

COOPERATIVE EXTENSION SERVICE WORK  
IN  
AGRICULTURE AND HOME ECONOMICS

Virginia Polytechnic Institute &  
U. S. Department of Agriculture  
Cooperating

EXTENSION SERVICE  
County Agent Work

PLAN OF WORK  
1961

COUNTY

Southampton

NAME

L. G. Mansfield  
Local Farm Agent

DATE MAILED

3-21-61.

### County Situation

The Plan of Work is an extension education activity sponsored for the purpose of enabling farm people to critically examine their situations and logically arrive at intelligent conclusions. This program serves as a guide for both farmers and professional agricultural workers. The program is built around the needs of the people.

### Discription and Location

The geographical and industrial structure of Southampton County along with climatic conditions and other resourceful contributions are favorable to crops and livestock grown in this area.

Southampton County is in the Coastal Plain Region in Southside, Va., bordering North Carolina. Its area is 677 square miles; 388,408 acres. About 2/3 of the area is in forestry with a small portion of lowland.

The county consist of seven magisterial districts. The land is level and fairly fertile. The population is 34,406 of which 7,251 is urban. We have 821 white farms, 448 Negro farms and 978 rural non-farm homes.

Camp Manufacturing Company, St. Regis Paper Company, Pretlow Peanut Company Hercules Powder Company, Theodore K. Hann Basket Factory, Hancock Peanut Company and N. S. Boykins Commercial Artificifal Peanut Dryer are industries in this area.

Eleven buses leave Franklin at intervals daily transporting workers to the Naval Base and Airplane Station in Norfolk, the Navy Yard in Portsmouth and Planters Peanut Company in Suffolk.

A network of Blackwater, Meherrin and Nottoway Rivers form the waterways.

The Southern, Seaboard and Norfolk & Western are our railroad lines. Number 258, 58 and 460 are our State Highways with a number of secondary roads.

Planters Peanut Company and Government warehouses for storing peanuts are conveniently located in this area.

Beale Meat Packers, Courtland Hog Buying Station, and Swift & Company are outlets for hog sales. Tidewater Sale Barn of Courtland sponsors sales for Swine Breeders Association and Feeder Pigs.

Southern States Cooperative, a non-profit and fair prices organization is a farmer's organization which processes and manufactures quality seeds, feeds, fertilizers, and farm & home supplies.

The organization grinds and mixes farmers home grown grains, an important stride in farm economy. The idea allows for conserving cash formerly used for purchasing commercial feed.

#### Soil Conservation

In 1959, the soil conservation service of the county installed 286,464 feet of drainage tile, built 33 farm ponds and removed 37,756 cubic yards of soil in continuous efforts toward soil improvement.

During August, 1960, an area Conservation office was opened in Franklin. This office provides technicians and soil scientist for eastern Virginia.

Soil improvement service, conservation, research and the aid of Natural resources and continuous innovations in production have driven yields higher.

Over the past 10 years the March of Agriculture has been upward. It is heartening to know that family farms employing scientific methods with modern machinery and recommended cultural practices are increasing and ~~we~~ are the

key to the industry.

Farms and forest surrounding our towns are as green belts, feeding the towns and sustaining them with productions from forest and fields, absorbing products from the towns.

Figs, pines and peanuts are most outstanding in Southampton farm business. Southampton is the leading county in the state for the production of peanuts, corn, cotton and watermelons.

#### Organizations

The main extension service organizations in the county are the County Advisory Board, Community Clubs and Junior Council. These groups help in determining the needs of the people and to carry to the people information of interest to the program.

The County Advisory Board is composed of men and women from sections of the county. The members are selected by the people of the communities. This group is organized to formulate plans for carrying the extension program. At board meetings the program is evaluated and if need be adjustments are made.

Community Clubs are formed on community level and are concerned with problems of their respective communities. Problems are discussed in meetings in an attempt to solve them.

The Junior Council is the county-wide organization governing 4-H Club work. It is made up of officers and Junior and Senior leaders of all 4-H Clubs of the county. This club has to do with planning the overall 4-H activities.

#### County Problems

Because of the constant changes in the agricultural situation, problems

develop. In order to discuss and find solutions to them, meetings are held and personal visits are made. Examples of problems developing through changing situations are:

1. The need for increasing the families income.
2. More efficient leaders.
3. Establishing more efficient demonstrations.
4. Encouraging more improved cultural practices.
5. More efficient records.
6. Frequent evaluations.
7. Controlling diseases and insects with plants and animals.
8. Sanitation with livestock.
9. Better use of machinery.
10. Acreage control.
11. Better land use.

Enterprises

Projects listed in the plan of work are established in accord with the needs, desires and interest of the people. Meeting the needs of the people is the difference between success and failure. Managerial ability, labor and capital are the recommended combination for successful results.

Demonstrations, letters, bulletins, group and field meetings, tours, visits and counseling will be used in connection with enterprises. Added emphasis will be placed on the business angles, science, research, records and forestry management.

The concept of agriculture, the man with the plow, or even the man with the tractor is in the past. Encouraging production only is just a part of the agricultural complex.

Grading, processing, distributing and marketing of foods and feeds are important factors in farm economy. Training in soils and forestry with research information is necessary for profitable farming.

The small but vital group on the land, engaged in production is the segment that continues to decline. Agricultural workers in other segments as

business, research, soils, forestry and marketing are continuing to increase in numbers and are important factors.

### Peanuts

Peanuts are considered a real money crop in-so-far as our total income is concerned. Thirteen hundred farm operators are engaged in growing peanuts-30,800 acres. Our present yield is about 1875 pounds per acre. Last year prices were 9¢ to 10¢ per pound. Peanuts are big business in our county. Southampton produces more peanuts than any other county in the entire country. Peanuts are responsible for the outstanding quality in Smithfield and Virginia hams.

#### 1. Goal

To increase the average yield, improved methods will be used in controlling disease and insects.

#### 2. Methods to be Used

- (a) Preseed peanuts with cover crops
- (b) Test the soil
- (c) Proper land preparation
- (d) Indirect fertilizing
- (e) Use recommended varieties
- (f) Treat seeds
- (g) Recommended cultural practice

B. Corn

The county's gigantic corn crop which leads the state in top yields is partly sold as corn. An enormous portion is sold through hogs.

1. Goal

To increase the average yield in order to reduce the cost of production and provide more grain for feed and market.

2. Method to be Used

- (a) Testing soil
- (b) Grind and mix home grown grain
- (c) Seed recommended varieties
- (d) Use recommended cultural practice

C. Watermelons

As recent as 1954, farmers of the county planted about 30 acres of watermelons annually, mostly in Ivor-Berlin District. Now we grow 3800.

1. Methods to be Used

- (a) Plant improved recommended varieties
- (b) Proper fertilization
- (c) Better marketing methods
- (d) Recommended cultural practices

D. Pasture

1. Goal

Increase the pasture acreage on most farms.

2. Methods to be Used

- (a) Soil test
- (b) Proper fertilization
- (c) Proper seeding
- (d) Good management
- (e) Rotational grazing

E. Livestock

Advise livestock increase in proportion to feed and grazing. One hundred thousand hogs were sold from Southampton County in 1960. The average weight was 200 pounds. Prices averaged 18¢. Pork sales brought \$3,600,000 to the county plus the fact that we have a local Purebred Swinebreeder's Association which gets high prices for their animals at frequent sales.

Hampshires, Yorkshires, Black and Spotted Poland Chinas and Durocs form the basic breeds raised in this area.

Our hog production support several areas meat packers. Among them are: Gwaltney and Lutens of Smithfield, Harrell of Suffolk and Beale and Swift of Southampton.

1. Goal

Develop a good management program including sanitation.

2. Methods to be Used

- (a) Good pastures
- (b) Emphasize feeding, selecting and breeding

F. Sheep

From 1949 the number of matured Sheep in Southampton has increased from 230 to 1700. A wool pool was established in Franklin during 1960 to provide a market for wool to which 12,000 pounds from the county was sold.

1. Goal

Increase pasture for sufficient grazing.

2. Methods to be Used

- (a) Encourage some member of the family to learn to shear
- (b) Good management

G. Dairies

We have 11 dairy herds, four of which are authorized producers of Golden Guernsey milk.

H. Farm and Home Development

1. Goal

The far-reaching goal with the program is to improve the overall farm economy by increasing the family income. Conservation in all contributing enterprises.

2. Methods to be Used

- (a) Improved managerial abilities
- (b) Efficient record keeping
- (c) Appraise their resources
- (d) Personal counseling
- (e) Assist in identifying their problems
- (f) Analyzing methods of solving
- (g) Frequent evaluation
- (h) Assist them in planning

I. Farm Buildings and Equipment

1. Goal

Keep the building and equipment in good repair.

2. Methods to be Used

- (a) Identify methods of financing
- (b) Secure Specialist help when needed
- (c) Secure building plans
- (d) Help in arranging appliances for convenient use
- (e) Aid in arranging good shelters for maintenance

4-H group projects are carried out with team work by members. Instructions for group and individual projects are given in regular meeting.

Demonstrations in culling, grading and judging of crops are supervised in club meetings. Emphasis are placed on record keeping.

2. Methods to be Used

- (a) Keep members informed on latest recommendations.
- (b) Personal visits.
- (c) Tours

J. Market Hog Production

1. Goal

Assist members in growing good type hogs for the show.

2. Methods to be Used

- (a) Assure the cooperation of parents.
- (b) Assist in selecting market type animals.
- (c) Encourage good management.
- (d) Keep record of project.
- (e) Expose members to good showmanship.

Cooperation With Others

The agent will inquire information and work with the following agencies through the ensuing year: Soil Conservation Service, The Agricultural Conservation Program, The Farm Home Administration, The Health Department, Vocational Agriculture and Home Economics and other allied agencies.

County-Wide Activities

County Advisory Board Meeting.....	April, August, October
Junior Council.....	April, July, October
Agronomy Committee Meeting.....	February, April, August
Livestock Committee Meeting.....	February, June, September
Leader-Training and Planning Meeting.....	March, August, October
4-H National Week.....	March
Rural Life Sunday.....	April

4-H Day.....August  
 Field Meetings.....July, September  
 Adult and 4-H Achievement Day.....October

CALENDAR OF ACTIVITIES

December

Take soil samples  
 Pruning demonstrations  
 Landscaping  
 Encouraging the use of time where needed  
 Advisory Board Meeting

January

Collecting soil samples  
 Landscaping  
 Pruning demonstrations  
 Enrolling 4-H members

February

Plans for National 4-H Week  
 Prepare 1960-61 enrollment for 4-H  
 Collecting soil samples  
 Landscaping  
 Forestry activities  
 Getting garden land ready

March

Collecting soil samples  
 Plans for Rural Life Sunday  
 National 4-H Week program  
 Pruning demonstrations  
 Getting in early vegetable seeds  
 Fertilizer recommendations  
 Encouraging top dressing pastures  
 Landscaping

April

Rural Life Sunday  
 Checking 4-H projects  
 Getting list of 4-H delegates  
 Distributing garden suggestions  
 Checking on progress of gardens  
 Checking demonstrations

May

Clinching plans for State Short Course

Rural Life Sunday  
Distributing Research information  
Swine Sanitation  
Mailing garden suggestions

June

Representing at State Short Course  
Advisory Board Meeting  
Preparing for Wildlife Conference  
Checking Adult demonstrations  
Checking 4-H projects  
Swine sanitation

July

Tentative plans for Achievement program  
Checking 4-H projects  
Preparing for 4-H Day of Fun  
Farm and Home Week program  
Preparation for Wildlife Conference  
Swine Sanitation  
Sponsoring forestry program  
Checking demonstrations

August

Delegates to Wildlife Conference  
Advisory Board Meeting  
Checking 4-H projects  
Field meeting and tours at demonstrations  
Swine sanitation  
Checking Fat Pig projects

September

State Advisory Board Meeting  
Swine Sanitation  
Preparing for Fairs  
Assisting breeders in getting exhibits to Fairs

October

Suffolk Fair  
Hog Show and Sale  
Achievement program  
Annual Agent's Conference  
Swine Sanitation

November

Annual Reports  
Community Improvement work  
Swine Sanitation  
Distributing garden suggestions

The Agent will keep farmers in-formed on research information and agricultural tips. In so doing, farmers will be ready to adopt and use recommended practices. Farmers will be informed through letters, the press, counseling and other methods. Individual counseling has proven its worth in enabling the farmer to make adjustments.

Knowing farmers' managerial abilities, his resources, and possible markets helps professional workers in offering alternative opportunities for making decisions. Farmers' participation in decision making contributes to better relationships.

Farm plans will be long range programs, subject to frequent evaluations.

The demonstration idea will be used in getting this material on the ground and in the minds of the farmers. We will stress the whole farm demonstration idea for efficiency in production and actual accomplishments. Increasing size of operations will be emphasized under the same physical facilities.

This program has been framed for flexibility. It will be evaluated at intervals for the purpose of changes if needed. Management for efficient production will be emphasized. The program will be conducted in cooperation with other agencies with the use of leaders and the help of specialist. We will stress the use of research findings and keeping accurate records of results.