

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Provide information on the role of women under communism.				
Provide recipes for Christmas Foods Around the World.				

EVALUATION:

Determine interest shown in topics through simple questionnaires, discussions at club meetings, amount of reading done on subject, request for more information and further study.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Federation Program of Work - International, 1964

The Situation:

There seems to be a lack of interest on the part of the citizenry, world affairs and a lack of understanding of the true nature of communism and its threat to world peace.

The Specific Problem:

Lack of understanding and how to recognize authentic information, and sources of such information on communism.
Inertia.

Problem Objective:

To stimulate interest in world affairs; help families better understand communism and its threat to world peace; and study of Peace Corps and its objectives.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To provide leaders and club members with authentic information and help them interpret material to create interest and combat erroneous information.	Book and other pamphlets by J. Edgar Hoover, Federal Bureau of Investigation U.S. News and World Report	Leaders trained by local person who has attended a class in communism and made an extensive study.	February through December	Agent and leaders
Help them to analyse the difference in Capitalism, Socialism, and Communism.	Communism. Who? What, Why Henlee H. Barnett, Prof. Christian Ethics Southern Baptist Theological Seminary	Agent assisted in conducting and outlining material for mimeographing for leaders and as hand-out material.		Special trained county leaders
Help families to recognize what they can do as individuals and in groups to maintain the democratic way of life against the threat of communism.	Human Events Peace Corps			

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To provide homemakers with the information needed for her to make good selection of clothing and accessories, techniques for doing construction, remodeling, and care of clothing; also, part good grooming plays in the over-all clothing picture.	Cooperative Extension and USDA bulletins Mimeographed materials Professional magazines Charts	Agent to train leaders. Leaders to present program in clubs and assist individuals. Agent to have special interest workshops.	April	Leaders and Agent
Teach 4-H members techniques and skills in clothing construction, create an awareness of the importance of good grooming, and techniques required to be well groomed.	Teaching Aids, such as, pictures, swatches, samples of steps in construction.	Agent to train 4-H project leaders. Leaders having been trained in Getting the Most from Sewing Machine. Leaders to teach girls.	June July August	Leaders and Agent

EVALUATION:

Informal questionnaire on extent information used, effectiveness of use.

4-H club members exhibits, records, and satisfaction obtained from project.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Clothing, Year 1964

Dressing Better on a Low Budget
4-H Clothing Projects

The Situation:

Families realize that clothing requires a large part of the family budget and want to know how they can stretch the clothing dollars and yet be well dressed.

4-H Clothing Project -- Too few girls are learning to sew.

The Specific Problem:

Families lack the knowledge of what has to be considered when economy is necessary.

They need to know how to judge quality and select styles to give them long wear.

4-H club members lack the incentive to learn to sew and how to select ready made garments. Too much emphasis put on "brand names".

Program Objectives:

To give basic rules for selecting ready made garments also fabrics and accessories.

Teach techniques required to do clothing construction, remodeling, etc.

4-H club clothing -- 4-H club clothing projects will be conducted by community project leaders during the summer months. The girls will be given instruction in beginners sewing project. The girls will complete required number of objects. Older girls will be given instruction in clothing construction. They will be taught techniques and skills required to make or remake garments using a pattern.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHOD	WHEN	BY WHOM
To provide information that will create an awareness of the situation and assist families in making decisions on what to do about deceptive packaging and labeling.	Extension Service bulletins Mimeographed materials Virginia Dept. of Agric. U.S. Printing Office	Leader Training Leaders give program in organized groups and individuals Special interest committees	February	Leaders
Provide homemakers with the recipes for homemade cleaners and "know how" in using them.	U.S. Dept. of Health, Education and Welfare Illustrative Charts		March	Leaders
Provide training for leaders to help them recognize problem areas and methods and information of over-coming problems.		Committee will set-up program and work through individual members. Mass media personal contacts circular letters hand-out materials	April October	Committee members and Agent

EVALUATION:

Determine interest shown in program, request for further information, simple questionnaire to families involved in program on how it has been used and the effectiveness of its use.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Family Economics, Year 1964

Deceptive Packaging and Labeling
Homemade Cleaners
Consumer Education Committee

Situation:

Today's consumers are confused by the number and variety of products on the market. They are also unhappy with the complexity of these products and the practices used to sell them. Exaggerated claims, deceptive advertising and uninformative labels, questionable containers, non-standards, weights and measures, etc.

The above confusion also pertains to household cleaners. The homemakers expressed a desire to "go back" to homemade cleaners that will not only do a good job of cleaning, but will be more economical.

The County Consumer Education Committee was set up to reach all homemakers needing help in this area.

Specific Problem:

Families are too easily misled, especially young families. They need better information and guidance.

Homemakers need to know how to make and use homemade cleaners.

Consumer Education Committee to recognize areas in which assistance is needed.

Program Objective:

Teach homemakers to look for and recognize deceptive packaging and labeling.

Homemakers know laws governing such.

Know what they can do about it.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To provide homemakers with the knowledge needed to compare convenience foods with homemade so they can make decisions best for their own situation and problem.	Cooperative Extension Service Home Economics Magazines Reliable commercial resources. Extension and USDA bulletins	Leader training Nutrition committee Actual practice of homemakers and 4-H club members	July	Leaders
To provide homemakers with knowledge and skills to prepare outdoor meals, sandwiches and foods from other lands.	Illustrative charts Recipes developed by food specialist and professional magazines.		June August Dec.	Leaders
To provide 4-H foods leaders with knowledge and skills to teach 4-H members in their respective foods projects.			June July August	Agent and Leaders

EVALUATION:

Through formal and informal surveys determine the number of homemakers that used information presented regarding knowledge and skills learned.

4-H records - Those of leaders and club members will indicate the degree of success derived from foods projects.

4-H Foods and Nutrition Projects-

The projects, Food and Nutrition, Bread, and Outdoor Cookery, will be conducted in small community groups mostly during the summer months.

The agent attended the agent's training meeting conducted by the food and nutrition specialist and will train volunteer leaders.

The Specific Problem:

Homemakers have not made comparisons on the cost, nutritional value and flavor of so called convenience foods in comparison with homemade foods. It is felt, if provided with this information, homemakers can stretch their food dollars - depending on the time homemakers have for homemaking activities.

Homemakers find they are in a "rut" in outdoor cookery and want to learn new techniques and foods for cooking out-of-doors.

Homemakers also feel they need to give lunches a "lift" with new sandwich combinations.

The main problem in 4-H foods projects is finding leaders and getting them trained to work with 4-H members.

County Nutrition Committee has found the problem to be poor eating habits of children and have reason to think further studies should be made including the eating habits of adults and youth.

The Program Objective:

To give basic facts about cost, nutritional value and flavor of convenient foods versus homemade, and let homemakers decide which is best for their particular situation.

To improve skills and provide recipes for outdoor cookery, sandwiches, and foreign cookery.

County Nutrition Committee (see situation).

To train leaders in techniques of carrying out the 4-H foods projects, in not only the "how", but also the "why" of good meal preparation and nutrition.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Foods and Nutrition, Year 1964

The Situation:

Convenience vs. Homemade Foods-

Homemakers recognize that so called convenience foods are filling the market basket, and feel that they should learn better how to compare cost and nutritional value. They realize, however, that the home situation should regulate the amount of convenient foods the homemaker would use, also the cost would influence use.

Outdoor Cookery-

This is becoming a more and more popular activity for families and for entertaining. The homemakers wanted to learn new methods and new foods that lend themselves to outdoor cookery.

Sandwich Ideas-

Sandwiches are becoming more and more popular in the family meal planning, consequently, homemakers want to get new recipes for sandwich fillings, to provide a variety of nutritious sandwiches.

Christmas Foods Around the World-

The home demonstration planning committee felt that since the clubs had selected the International theme for their Federation Program of Work, it would be good to know how to prepare foods from the different countries.

Nutrition Committee-

The Nutrition Committee has been reorganized and enlarged. The agent has had an agent's training conference with foods and nutrition specialist, and plans made for an early spring meeting of the committee. The committee to make plans for checking on eating patterns of youth, men, and women. The home economics teacher will be asked to make survey in the high school. Adults will be reached through clubs and various organizations. A concentrated program will be developed based on the choice of the committee as an outcome of the surveys.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS

PHASE: Soil Fertilization and Soil Fertility

The Situation:

The two primary sources of plant nutrients in crop production are the soil on which the crop is grown and nutrients applied in fertilizer materials. Crops differ in their nutrient requirements and soils differ in their ability to hold or give up nutrients and water.

The Specific Problem:

Farmers and other agricultural workers are not fully aware of the need for applying lime and fertilizer according to soil test, soil type, and the crop to be grown on the soil.

The Program Objective:

In conjunction with ASGS to act as a pilot county in fertilizing according to soil type and crop to be grown on the land.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To increase knowledge and understanding of farmers and others in fertilizing according to the crop to be grown and soil type.	Special agent training Ext. Form 48	Agent contacts Radio talks News articles	March to November	Agent and man hired by ASGS to take soil samples

EVALUATION:

The county agent will make recommendations on soil test sheets and will keep records of the results to assist in determining the most economical fertilization level for different soils and crops.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS

HASE: Organized Farm Marketing, Year 1964

The Situation:

Farmers may sell feeder calves in either of three association sales - Richmond, Orange, or Charlottesville. In 1963 22 farmers sold calves in these sales. Nine farmers sold feeder pigs in organized sales. Too many farmers sell calves on the farm at less profit than could be made through organized marketing facilities.

The Specific Problem:

More farmers could profitably market calves and feeder pigs through organized sales.

The Program Objective:

To increase the number of farms marketing feeder calves and feeder pigs through organized sales.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To assist farmers in: 1. Realizing the importance of orderly and systematic marketing methods.	Feeder Calf Sales Reports Bulletin 207 Leaflet 146	Agent contacts Meetings	All year	Agent and farmers
2. Selection of animals for sales.	Directors of sales	On farm inspection	Spring & Fall	Agent and Committee
3. Selection of breeding stock to produce desirable offspring.	Cir. 847 Cir. 731			
4. Combination of enterprises in order to improve farm income.	Bulletin 191			

EVALUATION: Compare number of farms selling through organized sales with previous years.
Observe visual plus BCIA evidence of improvement in breeding stock.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist farmers in: 1. Adoption of topdressing practices which will increase yields and maintain stands.	Agent training Printed materials: Circular 685 Circular 684, L. 40 Ext. Form 71, L. 21 Cir. 585 Cir. 533 Leaflet 153	Public meetings Individual contacts Demonstrations	Feb., March March, April	Agronomy Com. and Agent Agent and Specialist
2. Developing skills in harvesting alfalfa and other forage crops at correct stage of maturity.				
3. Application at the proper time and coverage to control the alfalfa weevil.	MS-105		April, May	Agent & Ext. Agronomy Committee Agent & Specialist
4. Realizing importance of spraying alfalfa with CIPC to control chickweed and German moss and the necessity for proper application.	Circular 728	2 demonstrations	March, or November	Agent & Specialist
5. Figuring proper rations with maximum home grown feeds.	Data available in office	VPI forage testing	As needed	Agent & farmers
6. Skills in management and operation of efficient and economical forage systems.			As appropriate	Agent
7. Maintaining their acreage and in supplying the demands for sun-cured tobacco.	Circular 653 Circular 778 Leaflet 82	Agent contacts Public meetings	Jan., Feb., March	Agent & Agronomy Committee

EVALUATION:

- Note the number of farmers participating in tours, meetings, and visiting demonstrations.
- Determine roughly if better quality forage is being produced by visual means and by VPI forage analysis.
- Notice alfalfa fields to see if satisfactory weevil control is maintained and if chickweed and German moss is kept under control.
- Find out through ASCS records how many farmers have tobacco acreage planted.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT, AND NATURAL RESOURCE DEVELOPMENT

PHASE: Agronomy, Year - 1964

The Situation:

The drought in 1963 and the economic situation have caused many farmers to lose the desired balance of grasses and legumes in pasture. The alfalfa weevil and economics have caused alfalfa acreage to decrease in the county. Yields of both improved pasture and hay crops are considerably below the economical potential demonstrated by research. Factors contributing to lower yields are: inadequate fertilization and liming, competition from weeds, inferior variety for the situation, insects, diseases, improper harvesting time, and losses in harvesting, storing and feeding.

Maximum use is not being made of forage testing and evaluation in developing complete and efficient rations.

Sun-cured tobacco acreage grown has decreased to 35 growers in 1963. There are 101 allotments in the county. There is a demand for this type of tobacco.

The Specific Problem:

- A. Alfalfa yields and quality are low. Inadequate topdressing of established stands of hay and pasture crops contribute to low yields.
- B. Failure to harvest corn and hay at the proper stages of maturity results in loss of quality and nutrients.
- C. Alfalfa weevil control has not been adequate on many farms due to improper coverage or time of application.
- D. Chickweed and German moss reduce quality and yield in many alfalfa fields.
- E. Improperly balanced rations.
- F. Low quality forage and inefficient methods of producing, harvesting, storing, and feeding of forage.
- G. Too few tobacco allotment holders are growing their allotment or leasing it to other farmers.

The Program Objective:

Greater net income through the use of forages by effective and economical production, harvesting, handling, storage, and feeding.

To have additional farmers grow their allotments or lease it to another farmer to grow.

1964 PLAN OF WORK

FLUVANNA COUNTY

January 1 - December 31, 1964

Katherine T. Omohundro
Home Demonstration Agent

Ryland C. Watts
County Agent

SECTION III: COOPERATION WITH OTHER PUBLIC AGENCIES

(Read instructions before completing.)

	Days Devoted By	
	County Staff	State Staff
	A	B
FEDERAL AGENCIES		
67. Agricultural Research Service	1	
68. Agricultural Stabilization and Conservation Service	15	
69. Bureau of Indian Affairs		
70. Bureau of Land Management; Bureau of Reclamation		
71. Department of Commerce (Area Redevelopment)		
72. Economic Research Service		
73. Farm Credit Administration		
74. Farmer Cooperative Service		
75. Farmers Home Administration	5	
76. Fish and Wildlife Service		
77. Food and Drug Administration		
78. Forest Service		
79. Housing and Home Finance Agency		
80. Rural Electrification Administration		
81. Selective Service		
82. Social Security Administration; Internal Revenue Service		
83. Soil Conservation Service		
84. Area Authorities (TVA, etc.)		
85. USDA Defense Board	2	
STATE AGENCIES		
86. Civil Defense (at both state and county level)	12	
87. Health Department	3	
88. Highway Department		
89. Commissions on: Children and Youth; Juvenile Delinquency; Aging .		
90. State Departments of Agriculture and Forestry	4	
91. State Department of Education (schools in general)	1	
92. State Employment Service		
93. Welfare Department		
94. State RAD Committee		
COUNTY AGENCIES		
95. Soil Conservation Districts	9	
96. Vocational Agricultural and Home Economics Departments	5	
97. County or area RAD Committees		

WORK WITH OTHER YOUTH

59. Number of youth (of 4-H Club age) worked with in addition to 4-H Club members 5

4-H CLUB WORK

60. Number of 4-H Clubs	<u>19</u>	63. Four-H Club members by years in club work:	
61. Different 4-H Club members enrolled:		a. 1st year	<u>177</u>
a. Boys	<u>287</u>	b. 2nd year	<u>169</u>
b. Girls	<u>278</u>	c. 3rd year	<u>150</u>
c. Total	<u>565</u>	d. 4th year	<u>29</u>
		e. 5th year	<u>21</u>
		f. 6th year and over	<u>19</u> ✓

62. Four-H Club members enrolled by place of residence:		64. Four-H Club members by age groups:	
a. Farm	<u>530</u>	a. 12 years and under	<u>419</u>
b. Rural non-farm	<u>35</u>	b. 13-15 years inclusive ..	<u>113</u>
c. Urban	<u>0</u>	c. 16-20 years inclusive ..	<u>33</u> ✓

65. Four-H enrollment in projects and activities:

(A member may be enrolled in more than one project or activity under each of the following groupings and should be counted each time.)

a. Agronomy (crops and soils)	<u>11</u>
b. Horticulture (fruits, vegetables, landscaping)	<u>23</u>
c. Entomology and plant pathology	<u>2</u>
d. Conservation (soil, water, forest, wildlife)	<u>100</u>
e. Poultry	<u>10</u>
f. Dairy	<u>71</u>
g. Beef	<u>24</u>
h. Swine	<u>18</u>
i. Other livestock	<u>19</u>
j. Engineering (include electricity, tractor, automotive)	<u>58</u>
k. Management on the farm	
l. Marketing and business	
m. Management in the home	<u>11</u>
n. Clothing	<u>111</u>
o. Food and nutrition	<u>156</u>
p. Home improvement and furnishings	<u>17</u>
q. Family life education	
r. Personal development (public speaking, grooming)	<u>24</u>
s. Health	<u>5</u>
t. Safety	<u>34</u>
u. Recreation (include crafts)	
v. Community and public affairs	
w. Career exploration	
x. Total enrollment in projects and activities	<u>694</u> ✓

66. Junior 4-H Club leaders:

a. Boys	<u>8</u>
b. Girls	<u>15</u>

54. Adult voluntary local leaders assisting in the conduct of county extension work.
(Read instructions before completing.)

	Men A	Women B
a. In overall county-wide extension councils or committees, community improvement work and other work not covered below	27	25
b. In adult agricultural and related fields	27	0
c. In adult home economics and related fields	0	250
d. In work with young adults	0	0
e. In 4-H Club work: (Different leaders only)		
(1) Organizational leaders	5	21
(2) Project or subject-matter leaders	5	21
(3) Other adult leaders	12	15
f. Total DIFFERENT adult leaders	35	275

HOME ECONOMICS EXTENSION WORK

55. Organized clubs or other groups continuously carrying on adult home economics extension work:

a. Number of groups	<u>19</u>
b. Number of members	<u>548 295</u>

56. Special audience and specific interest groups:

a. Organized by extension and worked with in home economics extension work:	
(1) Number of such groups worked with	<u>1</u>
(2) Attendance at meetings held with these groups	<u>150</u>
b. Not organized by extension:	
(1) Number of such groups worked with	<u>0</u>
(2) Attendance at meetings held with these groups	<u>0</u>
(3) Number of leaders in non-extension organized groups trained by extension during the year	<u>0</u>

WORK WITH YOUNG ADULTS

Work designed to meet the continuing education needs of men and women, primarily out of school, unmarried, and in the age range of 18-25. Report all worked with of this age group regardless of whether they are also reported elsewhere.

57. Extension sponsored groups of young adults:

a. Number of groups worked with	<u>0</u>
b. Number in such groups	Men: <u>0</u>
	Women: <u>0</u>

58. Number worked with through young adult programs (jointly sponsored groups, non-extension groups, and individuals not in groups).Men:

<u>40</u>
Women: <u>30</u>

SECTION II: PROGRAM EMPHASIS
(See instructions for Section II.)

	Days Devoted By	
	County	State
	Staff A	Staff B
11. Planning and management of the farm business	20	
12. Field crops, pasture, range (production and on-farm marketing) ..	35	
13. Soil management	21	
14. Horticulture (production and on-farm marketing)	12	
15. Forestry (production and on-farm marketing)	6	
16. Soil and water conservation, wildlife	6	
17. Plant pathology	6	
18. Entomology	13	
19. Agricultural chemicals (pesticides, additives, etc.)	12	
20. Dairy (production and on-farm marketing)	26	
21. Poultry (production and on-farm marketing)	1	
22. Livestock (production and on-farm marketing)	18	
23. Animal and poultry health	2	
24. Marketing and utilization	2	
25. Consumer education in use of agricultural products	7	
26. Agricultural engineering	12	
27. Dwellings and equipment		
28. Home grounds improvement	3	
29. Planning and management in the home	28	
30. Family economics	3	
31. Home furnishings	20	
32. Clothing selection and care	11	
33. Clothing construction	1	
34. Food preparation and selection	13	
35. Food preservation	3	
36. Nutrition	2	
37. Human relations, child development	2	
38. Health	4	
39. Safety	4	
40. Recreation	5	
41. Outlook	19	
42. Community development and resource adjustment	1	
43. Manpower development, employment information		
44. Public affairs	1	
45. Rural defense	10	
46. Leadership development	45	
47. Extension administration, organization	6	
48. Program planning	25	
49. Supervision of extension personnel		
50. Inservice training received	XXXXX	
51. Miscellaneous (cannot be charged to above items)	28	
52. Total days worked (items 11-51)	35	
	473	
Of total days reported in item 52, how many were devoted to:		
53. a. Adult work	307	
b. Young adult work (ages 18-25)		
c. 4-H Club work	166	
d. Work with other youth and youth serving groups (with 4-H age)		

SECTION I: SUMMARY OF SELECTED EXTENSION TEACHING ACTIVITIES

(See instructions in Section I for columns A-B-C-D-E-F.)

Teaching Activities	Work Done By --					
	Home Agents A	Youth Agents B	Agricul- tural Agents C	County Total D	State Staff E	Grand Total F
1. Farm, home, firm and other out-of-office visits	152		374	531		
2. Office calls	405		988	1473	1393	
3. Telephone calls (received or made)	1078		713	1776	1191	
4. Newspaper articles or stories:						
a. Prepared and released directly to newspapers or magazines	27		57	84		
b. Prepared by state office and released through county extension offices	47		13	60		XXXXX
5. Broadcasts made:						
a. Radio						
b. Television						
6. Publications distributed directly to the public	4928		3430	8258		
7. Circular and commodity letters written	108		14	122		
8. Training meetings held for local leaders:						
a. Adult work (1) Number	11		1	12		
(2) Attendance	241		3	245	244	
b. Youth work (1) Number	11		3	14	14	
(2) Attendance	244		23	244	267	
9. Other meetings at which agents or specialists presented educational information:						
a. Adult work (1) Number	81		55	114	136	
(2) Attendance	1437		1033	2074	2470	
b. Youth work (1) Number	79		112	191		
(2) Attendance	2226		2889	5155	5115	
10. Meetings held by local leaders:						
a. Adult work (1) Number	141		1	142		
(2) Attendance	1987		35	2022		
b. Youth Work (1) Number	38		15	38	53	
(2) Attendance	468		214	468	692	

IV. General Appraisal of the Past Year

We feel that a great deal has been accomplished through the Extension Program this year with the assistance of leaders, special committees, and other organized groups.

The leaders were especially active in the fund raising campaign to support Miss Jean Thomas, an IFYE from this County, and also, in the fund raising campaign for the 4-H Club Educational Center. With the help of leaders four club girls from this county won the state dairy judging contest and two of them went on to national competition as part of the State Dairy Judging Team.

From the agricultural standpoint perhaps one of the greatest changes to take place is that special emphasis was put on the production of silage and proper time of harvest for good quality. Dozens of farmers produced silage this year for the first time and a very large percentage of the growers harvested nearer the proper stage of maturity than has ever been known before.

Leaders in the Home Demonstration Clubs gave more monthly demonstrations this year than ever before although they were very reluctant in doing this. Each club made a contribution to the IFYE Fund and to the West Central District 4-H Center.

The agents have enjoyed good public relations with other agencies, working with the Rural people, and the people have a keen interest in the Extension Program.

received an all expense paid trip to National Dairy Cattle Congress in Waterloo, Iowa.

This leader oriented project should help strengthen not only the 4-H Club program but also the entire Extension Program in the County.

III. Success Story

4-H Club members (girls) in one area of Floyd County attended Short Course in the Summer of 1961 and became interested in forming a Dairy Judging team. They came to the Home Demonstration Agent and asked for assistance. Since this was out of her field she secured three men leaders to give technical training to the girls in dairy judging. These leaders met with the girls in the home of their 4-H adult club leader in January 1963. At this time the four girls were indoctrinated on the parts of a cow and things to look for in judging a cow. Since the club leader had a small dairy, the meeting place worked out very nicely. The project leaders were composed of the Manager of Carnation Plant in Riner, his field representative, and a state dairy inspector, who is a former member of V.P.I. Dairy Judging Team.

Early in the spring of 1964 the team began preparing for the regional contest again. The dairy science specialist helped to inspire and encourage these girls when working with them in the 4-H dairy team clinics.

The girls gained confidence and were determined to be state winners. The team visited many farms in various counties. The determination of these girls from a small community, competing in a so called boys project made everyone more willing to help.

The highlight or reward came to the team, coaches, and county at the 1964 State 4-H Short Course. The girls took state honors at the 4-H Dairy Judging contest over thirteen other teams. Two of these girls, two boys who were high individuals in the state contest, the Home Demonstration Agent, one of the project leaders and the dairy science specialist

III. Success Story

In the fall of 1963 we were notified that Miss Jean Thomas, a very outstanding 4-H Club girl from this county, had been accepted as an International Farm Youth Exchangee. She was assigned to the Country of Ireland, but it was necessary for the people in the County to help finance this trip to the extent of \$1,025.

This seemed to be an impossible task, however, the Agents called together ten or twelve interested people from various parts of the County, and people who represented various organizations. The proposal was presented and a Chairman and Treasurer selected. Mrs. Poff Simpson was elected Chairman, because of her intense interest and leadership. Her family had served as a host family for an IFYE and they had enjoyed this experience so much that the family was naturally interested in promoting our local candidate.

Mrs. Simpson, with the help of the Agents and others, immediately proceeded with publicity and through a lot of hard work, personal contacts, letter writing, Press publicity, meetings, etc., the people were very responsive. The first donations came in on January 16 and by March 12 we had received almost \$200 more than our goal. The additional money received was given to the 4-H Club Educational Center for the district.

Miss Thomas returned from Ireland in late November and she will present a program to several groups during late December and of course this will continue over to the future.

This project was most gratifying and we believe it is one of the most successful projects we have ever undertaken in this County.

II.

Project Area: 4-H and Other Extension Youth Programs

A. Phase: 4-H Project Leaders

B. This phase received major emphasis because the total 4-H Club program needs to be improved, with emphasis on project work.

C. Objective: To stimulate 4-Hers to do more quality project work.

D. Much progress needs to be made in the future in securing enough project leaders for all clubs, although, some outstanding leaders have already been secured. The agents found that if you ask the right people to be leaders that they are anxious to serve. Three such men gave many hours of their time in coaching a team of four girls to state and national competition in Dairy Judging. The agent knew very little about the subject matter, but she secured materials and help from Blacksburg for these leaders. She gave her interest and support to the leaders and team members. The culmination of all the efforts came to the four girls this year the the state contest when they took state honors. Two of these members and two other high individuals made up the Virginia 4-H Dairy Judging Team. One of the adult leaders, a state staff representative and the H. D. Agent returned with Virginia's State Dairy Judging Team October 7 from Waterloo, Iowa where they attended the National Dairy Cattle Congress. These young people had many educational experiences which will benefit them greatly throughout life. The team placed 24 out of 34 teams from all areas of the U. S.

These leaders had a desire to help and as a result inspired a team to attain excellence.

We also have an increase in the number of senior members carrying the Junior Leadership project.

the Courthouse publicizing National 4-H Club week.

Two winners, girl and boy, in the County Electric Program received a free trip to the State Electric Congress in Richmond.

II.

E. Progress made in Other Phases of Work

Youth

Many of the goals set up by the 4-H County Council were fulfilled. Agents conducted 4-H Share-the-Fun elimination contests with sixty different 4-H members taking part. Approximately 300 people attended the show with approximately forty 4-Hers competing.

Ten 4-Hers, nine girls and one boy, participated in the 4-H District Contests. Floyd County's All girl, dairy judging team won second place and attended Short Course and were State winners. The other six 4-Hers brought home two blue and four red ribbons. One girl was an alternate winner in breads.

The agent made many contacts with 4-H members in getting them prepared for Short Course. Six girls and one boy attended. One girl was taken in as an All Star.

We were well represented at County Camp this year. Fifty-five junior 4-H members, five junior leaders, one adult leader and two agents attended junior camp at Abingdon for a week. Many 4-Hers rode a train for the first time to camp, which proved to be a learning experience for them.

Two summer projects groups on outdoor cookery met six times during the summer with an average attendance of eight. Many others 4-Hers wanted to belong to groups but due to lack of leaders were not able.

Individual clubs made exhibits for the schools. Stickers were placed on numerous stores in Floyd and a bulletin board was set up in

county and with her 900 slides she will be able to greatly promote International Understanding. I believe it will be a continuing process in Floyd County.

II.

E. Progress made in Other Phases of Work

Adult

Regular monthly demonstrations were given by leaders and the Home Demonstration Agent on the following topics. The Agent presented the demonstration in January, March, May and November, and gave leader training in April, August, and December. Specialists gave training in February, June, September, and October.

January	Mending
February	Consumer Protection
March	Program Planning
April	Care of Rugs and Upholstery
May	Laundry Methods for New Fabrics
June	Foods for Older Folks
July	(Picnic)
August	Fruits in Salads and Desserts
September	Food Facts and Fiction
October	Developing Good Food Habits
November	House Plants and Their Use
December	Christmas Foods and Table Decorations

The Federation Topic for 1964 was International Understanding.

The County had an opportunity to truly participate in this program since Jean Thomas from Floyd County went to Ireland and lived with families there to learn their way of life and to portray the American way of life to the Irish. Six lengthy articles were sent back to Floyd County and published in the Press, which hundreds of families read. Also, the county was privileged to have Yuda Eisenstein, IFYE from Israel to live with families here and speak of his way of life to any and all who wished to come and hear. Many people did hear him tell of life in Israel. We also had the opportunity to hear Kamel Haddadin from Jordan to tell of his Country. Jean Thomas has returned to the

II.

Project Area: Extension Home Economics

A. Phase: Home Furnishings - 1964

B. Home furnishings received major emphasis since the Agent received many requests from homemakers for information on constructing items of furnishings for their homes. They also, expressed a weakness in choosing good design in home furnishings.

C. Objective: To teach women the proper method by which to measure and determine yardage for slip covers and to select suitable materials for slipcovers. To teach women how to select and use house plants wisely.

Many of the homemakers are older women and resist change but I feel some progress was made in this area.

The agent gave demonstrations in 18 H. D. Clubs on "House Plants and Their Use". The agent stressed the importance of buying containers which were simple in design, plant and planter which would compliment each other and plant and planters which would be versatile. Agent used slides to show the difference ways in which plants may be used to enhance the beauty of the home. Agent also held a special interest meeting on "Slipcover" making with 20 people participating. Suitable materials for constructing slipcovers were shown, the proper way to measure and determine yardage was demonstrated.

A Florist gave leader training to H. D. women on table decorations, stressing good design. I feel that art principles learned in flower arrangement can and will be applied to other areas of Home Furnishings.

II.

Project Area: Extension Home Economics

A. Phase: Nutrition - 1964

B. Nutrition received special emphasis-it is recognized that many homemakers need to know better how to plan nutritious meals for their families and how to get variety in the meals planned.

C. Objectives: To teach homemakers the food needs of all age groups and to be able to plan well balanced meals.

D. To help achieve these goals Martha Horne, Appalachian Home Economist, gave a freezer demonstration to a group of fifteen women. She used information from V.P.I. in presenting the meeting. This information is readily available for the women. She prepared a complete meal from the freezer and served it to the ladies. Wise use of the freezer will conserve on time, energy and money, and also, result in better planned meals for the family.

Also, the agent gave leader training meeting on "The Use of Fruits in Salads and Desserts." Homemakers were encouraged to prepare nutritious salads and desserts by using fruits rather than ingredients which contribute little to the diet other than calories. The agent first used a pretest on fruits with the members and then correct answers were discussed. This was a learning experience for the members.

The agent through recent observation of refreshments served at club meetings believes the nutritive value of foods ^{served} has improved.

The women were most receptive to information on the following topics: Developing Good Food Habits, Food Facts and Fiction, and Foods for Older Folks. But it will take several years of informal observation to see very much change occur.

This year the prices received at the organized sales in most instances ranged from two to four cents above prices farmers received on other markets, therefore, it is reasonable to expect that more farmers will take advantage of this type of marketing in the future.

II.

Project Area: Marketing and Utilization of
Agricultural Production

- A. Phase: Feeder Calf and Yearling Marketing
- B. Relatively few beef producers recognized the value of marketing their calves through organized sales.
- C. Objective: To interest more farmers in marketing their cattle to better advantage.
- D. Until last year progress has been very slow in the number of farmers who consigned cattle to the organized sales. Beginning last year and still continuing, interest seems to be gaining rapidly along this line. The farmers consigning each year seem to be well pleased and more farmers are attending the sales, therefore, interest will undoubtedly continue to develop and as the years pass more and more farmers will take advantage of the marketing opportunities.

The old custom in this area for farmers to sell their cattle in the spring for fall delivery is gradually fading. The marketing program will be a long gradual educational process because for years practically all of the farmers have felt that they could predict fall market prices and that it was very little trouble to weigh their cattle directly from the field with the buyer taking all cattle at a designated price. One of the main handicaps in the organized market is that many producers object to getting their cattle up for vaccination, ear tagging, etc., as required.

Farmers in past years have definitely harvested their corn for silage two to three weeks too early for best quality results. Much emphasis has been placed on this problem and a great deal of improvement was noticed this year.

As a general rule most farmers are carrying out very good management practices, such as, fertilization, weed control, etc. They have learned that with good management they can produce high yields, and although, great progress is being made there is still room for improvement in harvesting at the proper time to get the better quality product.

II. Report on Project Areas

Project Area: Agricultural Production, Management
and Natural Resources Development

A. Phase: Agronomy - Silage Production and Preservation

B. Silage production and preservation received special emphasis because farmers are fast learning that this crop is the most economical and efficient way to produce feed for their dairy and livestock animals.

Many farmers have become very discouraged with growing alfalfa because of the destruction by the alfalfa weevil, and therefore, were forced to find some other way to produce the necessary forage. There is still a definite need for increasing production of silage and a special need for improvement in harvesting it at the proper stage of growth and better storage facilities.

C. To interest more farmers in increasing their corn acreage and converting their crop to silage as an economical tool in an efficient feeding program.

D. It will be interesting to study the next Agricultural Census report to note the change taking place. Due to the heptachlor residue problem and the dry season last year many farmers who have never grown silage before saw the need to grow this crop this year. There are relatively few upright silos, but there are several hundred trench silos, covered with plastic to be seen throughout the county. There are also many piles of silage packed on the ground and covered with plastic, and approximately a dozen of the concrete, tilt-up above ground type bunker silos in operation.

I. Involvement of Local Leadership in Planning and Carrying out the Extension Program

There are many leaders and committees involved in carrying out the overall Extension Program. Many individuals are contacted for advice and opinions. Some of the committees which were very active included: Agronomy, Dairy, Livestock, Feeder Calf Sale, Wool Pool, Artificial Breeding, Home Demonstration County Planning, Yearbook, Achievement Day, 4-H Council, 4-H IFYE Fund Raising, 4-H Camp Fund Raising, and many others.

These Committees with the help of many individuals have been of real value in assisting, advising, and supporting the Extension Program in the County and without this type of leadership and committee help the extension work would be of considerable less value to the people.

ANNUAL NARRATIVE REPORT

COUNTY EXTENSION WORK

Virginia Agricultural Extension Service

E. M. Talley

Extension Agent

Shirley I. Unthank

Extension Agent

Assistant Agent

Assistant Agent

Assistant Agent



1964

FLOYD

County