

EXTENSION PLAN OF WORK

CAMPBELL COUNTY, VIRGINIA

1963

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

PHASE: Agronomy - Improved Quality of Forage, Feed for Livestock, and Crops for Market - Year, 1963

The Situation:

A trend in increased forage production and quality forage has begun which we hope will continue. For all crops yields are rising steadily, a condition which should be encouraged and continued for all crops except tobacco. Tobacco yields have been increased by thicker stands and new varieties at the sacrifice of quality and desirability so far as tobacco buyers are concerned.

The Specific Problem:

Quality of forage and ensilage lower than desired. Quality of tobacco deteriorating year by year.

The Program Objective:

To improve the quality of forage and to change tobacco production methods to improve quality

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To increase the quality of all crops as a means of improving the economic condition of county farmers	Extension Agronomy Dept.	Hold agronomy committee meeting to discuss proposed program	Jan.	Agents and Specialists
	C 871 - Corn for Silage	Contact seed and fertilizer dealers concerning 1963 county agronomy practices	Jan.	Agent
	C 541 - 100 Bushels of Corn per Acre			
	L 40 - Here's How to Seed that Pasture	Make recommendations on at least 500 soil tests	Jan., Feb.	Agents and Specialists
	L 146 - Feeding Corn Silage in Beef Cattle Production			
	C 886 - Field Crops Varieties for Virginia's Piedmont			
	C 386 - Quality Flue-Cured Tobacco	Hold county-wide tobacco production meeting	Feb.	Agents, Vo-Ag, Specialists
	C 647 - Growing Fire-Cured Tobacco	Distribute corn and hay variety and fertilizer recommendations	March	Agents

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
	C 533 - Topdress Pastures C 685 - Alfalfa Seeding Suggestions	Use circular letters, news articles, and other media throughout year to distribute information on production methods		Agents
	L 143 - Forage for Livestock, There is a Difference	Emphasize variety, spacing fertilization, and irrigation of flue-cured tobacco	At the appropriate time	Agents and Specialists
	FB 2159 - Irrigating Tobacco	Furnish information on harvesting and storing corn silage	Sept., Oct.	Agents
	L 8 - Preparing Flue-Cured Tobacco for Market	Distribute harvesting, curing, and marketing information on tobacco	Oct., Nov.	Agents
	Such other publications available, as needed			

EVALUATION:

1. Ascertain number of committeemen and leaders assisting in the program
2. Make survey of quality and improvement in forages and in tobacco

Other Project Areas:

- | | |
|--|--|
| 1. Disease and insect control for both crops and livestock | 8. Forestry management |
| 2. Production practices for all crops | 9. Agricultural engineering |
| 3. Variety recommendations for all crops | 10. Poultry production |
| 4. Livestock production and management | 11. Scabies eradication program in sheep |
| 5. Improved sires and better replacement females | 12. Continuation of mastitis control program in dairy cattle |
| 6. Dairy production and management | |
| 7. DHIA and artificial breeding | |

II. PROJECT AREA: MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS

PHASE: Marketing of Livestock and Crops, Year, 1963

The Situation:

Too small a percentage of the livestock and crops are marketed in an orderly manner, causing producers to receive lower prices for their products than the standard market price.

The Specific Problem:

The majority of livestock products are not graded and sold in uniform grades; grain is sold with too high a moisture content.

The Program Objective:

To carry out an educational program with the aim of improving marketing in all phases this year, with emphasis on livestock, wheat, and tobacco

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Inform producers on health and other requirements for spring feeder sale	Sale Requirements for Virginia Sales	Circular letters to producers	Feb.	Agent
Inform producers on importance of quality in livestock production	State and Federal Grading Service	Grading demonstrations at 3 feeder sales; farmers to learn grading procedure	April & Oct.	State graders and agent
Familiarize producers with correct type and market weights	Animal Husbandry Department	Inspect herds on farm; discuss type and market weights	Sept.	Agent and livestock committee
Market wool cooperatively		Hold wool pool; have producers present for demonstration on grading and packaging of wool	June	Agent
Inform grain producers on loss from marketing high moisture grain	Agronomy Department	Circular letter to all grain producers	June through Oct.	Agent
Familiarize tobacco producers with tobacco market grades		Demonstrations, circular letters, newspaper articles	Sept.	Agent and Federal graders

EVALUATION:

1. Analyze results of sales of livestock and furnish producers information on the results and prices by grade.
2. Examine grain marketing during the marketing period and furnish producers with difference in price of high moisture grain and grain sold in proper condition

Other Project Areas:

1. Assist producers in hay marketing
2. Publicize program of better sales of forestry products with the cooperation of the Division of Forestry

III. PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Clothing, Year - 1963

The Situation:

Homemakers wish to appear well dressed. They have expressed interest in learning more about the selection of becoming styles, constructing garments which have a professional appearance, using methods of repair to achieve a professional look, and making wise use of the clothing dollar.

The Specific Problem:

Homemakers need to develop skill in the selection, construction, and care of garments in order to build coordinated wardrobes and at the same time save money for other needs of the family.

The Program Objective:

To improve skills in the construction and care of clothing

<u>TEACHING OBJECTIVE</u>	<u>SOURCE OF ASSISTANCE</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
To show homemakers how to use outlook information in making family clothing plans	Outlook information for 1963 Clothing specialists	Clothing committee meetings to plan, promote, and evaluate county program	Jan., Feb., May, Sept.	Agents and committee
To teach homemakers methods in mending, darning, and reweaving clothing	Repair Clothing with a Reweave Patch, MC-273 MC 77 - Mending or Repair of Family Clothing	Training meeting for clothing committee, HD and 4-H leaders and Home Economics teachers Method demonstrations for 18 HD clubs, community 4-H Clubs, and Brookville Home Economics students	Jan. Feb.	Specialist Leaders
To help homemakers improve skills in clothing construction by use of sewing machine attachments	Know Your Sewing Machine	Special interest meeting	Jan.	Representative, Singer Sewing Center

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To help homemakers improve skills in getting professional look in construction of coats and suits	Tailoring Manual	Training workshop Series of 6 meetings	Feb., March	Agents
To teach methods of clothing construction for beginners	C 848 - Getting Ready to Sew MC 106 - Cotton Dress Demonstration Workshop H & G 59 - Simplified Clothing Construction	Special interest workshop Series of 6 lessons - demonstrations	April	Agents
To teach homemakers how to select becoming hat styles, apply principles of good design, and techniques of hat making	MC 261 - Hat Making MC 95 - Hair, Hats, and Necklines C 889 - Selecting Becoming Hat Styles	County-wide planning meeting 2 two-day workshops	Feb. March	Agents Professional instructor in hat making

EVALUATION:

1. Use questionnaire with HD Club members to determine results of club demonstrations
2. Number of garments and hats made in special interest workshops
3. Observation of improved standards in construction of garments made before and after participation in workshops
4. Number of homemakers who report making better use of sewing machine attachments

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Food and Nutrition, Year - 1963

The Situation:

The changing pattern of family meals and the increase in the number of homemakers employed outside the home has created a need for emphasis on planning more nutritious and well-balanced quick meals.

(Food and Nutrition Continued)

The Specific Problem:

Many families do not have well-balanced meals. They need help in planning and preparing meals which meet nutritional requirements of family members, with emphasis on time-saving methods. Shopping for groceries is most often done without advance planning.

The Program Objective:

To help the homemaker serve more nutritious meals using time-saving techniques and wise buying practices

TEACHING OBJECTIVE	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To help homemakers understand reasons for cost of food	Outlook Information, 1963 C 811 C 666 USDA L 424	Meeting of county nutrition committee	Feb.	Committee and agents
	USDA B 57 Yearbook of Agriculture, 1959 Film strip, How to Stretch Your Food Dollar	Demonstration at 18 HD club meetings on buying food News articles Radio programs	Oct.	Agent
To teach homemakers techniques in planning and preparing meals using time-saving methods	Specialists	Training meetings and method demonstrations		Specialists or agents will train leaders
	Mimeographed recipes	Do ahead meals Summer meals	March June	Foods leaders Foods leaders
	MF 324 - Do Ahead Meals	Quick meals and casserole dishes	Sept.	Foods leaders
To help young homemakers meet nutritional needs of family	Specialists	Series of 6 lessons Outlined by specialist	Oct.	Agents
	Mimeographed suggestions	Special interest meetings Illustrated lectures		

EVALUATION:

1. Observations as demonstrations are given
2. Note requests for information
3. Informal survey of groups to see how many women have improved practices of buying foods
4. Questionnaire used before and after programs on nutrition

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: House Furnishings, Year - 1963

The Situation:

Homemakers are interested in applying good taste in house furnishings. They wish to develop skills in making color plans for the home, use of pictures in the home, and making draperies. New finishes on furniture has stimulated interest in giving proper care to furniture.

The Specific Problem:

There is a lack of knowledge among homemakers in the skillful use of color and accessories to create a well-coordinated home. The women want to know methods involved in making draperies and in picture framing in order to do these things for themselves, thereby making their homes more attractive at a nominal cost.

The Program Objective:

To encourage proper care of furniture in the home and make home more attractive through artistic use of color and pictures

<u>TEACHING OBJECTIVE</u>	<u>SOURCE OF ASSISTANCE</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
To inform homemakers of new trends and application of art principles in home decoration	Outlook Information, 1963 Mimeographed information MK 309 - Trends in Home Furnishings	Meeting of house furnishings committee Program at HD meetings	Feb. Feb.	Agents and committee Art in Daily Living chairmen
To give homemakers information on proper care of new and old furniture	Mimeographed information	Method demonstrations at 18 HD meetings	April	Agents

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To teach methods of selecting, framing, and hanging pictures	Mimeographed information	Leader training meeting	June	Specialist
	Specialist	Method demonstrations	July	Leaders
	Local stores	Special interest workshop on framing pictures	Oct.	Specialist
To stimulate homemakers to make color plans for their homes	Specialist			
	Stores	Leader training meeting	Oct.	Specialist
	B 264 - Color and Design C 744 - Color in Your Hands	Demonstration on color in the home at 18 HD meetings	Nov.	Leaders
To teach skills in selection of fabrics and construction of draperies	C 747	Preplanning meeting for interested homemakers	Sept.	Agent
		Workshop	Oct.	Specialist

EVALUATION:

1. Survey of number of families making color plans for the home
2. Number of homemakers framing pictures and making draperies at the workshops
3. Note requests for bulletins and other information

Other Project Areas:

Other educational work in Home Economics will be conducted in the following project areas: family economics (wills and deeds), housing, pest control, and art in daily living.

This work will be done through HD club demonstrations, special interest meetings scheduled throughout the county, newspaper articles, radio programs, and individual contacts.

IV. FOUR-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: Home Grounds Beautification, Year, 1962-1963

The Situation:

The home grounds beautification project was selected by the County Council for major emphasis in all 4-H Clubs for the year 1962-1963. The project was chosen because it could be adapted to meet needs of farm, rural non-farm, and urban boys and girls.

The Specific Problem:

Boys and girls in the county are seeking information on how to make their homes more attractive. Their knowledge of ornamentals, lawn planting, fertilization, and selection of seeds and shrubs is limited.

The Program Objective:

To provide 4-H members with information and learning experiences which will give them the knowledge to work with their families to make improvements on their home grounds

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To encourage 4-H members to assist with care of lawns	4-H project manual	Illustrated talk on how to	Jan.	Agents
	How to take a soil sample Unit I, Home Grounds Beaut. Record Book	take a soil sample Members will take soil samples from their lawns	Feb. or March	4-H members
To show importance of providing adequate plant food for grass, shrubs, and flowers	C 818 - Turfgrass Guide	Illustrated talk on care of lawn to include information on fertilization	Feb.	Agents
	B 217 - Design of the Home Grounds			
To encourage club members to learn growing habits of trees, grasses, shrubs, and flowers so as to make wise selections	C 795 - Pressing Leaves	Demonstration on how to grow flowers from seed	March	Agents
	and Flowers			
To learn to identify trees and shrubs	Mimeographed information	Demonstration on how to press & identify flowers, leaves	April	Agents
To teach proper methods of pruning shrubbery		Demonstration on how to prune shrubbery	May	Agents

EVALUATION:

1. Number of members participating in sampling of soil in their lawns and following recommendations made by county agent.
2. Check sheets and home grounds beautification record book will show results of work done by club members.

PROJECT AREA: FOUR-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: Safety, Year, 1963-1964

The Situation:

Youth can play an important role in helping to reduce accidents. The safety project will be conducted by 4-H members in 4-H Clubs on a county-wide basis. Safety will be coordinated with all 4-H projects and the appropriate RAD county committee, including civil defense activities.

The Specific Problem:

Boys and girls need to become more aware of safety hazards and ways of making safety a way of life.

The Program Objective:

To make the family unit more aware of the importance of safety

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
To help youth develop knowledge, skills, and desirable attitudes toward safety	4-H safety manual, B 190	Outline plans which have been set forth by County Council and safety committee	Oct.	Agents
	Safety handbook for leaders	Exhibit on safety displayed at Lynchburg Farm Show	Oct.	Senior 4-H members
To help 4-H Club members become better citizens through a cooperative safety program of service to others	Adult leaders	Display of hazards, with members participating in discussion on safety precautions	Nov.	Agents and members
	Safe at Home, C 722			

To encourage Club members to correct hazards or learn to live with them

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
To make communities safety conscious	Safe Use and Storage of Flammable Liquids and Gasses on the Farm, B 2156	Demonstrations at 4-H meetings on Christmas Safety	Dec.	Agents

EVALUATION:

1. Safety check sheets will show number of hazards removed in home and on farm.
2. Increased action of 4-H members to make communities safer

Other 4-H Projects

1. Light Horse and Pony

A county-wide project group will meet once a month for special demonstrations and instructions. Emphasis will be placed on management and training of the animals and sportsmanship of the Club members. Many members will be participating in horse shows throughout the area.

2. Electric

Three one-day workshops will be held in June for members taking this project. Members will be given an opportunity to learn basic electric information: fusing, wire sizes, simple electric repairs. Each school will be concluded with a tour of a well-electrified farm.

3. Town and Country Business

Rustburg Senior 4-H Club will participate in this project. A study will be made of the use of agricultural products and job opportunities related to these products. Transportation, processing, advertising, and merchandising will receive emphasis through lectures, group discussions, and tours.

4. Youth Leadership

Qualified junior leaders will assist adult leaders in providing instruction to community project groups and will serve in a leadership capacity at 4-H camp.

5. County Demonstration Contest

Adult leaders and agents will conduct a county demonstration contest to increase participation in district 4-H contests. Members will be given an opportunity to present demonstrations in a junior or senior division according to age. Ribbons will be awarded according to the Danish system, and winners in the senior division will participate in district contests.

PROJECT AREA: FOUR-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: Development and Training of 4-H Adult Leadership, Year, 1963-1964

The Situation

Adult leaders in Campbell County need training in 4-H projects, history and organization of 4-H, and in methods of working effectively with 4-H members. Agents have been working with leaders, but there has been no organized training for 4-H leaders in the county. Many are interested in organizing community project groups.

The Specific Problem:

Adult leaders have requested 4-H leader training meetings.

The Program Objective:

To provide organized training opportunities for adult leaders to strengthen the county adult leadership and increase the effectiveness of the county 4-H program

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To assist adult 4-H leaders with improving their skills, effectiveness, and confidence in working with 4-H members in local clubs	Guide Posts for Local 4-H Leaders National 4-H Club News 4-H Program Planning Guide Reenrollment publications from state 4-H department Virginia 4-H Leaders Handbook	Adult leader training meeting on working with 4-H members	Jan.	Agents
To encourage adult leader participation in planning county 4-H activities	County 4-H Club yearbooks A Guide for Use in Developing the Objectives of 4-H Club Work	Adult leaders work with 4-H member committees to plan all county events. (Share-the-Fun, Achievement Day, County Council, Honor Club, etc.) Leaders meet with agents to plan district 4-H Camp activities Agent conference with adult leaders on organizing project groups	March July Sept. May April	

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To assist adult leaders with establishment of individual 4-H project groups	4-H project manual	Leaders and agents set up project work calendar with 4-H members	May	
	Project material for each project being conducted	Leader training meetings on the various projects to be conducted in a community project group - foods, nutrition, clothing, room improvement, etc.	May and June	
To stimulate interest by local leaders in organization of a county leaders' group	State 4-H staff	Discuss organization with leaders	July	County Staff
	District Agents	Preplanning meeting with state 4-H staff and district agents	Aug.	
	Present 4-H leaders	Hold county-wide organizational meeting	Sept.	
To have adult leader organization meet at least once a year to plan leader activities and training for year	Va. 4-H Leaders' Conference at Natural Bridge (Notes from Program Ideas for 4-H Leaders)	Adult leaders decide what areas of leader training shall be provided	Sept. and Oct.	

V. PROJECT AREA: COMMUNITY AND PUBLIC AFFAIRS

PHASE: Rural Area Development, Year, 1963

The Situation:

Campbell County is in an area which is increasing in population. The area near Lynchburg is becoming more urban. Farms are becoming fewer in number, but increasing in size. A large number of part-time farmers are employed in Lynchburg, Brookneal, and Altavista.

There are many civic and community organizations which are interested in helping the county use maximum resources for future development.

The Specific Problem:

There is no county-wide committee which represents the needs and interests of all segments of the county population.

The Program Objective:

To organize and maintain an effective RAD committee and necessary sub-committees for the purpose of analyzing the county situation, determining problems, and recommending solutions.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To take the leadership in:	District Agents Chambers of Commerce Technical Panel	Meet with the technical panel	Jan., Feb.	Extension Staff
the organization the orientation the function the maintenance	RAD Releases Such other information as is available	Meeting of technical panel and steering committee	Feb.	Agents and Professional Workers
of an RAD committee and sub-committees		Call meeting of key leaders to discuss RAD	March	Agents and Dr. M. P. Lacy
		Select RAD Committee	March, April	Agents, Leaders, Technical Panel

ANNUAL NARRATIVE REPORT

COUNTY EXTENSION WORK

Virginia Agricultural Extension Service

CHARLES ELLIS

Extension Agent

MRS. ANNA B. ELCAN

Extension Agent

CAREY E. CARSON

Assistant Agent

SUZANNE MARTIN

Assistant Agent

MRS. LOUISE T. CUNDIFF

Assistant Agent



1963

**CAMPBELL
County**

T A B L E O F C O N T E N T S

	<u>Page</u>
I. INVOLVEMENT OF LOCAL LEADERSHIP IN PLANNING AND CARRYING OUT THE EXTENSION PROGRAM	1, 2
II. PROJECT AREAS	
AGRICULTURAL PRODUCTION, MANAGEMENT, AND NATURAL RESOURCE DEVELOPMENT:	
AGRONOMY	3, 4
DAIRYING	5
LIVESTOCK	6
FARM MANAGEMENT	7
ADDITIONAL PROGRAMS	8
MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS	9, 10
EXTENSION HOME ECONOMICS:	
CLOTHING	11, 12
HOME MANAGEMENT	13, 14
HOUSE FURNISHINGS	15, 16
FOODS AND NUTRITION	17, 18
ADDITIONAL PROGRAMS	19
FOUR-H AND OTHER EXTENSION YOUTH PROGRAMS:	
HOME GROUNDS BEAUTIFICATION	20
SAFETY	21
OTHER PROJECTS AND ACTIVITIES	22, 23
COMMUNITY AND PUBLIC AFFAIRS	24
III. SUCCESS STORY	25, 26
IV. GENERAL APPRAISAL OF PAST YEAR	27

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

Leaders participated in planning, conducting, and evaluating Extension programs for youth and adults. Committees representing different areas of the county met to plan county programs in Rural Areas Development, agrt culture, and home economics. Agents met with committees and provided information which helped leaders understand methods of determining problems and needs of the people in the county.

Activities of local leaders broadened the scope of the Extension programs conducted in the county. Planning committees included commodity and marketing groups, home economics committees, home demonstration clubs, and 4-H clubs.

Leaders presented studies of local conditions and analyzed needs so that committees could develop programs which would help solve existing problems. Leaders conducted meetings, gave demonstrations, prepared exhibits, organized tours, and gave information to people in their communities who were not reached through organized groups. Committees met as the need occurred to plan activities, determine future needs, and for evaluation of results.

Leaders were selected in the subject matter areas planned by county committees. Training was provided by agents, specialists, and others. Home economics specialists conducted three leader training meetings, and the home demonstration agents trained leaders for conducting four other monthly meetings of home demonstration clubs. A majority of the clubs were represented at all training sessions. Adult 4-H Club leaders and home economics committee members were invited to all training meetings. Leaders

received training in developing organizational leadership as they participated in county planning meetings, organized and conducted community meetings, and served as officers of eighteen home demonstration and forty-three 4-H clubs.

Through the junior leadership project, older 4-H Club members have received training which enabled them to assume major responsibilities in planning and conducting county-wide and community 4-H activities. These older members assisted with planning the over-all county 4-H program, including Achievement Day, Share the Fun, Honor Club, and the yearbook. Junior leaders received training as volunteer leaders, and the assistant agents met with committees to plan each of the county-wide activities.

Three leaders and the home agent participated in the first state-wide leadership training program. Key women attended from eighty counties. Mrs. S. S. Gilbert, president of the Virginia Federation of Home Demonstration Clubs, provided leadership for the program and is recognized as an outstanding leader. Other leaders from the county were Mrs. M. B. Tillotson, President, District III; and Mrs. Travis Jones Cardwell, county chairman.

An appraisal of leadership in the county would certainly include the fact that leadership abilities have been developed by both adults and young people. Volunteer leaders have participated in an increasing number of activities. They have accepted responsibilities for planning and conducting programs.

The effectiveness of programs has been increased by leaders participating in all phases. These leaders have shown interest and appreciation for the opportunities in out-of-school education.

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

Phase: Agronomy

Feed production for livestock, dairy, and poultry is still a major activity for Campbell County farmers; and in 1963 feed production became a special problem because of drought conditions. As a result of a steady rise in livestock numbers in the county, there were additional demands on the supply of feed.

An intensive agronomy program was developed in late winter to obtain an increased supply of local livestock feed, with major emphasis on increase in corn silage production, followed by hay, pasture, and grain. The production practices and recommendations of varieties furnished producers in late winter had to be changed radically, with drought practices and recommendations selected and presented to the farmers. This program was carried out by circular letters, news articles, and all other media generally used for educational purposes. One noticeable accomplishment was the large increase in the amount of silage stored; 150 farmers who had never stored ensilage before harvested substantial quantities.

However, ensilage is not of a very high quality because so few ears formed on the corn in the dry months. Some of these farmers built upright silos, others built bunkers, dug trenches and stack piles. Less than 10 per cent of a hay crop was harvested, and there was not more than a 20 per cent crop of corn for grain. An intensive information program on drought crops such as sudan, sudax, and soybeans was carried out. Despite fairly heavy plantings of these crops, only about 25 per cent of a crop was obtained. Small grain plantings in the fall for winter grazing made very

little growth and was of very little benefit this fall. Indications, however, are that we will have more than normal spring grazing on small grain.

The organized program on tobacco varieties, cultural practices, and disease control was carried out with the assistance of the tobacco subcommittee of the agronomy committee. A special effort was made to inform tobacco producers on the varieties which the tobacco companies considered most desirable, though in 30 per cent of the cases disease resistant varieties had to be used because of contamination of soils.

With the drought continuing through the growing season, emphasis was placed on irrigation and fertilization, with a high percentage of fertilizer recommendations based on soil test and soil type. Nevertheless, the tendency of farmers to over-fertilize tobacco is widespread in Campbell County, and this tendency is seemingly very hard to control.

Because of unfavorable growing conditions this year's tobacco crop was not uniform, and some of nearly all the grades of tobacco were produced. Gross income from the crop was 25 per cent below a year ago.

Some minor activities carried out under the agronomy program were pasture fertilization, liming cropland, disease control, chemical weed control with special relation to corn, and insect control. In the case of the alfalfa weevil, the heptachlor-fertilizer treatment did not control the weevil, and in most of the area spring spraying had to be initiated. This spring spraying was not too effective, and the weevil reappeared all during the growing season. This problem is one of the gravest facing alfalfa producers in this county, and as yet there is no satisfactory answer.

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

Phase: Dairying

Dairying in Campbell County consists of 34 Grade A dairies and 40 manufactured milk producers. The number of dairy units in the county has been decreasing slightly in recent years, but the size of herds has been increasing. There has been an over-all increase in milk production during these same years.

A detailed disease control program with major emphasis on mastitis control was conducted, with every dairyman in the county being contacted by farm visit for a discussion of a dairy informational program. This visit was followed up by a monthly letter of timely suggestions to use in increasing production and lowering the cost of producing milk. DHIA testing and artificial breeding are available, with both activities under the supervision of the Extension staff.

Ensilage and hay analyses were made on most of these dairy farms, and dairy rations were developed on the basis of feed value of feed on the farm in an effort to utilize the least cost ration. IBM farm records were used as a source of information to assist dairy farmers in arriving at management practices which would reduce cost of production, as well as raising the efficiency level.

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

Phase: Livestock

Livestock numbers have been on the increase for the past decade and reached a new peak this spring. Selection of breeding stock has improved in the cow herds, and the use of better bulls over a period of years is reflected in improved quality.

Educational information was made available through the different news media to livestock producers on feeding practices, culling, and insect control. The problem of the face fly has become rather serious, and so far control has been rather ineffective.

In cooperation with the State Department of Agriculture, the agent put on an intensive scabies program in the county, visited every flock of sheep, and checked for the presence of scabies, lice, and foot rot. We found no scabies in the county, very few lice, and not many cases of foot rot. All producers who had lice or foot rot in their flocks were furnished information on control methods.

The agents assisted in placing 25 registered boars and 10 registered sows. A three-way cross breeding program was worked out with six farmers to produce feeder pigs, with emphasis on the meat-type hog. Information on disease control and better feeding practices was furnished to most of the swine producers.

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

Phase: Farm Management

One of the most far reaching phases of farm management this year was brought out by the severe drought throughout the county. Because of the extreme shortage of hay, the agents were able to convince a large number of small dairymen and beef farmers to put up ensilage for the first time.

We feel confident that these farmers will realize fully the economic value of ensilage in their feeding program. We have worked also with a large number of farmers, helping them to figure their least cost feeding program through the use of a minimum amount of high priced, purchased hay for their herds.

The agents worked closely with the farmers on the electronic farm record system in helping them analyze and appraise their farm records for 1962. We worked with one of these farmers in December of 1962 to determine his approximate net income; and as a result, he traded and purchased several pieces of equipment, purchased \$1,000 worth of fertilizer, and had over \$500 worth of bulldozer work done.

Good farm records helped this farmer to make wise decisions in his farm operation, thus better utilizing his total resources.

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

Additional Programs in Extension Work

In addition to the major Extension programs mentioned, activities were conducted on ornamental horticulture, with special importance being placed on lawns. Thirteen hundred soil samples were sent in, and definite recommendations were made by the agents on all of these.

In agricultural engineering plans for farm buildings were furnished to 300 people, with a very large demand for silos. Because of the wide-spread drought, more time than usual was devoted to irrigation.

Outlook information pertaining to all major crops and activities were made available to most of the farmers in the county through personal contacts and circular letters, and to all farmers in the form of newspaper releases.

With the help of the Virginia Division of Forestry, 80 farmers were given recommendations on forestry management practices. Assistance was given a number of farmers on marketing timber and timber products.

II. PROJECT AREA: MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS

The most intensive marketing work was done in the field of feeder cattle in conjunction with volunteer leaders and a farmers' organization set up for the purpose of promoting and selling feeder calves. Four sales were held during the year: a feeder calf sale in the spring with two feeder calf sales and one yearling steer sale in the fall.

Approximately 1,800 head of feeder cattle from Campbell County were sold on a graded basis through these cooperative sales, with 80 per cent of the total going out of the state. Analysis of these sales shows that producers received from \$10-18 per head more by selling through these organized sales than they would have received from the regular weekly sales.

Because of drought conditions cattle feeding was begun in late June and is continuing through the winter. As a result, an unusually large number of foundation herds and replacement cattle was sold. The normal carryover of cattle for the winter has been reduced by 50 per cent. The Extension staff assisted in culling of herds and worked with market operators and out-of-state buyers to facilitate the movement of the cattle in the most orderly manner possible.

Local marketing facilities were overcrowded, and in some instances selling continued until the small hours of the morning. These conditions brought about a depressing effect on prices. However, by contacting out-of-state buyers and informing them of the run of cattle through the local markets, we were able to hold prices at more uniform levels than were first thought possible. In addition to the major emphasis on cattle

marketing, two cooperative lamb sales and one wool sale were conducted. After feed shortage became a certainty, Extension personnel worked with feed dealers, making arrangements for the shipment of hay into the county. Reduced freight rates were obtained on the state level, and arrangements were made with feed dealers to order hay through the regular channels. Most of the dealers made hay available at a margin of \$1 per ton, which was a great help.

To date, 428 carloads of hay have been delivered by freight. The amount of hay which has been trucked in is impossible to ascertain, but is probably a like quantity. In late July the county was declared a disaster area, and corn was made available at reduced prices from Commodity Credit.

The administration of this program was assigned to the ASC County Committee. By working with this committee, Extension personnel assisted farmers in the educational field of using this corn to the best advantage as a substitute so far as possible for high priced hay. So far, 80 forty-ton cars of corn have been obtained in Campbell County.

II. PROJECT AREA: EXTENSION HOME ECONOMICS

Phase: Clothing

Homemakers were faced with many problems, including the wide variety of fabrics available; and there was an increased interest in clothing construction. They expressed interest in learning more about the selection of becoming styles, constructing garments which had a professional appearance, saving money by learning methods of clothing repair, and making wise use of the clothing dollar.

Objectives:

1. To develop an appreciation of the use of outlook information in making family clothing plans
2. To help homemakers and youth make wise use of the clothing dollar
3. To teach recommended methods of care of clothing
4. To help homemakers and youth improve skills in clothing construction
5. To develop a greater appreciation for achieving professional appearance in construction of garments

The county clothing committee held two meetings to plan for programs which would help meet the needs and interests of the people. The home demonstration committee coordinated the recommendations and included some of the topics in their monthly programs. Activities were conducted on the following topics: study of outlook information, use of sewing machine attachments, getting the most out of your sewing machine, tailoring coats and suits, care and repair of clothing, selection of becoming styles, clothing construction, and hatmaking. Clothing committee members and program development chairmen in eighteen home demonstration clubs presented outlook information. Leaflets were distributed to members and non-members to provide

homemakers with information on consumer education. The clothing specialist trained 42 leaders of home demonstration and 4-H Clubs in methods and techniques of clothing repair, and they gave this demonstration in their communities.

Some of the leaders have become skilled in reweaving woolen patches and are recognized as specialists in their communities. Homemakers have a greater appreciation of this technique and have used the various recommended methods of repair in extending the family clothing dollar.

Special interest meetings were held on the use of sewing machine attachments, and a 4-H leader training program was held on getting the most out of the sewing machine. A representative of the Singer Sewing Center conducted the training. Two leaders have organized 4-H clothing construction groups. One leader had eighteen girls attend the first session. She divided the group into three sections in order to give more individual attention. Agents conducted a tailoring workshop at which ten of the twelve participants were not home demonstration club members. Those who attended have assisted others in their communities with tailoring problems.

Two 4-H Club girls entered the state Make it Yourself with Wool contest held in connection with the Atlantic Rural Exposition. One of the girls placed second in the wool dress division of the junior contest. Several 4-H girls took part in the 4-H dress revue during the Lynchburg Farm Show. Other 4-H members entered clothing exhibits and assisted with the organization and presentation of the dress revue program.

Several homemakers had requested classes in hatmaking. Since agents were not qualified to teach these skills, arrangements were made for interested women to attend classes conducted by a professional instructor. Agents conducted a preliminary meeting on the selection of becoming styles.

II. PROJECT AREA: EXTENSION HOME ECONOMICS

Phase: Home Management

Around one-third of the homemakers in the county are employed outside the home. Full-time homemakers have many demands on their time. Assistance is needed in the effective use of the resources of time, money, energy, and abilities. Young people need to understand the application of the management process.

Objectives:

1. To understand the effects of change on today's family
 2. To develop an appreciation of the principles of management and the application of the management process to family situations
 3. To help families develop an understanding of wise buying practices
 4. To teach use of available information in achieving good family living
- Home management committees planned for activities related to the topics of family economics, money management, food buying, outlook for 1963, wills and deeds, control of household pests, and laundering.

One of the new audiences reached was a group of young homemakers who requested a series of meetings on family economics. Members of the group were wives of military personnel stationed in the area. When transferred to another state, they planned to contact the Extension Service and continue meeting as a group on common problems.

Committee members used outlook information to inform homemakers. The management process was applied in all subject matter areas to help homemakers understand that management of time, money, energy, and abilities can be applied to all phases of family living. To help families understand the uses of wills and deeds, agents presented illustrated talks at home

demonstration and community meetings which were open to men and women. In one community the county judge was guest speaker at a program with over sixty men and women present.

The entomology specialist trained leaders of home demonstration clubs who presented programs on the control of household pests and safety precautions with insecticides and other chemicals. A tour of homes was conducted in one area of the county to show different arrangements for kitchens in addition to other ideas for house planning. Agents gave demonstrations on care of furniture at eighteen home demonstration club meetings. Homemakers were shown different methods of care recommended for different finishes of wood and metal furniture.

One hundred and twenty 4-H Club girls enrolled in the management projects of housekeeping, money management, washing, and ironing. Training programs were conducted by the assistant home agent and home economists for power suppliers. Club members, their parents, and leaders attended programs on kitchen arrangement, safety, and laundering. Girls participated in the home management contest sponsored by a local store. Nine girls entered exhibits in the county contest and were awarded prizes. Two girls placed in the area contest which was open to girls in nine counties.

Laundering was the topic for the annual Achievement Day program of home demonstration clubs. Miss Lois Fowler, professional home economist, presented the laundry fashion show. Six members modeled garments showing the results of correct and incorrect methods of laundering. One hundred and ninety members and non-members attended the program. Other methods used to inform families on phases of management were radio programs, news articles, exhibits, and bulletins placed on bulletin racks and in laundromats.

II. PROJECT AREA: EXTENSION HOME ECONOMICS

Phase: House Furnishings

Homemakers wished to provide attractive homes and surrounds for better family living. They requested programs on color plans for the home, selecting and framing pictures, and making draperies.

Objectives:

1. To inform homemakers of trends and develop an appreciation of applying art principles in home decoration
2. To teach principles of selecting, framing, and hanging pictures
3. To stimulate homemakers to make color plans for their homes
4. To teach skills in selecting and making draperies

Members of the house furnishings committee and home demonstration club leaders provided homemakers with information on trends and outlook. Art in daily living chairmen presented short programs at home demonstration club meetings to help homemakers understand the application of art principles in house furnishings.

The house furnishings specialist conducted leader training meetings on color in house furnishings; and on selecting, framing, and hanging pictures. Leaders gave method demonstrations and showed color slides to encourage homemakers to make their homes more attractive. Agents were invited to conduct a workshop on framing and hanging pictures at the fall rally of the Campbell-Appomattox Future Homemakers.

A three-day workshop on drapery making was conducted by the agents. The program originally scheduled for October was held in April in order for the project to be used to provide draperies for the renovated courthouse. The board of supervisors suggested that home demonstration club

members might participate in this educational project. Club members and others interested in learning techniques of drapery making attended the workshop and completed twenty-one pairs of draperies before the dedication program, which was attended by over 2,000 people.

The house furnishings specialist worked with the agent in planning the workshop. Assistance has also been given individual families in developing house furnishings plans. Four-H Club girls, their mothers, and leaders attended a training meeting on good light for the home. Agents presented demonstrations on light for the study center at forty-three 4-H Club meetings.

Special interest meetings, exhibits, tours, radio programs, and other mass media were used to reach families who were not members of organized groups.

II. PROJECT AREA: EXTENSION HOME ECONOMICS

Phase: Foods and Nutrition

The changing pattern of family meals and the increase in the number of homemakers employed outside the home has created the need for emphasis on planning more nutritious and well balanced meals using time-saving ideas. Since over one-fourth of the family income was spent for food, there was great interest in programs on buying food. Four-H Club girls were interested in skills of food preparation.

Objectives:

1. To help homemakers understand the relation of good nutrition to health of the family
2. To teach techniques of planning and preparing meals using time-saving methods
3. To help homemakers develop better buying habits and get good nutrition for the food dollar

The county nutrition committee met with the agents and the specialist to discuss ways of reaching families with information on nutrition. The specialists and the agents conducted two training meetings for the nutrition committee, foods leaders in home demonstration clubs, and 4-H Club leaders. Leaders gave demonstrations on do ahead meals, cool summer meals, casserole dishes, and quick meals.

The programs on buying food were given to eighteen groups by the agents. Included were programs on the importance of good nutrition, wise buying of food, deceptive packaging, and trading stamps.

Twelve 4-H leaders received training from agents on the new foods-nutrition project for 4-H members. One hundred and eighty-five girls were

enrolled in foods projects. Home economists from the local power suppliers conducted a training meeting for girls enrolled in foods projects, interested parents, and adult 4-H leaders on providing nutritious snacks for the family. Girls were given an opportunity to assist with the demonstration.

Fourteen girls enrolled in foods projects participated in a baking contest sponsored by a local gas company. Contestants submitted their favorite recipe with an essay on "Why I Would Like to Go to College." Three 4-H members were selected as winners and participated in the area bake-off contests. One member placed second in a bake-off which included twenty-four girls.

II. PROJECT AREA: EXTENSION HOME ECONOMICS

Additional ProgramsHealth and Safety

The county committee sponsored programs which would make people more aware of local conditions. Short topics were presented by committee members at club and community meetings.

The home demonstration clubs in cooperation with the American Cancer Society sponsored four community meetings at which educational films on cancer control were presented. More than 50 per cent of the home demonstration club members reported having an annual physical examination.

Civil Defense

Agents received training in civil defense recommendations at an area meeting and at the annual nutrition forum. Agents sent information to club chairmen, included suggestions at meetings held for other purposes, gave radio programs, and distributed leaflets on topics related to civil defense.

Art in Daily Living

This was the Federation program of work for home demonstration clubs. The county chairman prepared information for club chairmen showing the relation of art to all phases of homemaking. She also conducted training meetings for club leaders.

Art in daily living was used as the theme for the District III, Federation meeting. Mrs. M. B. Tillotson, district president, was in charge of the program which included: looking at paintings, by an artist; art in dining, by a home economist; and a book review. Home demonstration clubs continue to sponsor the county reading room which is the only library facility available for county-wide use. Sixty-five members received reading certificates at the Achievement Day program.

II. PROJECT AREA: FOUR-H AND OTHER EXTENSION YOUTH PROGRAMS

Phase: Home Grounds Beautification

This is a continuation of the county-wide 4-H project which was started in the fall of 1962.

Objectives:

1. Help boys and girls obtain a deeper appreciation of their homes
2. Help 4-H members discover what they can do to improve their homes and surroundings
3. Encourage 4-H members to assist with care of the lawn
4. Show the importance of proper care of indoor plants
5. Learn the proper method of pruning trees and shrubs
6. Encourage Club members to learn to identify trees and shrubs and the types best suited for their homes
7. Inform 4-H members and their families on the importance of lawn mower safety

Demonstrations were given each month on some phase of the home grounds beautification project. One of the demonstrations was on the planting of flower seeds. Seeds were planted in a peat moss cup and left for each individual club so that they might observe the growth of a flower. Pictures and drawings were used to demonstrate the correct method of pruning various types of trees and shrubs.

Each Club member was given an opportunity to take soil samples from their lawn and garden areas to determine the need for lime and the proper fertilization. Members were encouraged to prepare scrapbooks of leaves, flowers, and shrubs in order to gain knowledge in identifying the various items. Scrapbooks were judged according to the Danish system and were exhibited at the annual 4-H Achievement Program.

II. PROJECT AREA: FOUR-H AND OTHER EXTENSION YOUTH PROGRAMS

Phase: Safety

Safety was selected by the county 4-H council as the project to be given major emphasis in 1963-1964 and to be conducted as the county-wide 4-H project. This project was chosen in an effort to help 4-H boys and girls become more aware of the importance of safety in their daily lives, to help them recognize safety hazards in and around the home, and to encourage them to take the safety message back to their families.

Objectives:

1. Help young people develop knowledge, skills, and desirable attitudes toward safety
2. Help 4-H Club members become better citizens through a cooperative safety program of service to others
3. Assist Club members in recognizing safety hazards and correction methods
4. Encourage 4-H members to support safety programs conducted in their schools and communities

A demonstration on proper light for studying and reading was presented at November meetings in an effort to encourage Club members to provide a properly lighted area for study centers.

A demonstration on safety at Christmas was presented at the December meetings to help the Club members become aware of hazards that might exist.

Other demonstrations and programs have been planned throughout the year on various phases of the safety project.

II. PROJECT AREA: FOUR-H AND OTHER EXTENSION YOUTH PROGRAMS

Phase: Other 4-H Projects and Activities

In addition to the home grounds beautification project, all 4-H members were given the opportunity to select additional projects from both the home economics and agricultural fields.

Light Horse and Pony Project

This is a county-wide project group in which the leaders and members plan their programs and activities. This program was conducted by 4-H leaders with the help of cooperating business leaders. Some of the meetings included tours, demonstrations, and trail rides.

One of the Club members in this project was invited to two nearby counties to explain the organization and operation of the group. Two of the members rode professionally in New York, Ohio, and New Mexico during the summer.

Electric Project

Two one-day 4-H electric workshops were held in July at which members were given basic electric information on fusing, wire size, simple electrical repairs, and lighting. Each school ended with a tour of a well electrified farm.

Town and Country Business Project

The Rustburg Senior 4-H Club sponsored the town and country business project for interested members in the Rustburg area. Various types of job opportunities were observed, both directly and indirectly related to agriculture. This project was conducted with the cooperation of various business leaders who served as instructors in their particular fields.

Each phase of the program involved a meeting at which the topic was discussed, followed by a tour of the plant or business.

County Demonstration Contests

The first county-wide 4-H demonstration contest was held in March with the assistance of many adult and junior 4-H leaders. Each group was scored according to the Danish system, and appropriate awards were presented.

The county 4-H Share the Fun program was conducted as a separate contest because of the large number of members involved. County winners in the senior division were among the top ten in the state. Winners in the junior division were awarded trips to the junior 4-H camp.

Summer Encampments

Both junior and senior leaders met at the 4-H camp site one week prior to the 4-H camp for definite training on their duties and responsibilities in connection with camp.

Junior Club members from Campbell County attended the district camp at Holiday Lake. Senior Club members attended State Short Course, State Conservation Camp, and Senior 4-H Camp at the Southwest Virginia 4-H Center at Abingdon.

Approximately 12 per cent of the Club members attended one or more encampments and short courses during the summer.

II. PROJECT AREA: COMMUNITY AND PUBLIC AFFAIRS

The Extension Service has cooperated with the Virginia Commission of Game and Inland Fisheries and the Soil Conservation Service in surveying three recreation areas. Plans are being made to develop these areas in cooperation with the national recreation program.

County-wide distribution of information on the Peace Corps, its functions, and activities has been handled through the office. Application forms have been made available.

Information on the International Farm Youth Exchange program and International Understanding has been presented at adult and 4-H meetings.

In the county civilian defense plan, the county agent is director of services in the wholesale area, including food, fuel, and electricity. A plan has been developed for use in case of an emergency. Educational information on survival in emergency for both humans and livestock has been presented to people in the county through pamphlets, meetings, and mass media.

The Keep America Beautiful program was stressed at regular meetings of the eighteen home demonstration clubs, forty-six 4-H clubs, and other groups with whom the agents met.

Agents have worked with two community groups which have community centers. Another community is developing plans for building a center. In the Gladys community all organizations work together in a plan for roadside and community beautification. The home demonstration agent attended the Human Relations-Human Development workshop in Washington, D. C. Information has been used in working with individuals and groups.

III. SUCCESS STORY

Courthouse Renovation

The Extension Service participated in educational projects during the renovation of the county courthouse building. At the request of the board of supervisors, agents supervised the projects related to landscaping and window treatments.

The county agent made recommendations for fertilizing, planting, and maintenance of the grounds. The landscape plan was drawn by A. S. Beecher, horticulturist. Some of the plant species used are not commonly grown in the area and will serve as an educational demonstration. Interesting people can observe use of species and adapt to their own situations.

Window treatments were needed for twenty-one windows in the newly renovated courthouse. In order to make this an educational project, agents organized workshops on drapery making. Assistance in planning the workshop was given by the house furnishings specialist.

Some of the women attending the workshops had no previous contact with the Extension Service. Instructions were given on techniques in drapery making. Women worked in small groups, applying methods which had been learned. A home demonstration club member gave valuable assistance in supervising the project. Others who attended have become volunteer leaders in this area of house furnishings.

Over 2,000 people attended the dedication program and observed the results of the window treatment and landscape projects. They have continued to be used as examples of recommended practices. Before and after pictures were taken by the assistant county agent to be used in the dedication program and to become a permanent part of the county's history.

III. SUCCESS STORY

New Leader...New Opportunities for 4-H Members

The county clothing committee scheduled a tailoring workshop, and announcement of the preliminary meeting was made in a local newspaper. Mrs. Robert Cann, who had recently moved to the county, saw the notice and enrolled in the class at the first meeting. She drove sixteen miles to attend all sessions.

Having a daughter enrolled in a school 4-H Club, she expressed interest in assisting members with project work. She became more interested after being asked to become a 4-H leader.

A few months later she participated in the training program for 4-H leaders on getting the most out of the sewing machine. Mrs. Cann was so much impressed with the potentials of the 4-H program that she organized a clothing project group. Eighteen girls in the neighborhood came to the first meeting.

In order to give more individual help in clothing construction, she divided the group into three sections. The entire group meets once a month with a sub-group meeting each week.

Mrs. Cann has been enthusiastic about the opportunities available through Extension programs. She has joined a home demonstration club and is an influence on other homemakers in the area.

IV. GENERAL APPRAISAL OF PAST YEAR

The Extension programs have reached families with information on all phases of agriculture and home economics.

New audiences have been reached in the home economics phases through more special interest meetings, workshops, and programs presented for organizations other than Extension. Educational publications have been made available to the public through bulletin racks in laundromats and other public places.

Home demonstration club leaders have attended training meetings conducted by agents and specialists. They have assumed the responsibility for a majority of the monthly club programs, in addition to special interest activities.

Agents have worked with six community 4-H clubs and forty-three school groups. Leaders have assumed more responsibility for community and county-wide activities. Although a county leaders' organization has not been formed, progress has been made in strengthening the volunteer adult leadership program.

There has been an increase in membership of the 4-H senior clubs. Greater interest has been shown by attendance at meetings; participation in community, county, district, and state events; and conducting local club programs.

Farm people, in general, realize that their economic interests stem beyond their farm and community boundaries.

1963
 ANNUAL STATISTICAL REPORT
 OF
 COUNTY EXTENSION WORKERS

January 1, 1963 - December 31, 1963

County Campbell

Submitted By:	<u>Charles Ellis</u>	<u>County Agent</u>
	Name	Title
	<u>Miss Anna B. Elcen</u>	<u>Home Demonstration Agent</u>
	<u>Camp E. Carson</u>	<u>Asst. County Agent</u>
	<u>Suzanne Weston</u>	<u>Asst. H.D. Agent</u>
	<u>Miss Anissa T. Cundiff</u>	<u>Asst. H.D. Agent</u>
	_____	_____

Approved By:	_____	_____
	Date	State Extension Director

Issued in furtherance of cooperative extension work in agriculture and home economics, acts of May 8 and June 30, 1914, in cooperation with the U. S. Department of Agriculture. W. H. Daughtrey, Director of Extension Service, Virginia Polytechnic Institute, Blacksburg, Virginia.

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	Agricultural Agents	County Total	State Staff	Grand Total
	A	B	C	D	E	F
1. Farm, home, firm and other out-of-office visits	918	593	1198	2709		
2. Office calls	319	162	1780	2261		
3. Telephone calls (received or made)	910	261	2255	3426		
4. Newspaper articles or stories:						
a. Prepared and released directly to newspapers or magazines	50	34	16	100		
b. Prepared by state office and released through county extension offices			17	17		XXXXX
5. Broadcasts made:						
a. Radio	45	16	4	35		
b. Television			1	1		
6. Publications distributed directly to the public	6696	6767	11362	24825		
7. Circular and commodity letters written	52	94	65	211		
8. Training meetings held for local leaders:						
a. Adult work (1) Number	37	1	5	43		
(2) Attendance	568	38	71	677		
b. Youth work (1) Number		14	1	15		
(2) Attendance		124	10	134		
9. Other meetings at which agents or specialists presented educational information:						
a. Adult work (1) Number	132	35	34	201		
(2) Attendance	2070	535	702	3307		
b. Youth work (1) Number	64	159	209	462		
(2) Attendance	1625	3573	3756	8954		
10. Meetings held by local leaders:						
a. Adult work (1) Number	99	25	3	107		
(2) Attendance	1074	413	46	1533		
b. Youth work (1) Number	18	30	5	53		
(2) Attendance	215	426	54	695		

14,742 ✓ 19,350 ✓ 21,094 48,766 ✓

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)..	64	
13. Soil management	2	
14. Horticulture (production and on-farm marketing)	1	
15. Forestry (production and on-farm marketing)	7	
16. Soil and water conservation, wildlife	2	
17. Plant pathology	6	
18. Entomology	12	
19. Agricultural chemicals (pesticides, additives, etc.)	3	
20. Dairy (production and on-farm marketing)	28	
21. Poultry (production and on-farm marketing)	2	
22. Livestock (production and on-farm marketing)	45	
23. Animal and poultry health	15	
24. Marketing and utilization	25	
25. Consumer education in use of agricultural products	3	
26. Agricultural engineering	22	
27. Dwellings and equipment	13	
28. Home grounds improvement	87	
29. Planning and management in the home	43	
30. Family economics	29	
31. Home furnishings	42	
32. Clothing selection and care	34	
33. Clothing construction	39	
34. Food preparation and selection	39	
35. Food preservation	5	
36. Nutrition	22	
37. Human relations, child development	7	
38. Health	7	
39. Safety	36	
40. Recreation	4	
41. Outlook	30	
42. Community development and resource adjustment	14	
43. Manpower development, employment information	3	
44. Public affairs	25	
45. Rural defense	10	
46. Leadership development	36	
47. Extension administration, organization	39	
48. Program planning	97	
49. Supervision of extension personnel	XXXXX	
50. Inservice training received	100	
51. Miscellaneous (cannot be charged to above items)	26	
52. Total days worked (items 11-51)	1070	✓
Of total days reported in item 52, how many were devoted to:		
53. a. Adult work	684	
b. Young adult work (ages 18-25)	11	
c. 4-H Club work	364	
d. Work with other youth and youth serving groups (within 4-H age)	11	✓

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	15	73
b. In adult agricultural and related fields	26	
c. In adult home economics and related fields		239
d. In work with young adults		
e. In 4-H Club work: (Different leaders only)		
(1) Organizational leaders	7	48
(2) Project or subject-matter leaders	7	12
(3) Other adult leaders	2	10
f. Total DIFFERENT adult leaders	57	291

HOME ECONOMICS EXTENSION WORK

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

a. Number of groups	<u>18</u>
b. Number of members	<u>468</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>12</u>
(2) Attendance at meetings held with these groups	<u>258</u>
b. Not organized by extension:	
(1) Number of such groups worked with	<u>7</u>
(2) Attendance at meetings held with these groups	<u>178</u>
(3) Number of leaders in non-extension organized groups trained by extension during the year	<u>37</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	_____
b. Number in such groups	Men: _____
	Women: _____

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

Men:	<u>42</u>
Women:	<u>90</u>

WORK WITH OTHER YOUTH

59. Number of youth (of 4-H Club age) worked with in addition to 4-H Club members 107

4-H CLUB WORK

60. Number of 4-H Clubs 48 63. Four-H Club members by years in club work:

61. Different 4-H Club members enrolled:		a. 1st year	<u>523</u>
a. Boys	<u>491</u>	b. 2nd year	<u>326</u>
b. Girls	<u>647</u>	c. 3rd year	<u>159</u>
c. Total	<u>1138</u> ✓	d. 4th year	<u>83</u>
		e. 5th year	<u>18</u>
		f. 6th year and over	<u>29</u> ✓

62. Four-H Club members enrolled by place of residence:		64. Four-H Club members by age groups:	
a. Farm	<u>339</u>	a. 12 years and under	<u>954</u>
b. Rural non-farm	<u>490</u>	b. 13-15 years inclusive ..	<u>157</u>
c. Urban	<u>309</u> ✓	c. 16-20 years inclusive ..	<u>27</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>39</u>
b. Horticulture (fruits, vegetables, landscaping)	<u>1234</u>
c. Entomology and plant pathology	<u>87</u>
d. Conservation (soil, water, forest, wildlife)	<u>48</u>
e. Poultry	<u>8</u>
f. Dairy	<u>36</u>
g. Beef	<u>33</u>
h. Swine	<u>18</u>
i. Other livestock	<u>94</u>
j. Engineering (include electricity, tractor, automotive)	<u>156</u>
k. Management on the farm	<u>15</u>
l. Marketing and business	<u>108</u>
m. Management in the home	<u>207</u>
n. Clothing	<u>184</u>
o. Food and nutrition	<u>82</u>
p. Home improvement and furnishings	<u>19</u>
q. Family life education	<u>3</u>
r. Personal development (public speaking, grooming)	<u>41</u>
s. Health	<u>3</u>
t. Safety	<u>41</u>
u. Recreation (include crafts)	<u>3</u>
v. Community and public affairs	<u>3</u>
w. Career exploration	<u>3</u>
x. Total enrollment in projects and activities	<u>2405</u> ✓

66. Junior 4-H Club leaders:

a. Boys	<u>7</u>
b. Girls	<u>14</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	11	
68. Agricultural Stabilization and Conservation Service	42	
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	5	
74. Farmer Cooperative Service	8	
75. Farmers Home Administration	5	
75. Fish and Wildlife Service	2	
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	8	
83. Soil Conservation Service	14	
84. Area Authorities (IWA, etc.)		
85. USDA Defense Board	1	
STATE AGENCIES		
86. Civil Defense (at both state and county level)	10	
87. Health Department	4	
88. Highway Department	2	
89. Commissions on: Children and Youth; Juvenile Delinquency; Aging .		
90. State Departments of Agriculture and Forestry	14	
91. State Department of Education (schools in general)	3	
92. State Employment Service	9	
93. Welfare Department	3	
94. State RAD Committee	3	
COUNTY AGENCIES		
95. Soil Conservation Districts	3	
96. Vocational Agricultural and Home Economics Departments	9	
97. County or area RAD Committees	8	

1963

PLAN OF WORK

CAMPBELL COUNTY

M. W. Madison, Local Home Agent

C. A. Elliott, Local Farm Agent

MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION

PHASE: Agronomy - Tobacco Production - 1963

The Situation:

Tobacco is one of the major cash crops in this county. The type of soil most suitable to its production is becoming more and more scarce, because of the cropping system. Tobacco farmers have begun irrigating tobacco, using more fertilizer, spacing closer, and topping higher to get higher yields which have produced poor quality tobacco in many instances. There is still much injury being caused by insects and diseases, nematodes and black shank are among the most important considerations. Farmers are not following recommended practices of fertilizing according to soil test.

The Specific Problem:

Low quality and poor yields

The Program Objective:

To improve the quality and raise the yield of tobacco per acre.

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
1. To increase the understanding of tobacco growers in plant bed management, spacing, fertilizing, varieties, topping and marketing of the crop.	VPI. Cir. 437, "Managing Your Tobacco Plant Bed"	1. Select and train fertilizer demonstrators	Jan.	Agent Demonstrators
	Extension Tobacco Specialists	2. Submit soil samples from demonstrators with tobacco	Jan.	Agent, Specialist Demonstrators
	VPI. Bul. 97, "A Handbook of Agronomy"	3. Send circular letters, bulletins and make farm visits to individual tobacco farmers	Feb. -	Agent, Agronomy Committee
	VPI. Bul. 183, "Fertilizer Recommendations for Virginia"		April	
	VPI. Cir. 386, "Quality Flue-cured Tobacco"	4. Visit demonstrators and set up community meetings.	April- May	Agent, Agronomy Committee
	VPI. Bul. 152, "Important Tobacco Diseases and Their Control in Virginia"	5. Hold community meetings at demonstrations	April- Aug.	Agent
2. To develop the skills of these growers so they can apply information gained in these practices.	VPI. Leaf. 32, "Fertilizer Placement for Tobacco"	6. Circular letters, bulletins and farm visits on controlling insects, diseases and suckers.	June- July	Agent, Agronomy Committee
	VPI. Cir. 647, "Growing Flue-cured Tobacco"			
	VPI. Cir. 594, "Curing Flue-cured Tobacco in Modern Barns"			

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
	VPI. Cir. 484, "Have Good Lights for Sorting Tobacco"	7. Tour of Research Station	Aug.	Agent, growers
	VPI. Cir. 884, "Preparing Fire-cured Tobacco for Market"	8. Hold community meeting at demonstrators	Aug. Oct.	Agent Demonstrators
	VPI. Leaf. 8, "Preparing Flue-cured Tobacco for Market"	9. Write up demonstration results	Sept.- Nov.	Agent Demonstrators
		10. Select and train demonstrators for weed control demonstrations	Sept.- Oct.	Agent Demonstrators
		11. Conduct sorting and grading demonstrations	Oct.- Nov.	Agent Specialists Demonstrators
		12. Plan and project program for 1964	Dec.	Agent, Agronomy Committee
		13. Secure and organize material for new plan	Dec.	Agent, Agronomy Committee

Evaluation:

1. Keep record of agronomy committeemen participation in activities
2. Keep record of number of demonstrators and their completion and accomplishments
3. Through formal and informal methods determine number of tobacco farmers who visited demonstrations and attended meetings.
4. Through observation and other formal methods a long range evaluation on number of farmers changing practices and their results in increased yields and improved quality will be obtained.

MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION

PHASE: AGRONOMY - PASTURE AND HAY CROPS 1963

The Situation:

Good pasture and hay crops are the key to good livestock production. These crops provide the cheapest source of livestock feed and will do much to conserve the soil that other-wise would erode under cultivated crops. Pasture and hay crops are generally of low quality and yield. Good management practices are not being followed to sufficiently insure farmers a source of cheap feed.

The Specific Problem:

Inadequate acreage and low quality pastures and hay crops.

The Program Objective:

To increase the yield and quality of pasture and hay crops

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
1. To increase the knowledge and understanding of farmers who grow hay crops and pastures on recommended practices for these crops	Extension Agronomy Specialists VPI. Bul. 194, "Your Cheapest Food—Good Pastures"	1 Send circular letters and bulletins, related material on seeding pastures to farmers.	Feb.	Agent
	VPI. Bul. 183, "Fertilizer Recommendations for Virginia" Cir. 334, "Alfalfa Production in Virginia"	2 Hold community meetings at demonstrations	Mar.- May	Agent Agronomy- Committee
2. To develop the skills of these growers so that they can apply these practices.	Cir. 533, "For Top Pastures—Top Dress" Cir. 615, "Grow More Feed With a Forage Program"	3. News articles, radio programs, farm visits on top dressing pastures and hay crops.	Feb.	Agent
	VPI, Cir. 684, "Liming for Efficient Crop Production" Cir. 739, "Forage Mixture for Year-round Feeding.	4. Hold weed control demonstration 5. Hold community meeting at hay and pasture demonstration	July July- Sept.	Agent, demonstrators Agent demonstrator farmers Agent
		6. Select and train demonstrators for alfalfa production	July	Agent

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
		7. Submit soil samples for demonstrators for alfalfa production	Aug.- Sept.	Agent demonstrators
		8. Explain ASC program on cover maintenance	Nov.- Dec.	Agent demonstrators
		9. Hold pasture and hay crop school on management	Nov.	Agent Specialist
		10. Secure and organize material for new plan	Dec.	Agent Agronomy- committee
		11. Plan and project program for 1964	Dec.	Agent Agronomy- committee

EVALUATION:

1. Participation by agronomy committee and demonstrators will be recorded
2. Records of number of demonstrators, and their completions and accomplishments
3. Record number of farmers visited demonstrations and understood the practices being taught
4. Long range evaluation to determine number of farmers adopting practices taught through this program.

A MAJOR EMPHASIS - EDUCATIONAL PLAN
PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Food and Nutrition

The Situation:

Realizing more than ever before that feeding the family well balanced meals is a real problem and that it requires a knowledge of nutritious foods, the homemakers in the county are desirous of educational information that would enable them to select, plan, prepare and serve well balanced meals economically.

The Specific Problem:

Most homemakers lack information in preparing and serving well balanced meals--spending their food money wisely and conserving food for family use.

The Program Objective:

To encourage families to serve nutritious meals.

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
1. To teach the foods one should eat for best health and develop appreciation for what they contribute to the way one feels, looks and behaves.	VPI. Pul. 30--Food For Children	1. Demonstrations	Jan.-	Agent
	VPI. Pul. 32--Food for Older People	2. Use of Food charts, food models	Mar.	Members
2. To get people to know what constitutes an adequate diet for all ages.	VPI. Pul. 208--Meal Preparation Food Models, Meal Charts Basic Four Charts	3. Film strip	Jan.	Agent
	Magazines: Forecast for Home Economist Whats New in Home Economics	4. Distribution of bulletins, leaflets pamphlets on related topics	Jan.- Mar.	Agent
3. To help homemakers plan, prepare and serve attractive well balanced meals that meet the body needs and making eating a pleasure.	Film strips	5. Group discussions	Jan.-	Agent
	Food & Nutrition Outlook-1963	6. Radio broadcast	Mar.	Members
		7. Circular letters	Jan.-	Agent

EVALUATION:

Through the use of questionnaires determine whether homemakers apply the fundamentals of nutrition in selecting, purchasing, preparing family meals
Through group discussions determine the interests and attitudes of homemakers who have improved their practices in feeding the family balanced meals.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Home Furnishings

The Situation:

The average homemaker in the county is interested in better furnishings for the home. They are concerned about designs, structure, durable fabrics, and more desirable arrangement. Educational information in this area would enable them to have more attractive, convenient and comfortable homes for family living.

The Specific Problem:

Most homemakers in the county are in need of information in arranging, purchasing and caring for furnishings

The Program Objective:

To enable homemakers to appreciate convenient, attractive, comfortable homes and surroundings.

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
1. To help homemakers create more comfortable convenient and attractive homes	VPI. Bul. 508-Furniture Arrangement	1. Study floor plans	May	Agent Members
2. To help homemakers improve their selection of furniture and equipment	VPI. Bul. 185-New Life For Your Furniture Magazines: Whats New in Home Economics Forecast for Home Economists	2. Demonstrations: a. furniture arrangement b. cleaning equipment c. accessories	May- July	Agent Members
3. To teach scientific methods for care of furnishings	Film strips	3. Tour furniture stores and factories	June	Agent Members
4. To help families make wise use of installment buying.	Specialist Assistance VPI. Bul. 209-Beauty in Home Furnishings	4. Discuss practical fabrics 5. Discuss Installment buying 6. Distribute bulletins and pamphlets on related topics	June July July	Agent Members Agent Agent
		7. Home visits	July	Agent

EVALUATION:

Check skills taught by making home visits and personal contacts
In group meetings discuss progress made toward reaching goals.

MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: 4-H AND OTHER YOUTH PROGRAMS

PHASE: ENLARGING THE 4-H PROGRAM

The Situation:

There are approximately 2000 boys and girls between the ages of 9-20 in this county. The 4-H program presently is reaching about one-fifth of the boys and girls with club work. There are 45 adult leaders working with 358 members. There is a need for a greater number of leaders so as to expand the program and offer the program to a greater number of boys and girls. There is an ever growing acceptance of the 4-H program by the public and a greater number of boys and girls who could benefit from this program.

The Specific Problem:

There is a need for a stronger adult and junior leadership program so as to provide more help for a greater number of boys and girls.

The Program Objective:

To expand the 4-H program so as to reach a greater number of boys and girls.

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
1. To assist leaders to acquire knowledge in:	State 4-H Staff	1. Attend State and district meetings	Jan.- Dec.	Agents, leaders members
a. Program planning to meet needs and interests of members	Local professional workers	2. Conducting county-wide activities and meetings	Mar.- Dec.	Agents, Leaders, Members
b. Recruiting other leaders into the program	VPI. Bul. 270, "4-H Club Leaders Handbook"	a. Achievement program		
	VPI. Bul. 866, "The Community 4-H Club"	b. Rural Life Sunday		
	VPI. Cir. 86, "County Council of 4-H Clubs"	c. National 4-H Week Observance		
c. Project instructions	VPI. Bul. 255, "4-H Project Manual"	d. Tours		
2. To assist 4-H leaders skills in carrying out their responsibilities	VPI. Cir. 677, "Join a 4-H Club Today"	3. Special interest workshops	June- Sept.	Agents, leaders specialists members
	VPI Cir. 724, "4-H Club Facts"	4. Hold a program planning meeting	July	Agents, leaders Council members
3. To teach the public the value of the 4-H program.	Bulletins, circulars and leaflets on special projects instructions.	5. Participating in intra-county exchange program	July- Aug.	Agents Leaders members

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
		6. Hold Yearbook Planning meeting	Aug.	Agents Leaders Council- members
		7. Provide leaders training meeting	Aug.	Agent Leaders Specialist
		8. Appraise and evaluate program	Dec.	Agent Leaders Members
		9. Summarize achievements analyse and plan for new program	Dec.	Agent Leaders Members

EVALUATION:

1. Observe leaders participation in training experiences
2. Observe and record leaders increased knowledge and skill in carrying out responsibilities
3. Record number of new leaders recruited by old leaders
4. Note increased enrollment of members and new clubs organized
5. Observe and record public acceptance and support of club work.

MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: COMMUNITY AND PUBLIC AFFAIRS

PHASE: Leadership Development Through And For Organizations

The Situation:

The rapid change from a strictly rural county to one in which there are many new industries, subdivisions and a rapidly growing metropolitan city has brought many problems to every aspect of life to the county. Rural people must be concerned with problems beyond their immediate land boundaries. Intelligent decisions on public affairs must be made and in order to make wise decisions the people must have facts and ideas from many fields. Farm quotas, tax structures, social security, civil defense and programs of general nature as well as world affairs are some of the problems facing farmers as well as rural dwellers. A knowledge of the underlying forces and an understanding of all sides are needed for making effective and desirable decisions.

The Specific Problem:

There is need to develop well trained leadership that can carry on an educational program in the area of public affairs.

The Program Objective:

To provide a trained leadership in public affairs through program development.

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
A. Assist leaders and potential leaders to:	Sociology Specialist, local professional workers, VPI.	1. County 4-H Leaders meeting	Monthly	Agents, leaders specialists
1. Understand the art of leadership	Bul. 211, "Organizing Community Improvement Clubs"	2. Hold Advisory Board meetings	Quarterly	Agents, leaders specialists
2. Be familiar with certain public policies affecting society	VPI. Cir. 688, "Virginia Town and Country Institutes"	3. Committee training meetings	Jan. - Dec.	Agent, members specialists
3. Learn the processes of program development	VPI. Cir. 727, "Developing Local Leadership"	4. Community & County meetings on subjects as:	Jan.- Dec.	Agent Leaders Specialists Public
	VPI. Cir. 772, "Making Meetings Effective"	a. zoning		
	VPI. Cir. 808, "Virginia's Rural Youth Citizens in the Making"	b. civil defense		
		c. insurance needs		
		d. wills and deeds		
B. To assist leaders in developing skills needed for the above tasks.		5. Hold 4-H Council meetings	July Oct.	Agent, leaders Council members

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
	VPI. Cir. 870, "Committees- How To Select and Use Them"	6. Citizenship Workshop	June July	Agents, 4-H members leaders
		7. Training meeting on art of leadership	Oct.	Agent Specialist

Evaluation:

1. Record number of leaders attending training meeting.
2. Test skills taught by observing participation and assuming of responsibility by leaders
3. Through personal contact and questionnaires determine amount of dissemination of information on public affairs is being carried on by trained leaders.

OTHER AREAS OF WORK

- I. Agricultural Production
 - A. Farm Management
 - B. Conserving Natural Resources
- II. 4-H & Other Youth Work
 - A. Strengthening Organizations
 - 1. 4-H Club
 - 2. 4-H Council
 - 3. 4-H Leaders Association
 - B. Developing New Programs
- III. Better Health
 - A. Improving Sewage Disposals
 - B. Improving general Appearance of Home and Individual Members
- IV. EXTENSION HOME ECONOMICS
 - A. Home Grounds Beautification
 - B. Drapery Making

ANNUAL NARRATIVE REPORT

COUNTY EXTENSION WORK

Virginia Agricultural Extension Service

C. A. Elliott

Extension Agent

Mary W. Madison

Extension Agent

Assistant Agent

Assistant Agent

Assistant Agent



1963

Campbell

County

Pasture and Hay Crops

Good pastures and hay crops are the key to good livestock production. Since livestock production is gaining in importance as a source of income in the county, these crops can be the key to profit or loss on many livestock farms. This phase was chosen for major emphasis because good pastures and hay crops will produce the cheapest livestock and livestock products.

The program objective for this project area is to increase the yield and quality of pasture and hay crops. We set out to reach this objective by 1. teaching farmers who produce these crops the practices necessary for efficient production of them. 2. developing their skills necessary to accomplish this objective.

In meetings, at demonstrations and on radio programs farmers were given information on efficient production of hay and pasture. Three basic steps were stressed 1. following the recommendations of a soil sample for liming and fertilizing 2. proper management and care of crop by controlling insects, weeds and diseases, and 3. using only recommended varieties of seed. Through radio broadcast, community meetings and individual farm visits, farmers were encouraged to take soil samples and follow the recommendations for producing the crops.

Campbell County

The Agricultural Conservation Program was explained to farmers and they were encouraged to make use of this program in the farming operations. The year-round forage demonstrations, though not too effective this year because of drought, was still effective in teaching the farmers who visited it.

The Agronomy Committee gave valuable assistance in this phase of the program. They helped encourage farmers to take soil samples and follow good management practices in pasture and hay production. Wise use of fertilizer and lime is becoming a reality, because more farmers are following soil test recommendations in applying these materials. More farmers are working towards a year-round forage program as evidenced by the number that are planting winter and summer supplemental pastures. Acreage in alfalfa is increasing as a result of farmers acquiring better management knowledge and skill in its production.

Tobacco Production

Tobacco is the major cash crop for this county. This phase of the program received major emphasis because most of the farmers who produce this crop agree that they can increase their income from this crop by improving their production practices. Since this crop represents a major portion of the income on more farms in the county than any other crop this would seem to be a place where improvement in production would show very definitely in increased income.

Low quality and poor yields were seen as the major problems in production of this crop. The program objective was to teach farmers how to improve the quality and increase the yield of tobacco on their present allotment. This objective was approached from two angles 1. increase the knowledge and understanding of the farmers on recommended practices which would help him obtain the above objective 2. develop the skills of these growers so they can apply the information gained to the production of this crop.

Demonstrations were conducted in plant bed weed and disease control. These demonstrations were used to point out the fact that good plants are the first requisite to high yields and good quality tobacco. Approved variety list was sent to each tobacco grower so as to eliminate growing of

Campbell County

discount varieties. Individual farmers received recommendations for fertilizing their crops based on soil sample test. One irrigation demonstration was conducted to show the importance of applying the correct amount of water to the crop.

The unusual dry season followed by early cool weather delayed the harvesting of tobacco and presented many new problems to the farmers. Two radio broadcast and a circular letter were used as methods of reaching tobacco farmers with recommendations on harvesting tobacco that had been slightly damaged by the light frost and cool weather. Emphasis was placed on doing a good job of sorting the crop as a result of this unusual condition.

This year approximately 65% of the tobacco farmers used soil tests as a basis for their fertilization program. The Agronomy committeemen assisted in getting information to other growers on practices designed to improve the yield and quality of tobacco. Our variety demonstrations were not too successful. This was due to the unusual dry weather. Approximately 45% of the growers visited the two plant bed demonstrations and observed weed and disease control methods. The farmers showed considerable interest in the effectiveness of these demonstrations. This year tobacco growers took more time and care in harvesting, curing and sorting of the crop. This was stressed throughout the growing season. The change

Campbell County

in grade standards did much to impress the need for doing a better job. The interest farmers are showing in growing the best variety indicates that they are concerned with growing the type and quality of tobacco the market desires.

Campbell County

Home Management

The homemakers in Campbell County are interested in better furnishings for their homes. They are mostly concerned about design, structure, durable fabrics and more desirable arrangements. Educational information in this area would enable them to have more attractive, convenient and comfortable homes for happier family living. The following objectives were listed for consideration in solving this problem:

1. To help homemakers create more comfortable, convenient, attractive homes.
2. To help homemakers improve their selection of furniture and equipment.
3. To teach scientific methods for care of furnishings.
4. To help families make wise use of installment buying.

In order to assist the homemakers in their areas, much time was spent in discussing the size of the home, the design; construction features, kind of wood, arrangement and suitability. Bulletins, pictures and magazines were searched for the information desired, also other illustrative materials were used in the clarification of any phase. Specialist assistance was needed in discussing wise use of credit and bulletins distributed to the members.

By using informal talks preceding the lessons, created much interest in this area. The use of model furniture in helping members gain a better insight on attractive convenient arrangement were very desirable. There was much need for

emphasis on this topic.

This area has been very effective and much progress has been made in helping the homemakers in the following ways:

1. They are able to recognize some of those qualities in furniture selection and arrangement that make the home more attractive, comfortable and convenient.
2. They are able to understand the characteristics that make furnishings attractive, comfortable and durable.
3. They are able to understand some of the principles involved in the use of credit.

Food and Nutrition

The homemakers in Campbell County lack the information which is needed to prepare and serve attractive meals economically to their families. Realizing the importance of good nutrition in relationship to good health, these homemakers are desirous of securing some helpful information and training in preparing and serving more attractive meals, preparing better diets for children and making use of left-overs.

The following objectives were considered:

1. To teach the foods one should eat each day for better health and development of an appreciation for what they contribute to the way one feels, looks and behaves.
2. To get people to know what constitutes an adequate diet for all ages.
3. To help homemakers plan, prepare and serve attractive well balanced meals that meet the body's needs and making eating a pleasure.

Many activities were conducted in the home demonstration clubs in order to reach these goals. Preceding the demonstrations and discussions, time was permitted for informal chats to give each member a chance to feel free to express herself. Demonstrations were performed by the leaders and agent. Diagrams, films and other illustrations with illustrative materials were used to clarify and add interest to the demonstrations. Food models were often used to help

members observe color balance and attractiveness in meal planning. At the end of the demonstration questionnaires were used to evaluate the accomplishments of the lesson.

These demonstrations in this area have been effective in the following ways:

1. Members have learned to plan, prepare and serve nutritionally adequate diets for their families.
2. They have a better knowledge of wise buying and the importance of labels and grades, and food cost in relation to the family budget.

Enlarging The 4-H Program

This phase of the program was undertaken with major emphasis because of the number of requests received for expanding the 4-H program to include a greater number of boys and girls. The county is changing fast from a farming to a non-farming county and the need for youth programs is becoming more and more evident. There are approximately 5000 boys and girls living in this county between the ages of 10 and 19. Of this number 1400 are Negro boys and girls. Our present club program is reaching about 35% of these boys and girls.

The major objective selected was to expand the 4-H program to reach a greater number of boys and girls. Our approach to reach this objective was made through two methods 1. recruiting new leaders to assist with the expanding program and 2. to organize new clubs in areas where there are no existing clubs.

A more thorough job of program planning was undertaken this year. The junior council and the 4-H leaders group met and outlined programs designed for greater participation by a larger number of 4-H members. There are twice as many non-farm youth living in the county as farm youth and for this reason projects were offered that were more interesting to this group than the purely farm oriented projects. The

Campbell County

4-H poultry business project stimulated considerable interest among one of the new clubs organized this year. This project was designed towards teaching club members to understand more about the poultry industry from a consumer's standpoint.

Outstanding were the workshops provided for club members during the summer. Four workshops were conducted in citizenship, photography, arts and craft and recreation. These workshops added interest in the 4-H program and attracted both members and non-members.

A recruiting program for new leaders was conducted and five new leaders were added to the 4-H leadership. To increase the knowledge of the public on 4-H work, 3000 church bulletin covers were distributed to churches in the county and vicinity for use on Rural Life Sunday. On the front of the bulletin was an announcement of the county 4-H Rural Life Sunday Observance and on the back were statements of why we observe Rural Life Sunday and what a 4-H club is. The inside of the bulletin was blank so the church could have its program printed there.

Twenty-three 4-H leaders and their guest toured Washington, D. C.. This annual activity included a breakfast at the Ambassador Hotel where Mylo Downing, Associate Director of 4-H Club and YMW Programs spoke to the group on, "Today's Challenge to 4-H Leaders." This activity did much to

Campbell County

stimulate these leaders to do a more effective job. Five leaders attended the State 4-H Leaders meeting in Petersburg and learned new techniques of leadership.

Twenty-one 4-H members made a two day tour of Washington after completing a one day citizenship workshop in the county. These boys and girls saw many historic places and documents while in the Nation's Capital. Their stay in the hotel gave them valuable experiences in developing self-confidence and leadership.

This year's 4-H program has done much to increase the knowledge and acceptance of 4-H work by the public. Five new leaders have been added to the leader group. Leaders have participated greater in activities and leadership roles. They have become more efficient in their jobs as a result of training and experience gained. They conducted more meetings and showed more confidence in their ability to work with youth. Through the officer training program a new crop of junior leaders are being added to the county leadership program. The addition of one new club increased the number of members being reached.

Leadership Development

Major emphasis was placed on this area of the program because the success of the entire program is closely tied to the type and number of leaders extension is able to attract. The objective is to provide a trained leadership capable of carrying on an educational program. To reach our objective teaching was directed towards 1. understanding the art of leadership, 2. learning the process of decision making, and 3. learning the process of program development.

The County Agricultural Advisory Board is the over-all planning and execution organization for the extension program in this county. This board lacks forward leadership. The home demonstration committee, 4-H council, 4-H Leaders Association and the agronomy committee are the major planning groups that carry out the extension program in the county.

To develop the 4-H adult leadership we provided on-the-job learning experiences in the art of leadership. They are also given an opportunity to attend out of county activities that will give them confidence and information on how to better do their job. Leaders are used in the recruiting program to get other leaders. Through the efforts of this group five new leaders were added this year. The 4-H leaders assisted in developing boys and girls in citizenship.

Campbell County

They were first trained in this job and then trained members. The junior 4-H leaders have assisted with training 4-H officers for their roles. This process has helped the younger leader to gain confidence in his ability to lead. We realize that the junior leaders will be the ones who will carry the program in the future; therefore, we strive to do an effective job of training them so as to improve the quality of leadership for the future.

During the absence of the home demonstration agent the home demonstration leaders have done an effective job of leadership. There were thirty-two leaders in attendance at the Family and Community Institute at Virginia State College. These leaders made reports to groups in the county on topics discussed at this Institute.

The leadership program in this county is quite effective, but there is a great need for further training. Leaders need more information on how to do the job of leadership. They need to gain more confidence in their own ability to do the job. The parents of 4-H members have begun to see the need for more leaders and supporters. Many parents are accepting responsibility for assisting with a particular phase of the 4-H program, but are not quite willing to assume the full role of leader. We think the whole leadership program needs more adults to work as community leaders. The over-all advisory

Campbell County

board leaders are above middle age with few exceptions. It is our aim to get younger persons to come in and work on this board to help bring in new ideas and trends. Most of our leadership has come from the rural farm family, we are now hoping to get more of our rural non-farm families to become a part of this leadership program as this group is in the population majority.

Citizenship Program

We are now in the second year of stressing citizenship among our 4-H members. Our first approach was to train the 4-H leaders who were to assist with this program and then to provide an opportunity for them to teach members.

Our one day citizenship workshop was quite successful this year. We followed this workshop with a tour to the Nation's Capital. Here the members had an opportunity to see some of the historic places and documents talked about in the workshop. The members were trained in the use of the ballot. They also got a first hand report on the operation of the county government. These members visited the various offices in the county seat, saw and heard what went on in these offices.

As a result of the training these members received we believe they will be better equipped for the adult life and many will assist their parents in carrying out their citizenship responsibility. We believe these members will also practice democracy in the local 4-H clubs and will be eager to teach others why it is important that each individual's rights be respected.

Campbell County

Appraisal of Year's Work

We realize that to get people to change is a slow process and that changes occur as a result of many exposures to the desired changes. We, therefore, consider changes made this year not totally on the basis of this year's program, but on programs of other years as well. One of the outstanding accomplishments has been in the development of new leaders. Through our leader training programs we have been able to better equip these leaders to do a more effective job. We have made some progress in getting people to use the scientific process of problem solving in which they use facts and alternatives to arrive at decisions. Through demonstrations, tours, and discussions at meetings, people involved in the home demonstration, farmers, and community clubs have gained many new experiences and techniques of doing old and new jobs.

In each of the areas of the program specific objectives were set up to provide learning experiences in the program area in which the particular committee was responsible. These objectives were selected by the committeemen with the guidance of the agents. Teaching objectives were set up to provide learning experiences for the persons to be reached in keeping with the learning expected.

The county 4-H program is gaining in popularity and acceptance. New projects and experiences are being provided

1963

ANNUAL STATISTICAL REPORT

OF

COUNTY EXTENSION WORKERS

January 1, 1963 - December 31, 1963

County Campbell

Submitted By: Charlie A. Elliott
Name

Local Farm Agent
Title

Mary W. Madison

Assistant Local Home Agent

Approved By: _____
Date

State Extension Director

Issued in furtherance of cooperative extension work in agriculture and home economics, acts of May 8 and June 30, 1914, in cooperation with the U. S. Department of Agriculture. W. H. Daughtrey, Director of Extension Service, Virginia Polytechnic Institute, Blacksburg, Virginia.

WES:ap June 1963

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	Agricultural Agents	County Total	State Staff	Grand Total
	A	B	C	D	E	F
1. Farm, home, firm and other out-of-office visits	192		481	673		
2. Office calls	319		554	873		
3. Telephone calls (received or made)	1050		2659	3709		
4. Newspaper articles or stories:						
a. Prepared and released directly to newspapers or magazines			13	13		
b. Prepared by state office and released through county extension offices			8	8		XXXXX
5. Broadcasts made:						
a. Radio	21		42	63		
b. Television			1	1		
6. Publications distributed directly to the public	2473		6389	8862		
7. Circular and commodity letters written	30		62	92		
8. Training meetings held for local leaders:						
a. Adult work (1) Number	8		17	25		
(2) Attendance	121		198	319		
b. Youth work (1) Number	4		22	26		
(2) Attendance	92		281	373		
9. Other meetings at which agents or specialists presented educational information:						
a. Adult work (1) Number	48		26	74		
(2) Attendance	664		1090	1754		
b. Youth work (1) Number	44		76	120		
(2) Attendance	1014		3090	4104		
10. Meetings held by local leaders:						
a. Adult work (1) Number	13		14	27		
(2) Attendance	196		235	431		
b. Youth work (1) Number	13		35	48		
(2) Attendance	386		864	1250		

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	18	
12. Field crops, pasture, range (production and on-farm marketing)..	29	
13. Soil management		
14. Horticulture (production and on-farm marketing)	5	
15. Forestry (production and on-farm marketing)	1	
16. Soil and water conservation, wildlife		
17. Plant pathology		
18. Entomology	3	
19. Agricultural chemicals (pesticides, additives, etc.)		
20. Dairy (production and on-farm marketing)		
21. Poultry (production and on-farm marketing)	16	
22. Livestock (production and on-farm marketing)	30	
23. Animal and poultry health	1	
24. Marketing and utilization		
25. Consumer education in use of agricultural products		
26. Agricultural engineering		
27. Dwellings and equipment	2	
28. Home grounds improvement	14	
29. Planning and management in the home	19	
30. Family economics	17	
31. Home furnishings	21	
32. Clothing selection and care	14	
33. Clothing construction	12	
34. Food preparation and selection	13	
35. Food preservation	5	
36. Nutrition	19	
37. Human relations, child development		
38. Health	21	
39. Safety	20	
40. Recreation	1	
41. Outlook		
42. Community development and resource adjustment	5	
43. Manpower development, employment information	1	
44. Public affairs		
45. Rural defense	1	
46. Leadership development	31	
47. Extension administration, organization	8	
48. Program planning	31	
49. Supervision of extension personnel	XXXXXX	
50. Inservice training received	28	
51. Miscellaneous (cannot be charged to above items)	1	
52. Total days worked (items 11-51)	387	✓
Of total days reported in item 52, how many were devoted to:		
53. a. Adult work	214	
b. Young adult work (ages 18-25)		
c. 4-H Club work	173	✓
d. Work with other youth and youth serving groups (within 4-H age)		

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

	Men A	Women B
a. In overall county-wide extension councils or committees, community improvement work and other work not covered below	57	23
b. In adult agricultural and related fields	3	76
c. In adult home economics and related fields	2	2
d. In work with young adults		
e. In 4-H Club work: (Different leaders only)		
(1) Organizational leaders	9	16
(2) Project or subject-matter leaders	8	7
(3) Other adult leaders	3	3
f. Total DIFFERENT adult leaders	73	115

HOME ECONOMICS EXTENSION WORK

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

a. Number of groups	<u>13</u>
b. Number of members	<u>185</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>5</u>
(2) Attendance at meetings held with these groups	<u>115</u>
b. Not organized by extension:	
(1) Number of such groups worked with	_____
(2) Attendance at meetings held with these groups	_____
(3) Number of leaders in non-extension organized groups trained by extension during the year	_____

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	_____
b. Number in such groups	_____
	Men: _____
	Women: _____

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

<u>53</u>
Women: <u>34</u>

WORK WITH OTHER YOUTH

59. Number of youth (of 4-H Club age) worked with in addition to 4-H Club members 53

4-H CLUB WORK

60. Number of 4-H Clubs	<u>1013</u>	63. Four-H Club members by years in club work:	
61. Different 4-H Club members enrolled:		a. 1st year	<u>213</u>
a. Boys	<u>207</u>	b. 2nd year	<u>97</u>
b. Girls	<u>198</u>	c. 3rd year	<u>75</u>
c. Total	<u>405</u>	d. 4th year	<u>11</u>
		e. 5th year	<u>7</u>
		f. 6th year and over	<u>2</u> ✓

62. Four-H Club members enrolled by place of residence:		64. Four-H Club members by age groups:	
a. Farm	<u>153</u>	a. 12 years and under	<u>239</u>
b. Rural non-farm	<u>211</u>	b. 13-15 years inclusive ..	<u>160</u>
c. Urban	<u>41</u> ✓	c. 16-20 years inclusive ..	<u>6</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>21</u>
b. Horticulture (fruits, vegetables, landscaping)	<u>37</u>
c. Entomology and plant pathology	
d. Conservation (soil, water, forest, wildlife)	<u>33</u>
e. Poultry	<u>49</u>
f. Dairy	
g. Beef	<u>1</u>
h. Swine	<u>11</u>
i. Other livestock	<u>25</u>
j. Engineering (include electricity, tractor, automotive)	<u>31</u>
k. Management on the farm	
l. Marketing and business	
m. Management in the home	
n. Clothing	<u>226</u>
o. Food and nutrition	<u>54</u>
p. Home improvement and furnishings	<u>6</u>
q. Family life education	
r. Personal development (public speaking, grooming)	
s. Health	<u>102</u>
t. Safety	<u>116</u>
u. Recreation (include crafts)	<u>5</u>
v. Community and public affairs	
w. Career exploration	<u>9</u>
x. Total enrollment in projects and activities	<u>726</u> ✓

66. Junior 4-H Club leaders:
 a. Boys
 10 |

b. Girls

 18 |

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		
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		
75. Farmers Home Administration	1	
75. Fish and Wildlife Service	1	
77. Food and Drug Administration		
78. Forest Service		
79. Housing and Home Finance Agency		
80. Rural Electrification Administration		
81. Selective Service		
82. Social Security Administration; Internal Revenue Service	13	
83. Soil Conservation Service		
84. Area Authorities (TVA, etc.)		
85. USDA Defense Board		
STATE AGENCIES		
86. Civil Defense (at both state and county level)	3	
87. Health Department	2	
88. Highway Department		
89. Commissions on: Children and Youth; Juvenile Delinquency; Aging .		
90. State Departments of Agriculture and Forestry	2	
91. State Department of Education (schools in general)	3	
92. State Employment Service	1	
93. Welfare Department		
94. State RAD Committee		
COUNTY AGENCIES		
95. Soil Conservation Districts		
96. Vocational Agricultural and Home Economics Departments	17	
97. County or area RAD Committees		