

S U M M A R Y

VIRGINIA DAIRY EXTENSION WORK

December 1, 1959 - November 30, 1960

PERSONNEL

Dr. G. C. Graf - Head, Dairy Science Department
Dr. M. F. Ellmore - Extension Dairy Specialist, Project Leader
Dr. V. L. Baldwin - Associate Extension Dairy Specialist
Mr. W. N. Petterson - Associate Extension Dairy Specialist
Mr. G. J. Nageotte - Associate Extension Dairy Specialist
Mr. W. S. Griffith - Assistant Extension Dairy Specialist

SUMMARY

1960 VIRGINIA DAIRY EXTENSION REPORT

The general dairy situation changes relatively little from year to year. The rate of change in certain phases of the industry is, however, steady. Some of these trends may be summarized as follows:

1. Total production of milk for fluid consumption is still in excess of consumption.
2. Dairy plants and dairy farms have continued to decrease in numbers but to increase in size.
3. Total cow numbers are declining yet production per cow is increasing.
4. The blend prices to producers has not changed appreciably.
5. The cost of input items continues to increase.
6. The prices paid by consumers for dairy products remains about constant.
7. Adverse publicity continues because of misunderstanding of industry problems.
8. Diminishing farm population is affecting the number of youth enrolling in dairy youth activities. The quality of participation is, however, high.

There are major, long time problems that give direction to the dairy extension staff. These are:

1. Low consumption of milk and milk products by people of Virginia.
2. Orderly adjustment of resources within the industry are too slow for economic stability.

3. Insufficient incentive for youth to seek training for positions of leadership in the agricultural field. (Shared among all segments of agriculture.)
4. Lack of understanding of the dairy industry situation and problems, by news editors and others who influence public thinking.

Summary of Work by Activity Area

I - Dairy Business Management

The objective for this area is for farm people and others concerned to recognize the necessity of applying sound business principles to the dairy enterprise and to acquire greater knowledge and skills in applying the science of decision making to their operations.

Activity by staff members was largely of a supportive nature. Subject matter was presented on radio tapes, farmer meetings, farm tours and on farms with special problems. Materials developed by farm management specialists was used extensively.

The V.P.I. Extension Service cooperated with the Virginia Department of Agriculture in continuing the survey of the Virginia Dairy Industry. Two publications have been released to date. The third and final publication will be complete by July 1, 1961. 2.4% of the total extension time was devoted to activities in this area.

II - Dairy Production Practices

The objective of this area is for dairymen to acquire a greater understanding of breeding, feeding and herd management principles and to adopt more approved practices.

Special attention was directed toward the attitude of dairymen about grain feeding and toward quality of forage. The EDPM record system pro-

vided excellent source material. Special forage evaluation clinics were held. Farmer interest is very high on this subject. Preliminary studies were made on the feasibility of developing a forage testing service.

In the field of breeding, attention was given to the subject of anatomy and physiology of reproduction. This was a means of teaching why certain practices are necessary to obtain high conception rates. This approach has been successful in dispelling many false ideas about A. I. and has increased faith in this method of breeding. The percent of cows bred to superior sires is increasing each year. Two Artificial Insemination Short Courses were offered, one was held.

Major emphasis in herd management was placed on the mastitis prevention program. This is a program which was initiated by the industry and organized by industry. Extension is providing educational materials and assistance. This program has been successful because the good management practices taught not only prevent disease, but also help to reduce the cost of production. 22% of the total extension time was devoted to this area.

III - Production Records

The objective of this area is for dairymen to develop an awareness of the need for and an application of production records as a basis for sound decision making in feeding, breeding and management.

Conversion of records to the EDPM system has been used as a tool in teaching the value of records and as a means of teaching records use. This new system has been the best stimulator that the testing program has had in many years.

A great deal of time has been spent in supervisor training, agent counseling and board of directors advising. Time was also spent in working with other southern states on the mechanics of the EDPH system. 18% of the total extension time was devoted to activities in this area.

IV - Dairy Technology

The objective of this area is for people in the dairy industry to adopt methods and practices that will economically provide high quality supplies of milk and dairy products to Virginia consumers.

Assistance was given to plant personnel through short courses and conferences at V.P.I., through plant visits and through work as advisor to industry committees. This work was on quality control and plant management.

Assistance to dairy farmers on quality production was carried out through agents at meetings and farm visits. Mass media was used extensively. 10.9% of the total extension time was devoted to this area.

V - Consumer Education

The objective of this area is for people to acquire knowledge of the importance of milk in the human diet and to increase their daily consumption of milk and dairy products.

Educational activities in this area largely support industry activity. Cooperation in planning programs was given to groups such as A.D.A., Dairy Council, Dairy Products Association and college home economics specialists. Radio, T.V. and newspapers were used extensively as well as extension publications in getting the message to the consuming public. 4.2% of the total extension time was devoted to this area.

VI - Youth Development

The objective of this area is for youth to develop through dairy project work those qualities of leadership, sportsmanship, character and personality that make happy and prosperous citizens.

A new dairy project was developed. This project is designed for non-farm youth. Its purpose is to teach these youth an appreciation of the dairy industry.

The regular animal project program was serviced as in the past. Materials and subject matter were provided to agents for use with clubs and leaders. A great deal of direction was given to other youth activities such as showing and judging.

One of the strong points of the youth program is the support which has been given by the state breed clubs. Extension has solicited this support through the counsel and assistance given. 17.0% of the total extension time was spent in this area.

VII - Allied Activities

The activity in this area is of a general nature. It is necessary and desirable that dairy extension staff members contribute some time and talent to affairs that are of concern not only to the people connected with the dairy industry but also with all agriculture. Requests for assistance in this area cannot always be anticipated.

All dairy staff members participated in department functions, extension-wide activities and college-wide programs. Assistance in the form of counsel and advice was given to many organizations in the development of their programs. This assistance has promoted good public relations.

Dairy extension staff members are active in activities of a professional nature that are regional or national in scope. 24.9% of extension time was devoted to this activity.

STATE OF VIRGINIA

COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS

L. B. DIETRICK, DIRECTOR
V.P.I. Agricultural Extension Service
Blacksburg, Virginia

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*Dr. G. C. Graf, Head, Department of Dairy Science
Dr. M. F. Ellmore, Extension Dairy Specialist, Project Leader
Dr. V. L. Baldwin, Associate Extension Dairy Specialist
Prof. G. J. Negeotte, Associate Extension Dairy Specialist
Prof. W. N. Patterson, Associate Extension Dairy Specialist
Prof. W. S. Griffith, Assistant Extension Dairy Specialist

*Dr. G. C. Graf - 1/3 Extension Dairy time.
All others, 100% of time devoted to Extension.

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