

ANNUAL NARRATIVE REPORT

COUNTY EXTENSION WORK

Virginia Agricultural Extension Service

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1964

APPOMATTOX

County

I. GENERAL APPRAISAL OF LEADERSHIP

The people have not been involved in program development to the extent that they should have been. It appears that one very basic need is to continue to organize an effective Extension Service Board. Agricultural commodity groups have been slowly dissolved and for all practical purposes, are no longer in existence. The home economics clothing committee functioned in helping plan meeting places, etc., and in securing participants. Plans started in late Spring for a foods-nutrition committee were not completed. It was suggested by the foods-nutrition specialist that representatives of civic groups be placed on the committee. Most civic groups disbanded during the summer and the agent was out of the county too long to complete the work in the fall.

Home demonstration club leaders have functioned in presenting ten of eleven demonstrations during the year, and in planning and carrying through club projects. The county home demonstration executive committee has assumed more responsibility than previously in such matters as planning the achievement day program and other county-wide activities; finding replacements for committee members, etc.

Local leaders have assisted four of five community 4-H Clubs in planning their year's program, contacting speakers and carrying out club and community projects.

Principals and teachers evaluated the in-school 4-H program and made constructive suggestions for the following year's program. Local people qualified to speak on the project topic for the month, presented the talk or demonstration at practically all 4-H meetings for the school year 1963, and are continuing to do so in 1964-65.

Appomattox County

Several attempts were made, unsuccessfully, to hold county-wide adult 4-H leader training meetings. After contacting all leaders in the county personally and getting their approval of the date, letters were sent and follow-up visits made before one leader training meeting. Two out of eight leaders attended the meeting.

There are many people in the county who have the ability to serve as an adequate leader in guiding the total extension program or some segment thereof. Most of these, however, do not understand planning or program development because of insufficient training. The most capable leaders are involved in civic, church and community activities and are asked to serve frequently in various capacities. Nevertheless, many are willing to serve as leaders in the extension program. Finding leaders and giving them the training and guidance they need to serve effectively, is one of the biggest challenges of the extension service.

II. A. REPORT ON MAJOR PROJECT AREAS

AGRICULTURAL PRODUCTION, MANAGEMENT AND NATURAL RESOURCES DEVELOPMENT

PHASE - DAIRY INDUSTRY

Situation: Dairymen tend to segregate themselves - either their returns are relative to their investment or certain management adjustments need to be made to bring returns in line. Dairy operations are becoming fewer in number, but those remaining are increasing in size.

Objectives: To increase DHIA participation and production per cow. To establish quantity and quality feed levels.

Progress: An attempt was made to get a DHIA organized. A young farmer agreed to do this work of a supervisor as a part-time job. Only 170 cows were committed to DHIA., which is not enough to justify a supervisor's expense for training. Nor would it return enough profit to make it meaningful. Unless more dairymen can be motivated it doesn't appear feasible at this time to get a DHIA formed. A series of meetings on feeding were held in the fall. They were very poorly attended. But for those that did participate, the information should have been helpful.

AGRICULTURAL PRODUCTION, MANAGEMENT AND NATURAL RESOURCE DEVELOPMENT

PHASE - FARM MANAGEMENT

Situation: The Social Security law which covers farmers, created a need for farm records. To many, it's merely compliance with the law. In recent years, taxes have become increasingly important. Management becomes difficult to teach without adequate records. Twenty-five farmers on the electronics record program have availed themselves of the opportunity to develop farm management procedures and techniques.

Objectives: Through the use of records, assist farmers in considering alternatives and the use of resources to bring about maximum returns to the farm and farm family(s).

Progress: Twelve farmers participated in the Unit II Farm Management School in the spring. Two tax meetings were held - one in January, the other in December.

With the change in the record keeping system for 1965, the number of farmers participating may be reduced. At a training meeting in December, only 12 of the 25 farmers aggented.

The agent attended a two-week Farm Management School to better prepare him to assist farmers.

AGRICULTURAL PRODUCTION, MANAGEMENT AND NATURAL RESOURCE DEVELOPMENT

PHASE - BEEF CATTLE

Situation: Returns on beef farms are low. Improved marketing practices and quality controls need revamping.

Objectives: Develop a Beef Cattle School to broach the problem listed above.

Progress: The school did not materialize. One herd entered the Beef Cattle Improvement Association. A branding demonstration was conducted. As a result, two farmers purchased branding irons to use in identifying their cattle.

EXTENSION HOME ECONOMICS

PHASE - FAMILY ECONOMICS

Situation: The median family income in the county in 1960 was \$3495 compared with a state average of \$4964. Families in the county are becoming primarily consumption rather than production units. The wide variety and ever-new consumer goods and services present the homemaker with many decisions which must be made wisely if the most effective use of money and other resources is to be made in reaching the family's objectives.

Objectives: To help homemakers learn to make decisions which will result in the most effective use of family income.

Progress: Method demonstrations on "Deceptive Packaging" and "Selection and Use of Small Kitchen Equipment" were given by the home management leaders at home demonstration club meetings. Homemakers learned in the first demonstration various ways the consumer may be deceived, what is being done to protect the consumer on a local, state and national basis and some things consumers can do to protect themselves. The wise choice of small kitchen equipment to save not only money but also time and energy, was stressed in the second demonstration.

The agent gave illustrated talks on the topic "Don't be Fooled by Advertising", at home demonstration club meetings. Homemakers learned how to constructively read, study and criticize advertising. In addition to these demonstrations, wise use of family income was an important consideration in practically all home demonstration demonstrations and special interest meetings held in the county

during the year. Clothing construction and hat-making and selection workshops (see next phase) were held so that homemakers might learn to make wise use of the family's clothing dollar. Demonstrations on "Understanding Grades and Cuts of Meat", "Selecting and Using Table Appointments", and "Freezing Casseroles" all included money-saving ideas through wise choice. Family economics information has also been given homemakers through mass media - radio and newspaper articles. Homemakers have learned ways of increasing their family income through wise decision-making and spending.

EXTENSION HOME ECONOMICS

PHASE - CLOTHING

Situation: Many county homemakers have none or little skill in clothing construction techniques but find it desirable or necessary to construct part of the family's clothing to clothe the family adequately within a limited budget. Others, who sew as a hobby, wish to achieve more professional looking garments through higher standards of clothing construction. Although many of the county's employed homemakers work in a garment factory, many learn only one process and so, do not have skills adequate for home sewing.

Objective: To have homemakers gain or improve skills in clothing construction techniques showing high standards to increase the homemaker's feeling of satisfaction from clothing construction and to stretch the family's clothing dollar.

Progress: Eighteen persons completed one of three tailoring workshops held in various sections of the county by the agent. Through the construction of a garment, the homemakers (club and non-club members) learned selection of patterns and fabrics suitable for tailoring and for the individual, and recommended procedures of tailoring. The growth in sewing skills by these women was evidenced by the quality of the garments constructed by them.

After a demonstration on "Selecting Becoming Hats" given by clothing leaders at home demonstration meetings, eight hats were made in a county-wide hat making workshop conducted by the agent. In addition, one home demonstration club invited two persons from Lynchburg to demonstrate making frames and hats. Interested club members met the following month to make hats.

4-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE - SECURING AND TRAINING ADULT 4-H LEADERS

Situation: Only 41% of the potential 4-H Club members of the County are being reached and the quality of work is often poor. An increased number of well trained organizational and project leaders is needed to widen the scope of work to give club members additional opportunities and to improve the quality of 4-H project work.

Objectives: To secure, to train, use and recognize adult 4-H Club leaders in order to obtain the maximum effectiveness of the County 4-H Program.

Progress: By working with individual leaders, Mr. Tom Davidson and Mrs. Nancy McCraw were obtained for one community club; Mr. John Goin has been secured as a leader for the Sears pig chain. Considerable time was spent with these individuals explaining and showing materials available.

Two attempts were made to hold training meetings for volunteer adult leaders. The program based on opportunities and activities for 4-H members was poorly attended although leaders promised to attend and agreed on the dates. Attendance was perhaps due to lack of personal contact prior to the meeting.

Agent worked closely with leaders in all community clubs on an individual basis.

No project instruction was given to leaders. However, with the assistance of specialists, project instruction was presented to both members and their parents in the area of poultry, livestock, dairy and beef cattle.

Appomattox County

No volunteer adult leaders attended the District Leader Conference at Holiday Lake or the State Conference at Natural Bridge.

It is the intention of the agent to do more in this line of work - especially since both home demonstration agent and assistant county agent have taken special course in leadership training.

4-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE - SENIOR 4-H PROGRAM

Situation: A lack of interest in the 4-H program is indicated by senior 4-H members by quality of work, lack of enthusiasm about program and poor participation in club and community activities.

Objectives: To develop a program that will be more challenging and interesting to senior groups.

Progress: The enrollment in the 8th grade club doubled this year.

Their program was based on the 4-H pledge part of the year, and safety part of the year. The outside speakers were a real challenge to the members. Leaving the traditional project and branching off to others has helped considerably.

The involvement of senior members in planning the programs and implementing them has created more interest.

Oakville senior 4-H'ers planned a county-wide dinner meeting to create interest and spread ideas among the community clubs. After dinner, a member of each club participated in a panel discussion of community 4-H club work. Approximately 30 club members attended.

Senior 4-H members have served as Junior Leaders at Camp - N. H. Jones, Joe Terry, Lina Trent, Frances Reeve and Lynda Hall. Senior members organized and conducted the county-wide Share the Fun Program - Lina Trent and Harbie Pulliam.

The newly organized Senior group that meets in individual homes has had difficulty in choosing an appropriate meeting night for all its members. They definitely need to secure a leader if the club is to progress and improve.

Senior 4-H members organized and conducted the Annual 4-H Achievement Banquet sponsored by Farmers National Bank. Members were responsible for the entire evening program.

A social for Senior members was held during the summer months. Sixty members attended. It proved to help create interest and enthusiasm in the 4-H program.

Senior members participated in county, district and state demonstration contests - among these were public speaking, forestry, poultry, electricity, ironing, dress revue and food-nutrition. Senior members entered Achievement Records in Clothing, Poultry, Electric, Forestry, Recreation project and activities. Joan Lucado won a trip to State Poultry Federation Convention in Harrisonburg; Jimmy Martin won a trip to National 4-H Club Congress on his Forestry Achievement Record.

"Spud" Almond and Peggy Morris attended Conservation Camp. Forty-seven 4-H'ers attended the County Council Meeting held as an officer training school. Senior 4-H members served as instructors for the various offices.

Frances Reeve was District Winner in the Sears Home Management Contest in which 7 senior members participated.

COMMUNITY AND PUBLIC AFFAIRS

PHASE - RURAL AREAS DEVELOPMENT

Situation: The latest census data reveals that both per capita and family income are lower than the state average. There also exists, indications that many farmers are under-employed. School officials point out that the drop-out is high, which reflects a continued supply of unskilled workers. Those attending college, however, are not returning to the county as there is no economic attraction for them.

Objective: To study the county situation, identify the problem(s) and arrive at a reasonable solution.

Progress: In six areas, constructive action has been taken:

A sub-committee developed a seal that has been adopted by the Board of Supervisors and first used by the County Executive Committee of Home Demonstration Clubs for their Yearbook cover.

The sub-committee on Education offered five classes in Adult Education. There was enough interest in typing to offer this class. Seventeen enrolled.

The sub-committee on the Civil War Centennial has been quite active. In order to raise funds, Appomattox Heritage Corporation was formed with representatives from Lynchburg, Farmville, Buckingham, Campbell and Appomattox Counties. A proposal has been accepted by the National Park Service to stage a Sound and Light Production at the Surrender Grounds. It now appears that this will not be possible for 1965. Therefore, negotiations are now under way with the John B. Rogers Company for a week's pageant in June of 1965.

A sub-committee on Clean-up and Beautification has been only fairly active. They indicate that plans are well under way for the Spring of 1965.

The Committee secured private funds for purchasing a cancellation stamp that would make reference to the 1965 Centennial.

II. B. OTHER AREAS

A professional agricultural workers group has developed a very informal organization. The purpose is to promote joint efforts, to keep other professional groups informed of latest research. The group meets quarterly for two hours. An effort may be made in 1965 to bring in suppliers of seeds, fertilizer and pesticides.

III. SUCCESS STORY

Jimmy Martin, 19 year old son of Mr. and Mrs. O. W. Martin, Jr., was sectional winner on his 4-H Forestry Achievement Record. The award was a trip to National 4-H Club Congress. While at the Congress, Jimmy won Third Alternate for a \$400.00 Scholarship on his forestry project.

Jim was a member of the Oakville Community Club and served as President, Vice President, Secretary, Reporter, Treasurer and Parliamentarian. He has completed 31 4-H projects. As a result of his forestry project, he has over 16,000 pine seedlings growing on the home farm.

Jim has given forestry demonstrations in county, district and state events and presented forestry exhibits at both of the local fairs.

He is a member of the 4-H All Stars.

IV. GENERAL APPRAISAL OF PAST YEAR

Regardless of what yardstick one may apply, the effectiveness of extension teaching was not on par with 1963. A look at some of the basic figures shows this:

	<u>1963</u>	<u>1964</u>	<u>Difference</u>
Visits by agents	780	658	-122
Office calls	1914	1101	-813
Telephone calls	4204	4053	-151
News stories	125	114	- 11
Radio	101	95	- 6
Publications Distributed	10,679	7,844	-2835
Circular Letters	156	120	- 36
All meetings held	413	400	- 13
Attendance	6734	6350	-384

Why are all of these minuses and no increases? Staff members were out of the county 180 days on extension work. This does not include leave. The question arises - is this too much? Should the administration plan more judiciously, the training of county staff members? Does out of county activity hinder an effective extension program? If yes, then what can be done about reducing the number of days agents are away? In view of this evidence, the county staff views the year's work with concern, perplexity and mixed emotions. What do they plan for in 1965? Or do they just "try to keep the ship from tipping over".

There were few farmers who felt there would be two consecutive dry years. But there were. Rains in July salvaged corn and tobacco. Demonstrations have not been effective because of abnormal weather conditions. Prices of cattle, hogs and wheat are down. Farmers generally are asking "How?", or "Really, what's the use?" Purchased inputs are going up and there's a general attitude of pessimism.

The Rural Areas Development Committee has continued to work very progressively. Many of their activities are slow in maturing, but

busy people are giving of their time to serve on this committee. The sub-committee on the Civil War Centennial was abolished during the year and formed into a non-profit corporation - Appomattox Heritage Corporation. Home demonstration members have shown more interest in home demonstration work this year than in the past two or three years as evidenced in most clubs by increased club attendance and more initiative in attending leader training meetings, presenting demonstrations, and planning club events. Nevertheless, one club disbanded during the year due in part to the fact that the agent was out of the county a large amount of time thus missing home demonstration meetings.

Non-home demonstration members have comprised the majority of the participants in two of three tailoring workshops held in the county and in the special interest picture frame refinishing workshop. More contact is needed with non-home demonstration members.

Some progress is noted in the youth program. More people were involved in the 4-H meetings than last year. Senior club enrollment is up nearly 100%. Club members entering Achievement records increased from two in 1963 to five in 1964. Attendance at 4-H Camp was up eight. One club member attended the State Poultry Federation as a result of her Poultry Project work. Project instruction continues to be weak, particularly in some girls' projects. This reflects a need for project leaders. Section I gives an appropriate appraisal of the leadership.