

AGRICULTURAL EXTENSION SERVICE

PLAN OF WORK

DICKENSON COUNTY

July 1, 1962 - June 30, 1963



(Miss)Wanda Golden
Home Demonstration Agent

D. J. Moore
County Agent

Clintwood, Virginia

THE AGRICULTURAL EXTENSION SERVICE ORGANIZATION
IN DICKENSON COUNTY

The organized groups and their membership are as follows:

Extension Service Board

L. F. Newberry	E. C. Smith
W. B. Trivitt	John W. Chase
Ralph Vanover	J. H. T. Sutherland
Chas. D. Baker	Otto Kendrick
W. E. Mullins	S. D. Powers
John Turner	Jack Childress
Harry Lee Strouth	Fred H. Stanley
D. L. Beverly	F. L. Colley

Forestry Committee

Eldridge Mullins	Carter Vanover
Willie Yates	

Temporary Rural Areas Development Committee (Dickenson County
Planning Commission)

L. Victor McFall, Chairman	
Hemire Sutherland	Lundy Wright
Joseph Gilbert	Lawrence Colley
K. V. Herndon	Dr. Theril Reedy
George Wright	John Turner

A-H County Council

Patton Jay Duff, President	Gary Rakes
Billie Jo Smith	Sheila Fleming
Billietta Dotson	Sheila Davis

Home Demonstration Committee

Mrs. J. B. Trivitt, Chairman	Mrs. Ireland Baker
Mrs. E. J. Sutherland	Mrs. Wesley Edwards
Mrs. Ben F. Sutherland	Mrs. Henry Wright
Mrs. Lacy E. Davis	Mrs. George Artrip
Mrs. Erwin Grizzle	Mrs. F. D. King
Mrs. Roy C. Dixon	Mrs. Stewart Davis

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A MAJOR EMPHASIS - EDUCATIONAL PLAN

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

PHASE: Forestry - Woodland Management, Fiscal Year 1962-63

The Situation:

86.6% of the land area in the county is in forests. This is the highest percent of any county in the state. Dickenson County could easily and truthfully be called "the yellow poplar capitol of Virginia." The 1957 Forest Survey showed over 400 million board feet of sawtimber present at that time.

There are only two market outlets for forest products in the county. One outlet is for mining timbers and the other is for lumber. Neither of these return the most desirable profit to the seller

The Specific Problem:

The lack of suitable markets for forest products.

The Program Objective:

To have all woodland owners carry out recommended forest management practices, so as to have a selling point to be used in attracting wood using industries to the county and area.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Help all woodland owners in the county: 1. To appreciate the value of the forests 2. To understand that a county or area with properly managed woodlands to assure future supplies is much more likely to attract wood using industries	1957 Forest Survey Mountains of Hardwood	1. Use all publicity media to present important information about our forest resources	Each Month	Agent, Pro.Foresters, and Forestry Committee
	Forestry Department materials (both 4-H and adult)	2. Carry out Forestry Projects in 4-H clubs	Oct. & May	Agent
	(as above)	3. (as above)	Each month	Agent, Prof. Team, For Committee
	Virginia Division of Forestry TVA Forestry Relations Solicited comments of Industry Leaders	4. Arrange a trip to be taken by key county leaders to observe wood using industries in operation	Sept. & May	Agent, Prof. Team

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
<p>3. To be aware, and take advantage, of the services and assistance available from: Extension Virginia Division of Forestry, ASCS, SCS, etc.</p> <p>4. To carry out recommended woodland management practices</p>	<p>Agencies as named</p>	<p>5. Have these leaders help tell the woodland management story using their own facilities plus Extension's.</p> <p>6. Planned effective use of all publicity media</p> <p>7. Establish additional woodland management demonstration plots</p> <p>8. Hold Field Days and tours on new and established demonstration plots, and other suitable areas demonstrating proper woodland management practices</p>	<p>Sept. thru June</p> <p>July-June</p> <p>July Oct. April June</p> <p>August Oct. May</p>	<p>Assisted by Agent</p> <p>Agent and all agency representatives</p> <p>Agent, Prof. Tean, Forestry Committee</p> <p>(as above)</p>

Evaluation:

Accomplishments can be measured by changed attitudes of landowners, increase in number of requests for assistance to professional foresters, increase in number of ACP applications for Forest Improvement, number of additional demonstration plots established, and obvious improvement in management of woodlands.

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

OTHER PHASES OF WORK

1. Encourage all families to have home vegetable and small fruit gardens and to can, freeze, and otherwise store as much food as possible.
2. Have all fruit growers take advantage of all available information concerning the production of apples and other fruit, and especially to attend and participate in monthly area Fruit Growers Meetings at Wise.
3. Encourage the beautification of home and public grounds, and the county.
4. Have all tobacco allotments grown.
5. Have all tobacco fields sown in winter cover crops
6. Increase soil testing by 50%
7. Encourage use of high analysis fertilizers.
8. Hold tobacco priming, and grading and sorting demonstrations.
9. Increase new seedings of grasses and legumes by 250 acres
10. Stress importance of all farmers taking advantage of all conservation assistance available.
11. Improve quality of all livestock in county by use of better breeding stock, improved feeding program, and sound parasite and disease control programs.
12. Establish six new sheep flocks in county.
13. Conduct one or two nematode control demonstrations in tobacco.
14. Explore possibilities of establishing cooperative wildlife management agreement on lands of a large land owner - with assistance of Game Commission.
15. Reforest 760 acres.
16. Present information regarding production of tomatoes for processing, that will enable farmers to make discussions concerning the advisability of their carrying on such an operation.

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A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS

PHASE: Horticulture - Small Fruits, Fiscal Year: 1962-63

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The Situation:

There is a very limited amount of land in the county suitable for cultivating because of the terrain. A large percentage of the soils are sandy. This type land has proven to be excellent for small fruits.

Additional sources of income for families is badly needed. Many subsistence families have several members capable of working small fruits.

The Specific Problem:

A large number of low income families owning small acreages of land suited for intensive crops such as small fruits.

The Program Objective:

To analyze the local market situation with efforts to determine if the local market could consume additional small fruits and if so how much. Also, to determine what methods of handling, assembling, and distributing would most satisfactorily facilitate the expansion of the local market.

Should it be determined that the local fruit market is saturated, measures will be taken to study other possible uses and outlets for the fruit.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To provide small fruit growers with information and assistance that will allow them to market their fruit most advantageously	Extension Bulletins Extension Departments of Horticulture and Economics	1. Contact growers and encourage them to begin early in season to make plans for best marketing policies and procedure for their crops	May	Agent
	State Marketing Service	2. Have growers set up simple records to be kept during marketing season to show: a. Influence of different packaging methods b. Varietal preferences c. Comparison of selling on a ready picked or pick-yourself basis d. Supply and demand e. Fruit sold on the farm, delivered to homes, and delivered to merchants	May June	Agent, Specialists, Marketing Agent

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
<p>To advise merchants in the area in setting up procurement and advertising programs that will increase the sale of small fruits</p>	<p>Extension Bulletins and Information Demonstration</p> <p>(as above)</p>	<p>f. Buying patterns</p>		
		<p>3. Inform growers of all methods of advertising media available and how it can be used to their advantage, and encourage them to make necessary contacts early.</p>	<p>May June</p>	<p>Agent</p>
		<p>4. Have growers encourage all customers to use fruit in as many ways as practical in their situation</p>	<p>June</p>	<p>Growers</p>
	<p>Extension Home Economics Dept.</p>	<p>5. Contact merchants and present program ideas. Solicit their cooperation. Explain situation of growers</p>	<p>May</p>	<p>Agents Growers</p>
		<p>6. Have merchants encourage all customers to use fruit in as many ways as is practical. This would be done through their advertising program.</p>	<p>June</p>	<p>Merchants, Agents</p>
		<p>7. Have merchants keep simple records to show:</p> <ul style="list-style-type: none"> a. varietal preferences b. influence of different packaging methods. c. buying patterns. d. adequate supply of fruit available in local area. 		

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To provide homemakers and housewives with information regarding the many uses of small fruits and the proper methods involved with these uses.	VPI Home Economics Department	<p>8. Present information and demonstration on the various uses of small fruits at meetings of home demonstration clubs, 4-H clubs, other womens' clubs. Also, present such information via the usual media of publicity</p> <p>9. Have Home Demonstration Club members, and other appropriate groups complete questionnaires with answers to show:</p> <ul style="list-style-type: none"> a. Varietal preference b. Preferred package c. Preferred method of buying i.e. on farm, in store, ready picked, pick yourself, etc. d. Satisfactory quality e. Availability of fruit 	<p>May</p> <p>June</p>	<p>Home Dem. Agent</p> <p>HDC Foods Leaders</p> <p>Commercial Home Service Representatives</p>

Evaluation:

The records kept by growers and merchants, and the survey questionnaires completed by HDC and other women, will be summarized by the agents with the help of the professional team. Information from this summary, along with comments of all involved and general obvious conclusions, should form a sound basis upon which to build plans for the future of the small fruit industry in the county.

PROJECT AREA: MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS

OTHER PHASES OF WORK

1. Help interested poultry farmers to survey local market situation for possibilities of an expanded poultry industry in the county.
2. Study and consider the possibilities and practicability of establishing wood using industries within the county or area so as to be able to advise groups or individuals who may be interested in pursuing the fulfillment of such an idea.
3. Inform farmers of various markets and systems of selling for livestock and certain livestock products

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A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Furnishings, Fiscal Year: 1962-63

The Situation:

Few homemakers know anything about refinishing materials and techniques. Many could economize by learning simple refinishing skills.

The Specific Problem:

Many women here have dark, hardwood furniture which incurs daily family use. They have no desire to learn the fine techniques of refinishing; but, they do want to know how to remove grit, scars and scratches from table tops. They also want to learn to refinish wooden salad bowls.

The Program Objective:

To ~~provide homemakers~~ teach basic skills and create an interest in refinishing and remodeling good furniture and/or objects.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To provide homemakers with sources of materials, and basic techniques for sanding, varnish removal, restaining and refinishing wood surfaces	Extension Bulletins Training Agent	Demonstrations and practice by homemakers News Articles Radio Tapes	July	Agent
To teach skills and materials used in refinishing wooden salad bowls	Leader Training	Method Demonstrations Practice	Aug.	Leaders

Evaluation:

- Through a member questionnaire (effective in the past) determine the number of homemakers who:
- Refinished table tops or other small surfaces.
 - Refinished or remodeled entire piece of furniture.
 - Completed salad bowls

An indication of continued interest would be helpful information to the agent in gauging the completeness of the training given.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Clothing, Fiscal Year: 1962-63

The Situation:

Nearly all homemakers socialize regularly. Many work in offices or other business places. All could profit from programs on clothing selection and good grooming.

The Specific Problem:

Club members lack basic knowledge of nutrition essential to good grooming; proper use of make up and a background in line, color, and design selection.

The Program Objective:

Creation of an interest in self improvement.

To teach selection of appropriate line, design, and clever use of make-up.

TEACHING OBJECTIVE	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To teach skills in selecting appropriate accessories for costume, individual and occasion	Extension Bulletins: Leaflet 121, MC - 42, MC-92 Texas - B-911	Demonstrations and practice Discussion	Sept.	Agent
To teach proper make-up application	Illustrative Charts Professional Magazines	Radio Tapes News Articles		
Pass on good grooming tips in clothing care and repairs				

Evaluation:

Member questionnaire to see how many women:

- felt that they had received help in costume selection
- felt that they had received help in make-up application
- requested additional information on bulletins on topics

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Nutrition, Fiscal Year: 1962-63

The Situation:

Limited varieties of meat are available in this area. Methods of cooking some cuts are not the most desirable for conserving nutritional value and pleasant appearance.

The Specific Problem:

Women want to know how to buy meat; to recognize the various cuts of meat; and to be able to prepare difficult cuts for best results in nutrition, flavor and appearance.

The Program Objective:

To recognize the various cuts of meat, the relation of price to the cut, and standard preparation of various cuts.

TEACHING OBJECTIVE	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Teach nutritive value of meat in diet	Home and Garden Bulletins: 27 15	Visit to local market	Nov.	Agents and Leaders
Teach various cuts and relative price	Film Strip - Swift & Company "How to Buy Meat"	Flannelgraph		
How to cook various cuts for greatest food value	Meat Charts - National Livestock & Meat Board	Method demonstration		

Evaluation:

A member questionnaire to ascertain how many women:

- a. purchased cuts of meat which they did not formerly use.
- b. prepared these cuts using knowledge received at demonstration
- c. report favorable comments from their families.

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A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH
PROGRAMS

PHASE: County 4-H Leaders Organization, Fiscal Year 1962-63

The Situation:

Most 4-H Leaders in Dickenson County are sponsor leaders, in the strictest sense. Nearly all of them work with the same "in-school" group each year; and, since most of them are teachers they have little time to assist with project development.

The Specific Problem:

Only a few leaders actively identify themselves with 4-H work and other leaders. In the last three or four years there have been no representatives attending any state or regional leaders' conference. Very few attend County 4-H programs.

The Program Objective:

A Dickenson County 4-H Leaders Association

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
Adult leaders to learn more about, and understand, their role in 4-H	State 4-H Staff 4-H Trends in Virginia and Dickenson County. 4-H Leaders' Handbook	Home Visits	July August	County Staff
Leaders to become aware of 4-H facts, figures and trends	4-H Program Planning Guide County 4-H Yearbook	Discussions on developmental needs, program content and working with different age groups.	Sept. Oct	
Leaders to identify themselves with 4-H Work	State 4-H Staff	Natural Bridge Leaders Conference	Nov.	
Leaders to take active role in County wide programs		Observance of National 4-H Week Camp Leaders	June and July	

Evaluation:

Extension agents' awareness of improved interest and a greater identification with entire 4-H program.
Observed improvement in methods used in guiding members, and increased project completion.
A demonstrated interest in 4-H activities such as contests, camps, and county events.
The organization of a working leaders' organization.

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A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: COMMUNITY AND PUBLIC AFFAIRS
PHASE: Rural Areas Development, Fiscal Year: 1962-63

The Situation:

Dickenson County has always depended on its natural resources for the livelihood of the people. The depletion of virgin timber and mechanization of the coal mines has left many unemployed, and caused yet others to be under-employed. Low Income families are many.

Four thousand people migrated out of the county in the 1950-60 decade because of the economic situation. In recent months there have been as high as 25% of the population on Welfare Relief Programs.

A definite need exists for an organized group which would study the situation and the possibilities for over-all economic improvement.

The Specific Problem:

The lack of a committee of sincere, public spirited, interested leader people to identify the major problems existing in the county and plan for their solution.

The Program Objective:

To organize and maintain an effective RAD Committee and necessary sub-committees for the purpose of making a complete analysis of the county situation and determining problems and possible solutions.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To take the leadership in: The organization, orientation, function, and maintenance of an RAD committee and appropriate sub-committees	District Agents, Program Leaders, Technical Panel, County Planning Commission, Chamber of Commerce	County Staff conference on RAD and our responsibility	1962 Jan.	County Staff
	"Suggestions and Guides on RAD"	Meeting of Technical Panel	Feb.	"
	"Extension's Organizational and Educational Responsibilities in the RAD Program."	Present concise RAD information to certain key leaders		
	Various other publications by Lacy, et al.	Hold meeting of all key leaders in county to present full RAD story	April	
		Select RAD Committee	April	Agents Technical Panel

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ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
		Hold first meeting of RAD Committee	April	Agents
		Appoint and select needed sub-committees	May	Chairman RAD Com. Agent
		Continuous work with RAD Committee and Sub-committees		

Evaluation:

Use "Criteria for Program Development" as a guide in evaluating the process followed.

Use questionnaire with Committee Members to determine their knowledge of RAD, their interest in the committee and its purposes.

Observe cooperation and coordination of committee and sub-committee members and the results of their efforts