# Oktoahoma Farm Bureau Oklahoma Farm Bureau Spring 2019 • Vol. 72 No. 2

# Bringing it back to the farm

Oklahoma native **Bart Fischer** combines his farming background with his love for agricult policy on the national stage.

#### No better place

Building a future for the agriculture community

#### **Grain to glass**

Sharing agriculture in Enid, one sip at a time

#### Save on Ford and Lincoln

OKFB members drive with savings





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#### ON THE COVER

Bart Fischer, chief economist and deputy staff director for the U.S. House Agriculture Committee Republicans, stands on the balcony outside the house agriculture committee room in Washington, D.C. A Chattanooga, Oklahoma, native, Fischer helped develop the 2018 farm bill.

#### **HIDDEN NUMBER WORTH \$50**

One member family's Oklahoma Farm Bureau membership number is hidden somewhere in this issue of Oklahoma Country and could earn that member family \$50. To claim the cash prize, the member family must find its own hidden membership number and contact Brianne Schwabauer before the last day of the month, Monday through Friday, 8:30 a.m. to 4 p.m. at (405) 523-2325.

The OKFB membership number hidden somewhere in Oklahoma Country must match the number on the face of your individual OKFB membership card for you to claim the cash prize. The membership number that appears on your magazine's mailing label is not the hidden number, but also must match the hidden number for you to claim the cash prize.

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### It's our life's work.

Ask an Oklahoma Farm Bureau member about their farm or ranch and you are bound to start a conversation that will last a while. Our state's farmers and ranchers lovingly work the land and care for their animals to produce food, fiber and fuel that helps our local communities and our world thrive. Oklahoma Farm Bureau works tirelessly to ensure our state's farm and ranch families can pass their dedication on to the next generation and continue to share their passion with us all.



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#### Successfully uprooted

By Becky Samples

Even the lush landscapes of Hawaii couldn't keep one Oklahoma Farm Bureau Insurance agent away from the place she will always call home.



#### No better place

By Dustin Mielke

Blayne Arthur steps into the role of Oklahoma Secretary of Agriculture with a vision for the industry she has loved all her life.



#### Bringing it back to the farm

By Dustin Mielke

Working alongside some of the highest elected officials in Washington, D.C., Bart has never lost his Oklahoma roots.



#### From grain to glass

By Hannah Davis

An Enid duo has hopes their one-of-a-kind downtown business will start a conversation between farmers and consumers.



#### PRESIDENTIALLY SPEAKING

#### A shared voice, a consistent voice, a strong voice

By Rodd Moesel President, Oklahoma Farm Bureau & Affiliated Companies

As we use our voices to speak with our legislators, we also

need to listen to one another

to learn how we can be even

ach of us has a voice that is instantly recognizable to our closest family and friends. Voices carry memories and feelings that rush back to us every time we hear them.

Even though Oklahoma Farm Bureau is an organization made up of many members with many individual voices, we speak together as a group that has important things to say for

agriculture and rural Oklahoma.

When Farm Bureau speaks, the Oklahoma Legislature listens.

As the 2019 Oklahoma legislative session moves along, we need the voices of OKFB members now more than ever. The urban-rural divide is visible as we watch legislation move through the process, and there is

a need to have Farm Bureau members help legislators and state officials understand the importance of agriculture and the stark reality of our current farm economy.

To help amplify our members' voices, OKFB has added some new faces to our staff and some new capabilities to our arsenal to help advocate for our grassroots policy.

We are proud to have two new staff members on our public policy team for this legislative session. Robyn Matthews and Steve Thompson have been great additions to OKFB as they help implement our member-driven policy at the state Legislature. As they join Ron Justice, Marla Peek, Zac Swartz and Emmy Karns on our public policy team, both Robyn and Steve bring a myriad of policy experience, skills and connections that have proven to be a boon for us.

OKFB has also implemented a new phone-based action alert system to connect Farm Bureau members with their legislators. With some simple steps, Farm Bureau members can be connected to their legislators with a phone call, ensuring our message is heard loud and clear at the state Capitol. To learn how to sign up and lend your voice, see page 13.

Of course, the core of our effectiveness is the fact that Farm Bureau members show up and speak out on agriculture and rural policy. We need you to visit the state Capitol and speak one-on-one with legislators in their offices and in the rotunda. We need you to attend your county Farm Bureau legislative events to engage with your legislators in your home community. We need you to tell your neighbors about the important things Farm Bureau is doing for them on the state and federal levels.

As we use our voices to speak with our legislators, we also need to listen to one another to learn how we can be even more

effective in the future.

This session, legislation aimed at allowing municipalities to use ad valorem taxes to fund public safety districts caused quite a stir. With clear policy on the issue, your public policy staff communicated our stance to legislators and made sure they understood our position, leading to the legislation

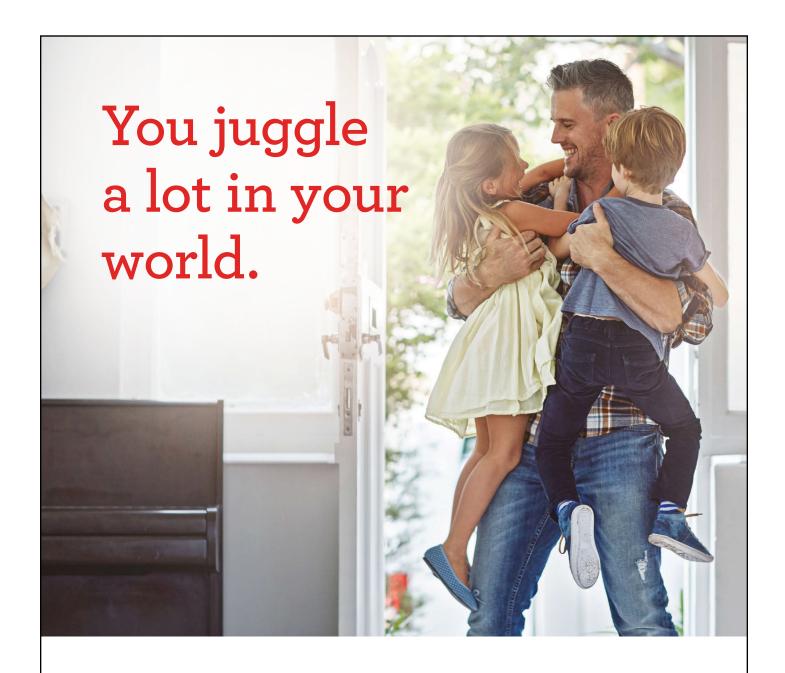
more effective in the future. Rodd Moesel

> being sidelined for now. Through the process, our policy team gathered input from legislators, Farm Bureau members and other groups about how we can address the issue of public safety funding while ensuring farmers and ranchers are spared from crippling costs.

As we begin our policy development process later this year, we will be looking to our policy department to communicate what they have learned about this ad valorem issue and other issues with OKFB members, so we as an organization can have all the facts as we plan our path forward. It would be a wasted opportunity if we did not take these hard-earned lessons into consideration — not just on this issue, but on all issues where we amplify the voices of our grassroots.

We always need to be listening and discussing — on every issue - to make sure we as Farm Bureau members are informed and that our legislators and elected officials understand our needs as farmers and ranchers. Together, we can ensure our consistent, respected voice is heard for decades to come.

That Mosel



#### We know life can be a balancing act.

That's why we're here to help you protect what matters most, your todays and your tomorrows. Contact your Farm Bureau agent to discuss what's been happening in your world.





#### **EXECUTIVE OUTLOOK**

#### How we grow from here

By Thad Doye Executive Director, Oklahoma Farm Bureau

hen I was a kid growing up on my family's farm, a 100-horsepower tractor was about as big as it got in our area. With that sort of power in those days, it seemed like you could get an incredible amount of work done when compared with the equipment my dad grew up around.

Today, as I see my son and my son-in-law develop their careers in farming, a 100-horsepower tractor is used to do small chores around the farm.

It's incredible to think how much we have seen agriculture

change even in my time as a Farm Bureau member and employee. And we know farming and ranching will change even more as technology, consumer preferences and markets for our products continually shift and evolve.

It is clear that the organization we love will need to continue to adapt to meet the needs of modern agriculturalists in a rapidly changing world.

— Thad Doye

while ensuring our successful programs continue to flourish.

The point of our peer review was to get a snapshot of where OKFB is as an organization. The next step we will take is to develop a strategic plan that will help us grow together into the future.

Now if you're like me, it's easy to hear a term like "strategic plan" and wonder what it really means or what value it really provides. Just know that myself, the OKFB board and our staff are dedicated to serving Farm Bureau members, and the plan

that OKFB will develop will give us a foundation to build upon and steps to take to move our grassroots organization forward.

Our planning will be multifaceted, and it will

take into account the needs our members have today and where we hope to be in years to come. Through surveys, interviews and meetings, together we will ensure OKFB will be the voice of farmers, ranchers and rural Oklahomans for generations.

Rest assured, this strategic plan will be focused on OKFB members and moving agriculture forward. At the conclusion of our strategic planning process, Farm Bureau members will be presented with an updated mission statement, core values, goals and objectives to help guide and direct us as we continue our important work of representing agriculture and rural Oklahoma.

My personal hope for this process is that in decades to come we will all look back at this point in Farm Bureau history and see that this season for OKFB was the start of something great. As it has always been throughout our 77-year history, where we go from here will depend on us all working together.

Oklahoma Farm Bureau has always been an organization that meets the challenges and addresses the needs agriculturalists are facing. That is due to the forward thinking of our Farm Bureau forefathers and the desire of all our members to continue the progress previous generations have made.

It is clear that the organization we love will need to continue to adapt to meet the needs of modern agriculturalists in a rapidly changing world. To move into the future, OKFB will need a plan.

In my last column, I shared our plans to participate in a peer review through American Farm Bureau with the help of Farm Bureau staff from other states. I am proud to report that the peer review went smoothly with input from OKFB members and staff. The results of that review were very positive, and it has allowed OKFB to target areas of our organization for growth

That Doys







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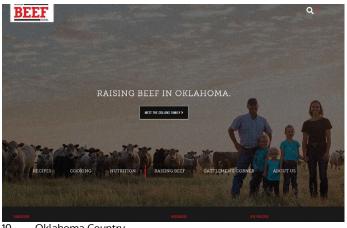
AROUND HERE, JOHN DEERE STARTS WITH P&K.

**18 LOCATIONS IN OKLAHOMA & ARKANSAS** 



#### New Website Relaunch

The Oklahoma Beef Council (OBC) launched a new and enhanced website in FY 2018. The number one reason consumers visit www.oklabeef.org is for beef recipes, so the website features an extensive collection of beef recipes from family favorites to entertaining. Data also shows consumers visit the website to learn more about farming and ranching in Oklahoma. To answer this call, the new website features a series of profiles on Oklahoma's farming and ranching families, as well as information on animal care and beef safety and sustainability. Highlighting beef's nutritional benefits, the website educates consumers about lean beef, beef's nutrients and beef and heart health. Finally, for beef producers, the website features "Cattlemen's Corner" with information about paying the beef checkoff and beef checkoff programs.



#### Consumer Information

Through six consumer events, the OBC provided beef recipes, information and sampling to Oklahoma consumers. These included the Oklahoma City Home and Garden Show, the Oklahoma City Memorial Marathon Health & Fitness Expo and the Oklahoma State Fair. Staff and volunteers distributed 20,000 recipes brochures and 15,000 samples. On a special note, during the Oklahoma State Fair, the OBC hosted 66 beef demonstrations reaching 3,000 consumers.

#### Billboard Advertising

In August and September, the OBC featured a billboard campaign that targeted consumers in Oklahoma City and Tulsa. The billboard campaign generated 24.8 million positive impressions for beef.



#### Health Professional Outreach

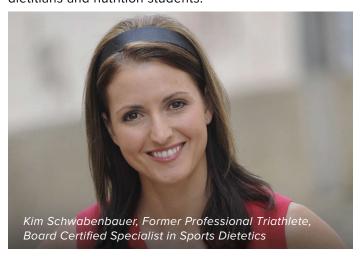
The OBC conducted beef nutrition outreach through five conferences with more than 900 health and nutritional professionals in attendance.

#### OKLAHOMA ACADEMY OF FAMILY PHYSICIANS

The OBC sponsored a presentation by Dr. Douglas Paddon-Jones, a leading protein researcher from the University of Texas Medical Center, with 100+ physicians in the audience. His topic, "Protein & Healthy Aging: Challenging Current Recommendations," highlighted the role beef could play in healthy aging.

#### OKLAHOMA ACADEMY OF NUTRITION AND DIETETICS

With this group of key nutrition influencers, the OBC sponsored Kim Schwabenbauer, MS, RD, CSD, NASM-CPT, as she presented the topic "Sports Nutrition in the Real World – Translating Research into Reality" to 150 dietitians and nutrition students.



#### NATIONAL

#### 5-State Digital Marketing Campaign

As Oklahoma represents less than 1.2% of the U.S. population, the OBC annually invests in the 5-State - California, Illinois, Florida, Pennsylvania and New York - digital marketing campaign, which seeks to inspire beef purchases and drive more consumers to the Beef. It's What's For Dinner (BIWFD) website. These five states represent 100 million U.S. consumers combined. In FY 2018, the campaign drove 77,000 consumers to the BIWFD website and achieved 4.8 million video views of inspirational and educational beef checkoff-funded videos.



#### Federation of State Beef Councils



The OBC invests in national checkoff programs through the Federation of State Beef Councils, which is part of a unified

state-national checkoff partnership to enhance beef demand building efforts in the United States and internationally. OBC board members serve on the Federation of State Beef Councils to ensure producer opinions and interests flow from the grassroots up for national consideration. The following represents an example of efforts funded in part by Federation investments.

#### BEEF. IT'S WHAT'S FOR DINNER. BRAND RELAUNCH A SUCCESS



In 2018, the "Beef. It's What's for Dinner" brand was relaunched to promote beef's unbeatable taste, quality production, variety, ease of cooking and sheer nutritional strength. A new logo, new website, new creative ad campaign and new content accompanied the launch. The brand relaunch was an undeniable success driving a 96% increase to the website with 11.2 million visitors, 160 million consumer touchpoint engagements and 60 million videos views.

#### International

#### **JAPAN**

OBC funds were invested in FY 2018 to advance the further imaging of U.S. beef's quality through various promotions, including the "pound steak" campaign, which helped capture additional market share and



has reinforced customer loyalty. USMEF leveraged these funds as it worked with Japanese retailers and foodservice establishments to add more U.S. beef cuts and execute cutting edge merchandising and menuing strategies, supporting them with promotional activities. Oklahoma beef checkoff investments helped move 2.9 million pounds of beef.

#### **SOUTH KOREA**

In 2018. Save Zone made the decision to reintroduce U.S. beef to its meat case. Utilizing OBC funds, USMEF supported this move with tasting demonstrations and various promotions to highlight the superior quality of U.S. beef. During the months of January, February, April, May and July, USMEF partnered with Save Zone to relaunch and promote U.S. beef at stores in Hwajung and Nowon with supporting sampling demonstrations (50 days of tastings) to drive sales. More than 15.9 metric tons (35,054 lbs.) of U.S. beef valued at \$148,000 were sold during these periods.

#### **CHINA**

Through the first half of 2018, as there were more suppliers importing U.S. beef in Southern China and growing support from funding partners like OBC and the Agriculture Trade Office in Guangzhou, USMEF ramped up activities to show existing U.S. beef foodservice buyers and potential hotel/restaurant clients how U.S. beef would contribute to their strategic strengths and bottom line. With OBC funding, USMEF hosted importers, distributors, chefs and foodservice professionals from Shenzhen and Guangzhou for a series of training seminars on U.S. beef alternative cuts (chuck tender, clod heart, top blade, etc.).



#### Oversiaht

The OBC Board of Directors is comprised of beef and dairy producer volunteers who all pay the Beef Checkoff. To ensure the integrity of the Beef Checkoff in Oklahoma, the OBC takes the following steps:

#### Oklahoma Beef Council

#### Revenue and Expenditures FY 2018

#### **REVENUES**

Gross assessment revenue . . . . . . . . \$4,556,074 Less remittance to: Cattlemen's Beef Board . . . . . . . . . (1,979,095) State of origin . . . . . . . . . . . . . . . . (598,354) Net assessment revenue . . . . . . . . 1,978,625 Total revenues . . . . . . . . . . . . . . . . 2,266,965 **EXPENSES** 

#### International marketing

Domestic marketing,

education and research . . . . . . . . . . . . . 489,356

High population/low cattle programs.....69,745 Oklahoma industry information . . . . . . . . . . 144,811

Oklahoma promotions and

consumer information . . . . . . . . . . . . . . . . . 426,965 

Administration......149,355

■ Undergoes annual independent audits with a regional accounting firm

Institutes an Audit/Risk committee with an independent advisor to the committee with significant audit experience

To sign-up for the OBC monthly e-newsletter, please send an email to info@oklabeef.org.

More information on national and international beef checkoff programs can be found at www.oklabeef.org/



#### LINCOLN TO LOCAL



## Lend your voice to support agriculture and rural Oklahoma

Using OKFB's new legislative action system, Farm Bureau members can promote the organization's policy with the tap of a smartphone screen.

rom the grassroots organization's founding, Oklahoma Farm Bureau's strength has rested in the collective voice of farmers and ranchers united by a commitment to bettering agriculture and rural Oklahoma.

Farm Bureau members each year spend countless hours crafting policy resolutions at the county level, discussing solutions during the state resolutions committee meeting, and voting on final policy at the annual meeting.

But the work does not — and can not — end there.

Throughout the legislative session, OKFB staff take the policy positions of members directly to state lawmakers as they fashion legislation at the state Capitol.

Though Farm Bureau staff works diligently to promote OKFB member policy, nothing can beat a direct conversation between Farm Bureau members and their legislators. When trying to determine how to vote on legislation, state lawmakers lean on the concerns and needs of their constituents. That's why it is so important for Farm Bureau members to meet and visit their state senators and representatives.

But life is busy, and Farm Bureau members don't always have the time to travel to the state Capitol.

Thanks to OKFB's new legislative action alert system, members can connect with their legislators from the front seat of a pickup or the cab of a tractor with the simple touch of a button on a smartphone.

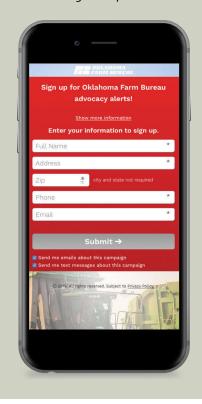
Signing up to receive action alerts is quick and easy. Find instructions for signing up on the right side of this page.

After signing up, members will receive an action alert only when a legislator absolutely needs to hear from you. The alert will come as a text message with a link to take action, which then displays information about the legislation in question. When ready, members then may authorize the system to call them. Members will hear step-by-step directions and tips on visiting with their legislator before being connected directly to the legislator's office.

For questions about using action alerts, please contact the OKFB Communications and Public Relations department at (405) 523-2346.

# Sign up for OKFB legislative action alerts today!

- 1. Text "OKFB77" to the number 52886.
- 2. Wait for a reply with a link.
- 3. Click the link, which leads to an online form.
- 4. Complete the form with your information, which helps
  OKFB connect you with your legislators in the future.
- 5.Click "Submit."
- 6. You're signed up!



#### **COMMODITY CORNER**



#### Agriculture's role in Oklahoma's growing craft beer industry

#### **HOPS**

Top 3 growing regions

- 1. Washington
- 2. Oregon
  - 3. Idaho

Hops give beer the bitterness, flavor, aroma and stability it is known for.

Adding hops early in the process makes the flavor more bitter; adding it later can enhance the flavor and aroma.

#### **YEAST**

Its only job is to eat the sugars created during the malting process and convert them into CO<sub>2</sub> and alcohol.

#### **Ale Yeast**

Collected on the top during fermentation process; fermented at 60-75°F

Bottom-fermenting; ferments at 40-50°F

#### **MALT BARLEY**

Top 3 growing regions

- 1. Idaho
- 2. Montana
- 3. North Dakota

Barley is the source of sugar that yeast needs to create alcohol.

Malt impacts the body, taste and aroma of the drink.

#### **WATER**

Beer is composed of about 90 percent water and is considered to be the most important ingredient in beer.

Regional water can give local brewers their unique taste based on hard or soft water, pH levels, the amount of chlorine and mineral content.

**Lager Yeast** 

#### Did you know...

Before barley can be made into the perfect brew, samples are evaluated by hand to check color, odor, damage and kernal quality. These factors are affected by the growing environment, how the product was handled after harvest and if it was stored properly.

#### What is malted barley and why is it important?

Also known more commonly as 'malt', malted barley is a complex combination of starch, enzymes, protein, vitamins and minerals. This perfect combination creates the main raw material that brewers and distillers need to make beer.

#### What is malting?

The malting process consists of four steps: steeping, germination, kilning and roasting barley kernals.

#### Can malt be used for anything else?

Yes! It is the same thing that is in your malted shake, certain instant chocolate milk mixes and chocolate-covered "malted-milk" balls just to name a few products that include malt.

Sources: Great Western Malting, Agricultural Marketing Resource Center, USDA and 52 Brews.



# UPCOMING **EVENTS**

**Oklahoma State FFA Convention** 

April 30 - May 1 | Oklahoma City, OK

**Commodity Tour** 

May 8-10 | Clinton & Weatherford area

On the Road with Ag in the Classroom

June 4-6 | State of Oklahoma

National Ag in the Classroom
Conference

June 18-21 | Little Rock, AR

WLC Nurse's Scholarship Deadline

July 1

**OSU Big 3 Field Days** 

July 16-18 | Stillwater, OK

**State High School Discussion Meet** 

July 16 | Stillwater, OK

OKFB Women's Leadership State
Committee Meeting

July 23 | Oklahoma City, OK

State Ag in the Classroom Conference

July 23 | Shawnee, OK

OKFB State YF&R State Summer Conference

July 12-14



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\$300

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# ing it back to the tart Fischer reflect Oklahoma native **Bart Fischer** reflects

on the process of crafting the 2018 farm bill and using his passion for helping farmers through agricultural policy.

The dome of the U.S. Capitol glowed a soft orange as the sun touched the horizon somewhere behind the Lincoln Memorial. From the balcony of the U.S. House Agriculture Committee room, Bart Fischer gazed out across the Washington, D.C., skyline.

From his perch across the street from the Capitol building, Fischer enjoyed the rare moment to take in the scenery of the town where he has worked on agricultural policy for the last eight years. Even with a brisk west wind more reminiscent of Fischer's hometown of Chattanooga, Oklahoma, than the nation's capital, his spirits weren't dampened as he reflected upon the circuitous route that led him to his position as deputy staff director and chief economist for Republicans of the U.S. House Agriculture Committee.

Fischer grew up as the fifth generation on his family's southwestern Oklahoma farm, putting in long hours in the cab of a tractor and reveling in the annual tradition of cotton harvest. And even as he now finds himself working alongside elected officials in the nation's capital, agriculture is still the focus of his passion.

"If I'm going to be off the farm and not driving a tractor, I've got to be working on something that directly benefits the folks back home," Fischer said.

Through his work with the House Agriculture Committee, helping guide two farm bills through the legislative process and seeing them signed into law, Fischer has used his passion for agriculture and agricultural policy to provide security and assurance to farmers and ranchers not only in Tillman County, Oklahoma, but also across the nation.

Fischer's path from Chattanooga to Washington, D.C., led him from 4-H and FFA in his rural community to Oklahoma State University, Cambridge University in England and later Texas A&M University as he earned degrees in accounting, finance, environmental policy and agricultural economics, culminating in a Ph.D.

First coming to Washington, D.C., to work for the U.S. Government Accountability Office, Fischer was tapped by U.S. Rep. Frank Lucas of Oklahoma to work for the House Agriculture Committee when Lucas was serving as committee chairman. Rep. Mike Conaway of Texas kept Fischer on as chief economist and later added deputy staff director to his duties.

"As a native of southwest Oklahoma, Bart Fischer grew up harvesting wheat and cotton – two very important crops to our state," Lucas said. "And as a son of a long line of Oklahoma farmers, Bart knows firsthand just how much our nation's federal agriculture policy affects America's farmers and producers.

"It was because of his real-world experience and wealth of knowledge within the agriculture community that I hired him to help draft the 2014 Farm Bill. Bart was a critical asset on our staff, and to this day he's continued to be a voice for millions of Americans that call themselves farmers, ranchers, and producers."

Though he has earned the title "Dr. Fischer," as an Oklahoma farm kid, he prefers to operate on a firstname basis. Bart said he always wanted to be involved in agriculture, but he didn't always know in which facet he would be involved.

But now as he looks out across the nation's capital from the House Agriculture Committee room where he worked on two farm bills with elected officials, United States Department of Agriculture administrators and family farmers and ranchers, Fischer's passion is solidly rooted in agricultural policy.



In his role as a staff member for the House Agriculture Committee Republicans during the last two farm bills – the Agricultural Act of 2014 and the Agriculture Improvement Act of 2018 – Fischer has spent seemingly endless hours helping provide a safety net to Americans on farms, ranches, and in urban cores.

"It seems that everyone has a view on Washington, D.C., and how it functions," Fischer admits.

"Our number-one goal is making sure that what we do here works in the countryside, particularly as it relates to agriculture. Most of us up here — including the members of Congress who we work for — wouldn't want to be doing these jobs if it didn't work for the people back home. We spend a great deal of time trying to get that right."

That commitment to developing successful agricultural legislation was a big part of the push by Rep. Conaway to get the 2018 farm bill introduced and passed in the same calendar year. Fischer said it was the first farm bill since 1990 to achieve that goal.

However, it was not done without hours of hard work and dedication. Fischer himself spent countless hours crafting policy ideas for the farm bill, helping negotiate language and working with USDA employees to ensure the policies being proposed could be implemented nationwide.

"Working on a farm bill is like being in harvest for months and months and months on end," Fischer said.

He recalled that while being in the midst of farm bill negotiations, he would go to church with his wife and children on Sunday morning, drop them off at home afterward and then go to Capitol Hill to work through farm bill negotiations for the rest of the day. Even after the U.S. House and Senate farm bills were passed from their chambers of origin mid-year, the work continued on.

"For the last six or seven months of 2018, every day for a little over 130 days, we spent every day trying to reconcile those two bills," Fischer said.

All the work is worth it to Fischer, though, as he works to help farmers and ranchers like those he grew up around in southwest Oklahoma.

"My background and the thing I'm most passionate about is the farm safety net — the things that keep farmers and ranchers out on the farm and help them survive the various risks they're facing," Fischer said.

He is particularly proud of several updates and additions to the 2018 farm bill: separate insurance policies for wheat used for grazing and wheat harvested for grain; funds to help eradicate the growing problem of feral hogs; livestock disease preparedness funds; and a new farm transition





commission that will help address the challenges farmers face and help ensure family farms and ranches can continue to thrive.

"I still am the chief economist, and I'm very concerned with some of the economic implications of the policy that we're working on, and I still handle the budget," Fischer said. "This farm bill is predicted to cost \$867 billion. We had to stay within that budget, so I spend a lot of time working on that, too."

As the 2018 farm bill programs continue to be implemented, Fischer is proud of the role he has played in guiding the act from ideas to the president's desk.

"It may look from the outside like thought hasn't gone into the process, but a tremendous amount of thought has gone into all of it," Fischer said of the farm bill. "And it has wound its way through a process that has engaged 435 House members and 100 U.S. Senators.

"It may not produce the product that any one individual likes, but it's representative of input from a lot of folks all across the country. And I wouldn't trade it for any other process."

s elected officials and staff members work through the farm bill from start to finish, Fischer said one element

is needed and desired by elected leaders, USDA administrators and congressional staff: the voice of the individual farmer or rancher.

"Most people in this town know very little about ag, and it takes a herculean effort to educate members here," Fischer said. "I don't think we can rest on our laurels. I take comfort in the margin of the final 2018 farm bill vote in the House, but I also know that there's still a lot of folks who don't understand why we do what we do, why we have farm bills, why crop insurance matters, and so we don't ever rest, and we don't ever take that for granted.

"People at home shouldn't either, and that's why they should continue to engage in the process because if folks at home don't tell their story, then who will? We have to stay engaged."

Fischer said he relies on the input of ag producers from across the nation, including Oklahoma Farm Bureau members, to make sure the policies being developed and discussed in Washington, D.C., address real needs and solve real problems in agriculture.

"One of the benefits of having gone to OSU and having worn many hats through the years is that I've been fortunate to meet a lot of people from back home and all over Oklahoma," Fischer said. "One of the great things about



being able to work with Oklahoma Farm Bureau through the years is that with all the trips they make up here I've been able to meet a lot of Farm Bureau members who have been a great resource. It's not uncommon for me to pick up the phone and call them if I have a question."

Fischer said he has seen instances where a member of Congress has made up their mind on an issue due to a handful of real phone calls from constituents, even when large special-interest groups are lobbying for a different outcome.

Reflecting on his experience as a congressional staffer, Fischer has a few tips to share with farmers and ranchers who want to be engaged in national agricultural policy.

"The first is just not assuming that someone else is representing your view and to take a personal interest and engage in the process," Fischer said. "If a member of Congress is hosting a town hall meeting, show up and introduce yourself and engage in those meetings and ask questions.

"It's often said that it's a lot easier to ask a member of Congress for something if you've gotten to know them first. It's hard to walk up and start asking for something, particularly from someone you don't know.

"The other thing – particularly as it relates to agriculture – is that we have incredible grassroots representation," Fischer said.

"Whether you're doing it on your own and calling your representative up when you visit D.C., or if you're working on policy suggestions through the grassroots effort that filters up through the state and up to the national level, both of those are two perfect avenues that are tailor-made."

hether he is in late-night meetings negotiating farm policy or traveling overseas to help work on agricultural trade, Fischer's mind is never far from

his family's Chattanooga-area farm where he still helps work the land.

In fact, when Fischer is looking for input from a family farmer, he goes straight to the one who is nearest and dearest to him.

"In my case, it's easy because I can go straight home - I go directly to my dad," Fischer said. "He is probably my number one advisor I go to, certainly as it relates to actual farming and ranching and how things are going to work on the ground. I still talk to him multiple times a week. He's probably one of the first people who got me excited about production agriculture in the beginning."

Though he may be D.C.-based these days, Fischer still yearns for days in the cotton field, gliding through row after row of white bolls in the seat of a cotton stripper.

And he is eager to travel back to southwestern Oklahoma every chance he gets, letting his three children experience farm life around generations of family.

Agriculture – and particularly agricultural policy development at the highest level – has given Fischer what he calls "an incredible opportunity to help people and make an impact."

"I've never not known about agriculture," Fischer said. "It's always been the centerpiece of our family on the professional side. The other side of it is that I grew up around my cousins, and we all went to the same church. When I look at the two motivating forces behind why I do what I do, the first one is strong faith, which has always been incredibly important to me.

"I feel God has put me on this earth to take care of my family and to help farmers and ranchers. And I know that absolutely without a doubt. And if I'm not doing that, I would rather be back home on a tractor. So the day I quit being passionate about ag policy is probably the day I'm going to head straight back home and farm full-time myself again."









# Story by Becky Samples Photo by Dustin Mielke

klahoma Farm Bureau Insurance agent LaJuana Duncan knows a few things about uprooting. As a child, her family relocated from their farm in Holdenville, Oklahoma, to the Colorado River Indian Reservation in Arizona where her father taught school. Although she grew up in Arizona, every summer the family would return to Oklahoma to care for work on the farm.

"I have fond memories of our summers in Oklahoma," LaJuana said. "Today the house still stands that my father was born in and my brother continues to take care of our Brangus herd on that land."

Because of the move to Arizona,
Duncan learned how to make friends and
learn about new places quickly. It also
helped spur on a case of "wanderlust."
After a trip to Hawaii as an adult, she
fell in love with the culture and beauty
and decided to pick up and move to the
Hawaiian Islands. To many, a move like
this would seem daunting, but to LaJuana
it was just the next step in her life.

"I moved to Hawaii in 1987 and began my career in real estate," LaJuana said. "I acquired my brokers license and also taught real estate classes at the University of Hawaii Community College. It wasn't until I met an owner of a local nursery that I had an opportunity to do something completely different that I would have never dreamt of."

After a conversation with the local nursery owner, she volunteered to take a few of his plants to a farmer's market to sell. She filled up the back of a truck and by the end of the day all the plants were sold. She began to sell the plants regularly and soon saw an opportunity for a thriving business.

"Look, I didn't even know how to say dendrobium before I started, but Dave, the owner of the nursery, taught me so much about the types of orchids and palm trees I was selling," she said. "It wasn't that I had a knack for sales, I truly loved it and it allowed me to get to know so many people and built relationships."

Any time LaJuana took a vacation, she always returned to Oklahoma. Although many people found it an odd vacation destination, it led LaJuana on her next business adventure. Before she returned to Oklahoma, she placed a two-day shipping order of orchids and other native Hawaiian plants to be delivered to the home of her parents who had also returned to Oklahoma from Arizona. In one day, LaJuana sold all of her plants to local florists in the Oklahoma City area. She repeated the same process and it proved just as successful in the Tulsa area. This gave LaJuana an idea.

"I returned to Hawaii and began contacting local growers and selling their flowers; in 1994 I started Hawaii Blooms, Inc.," LaJuana said. "Cleaning the flowers is actually a big part of the process, so we literally were cleaning the flowers in a bathtub in my yard. One of my first customers even gave me a hard time because my first price list was hand written. We had humble beginnings."

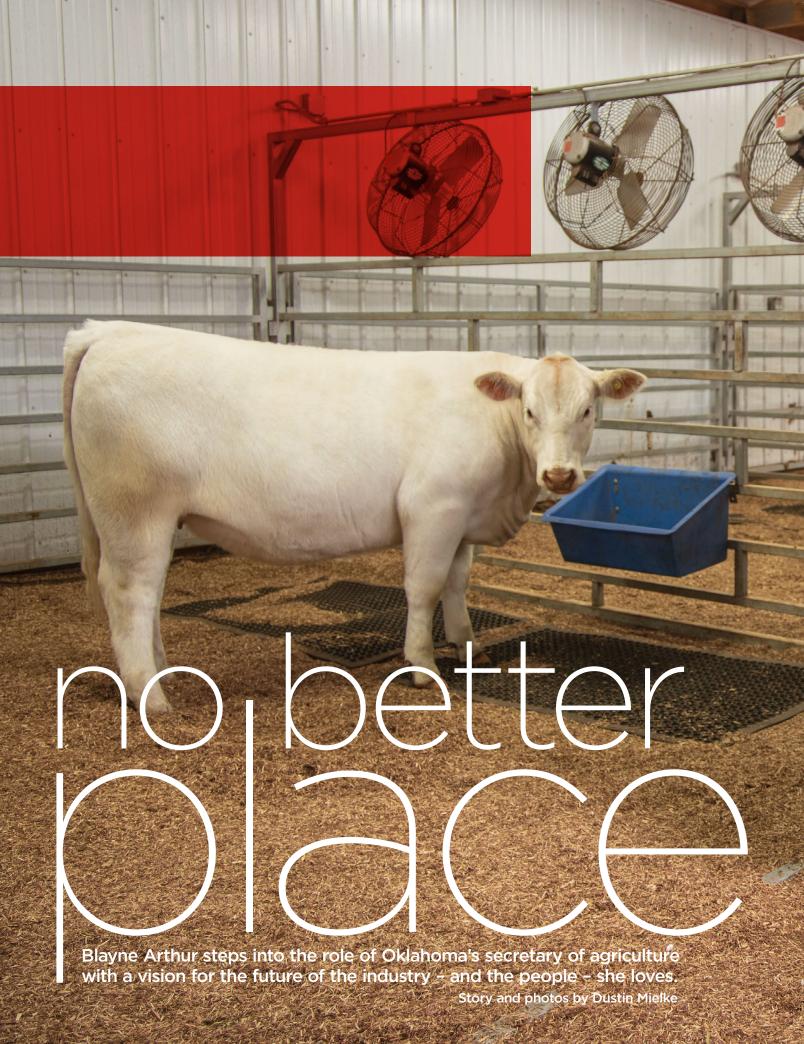
She developed relationships with several growers in the area and even started grafting and growing her own hybrids of flowers and plants and selling the stems. Her business, Hawaii Blooms, grew and soon LaJuana had 20 employees, and 12 different phone lines to service the thriving business on 10 acres of land. Customer service and perfection was

paramount to LaJuana, so she required that each flower or plant be hand-cleaned. Her business also received a stamp from the Hawaiian Department of Agriculture, which took 11 months to acquire but proved extremely helpful in shipping flowers more efficiently back to the mainland of the United States. LaJuana enjoyed her wholesale flower business for over 10 years. It was after a chance encounter with an Oklahoma Farm Bureau agency manager who was on vacation for an insurance trip that she made her next move.

Today, LaJuana serves as an agent for Oklahoma Farm Bureau Insurance in Bartlesville. Her love of people and determination for success make her a perfect fit. You could liken her adventures to the plants and flowers she once cared for and sold: she can easily pick up and plant herself in new places and situations and graft her own success. She ensures that each of her policyholders are given careful attention, just like each of her hand-cleaned flowers required.

"I sold Hawaii Blooms, but I'm proud to say it is still in business and doing very well," LaJuana said. "I like to think I bring the same type of vision when finding the right insurance coverage for our policyholders. Much like starting your own business, attention to detail helps ensure success and protection in the future."

And the nursery owner that once gave LaJuana her first plants to sell didn't do too badly either. He and LaJuana married and now enjoy life in Oklahoma with their next adventure of participating in local 5Ks.











Arthur and her two sisters were raised on the same farm their grandfather had called home. Her father worked with horses, overseeing the workings of a running-horse ranch. Her mother worked as a veterinarian with the United States Department of Agriculture, focusing on animal health. Arthur said she learned the importance of hard work and being a good caretaker of the animals she grew up around.

"(We had) two parents who were very passionate about agriculture, passionate about livestock, and making certain that all of us knew that all the animals got to eat before we did," Arthur said. "It was a great framework to have as a child for how you should run your operation and take care of your animals."

Heavily involved in 4-H and FFA throughout school, Arthur said she had the opportunity to see the diversity of Oklahoma agriculture and the interconnectedness that ties rural Oklahoma together.

Those agriculture community ties were more evident than ever when tragedy struck.

As a veterinary medical officer with the USDA, Arthur's mother, Margaret "Peggy" Clark, was working in the Alfred P. Murrah federal building on April 19, 1995, when a bomb ripped through the building, killing her and 167 other people.

In the wake of the tragedy, neighbors and the agriculture community rallied to support the family.

"That was certainly a tragic event for myself and for my sisters, but we had such a close-knit support group in the ag community," Arthur said. "They all chipped in with anything you could possibly need.

"The ag community is very special because we're a very giving group. We certainly understand that in times of need, that's when we reach out to one another – we don't necessarily have to be asked. In the ag community we don't necessarily ask, we just show up and help."

Today, Arthur continues to be a member of the Oklahoma agriculture community as she and her husband, Jerrod, and their two children, Kelton and Kennedy, raise show cattle near Stillwater. Their farm provides opportunities to meet fellow agriculturalists from all across the country as they work to raise animals



"You can't find a more resonating message than from someone who can say, 'I spend the majority of time either driving a tractor or on horseback or in the dairy.' That's a story that really resonates with those who make decisions about what impacts us all."



that help 4-H and FFA members find success in the show ring.

"We can think of no better place to raise our kids than in the show world." Arthur said. "They get to meet a lot of great people who have the same morals and hard work ethic that we have."

The show cattle business is a family affair. Even with her full-time – and beyond - position as secretary of agriculture, Arthur works with the cattle in the mornings and evenings as she practices and passes down the lessons she learned from her parents at an early age.

Arthur also leans on her past experience as she leads ODAFF from the agency's headquarters in Oklahoma City. She served as undersecretary of agriculture for former secretaries Terry Peach and Jim Reese. Arthur said her previous experience at ODAFF has allowed her to target areas to connect ODAFF with Oklahoma agriculture producers.

"ODAFF is not a large agency, but we do things that impact citizens every single day," Arthur said.

Her vision for the department focuses on what she sees as the three key areas for the agency: regulate, protect and promote.

ODAFF oversees rules and regulations that impact production agriculture from ensuring water quality to permitting producers of ethanol in the state to administering rules regarding feral swine.

"Our ultimate goal is to have everyone in compliance with the regulations we have here at the department," Arthur said. "We certainly don't want to play the 'gotcha' game with anybody. We want to make sure that everyone knows what the rules are, and then we can hopefully work toward finding a way for them to comply with the rules. We certainly want to have a very positive, educational approach to regulation of

everyone who we work with."

Arthur's second area of focus is how the department helps protect Oklahomans on a daily basis. From natural disaster recovery to consumer protection, many Oklahomans benefit from ODAFF's protection functions whether they realize it or not.

And as a state that houses billions of dollars' worth of livestock at any given moment, defending Oklahoma's herds and flocks from disease is a major concern.

"We have a lot of livestock here in Oklahoma that move in and out of the state pretty quickly, and we want to make sure that we're protecting the herd health," Arthur said.

Promoting agriculture is the final prong of Arthur's focus, which she plans to tackle by expanding awareness of agriculture today while ensuring the industry has a bright future in the state for years to come.

"Agriculture is the lifeblood of



Oklahoma, I truly feel like," Arthur said. "We obviously have the energy sector here in the state of Oklahoma, but ag really keeps things turning, especially in the rural areas of the state. We want to have a more focused approach of promoting ag."

A key area of focus – and a personal passion – of Arthur's is ensuring Oklahoma's rural youth stay active and engaged in agriculture past their time in 4-H and FFA. Arthur keeps an eye on the future with the ultimate goal of having young agriculturalists return to the farm, ranch or rural community where they grew up.

To that end, Arthur created an agriculture youth council at ODAFF to expose a select group of high school students to the opportunities and issues in Oklahoma agriculture.

Arthur's tenure as state secretary of agriculture begins at a time as farmers and ranchers are facing uncertainty with low commodity prices and international trade disputes. As Arthur searches for ways to collaborate with other state agencies and USDA to provide relief for ag producers wherever possible, she also stresses the need for farmers and ranchers to stay engaged in the agriculture community.

"To all those farmers and ranchers out there: I know that you like to spend most of the time on your farm or ranch," Arthur said. "I'm certainly married to someone who would much rather be at the barn or out feeding cows in the feed truck than be at the

state Capitol. But now more than ever it's important to find a way for your voice to be heard.

"You can't find a more resonating message than from someone who can say, 'I spend the majority of time either driving a tractor or on horseback or in the dairy.' That's a story that really resonates with those who make decisions about what impacts us all. I encourage farmers and ranchers to find a way to engage maybe on the local level or maybe on the state level."

From reaching out to consumers to share the real story of production agriculture to working with policymakers on laws and issues that impact agriculture and rural Oklahoma, Arthur sees the need for individual producers and the ag community to come together to find the best solutions for the industry.

"When we have a united voice we can certainly get a lot of really effective things done," Arthur said. "The majority of the population is three to four generations away from the farm or ranch. A lot of our policymakers are more from urban areas, even in a rural state like Oklahoma. To have a united voice to have a discussion with those policymakers is incredibly important when they can confidently say, 'All of the ag groups support this effort."

But Arthur said representing agriculture should not be saved for only the highest levels of state government. Reaching out into local, rural communities across Oklahoma and being actively involved is another

important and personal way to connect agriculture with consumers.

"I certainly encourage farmers and ranchers just to get involved with your community." Arthur said.

"When there's a chance to serve on your local school board, volunteer with different groups in your community or to volunteer with 4-H and FFA chapters, that's just one more way to share the voice of agriculture, especially with the younger generation. And it creates a dialog with others who don't have any direct link to production ag."

Even inviting a school class, church group or other members of your community out to the farm can have a lasting impact through a personal connection with a farmer or rancher, Arthur said.

Arthur is committed to promoting agriculture in Oklahoma and engaging the agriculture community to make a brighter future for all Oklahomans. It is her way of giving back to the community of agriculture that has devoted so much time, effort and care to her family.

"Even though it's a challenging time in agriculture, I think it's a tremendous time for opportunity that we have," Arthur said.

"Ultimately, how wonderful is it to spend your time and effort every day knowing that you're feeding and clothing everyone in the world? I think it's one of our wisest pursuits that we can have. Ag folks are the best folks in the world."

#### CONSIDER THE BENEFITS



#### New Ford and Lincoln benefit provides Farm Bureau members with discounts on vehicles they need most

No matter if you need a vehicle to handle long hours on the farm or hauling kids to the local football game, you can find a vehicle that suits your specific needs.

re you looking to purchase a new truck capable of handling all your towing needs? Or maybe a new SUV for your growing family? Look no further than your local Ford or Lincoln dealership.

No matter what your needs may be, Oklahoma Farm Bureau is excited to offer a new member discount on the purchase or lease of an eligible Ford or Lincoln vehicle. OKFB members can receive \$500 in Farm Bureau Bonus Cash towards a new Ford vehicle or \$750 in Farm Bureau Bonus Cash towards a new Lincoln vehicle.

To take advantage of this offer, visit

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With the addition of this new benefit, more than 40 discounts and benefits are now available to members of Oklahoma's largest general farm organization. To learn more about the Ford and Lincoln benefit and to view all of OKFB's benefits, visit okfarmbureau.org/benefits.

Some exclusions apply. You must be an OKFB member at least 30 days prior to using the Farm Bureau Bonus Cash. Farm Bureau Bonus Cash is exclusively for active Farm Bureau members who are residents of the United States. This

incentive is not available on Shelby GT350°, Shelby° GT350R, Mustang BULLITT, Ford GT, Focus RS and F-150 Raptor. This offer may not be used in conjunction with most other Ford Motor Company and Lincoln Motor Company private incentives or AXZD-Plans. Some customer and purchase eligibility restrictions apply. Must be a Farm Bureau member for 30 consecutive days prior to purchase and take new retail delivery from dealer by January 2, 2020.

For any questions on this benefit or if you are in need assistance, please call (405) 523-2300.



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- Visit
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- Enter your member number as it appears on your member ID card
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# FROM Story by Hannah Davis Photos by Dustin Mielke CRAIN TO TO CRAIN T

# AGRICULTURE IS IN OKLAHOMA'S ROOTS.

rom wide-open prairies dotted with golden heads of wheat to rolling green hills marked by herds of cattle grazing, farming and ranching is a lifeblood for the Sooner State.

Agriculture is deeply engrained in the history and culture of the state, but more likely than not, the average Oklahoman has never stepped a single foot on a farm.

Brady Sidwell wants to change that.
By opening a local craft brewery in the heart of Oklahoma grain country, Sidwell and co-owner Justin Blasier dream of connecting people with

uch like Oklahoma, Sidwell's roots run deep in production agriculture. He grew up on a wheat and cattle farm in Goltry, Oklahoma.

After earning a degree in agricultural economics and international marketing from Oklahoma State University, he ventured across the world to earn a master's in economics at the University of Hong Kong and spent eight years working for global agriculture and food companies in China.

Sidwell transferred to Chicago following the death of his father to be closer to his family's farm. And finally in the summer of 2016, he made the decision to return to north central Oklahoma.

Armed with a fervent entrepreneuria spirit, Sidwell worked to establish a number of businesses in the area surrounding his hometown including a commodity brokerage firm, a grain and seed company, a feed store and a precision agriculture operation.

But the idea to create a local craft brewery didn't come about until January of 2018 when he had the opportunity to acquire a grain malting business. The company supplies locally-produced malted grain – including two-row barley, wheat and rye – to craft breweries and distilleries across Oklahoma.

A friend introduced Sidwell to his business partner, Justin Blasier, an Enid native and avid home brewer. He offered to let Blasier use his locally-produced malted grain to create a batch of craft beer, and Sidwell was hooked.

"(Brady) told me that he liked my beer better than any of the other Oklahoma beers," Blasier said.

"True story," Sidwell added.

Soon after, Sidwell asked Blasier to meet him at a building in the heart of downtown Enid.

"We go over there and he said, 'What do you think about opening a brewery here?' And I said, 'Wow, let's do it,'" Blasier said.

Following months of transforming the downtown building and fine-tuning the craft beer selections, Enid Brewing Company opened its doors for the first time on March 15 with a mission of uniting the community with its agricultural legacy.

"We're really proud of being from the farm and obviously (agriculture is) the underlying history of this community," Sidwell said. "There's just so much heritage here."

nid Brewing Company is one of the only of its kind in the country that's truly a seed-to-grain-to-elevatorto-malt-to-glass operation – and Blasier said it perhaps is the sole craft brewery in the nation that began with the farm. Most similar breweries worked backward to the farm.

"We're the only ones that I know of that started as a farm and then went to a brewery," Blasier said.

From the wheat and barley grown on

Sidwell's own farm all the way to the glass of beer at Enid Brewing Company, both Sidwell and Blasier have a hand in the ingredients throughout each step of the supply chain.

Sidwell for now is growing a majority of the barley and wheat for the brewery on his family's farm, but plans to involve other area farmers as demand grows.

"We'd like to build the volume to where we can actually have this as a contracted crop with farmers in our area," Sidwell said. "We have our own farm base, so we're able to grow some of that and that's where a lot of it right now will come from, both the wheat and the barley."

He also intends to use only certified wheat and barley, which will allow customers to learn more about the grain's variety and origins.

"We have complete control and we know exactly where everything is coming from," Blasier said of the supply chain. "We know exactly that





everything is right and healthy for each thing involved, each part of this process involved and down the line."

Once the wheat and barley are harvested, Sidwell's malted grain business sends it off to be professionally malted. But he has plans to expand to malting the grain locally.

The Oklahoma-grown malted grain then winds up in Blasier's hands, who uses his years of experience in home brewing and commercial brewing to create 10 different beers for customers to enjoy.

But it doesn't end with beer. Sidwell and Blasier intend to send the spent grains, a byproduct of the brewing process, to a local bakery to produce pretzels to serve in the taproom. The grains also can be used as a feed supplement for cattle.

"We always talk about DDGs, which are used by feedlots and farmers that are feeding cattle, which is a byproduct of the ethanol process from corn. Well,





this is the same thing," Sidwell said. "We feed that to the cows, it's a good product for them. In time, if we generate a lot more of those, maybe we can put it into a feed product."

Throughout the entire endeavor, the entrepreneurial duo longs to highlight the significance of products grown and created throughout the north central Oklahoma area.

"There are so many great things locally," Sidwell said. "When you really look around, we have a lot of value here and we're trying to bring that to the forefront.

"Just being able to take these valuable, good products that farmers are producing, or that other local businesses are producing, and trying to bring that right here to the forefront is our objective."

Though the young business owners could have pursued the same venture in a bigger city or state, both are committed to revitalizing the area they call home.

"I hope we're an example, too, of

younger people who have been gone but came back not just for retirement, but because we believe there's an opportunity here," Sidwell said. "Both of us have pretty much invested, among other things that I'm working on, everything we have back in the local community."

Sidwell aspires to bring his experiences from across the globe back to his rural hometown.

"We can bring all of those 'big world' things that I've seen all over the world living and traveling," Sidwell said. "(There's no reason) that we can't have those right here in our community. That's kind of what we've tried to do is bring those great things here that make life better and more enjoyable."

Located at the corner of Independence Avenue and Maine Street near the center of downtown, Enid Brewing Company is uniquely positioned to attract a wide variety of customers from pilots in training at Vance Air Force Base to fellow agriculturalists from surrounding communities.

Designed to offer customers a glimpse

into the grain-to-glass process, the taproom features a glass-enclosed brew room, a toasted malt barley snack on the bar and scenic farm photos framed on the wall. The taproom even honors Sidwell's late father, Dr. Raymond Sidwell, to whom Sidwell credits his success with the brewery. The bar area is enveloped with wood saved from the house in which Sidwell's father grew up.

And each of the 10 beers on tap are named as a nod to traditions in Enid and Oklahoma including Vance Proud FlyPA, Harvest Hefeweizen and Enterprise Amber Ale.

After all, the two believe they couldn't find a better setting for their endeavor than Enid, Oklahoma.

"We're in the heart of wheat country. This is agriculture central right here," Blasier said. "It doesn't make sense that we don't have a brewery that's like this, that's doing this."

s a farmer himself, Sidwell realizes the value of connecting people with the farmers and ranchers who grow their food and fiber. And he



believes a glass of local craft beer is a great way to do just that.

"As a lot of people talk about and recognize, I think consumers are more interested in where their products are coming from," Sidwell said. "We want to be able to bring a product that consumers can connect around and be able to tell that story."

Enid Brewing Company aims to create a friendly environment where farmers and the community can have open and honest conversations.

"We want this place to be kind of a conversation point between consumers and producers," Sidwell said. "I think one of our biggest issues on both sides of the debate about production and consumers and what producers are doing to supply chains and all this stuff we hear about is there's just not enough communication and we think this is a great place to connect."

From the farm implement parts used as wall décor to the meat and cheese "hay grazer" appetizer, every aspect of the brewery and taproom was intentionally designed to bring the farm

to the core of downtown Enid.

"One of the mantras we adopted when we started this was we wanted to grow relationships through local-ingredient craft beer," Blasier said. "The more we talk and the more we grow relationships and grow together as a community, the more we can come together and solve any differences that we may have. And I think, oddly enough, a craft beer is the best way to do that."

Glass by glass, Sidwell and Blasier are striving to reunite the Garfield County community with its deep-seated heritage in agriculture.

"We always talk about American agriculture and how great the product is," Sidwell said. "Well, it's easier to taste the beef, right? But with grain, it's harder to do that because there's more steps involved in the process.

"So we were excited to be able to bring the grain – a heritage to north central Oklahoma and a lot of this (area) being a part of the grain belt – to the glass."



### FORWARD FOUNDATION



Above: The Jackson family, 2018 recipients of the Leopold Conservation Award.

# Kiowa County members awarded for their conservation efforts to preserve land for future generations

hird-generation ranchers and Kiowa County Farm Bureau members Russ and Jani Jackson were honored as the 2018 Oklahoma Leopold Conservation Award winners. This annual award, sponsored in part by the Oklahoma Farm Bureau Foundation for Agriculture and Sand County Foundation, is presented in 14 states across the country to landowners committed to the conservation and preservation of land.

Located near the Wichita Mountains, the Jacksons have found a way to successfully ranch in a difficult area. Known for hot summers, strong winds and limited rainfall, the family realized they needed to implement conservation practices for their land to last for generations to come.

Nearly a decade ago, the Jacksons began implementing a no-till system, resulting in drastically improved soil health and a reduction in wind and water erosion. Their initial development of a conservation plan with the Natural Resources Conservation Service provided access to the Environmental Quality Incentive Program. The positive impacts they began to see convinced the family to join the Conservation Stewardship Program, which encourages brush management, prescribed grazing and planting cover crops. Planting canola as





a cover crop to suppress weeds in their wheat fields resulted in higher yields the following year.

Milo, sesame and cowpeas were added to their existing rotation of cotton, wheat, corn and soybeans. The organic matter in their soil increased, resulting in a crop canopy, creating a habitat for small animals, insects and pollinators.

In order to truly be productive, profitable and regenerative, they decided to diversify their ranch even more. Adding a herd of 200 beef cattle they carefully monitor, the Jacksons were able to mimic the natural grazing of wild buffalo. The cattle press seeds into the ground while naturally fertilizing the pastures.

"What Russ and Jani have accomplished on their farm is an outstanding example of harnessing Oklahoma's natural resources while being able to adapt to our state's unique weather and soils," said David VonTungeln, OKFB Foundation for Agriculture President. "You have to be dedicated to care for the land in the way the Jacksons do. Russ and Jani are constantly monitoring and evaluating their farming and conservation practices, and their ability to adjust and adapt demonstrates their dedication to protecting our environment."

As recipients of the prestigious award, Russ and Jani Jackson were awarded \$10,000 and a crystal award at the Oklahoma Association of Conservation Districts' Legislative Banquet.

Top left: Since beginning their no-till system nearly a decade ago, the Jackson's have seen an increased habitat for wildlife, improved soil health, a reduction in wind and water erosion and a drastic decrease in their overall fuel and labor costs. Bottom left: To stimulate plant growth, 200 beef cattle were introduced to graze the grassland and crop fields. The cattle press seeds into the soil with their hooves while fertilizing the land.

### WOSC receives \$5,000 to grow ambassador program



he Agriculture Student Ambassador Program at Western Oklahoma State College was awarded a \$5,000 grant courtesy of the OKFB Foundation for Agriculture on March 11.

The program serves as an opportunity for eight students to grow their leadership skills while being dedicated to representing the WOSC agriculture department at school and community functions. Since its inception during the 2017-2018 academic year with six students, the program has slowly grown but has been limited because of a lack of funding to participate in recruiting at local high schools, events on-campus and within the community. With this grant, they hope to grow the program to its full capabilities by attending events geared towards the promotion of agriculture within southwest Oklahoma. It is also their goal to grow the program to include 12 students.

### ALL AROUND OKLAHOMA





Top left: Gov. Kevin Stitt addressed OKFB members on day one of the Leadership Conference held Feb. 18-19 in Oklahoma City. Top right: Oklahoma Secretary of Agriculture Blayne Arthur meets Pontotoc County Farm Bureau member Bill Gibson.

## Two-day OKFB Leadership Conference hosts prominent line up of speakers

klahoma Farm Bureau members from across the state gathered for the OKFB Leadership Conference held Feb. 18-19 in Oklahoma City.

The two-day event provided members with the opportunity to hear from officials and leaders from around the state, learn about the latest Farm Bureau news, and receive information regarding the regulatory issues affecting modern agriculture.

More than 220 members in attendance had the opportunity to hear from Gov. Kevin Stitt as he discussed what he has been doing since taking office. Having already visited nearly 20 state agencies, one of the first governors to do so, Stitt emphasized his belief that Oklahoma can be top ten in many areas.

"I was elected to do things differently,"

Newly appointed Secretary of Agriculture Blayne Arthur, an OKFB member, shared her optimism for the future of rural Oklahoma as she explained new programs geared toward creating more opportunities while realizing that it is difficult to be a part of production agriculture with the current rules and regulations in place. 00164178

"When I go home, I live with a guy who spends all his time in a barn, on a tractor or with cattle," Arthur said. "When we make changes at the Oklahoma Department of Agriculture, I understand how it will affect producers."

Other speakers in attendance included Lt. Gov. Matt Pinnell, Senate President Pro Tempore Greg Treat, Speaker of the House Charles McCall, Senate Minority Leader Kay Floyd, House Minority Leader Emily Virgin, Oklahoma Insurance Commissioner Glen Mulready, Solicitor General Mithun Mansinghani and Texas legislative consultant Todd Kercheval.

# YF&R members visit state Capitol for annual legislative day



Left: More than 40 young farmers and ranchers from across the state visited with their local legislators during the YF&R legislative day held Feb. 18. Following their state Capitol visit, members attended the Leadership Conference held in conjunction where they were able to hear from several prominent Oklahoma legislators.







Top left: Sen. Darcy Jech talks with Logan County Farm Bureau members James and Kaye Freudenberger following the legislative dinner. Top right: Lt. Gov. Matt Pinnell discussed how agritourism can greatly affect the future of Oklahoma's economy.

### Former OKFB President Jim Lockett passes

klahoma Farm Bureau extends its sympathies to the family of former Osage County rancher and Oklahoma Farm Bureau President James L. Lockett who died on Dec. 13, 2018, at the age of 88.

Lockett, the fourth president of OKFB, served from 1977-1993 and guided the organization through several farm crises while supporting farmers and ranchers through a variety of legislative battles at the state Capitol. During his presidency, Lockett strongly believed the organization provided farmers and ranchers across the state with a voice and encouraged them to be a part of the grassroots policy-making process.

A business administration graduate of Oklahoma A&M University and member of Beta Theta Pi fraternity, Lockett served in the U.S. Air Force prior to returning to his Osage County roots where he maintained his 4,000-acre cattle ranch. Before Lockett served as president of

the organization, he was elected to the Osage County Farm Bureau Board in 1967, elected Osage County president in 1972 and shortly after was elected to the OKFB board of directors in 1975 where he served as vice president.

Lockett is survived by his wife, Ann, sister, children, grandchildren and numerous great-grandchildren.



Above: Former OKFB president James L. Lockett checks cattle on his 4,000-acre cattle ranch in the heart of Osage County. Lockett served the organization as president from 1977-1993.



# WLC hosts successful annual Farm City Festival

Left: OKFB Women's Leadership Committee member Jan Long (right) delivers lunch to Sen. John Haste (left), who represents Tulsa and Wagoner counties, during WLC's Farm City Festival on Feb. 27. Committee members walked the halls of the state Capitol where they delivered 290 meals to legislators and their aides in both the House and Senate. This annual event provides WLC members with the opportunity to interact with legislators from across the state to promote Oklahoma agriculture and discuss what OKFB and WLC do for Oklahomans. To help defray the cost of this event, county Women's Leadership Committees from across the state sent in donations.

### Matthews, Thompson join OKFB Public Policy Division

klahoma Farm Bureau has added two new members to its public policy division, Robyn Matthews and Steve Thompson. The two will serve as assistant directors of public policy where they will help advocate for Farm Bureau members at the state and national level.

A native of Oklahoma City, Matthews attended Oklahoma State University where she majored in public relations. With an interest in politics, Matthews became involved with several local campaigns soon after graduation. After gaining more hands-on experience, Matthews joined the Oklahoma Credit Union Association where she served as a legislative assistant and political action committee coordinator.

"I look forward to working at the Capitol helping promote what the Farm Bureau members want and believe in," Matthews said. "I hope to educate legislators on how certain policy might affect agricultural producers and to be a source of information as to why these topics are important to Farm Bureau members."

Before joining OKFB, Matthews worked as campaign manager for Oklahoma Attorney General Mike Hunter's campaign for office. Prior to that, she served as a legislative liaison while Hunter served as Secretary of State.

Steve Thompson was raised on the Lincoln County farm his family settled in the land run of 1891. After studying agricultural education and agricultural economics at Oklahoma State University, he worked for nine years at the Oklahoma Department of Agriculture, first as legislative liaison, then as associate commissioner. During his time with ODAFF, his team at the state Capitol helped secure historic funding for rural fire departments and a new \$12 million agriculture laboratory.

"I've worked shoulder-to-shoulder with Farm Bureau staff advocating for agriculture and rural Oklahoma my entire career," Thompson said. "I am honored to take this opportunity to work with the OKFB public policy division and join the fight on behalf of members across the state."

Thompson owned and operated an agribusiness policy consulting firm for one year before taking on the role of director of government relations and ag programs for American Farmers & Ranchers in 2011. At AFR, he focused on state and federal legislative advocacy, youth leadership programs and grassroots policy development.



Robyn Matthews



Steve Thompson



Above: WLC members Arlene LeMaster (left), Dist. 5, and Sandra Berry (right), Dist. 4, assemble lunches for Farm City Festival.



Above: Rep. Mark McBride (left), representing Cleveland County, shakes hands with WLC member Terry Pederson (right), Dist. 7.



#### MEETING NOTICE

Seminole County Farm Bureau members will meet to vote on a dues bylaw change. All members are invited to attend.

May 28 | 6 p.m.

1801 W. Wrangler Blvd. Seminole, OK 74868



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### Why we need prescribed fire

Fire is essential to the health of the southern Great Plains. Prescribed fire is a management tool that benefits the land in a safe, planned way.





he southern Great Plains once stood as one of the most biologically diverse prairie ecosystems in the country. There are multiple reasons these rangelands are not in the condition they once were: overgrazing, land fragmentation, woody encroachment and, arguably the most impactful, fire suppression. Removing fire from the landscape reduces nutrient and energy cycling. More importantly, it allows woody species to encroach and recruit, eventually creating a woodland. Fire in this region is a core ecological process often overlooked and more often completely removed. Historically, every square inch of land in the southern Great Plains evolved under a fire-dependent ecology. This means the proper function of that ecosystem depended on fire as an integral component. Today, fire is relegated to the application of prescribed fire in our rangeland and forest systems. In contrast to wildfire (uncontrolled and unplanned fire), prescribed fire is a management practice that involves applying fire on a landscape under a specific prescription with a proper plan and all safety measures considered. Prescribed fire allows land managers to tailor their application to meet specific ecological outcomes and management objectives.

### **SOIL**

Keeping the ground covered is a cornerstone principle that assists in building healthy soil. Timely and well planned prescribed fire can limit the amount of time that soil is bare following fire. Given adequate soil moisture, cover can return quickly during the growing season. Prescribed fire can also aid in soil nutrient cycling and availability, often providing legacy effects for additional years.

### **ANIMAL**

Animals benefit from prescribed fire primarily due to increased forage quality and availability. Following fire, forage regrowth is higher in protein and lower in fiber, thusly increasing digestibility. Prescribed fire can also be used as a tool to increase forage availability for small ruminant livestock and deer by lowering browse lines of woody species making their forage more available.

### **AIR**

The primary air concern regarding prescribed fire is smoke management. Numerous environmental factors, including mixing height, transport, wind speed and wind direction, can have positive and negative effects on smoke dispersion during a fire. Nevertheless, proper planning and appropriate application can mitigate air quality issues. For some plant species, smoke actually increases seed germination.

### **PLANT**

Three plant-related drivers for applying prescribed fire include forage quality, forage quantity and brush management. Studies have indicated that forage quality is increased and year-end forage quantity is not reduced following prescribed fire. However, the primary driver is controlling woody encroachment in prairie ecosystems. Consequently, brush management is the most common purpose for applying prescribed fire in the southern Great Plains.



### COUNTRY **GARDENING**

### Edible landscaping goes beyond tomatoes and beans

By Trisha Gedon Oklahoma Cooperative Extension Service

hen homeowners think about edible plants in the landscape, they're most likely considering tomatoes, green beans, okra and zucchini - you know - the typical things found in many home vegetable gardens. There are several ways to incorporate edibles into the conventional landscape and create a sustainable and productive living space.

Edible landscaping is a creative way to combine the traditional vegetable garden and the visually pleasing garden into one seamless space, said David Hillock, Oklahoma State University Cooperative Extension consumer horticulturist.

"Edible landscaping is the use of food-producing plants in the residential landscape," Hillock said. "It combines fruit and nut trees, berry bushes, vegetables, herbs, edible flowers and ornamental plants into an aesthetically pleasing design. One of the great things about edible landscapes is you don't need acres of land to do this. Edible landscaping is adaptable to any scale, including a small patio or a typical lot size in a neighborhood. While you'll find the traditional vegetable garden tucked away in the back yard, ornamental landscaping can take front and center of your home."

There are multiple benefits of an edible landscape, including being able to enjoy the freshness and flavor of home-grown, fully ripened fruits and vegetables. Plus, you can control the quantity and kind of pesticides and herbicides used on foods you consume, as well as grow varieties not available in your local stores. Also, gardening provides another reason to get outdoors, interact with the natural world and have fun.

Edible landscaping uses the same design elements as traditional landscaping. Gardeners will need to decide what style - whether formal or informal - they want to go with. They'll also need to consider the hardscape, shape, texture of the plants and plant repetition to make the landscape into a cohesive element of the home.

Hillock suggests filling an annual bed with leafy salad greens and peppers instead of the traditional bed of vinca. Bold foliage plants such as watermelon, okra, cabbage and lettuce can take the place of hydrangea, caladium and begonia. Lacy foliage can come from carrots, fennel, dill, asparagus and kale.

"For those who like hedges to mark property lines or separate the yard into different areas, try planting a hedge of blackberry, blueberry or chokeberry bushes as opposed to a holly hedge," he said. "If you want to have varying heights amongst the plants, consider planting green beans. If borders are your thing, use rosemary in place of boxwood as a way to border garden pathways."

One thing gardeners will have to consider is putting the edible landscape in a productive location that receives six to eight hours of full sun. Also, most fruits and vegetables prefer well-drained soil with a pH of 6.0 to 7.0. A soil test to check pH and soil nutrient levels before planting and amending the soil with organic matter will help boost overall production of edible landscaping.

When deciding on what to plant where, remember plants that need to be harvested frequently, such as lettuce or beans, should be planted in the front of the bed. Plants with less-frequent harvesting needs, such as asparagus or garlic, can be placed toward the back of the area.

Hillock said in an effort to maximize production, research your plants before

purchasing them.

"Many fruit trees and shrubs have varieties that will ripen at different points within the growing season," he said. "Consider plants that can be harvested early, mid and later in season. By choosing a variety of apple that ripens early and another that ripens later, you'll have a steady supply of apples throughout the season."

Another tactic is to spread out the harvest throughout the season. Planting three small crops of carrots about a month apart will provide plenty of carrots all season long. When planting them all at the same time, it is likely there will be an over-abundance of carrots at once, which could result in waste.

Intercropping is another method to maximize production, especially in a small space. Choose a crop with a long growing season, giving each plant the spacing it will need later. At the same time, plant another crop around it that has a much shorter season. By the time the long-season crop is big enough to fill all the space, the short-season crop will be harvested and out of the way. A great example of this is intercropping lettuce and tomatoes.

Homeowners who love the look of fruit trees, but are limited on space, can try dwarf, semi-dwarf and columnar varieties that fit well in small spaces. Two varieties are needed for good fruit production, so add different varieties throughout the landscape.

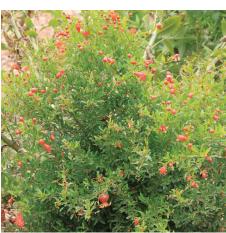
"If you like grassy foliage, this look can be achieved by using lemon grass, corn, garlic and onion," Hillock said. "Edible groundcovers can include strawberries, sweet potatoes, thyme and oregano. As an added bonus, these herbs will leave a lovely scent throughout the garden."

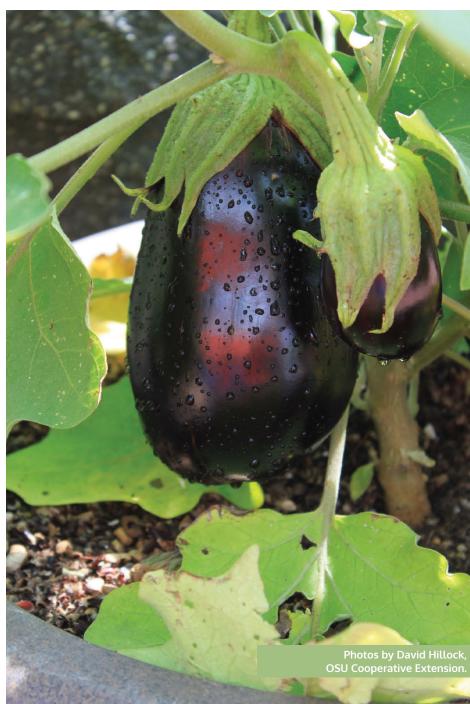


While many people think a visually appealing landscape is just something nice to look at, homeowners can get double-duty out of the landscape.

"With a little bit of research, homeowners and gardening enthusiasts can recreate some of the desirable characteristics found in the ornamental garden using edible plants," Hillock said. "Flower color, textured foliage, foliage color and fall color can be found in the edible plant realm. Get creative, try new things and enjoy the fruits – and vegetables – of your labor."







### **COUNTRY CLASSIFIEDS**

#### **AUTOMOTIVE**

2016 Yamaha Anniversary Editions YXZ 1000 side by side and YFZ 450 and YFM 700R 4 wheelers. Low hours. Garage stored. 405-519-3091. 1951 Mercury Coup. Show winner. 405-999-7232.

1988 Chevy 4x4 short bed. \$1,000.1998 Chevy  $\frac{3}{4}$  ton ext. cab 2 WD with utility bed. \$2,000.918-716-0137.

2011 Chevy Silverado, single cab. 131,000 miles. Clean, good condition. \$10,000. 405-760-2481.

1993 Silverado 2500 LWB ext. cab, on propane or gasoline. Clean daily driver, well maintained & renovated, auto, a/c, H/A rack, T. hitch, good tires & brakes. Seldom used, downsizing. 405-348-4469.

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Pipe for sale. 2 inch new, \$1.25. 2 3/8 new, \$1.50. 2 3/8 used, \$1.00. 2 7/8 used, \$1.50. Leave message. 918-559-9317.

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### **MEETING NOTICE**

Major County Farm Bureau members will meet to vote on a dues bylaw change. All members are invited to attend.

May 2 | 7 p.m.

101 S. Main

Fairview, OK 73737



#### MEETING NOTICE

Nowata County Farm Bureau members will meet to vote on a dues bylaw change. All members are invited to attend.

May 14 | 6:30 p.m.

122 S. Locust St.

Nowata, OK 74048

### COUNTRY KITCHEN RECIPES



### Mark's Whole Wheat Bread

Courtesy of The Oklahoma Wheat Commission

#### 1. In a mixing bowl, combine:

1 cup warm water (115°F) 1tbsp + 1tsp brown sugar 1tbsp +1tsp yeast

Let this mixture stand until yeast begins to to work (usually around 8 minutes)

#### 2. In a separate mixing bowl, combine:

3 3/4 cups white enriched flour (bread flour works best) 3 1/3 cups whole wheat flour 3/4 cup powdered milk 2 tsp salt 1tbsp yeast

3. When the liquid mixture is ready, add the dry ingredients to the mixing bowl. A large stand mixer with a dough hook works best. Mix for 30 seconds.

#### 4. Add the following:

1/3 cup canola oil 2 tbsp. molasses 1 cup warm water

- 5. Continue mixing and adjust the water level to achieve consistency. The mixture should pull away from the sides of the bowl. When the desired consistency is achieved, allow the dough to rise and double in size. Punch the dough down.
- 6. Divide the dough into two loaves. Place in greased loaf pans and allow to double in size. Bake at 350°F for 26-30 minutes. Remove from pans and lightly spray tops with cooking spray or brush with butter. Allow to cool for 20 minutes before slicing.



If you are a Farm Bureau member and want to see your recipes featured in Oklahoma Country, send a full list of ingredients along with preparation and cooking instructions to Brianne.Schwabauer@okfb.org or mail a hard copy to Oklahoma Country Recipes, 2501 N. Stiles Ave., Oklahoma City, OK 73105.



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