

OTHER AGENCIES

The agent has cooperated with other agencies in this area wherever it would advance the Extension Program.

He attended monthly ABC meetings in an advisory capacity. The office manager was assisted in lime and fertilizer recommendations and cooperators were aided in planning their farm programs.

The agent attended Colonial Soil Conservation District meetings, and has taken an active part in helping the individual supervisors in promoting the program.

IN CONCLUSION

As a representative of Virginia Polytechnic Institute in this urban community, it is the opinion of this agent that the Extension Service can render a valuable service to various groups and individuals in this locality. Many management, marketing, gardening, landscaping and miscellaneous problems arise when information and advice from a disinterested authority is most welcome.

FARM AND HOME DEVELOPMENT PROGRAM

At the present time, there are 3 families enrolled in our farm and home development program. Two of these are poultrymen who have been moving a large portion of their eggs through military outlets which are now being closed to them. This agent is presently helping with the establishment of a new marketing outlet through the local milk routes with the hope that it will alleviate the situation.

The third family is our one remaining general farm which is depending on poultry and crops for a livelihood. This family operation is very efficient, though almost too eager to adopt unproven ideas.

4-H Clubs - cont'd.

- (2) Attempted to enlist leaders for additional clubs from church and civic groups.
- (3) Encouraged Honor Club.
 - a. Developed leadership by having each person accept responsibility for some phase of club work and gave them assistance only as needed.
 - b. Planned activities which would appeal to this older group and contribute to their character and personality. (This included picnic and vespers.)
- (4) Continued to rely on cooperation from the Area All-Stars and give them recognition for their accomplishments.
- (5) Held annual 4-H picnic.
- (6) Was Director of county 4-H Camp.
- (7) Encouraged attendance at Short Course by all eligible 4-H'ers.
- (8) Held Tri-4-H Fair - over \$1,000 in prize money was awarded.
- (9) Held Achievement Day.
- (10) Encouraged a sound recreational program, including roller skating and swimming parties.
- (11) Gave talks on 4-H to civic groups.
- (12) Attended classes at Regional Extension summer school at University of Arkansas this summer and received valuable training in conducting 4-H activities.
- (13) Attended area All-Star meeting.
- (14) Attended and participated in Leaders Conference at Natural Bridge.
- (15) Attended and participated in monthly meetings of 4-H Leaders Council.

Tenure of the members is as follows:

1 year	43%	38%
2 years	26%	26%
3 years	6%	16%
4 years	8%	9%
5 years	4%	5%
6+ years	13%	5%

in 1960 there were 183 members enrolled, with 158 members completing 245 projects. There are, at the present, 18 community 4-H Clubs in the Newport News area with 22 leaders.

Leaders Council meets once a month to make plans for coming activities, suggest improvement on past activities, and for project and methods instruction by agents as necessary. These leaders are represented on the 4-H club committee of the city.

Objectives -

- (1) To plan and put in effect a 4-H program that would meet the needs of Newport News boys and girls of each age group.
- (2) Plan and adapt projects that meet the needs of an urban situation.

Methods and Results -

- (1) Worked with existing clubs to develop an interesting and instructive program.
 - a. Encouraged participation by the members.
 - b. Each member assumed some responsibility for the club program.
 - c. Timely visits to insure successful projects.
 - d/ Enlisted cooperation and support of parents.

4-H CLUBS

Situation -

According to the 1960 Superintendent's Summary of School Census Returns, there were 15,285 white residents between the ages of 9 to 21 inclusive. A breakdown of these statistics shows there are only 550 boys and girls in the 19-year old bracket, while in the ages one through 9 the average number in any age group exceeds 1,500 and the average in any age group from 10 through 20 is about 1,000. This is indicative of a 50% increase in potential young people to be worked with by Extension personnel.

Present 4-H enrollment in the City of Newport News is approximately 200. This number has grown from one club, no leaders, and little interest in 4-H Club work in 1946.

Breakdown of this number for the year 1959 and compared with the state average is as follows:

	<u>N. N.</u>	<u>State</u>
10 years or younger . . .	31%	28%
11 " " " . . .	21%	21%
12 " " " . . .	10%	19%
13 " " " . . .	13%	12%
14 " " " . . .	14%	8%
15 " " " . . .	9%	5%
16 " " " . . .	2%	3%
17+ " " " . . .	1%	2%

LIVESTOCK

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

BEEKEEPING

Interest in beekeeping in Tidewater Virginia has increased to the point where special attention by the agent was warranted. There were four meetings held locally with an average attendance of 80 beekeepers. A representative of this group attended the State Beekeeping Meeting and the Institute of Rural Affairs. It is the intention of this agent to continue offering assistance to this group whenever possible.

Agronomy - cont'd.

- (5) Checked alfalfa fields for appearance of the alfalfa weevil and advised controls as deemed necessary.
- (6) Encouraged alfalfa producers to apply heptachlor in the fall for alfalfa weevil control or before the deadline in the spring.

AGRONOMY

Situation -

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

Objectives -

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

Methods and Results -

- (1) Presented timely agronomy information through bi-monthly newspaper column, letters, bulletins, and visits.
- (2) Distributed information on recommended seed varieties.
- (3) Contacted seed and supply dealers and encouraged them to stock recommended varieties and products.
- (4) Encouraged farmers to attend area agronomy school.

Poultry - cont'd.

- (6) Discouraged the extremely small operator from entering this highly competitive field except as a hobby.
- (7) Attended Area Poultry School.
- (8) Kept poultrymen informed of market information and production tips.
- (9) Made timely visits.
- (10) Encouraged attendance at commercial poultry meetings.
- (11) Encouraged 4-H poultry exhibits at the Tri-4-H Fair and Atlantic Rural Exposition.

POULTRY

Situation -

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

Objectives -

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

Methods and Results -

- (1) Placed more emphasis on lowering production costs.
- (2) Encouraged the use of better breeds of layers.
- (3) Encouraged even year round production.
- (4) Encouraged candling of eggs and better holding facilities.
- (5) Encouraged on the farm outlets for eggs and dressed poultry where applicable.

Dairying - cont'd.

programs.

(12) Kept dairymen abreast of current findings through the use
of letters, bulletins, and visits.

Dairying - cont'd.

Methods and Results -

- (1) Increased efficiency of production through larger use of roughages by using fertilizer based on soil analysis and needs of crop and by use of oats, clover, alfalfa, and surplus pasture for spring silage.
- (2) Assisted Colony Cooperative and others in directing more milk into fluid consumption.
- (3) Encouraged the artificial breeding program.
- (4) Assisted the DHIA Supervisor.
- (5) Assisted in conducting the 2-day Dairy School to acquaint farmers with the new EDPM program and the benefits to be derived therefrom.
- (6) Plans have been made for the conducting of our Annual Dairy Day within the next few weeks.
- (7) Assisted, with the help of Agricultural Economic Specialist, two local dairymen with financial and outlook plans which have enabled them to increase operations almost 100%.
- (8) Kept dairymen informed, through the use of monthly summary sheets, of their results of DHIA testing procedures, as well as means of mastitis prevention and other timely topics.
- (9) Emphasized, through the regular bi-monthly newspaper column, the use of more fluid milk by consumers.
- (10) Met with dairymen in a series of meetings aimed at strengthening their marketing situation.
- (11) Worked with individual dairymen planning pasture and silage

DAIRYING

Situation -

There are 7 active dairies within the city at the present time with the entire milk production being marketed locally through a cooperative. These dairymen are very receptive to Extension suggestions and all are, at the present time, using artificial breeding. Six dairies are on DHIA testing (2 of these have gone on EDPM), while the one large dairy has its own testing procedure.

All of these dairies have at least 10 months of continuous grazing each year. Some are sending their calves and dry cows to areas with cheaper overhead. Many are bringing hay and other bulky essentials from more rural sources. In many instances, dual, and even triple, crops are being grown on the same land each year in an effort to secure as much income as possible from the limited land available. This leads to production averages which are much higher than the state as a whole.

Objectives -

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

Fruit and Vegetable Production - cont'd.

Methods and Results -

- (1) During the past year, this agent has helped improve both the quantity and quality of fruits and vegetables in the area by providing for producers a spray schedule which, when followed, controls both insects and diseases to a large extent.
- (2) This help, with an almost ideal growing season with plenty of rain at the right time, gave us a better than average crop which largely marketed itself through its superior quality.
- (3) The agent also conducted pruning demonstrations for area fruit growers, both commercial and small homeowners.
- (4) The agent conducted, with the assistance of VPI Specialists, a series of soil fumigation experiments for the control of weeds, fungus, and nematodes in home gardens. This proved to be very informative, and very satisfying results have been reported by the cooperators.
- (5) This office has made available varietal information upon request from individuals as well as through the local newspaper column.

FRUIT AND VEGETABLE PRODUCTION

Situation -

We now have 5 peach and 2 apple orchards of commercial caliber which yield a high volume of fruit per tree, averaging 6 bushels of peaches. Local producers have found it possible to stay in the business due to the very excellent market and the premium which their locally grown fruit brings.

Water on three sides of the area holds frost damage to a minimum, and, were it not for residential real estate pressure, fruit production in this area would be very profitable. However, at this time, it looks as though there is no likelihood of re-establishment of our orchards, and, when these now existing are obsolete, we will be out of the fruit production business.

Vegetable gardening, on the other hand, has taken an upward turn with more and more people indulging in gardening as a hobby, not so much for the income that it produces as for the recreation and relaxation which it provides. Particularly, the satisfaction of seeing things grow which you have planted yourself.

Objectives -

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

Home Grounds and Ornamental Horticulture - cont'd.

Methods and Results -

- (1) Held leader training meetings for Home Demonstration clubs.
- (2) Conducted 3 local Garden Clinics using specialists from the Horticultural Department of VPI and Norfolk Truck Experiment Station, and local nurserymen as resource people.
- (3) Held 20 pruning demonstrations over city area.
- (4) Used timely information in bi-monthly column in Sunday newspaper.
- (5) Made talks to 23 Garden and Civic Clubs.
- (6) Held 2 leader training meetings for Peninsula Scout Council.
- (7) Cooperated with local nurserymen and seed and supply dealers in conducting 2 local horticultural clinics.
- (8) Provided soil testing service and advice on fertilizing lawns and gardens for 500.
- (9) Maintained adequate supply of reference material and distributed over 2,000 copies of informational material.
- (10) Encouraged the use of insecticides to control grubs on lawn areas and put on demonstrations in 4 sections of the city.
- (11) Encouraged an effective spray program for the home grounds and helped with the establishment of 50 such programs.
- (12) Encouraged the use of recommended varieties of all plants and provided dealers with information on these plants so they could be secured.
- (13) Encouraged visitation of our Regional Experiment Stations at Warsaw and Holland.
- (14) Conducted 2 tours to these stations.

HOME GROUNDS AND ORNAMENTAL HORTICULTURE

Situation -

Newport News, particularly the old upper Warwick area, is an area developing rapidly with many new families. Most of these people settled here because there was more room available and because of the desire to have beautiful lawns, trees, shrubbery, and occasionally a vegetable garden. The majority of these people have not owned homes before and are novices in the field of horticulture. There is much demand on this agent's time by people with a sincere desire to improve the physical appearance of their property. These people are appreciative of our educational efforts and, for the most part, follow recommendations to the letter. This was shown very clearly by the cooperation of the 40 Home Demonstration Clubs, the 43 Garden Clubs, the six Women's Clubs and Civic Clubs in conducting the local Garden Clinic just completed for the second time in this area. This cooperation is, I think, indicative of the increasing desire for civic beautification in this area.

Objectives -

- (1) Improve the appearance of individual homesites.
- (2) Protect plantings from insects and diseases.
- (3) Make available research data as recommended.
- (4) To improve soil conditions.
- (5) To encourage use of the Agricultural Experiment Stations at Holland and Norfolk.
- (6) To work with the Department of Parks in the establishment of a new city park.

THE CITY EXTENSION ORGANIZATION

The groups with which this Extension Service cooperated in carrying out the Extension program were:

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

be classified as almost strictly urban, is being taken up by those 15,000 families mentioned previously who have problems mostly related to ornamental horticulture and the control of insects and pests. It is becoming necessary to spend more time with the youth of the area, many of whom have a great interest in 4-H club work which has never been offered them.

Dairying is our largest remaining strictly agricultural enterprise, followed by poultry, fruit, and truck crops. There is several times more money spent each year with local nurseries and nurserymen and seed and fertilizer dealers than the gross amount received by our local farmers for their entire agricultural output.

area. Expenses, on the whole, are higher than the state average, but so is the standard of living.

The agricultural situation in the City of Newport News is perhaps unique in the State of Virginia. The open land has an appraised value in excess of \$2,000 per acre and is in great demand for housing sites, with individual lots 100 x 150 feet bringing an average of \$6,000, with prices of \$10,000- \$15,000 being commonplace in more desirable areas. Lots overlooking the river are very scarce and demand prices of up to \$35,000.

Taxes, when compared to strictly rural localities, are extremely high, and this places an additional handicap on our farmers who are trying to compete with rural tax areas. There is great competition for labor and the prevailing wage scale makes it all but impossible for local farmers to find help willing to work the necessary hours at a wage the farmer can afford. There are, at the present time, only 40 operating farms in the area, and these are mostly family owned and operated units that have become very efficient and intensified.

Three highways and one railroad parallel each other the entire length of the city and have cut our remaining large farms into small sections which are isolated from each other, and the heavy city traffic makes it both dangerous and time-consuming for livestock, men, or equipment to safely move from one area to the other. Five farms were subdivided during the year 1959, and indications are that more are to follow this same path in the near future.

More and more of the agent's time in this situation, which will have to

THE GENERAL SITUATION IN THE CITY OF NEWPORT NEWS

The City of Newport News is made up of an area of 65 square miles and includes what was formerly Warwick County, in addition to the old metropolitan area of Newport News. It is an odd shaped land area, 20 miles in length and varying 1-4 miles in width, located on the strip of what is called the Great Peninsula. It is bounded by Hampton Roads to the south, the James River to the west, James City County to the north, and York County and the City of Hampton to the east.

The Extension office is conveniently located approximately mid-way, both geographically and population wise. The white residents of old metropolitan Newport News and those of rapidly developing Upper Warwick have little common interest.

The population is approximately 112,000 with 34-36% negro and 99% not rural or non-farm. This leaves us with a clientele of approximately 15,000 white families with a per capita income of \$1,650 and a household income of \$6,300, or roughly \$500 above the state average.

The city is governed by a City Manager - City Council and has within its borders the heaviest concentration of industry and military bases found in Virginia. Shipping and shipbuilding provide employment for more than 15,000 people and, in addition to these, there are several thousand more engaged in related activities of oystering, crabbing, fishing, and other types of employment closely associated with water. The remaining working population is engaged in providing contractual and retailing services as needed to provide food, clothing, and shelter for the residents in the

TABLE OF CONTENTS

Situation	1
Extension Organization	4
Home Grounds & Ornamental Horticulture	5
Fruit & Vegetable Production	7
Dairying	9
Poultry	12
Agronomy	14
Livestock	16
Beekeeping	16
4-H Clubs	17
Farm and Home Development Program	20
Other Agencies	21
Conclusion	21

ANNUAL NARRATIVE REPORT

**COUNTY
EXTENSION
WORK**

Virginia Agricultural Extension Service

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1960

County

County