

REPORT OF HOME DEMONSTRATION WORK - NORTH CAROLINA

1956

THE SITUATION

North Carolina has 100 counties, 79 of which are organized in home demonstration work for white people and 12 for Negroes, and in 1936 there were 57 white and 12 Negro home agents serving the 79 counties of the State. The Negro territory of 12 counties embraces eleven counties now served by white agents and one other not organized for work with white people.

Enrollment

The total state enrollment of women and girls in 79 counties is 59,826 doing work in 2,319 home demonstration and 4-H clubs.

Territory covered

The organized counties of North Carolina stretch from the Atlantic Ocean to the highest mountains east of the Rockies, a distance of 609 miles, and embrace the tidewater section, coastal plains, piedmont area, and the mountain sections of the state.

This means wide variations in soil and climate and a consequent adaptation of plans and methods to the situation.

The tidewater coastal plain, and piedmont sections are very generally organized and are well covered with home demonstration clubs for women and girls' 4-H clubs as may be seen on the map, page 5.

The Mountain Section

A large number of counties in the mountains are low in

taxable wealth and have been slow in appropriating for home demonstration work.

Twin Counties

Therefore, in September 1935 the Division of Home Demonstration Work was authorized to organize 20 new counties in North Carolina where many requests had come for a home agent.

We employed 10 home agents to serve the 20 counties, two counties to an agent.

These were called twin counties, and the Extension Service paid the entire salary and travel of such agents for a period of ten months.

Twin counties were organized as a demonstration of what home demonstration work could accomplish in a county and it was expected that some of the counties would make an appropriation for a whole time home agent by July 1, 1936.

By August of that year sixteen of the twenty counties had appropriated, each asking for the services of the agent then serving them. It was necessary to add six agents who also seemed to please.

Other New Counties

The two other new counties were Granville and Wayne in the east, both of which had been organized formerly and were two of the few counties ever to withdraw appropriations from well organized home demonstration work in North Carolina.

High Mountain Section

The largest town in the high mountain section is Waynesville, county seat of Haywood, with a population of 2,414 and the next is Bryson City, having 1,806 population. There are only 3 other towns

in the 8 counties which have a population of over 1,000.

The farms run from 3 and 4 cultivated acres to about 15, though there are some much larger.

While the average mountain farm is 65 acres, 75% of this is in pasture and woodland which leaves 25% for food and feed.

A DIFFERENT METHOD OF PROCEDURE

The geographical situation of the mountain counties and the difficulties of travel for many families necessitated careful planning.

Type of Work Done

Work was presented in a direct, simple way and dealt with fundamentals.

Home gardens and planting for a balanced family diet were pushed in every county, and demonstrations in meal planning, food selection, food preparation for the prevention of nutritional diseases and for better health met with excellent response.

Making and remodeling clothes was also an important project.

In the fall of 1936 plans for home improvement projects were adopted by 10 of the twin counties and home agents and home management specialist have set going some very fine demonstrations involving kitchen arrangement for convenience, more comfort and beauty in living quarters, and sanitation of the premises.

Attendance at club meetings was excellent in spite of a severe winter and many members walked miles to club meetings.

Selecting Agents for Mountain Counties

Home Agents were carefully selected and have been heartily received by county boards and county people.

County agricultural agents in all of these counties have been very cooperative and each worked hard to secure a full time home agent for his county.

CARRYING OUT THE HOME DEMONSTRATION PROGRAM

North Carolina's long time plan of home demonstration work has been modified by the existent economic situation, the complexity of emergency organizations, and the many calls on a home agent's time. The long time objectives and the basis of planning remain the same.

1. A comfortable, livable home where farm life may bring satisfactions and where the child may find security.
2. A vitalized rural community where men, women and children come together for planned work, recreation, and community development.

The Problem:

1. Low average farm income.
2. Inadequate food and feed production on farm to supply family's health need and need of stock.
3. Inadequate or poorly balanced diets resulting in deficiency diseases.
4. Little home or community recreation.
5. Inadequate housing as revealed in the Federal Housing Survey made in ten typical areas of North Carolina in 1934.

MEETING THE PROBLEM

The income of the farm family is of two kinds: cash and food and other usable things produced on the farm.

Food and Feed Budget

Food and feed furnish a large part of the living expenses and home agents have cooperated with farm agents in helping the farm family carry through a food and feed production budget.

In 1936, 77,962 families reported planning the budget and getting good results in the following:

- a. Year-round garden.
- b. Standard poultry flock.
- c. Milk supply.
- d. Meat animals as needed.

The Garden's Part in Food for the Family

There are about 320,000 farm families in North Carolina and allowing one-half acre per garden, it is necessary that 160,000 acres be planted to supply these families with garden products.

In the joint 1936 report of farm and home agents cooperating in the family gardens project, the following was given:

No. family gardens.....128,476
No. year-round gardens..... 37,468

Allowing one-half acre to the garden, there were 64,238 acres reported of the 160,000 acres needed for the state.

The nutrition program stressed year-round gardens that farm

women might have vegetables at hand for well balanced meals. A fall and winter garden contest has been successful in stimulating a greater interest in the year-round gardens, and one thousand eight hundred and two gardens were entered in the fall and winter garden contest.

Timely garden notes prepared each month by the Extension Horticulturists and sent to every county have been most effective in spreading information regarding good varieties, cultivation, insect control, and storage. As examples of the results of project methods the following stories are given.

Mrs. Ward and her husband have worked out a food supply budget and say: "Our garden has been worth hundreds of dollars to us, and the pleasure it affords would have to be expressed in poetry or music."

Mrs. Ward continues: "My husband excavated a basement storage pantry for me, about 12 feet square, at a cost of \$22.00. I filled 1,091 jars with all varieties of vegetables, fruits, and meats and it was a beautiful sight to see them ranged round the room."

In Haywood county, probably one of the best agricultural counties of the mountain section, ninety per cent of the 350 women enrolled reported growing summer gardens and planting new vegetables, and 140 of them grew year-round gardens.

THE POULTRY FLOCK'S PART IN FOOD FOR THE FAMILY

The last United States census showed that 89% of the farms of North Carolina had 49 or less birds per farm. This means small units for a high percentage of farms and also points to the fact that many of the flocks are cared for by women.

C. F. Parrish, in charge of poultry extension, carried on demonstrations with 344 farm families in 1936 involving 663,329 birds. Reports show an average of 192 birds per farm, producing an average of 159 eggs per bird.

Mr. Parrish says a large percentage of the poultry demonstrators with whom he worked were home demonstration women.

The 1936 home demonstration reports show 32,504 home demonstration club members having poultry flocks and 19,212 of these families with a year-round poultry and egg supply for the table.

Value of Poultry to the Family

Poultry is produced on the farm for two purposes: food for the family and for the income derived in marketing. The daily diet sheet which every home demonstration club member uses stresses one egg per day for every member of the family and a surplus for the farm woman's curb market. The 36 farm women's home demonstration curb markets and other marketing to merchants, institutions, and individuals operating in North Carolina in 1936 totaled \$608,344.67. Of this amount about 30% was for poultry sold.

Mrs. J. A. Nye, of Robeson County, is a poultry leader in her home demonstration club, and well she might be for last year her flock of one hundred and forty-five Barred Rock hens and ten cockerels brought in the tidy sum of \$577.80.

Mrs. Nye says: "From October 1, 1935, to October 1, 1936, we sold 1,302 dozen eggs at an average of 32¢ per dozen and besides the eggs sold, we had an ample supply for eating and cooking.

"Feed cost \$275.85 leaving a profit of \$301.95 plus the eggs used at home.

"We produced part of the feed on our farm and charged it at local prices and bought the other food to make a balanced ration, and we mixed our mash according to a state formula which saved us the extra cost of ready mixed feed."

HOME DAIRY'S PART IN FOOD FOR THE FAMILY

The 1935 Agricultural census for North Carolina shows that milk cows have increased 22% in the past five years in 54 of the older dairy counties of the state, and in the other 46 counties situated in the eastern area where there were very few milk cows, the increase has been 71% over a period of five years.

In 1936 there were 1,504 families in 26 counties which were assisted in butter and cheese making.

Homemade American Cheese

In the following counties the home demonstration club women have been much interested in making American cheese: Haywood, Swain, Jackson, Graham, Cherokee, Macon, Cabarrus, Stanly, Moore, and Camden which is in the far east.

The Jackson county home agent says:

"At the District Federation meeting which was held in Franklin in May the home demonstration club women from Cherokee county had on exhibit some American cheese which they had made.

"The Jackson county home agent had been very much interested in starting this project in her county and invited Mrs. Dyer, a leader from Cherokee county, to give the demonstration.

"Mrs. Dyer gave the American cheese demonstration at Cullowhee in June to a large group of interested women, and since then the home agent has given the demonstration to groups throughout the county.

"As a result of these demonstrations, Jackson county club women have made over 300 pounds of American cheese for home consumption since June."

What the Extension Dairy Says

Mr. John Arey, Dairy Extension Specialist, says: "After sixteen years of effort on the part of all state agricultural educational forces, the direct result has been that the per capita consumption of milk in the various towns of the eastern part of the state has been doubled and trebled during the past ten years and in many cases has more than trebled."

The Home Agents' Part

Over this same period of 16 years, home agents have had an important part in increasing the cow population in North Carolina through systematic instruction in the value of milk in the daily diet and in bringing about a more favorable attitude toward the cow as a family necessity.

Nutrition specialists and home agents have held leaders' schools in 79 organized counties and in the past 16 years have assisted with Milk for Health campaigns all over the state.

The Trained Leaders' Part

In 1936 home agents and specialists gave systematic instruction in nutrition to 59,826 rural women and girls. Many of these were food leaders whom agent and specialist had trained through the twenty-five years of organized home demonstration, and they have been active in assisting other farm women in carrying out a food production budget.

MEAT ANIMALS' PART IN FOOD FOR THE FAMILY

The recent report from the Bureau of the Census shows that cattle of all kinds have increased in North Carolina from 467,012 head in 1930 to 684,266 head in 1935, an increase of 46.5% in five years. However, in spite of this increase we still probably import annually around 2,000,000 pounds of beef.

Women have little part in meat production but are big factors in its use and conservation.

The Wake County home agent says:

"The subject taken up by home demonstration clubs in November was meat curing. Previously the common practice had been to use only salt in curing, and some found their meat very hard and salty unless the animals were quite large. There were, however, some women in practically every club who would say, 'We tried the salt, sugar cure method last year and the quality of the meat was so much better that we'll never use the old one again.'

"Mrs. Walter Stallings, of the Auburn Club, said she got the recipe from her sister who used Extension methods and whose hams bring a premium price. She tried to get her husband to use it but he was afraid there was not enough salt to keep the meat. Finally he agreed to do the cutting and trimming and let his wife take the responsibility of the curing."

FOOD CONSERVATION

In 1936 every organized North Carolina county in home demonstration work (79 for whites and 12 for Negroes) reported canning for winter use with a total output of 6,626,413 cans filled valued at \$964,101.00.

These were divided as follows:

Total no. containers filled by white women and girls.....	5,886,665
Estimated value.....	\$ 862,130.
Total number containers filled by Negro women and girls.....	739,808
Estimated value.....	\$ 101,976.
Number farm families reporting canning.....	29,025
Number of canning leaders assisting home agents.....	903
Number 4-H girls reporting canning.....	9,708

What Was Conserved

Vegetables, fruits and meats in the form of canned products, preserves, jelly, jam, and pickles were conserved.

Emphasis was placed on meats during the cold months of 1936 and 65 meat demonstrations were given to home agents and leaders by specialists.

Fifty-nine counties reported 3,186 pressure cookers, 901 of which were bought during the year.

Emergency Work Discontinued

Emergency work was discontinued in 1935 and food preservation in organized counties became more normal with a return to figures approximating those for 1932.

Table of Five Years of Canning

Year	Supervised by Home Dem. Apts. in Organized Counties		Supervised by Emergency Home Dem. Apts. in Unorganized Counties	Total
	Home Dem. Clubs	Relief		
1932	4,090,577			4,090,577
1933	6,429,642	3,018,001	2,123,307	11,570,950
1934	4,636,380		2,192,309	7,018,689
1935	4,318,811			4,318,811
1936	6,626,413			6,626,413

Twenty-Five Years of Food Conservation in North Carolina

The graph on the next page gives the history of 25 years of systematic food conservation in North Carolina, and the 1934, 1935, and 1936 part of the curve is behaving much as was to be expected.

With the coming of better times, the swing of the canning curve is always downward. The farm family feels more secure and the housewife plans her time to lessen the drudgery entailed in large quantity canning.

FARM WOMEN'S HOME DEMONSTRATION MARKETING IN NORTH CAROLINA

Marketing home products by farm women and girls has been a natural outgrowth of home demonstration work, and from helping club girls sell the canned output of their tomato plots in the fall of 1912, marketing has grown to the established business of 36 organized home demonstration markets serving 38 counties in 1936.

The first organized women's markets were in Anson and Pasquotank counties in 1921. Anson's was on the court house green and Pasquotank's was in a vacant lot, and they did business on Saturday mornings only.

These were small efforts but they pointed the way to bigger things and the Anson market grew in size and time of operation until it was forced to move into the basement of the court house because of cold weather.

Types of Marketing

There are three types of farm women's marketing in North Carolina.

1. The home demonstration curb market which in spite of its name is now conducted indoor.
2. Sales to merchants, institutions, hotels, and individuals.
3. Car lot shipments of poultry, supervised by home and farm agents.

The first two types only are dealt with in this report.

I. Farm Woman's Curb Market

In 1936 thirty-six farm women's markets did a business of \$262,841.99 with 1,433 producers selling regularly.

Largest Markets

The Rocky Mount curb market, the largest in the state, did a business of \$35,000 in 1936 with 216 selling regularly and 151 occasional or seasonal sellers.

The Durham County woman's market, next in size, sold products amounting to \$31,133.67, and Cumberland and New Hanover counties each report sales of more than \$15,000.00.

Six markets reached or exceeded the \$10,000 mark and 6 small markets brought their sales to \$5,000 or more per year.

Thirteen other small markets made sales ranging from Alexander in the mountains with \$1,062.70 to Beaufort county in the east with \$4,838.28 in 1936.

Three markets sold less than \$1,000 worth.

What They Sell

What and how products sell is interesting as the following table of percentages will show.

<u>Products Sold</u>	<u>Percentage</u>
Poultry and Eggs	31
Fruits and Vegetables	23
Cakes	15
Meats	14
Dairy Products	7
Flowers	6
Miscellaneous	4

Poultry and eggs lead and fruits and vegetables, cakes and meats follow in importance.

Women sell the surplus garden and poultry products generally sometimes growing special vegetables, such as broccoli, for sale, and many in cooperation with their husbands are producing standard flocks and are selling poultry dressed by approved methods at good prices.

The Alamance county home agent says of what is sold there:

"The farm woman's curb market in Burlington was lovely this morning with our first flowers for the year.

"Winter jessamine and glorious sunshine made us all feel good. Then too we had two new producers on the market, Mrs. N. D. Huffman and Mrs. Luton Coble. Mrs. Huffman sold her products on the market four days during December and received \$40.00 for them, a good record for a beginner."

Turnip salad, kale, collards, turnips, carrots, radishes and cabbage are the green vegetables to be found on the Burlington market at this season, and home baked cakes and bread, fresh meats, cheese, sauerkraut, canned fruits and vegetables, all swell the Saturday morning sales.

The home agent in Mecklenburg county writes:

"The Market has enlarged the variety of products it sold this year. Besides the regular line of baked goods, dressed poultry, eggs, dairy products, fresh meat in season, and vegetables, farm women bring

evergreens found on the farm to sell at Christmas time, with small potted plants which they root from plants of their own, and even puppies are saleable. Women also get good prices for such prepared food as chicken salad and Brunswick stew."

Mrs. Cassam Tilley of Durham County reported the sale of \$2,130.30 worth of cakes on the curb market in 1936. She says:

"We marketers have such fun after the customers have gone, because we then begin to barter and exchange what is left over with each other. It is my pound of ham for my neighbor's cake, or perhaps it is a shrub for a jar of preserves. The county is so small, however, and the town so large there is usually very little produce left to exchange."

How Markets Are Housed

Thirty-two of the 36 organized curb markets are housed in buildings, 2 are under sheds and 2 are conducted in the open.

Two new market buildings were erected in 1936 for women selling in Nash and Wilson Counties, and these are well planned and fairly well equipped.

Cumberland and Richmond have planned to build in 1937 and the county commissioners of Mecklenburg County are looking for a suitable location to build a farm woman's market that will be adequate for a city the size of Charlotte.

County commissioners in most counties with markets are interested in securing comfortable and adequate quarters for curb markets

and have appropriated liberally.

Thirteen counties rent their market buildings at an average of \$12.17 per month. Seventeen rent free quarters in courthouses, tobacco warehouses, and store buildings.

Who Sells

The home demonstration market is a farm woman's market though there are some men sellers on most of them.

The marketers make their own rules as follows:

13 markets permit any farm woman in the county to sell.

7 permit only home demonstration club women to sell.

12 permit any producer in the county to sell.

9 of the 12 permit producers from other counties to sell.

Buying and reselling is forbidden on all markets.

When Open

Sixteen markets operate one day per week; sixteen operate two days; and two, three days per week.

Thirty-one markets operate through the year.

Three close during the winter months.

Markets are open an average of 3.7 hours per market day.

Market Committee

Twenty-four markets have a market committee which acts as a board of managers. They formulate regulations and pass on any infringement, determine policies with the home agent and look after the matter of prices.

Each seller is asked to sign rules and regulations.

Health Regulation

In 5 markets health certificates are required of all sellers. These are issued by the County Board of Health to all selling who comply with health regulations as outlined by the County Board of Health.

The goal is to have every market cooperate with Co. Board of Health in securing health certificates for members.

Eleven markets require all producers to wear washable uniforms.

The others wear cotton dresses not necessarily uniform.

Eighteen markets require all meats to be covered and 19 cover pantry supplies.

As an example of how county health officials and farm women cooperate: In Cumberland County homes of all sellers are inspected by the county health officer, and members of the family or servants who have anything to do with handling food products sold on the market are required to have health certificates saying they and their household are free from communicable diseases.

When all requirements have been met, a certificate signed by the county health officer is neatly framed and hung above the seller's market space.

To see this evidence of care gives the purchaser a feeling of safety as to communicable diseases.

Marketing Story of Mrs. Jodie Shipp of Durham County

Mrs. Jodie Shipp of Durham County tells something of the work entailed in marketing her products.

"To sell on the curb market is not the easiest job in the world and it makes Friday the busiest day of all the week. The vegetables

have to be gathered, graded, and cleaned. Chickens must be dressed; butter moulded, and cakes and bread baked.

"That means rising about 3:00 a. m. on Saturday morning, cooking breakfast and lunch all at one time, washing dishes, making beds, hurriedly packing the market produce, and gathering flowers and perishable vegetables and fruits in order that the customer may receive them fresh with morning dew.

"The farm woman rushes to the market building and spends one-half hour setting up her table of produce, weighs her chickens, pins the price and the seller's name on them, and weighs or measures her vegetables.

"Then she's ready for the buyers, and for the next three hours a steady stream of customers pours into the market building in Durham and each farm woman tries to be the most tactful and the most attractive seller there that she may sell her produce.

"By eleven or twelve o'clock the marketer returns to her home, tired and worn out, but with a very happy feeling that she has done her best in providing funds for better living conditions in her home.

"The fact that the Durham Home Demonstration Curb Market in six years has climbed from the bottom to the second highest round of the ladder is something of which every curb market seller and customer is justly proud. The total sales for 1936 in Durham amounted to \$31,135.67."

II. Second Type of Farm Women's Marketing

Sales to Merchants, Institutions and Individuals

Sales were made to merchants, institutions and individuals by farm women in 47 counties, amounting to \$346,502.68 in 1936, making a grand total of \$608,344.67 sold in an organized way by farm women in North Carolina.

In counties where there are curb markets women who were not accessible to that market had built up a market with merchants, institutions, or individuals, as did women who were in counties where there were no curb markets.

Anson County Sales of Poultry

Anson County in its 23 years of home demonstration work has developed an excellent outside market for poultry and is a notable example of how groups of farm women have standardized the breed and the methods of killing, dressing, packing and shipping fowls. Shipments are made largely to Raleigh merchants and to state institutions which are regular customers.

Mrs. Rosclind Redfearn, Home Agent, says:

"Poultry is becoming an important source of income for the farm family. We have around one hundred families keeping from 100 to 1,000 laying hens during the winter months. The eggs are sold weekly both on the local market and by truck. Fifty families or more are growing broilers for the early spring market, and we

also have the small producers who keep 25 to 50 hens. Broilers bring a nice profit by the age of eight to ten weeks when they are sold locally or on poultry cars.

"The poultry industry besides furnishing necessary eggs and meat for the farm family, brings into Anson County each year around \$7,200 for eggs and \$5,000 for broilers and cull hens.

"The turkey producers of Anson County sell their turkeys cooperatively that the volume may be handled easily and to the best advantage of both buyer and seller. Only birds of good quality, well developed, and fat are sold, and every precaution is used to keep up our Anson County standard. We now have 105 producers who grew 8,000 turkeys in 1936. Our larger producers grow from 200 to 400 birds, while the average flock consists of 60 to 100, and we feel that this turkey industry is very valuable to our people.

"Our sales begin November first and continue through March, and several of our producers are growing purebred fowls for breeders and are shipping breeders to many states.

"Live poultry cars are in season for surplus hens, geese, and ducks, and in broiler season cars run often enough to take care of the production of live broilers for market. This system of marketing guarantees good prices and takes care of large or small volume. The assurance of a steady market has greatly encouraged and increased the production of poultry. The total value of turkeys, poultry, and eggs sold in Anson County by home demonstration growers was \$15,223.94."

HANDICRAFTS

Forty-eight counties reported 11,665 handicraft articles made for home use with total sales of \$7,926.40. This showed a gain of \$3,191.92 over sales made in 1935 and a gain of 23 counties reporting.

Farm women are finding a new meaning in handicrafts and are learning to appreciate workmanship and beauty in the traditional arts handed down from their ancestors, whether they reproduce them themselves or buy them from others. Mrs. Earl Lefler of Stanly County on a recent summer vacation trip bought a handsome scarf and bag and hammered pewter bowl from a mountain girl who made them; she said, "I feel especially proud to own these articles which have a deep meaning to me now."

Mrs. Louis Norton of Jackson County uses native herbs, flowers, and vegetables in making dyes, and has developed an industry for herself by dyeing wool yarns for near-by handicraft centers.

Mrs. E. L. Bryan of Cathelwood Farm in Durham County grows her own broom corn, and in 1936 made and sold more than 600 hearth brooms which she had also decorated attractively with paint. She received \$302.50 in cash for them.

One woman earned more than \$50.00 from the sale of small pine-needle baskets which she had made from pine-needles gathered on her own land.

The use of native material such as honeysuckle, oak splints, rushes, corn shucks, broom corn, rye straw, and pine-needles for handicrafts is growing in favor, and women and girls are encouraged to develop saleable articles in sufficient quantity to supply market demands. Progress made in 1936 is encouraging.