

ANNUAL NARRATIVE REPORT

COUNTY EXTENSION WORK

Virginia Agricultural Extension Service

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1962

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County

INVOLVEMENT OF LOCAL LEADERSHIP

The success of the extension program is closely tied to the type and number of leaders it is able to attract. Our program planning process which involves the county Advisory Board as the over-all planning and execution organization is lacking in forward leadership. The home demonstration committee, 4-H council, 4-H Leaders' Association and the agronomy committee were the major planning committees carrying on the extension program. They did an effective job in program planning and execution for their areas.

In developing 4-H adult leadership, we used the present leaders to recruit additional leaders. This year these leaders did an effective job on recruiting new leaders. Four new leaders were added to the community leaders' group and three new school leaders were added.

The home demonstration leaders did a very effective job during this year. The county was without a home agent for one full year. During this period the leaders conducted the program. Three leader training meetings were held for these leaders and handled by them. Twenty-two attended the family and community institute at Virginia State College. Twenty-five attended the district home demonstration meeting and two took part in the program with a demonstration. The

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junior leaders and officers' training program for 4-H club work produces the best trained and informed leadership group in the county. We believe when this group comes into adult leadership they will be far superior to the present leadership.

We have a good leadership program in the county, but there is need for further training and assuming of leadership responsibility on the part of the present leaders. The adult 4-H leaders are mostly professional leaders responsible for school work. We think the program could be strengthened if we could get more parent leaders from the community. The over-all advisory board leaders are above middle age with few exceptions. Our idea is to replace these with younger leaders who can more nearly interpret the program in terms of the present social and economic changes caused partly by the influx of many city dwellers into the county.

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 tobacco agree they can increase their income from this crop by improving their production practices.

The program objective was to improve the quality and raise the yield of tobacco per acre. This objective was approached from two angles 1. increasing the understanding and knowledge of the farmers in recommended production practices and 2. developing the skills of these growers so they can apply the information gained to the production of their crop.

Demonstrations were conducted in plant bed weed and disease control. Mylone was used as the treating chemical. Variety demonstrations were conducted to teach farmers that good varieties and good plants are the first requisite to high yields and good quality tobacco. Six tobacco farmers on the agronomy committee toured the Chatham Research Experiment Station to observe tobacco production practices. Individual farm recommendations were given farmers on fertilizing the crop; these recommendations were based on soil sample test.

This year approximately 60% of the tobacco farmers used soil tests as a basis for their fertilization program.

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Agronomy committeemen assisted in disseminating information to other farmers on practices designed to improve the yield and quality of tobacco. Approximately 45% of the tobacco growers observed one of the tobacco bed weed and disease control demonstrations. These farmers were impressed with the ease of treatment and control obtained when Mylone was used. It is too early to determine the total effect this program has had on the farmers; however, the question of what variety to plant has already started coming into this office. This would indicate an aroused interest in growing the most suitable variety for the individual farm.

PASTURE AND HAY CROPS

Good pastures and hay crops are the key to good livestock production. Due to shortage of labor and cost of production of crop many farmers are turning to livestock production. This phase was chosen for major emphasis because good pasture and hay crops will produce the cheapest livestock and livestock products. There are many acres of land in pasture and hay crops that are not yielding to their maximum. The

The program objective for this project is to increase the yield and quality of pasture and hay crops. It is believed that by increasing the farmer's knowledge and understanding on recommended practices for production of good pastures and hay crops and by developing his skills to apply this knowledge we will accomplish the desired changes.

In meetings and at demonstrations farmers were taught that efficient production of hay and pasture included three basic steps 1. following the recommendations of a soil sample for liming and fertilizing 2. using only recommended varieties of seed and 3. proper management and care of crops by control of insects, weeds and diseases. Farmers were encouraged to take soil samples through radio broadcast, community meetings and individual farm visits. The Agricultural Conservation Program was explained to them and they were encouraged to make use of this program. The year-round forage

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demonstration was quite outstanding and provided training for farmers that visited it.

The agronomy committee gave valuable assistance in this phase of the program. They gave talks and assisted in demonstrating how to take soil samples. Wise use of lime and fertilizer is becoming a reality because of the emphasis that is being placed on soil tests. 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.

ATTRACTIVE CLOTHING ACCESSORIES

The homemakers in Campbell County lack the information and the experience which are needed to select suitable fashions, colors and designs to make accessories or garments.

Realizing that there are many new fabrics on the market today, which require more information and skill in handling, the homemakers are desirous of securing this information and sharing experiences to help them develop better skills and techniques in clothing construction and accessories to complement their garments.

The following objectives were taken into consideration:

1. To become more familiar with the latest in textiles.
2. To develop better sewing techniques and skills
3. To apply the fundamental principles of clothing construction.
4. To be able to select suitable fabrics and make accessories to complement garments.

Hat workshops were conducted in the various communities, since a large number of homemakers were expected to attend. Preceding the activity a discussion period was held. Various types of materials were observed and the selection of becoming styles was explained. Diagrams and illustrations were used to clarify different points. Illustration sheets were given to each member to follow. Demonstrations were given by the agent, with leaders assisting. Each member who

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attended made a hat and some made several hats to complement their garments.

This project was very effective in stimulating interest, familiarizing the members with an appreciation of art values in accessories wisely chosen and well made. Each individual who participated said she found the experiences, educational, fascinating and enjoyable. One hundred-eight hats were completed throughout the county. One new club was organized as a result of the workshops. Many old members returned and new members joined.

The project has been effective in stimulating interests in meeting the needs and desires of the homemakers in the Home Demonstration clubs in Campbell County. All who participated were able to gain educational information, and improved their skills and techniques. Much progress was made toward reaching the goals which was demonstrated by their eagerness to learn, participate and attend.

ENLARGING THE 4-H PROGRAM

This phase of the program was undertaken for major emphasis because of the numerous requests received for expanding the 4-H program to include a greater number of boys and girls. As the county is changing fast from a farming to a non-farming county the need for youth programs is becoming more and more evident.

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

A more thorough job of planning programs to meet the needs of youth was done this year. The junior council and the 4-H leaders group met and outlined a program designed for greater participation by a larger number of 4-H members. They planned many varied projects and activities for these members. Outstanding was the summer approach to the program. Four workshops were conducted, two in citizenship, one in arts and crafts and one in career exploration. These workshops added interest in the 4-H program and attracted the attention of both parents and new members. A recruiting program for new leaders was conducted in which four new leaders were

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added to the program. To increase the knowledge of the public on 4-H work, 3000 church bulletin covers were distributed to the churches in the county. On the front of the bulletin was an announcement of the county 4-H club observance of Rural Life Sunday and on the back were statements on why we observe Rural Life Sunday and what a 4-H club is. The inside of the bulletin was left blank for the church program.

Twenty-five 4-H leaders and their guest toured the National 4-H Center and Washington, D.C.. While in the city a recognition banquet was held for these leaders. A. S. Bacon, assistant to the Assistant Administrator on Programs for the U. S. Department of Agriculture addressed the group. Certificates were awarded to eight leaders with an aggregate total of 115 years of service to the county 4-H programs. This activity did much to stimulate these leaders to do greater work. The county 4-H Leaders' Association sent Miss Ruby Herndon to the National 4-H Leaders Forum. Miss Herndon returned with enthusiasm and brought back information which was used as a basis for our citizenship project.

The 4-H program for this year has increased the knowledge of the public on 4-H work. Four new leaders have been added to its leadership group. Through the officer training program a new crop of junior leaders are being added to the county leadership program. Leaders are taking a more active

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part in program planning and execution. The 4-H enrollment has not increased but we think this was due to the absence of a home agent during this period.

HOUSING INSTITUTE

Eighty-five adults attended a four session Housing Institute sponsored jointly by the Vocational Department of Agriculture and Home Economics and the Extension Service. The first session dealt with home financing. Milton K. Brown, representative of the Farmers Home Administration and R. L. Upshaw, Agricultural representative from the Campbell County Bank discussed financing the home as it relates to their agencies. C. S. Wheary, Extension Agricultural Engineer discussed house planning to meet the needs of the family at another meeting. House decorations was the topic for a third session with representatives from three local furniture stores. The final session was devoted to health in the home. Mrs. C. C. Moore, Public Health Nurse from Lynchburg and Mrs. Edna Burton, Public Health Nurse from Amherst were the discussion leaders.

Persons attending this institute expressed the benefits they had derived from it and asked that this type of program be expanded.

As a result of this training session, the representatives returned to their communities with many new ideas in house planning, home financing and house decorations. Several homemakers have refinished floors, remodeled kitchens and re-arranged furnishings. Thus improving the appearance and attractiveness of their homes.

HOME GROUNDS BEAUTIFICATION

Work in this area will receive major emphasis in 1963. Six 4-H members enrolled in the home grounds beautification project and improved their home grounds. Two demonstrations in home grounds beautification were set up this year. Thirty-two home demonstration ladies visited the demonstrations this fall. Radio broadcast have been devoted to tips to the home landscaper. Monthly publications on landscaping topics are sent to selected individuals who are members of garden clubs and home demonstration clubs interested in home grounds beautification.

This program is gaining in popularity. As more and more city dwellers are moving to rural areas in the county they are becoming more concerned about improving their home grounds. Five home owners landscaped their home grounds according to recommendations of the extension service.

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YELLOW BRANCH COMMUNITY IMPROVEMENT CLUB

Outstanding work has been accomplished by the Yellow Branch Improvement Club. This group conducted a community improvement contest under the sponsorship of the State Advisory Board. This group won seventh place in the State contest. They also won second place in an exhibit entered in the Danville Fair. The club completed payment on improvements in the community center which included cabinets and a water system. Monthly meetings were held to discuss improvements the community and families could make. Some of the topics discussed were: home grounds beautification, gardening ideas, and paints and painting.

As a result of the work done in this community some improvements were made in 80% of the homes. Three new homes were built and family budgeting was started by six families. The people of this community have learned the value of cooperative efforts. They added a basement and central heating system to their church. Leadership evolved from this work. A greater number of persons are serving on committees than before. The people take pride in making improvements that will make the community a better place in which to live.

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 change. 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. We think the citizens of this county have benefited from the agricultural extension program. We have been able to develop new leadership and through training programs equip them with the tools necessary for the job. We have seen people use the scientific process of problem solving in which the use facts and alternatives to arrive at decisions. Through demonstrations, tours and discussions the people involved in the home demonstration, farmers and community clubs have gained new experiences in doing old and new jobs. The objectives of the program were developed with the people to be involved and we have set up learning experiences to provide learning for these objectives.

The county 4-H program is gaining in popularity. This is partly due to the change in approach to 4-H work. More and more leaders and agents are guiding 4-H members into experiences that will be meaningful and interesting to him. We still have leaders who are more concerned with the project

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carried on by these members than they are with the growth of the member.

Our major aim has been in providing information and directions to the people of this county so they can solve their problems in every day living. To this end we think the program has been a success.

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