

OTHER AREAS OF CONCENTRATED EFFORTS:

HOME ECONOMICS PROJECTS:

Beginner's Sewing
Make or Remake
Meal Preparation
Bread
Home Management and Home Improvement

AGRICULTURE:

Junior Steer & Heifer
Feeder Lamb Project
Home Ground Beautification
Light Horse and Pony

OTHER:

Honor Club
County Council
All Stars
Junior Leadership
Civil Defense

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: Community and Public Affairs

PHASE: Rural Area Development, Fiscal Year 1962-63

The Situation:

Princess Anne County is going rapidly urban. The city of Virginia Beach and Princess Anne County will merge on January 1, 1963. The new city will be Virginia Beach.

Agriculture will remain an important part of the city's economy, since the annual income from Agricultural industry is approximately thirty million dollars. However, since the merger has come at such an opportune time, most of the interest of the people lies in merger problems. Therefore, much work has been done on R.A.D. prior to July 1, 1962, with major emphasis on areas other than agriculture. The R.A.D. is now organized.

The Specific Problem:

Lack of an area-wide planning group to overcome problems and to develop potentials to the fullest.

The Program Objective:

To maintain an effective R.A.D. Committee which will overcome problem areas and develop potential areas to their fullest extent.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
1. To take the educational leadership in: a. organization b. orientation c. functions of an RAD Committee and to assist with such committees.	District Agents Program Leaders Printed material Tech. panel Southeastern Regional Planning Commission Tidewater Va. Devlpmt. Council.	1. To follow up on RAD meetings 2. To assist in organizing such committees 3. To assist Executive committee 4. To present material & other assistance as necessary to effectively implement the program.	June, July June, July June, July June, July	Co. Staff Co. Staff Co. Staff Co. Staff

EVALUATION

Informal surveys determine:

Number of 4-H Adult Leaders.

Number of 4-H Leaders directly involved in planning 4-H Program.

Number of leader training meetings held for adults and number of receiving resulting instructions.

Results will help plan a more effective future 4-H Program.

A MAJOR EMPHASIS - EDUCATIONAL PLAN
 PROJECT AREA: 4-H and Other Extension Youth
 PHASE: 4-H Adult Leadership Development

The Situation:

The 4-H Clubs in Princess Anne County are in a state of transition from the old organization to 4-H Community Club organization. Leadership has been adequate in the traditional area, but with the movement toward 4-H Community Clubs, the need is to increase the effectiveness of these good workers and to develop project leaders. The county had 20 4-H Clubs and 20 adult leaders. In 1962 the county has 17 4-H Clubs and 25 leaders. This increase in adult leadership has helped to strengthen the 4-H program.

Specific Problem:

An increased involvement of adult 4-H leaders in project and organizational activities.

The Program Objective:

To increase the number of adult 4-H leaders and to give leaders the opportunity to increase their contribution to the 4-H program.

TEACHING OBJECTIVES	SOURCES OF ASSISTANCE	METHODS	PERSONNEL
A. To have leaders understand their importance in county 4-H program. 1. In assisting with program planning. 2. In creating an awareness of 4-H work in others.	USDA Bulletin PA-395 Strengthen Local 4-H Leader Training. USDA Bul. PA-95 Parents & 4-H Club Work. State 4-H Staff Newsletter-Program Ideas for 4-H Leaders.	Leaders meeting. Planning mtgs. with 4-H Committee Special event: Rural-Urban tour by 4-H parents, members, friends & agents	Staff 4-H Staff Staff Leaders
B. To develop skills among 4H leaders in their areas of responsibility.	Printed 4H Project materials. VPI Specialists	Ldr. Training Mtgs. Individual contacts	Staff

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
B. Become aware of areas that do not have access to the 4-H Program	Enrollment statistical data prepared in County. Former school 4-H members. Former school 4-H leaders.	Personal contacts	As often as time is available.	Co. Staff
C. Plan organizational procedures	State 4-H Staff Printed materials on Community Clubs	correspondence & mtgs. when needed with specialists. Seek out local leadership. Inform the community. Plan orientation mtg. Conduct orientation mtg. Follow up orientation mtg. Conduct organizational mtg. Follow up. Work closely with organized clubs.	Prior to organizing new clubs.	Co. Staff

EVALUATION:

Observe improvement in the strength of the 4-H program resulting from the transition from school to community clubs.
 Extension Agents close observation of the variation in the number of 4-H members enrolled in county.
 Close observation by Ext. agents of the areas reached by 4-H program.
 Continuous contact and a good working relationship between Ext. agents & Leaders.

A MAJOR EMPHASIS - EDUCATIONAL PLAN
 PROJECT AREA: 4-H and Other Extension Youth Programs
 PHASE: 4-H Community Club Development, Fiscal Year 1962-63

The Situation:

Sterner academic requirements and a de-emphasis of extra-curricular activities along with a rapidly increasing number of families moving into Princess Anne County causing an overflowing school enrollment has brought about the need for organizing 4-H Clubs outside the schools. This president began in the high schools and has now reached most of the elementary schools in the county.

The Specific Problem:

It is quite difficult to expand the 4-H program to a degree that all the children of 4-H age have access to it.

The Program Objective:

To assist in the organization of new Community Clubs in areas that are not reached by the 4-H program.

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
A. Develop an overall understanding of the reasons for smaller numbers of school clubs. 1. Crowded school conditions. 2. Sterner academic requirements 3. De-emphasis on extra-curricular activities 4. Possibilities of club types	School personnel School Administrative staff	Talks to PIA & School assemblygroups	Aug. & Sept.	Co. Staff

OTHER PHASES:

1. Consumer Information
2. Management for Young Families
3. Management classes as requested.

A MAJOR EMPER'S EDUCATIONAL PLAN
PROJECT AREA: Home Home Economics
PHASE: Nutritional Year 1962-63

The Situation:

Many people in County Are overweight.

The Specific Problem:

Lack of proper eating habits.

The Program Objective:

To lose weight by practicing correct eating habits and receive inspiration by meeting with group.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
To provide knowledge of: 1. 4 basic food groups 2. Day's menus & allowances. 3. Recipes that are good but not "rich".	Bulletin by Health and Extension Insurance Companies Cook Books.	Lectures Discussion	Sept. Oct. Nov.	Agent County Health Nurse Nutritionist

EVALUATION:

Keeping a weight chart!

EMPHASIS - EDUCATIONAL PLAN

Home Extension Home Economics
Planning, Fiscal Year: 1962-63

The Situation:

All homemakers check other items concerned with better appearance for themselves and family. More wardrobe would be received if more information were available to them. Many homemakers in construction because of economic value & satisfaction obtained.

The Specific Problem:

Homemakers lack knowledge of clothing and grooming aids. Information and skill on clothing construction and storage was also lacking.

THE PROGRAM OBJECTIVE:

To be able to plan, use sewing skills & plan storage of clothing items.

<u>TEACHING OBJECTIVES</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
To provide information on fabrics and fabrics concerning selection of clothing & grooming needs. Magazines	Demonstrations	July Sept.	Leaders
To teach skills of construction of tailored garments. Material companies.	Workshop (series)	Sept. & Oct.	Agent
To teach information on care of clothing items and storage	Demonstration	Oct. & Nov.	Leaders

EVALUATION:

Report on results and suggestions.
Style show of garments, changes made and their opinion of results.

A. OTHER AREAS IN MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS
NEEDING MINOR EMPHASIS

1. New Bulletins pertaining to respective supplies.
2. Variety information, fertilizer recommendations, and fertilizer companies.
3. Supplying needs of the public.
4. Assisting with Annual meetings and Board meetings.

GENERAL PLAN

Marketing of Agricultural Projects
Strawberries and Sweet Potatoes

The Situation:

Strawberries and Sweet Potatoes are in acreage because of relative good yields, quality and price. They are to grow at desirable prices in either fresh or processed form. Farmers are organized to grade, package, and market these crops.

The Specific Problem:

Marketing Association is unable to sell at market prices.

The Program Objective:

To assist Marketing Association in increasing and maintaining old one thus increasing income to producers in the area.

MARKETING ASSOCIATION OBJECTIVES	METHODS	WHEN	BY WHOM
1. To sell more fresh strawberries	with marketing possible outlets	Feb.	Agent & State Dept. Agri.
	define out-of-state outlets.	April	Agent - Spec.
	define in obtaining local chain	April	Agent
	define before not purchase local berries		
2. To sell Sweet Potatoes at better market prices	define most acceptabilities through chains.	July	Agent & Bd. members
	define amo. of varieties	May	Farmers & producers & agent
	define present equipment great potatoes Rot Control	July-Aug.	Agent, N.C. State spec.
	define need for 3 lb.	July	Bd. Directors

A. AREAS IN LIVESTOCK EMPHASIS

1. To assist in determining best procedure in marketing feeder and slaughter stock.
2. To assist in breeding stock.
3. To assist in the services of commercial sheep shearers.
4. To assist in the best methods of marketing wool and lambs.
5. Assisting in Poultry School.

AREAS IN URBAN EMPHASIS:

1. Conduct extension work in cooperation with Norfolk Chamber of Commerce.
2. To assist in developing Community Improvement Projects.
3. To assist in fertilization, insects, diseases, landscaping.
4. To assist in fertilization, insects, diseases, landscaping.
5. To assist in lawn, fertilization, insects, diseases, landscaping.
6. To assist in agricultural problems.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
2. To teach skill in applying recommended milking procedures.	1. VPI Equipment	1. Dairymen & milkers invited to come to 3 dairy farms for actual demonstration.	June	Committee
		2. Conduct & managed milking demonstration.	June	Agent, Com. & Specialist
		3. Demonstration at Short Course for Dairymen	Dec.	Chamber of Commerce

A. OTHER DAIRY AREAS OF WORK NEEDING MINOR EMPHASIS

1. Meeting of all dairymen on infertility of cows.
2. If and when Federal Milk Order comes into effect, to conduct meetings, send information on parts of Program.
3. To conduct DHIA Herd Book Clinic.
4. To request of the Commissioner of Agriculture that a Dairy Appeal Board be established.
5. To conduct annual Short Course for Dairymen in cooperation with Norfolk County and Norfolk Chamber of Commerce.
6. To prepare and submit to dairymen a monthly analysis summary of all herds under test in County.

A MAJOR EMPHASIS - EDUCATIONAL PLAN
 PROJECT AREA: Agricultural Production, Management, and
 Natural Resource Development
 PHASE: Dairy - Mastitis Control - Fiscal Year 1962-63

The Situation:

According to Extension Dairy Committee Mastitis of dairy cows is major single cause leaving dairy herds. Mastitis is prevalent on all farms on occasion. Loss of dairymen from Mastitis is high due to unformed milkers.

The Specific Problem:

The incidence of Mastitis is high.

The Program Objective:

To reduce the occurrence of Mastitis and to thereby increase income of dairymen.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN
To teach dairymen and their milkers the recommended managed milking practices.	1. VPI prepared material in line with State Program.	1. Mail Mastitis leaflets to dairymen. 2. Mail or deliver and discuss personal or by letter the mastitis calendar. 3. Conduct managed milking mtg. for dairymen & milkers	Upon licat Dec. s June & Spec

TEACHING OBJECTIVE	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
3. To teach farmers buildings & equipment necessary for livestock feeding.	1. VPI-USDA 2. Commercial 3. Specialist 4. Agri. Engin	1. Livestock Feeding Tour.	Feb. March Nov.	Agent & Spec. farmers in other counties

A. Other Agronomy Areas Needing Minor Emph

1. Individual assistance on dry anding of corn.
2. Insect control in Small Grain and beans.
3. Feed Grain Program.
4. Conduct demonstrations on use of sulphate and zinc sulphate on Small Grain.
5. Silage Corn Program.
6. Individual assistance on storage mechanical feeding of silage.
7. Request services of State Department residue sampling of forage.

A MAJOR EMPHASIS - EDUCATION PLAN
 PROJECT AREA: Agricultural Production, Management, and Natural
 Resources Development
 PHASE: Marketing Corn Through Livestock

The Situation:

The corn produced in Princess Anne is sold as cash corn with moisture at \$1.00 per bushel less. Some farmers realize the greater economy of marketing through livestock. They do not have the ability to feed livestock. Income from corn could be increased 50% by feeding to livestock.

The Specific Problem:

Farmers do not have the knowledge of how corn can be marketed through livestock for feeders, and do not have knowledge of feeding management.

The Project Objective:

Increase the dollar return from corn.

TEACHING OBJECTIVE	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. To return producers containing knowledge how to increase income from corn and livestock.	1. Specialist prepared material, unpublished.	1. Discussion of back ground material at com. mtgs.	Feb.	Agent - com.
	2. Agents Trng. Mtg.	2. Marketing Corn Mtg.	July	Ch. Commerce
	3. USDA Bulletins	3. Educational mtg. for producer on county level.	Nov.	Agent & Spec.
	4. Farmers Results	4. Circular letter	Intervals	Agent
	5. VPI Circ. on Livestock feeding			
2. To teachers management livestock feeding.	1. Livestock circ. Bulletins from VPI & USDA.	1. Livestock Management Mtg.	Aug.	Agent & Spec.
	2. Spec. Conference	2. Individual assistance as requested	As needed	Agent - Spec.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
		6. Conduct tour of demo. 7. Results in letter to all producers & cooperators 8. To publicize meetings, demos. results by newspapers, radio & letter	August October As needed	Agent & Com. cooperators. Agent Agent

A MAJOR EMPHASIS - EDUCATIONAL PLAN
 PROJECT AREA: Agricultural Production, Management and
 Natural Resource Development
Phase: Minimum Corn Tillage - Fiscal Year 1962-63

The Situation:

County Corn producers produce corn in competition with major corn producers of United States. Competitive areas are producing at \$5.00 to \$12.00 cheaper. To compete, Princess Anne farmers must do the same. Corn is the leading cash crop in the County with some 10,000 acres produced annually. Cutting cost would mean an increase of \$50,000 to \$100,000 annually. There is no minimum tillage now.

The Specific Problem:

Farmers do not know methods of minimum corn tillage. There is also a feeling that it will not work on Princess Anne soil types.

The Program Objective:

To decrease corn production cost.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. Assist corn producers to acquire knowledge of economics and production practices involved in Minimum Corn Tillage.	1. Agent Training Mtg.	1. Discuss background information with planning committee	Feb.	County Agent
	2. VPI Bulletin on Wheel Track Planting.	2. Conduct educational mtg. for producers.	Feb.	County Agent & specialist
	3. Unpublished results of Experiment Station	3. Conduct 3 minimum demos. with comparisons.		Farmer, seed & machine dlr Co. Agent
	4. Slides provided by specialist.	4. Invite by letter farmers to witness planting operation.	April	County Agent
		5. Erect signs at each location.	April	County Agent

PRINCESS ANNE

COUNTY

PLAN OF WORK

July 1, 1962, June 30, 1963

E. E. Cockrell, Jr.
County Agent

O. Meister Evans, Jr.
Asst. County Agent

Elizabeth D. Deal
Home Demonstration Agent

Lois M. Erdman
Asst. Home Demonstration Agent