total farm income still is derived from fruit sales. An active Roanoke-Botetourt Fruit Growers Association exists. Disease and insect control continues to be a mutual problem among producers. The lack of standardized grades of apples being marketed in the area has knocked the consumer demand. A definite need exists for modernized marketing facilities.

b. METHODS ---

1. An organized tour of Roanoke-Botetourt fruit producers will be held at V. P. I. in July.
2. New developments in fruit culture will be stressed

through monthly meetings, newspaper columns, radio, TV bulletins, correspondence and personal visits.

3. Cooperate with V. P. I. Horticultural Specialists in holding timely spray program demonstrations, pruning demonstrations, and mouse control demonstrations.
4. Study the need and possibilities of a central apple processing plant for the area.

c. GOALS --

1. To conduct a local tour for fruit growers in June.
2. To continue monthly meetings of Roanoke-Botetourt Fruit Growers organization.
3. Educate growers as to need for more advertising of apples and peaches.
4. To conduct fruit tree and small fruits pruning demonstrations.
5. To encourage more small growers to attend meetings.
6. To improve handling, grading and marketing procedures.
7. To stimulate continued interest in establishing a terminal wholesale produce market in the area.

YOUTH WORK:

a. Situation --

More than 900 boys and girls between the ages of 10 and 21 are enrolled in the Roanoke County 4-H Club Program in 27 organized clubs. Six new clubs and ten adult leaders have been organized since September 1957. Ten of these clubs are meeting on a community basis with meetings being held at night or on Saturday. Seventeen clubs met in the schools during school hours. All club members carry the county-wide projects which are --- "Looking Your Best" and "Outdoor Cookery." Many of our club members conduct additional projects.

The County h-H Leaders organization, which was initiated in March 1956, now has a potential membership of some 50 adult and junior h-H leaders. The leader group meets quarterly for professional training and fellowship. Roanoke County also has an active h-H Honor Club which develops leadership among older club members. Work in the boys h-H program in Roanoke County is shared by the county and assistant county agents. This has proven quite valuable in keeping everyone aware of the program merits, problems and needs. However, requests for assistance in other phases of the overall county Extension program, both from rural and urban homes, has left the agents insufficient time to give club members the assistance they rightly deserve.

b. METHODS --

1. An effort will be made to secure the interest and active cooperation of a local organizational or sponsor leader for each h-H Club, plus project leaders for special interest groups.
2. Have the Roanoke City, Roanoke Valley, Williamson Road, and Salem Kiwanis Clubs, the Salem Rotary Club, and local banks continue their cooperative projects in support of h-H Club work, and encourage other civic clubs to sponsor h-H activities.
3. A h-H Camp will be planned for all eligible h-H Club members. The 1958 camp will be held with Botetourt County at Holiday Lake August 11 - 16th.
4. Other out of county camps will be available to older club members for the purpose of leadership training -- (Ex.) Senior h-H Camp, Conservation Camp, etc.
5. Special recognition will be given outstanding club members, leaders, and sponsors through an annual h-H Achievement Program to be held in November 1958.
6. Through the personal assistance of leaders, h-H Club members

will be encouraged to enter achievement records in the state contest.

7. A county 4-H yearbook will be published to better inform Roanoke County Club members, parents, leaders and businessmen of 4-H Club purposes, program, and activities.
 8. Four-H Club members will speak to civic groups and other organizations to enlighten the public about 4-H Club work in the county.
 9. The 4-H Leaders organization will meet on the second Monday nights of February, May, August, and November, to receive professional training and to become better acquainted with each other.
 10. Outstanding older club members will be recommended for membership in the Honor Club and All Star Chapter which will give them special recognition and a greater opportunity of leadership and service in the county and state.
 11. Monthly meetings will be held in all school 4-H Clubs from October through May; out-of-school groups will meet monthly the year round. Demonstrations and other material concerning the county-wide projects -- "Looking Your Best" and Outdoor Cookery," will be supplied by agents and leaders. Special interest project instruction, counseling and etc., will be provided individual club members by local leaders and county agents through home visits and special work groups.
 12. Judging training in the livestock, dairy, and poultry fields will be offered to all qualified and interested club members.
 13. Timely newspaper articles, radio and TV programs, and prizes will be used in publicizing the county 4-H program.
 14. Specialist help and assistance from the State 4-H Club Staff will be used when available, throughout the entire year's program.
 15. Efforts will be made to strengthen the overall county program by the establishment of a county youth council.
- c. GOALS ---
1. To help club members become more interested in agriculture and homemaking and to become more useful citizens in their community, county, state and nation.
 2. To hold a Christmas Party in December.
 3. To observe National 4-H Club Week and Rural Life Sunday.

4. To have a Share-the-Fun Program March 7th.
5. To send delegates to the State Conservation Camp.
6. To hold a County Achievement Day in 1958.
7. To send the County Council President to the State Short Course.
8. To have as many club members as possible participate in district and state contests.
9. To sponsor a County 4-H Club Camp for all eligible club members who have completed a project.
10. To hold three regular council meetings during the year; in November, February and April.
11. Each 4-H Club in the county to have a community project.
12. To recognize the 4-H Clubs at the Achievement Day that have 95 per cent or better project completion.
13. To write news articles for the Salem-Times Register and Vinton Booster.
14. Encourage club members to subscribe to National 4-H Club News.
15. To sponsor a county-wide Achievement Record and Demonstration Contest.
16. To hold monthly meetings in each 4-H Club during school session; out-of-school clubs meet monthly the year round.
17. To encourage clubs to enter the WSIS Contest.
18. To sponsor a float in the Christmas Parade.
19. Send delegates to Senior 4-H Camp.
20. To secure more adult and junior leaders.
21. To make plans for a 4-H Choral group.
22. To sponsor a county-wide outdoor barbecue in June.

MINOR PROJECTS:

Farm and Home Development ---

The cost-price squeeze, inflated land values, increasing urbanization and other problems, continue to plague Roanoke County farmers. The time has come when each operator must consider every possible alternative concerning his future farming operations. The county agents will assist farm operators in determining best adapted alternatives for their particular situation. It is hoped that time will permit intensive counseling with at least ten additional families in 1958.

ORNAMENTAL HORTICULTURE:

Agents will continue to give as much advice as possible in pruning, spraying, fertilizing, and controlling diseases of shrubs and lawns.

GENERAL GOALS:

1. Continue cooperative educational work with County ASC Program, Soil Conservation Program, Farmers Home Administration Program, Vocational Agriculture Program, and Home Economics.
2. Cooperate with local Selective Service Board in securing reasonable deferment of farm labor in line with National and Extension policies.
3. Consult County Board of Agriculture or appropriate committee in meeting unforeseen needs of farmers.
4. Stress Soil Conservation practices on all farms.
5. Strive to reach and influence farmers who have never been reached through Extension programs.
6. Plan to organize special interest committees in horticulture and livestock fields.
7. Commodity groups and others will be encouraged to study the situation and set up long time goals and plans.

CALENDAR OF WORK FOR YEAR

January:

1. Conduct Chickweed Control Demonstration.
2. Attend Agent Training Schools on Insect Control, Poultry and Meats.
3. Conduct Leaders' Training meeting.
4. Schedule training sessions for dairy, poultry and livestock judging teams.
5. Attend State Soil Conservation, Horticulture and Dairy Conventions.
6. Timely demonstrations to all 4-H Club groups.
7. Publicize work and furnish technical information through all mass media (newspaper, radio, TV, news column, bulletins, personal letters).
8. Distribute crop varietal sheets and fertilizer recommendations to seedsmen, fertilizer dealers and farmers.
9. Stress importance of farm record keeping.
10. Hold Social Security and Farmers Income Tax discussions.

February:

1. Conduct Dairy School.
2. Attend Communications School.
3. Conduct Fruit School.
4. Attend Agent Training meetings on Insects and Dairy.
5. Stress importance of soil sampling.
6. Conduct two Pruning Demonstrations.
7. Conduct County Demonstration Contest.
8. Timely demonstrations to all 4-H Clubs.
9. Counsel with club members concerning preparation of 4-H Achievement Records.
10. Commodity committee program planning.

11. Prepare annual plan-of-work.
12. Publicize and train through use of all mass media.

March:

1. Conduct county Share-the-Fun Program.
2. Select additional special interest committees.
3. Continue h-H judging team training.
4. Hold County Board of Agriculture meeting.
5. Timely h-H demonstrations to all clubs.
6. Counsel with h-H Club members concerning assembling Achievement Records.
7. Have h-H Clubs display National h-H Club Week exhibits.
8. Stress topdressing alfalfa -- or seeding of pastures.
9. Conduct Club Electric Workshops upon request.
10. Stress lawn and garden tips.
11. Conduct a Grandular Heptchler demonstration on control of alfalfa weevil.

April:

1. Have club members and adults participate in Area Fat Stock Show and Sale.
2. Conduct county -wide h-H Public Speaking Contest at County Council meeting.
3. Conduct Spring Yearling Sale.
4. Continue training for all h-H judging teams.
5. Timely demonstrations for all h-H Clubs.
6. Stress gardening tips.
7. Publicize and teach through use of all mass media.
8. Establish h-H Broiler projects for entry in state contest.

May:

1. Individual club members and teams participate in district contests.
2. Timely demonstrations to all 4-H Club groups.
3. Continue to stress garden tips and insect control.
4. Four-H Club members observe Rural Life Sunday.
5. Stress legume insect control methods.
6. Four-H leaders training meeting.
7. Stress seeding of supplementary pasture crops.

June:

1. Four-H Club members attend State Short Course.
2. County-wide 4-H Electric School.
3. Shrub pruning demonstration for 4-H Club members.
4. Stress recommended control measures for household, garden, shrub, field crops and livestock diseases and insects.
5. Personal visits will be made to farm families.
6. Stress garden tips.
7. Conduct county-wide barbecue for club members.

July:

1. Four-H Electric project members will tour electrified farms and homes.
2. Encourage farm people to attend Institute of Rural Affairs.
3. Personal visits with farm families will be made.
4. Stress rotational grazing and pasture management.
5. Stress recommended control measures for household, garden, shrub, field crops and livestock insects and diseases.
6. Senior 4-H Camp will be held for older 4-H Club members.

August:

1. Four-H Club members are taught teamwork, sportsmanship, and good citizenship at 4-H Camp.

2. Four-H leaders training meeting.
3. Dairymen will hold annual tour.
4. Pasture contest entries will be scored.
5. Stress preparation for seeding alfalfa and permanent pastures.
6. Vegetable producers will tour garden plots at V. P. I.
7. Agents will attend annual Extension Conference.
8. Stress recommended disease and insect control measures on gardens, lawns, field crops, shrubbery.

September:

1. Stressing preparation for lawn seeding.
2. Publicize and teach through use of all mass media.
3. Agents will visit all school principals and arrange h-H Club meeting schedule for year.
4. Stress completion of h-H record books.
5. Conduct Fall Feeder Calf Sale.
6. Club members and adults participate in Roanoke Fair.

October:

1. Re-organize h-H Club groups in all schools.
2. Stress completion of h-H projects and record books.
3. Four-H officers will be trained at fall county council meeting.
4. Pasture Improvement Contest Tour and Field Day. Teach people land use through demonstration.
5. Score Community Improvement Clubs.
6. Publicize and teach through use of all mass media.
7. Conduct a Dairy School.

November:

1. Club members will enter project exhibits and outstanding members will be recognized at annual h-H Achievement observance.
2. Four-H leader training meeting.

3. Timely demonstrations will be presented to all 4-H Club groups.
4. Agents will prepare annual reports.
5. Encourage all leaders to attend State Leaders Conference.
6. Participate in celebration of Farm City Week.

December:

1. Timely demonstrations will be presented to all 4-H Club groups.
2. Club members will join in a county-wide Christmas Party. Honor Club members will be tapped.
3. Stress soil sampling for 1959 crop production.