

VIRGINIA

AGRICULTURAL EXTENSION SERVICE

Extension Animal Husbandry Plan of Work

For

Calendar Year 1959

<u>Major Phases of Project or Subdivisions of Project Covered</u>	<u>Name of Worker</u>	<u>Percentage of Time Devoted to Entire Project by each Worker</u>
A.M.A. Project 2525-98 Beef Cattle Marketing (A.M.A. and offset funds)	K. C. Williamson	Full-time

Date submitted: <u>3/16/59</u> 195 <u>9</u>	Signed: <u>C. C. [Signature]</u> Project Leader
Date approved: <u>3/18/59</u> 195 <u>9</u>	Signed: <u>[Signature]</u> Head of Department
Date approved: <u>3/20</u> 195 <u>9</u>	Signed: <u>[Signature]</u> State Director of Extension
Date approved: <u>JUN 17 1959</u> 195 <u>9</u>	Signed: <u>[Signature]</u> Administrator, Federal Extension Work U. S. Department of Agriculture

ANALYSIS OF THE SITUATION

A. General Beef Cattle Situation:

1. At the beginning of 1959, approximately 760,500 head of beef cattle were reported on Virginia farms. They were classified as follows:

Beef Cows	322,000	42.3%
Calves	206,000	27.1%
Steers - 1 year old or older	130,000	17.1%
Heifers - 1-2 years old	85,000	11.2%
Beef Bulls - 1 year old	17,500	2.3%

2. The general trend has been for beef cow numbers to remain about the same for the past four years.

3. With a 16 percent increase over 1958 in number of heifers from one to two years old, indications are that a small increase in beef cow numbers is in store.

4. The number of calves and steers kept for yearling feeder cattle production continues to show a gradual increase.

5. The interest in feeding cattle continues to grow, particularly in the Eastern part of the state, but indications are that this growth will be gradual.

B. Feeder Cattle Sales Organization:

1. The State Feeder Cattle Sales Committee, consisting of seven members, is elected by the individual sale groups from the seven arbitrarily-chosen production areas in the state.

2. The State Feeder Cattle Sales Committee continues to operate

with a great deal of enthusiasm and has contributed a great deal to the overall feeder cattle sales program in the state.

3. The State Feeder Cattle Sales Committee collected approximately \$20,000 from the feeder cattle sale consignors in 1958 on the basis of each consignor contributing 50 cents per head sold through the special state-sponsored sales. The advertising and promoting of the special feeder cattle sales was carried on by the executive secretary of the Virginia Beef Cattle Producers' Association under the direct supervision of the State Feeder Cattle Sales Committee.

C. Fall Feeder Calf Sales:

1. In 1958, there were 26 Feeder Calf Sales held in the state which was one less than was held in 1957.

(a) One sale was dropped from the calf sale group in 1958 because of lack of interest and consequent small number of calves from the one county involved.

2. The number of calves sold through the Fall Feeder Calf Sales in 1958 was up slightly from one year earlier.

3. The Fall Feeder Calf Sales continue to be a rather important part of the total beef cattle marketing program since:

(a) There is a need for assistance by some of the newer and smaller sales which have been added to the program.

(b) There is a continuous change in demand by the buyers attending and supporting the sales.

D. Fall Yearling Steer Sales:

1. The yearling steer production program makes up the second largest segment of the State Feeder Cattle program.

2. In 1998, there were 17 special state-sponsored Yearling Steer Sales held in the state.

(a) In addition to the 17 state-sponsored sales, there were 5 sales sponsored by livestock market operators in which the cattle were graded by state graders.

3. A total of 11,973 head of cattle were sold through the state-sponsored yearling steer sales which was just slightly above one year earlier.

4. Farmers from 45 of Virginia's 98 rural counties consigned cattle to one or more of the Yearling Steer Sales in 1998.

E. Spring Feeder Cattle Sales:

1. During the month of April, 1998, five Spring Feeder Cattle Sales were held.

(a) This was one less than was held in 1997 due to the lack of cattle available for the Dublin sale.

(b) There were approximately 5 percent more cattle sold in the 1998 sales than in the 1997 sales.

F. Slaughter Cattle Marketing:

1. A total of ten special-graded Slaughter Cattle Sales were held in 1998.

2. Five of these sales were held at Fredericksburg, and four at Richmond.

3. A total of 704 head of cattle were sold through these sales, which was 45 percent below the number going through the 1997 sales.

(a) The reduction in number of cattle going through these sales was due mainly to drought conditions and fewer cattle on feed in the areas.

G. Livestock Auction Markets:

1. The present organization for livestock auction market operators has in the past concerned itself more with defensive tactics, particularly along the political lines, than with concentrating on being a progressive and suggestive organization.

2. The relationship between individual market operators and Extension personnel is improving.

H. Work with Other Agencies:

1. Most all of the Extension Marketing Programs are in cooperation with representatives of the State Department of Agriculture.

(a) The Department of Agriculture is responsible for the grading of live animals in the state.

(b) The State Department of Agriculture representatives handle the livestock market news distribution in the state.

(c) The State Veterinarian and his assistants cooperate in the health program of the special sales.

OBJECTIVES

A. Feeder Cattle Sales Organization:

1. Get the individual sale groups to more fully understand the operations of the State Feeder Cattle Sales Committee.

2. Develop more confidence in the state committee by the individual sale groups.

3. Get more ideas on the long-range program of expanding special feeder cattle sales in the state.

B. The Demonstrational Feeder Cattle Sales:

1. Get more participation and increased consignment in the presently-established demonstrational sales.
2. Increase the number of yearling steer sales East of the Blue Ridge by at least one sale.
3. Get the five presently market operated yearling steer sales into the state-sponsored sale organization.
4. Add one additional spring Feeder Cattle Sale.
5. Make the demonstrational sales a more useful guide in enterprise selection for the livestock farmers.
6. Make the sales a more useful guide for production and management practices.

C. Slaughter Cattle Marketing:

1. Get more consignment participation in the presently-organized Slaughter Cattle Sales.
2. Get the presently-organized Slaughter Cattle sales better organized so that the sponsoring organizations, the State Department of Agriculture, and Extension Service personnel will each more fully recognize the specific part they will play in carrying on these sales.
3. Make sure the presently-established sales will:
 - (a) Create a good, sound competitive system of bidding on slaughter cattle.
 - (b) Make it possible for farmers and feeders to more closely evaluate their own cattle by having all the cattle graded on the U.S. Standards for slaughter cattle.
 - (c) Aid farmers to more clearly understand the kind of cattle that are in demand by packers.

D. Livestock Auction Market Operators:

1. Develop a stronger Livestock Market Operators Association with progressive programs for improving livestock auction market facilities, methods, and especially their public relations with farmers and others with whom they deal.

2. Develop a closer working relationship between livestock market operators and Extension personnel.

3. Develop a better understanding between livestock producers and market operators.

4. Set up a Livestock Market Operators Clinic.

E. Work with Other Agencies:

1. Develop a more thorough understanding of the fields of work of the State Department of Agriculture, particularly the Market Expansion Section, and its connection with Extension Service programs and personnel.

2. Create a closer working relationship between Extension Service personnel and representatives of the Market News Section of the State Department of Agriculture.

WORK TO BE DONE AND PROCEDURE

A. The Feeder Cattle Sales Organization:

1. Work closely with this organization by:

(a) Attending all their committee meetings.

(b) Keep this committee informed with facts on changing market demands and feed conditions throughout the Eastern part of the United States.

(c) Establish a procedure whereby old members cannot succeed

themselves on this committee in order that new members with new ideas will be elected to this group.

2. Keep all the individual sale groups informed on the activities of the State Feeder Cattle Sales Committee by:

(a) Distributing the summary of the minutes of each State Committee meeting to each individual sale group through their respective county agents.

(b) Attending all the individual sale group meetings possible.

3. Work with county agents in strengthening the weaker Feeder Cattle Sales Committees.

B. The Demonstrational Feeder Cattle Sales:

1. Get outlook information on prices of feeder cattle to county agents, especially during July and August.

2. Publicize through all channels available the results of each individual sale immediately after the sale.

3. Make available the results of all cooperative Feeder Cattle Sales in Virginia to the public through the use of mimeograph material, with county agents acting as dispensers.

4. The results of the year's sales will be analyzed by the specialist for trends on buying habits, demands of the buyers, and other information which can be used for guidance by the specialist and county agents in making recommendations on beef cattle production programs.

5. Analyze the sales over a several-year period to get more concrete facts to base long-range sale planning on.

6. Encourage county agents in the areas where new sales are needed to point out the advantages and possibilities of the sale program where ever

and whenever possible.

7. Through meetings and personal contacts, encourage yearling steer producers to take a more active part in planning and organizing their sales.

C. Slaughter Cattle Marketing:

1. Meet with county agents in their district meetings and discuss the slaughter cattle marketing program with them.

2. Distribute the results of each of the fat cattle sales to the county agents in the area involved.

3. Make sure the county agents are kept informed on rules and regulations pertaining to the sales.

4. Analyze the results of all slaughter cattle sales held in the state during the year and to distribute this information to county agents and others upon request.

5. Make full use of radio programs and newspaper articles to acquaint people with the program.

D. Livestock Auction Markets:

1. Assist the Auction Market Operators Association in planning the program for their 1958 annual meeting.

2. Suggest the use of Extension Service personnel and other individuals connected with V.P.I. as speakers on their program.

3. Representatives of the Virginia Livestock Auction Market Operators' Association will be asked to participate in the annual Animal Husbandry Staff meeting held each year.

4. The specialist will advise county agents to use market operators on county committees and to include them in more County Agricultural planning

meetings.

E. Work with Other Agencies:

1. The specialist will work with representatives of the State Department of Agriculture and endeavor to point out to these representatives what programs the Extension personnel can best do and, at the same time, make sure that the Extension Service personnel do not perform duties which rightfully belong to the State Department of Agriculture, Market Expansion Section and Livestock Grazing Section.

2. County Extension personnel will be asked to work with members of the State Department of Agriculture, Market News Service, especially in obtaining the results of the special sales and assisting in getting this information into the Market News Office.

3. The specialist will make available to representatives of the United States Department of Agriculture and any state group requesting information about the organizational setup and the operations of the Virginia Feeder Cattle Sales. The results of each set of special sales will be distributed to the Extension Livestock Specialists in the surrounding states.

RESULTS EXPECTED AND PLANS FOR MEASURING PROGRESS

1. The results of the three types of demonstrational Feeder Cattle Sales can be measured by comparing the prices received in Virginia with Feeder prices in some of the larger terminal markets.
2. Records will be kept on the number of cattle and percentage of cattle going to the various states and price records will give a good indication of results and trends.
3. Changes in the kind and quality of cattle, as indicated by the

grading, will offer a good measure as to producers' response to the higher prices paid for the better quality.

4. The participation and growth of the various types of sales will be a good index of their soundness and the farmers' belief in them.

5. Ability of the local committees and market operators to conduct special cattle sales without assistance from the specialist will be a measure of progress in organizational work.

Progress in Extension and Market Operator relations can be measured by the participation of market operators on local market and production committees and also their cooperation with Extension personnel.

6. Improvement in market news can be measured by the promptness of state-wide radio and newspaper reports.

7. The number of cattle consigned and the interest shown by farmers will be the measure of the enthusiasm of the feeders for such organized Slaughter Cattle Sales.

8. Effectiveness of better marketing committee organization will be reflected by the efficiency of each local marketing activity.

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