

# ANNUAL NARRATIVE REPORT

## COUNTY EXTENSION WORK

### *Virginia Agricultural Extension Service*

A. A. Hicks

---

**Extension Agent**

M. W. Moody

---

**Extension Agent**

---

**Assistant Agent**

---

**Assistant Agent**

---

**Assistant Agent**



1962

Franklin

---

**County**

## TABLE OF CONTENTS

	<u>PAGE</u>
Involvement of Local Leadership in Planning and Carrying out the Extension Program.....	1
Local Leadership .....	2
Report on Project Areas.....	3
Agronomy.....	3
Livestock Production Marketing .....	6
Engineering .....	8
Soil & Water Conservation .....	9
Marketing .....	10
Foods.....	11
Clothing .....	13
Program Development Older 4-H Members ..	14
Foods and Nutrition Committee.....	16
Unanticipated Accomplishments .....	18
Success Story .....	19
General Appraisal of Past Year .....	21

I. INVOLVEMENT OF LOCAL LEADERSHIP IN PLANNING  
AND CARRYING OUT THE EXTENSION PROGRAM

A renewed effort was given this year to increase the effectiveness of the extension program through group organization. This was true both in adult and junior work. While the whole scheme was not totally effective there were many good evidences of good. The agronomy committee was especially effective, the tractor committee was helpful, in that more teaching of the real care of farm machinery was spread over the county. While the dairy committee did not get off the ground the livestock committee did some effective work. The 4-H club council was helpful in arranging and suggesting programs and events for the year. The adult 4-H leaders council remains to be most effective in carrying out the year's activities.

Leaders and leadership training continues to exert positive influence as a separate subject or as an integrated part of the county extension program.

During the past year, emphasis was placed on selecting and training 4-H junior project leaders. In a series of meetings these leaders were trained to assist other club members in selecting and carrying out their various projects.

The results of this training program for junior leaders had far reaching effects on the 4-H program. Projects selected by members were more flexible to serve their most useful purpose and there was an increased number of completions.

In this connection it can be stated that the increased number of telephones in most areas of the county has been of a decided improvement for the leadership in the county.

For general information which would otherwise be conducted in meetings much of this was done by phone at nights by a series of phone conversations many times begun by the leaders themselves.

## II. REPORT ON PROJECT AREAS

### Phase - Agronomy

Forage, pasture and livestock continues to increase in Franklin County, hence the importance of more attention given to the growth of more forage. This was stressed throughout the year on smaller and larger farms. The office kept a partial record of the number of acres of pasture planted. Records show that an increase of 262 acres of land, including renovation of older pastures, was developed during the year. As a result of efforts put forth to have more land tested, practically all acres involved had a soil sample made and where necessary limestone was applied.

Approximately 52½ tons of limestone was applied on land which needed liming. More than 10½ tons of fertilizer was applied, not including top dressing applied later.

Mr. Robert Young of the Sontag Community cleared and completely developed twelve additional acres of pasture and forage land. This was necessary because of his growing herd of beef cattle. In the case of Young close personal supervision was given because there was more than an ordinary amount of a suggested

program being undertaken. By recommendation and advice of the service just three years ago Mr. Young had obligated himself by more than \$10 thousand. Following that thorough advice and recommendation he started a feeder calf project, and a general livestock project which involved much increased cash.

Tobacco being the main cash crop for more farmers than any one commodity, of necessity attention was given for more effective production.

In the early part of the year a series of meetings were held by Mr. Mathews from VPI to give certain information to tobacco growers. These were followed with other small groups that better information may be had in the beginning of the year.

The program included the proper distance of planting, disease, fertilizer and general information. This work was followed throughout the growing season, and in the fall of the year meetings were held over the county to demonstrate better grading and selling of the tobacco crop. This has proven to be most effective. General

information was given in better production and economical use of grain such as corn, barley and wheat.

The work was done by group meetings, personal visits, radio and news articles, also circular letters.

Phase - Livestock Production Marketing

There are two classes of livestock which make the livestock program in Franklin County, one is milk herds and second is beef animals. All farmers worked with who produce beef or/and milk are comparatively small operators.

Animal production was necessary a part of the agronomy program.

Efforts were put forth to produce better livestock by keeping better breeds on the farm and in the case of buying calves to feed out for later sales to be more prudent in picking and selecting conformation which promises to be good feeders. More beef per acre was emphasized by the use of more fertilizer per acre on existing pasture land.

Robert Young was an outstanding beef stock grower this year, with more than 30 head of cows. Mr. Young can be classified as a very successful beef cattle farmer, having started about three years ago. He increases his pasture as needed, makes plenty of hay to feed his calves through the winter and sells several hundred bales of hay which supplements his income.

There are several small farmers who keep from five or more cows for whole milk production. General information in all areas were given these farmers, through small group meetings, circular letters and radio programs.

Mr. Sam Witcher of the Snow Creek Community remains to be the outstanding dairy farmer. Mr. Witcher has made an outstanding program with his dairy business. He follows a consistent feeding, breeding and culling program.

Mr. Desker Board is doing a paying program with his combination of milk and dairy cows.

Hogs are not grown on any large scale for market ; they are grown for home use. The one big improvement in the production of hogs has been the success in getting most farmers to refrain from growing over large hogs, which was the general practice in this county for years.

#### Phase - Engineering

Through organization and by working closely with individuals, much improvement was made during the year in the maintenance of farm machinery. Such matters of more frequent attention to lubrication, cleaning and proper housing were a part of the year's work in machinery care. The boys who carried tractor care and maintenance in 4-H projects were a vital force in the improvement of tractors operated for farm use. Included too was the importance of avoiding unnecessary accidents. A few small conferences were held for this purpose. When should a farm have on it a tractor and other machinery and how busy should it be kept to justify the money involved was a matter stongly stressed.

Phase - Soil and Water Conservation

There remains a close working relationship with the Soil Conservation Service. In this way many farms have been improved by strip cropping, ditching and laying out terraces and water ways.

Mr. Witcher completed the work on his farm for a period by completing the strips, pushing off undesirable hedge rows and planting more than 8 thousand square feet of water ways.

Other work done included setting a few pine seedlings, establishing irrigation and stock ponds.

Phase - Marketing

To teach better quality of producing better quality products including animals emphasis was given this phase of the work. A few trips were made to the stock yards for this purpose.

Assistance was rendered in places to aid farm people to dispose of some products for better market.

Phase - Foods

Situation:

Homemakers find that on today's food markets food supplies are more adequate, available in greater varieties and in many different forms, as a result, a thorough knowledge of buying foods wisely will insure good nutrition and better use of the family's food dollar.

Objectives:

To provide homemakers with proper information necessary in planning well balanced and nutritious meals for the family. To provide information related to the varieties of foods which are now available to the consumer so as to become intelligent shoppers in the grocery store.

Results:

As a result of method demonstrations, group discussions, super market tours and circular letters, few homemakers are beginning to plan meals at home

rather than in the super market. They are also doing a better job of selecting foods and at reasonable prices which will insure nutritious meals. Although some progress is being made in the area, it will take a longer period of time to accurately evaluate the results.

Phase - Clothing

Situation:

Many homemakers find it necessary to work outside of the home, thus leaving little time to construct the family's clothing. As a result, homemakers are buying more clothing today than during previous years.

Objective:

To teach the basic principles in wardrobe planning, the importance in reading and understanding clothing labels and the importance of quality in relation to the selection of clothing.

Results:

Through the use of illustrative charts in connection with group discussions, circular letters, a study of clothing labels, specialist assistance and the radio, the agent observed that a reasonable number of homemakers are doing less impulsive buying but are resorting to the use of a family's clothing plan and budget. It has also been observed that homemakers are beginning to read clothing labels which will enable them to understand the composition of the fabric to insure proper care.

Phase - Program Development for Older 4-H Club  
Members

Situation:

The percentage of girls and boys involved in 4-H clubs after the completion of elementary school is very small. It is believed that this is due primarily to the lack of interest among older 4-H club members and the lack of coordination between the vocational department of the high school and the extension service.

Objectives:

1. To improve the present program and projects in order to meet the needs, interest and ability of older youth.
2. To develop new programs and projects which will challenge the abilities of older youth.
3. To provide groups activities which will promote understanding and coordination between vocational departments in the schools and the extension program.

Results:

Group discussions, individual contacts and conferences with other professional workers were held in an effort to solve this problem. Over the past year, it was difficult to see any tangible results achieved in this area, however, it is felt that the people concerned were made to realize the importance of the problem, which is the first step in solving it.

Phase - Foods and Nutrition Committee

Situation:

Through a foods and nutrition survey conducted last year, it was revealed that there is a need for the organization of a foods and nutrition committee in order to furnish nutrition education. This committee was organized; however, the committee needed to re-evaluate its methods in relation to the effectiveness in achieving the desired goal.

Objectives:

To assist the committee in determining the existing nutritional needs of the county.

To assist in selecting goals and objectives to be attained and to determine desirable methods by which they may be reached.

To assist in determining desirable methods of evaluation.

Results:

Our efforts were directed through the following methods

1. Group Discussions
2. Illustrative Charts
3. Training Meetings
4. Circular Letters

The goals that are set forth by this committee are longtime, and it must be realized that the committee cannot effectively evaluate the results at this time. However, the committee will continue its work on the project.

Phase - Unanticipated Accomplishments

Safety and first aid training is a valuable home and community resource at all times. During the past year, it was observed that rural and urban homemakers felt the need for additional training in first aid. As a result, a first aid course was conducted by the local chapter of the American Red Cross with 42 homemakers enrolled. Forty homemakers received first aid certificates upon the completion of 6 weeks of training. It is believed that such training will help homemakers to become more safety conscious and to care for themselves and their families when accidents do occur.

### III. SUCCESS STORY

The work with the youth of the county through 4-H organization remains to be one major part of the work. Four-H work was conducted largely through clubs. There were 12 clubs in the county. The work was effectively assisted by 18 4-H leaders.

The effectiveness of the work was greatly evidenced in that the young people conducted their own meetings and made suggestions of their own.

The project in tractor maintenance has been most effective. This has given the youth an increased knowledge of machinery. It has helped the parents also because of the mechanical knowledge gained through this effort.

Twenty-two 4-H members carried projects in the care and sale of pigs. In some instances the hogs were consumed for home use. The hogs were sold at the Piedmont Youth Exhibition Show held at Lynchburg during the summer, of the number sold the amount received from sale was \$473.95. Four members received prizes. The total amount of pork sold was 2315 pounds. This has been quite an educational experience for members participating in the project. At least two of the group have participated since Franklin County first entered the Show.

Each year the quality of hogs improve which is evidence of the increased knowledge they are gaining.

An effort was made to encourage as many as practical to take a pen of three which was another evidence of improvement.

IV. GENERAL APPRAISAL OF PAST YEAR

There has been no phase of the work more outstanding during the year than the fine co-operation given the interest of the work by the public generally. The work is before the citizens and there was no instance where sympathetic interest was not shown. The public generally has shown a keen interest in the work. Some of the significant things responsible for this relationship has been the 14½ hours of radio time given as a public service by the two radio stations in the county, and the 47 news articles published during the year in the county papers. Some articles published from the office were reprinted from as far away as Arizona to the west, Tennessee and Alabama to the south and Pennsylvania to the north.

More people each year are looking to the guidance and advice from the extension personnell for help. With additional time in the office and with needed equipment furnished, the work is destined to be even more effective.