

NORTHAMPTON COUNTY

PLAN OF WORK - FISCAL YEAR, 1964

Roy U. Nottingham, County Agent
Catherine W. Revell, Home Demonstration Agt.

MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT, AND NATURAL RESOURCE DEVELOPMENT

PHASE: Vegetable Production, Fiscal Year, 1964

The Situation:

The county's chief source of income is from the production of a wide variety of vegetable crops including potatoes and sweet potatoes. All acreage is adequately fertilized, some is over-fertilized. Insect control is difficult on many crops due to insects becoming immune or resistant to many insecticides. Disease control is often inadequate.

Specific Problem:

Costs are often excessive. Measures to control diseases or weeds are begun too late in many incidences. Many farmers use pesticides unnecessarily, thus increasing production cost. Insects become immune to insecticides.

Program Objective:

To influence farmers to use all inputs judiciously, thereby minimizing cost and improving quality.

<u>TEACHING OBJECTIVES</u>	<u>SOURCES OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
To keep all farmers informed on recommendations of the Experiment Stations, especially quickly changing recommendations. Especial attention to anticipated insect infestations as predicted by Va. Truck Exp. Station Entomologist.	Publications of Va. Truck Experiment Station and V.P.I. Specialist of same.	Mass Meetings Circular Letters Press Through representatives of related industries (Fertilizer & pesticide salesmen, etc.)	Winter As needed weekly during spring, summer, & fall.	County Agent Specialist County Agent Specialist

EVALUATION:

By contacting county leaders and representatives of the agricultural industry.

MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS

PHASE: Sweet Potato Marketing, Fiscal Year, 1964

The Situation:

Sweet potato yields, per acre, in Northampton County are near the top for the entire nation. Between 1950 and 1960 the acreage increased rapidly; per acre yields were increasing at the same time. Sweet potatoes for canning and for fresh market are harvested from the same acreage. The per capita consumption of fresh market sweet potatoes has been declining rapidly for 20 years or more. The consumption of canned sweets is continually increasing however. A local group has been conducting and will continue a market promotion program for fresh market sweet potatoes. A plant to produce sweet potato flakes is receiving serious consideration.

Specific Problem:

Excessive sales to fresh market at harvest time. Inadequate storage facilities. Inadequate inclination to use storage. Some disease problems exist. Many sweet potatoes for fresh market should be culled more severely. An outlet is needed for oversize and misshaped potatoes.

Program Objective:

To encourage expansion and use of storage facilities. To reduce incidence of disease to a minimum. To improve quality of sweet potatoes sold on fresh market.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
To stimulate interest in extending sales period by use of storage	USDA Market Reports and analysis Extension Specialist	Extension sponsored mass meeting Through Va. Sweet Potato Improvement Association	Sept. and Oct.	County Agent Ext. Specialist Local Leaders
To impress on growers the economic importance of, and methods of controlling diseases and improving quality	Extension Specialist Specialist of Virginia Truck Exp. Station Numerous publications on the subject	Individual Contacts Mass meeting Commodity Organization Commodity Committee Press	Jan. Feb. March	County Agent Ext. Specialist Specialist of Va. Truck Exp. Station Div. of Markets

EVALUATION:

An actual survey of storage holding, compared with previous years, is prepared by the Division of Markets, Va. Dept. of Agriculture. This will indicate the degree of success. Observations by and statement from sweet potato shippers will indicate the degree of disease infestation as compared with previous years. Also the County Agent will observe fields at harvest time.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: CLOTHING, Fiscal Year: 1964

The Situation:

After excellent training by Mrs. Elizabeth Spielman, clothing leaders have developed an enthusiasm and desire to construct more of their own family's garments and are interested in assisting others with clothing problems.

The Specific Problem:

Homemakers need to learn more specific construction details such as application of zippers; various seams, hems, for use in different garments and to keep up with consumer information on new clothing products.

The Program Objective:

To gain knowledge and skill in construction details and through practice improve skill in handling sewing machine.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
To provide homemakers with: Know how in zipper application so that such will be a "smooth" operation in finishing a garment.	Charts Illustrated samples Cir. 882, Your Sewing Machine.	L. T. Demonstration (Have leaders make samples)	June	Agent
Opportunity to learn steps in tailoring cotton shirts (possibly blouses).	H.G. 59, "Simplified Clothing Construction" C. 785, "Sewing Today's Fabric" Fashion Sewing - Bishop p. 135 - 152	L. T. demonstration Clothing leaders to have workshop to make dem. materials.	August	Agent
Latest information on new clothing products & how to handle them	Latest consumer news & reports	Demonstration to clothing leaders who in turn will give dem. to individual clubs	October	Clothing Specialist

EVALUATION:

Provide check sheets for club members to gain information on what was learned. Observe finished garments. Be alert as to attitudes of those concerned and the knowledge they have gained.

MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: FOODS AND NUTRITION, Fiscal Year 1964

The Situation:

Homemakers are concerned with the need to conserve time, energy and money. Many work either part or full time.

The Specific Problem:

Management of time, energy and money is important to them. They are interested in trying to give their families the best meals but still are concerned with weight control, childrens parties or birthdays and unexpected guests dropping by just at mealtime.

The Program Objective:

To provide homemakers with the nutrition knowledge which will enable them to make wise decisions in choosing foods to supply nutrients needed by all.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
To provide homemakers with some nutrition facts which can aid them in planning ahead meals.	M.K. 189	Club demonstrations	Jan.	Agent
To suggest several meal plans.	B. 184, "Homemade Mixes"	Charts		
To help them plan simple meals with time a major consideration.	Current magazines	Distribute printed matter on the subject.		
To teach nutritive and caloric value of some common foods.	B. 219, "Calories Do Count"	Ldr. Trng Meeting	Feb. or March	Agent
To combat misinformation, food fads and fallacies concerning caloric intake.	Food & Nut. Sp., VPI			
Weight control.	L. 129, "Food Fads" "Food Becomes You" - Leverton Films - State Dept. of Health			

EVALUATION:

Have foods leaders devise an interesting way to check up on what homemakers have put into practice or new facts learned.

MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: A SPECIAL 4-H CLUB PLAN, Fiscal Year: 1964

The Situation:

Agents were requested four years ago to work with a special group of children at Cheriton Elementary School. These children range in grades from 2 - 7 and ages from 9 - 13 with varying levels of ability. Two groups, one with 13; the other 17.

Specific Problem:

To help these children participate in group activities that will make them more desirable members of the society in which they live.

Program Objective:

To plan a program to meet the abilities and hold the interest of this group.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
How to become part of a group.	Development Needs (T. T. Martin - Leaders 4-H Handbook)	Working together to make gifts, favors, etc.	At regular scheduled 4-H meetings throughout the school year.	Agents and Leaders
Teach them to share with other people.	PA 203 Theme prepared in Pay. Course at University of Georgia	Learning together the 4-H Pledge.		
To provide these children with things to do with their hands but at the same time put across good training in becoming better members of the group.	News articles Magazines Own experience	Studying together about safety, health, manners, etc. Making simple scrap-book for local hospital pediatric ward.		

EVALUATION:

Observe progress made by individuals as well as the group.
Discuss program with school personnel.
Discuss program with Special 4-H Committee.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: 4-H

PHASE: Securing Additional Volunteer Adult Leaders, Fiscal Year, 1964

The Situation:

Some clubs, in the county, are organized but do not have an adult leader.

The Specific Problem:

To secure and hold adult volunteer leaders.

The Program Objective:

To secure and hold volunteer leaders by developing a good leadership training program and thereby strengthening the county 4-H program.

<u>ORGANIZATIONAL OBJECTIVES</u>	<u>SOURCE OF ASSISTANCE</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
To interest qualified persons in becoming volunteer leaders.	State 4-H Staff	Canvass area to find interested and qualified people.	July or August	Agents
	District Agents Bulletin 270, Leaders Handbook The 4-H Leader's Handbook by T. T. Martin C. 727 PA 460	Plan with 4-H Staff Recruit, train and stimulate volunteer leaders.	August Sept.	State Staff All three.

EVALUATION:

Number of new leaders gained and the interest they show in the 4-H program.

Discussion to determine if the program is meeting all the needs of the leaders.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: COMMUNITY AND PUBLIC AFFAIRS

PHASE: Rural Area Development, Fiscal Year, 1964

The Situation:

The work of most farmers, farm laborers, and many non-farm people is seasonal, with the result that they are unemployed or under-employed during much of each year. Gross farm income is correspondingly spasmodic. The county RAD committee has previously considered this problem and is now studying possible alternatives to improve this undesirable condition. Chamber of Commerce and County Planning Commission are studying local conditions. They are also attempting to anticipate potential problems as result of Chesapeake Bay Bridge-Tunnel that will open in April.

The Specific Problem:

Spasmodic and inadequate income. Possible growth of recreational activities.

The Program Objective:

To stimulate a desire on the part of farm people for a production pattern that will alleviate the undesirable condition described above. To stimulate non-farm people engaged in seasonal work, to work toward a combination of employments and/or enterprises. Both of the above probably will result in more total income and more human satisfactions. To assist planning and promotional groups to recognize potential problems.

<u>ORGANIZATIONAL OBJECTIVES</u>	<u>SOURCE OF ASSISTANCE</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
To sponsor and encourage continued active study and planning by RAD committee and sub-committees, if any are deemed necessary or desirable.	Public spirited and interested persons. Public agencies Civic Organizations Publications	Continued presentation and reminding of prevailing conditions. Gentle prodding periodically. Ask assistance of local leaders and civic clubs.	All year	Professional people and others, especially interested individuals. Organized groups.

EVALUATION:

Ask the persons and organizations involved to give a frank appraisal of programs. "Are conditions any better now, or will they be improved as a result of the efforts of this committee?"

ADDITIONAL AREAS OF WORK IN EXTENSION HOME ECONOMICS

HOUSE FURNISHINGS:

- Demonstration on "Decorating on a Budget"
as a monthly program for H. D. clubs.
4-H Project - "Your Room, Pep It Up" with
emphasis on storage and care

CLOTHING:

- Special Interest Workshops
1. Tailoring
 2. Beginners Sewing
 3. Follow up on Braided and Hooked Rugs
- 4-H Projects
1. Learning to Sew
 2. Make or Remake

HORTICULTURE:

- Leader Training on "Screening Unsightly Areas"
(County Federation Program is Home & Community
Beautification)
- Cooperation on a two-county basis has been started
to enforce laws concerning unsightly areas.
Specialist will conduct leader training meeting and
leaders will present information to individual clubs.
Care of House Plants will also be a monthly demonstration.

COMMUNITY AND PUBLIC AFFAIRS:

- Cooperation with Health and Welfare Departments
1. Hospital sewing projects and special dressings.

NUTRITION:

- Special - Weight Control Group - Calories Do Count
A series of eight meetings - have plan worked out

RECREATION:

- County-wide 4-H Club Picnic
Individual 4-H Club Parties
Individual H. D. Club Family Picnics
Honor Club Picnic

FEDERATION PROGRAM OF WORK:

- Home and Community Beautification
1. Community beautification centers
 2. 4-H Community Projects
 3. Conservation
 4. Work on new Picnic Area opened in 1963
 5. Establishment and maintenance of rubbish
disposal centers.

EVALUATION:

- 4-H Achievement Day
H. D. Achievement Day
4-H Exhibits and Tours
H. D. Exhibits and Tours
County and District Contests
Short Course
Camps
Institute of Rural Affairs
District H. D. Federation Meeting

ADDITIONAL AREAS OF WORK

COUNTY AGENT

A. ECONOMICS

1. Farm Planning
 - a. Management
 - b. Rotations
 - c. Labor efficiency
2. Records (especially cost)
3. Outlook Information
4. Market Information

B. SOIL AND WATER CONSERVATION

In Cooperation with Soil Conservation District, Soil Conservation Service, and A.S.C.S.

C. FORESTRY

D. HORTICULTURAL CROPS

1. All vegetable crops
2. Strawberries
3. Ornamentals

E. AGRONOMIC CROPS

1. Forage Crops
2. Small Grains
3. Soybeans
4. Cover Crops

F. LIVESTOCK

1. Hogs
2. Beef Cattle
3. Sheep

G. ENGINEERING

1. Building Plans
2. Irrigation
3. Drainage

H. ENTOMOLOGY AND PLANT PATHOLOGY

I. PUBLIC AFFAIRS

1. Government Programs
2. Cost vs Services by Government (Local - State - Federal)
3. Farm-Urban Relationship
4. Resource Utilization

ANNUAL NARRATIVE REPORT

COUNTY EXTENSION WORK

Virginia Agricultural Extension Service

ROY U. NOTTINGHAM

Extension Agent

GATHERINE W. REVELL

Extension Agent

JOSEPH VASKO, III

Assistant Agent

EUGENE W. TAYLOR

Assistant Agent

Assistant Agent



1964

NORTHAMPTON

County

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

County Home Demonstration and 4-H Leaders have done well this year in what they have accomplished. To enumerate some:

1. County Committee met and planned county program for the year.
2. Leader attended the Leadership Conference held in Blacksburg.
3. Two 4-H Leaders attended the State 4-H Leaders Conference in Natural Bridge.
4. Thirty-four attended the District I Federation Meeting in Franklin. The outgoing President was a member of the Jamesville Club. The new Vice-President is a member of the Birdsnest Club.
5. 4-H Leaders and Committee planned and carried out fund-raising ideas to enable Senior 4-H Club to tour World's Fair.
6. Three junior leaders were in State Contests. One won Achievement award in public speaking and entered record book in national competition.
7. H. D. Rural Arts Committee planned and carried out a most successful Christmas Ideas Exhibit (this being ideas that people could use without a lot of expense), which was open to the public. Over 250 attended.
8. 4-H officers were trained by adult and junior leaders. Junior leaders assisted in project work and recreation as well as demonstrations.

Local leaders made marked improvement, this year, in their willingness and ability to give demonstrations and speak before groups. They have taken a more active part in assisting with 4-H projects and tours.

It is gratifying to know that we have leaders who have the ability and initiative to meet the challenge of changing conditions and can adjust accordingly. Their decision to carry the Federation program on "Leadership" is a step in that direction.

Since there are so few farmers in this county (370 - 1959 Census), the County Agent is quite familiar with most of them. Under this condition, it is not difficult to locate problem areas and to know the thinking of local leaders.

It is obvious that the elected officers and directors of farm organizations are leaders. A close working relationship is maintained with these groups and they are assisted in planning and executing their programs. Efforts are made to design an Extension program in harmony with their wishes.

II. PROJECT AREACLOTHING

- A. Phase - Clothing
- B. Situation: The county clothing leaders were fortunate in having some excellent training on care and use of sewing machines and various finishing details by Mrs. Elizabeth Spielman, Supervisor, Singer Company, in 1963. These leaders have developed an enthusiasm and desire to construct more of their own family's garments and are interested in assisting others who want to learn. Homemakers needed to learn more specific construction details, i.e., application of zippers, seam finishes for specific garments, professional looking detail finishes, and the latest consumer information on new clothing products.
- C. Objectives: To gain knowledge and skill in construction details and through practice, improve skill in handling sewing machines. To keep up with latest consumer information on new fabrics and other clothing products.
- D. Progress: In H. D. Clubs, clothing leaders have spent much time preparing illustrative material and samples to help them give good demonstrations in their clubs. I'm afraid, however, some club members are not as enthusiastic as the leaders and still feel sewing is too difficult for them. More about this in IV. The excellent training given by Mrs. Elizabeth Spielman, in 1963, had much to do with the enthusiasm shown by the clothing leaders and those interested. Over 225 garments were completed, during

the year, according to the report of the County Chairman. Two tailoring workshops were held. Agent was assisted by clothing leaders in conducting these. One beginners sewing construction group held a series of meetings. More work will be done in this area in the coming year.

A pattern company loan wardrobe was used to put on a Fashion Show, open to the public, conducted jointly by the county H. D. Clubs and the Senior A-H Club. This same company furnished fitting muslin shells which were used at a Special Interest Meeting to study figure types, pattern fit, and alterations.

Club demonstrations for the year included: "Zippers, Easy To Apply"; "Tailored Shirts for Men and Boys"; "New Clothing Products."

II. PROJECT AREAFOODS AND NUTRITION

A. Phase - Foods and Nutrition

- B. Situation: Homemakers were concerned with the planning and preparation of nutritious, appetizing meals for their families, as well as the need to conserve time, energy and money. Many work, at least part time, so need time and energy saving ideas to help them. They also needed to know and understand caloric values in planning meals to combat weight problems.

C. Objectives:

To provide homemakers with some nutrition knowledge that will enable them to make wise decisions in selecting and preparing foods to supply nutrients needed by all. As a result of the above, to provide and suggest ways to plan ahead to save time, to combat misinformation, and food fads.

D. Progress:

In the words of several club presidents, "our Club members seemed to enjoy the food demonstration, "Meal On A Shelf" and have certainly made use of this information received many times." This seems to be an area where many people visit unexpectedly or happen by near mealtime, so this was of concern to many homemakers. "Calories Do Count" inspired club members to plan appetizing, balanced meals with weight problems and controls in mind. They also learned to make substitutions in recipes to reduce caloric count. The training for "Cake Decorating"

was given by a local leader, who has had much experience along this line. Younger homemakers, with school children, have especially enjoyed and saved by making and decorating cakes for birthdays, holidays, and weddings.

More homemakers are taking the time to plan ahead for family meals as well as for special occasions.

II. PROJECT AREA4-H CLUBS

A. Phase - Special 4-H Club

B. Situation:

Agents were requested four years ago to work with a special group of children at Cheriton Elementary School. These children range in grades 2- 7 and ages 9 - 13, with varying levels of ability.

C. Objectives:

To plan a program to meet the abilities and hold the interest of this group. To help these children learn to work together, share together and develop some coordination. To assist these children in learning simple things but important ones that will make them better members of the society in which they live.

D. Progress:

Thirty children have been assisted and encouraged to use their hands in making favors, decorations, gifts, place mats, scarves, bird houses, Easter baskets, etc. At the same time, they learned to share, get along with others, and work as members of a group. School personnel seemed well pleased with progress made and asked that the program be continued this current year. As soon as school opened, I was told these special children asked when 4-H was going to start.

Two groups are being worked with this school year. One with children, ages 8 - 11, very slow; explanations have to be very simple and repeated often. The other group, ages 10-13, a little more ability and interest span a little longer. There are 13 in first group; 17 in other.

Three, of the group, accompanied other 4-H members to Jamestown 4-H Camp and enjoyed the experience very much.

II. PROJECT AREA4-H CLUBS

A. Phase - Securing Additional 4-H Leaders

B. Situation:

Some school clubs are organized but do not have an adult leader. This is most unfortunate because club members feel they are missing something when they attend various county meetings and meet leaders of other clubs.

C. Objectives:

To secure and hold additional volunteer 4-H leaders by developing a good training program. To interest qualified persons in wanting to become 4-H leaders.

D. Progress:

Progress in the club without a leader was very little. However, the leaders we had did a very good job. We had greater participation in county, district and state contests, which is felt was due to the influence of the leaders - both adult and junior.

Junior leaders were a good influence and assisted whenever possible with junior 4-H programs and projects.

Through the efforts and interest of experienced leaders, we now have, for the current year, leaders in all clubs. A total of eight, the most since this agent started working for Extension. One meeting for leaders has been held, with another planned and date set.

II. PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT, AND NATURAL RESOURCE DEVELOPMENT

Phase: Vegetable Production

This project was selected because vegetables, including potatoes and sweet potatoes, account for 80% or more of the county's gross farm income. Technological developments are occurring at a rapid rate, and continuous study is necessary to keep production cost as low as possible. A 1% reduction in cost may mean a 10% or more increase in net profit.

To obtain the largest possible net profit in vegetable production is the chief objective stated by local leaders. It is also their feeling that cost can be reduced by using less inputs, at the same time not reducing quality or yields per acre. Some farmers, who in years past have obviously used inputs excessively, have seen the wisdom of changing this practice and have profited thereby.

New Experiment Station findings have been brought to the attention of farmers and other agri-business interest at every opportunity. This information has been discussed at public meetings, through the press, circular letters, informal demonstrations, and individual contacts. Most farmers respect the ability of Experiment Station specialist (especially those of the Virginia Truck Experiment Station), and are eager for their latest recommendations.

Trades people, such as fertilizer and pesticide salesmen, influence farmers' decisions substantially. For this reason, the help

of this group is solicited. Most of them are quite cooperative.

In all contacts, people are urged to consider cost and ways of reducing them. This has been accomplished by some, by reducing inputs such as fertilizer, fungicides, and tillage. Most farmers use some inputs excessively. They can be reduced, and at the same time improve the quality of the product, and not reduce yields. Another example, herbicides have been substituted for hand labor. It should be noted, however, that enterprise analysis is hampered by inadequate detail in cost records.

A warning service on the probability and possibility of disease and insect infestations has been established by the Virginia Truck Experiment Station. These warnings are passed on to growers by the County Agent immediately after they are received.

Fertilizer analyses continue to get higher. This is partially responsible for over fertilization on some farms. An effort has been made to get people to think in terms of pounds of N., P., and K. and not pounds or bags of fertilizer.

II. PROJECT AREA: MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS

Phase: Sweet Potato Marketing

Per acre yields of sweet potatoes in this county are near the best in the nation. Market prices of Virginia sweet potatoes are usually lower than in other major producing states. The crop is usually profitable because of higher yields. In very recent years, yields in some southern states have been increasing. This condition will increase competition from these states. Quality of pack here has been improving slowly in recent years, and the price differential between Virginia and other states has been narrowing.

The commodity committee established the following goals for 1964 in an effort to improve the community reputation for Virginia sweet potatoes:

1. To encourage a more extensive use of storage, to reduce offerings at harvest time, and to prolong the marketing season.
2. To reduce incidence of disease, which in turn will make the product more attractive, and probably extend "shelf life."
3. To improve quality of sweet potatoes offered for sale on the fresh market by culling more severely. (This can be facilitated by developing an outlet for oversize and off-shape sweet potatoes.

One demonstration has been conducted in cooperation with specialist of V.P.I. and the Virginia Truck Experiment Station, at which time

certain economic factors were emphasized. Samples of varieties, new and old, were displayed (fresh and canned). Merits and demerits of each was considered. An improved seed certification program is in the process of being developed for the state. Its progress and potential was discussed. Pictures of improved vs unimproved strains were shown, and were quite effective.

An educational meeting for all growers and shippers was held early in the year. Cultural practices that affect quality were discussed at length. Careful handling, to avoid skinning and bruising, at all steps in the harvesting and marketing process was emphasized.

The Virginia Sweet Potato Improvement Association has been assisted in its program. Its goals are the same as above. It also has a market promotional program. The Market Promotion Section of the Virginia Department of Agriculture has done much work to assist this organization.

A sweet potato flaking plant, under consideration for 3 years or more, is still not a reality. The target date is now set for the fall of 1965. A corporation has been formed; stock sold to farmers and other local people. A canning plant has been purchased. Plans now are to can tomatoes and sweet potatoes, and flake sweet potatoes.

In evaluating, it should be noted that most packers and shippers state that the quality of product offered has definitely been better this year. Market demand has been stronger, and with less price differential between sweet potatoes from Virginia and other states.

The latter probably is due in part to lower production in New Jersey and North Carolina.

II. PROJECT AREACOMMUNITY AND PUBLIC AFFAIRS

A. Phase: Rural Area Development

B. Situation:

This county has, until now, been definitely rural with a comparatively high standard of living. Income has been derived chiefly from agriculture and agri-business interest. The work of most farmers and many non-farm people is seasonal and incomes are spasmodic. The new Chesapeake Bay Bridge-Tunnel, opened in the spring of 1964, connected this county with the urban area of Norfolk. Local leaders are concerned about the social and economic effects as this area becomes more accessible to the metropolitan area.

C. Objectives:

To make the best use of all natural resources through careful long range planning. To add additional income by developing a balanced recreational area. To encourage small industries, complimentary to agriculture, to locate in this area.

D. Progress:

The report, "Development Opportunities for Virginia's Eastern Shore", prepared for the Area Redevelopment Administration by the Economics Department of Old Dominion College has been discussed with local leaders at every opportunity. The County Agent has presented a synopsis of it to civic organizations. The County Board of Supervisors has appointed a County Planning Commission

to consider efficient land-use and possible zoning controls. The Cape Charles Chamber of Commerce currently is working on a plan to establish additional harbor facilities for small boats. Two large, resort-type, motels are to be located near the Bridge-Tunnel. Construction on one is underway; the second to be started in the spring. Assistance was given to a trailer court operator in planning an attractive court. Another individual, interested in developing campsite facilities, has been and is still being assisted. Brochures, compiled and printed by the Cape Charles Chamber of Commerce and the Eastern Shore Chamber of Commerce, are widely distributed. Both Chambers of Commerce are working diligently to interest additional small, desirable, industries to locate in this area. Such industries could relieve the spasmodic income problem. The demand for vacation accommodations and services are increasing and will, no doubt, result in more being offered.

II. PROJECT AREAOTHER ACTIVITIES

B. Other Activities

a. Horticulture

Dr. Albert Beecher presented leader training on "Screening Unsightly Areas" and "Care of House Plants." The first was especially well received. Interest on the subject had been aroused through a bi-county campaign to enforce the state law on screening and encourage landowners to clean-up and beautify property in preparation for the opening of the new Chesapeake Bay Bridge-tunnel.

In the Federation Program of Work Program, "Home and Community Beautification", club members have exchanged plants, studied bulletins on planting shrubbery, and have established a roadside picnic area to be used by the public, about ten miles north of the tunnel on Route 13. Plans are being formulated for the County Federation to purchase this property and present it to the County Board of Supervisors.

b. House Furnishings

"Decorating On a Budget" was made most interesting by some leaders while others just read furnished material. Enthusiasm on the part of the leader for her subject had a lot to do with how the demonstration was presented and received.

c. Nutrition

After club demonstrations on "Low Calorie Meals" and

"Calories Do Count", requests were received for a weight control class. Shore counties (Accomack and Northampton) planned program and used speakers, films, etc. alternately to present factual information to this special interest group. Not as much weight was lost as would be desirable but members learned a lot and are still trying to lose. Several were following doctor's orders to lose.

e. Tailoring

Two tailoring workshops were held with seventeen tailored garments completed. Clothing leaders assisted agent in this work.

f. Cooperation with Health Department

This activity included special sewing projects, the making of special dressings, pink puppets (to be given to child patients).

II. PROJECT AREAOTHER ACTIVITIES

B. Other Activities

a. Economics

Outlook information has been presented in one county-wide meeting; to a few small groups of farmers; and through many individual contacts. Several farmers have been assisted individually in making plans for their operations.

Three weeks, during this year, have been spent attending Farm Management School. An effort has been made to pass the information obtained on to local people. It is obvious that enterprise accounts would be most helpful to most farmers, but none yet have agreed to keep the necessary detailed records.

Labor problems have become increasingly acute during the year. The problem involves both quantity and quality of available labor. Many people are seeking information on mechanical harvesters and other labor saving devices. Information on the subject is quite limited. A resolution from one organization has been made to the Agricultural Conference Board, to encourage accelerated research in this field.

b. Greenhouses

The use of plastic greenhouses continues to increase for tomato plant production. Farmers have been assisted with plans for construction and management (including soils, heating, ventilation, and disease control).

c. Soil and Water Conservation

The County Agent is secretary of the Eastern Shore Soil Conservation District Supervisors. This group and the county A.S.C.S. Committee motivate the soil and water conserving program. Both groups have been assisted extensively.

d. Diseases and Insects

Problems in this field are almost constant during spring, summer, and fall. Oftentimes they become acute. Specialist of the Virginia Truck Experiment Station are of inestimable value in this field. Rapidly changing recommendations and regulations complicate the problem. Changing conditions and developments are carefully observed, and the public is advised. Pesticide salesmen are cooperative, and are used extensively as a means of communicating with farmers.

II. PROJECT AREAUNANTICIPATED ACTIVITIES

B. Unanticipated Activities

1. Outdoor Recreation Symposium

The Home Demonstration Agent and County Agent attended the Outdoor Recreation Symposium in February to receive training in assisting county people with plans for improving or establishing recreational facilities.

2. Landscape School

The Home Demonstration Agent received training in many areas from helping to develop an effective ornamental county program to lawns, landscape design, plant materials and identifications, tours, plant diseases and insects.

3. Labor Problems

There was a shortage of harvest labor, especially during the fall months. After investigating and considering new laws relative to migratory labor that become effective in 1965, it appears that this condition will probably be permanent and get worse. For this reason, some farmers are asking questions about mechanical harvesters for some crops. They are also giving consideration to making big changes in their long time plans. Several have been assisted in evaluating alternatives.

III. SUCCESS STORYSUCCESS STORY

Recognition, again this year, should go to the Northampton 4-H Club. This club is composed of high school students, who meet at school after school hours. All of the members are former grade school 4-H members with long standing records of accomplishments.

This club participates actively in County Council meetings, Honor Club activities, District Contests, Short Courses and camps.

They hold their regular meeting once a month and have special call meetings when necessary to plan or promote a project.

Club members, over a period of two years, planned and worked to achieve their goal of attending the World's Fair in New York. Many a cold Saturday was spent by this group making and delivering hot soup to friends and neighbors who had placed their order in advance. Experience in selling, planning quantity amounts, actual preparing and learning how to can and freeze are lessons these young people learned as they worked toward their goal. Rummage sales also aided them in their efforts. Clothes were collected, mended, pressed and displayed well for sale.

Much credit for the accomplishments and enthusiasm of the club is due the adult volunteer leader, Mrs. W. R. Snyder. Both Mrs. Snyder and her husband, Mr. Snyder, have worked willingly and untiringly with the club. They have entertained the group with hayrides, covered dish dinners, and loaned equipment needed to make the 4-H floats used, each year, at the annual Homecoming Football game.

Mr. and Mrs. Snyder have also served as leaders of the Northampton Honor Club.

Achievement Records have been submitted to the State by two club members. The leader has been most interested and encouraged others to enter records. Transportation is a handicap to some members that would otherwise do more junior leadership work with younger club members.

Seven senior members entered District Contests; three blue, two red, and two white ribbons were won.

Five 4-H members attended State Short Course, one winning Public Speaking Record Book award.

We like to think that the work and experiences in the 4-H program has been instrumental in influencing two senior girls, (of 4), in the club to attend V.P.I. School of Home Economics, enrolled in Clothing and Textiles.

A local sweet potato committee began studying marketing problems three years or more ago. After much investigation, it was agreed that a plant to process that part of the crop not desirable for fresh market or canning would help the industry. After much consideration, it was agreed that the establishment of a plant to manufacture sweet potato flakes (dehydrated) would be economically feasible. Then, consideration was given to establishing a new co-operative or using an existing co-op to do the job. After much discussion, and many meetings, it was agreed that a locally owned

corporation should be the answer. The firm has been established in 1964, stock sold, and a site including a canning plant has been purchased. Plans are now about complete to begin in 1965 to flake sweet potatoes, can sweet potatoes, and can tomatoes.

IV. GENERAL APPRAISAL OF PAST YEARGENERAL APPRAISAL

Weather and markets have been kind to Northampton farmers during 1964. Gross and net incomes are substantially higher than average. The usual production problems have prevailed, but marketing problems have been below normal.

Because of the small number of farmers, the County Agent is quite familiar with most of them, their problems, and their wishes. A concerted effort has been made to encourage the use of techniques more commonly associated with business organizations. More complete enterprise cost records may be the most urgent need at this time.

One of the greatest problems is to coordinate the varied phases of the Extension program. As new problems develop for local people program changes become necessary. Such things as new pesticide regulations and recommendations, or new regulations for migratory labor involve study and quick dissemination of new information.

The county's leaders are attempting to anticipate possible and potential changes that the new Bridge-Tunnel, connecting this county with the Norfolk area, may bring. Efforts are being made to stimulate desirable influences and minimize the undesirable.

Reviewing the past year of H. D. work in Northampton, many accomplishments come to mind. The greatest and most gratifying stride forward is the overall attitude towards leadership. Members show a willingness to attend training meetings and give demonstrations to their clubs or to sister clubs. A visit to a sister club, has been

selected as one of the requirements that must be met in order to receive recognition for the year. This "club visiting" gives members an opportunity to exchange views and stimulates interest in the overall county objectives.

The outgoing President of District I is a member of Jamesville Club and attended the Leadership Conference in Blacksburg. District I's new Vice-President is a member of the Birdsnest Club. Two Volunteer Adult 4-H Leaders attended the State 4-H Leaders Conference in Natural Bridge. Additional Volunteer 4-H Leaders have been secured and all 4-H clubs now have leaders. One training meeting has been held for these leaders - the date set for another.

Excellent leadership in the Senior 4-H club, agent feels, was responsible for greater participation in District and State Contests, Short Course, Camps, tours, etc. County-wide functions, planned and executed by leaders, have been most successful.

The County Committee has selected "Leadership" as the Federation Program for the coming year. 1965 shows promise of being a bright one for Extension.

SECTION I: SUMMARY OF SELECTED EXTENSION TEACHING ACTIVITIES

(See instructions in Section I for columns A-B-C-D-E-F.)

Teaching Activities	Work Done By --					
	Home Agents	Youth Agents	Agricul- tural Agents	County Total	State Staff	Grand Total
	A	B	C	D	E	F
1. Farm, home, firm and other out-of-office visits	285	71	509	865		
2. Office calls	116	5	185	286		
3. Telephone calls (received or made)	839	29	1373	2241		
4. Newspaper articles or stories:						
a. Prepared and released directly to newspapers or magazines	51	15		64	66	
b. Prepared by state office and released through county extension offices						XXXXX
5. Broadcasts made:						
a. Radio	8	6		14		
b. Television						
6. Publications distributed directly to the public	1651	180	937	2768		
7. Circular and commodity letters written	21	4	26	51		
8. Training meetings held for local leaders:						
a. Adult work (1) Number	12			12		
(2) Attendance	159			159		
b. Youth work (1) Number	13	3		16		
(2) Attendance	110	13		123		
9. Other meetings at which agents or specialists presented educational information:						
a. Adult work (1) Number	98		67	145		
(2) Attendance	1323		1278	2601		
b. Youth work (1) Number	52	5	6	63		
(2) Attendance	1077	215	148	1440		
10. Meetings held by local leaders:						
a. Adult work (1) Number	36			36		
(2) Attendance	417			417		
b. Youth Work (1) Number	6	2		8		
(2) Attendance	72	30		102		

SECTION II: PROGRAM EMPHASIS
(See instructions for Section II.)

	Days Devoted By	
	County Staff	State Staff
	A	B
11. Planning and management of the farm business	41	
12. Field crops, pasture, range (production and on-farm marketing) ..	21	
13. Soil management	21	
14. Horticulture (production and on-farm marketing)	44	
15. Forestry (production and on-farm marketing)	3	
16. Soil and water conservation, wildlife	21	
17. Plant pathology	8	
18. Entomology	12	
19. Agricultural chemicals (pesticides, additives, etc.)	4	
20. Dairy (production and on-farm marketing)		
21. Poultry (production and on-farm marketing)		
22. Livestock (production and on-farm marketing)	1	
23. Animal and poultry health	8	
24. Marketing and utilization	1	
25. Consumer education in use of agricultural products	4	
26. Agricultural engineering	10	
27. Dwellings and equipment	3	
28. Home grounds improvement	34	
29. Planning and management in the home	3	
30. Family economics	3	
31. Home furnishings	25	
32. Clothing selection and care	10	
33. Clothing construction	39	
34. Food preparation and selection	30	
35. Food preservation		
36. Nutrition	18	
37. Human relations, child development	12	
38. Health	3	
39. Safety	4	
40. Recreation	9	
41. Outlook	7	
42. Community development and resource adjustment	8	
43. Manpower development, employment information		
44. Public affairs	8	
45. Rural defense	4	
46. Leadership development	22	
47. Extension administration, organization	7	
48. Program planning	46	
49. Supervision of extension personnel	XXXXX	
50. Inservice training received	64	
51. Miscellaneous (cannot be charged to above items)	11	
52. Total days worked (items 11-51)	569	1
Of total days reported in item 52, how many were devoted to:		
53. a. Adult work	398	
b. Young adult work (ages 18-25)	5	
c. 4-H Club work	162	
d. Work with other youth and youth serving groups (within 4-H age)	4	1

54. Adult voluntary local leaders assisting in the conduct of county extension work.
(Read instructions before completing.)

	Men	Women
	A	B
a. In overall county-wide extension councils or committees, community improvement work and other work not covered below	12	16
b. In adult agricultural and related fields	12	
c. In adult home economics and related fields		80
d. In work with young adults		
e. In 4-H Club work: (Different leaders only)		
(1) Organizational leaders		6
(2) Project or subject-matter leaders		6
(3) Other adult leaders		
f. Total DIFFERENT adult leaders	19	102

HOME ECONOMICS EXTENSION WORK

55. Organized clubs or other groups continuously carrying on adult home economics extension work:

a. Number of groups	<u>9</u>
b. Number of members	<u>160</u>

56. Special audience and specific interest groups:

a. Organized by extension and worked with in home economics extension work:	
(1) Number of such groups worked with	<u>2</u>
(2) Attendance at meetings held with these groups	<u>18</u>
b. Not organized by extension:	
(1) Number of such groups worked with	<u>2</u>
(2) Attendance at meetings held with these groups	<u>65</u>
(3) Number of leaders in non-extension organized groups trained by extension during the year	<u> </u>

WORK WITH YOUNG ADULTS

Work designed to meet the continuing education needs of men and women, primarily out of school, unmarried, and in the age range of 18-25. Report all worked with of this age group regardless of whether they are also reported elsewhere.

57. Extension sponsored groups of young adults:

a. Number of groups worked with	<u>0</u>
b. Number in such groups	Men: <u>0</u>
	Women: <u> </u>

58. Number worked with through young adult programs (jointly sponsored groups, non-extension groups, and individuals not in groups). Men:

Women: 0

WORK WITH OTHER YOUTH

59. Number of youth (of 4-H Club age) worked with in addition to 4-H Club members

4-H CLUB WORK

60. Number of 4-H Clubs 6

61. Different 4-H Club members enrolled:

a. Boys	<u>74</u>
b. Girls	<u>57</u>
c. Total	<u>131</u> ✓

62. Four-H Club members enrolled by place of residence:

a. Farm	<u>110</u>
b. Rural non-farm	<u>91</u>
c. Urban	<u> </u>

63. Four-H Club members by years in club work:

a. 1st year	<u>51</u>
b. 2nd year	<u>28</u>
c. 3rd year	<u>30</u>
d. 4th year	<u>9</u>
e. 5th year	<u>5</u>
f. 6th year and over	<u>8</u> ✓

64. Four-H Club members by age groups:

a. 12 years and under	<u>99</u>
b. 13-15 years inclusive ..	<u>2520</u>
c. 16-20 years inclusive ..	<u>96</u>

65. Four-H enrollment in projects and activities:
(A member may be enrolled in more than one project or activity under each of the following groupings and should be counted each time.)

a. Agronomy (crops and soils)	<u>93</u>
b. Horticulture (fruits, vegetables, landscaping)	<u>1</u>
c. Entomology and plant pathology	<u>9</u>
d. Conservation (soil, water, forest, wildlife)	<u> </u>
e. Poultry	<u> </u>
f. Dairy	<u> </u>
g. Beef	<u> </u>
h. Swine	<u> </u>
i. Other livestock	<u>5</u>
j. Engineering (include electricity, tractor, automotive)	<u>4</u>
k. Management on the farm	<u> </u>
l. Marketing and business	<u> </u>
m. Management in the home	<u> </u>
n. Clothing	<u>24</u>
o. Food and nutrition	<u>15</u>
p. Home improvement and furnishings	<u>8</u>
q. Family life education	<u> </u>
r. Personal development (public speaking, grooming)	<u>17</u>
s. Health	<u> </u>
t. Safety	<u> </u>
u. Recreation (include crafts)	<u>31</u>
v. Community and public affairs	<u> </u>
w. Career exploration	<u>20</u>
x. Total enrollment in projects and activities	<u>232</u> ✓

66. Junior 4-H Club leaders:

a. Boys	<u>6</u>
b. Girls	<u>10</u>

SECTION III: COOPERATION WITH OTHER PUBLIC AGENCIES

(Read instructions before completing.)

	Days Devoted By	
	County Staff	State Staff
	A	B
FEDERAL AGENCIES		
67. Agricultural Research Service	1	
68. Agricultural Stabilization and Conservation Service	6	
69. Bureau of Indian Affairs		
70. Bureau of Land Management; Bureau of Reclamation		
71. Department of Commerce (Area Redevelopment)		
72. Economic Research Service		
73. Farm Credit Administration		
74. Farmer Cooperative Service	1	
75. Farmers Home Administration		
76. Fish and Wildlife Service		
77. Food and Drug Administration		
78. Forest Service		
79. Housing and Home Finance Agency		
80. Rural Electrification Administration	1	
81. Selective Service		
82. Social Security Administration; Internal Revenue Service		
83. Soil Conservation Service	3	
84. Area Authorities (TVA, etc.)		
85. USDA Defense Board		
STATE AGENCIES		
86. Civil Defense (at both state and county level)	2	
87. Health Department	2	
88. Highway Department		
89. Commissions on: Children and Youth; Juvenile Delinquency; Aging ..	1	
90. State Departments of Agriculture and Forestry	2	
91. State Department of Education (schools in general)		
92. State Employment Service		
93. Welfare Department	1	
94. State RAD Committee		
COUNTY AGENCIES		
95. Soil Conservation Districts	22	
96. Vocational Agricultural and Home Economics Departments	2	
97. County or area RAD Committees		