

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  
1962-63

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 \_\_\_\_\_

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT  
AND NATURAL RESOURCE DEVELOPMENT

PHASE: Farm Management - Record Keeping, Fiscal Year: 1962-63

The Situation:

The 1959 Agricultural Census indicate that non-white farm operators have decreased by 299 since 1954. The remaining farm families are finding it increasingly difficult to meet the high cost of production. Many farmers who were doing well years ago are now in the marginal class; that is, they are confronted with a situation as to their future in agriculture they have not been able to keep in "step" with the changing trends that govern their ability to earn a profitable return on their investment, labor and management. In many instances marginal farmers have the resources and abilities to make the adjustments with some assistance. A very few farmers are keeping records of their farm business and this makes it difficult to determine their farm status.

The Specific Problem:

Few farm families in the county keep adequate records.

The Program Objective:

To get more families in the county to keep adequate records of their farm business.

TEACHING OBJECTIVES :	SOURCE OF SUBJECT MATTER :	METHODS	WHEN	BY WHOM
1. Train families to keep records.	V.P.I. Bulletin 229 "Record of Cash Farm Expenses and Receipts"	1. Assist demonstrator enrolled in V.P.I. Electronic Farm Record Program with analysing quarterly summaries.	July Oct. Jan. April	Agent and
2. To understand the importance of a good record:	"The V.P.I. Electronic Farm Record System"	2. Check and mail monthly mail-in records.	July June	Agent
a. In making a study of	State Staff (Economic Department)	3. Plan and conduct meetings on record keeping.	Nov. Dec.	Agent and Specialist
b. Identifying needs, problems and opportunities.	V.P.I. Bulletin 262 "Farm Inventory" Agri. Econ. Department V.P.I. FM form No. 1	4. Assemble teaching material and distribute record books and forms for record keeping.	Jan. Feb.	Agent
c. Making adjustments.		5. Analyze Annual Summaries.	Jan.	Agent and Demonstrator

TEACHING OBJECTIVES : SOURCE OF SUBJECT MATTER

d. Making decisions	: Agri. Econ. Department	: 6. Small farm
in light of needs,	: V.P.I. FM Form No. 2	: Record keeping
desires, resources:	:	:
and abilities.	:	: 7. Make adjustments
:	:	:
:	:	: 8. Family council
:	:	:
:	:	: 9. Visits to
:	:	: procedures.

WHEN	BY WHOM
Jan.	: Agent
	: Agent and Demonstrator
	: Agent

EVALUATION:

1. Make survey to determine number of families:
  - a. Keeping adequate records.
  - b. Using information derived from results of records in making necessary adjustments in farm business.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
d. Making decisions in light of needs, desires, resources and abilities.	Agri. Econ. Department : V.P.I. FM Form No. 2	6. Enroll families in V.P.I. Electronic Record Keeping System.	Jan.	Agent
		7. Make adjustments in inventories.	Feb.	Agent and Demonstrator
		8. Family counselling.	March	Agent
			April	
		9. Visits to check record keeping procedures.	May	Agent
			June	

EVALUATION:

1. Make survey to determine number of families:
  - a. Keeping adequate records.
  - b. Using information derived from results of records in making necessary adjustments in farm business.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT  
AND NATURAL RESOURCE DEVELOPMENT

PHASE: Agronomy - Flue-cured Tobacco, Fiscal Year: 1964-63

The Situation:

Flue-cured tobacco is the main cash crop in the county. Approximately 5,019 acres are grown annually. According to a report from the ASCS Office, the yield and quality of flue-cured tobacco grown on farms with small allotments are below the county average. A large number of the growers fall in this category. Most of the small farmers are not following the best production and marketing practices.

The Specific Problem:

Too many farmers with small flue-cured tobacco allotments produce low quality and low yields of tobacco.

The Program Objective:

To improve the quality, increase the yields and develop efficiency in the marketing of flue-cured tobacco.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To assist small flue-cured tobacco producers in learning and understanding the recommended practices to follow in its production and marketing.	V.P.I. Circular 768 "Va. Flue-Cured Tobacco Variety Guide" V.P.I. Circular 437 "Managing Your Tobacco Plant Bed" V.P.I. Leaflet 22 "Flue-Cured Tobacco Fertilizer Recommendations"	1. Give publicity to location and purpose of demonstrations. 2. Hold meetings at fertiliser and variety demonstrations. 3. Conduct Grading and Sorting Demonstrations.	July August Sept.	Agent and Leaders Agent and Specialist Agent and Specialist
To help producers develop techniques and skills in applying recommended practices.	V.P.I. Circular 386 "Quality Flue-Cured Tobacco" V.P.I. Bulletin 152 "Tobacco Diseases in Virginia"	4. Visit local tobacco warehouses to check the producers' manner of grading and marketing. 5. Assist producers in setting up rotation and cover crops. 6. Plan Program.	Sept. Nov. Sept. Oct. Dec. Jan.	Agent Agent and Specialist Agent and Specialist Agent and Leaders

TEACHING OBJECTIVES :	SOURCE OF SUBJECT MATTER :	METHODS	WHEN :	BY WHOM :
	: V.P.I. Leaflet 32	: 7. Hold subject matter meetings.	: Jan.	: Agent and
	: "Fertilizer Placement	:	: Feb.	: Specialist
	: For Tobacco"	: 8. Select and Train demonstrators.	: March	: Agent and
	:	:	:	: Adv. Board
	: V.P.I. Circular 484	:	:	:
	: "Have Good Light When	: 9. Give publicity and purpose of	: April	: Agent
	: Sorting Tobacco"	: demonstrations.	: June	:
	:	:	:	:
	: State Agronomy Staff	:10. Hold tobacco plant bed management	: April	: Agent and
	:	: field meeting.	:	: Specialist
	:	:	:	:
	:	:11. Make final plans with demonstrators.	: June	: Agent

EVALUATION:

1. Make survey to determine the number of demonstrators who:
  - a. Increased their yields and quality by following recommendations.
2. Through direct and indirect methods determine the results of the program in influencing others to follow recommendations.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: House Furnishings , Fiscal Year: 1962-63

The Situation:

Homemakers decorate their homes on a limited financial scale. They could do a better job with knowledge and skills in interior decorating.

The Specific Problem:

Homemakers lack knowledge of arrangement of house furnishings and furniture to make the homes attractive and liveable.

The Program Objective:

To make our rooms more attractive and liveable by using what we have or by selecting and buying wisely.

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TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To provide homemakers knowledge and skills in :	Extension Bulletins	Demonstrations by homemakers.	July	Agent and Leaders
arranging furniture in :	Illustrative Charts	:	:	:
living and bedrooms to :	:	:	:	:
make them more attractive.	Professional magazines	:	:	:
:	:	:	:	:
To teach skills in selecting appropriate accessories and pictures:	:	Method demonstrations.	September	Agent and Leaders
for rooms and how to use them.	:	Leader Training Meetings	October	Agent and Specialist
:	:	:	:	:

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EVALUATION:

Through surveys to determine the homemakers who (a) practice recommended procedures for arranging furniture; (b) changed their method of selecting, arranging and using accessories; (c) developed a knowledge of use and selection of pictures. Tours will be made to see some of the changes in skills and knowledge in these areas.

A MAJOR EMPHASIS -- EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Foods & Nutrition, Fiscal Year: 1962-63

The Situation:

Many women work on the farm. Families do not produce and conserve enough food to provide their families with adequate diets. The income of most farm families does not permit them to purchase foods to feed their families well.

The Specific Problem:

There is a need for homemakers to know how to feed their families well balanced meals economically. They could produce more of the foods at home and/or make wiser purchases.

The Program Objective:

To get more homemakers to realize the value of well balanced meals for the family and to use greater care in the selection and preparation of foods so that they will provide the most nutritive value at the least cost.

Teaching Objectives	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To provide homemakers with knowledge and skills of what constitutes well balanced meals and the value of good meal planning.	Extension Bulletins Illustrative Charts	Assembled materials Leader Training Meetings. Method demonstrations.	October October November	Agent and Specialist. Specialist and Agent Leader
To provide homemakers with skills in planning and preparing inexpensive foods for children:	Professional publications	Method demonstrations. Method demonstrations.	January December	Leader Leader

EVALUATION:

Through surveys determine how homemakers are using the skills and knowledge in planning and preparing adequate well balanced meals to meet their family needs.

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A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: Career Exploration, Fiscal Year: 1962-63

The Situation:

There are many drop-outs in our schools yearly and in our 4-H re-enrollment of senior members. A large number do not go to college. There are limited job opportunities in this area and youths leave, seeking employment, only to find that they are not qualified. These youths do not know of career opportunities, their potentialities in the labor field, or have not met the requirements to gain employment.

The Specific Problem:

Lack of knowledge and skills prevent young people from making wise decisions in the choice of careers.

The Program Objective:

To help senior 4-H members explore career opportunities; to give information that will help them make sound decisions in choosing fields of employment and to re-enroll older members.

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To help 4-H members explore and select careers.	: State 4-H Staff	: Assemble material.	: July	: County Staff
	: High School Principal	: Train leaders.	: Oct.	: State Staff
	: V.P.I. Bulletin 864	: Demonstrations and discussions.	: Oct.	: Agents and
	: "Career Exploration" Unit I			: Leaders
	: V.P.I. Bulletin 864-B	: Counseling, interviews, tests and tours.	: May	: Specialist
	: "Career Exploration" Unit II			
	: Slides			
	: Educational Charts			
	: Business and professional workers.			

EVALUATION:

Studies and observations made to determine capabilities of youths in finding and holding jobs after work on projects.

EVALUATION: (Cont.)

Survey to determine if youths are changing choice of careers as often upon completion of projects as those who did not take them.

Survey to determine the number of 4-H re-enrollments.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: 4-H - Adult Leaders Association, Fiscal Year: 1962-63

The Situation

Extension agents in Brunswick County have been working with approximately 23 organizational and 42 project leaders individually. Some of the leaders have been attending County Council Meetings, but there is no organization for county-wide planning or training. There is a lack of cooperation between different clubs in the county in carrying out county-wide activities and events. Several leaders who have attended the State Leaders Conference have expressed a desire to organize a county leaders organization.

The Specific Problem:

Lack of coordinated effort, on the part of the leaders, that might provide opportunity for leadership training.

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
1. To stimulate interest on the part of the local leaders in Brunswick County, in the organization of a county leaders organization.	District Agents Adult leaders who suggested organizing.	1. Survey to determine interest. 2. Pre-planning meeting with State 4-H Staff and district agents.	July July	Leaders who attended conference. County Staff
2. To provide leaders, prior to organization, with information about the purpose and function of the leader's organization.	Bulletin 270 Leaders Handbook	3. Discuss organization with key leaders through personal contact. 4. Visits, circular letters and telephone calls.	August Sept.	County Staff County Staff
3. To solicit the support and encouragement of those local leaders that are active in the State Leaders Association.		5. Hold county-wide organizational meeting. 6. Plan program, set up goals, meetings, visits, letters, telephone calls, demonstrations.	Sept. Dec. June	County Staff County Staff

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
4. To preplan for first meeting to assure attendance, well organized agenda, follow-up.	:	:	:	:
	:	:	:	:
	:	:	:	:
	:	:	:	:
5. To continue to work with leaders association.	:	:	:	:
	:	:	:	:

EVALUATION:

1. Number and per cent of leaders who attended organizational meeting.
2. Questionnaire to determine if orientation needs were met.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: COMMUNITY AND PUBLIC AFFAIRS

PHASE: County Advisory Board, Fiscal Year: 1962-63

The Situation:

The County Advisory Board is the over-all planning group in the county. To keep abreast of the changing trends, the board needs to broaden its scope and there should be more participation of its members.

The Specific Problem:

Some members do not function because they do not have sufficient knowledge of the purpose and function of the board.

The Program Objective:

To increase member participation.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
1. To provide members with information of purpose and function of the organization and help them to understand same.	V.P.I. Bulletin 726 "Developing Local Leadership" V.P.I. Bulletin 830 "Committees - How to Select and Use Them"	1. Individual contact. 2. Discussion meetings.	July Aug. Oct	County Staff : Count Staff Member of Board
2. To solicit and encourage support of members who are, at present, active on the board.	V.P.I. Bulletin 772 "Making Meetings Effective"	3. Increase number of committees. 4. Put each member on, at least, one committee. 5. Hold quarterly meetings.	: : Jan. April	: : County Staff Members of Board

EVALUATION:

1. Number of members who participated in program.
2. Number of members attending meetings.

OTHER ACTIVITIES TO BE INCLUDED IN PROGRAM F'R 1962-63

- A. Agricultural Production, Management, and Natural Resource Development
  - 1. Feeder Pig Production
  - 2. Pasture Production
- B. Extension Home Economics
  - 1. Family Economics
  - 2. Home Management
- C. Four-H and Other Extension Youth Programs
  - 1. Educational
    - a. Foods
    - b. Clothing
    - c. Health
    - d. Market Hog Production
    - e. Sweet Potato Production
    - f. Forestry Appreciation
  - 2. Organizational
    - 1. 4-H County Council
- D. Community and Public Affairs
  - 1. Home Demonstration Committee
  - 2. Community Improvement Committee
  - 3. Forestry Committee
  - 4. Agronomy Committee