

COOPERATIVE EXTENSION SERVICE WORK
IN
AGRICULTURE AND HOME ECONOMICS

U. S. DEPARTMENT OF AGRICULTURE &
VIRGINIA POLYTECHNIC INSTITUTE
COOPERATING

EXTENSION SERVICE
LOCAL FARM AND HOME
DEMONSTRATION WORK

PLAN OF WORK
1964

COUNTY

BRUNSWICK

NAME H. L. MACLIN

Local Farm Agent

NAME SARA H. WINFIELD

Local Home Agent

NAME _____

Asst. Local Farm or Home Agent

DATE MAILED 12/23/63

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT
AND NATURAL RESOURCE DEVELOPMENT

PHASE: Farm Management - Record Keeping, Year: 1964

The Situation:

For the past three years, the Mail-in VPI Electronic Farm Record Summaries for four farms indicated that the size of business, rates of production, labor efficiency, choice of enterprises and machinery cost were the main factors affecting farm income.

The records show that larger farms pay better than smaller farms. On larger farms, it is possible to use labor, equipment and other items more efficiently. Yet, size alone does not mean profitable operation.

The Specific Problem:

To get more farmers to analyse the farm business and make necessary adjustments.

The Program Objective:

To enroll five farmers in the Mail-in VPI Program, get more families to keep records, and choose enterprises that will be profitable.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To assist farm families to keep good records so that they will:	VPI Bulletin 229 "Record of Cash Farm Expenses and Receipts."	1. Organize subject matter material and analyse Annual Record Summaries.	Jan.-Feb.	Agent and Specialist
1. Know the value of records.	VPI Bulletin 262	2. Hold community meetings.	Feb.-Mar.	Agent
2. Make necessary adjustments.	"Farm Inventory." "The VPI Electronic Farm Record System."	3. Farm visits to analyse farm business and make adjustments.	Jan.-Mar.	Agent with Specialist
3. Identify needs, problems and opportunities.	Agri. Econ. Dept. VPI FM Forms 1 and 2.	4. Enroll farmers in Electronic Farm Record Program.	Jan.-Feb.	Agent with Specialist
4. Make sound decisions based on need, desire, resource and ability.	State Staff, Econ. Dept.	5. Check Mail-in Records 6. Make adjustments in inventories.	Jan.-Dec. Jan.-Feb.	Agent Agent with Specialist

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
5. Have factual information on farm enterprises.	Information received during Farm Management School	7. Family visits. 8. Summarize results.	Feb.-Oct. Nov.-Dec.	Agent Agent

EVALUATION:

1. Make survey to determine number of families:
 - a. Keeping adequate records.
 - b. Using information derived from results of VPI Mail-in Records to determine the efficiency of farm operations compared with the last three years.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT
AND NATURAL RESOURCE DEVELOPMENT

PHASE: Agronomy - Flue-Cured Tobacco, Year: 1964

The Situation:

Flue-cured tobacco ranks first in farm income and with other field crops supplies about 71 per cent of the total income. The county is the fourth largest producer of flue tobacco in the state.

Farmers are concerned about the tobacco situation and desire information that will enable them to produce a high yielding quality crop.

Brunswick County suffered a severe drought in 1963. It was estimated that crop yields were cut as much as 30%. Farmers who had facilities to irrigate, produced an average yield. The auction average price, in many instances, was below Government Support Price. The quality of tobacco was below average. Over 75% of the crop was graded leaf of low quality and variegated.

The Specific Problem:

Low quality flue-cured tobacco is produced on many farms in the county.

The Program Objective:

To improve the quality of flue-cured tobacco and thereby produce desirable type that will be acceptable by both domestic and foreign markets.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To assist producers to:	State Agronomy Staff	1. Organize subject matter	Jan.-Feb.	Agent and Spe-
1. Produce desirable tobacco from recommended varieties.	VPI Circulars: 869, "You Can Produce Better Tobacco Plants."	: material.	:	: cialist contact.
2. Become aware of the importance of following recommendations in all phases of production.	29, Plant Bed Management." 718, "Wildfire Control." 215, "Nematode Control in Tobacco."	2. Have Agronomy Committee to help plan and execute production program.	January	Agent, Specialist contact.
3. Develop skills and techniques in applying recommendations.	4, "Control Field Insects"	3. With Committee make plans for demonstrations, meetings, publicity, other activities.	February	Agent
		4. Select demonstrators for complete production demonstrations and train them.	Feb.-Mar.	Agent, Agronomy Committee

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
4. Improve marketing.	VPI Circulars, Leaflets:	5. Plan community and county	Mar.-Apr.	Agent and
	5, "Oil & Oil Emulsion	meetings.		Leaders
	for Sucker Control."	6. Publicize demonstrations,	Apr.-May	Agent and
	81, "Steps to Follow When	and purpose.		Leaders
	MH-30 is Used."	7. Post signs at demonstra-	June	Agent and
		tions.		Leaders
	82, "Chemical Control of	8. Conduct field meetings at	Apr.-July	Specialist
	Suckers in Tobacco."	demonstrations.		and Agent
	594, "Curing Flue-Cured			
	Tobacco."	9. Report results of demon-	Nov.-Dec.	Agent
	117, "Preparing Flue-Cured	strations.		
	Tobacco for Market."			
	912, "Preparing Loose Leaf	10. Conduct Irrigation	July	Specialist
	Tobacco for Market."	demonstration.		and Agent
	484, "Have Good Light When			
	Sorting Tobacco."			

EVALUATION:

1. Make surveys to determine the number of demonstrators who increased their yields and quality by following recommended practices.
2. Through direct and indirect methods determine the results of the program in influencing other producers to follow these practices.
3. Determine the percentage of tobacco purchased by the Agricultural Stabilization Conservation Service.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: House Furnishings, Year: 1964

The Situation:

There are many types of floor coverings on the market. Without a knowledge of the characteristics of them, homemakers cannot make wise selections.

The Specific Problem:

There is a lack of knowledge of the composition, care, and suitability to area of floor coverings.

The Objective:

To help homemakers make wise decisions in the selection and care of floor coverings. To teach the care of wood floors.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To provide homemakers with a knowledge of the different materials used in floor coverings; use and care of each.	: "Flooring Materials"	: Visuals	: September	: Agent and
	: Small Homes Council, F4.6	: Assembled materials	:	: Leaders
	: Extension Circulars	: Discussions	:	:
	: Professional Publications	: Leader Training Meetings	:	:
	: Other Publications	:	:	:
To give homemakers information on cleaning, waxing and general care of wood floors.	: Extension Circulars	: Demonstrations	: October	: Leaders and
	: Professional Publications	: Discussions	:	: Agent
	:	: Visuals	:	:
	:	: Leader Training Meetings	:	:

EVALUATION:

Surveys to determine the number of homemakers using information and visits to see results of practices.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Foods and Nutrition, Year: 1964

The Situation:

Homemakers are anxious to satisfy the appetites of their families. They would like to plan and prepare new dishes. Homemakers are interested in learning the causes of failures in some of their baked goods. With the advent of television, busy schedules, and relaxed way of living, some families have been very lax in their table and everyday manners.

The Specific Problem:

Homemakers want to learn to prepare new dishes, determine causes of failure in baked products, and to improve their table and everyday manners.

The Program Objective:

To help homemakers realize the causes of failure in baked products, learn to prepare new dishes, and to improve their manners.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To teach homemakers the causes of failures in cake making. Teach simple cake making.	: Extension Bulletins, Circulars and Leaflets: MF-87, One Bowl Cake. MF-230, Cakes & Decorative Icings.	: Method demonstrations : Judging : Discussions : Leader Training Meetings	: January : : :	: Leaders and : Agent : :
To teach homemakers how to make different kinds of pie crusts. To teach causes of failures in pie crusts.	to: MF-326, Decorating the Cake : : Professional Publications	: : Method demonstrations : Judging : Discussions : Leader Training Meetings	: : February : : :	: Leaders and : Agent : : :
Provide new ways to cook meats and vegetables.	: Cir.-789, Around the World With Foods. 1/63 : MF-245, Foreign Cookery. : (Revised July 1962)	: Method demonstrations : Discussions	: March : April	: Leaders and : Agent : :

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Give homemakers an opportunity to learn how people of other countries prepare foods.		Leader Training Meetings	April	Leaders and Agent
To aid homemakers in making pickle and relishes.	MF-396, Pickles & Relishes	Demonstrations Judging Leader Training Meetings	May	Leaders and Agent
To help homemakers set attractive tables for different occasions.	Ext. Service, Iowa State College, HE-13, Our Family Meals. Ext. Service, Iowa State University of Science and Technology, HE-6, Tea Parties, Buffets.	Demonstrations Visuals Exhibits Leader Training Meetings	June	Leaders and Agent
To help homemakers and their families improve their manners.	Bul.-173, As Others See You. (Courtesy Manual for 4-H Club Members) Reprint November 1962	Demonstrations Discussions Leader Training Meetings	July	Leaders and Agent

EVALUATION:

Observe changes of skills and attitudes of club members. Make surveys to determine to what extent the use of recipes and other information brought about changes in skills and attitudes.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: Career Exploration, Year: 1964

The Situation:

There are limited job opportunities for youths in this area. They drop out of school to seek employment, only to find that they are not qualified. Young people drop out before graduating from high school or preparing for gainful employment.

The Specific Problem:

Young people lack knowledge of career opportunities and the potentialities in the labor field.

The Program Objective:

This project was planned to aid in decreasing the number of dropouts, to aid senior 4-H'ers make sound decisions in choosing fields of employment, and to re-enroll members.

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To assist 4-H Club members in the study and selection of careers.	State 4-H Staff High School Principal and Guidance Committee.	Assembled material	January	Agents
To advise members of the employment and income potentialities.	VPI Bul. 864, 864B, Career Exploration, Units I, II. "Virginia's Youth Face The Future." Virginia's Changing	Demonstrations	Jan.-Dec.	Agents, Lead-
To provide knowledge of career requirements.	Population Picture, Misc. Pub. 5, Nov. 1963.	Visuals Lectures		ers, members
Select career based on ability and desires.	"Man Power A Challenge to Virginia in the 1960's." The Virginia Economic Review, Vol. 15 No. 2, Nov. 1963.	Counseling, interviews and tours.	May-Nov.	Agents, Lead- ers, members

EVALUATION:

Studies to determine number of students enrolled in project who drop out and those who go to college.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: 4-H Adult Leaders Association, Year: 1964

The Situation:

The Association needs to be strengthened so that it can improve its task of developing boys and girls into useful and better citizens.

The Specific Problem:

The lack of sufficient trained leaders.

The Program Objective:

To increase the effectiveness of the County 4-H Program through adult volunteer leadership development.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To help plan 4-H Program.	: District Agents	: Training Meeting	: January	: Specialist &
	: :	: :	: :	: State Staff
Guide project selection.	: 4-H Club Staff	: County Training Meetings	: Feb. & Sept.	: Agents
	: :	: Leader Recognition.	: March	: :
	: :	: :	: :	: :
Assist with county-wide planning.	: Bul. 270, "Leaders Handbook"	: Project Training Meetings	: Apr., June,	: Agents
	: :	: :	: Sept.	: :
	: :	: :	: :	: :
Assist with club activities.	: USDA-PA-376, "Highlighting the Heart "H" in 4-H"	: Planning Program	: May	: Agents
	: :	: Set up goals	: :	: :
	: :	: :	: :	: :
To encourage leaders to attend activities outside of county.	: :	: :	: :	: :
	: :	: :	: :	: :
Attend training meetings.	: National 4-H News	: Assembled material	: July-Aug.	: Agents, Leaders
	: :	: Visits, letters, telephone	: Jan.-Dec.	: Agents
	: :	: calls, demonstrations	: :	: :

EVALUATION:

Surveys and observations to determine whether organization is reaching goals; and participation of leaders.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: COMMUNITY AND PUBLIC AFFAIRS

PHASE: County Advisory Board, Year: 1964

The Situation:

The communities depend on the Advisory Board members for information affecting their welfare, therefore, the board needs to broaden its knowledge and scope of activities.

The Specific Problem:

To encourage members to attend county and state meetings, so that they can receive information on recent trends affecting family living.

The Program Objective:

Inform members of the county situation and solicit their aid in the planning of the County Extension Program.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To provide members with information of purpose and function of organization and assist them in understanding same.	: VPI Bul. 726, Developing Local Leadership	: Individual contact	: Jan., Feb.	: County Staff
		: Discussion meetings	: April	: County Staff
	: VPI Bul. 830, Committees - How to Select and Use Them	: Take more active part in District and State Educational activities.	: Jan.-Dec.	: County Staff Board Members
To solicit and encourage support of members in planning and conducting program.	: VPI Bul. 772, Making Meetings Effective	: Hold quarterly meetings	: Jan., Apr.	: County Staff
		: Group visits to experiment stations.	: July, Oct.	: Board members

EVALUATION:

Through surveys determine the effectiveness of program.

OTHER ACTIVITIES TO BE INCLUDED IN PROGRAM FOR 1964

A. Agricultural Production, Management and Natural Resource Development

1. Feeder Pig Production
2. Pasture Production
3. Corn Production

B. Extension Home Economics

1. Family Economics
2. Health
3. Clothing
4. Home Furnishings

C. Four-H and Other Extension Youth Programs

1. Educational:
 - a. Foods and Nutrition
 - b. Clothing
 - c. Health
 - d. Market Hog Production
 - e. Sweet Potato Production
 - f. Forestry Appreciation

2. Organizational:
 - a. 4-H County Council

D. Community and Public Affairs

1. Home Demonstration Committee
2. Community Improvement
3. Forestry Committee
4. Agronomy Committee
5. Nutrition Committee