

## MIO Coalition Members

Do you know your MIO Coalition member companies? Here's the latest listing and the type of product each produces from the coalition's website, [miocoalition.com](http://miocoalition.com):

A Good Egg Dining Group –  
condiments and sauces.

Advance Foods – meats.

Bar-S Foods Company – meats.

Bedre Chocolate – desserts.

Billy Sims BBQ – condiments, sauces.

Braum's Ice Cream & Dairy Stores – dairy.

Charlie Bean Coffee – beverages.

Chef's Requested Foods – meats.

Clements Foods Company –  
condiments, sauces.

Daddy Hinkle's – herbs, spices.

Elmer's BBQ – condiments, sauces.

Field's Pies – desserts.

From the Woods LLC –  
condiments, sauces.

Gatorade/Propel – beverages.

Grape Ranch – beverages.

Griffin Foods Company – breakfast.

Head Country – condiments, sauces.

Hiland Dairy Company – dairy.

J-M Farms – fruits.

J.C. Potters Sausage Company – meats.

Ken's Bakery – desserts.

Kreb's Brewing Company – beverages.

La Baquette – baking.

Lopez Foods – meats.

My Bigmama's Kitchen – desserts.

Natural Water Company LLC – beverages.

Neighbors Coffee – beverages.

O'Steen Meat Specialties – meats.

Premium Natural Beef – meats.

Pure Prairie Creamery – dairy.

Ralph's Packing Company – meats.

Schwab & Company – meats.

Serapio's Tortillas – tortillas.

Shawnee Milling Company – breakfast.

Value Added Products – baking.

Vinyard Fruit & Vegetable Company – fruits.

Visitors to this website also can access a list of the more than 60 restaurants and restaurant chains across the state that are official MIO Restaurants.



Every state has its historic places and stores, but few can equal the story of Cattlemen's Steakhouse, the oldest continuously operating restaurant in Oklahoma City. Cattlemen's opened its doors in 1910. Whether it's breakfast, lunch or a fine steak dinner, this MIO Restaurant is a must eat destination. It features products from several MIO members on its menu, including Chef's Requested Foods, Krebs Brewing Co., J.C. Potter Sausage, Shawnee Milling, Griffin Foods and Clements Foods.

Toby Keith's I Love This Bar & Grill, with a location in Oklahoma City and Tulsa, is one of the MIO Restaurants and offers a real down-home experience amid hundreds of pieces of Toby Keith memorabilia. A jumbo size plate of chicken fried steak is one of the restaurant's prime menu items. Toby Keith's I Love This Bar & Grill menu features several MIO products, including Head Country BBQ sauce, Griffins mustard, Advance Foods products and Shawnee Milling Company flours and mixes.



Reasor's, which has stores throughout northeastern Oklahoma, and Homeland, with almost 50 stores scattered across Oklahoma, are two of the official MIO Retailers. The two supermarket chains feature several products from members of the MIO Coalition. Other well known official MIO Retailers include Buy 4 Less, Country Mart, Crest Foods, United Supermarkets, Valu Foods and Harp's.

#### **SLOGAN SAYS IT ALL**

"We promote Oklahoma brands and consumer loyalty of Oklahoma food products," Wasson reiterated. "I think we do a great job."

The MIO Coalition also has branched out to embrace some of the state's finest restaurants.

"We have everything from hamburger places like Johnnie's Charcoal Broiler to high-end restaurants like Cattlemen's, Molly's Landing and Toby Keith's as MIO members," said Martin.

The member restaurants must use at least two MIO products to prepare food on their menus. Toby Keith's, for instance, uses Head Country, Griffin Foods, Advance Food Company and Shawnee Milling Company products in its menu items. Cattlemen's uses products from Chef's Requested Foods, J.C. Potter Sausage, Shawnee Milling Company, Griffin Foods and Clements Foods.

"Our 'Good for YOU! Good For OKLAHOMA!' campaign slogan says it all," concluded Martin. "By supporting Made In Oklahoma food products, consumers are supporting their neighbors, generating income for the state, and enjoying products that can be depended on for their consistency, quality, taste and flavor."



# April is Made in Oklahoma Month!

**When you buy MIO products, you're building Oklahoma's economy and keeping jobs in our state.**

**Remember, when it's Made in Oklahoma - it's "Good for YOU and Good for OKLAHOMA!"**



[www.miocoalition.com](http://www.miocoalition.com)







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# No Shortage

*Vegetable gardeners should find adequate seed supply in spring.*

*By Mike Nichols*

**D**espite nationally published reports to the contrary, vegetable gardeners should not see a shortage of seeds when planting time arrives this spring.

Wayne Herriman, owner of Holman Seed Farms in Collinsville, said he has been hearing the same reports of a seed shortage.

"It's the talk," said Wayne, who is the Tulsa County Farm Bureau president, "but we don't believe it."

Wayne has been involved with the seed business since the 1980s, and he and his family operate one of the few commercial seed businesses in Oklahoma. He deals primarily with commercial outlets on both agronomic and vegetable seeds, but home gardeners always are welcome at his Collinsville store.

National news outlets have reported that inclement weather, unusually high demand from Europe and Asia, and economic conditions have driven vegetable seed demand to record levels. Imminent seed shortages have been predicted.

The national news reports say much of the demand has been driven by the resurgence of backyard vegetable gardens, a one-time American tradition that has diminished due to commercialization and urbanization over the last two decades.

Wayne said he did not experience any particular problems securing his supply of vegetable seed for this garden season.

"As a whole, there is not a shortage. There's plenty of seed so far."

Wayne's garden seed suppliers are in Idaho and California and he orders for the next year each July with delivery in December. The bulk seed is repackaged for 10 wholesalers and the Herriman's Sunburst Seed Company retail store in Muskogee.

He admitted that the production of garden seed has been declining

for a number of years. That fact could cause vegetable gardeners to see just three or four varieties of a particular seed available this year instead of 10, but the supply should not be short.

"They're (commercial seed producers) just not growing as much as normal," he said.

Wayne did admit that stocks of vegetable seeds normally seen in stores could dwindle in the late planting season. But, that is due more to the time of the season than a shortage.

"There will be a lot more gardens than we've seen in the last few years. Demand will be up. Tough economic times make people get back

to the basics," he said. "But as a rule, there will be plenty of seed."

He said that a vegetable garden can be a money saver for a family during the growing season.

"A backyard garden can save half (on the produce bill) when the garden is in production."

Wayne said backyard vegetable garden plots as small as 10 x 12 feet can put a lot of produce on the table. With proper management, he said the backyard gardener can produce a large array of fresh vegetables during the growing season.

"If space is critical, they should stay away from corn and

potatoes. They can actually buy them cheaper."

He recommended that novice vegetable gardeners begin with a small plot. The best choices for the small plot include green beans, tomatoes, squash and bell peppers because they tend to be the most productive.

"We do sell a lot of garden seed. We get a lot of people here for garden seed, and we get a lot of trade from Tulsa for home garden seed," says Wayne.



*Contrary to reports in the Associated Press, MSNBC and Business Week, Holman Seed owner Wayne Herriman says he does not foresee a shortage of vegetable garden seed this spring. Wayne is pictured behind his desk at his Collinsville seed store.*





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*Young Farmers & Ranchers*

# *'Stand Up,*



# Speak Out<sup>®</sup>

## For Agriculture

By Traci Morgan

**A**griculture is faced with mounting challenges and it takes strength, determination and a heavy dose of faith to make it in the business. But, those savvy enough to survive and flourish reap the rewards of a job well done.

“My message to these young farmers is a message of hope and resiliency and achievement,” said farmer Matt Roloff, speaking to a group of young producers from across the country. “Do not give up. Sometimes times are tough, but the next success is always just right around the corner.”

In addition to farming, Roloff is the star of “Little People, Big World,” a reality television series that airs on TLC. He, along with his wife and four children, operate a successful 36-acre pumpkin farm in Oregon. Born with dwarfism, Roloff’s 4’1” frame has not slowed him down.

“Farming is definitely not for everyone,” he said. “It can be very difficult because there are so many circumstances, like weather and economy and what have you. But, the reward outweighs the difficulty. Those that endeavor in farming or ranching benefit greatly from the satisfaction you get from it.”

Roloff, who views the show as an opportunity to share his story with the world, exemplifies the theme of the American Farm Bureau Federation’s recent National Young Farmers & Ranchers (YF&R) Leadership Conference – “STAND UP, SPEAK OUT.” The leadership conference, held in Tulsa Feb. 20-22, encouraged and empowered more than 800 young producers from across the country to tell their own stories about farming and ranching.

*Matt Roloff, Oregon pumpkin farmer and star of TLC’s “Little People, Big World,” encouraged young producers not to give up when the going gets tough...that the rewards of farming and ranching far outweigh the difficulties they face every day.*

### YOUNG FARMERS, RANCHERS REMAIN OPTIMISTIC DESPITE CONCERNS

Below are the results of an informal survey of young farmers and ranchers, ages 18-35, which was conducted during AFBF’s 2010 YF&R Leadership Conference in Tulsa, Okla., in February. There were 373 respondents to the informal survey.

- A.** Are you more or less optimistic about farming than you were five years ago (or when you started farming if less than five years ago)? 80.17% MORE 19.25% LESS

**B.** Are you 82.42% BETTER OFF 17.58% WORSE OFF than five years ago?
- Please rank the challenges/issues facing you today.

  - 17% Securing adequate acreage
  - 2% Availability of water/natural resources
  - 7% Willingness of parents to turn over reins
  - 19% Gov’t regulations (enviro, etc.)
  - 20% Profitability/economic challenges
  - 4% Availability of agricultural financing
  - 6% Taxes
  - 6% Health care availability/cost
  - 7% Competition from established farms
  - 6% Urbanization/loss of farmland
  - 5% Labor availability/regulations
  - 1% Lack of rural infrastructure/services.
- How did you get your start?

  - 42.03% Started as a member of family partnership
  - 29.86% Started on own
  - 14.2% Marriage
  - 13.91% Inherited the operation
- A.** Do you see yourself as a life-long farmer?  
95.79% YES 4.21% NO

**B.** If YES, would you like to see your children follow in your footsteps?  
97.79% YES 2.42% NO



*Chad and Danielle Budy of Alva took advantage of AFBF's Cyber Cafe to stay connected. The Cyber Cafe offered young farmers and ranchers laptop computers with Internet connection to check emails and update Facebook pages and Twitter accounts during the leadership conference.*



*Young producers from across the country held roundtable discussions on a wild card issue during the leadership conference. Alva's Steve Sneary, right, made a point while, from left, Northwestern Oklahoma State University's (NWOSU) Jerad Noble, AFBF YF&R Committee's Brenda Cooley and NWOSU's Janelle Meade listened in.*

*AFBF YF&R Committee member Dawson Pugh of North Carolina tried his hand at roping during a social for the state and national YF&R committees at the Spradlings' Flying G Ranch in Sand Springs.*



*Oklahoma Farm Bureau YF&R Committee member Brian Knowles of Keota rode a mechanical bull during Family Fun Night at the leadership conference.*



More and more young producers are seeing the necessity of putting themselves and their industry out there. Whether educating the non-farm public or advocating for agriculture, they are taking their message online through social networking, blogs and video sharing sites. Facebook, MySpace, Twitter, YouTube . . . the growing popularity of these media cannot be ignored. Nor can the results of utilizing these resources.

A few months ago, Australia-based Yellow Tail Wines announced a donation of \$100,000 to the Humane Society of the United States (HSUS). The grassroots effort by farmers and ranchers following the announcement was staggering. Thousands of producers flooded Yellow Tail's Facebook page, posting comments that they would be boycotting its products and exposing the real agenda of HSUS.

Troy Hadrick of South Dakota took it one step further. The AFBF YF&R Committee member made a video for YouTube, denouncing Yellow Tail for its decision to support "a group who is actively trying to put farmers and ranchers out of business in this country."

Standing in front of a group of black Angus bulls, the 5th generation rancher pours out a full bottle of Yellow Tail wine and urges viewers to do the same. To date, the video has received more than 12,000 hits.

The grassroots effort paid off. Yellow Tail Wines made amends by assuring farmers and ranchers it would look closer at the organizations it chooses to support in the future.

Hadrick knows all too well it's never easy to get away from the farm, but new technology allows producers to get vocal from their own operations.

"Taking care of the livestock is a full-time job, to say the least. And we can't be everywhere all the time telling our story," he said. "So, the beautiful thing about things like Facebook and Twitter and YouTube is that I can be out there talking to somebody from halfway around the



5. Rank the steps the federal government should take to help you and your farm.

- 23% Cut federal spending
- 6% Maintain viable farm safety net
- 4% Support renewable energy
- 1% Stricter enforcement of anti-trust laws
- 9% Strengthen private property rights
- 14% Boost U.S. ag exports/trade
- 8% Tax reform
- 8% Support agricultural research
- 8% Reform environmental regs
- 4% Support biotech and crop protection
- 11% Financial help for beginning farmers
- 2% Better risk management tools
- 2% Other

6. Among the issues of highest concern to young producers are:

- 59% Activist groups will affect the way you farm
- 53% Government climate change regulations

7. Do you plan to plant biotech crop varieties this year?

- 56.73% YES    43.27% NO

8. On your farm, how do you balance environmental and economic concerns?

- 67.77% Both important, but emphasis on economy
- 19.88% Both important, but emphasis on environment
- 9.04% Economic concerns are paramount
- 3.31% Environmental concerns are paramount

9. Which of the following farming/management/financial practices or services do you employ to increase conservation and environmental stewardship or profitability on your farm?

**CONSERVATION/ENVIRONMENT:**

- 58.45% Conservation tillage
- 45.31% Integrated pest management/Field scouting
- 49.6 % Soil/Tissue analysis
- 31.10% Buffer strips (water quality and wildlife)
- 13.67% Contour/Strip cropping
- 51.74% Crop rotation (Three or more crops)
- 21.98% Conservation Reserve Program
- 12.06% Wetlands management or reserve program

**MANAGEMENT/PROFITABILITY:**

- 38.07% Crop advisers
- 27.79% Marketing/Management consultants
- 29.49% Contract production
- 27.88% Marketing information services
- 41.55% Accounting service
- 41.55% GPS systems
- 32.44% Futures/Options
- 12.87% Professional farm financial planner

*Tulsa County Farm Bureau Director Chuck Selman gave young producers from across the country a tour of his family's operation, S & S Pecans. During the leadership conference, approximately 650 YF&R toured northeast Oklahoma agricultural operations and businesses.*

*Young farmers and rancher from across the nation, including Oklahoma's Jeff and Sarah Weeks, volunteered at the Community Food Bank of Eastern Oklahoma during the leadership conference.*



10. I believe that farm income should:
- 82.65% Come from the marketplace (domestic and international)
  - 17.35% Be supplemented to some degree by farm program payments
11. Does **the general public** generally have positive or negative thoughts about farmers/ranchers?
- 45.86% Positive 27.81% Negative 26.33% They don't think about us
12. A. Who in your household works off the farm/ranch?
- 8.29% Husband 29.14% Wife 22% Both 18% No one
  - 22.57% N/A single
- B. If either or both spouses do, is health insurance availability the primary reason?
- 78% YES 22% NO
13. Do you supplement your income with other farm-based enterprises (seed sales, custom work)?
- 61.7% YES 38.3% NO
14. Do you have or use any of the following communications tools/methods?
- 90.62% Computer 38.07% Blackberry/iPhone
  - 24.93% Satellite radio 79.89% Cellular telephones
  - 50.13% Satellite TV 17.16% Personal Web page
15. Do you have access to and use the Internet? 98.47% YES 1.53% NO
- If YES, how?
- 8% Dial-up
  - 72% High speed/Broadband (cable or DSL)
  - 20% Satellite Internet
16. If you use the Internet, how do you use it?
- 72.39% Research, collect buying information to take to my local retailer
  - 59.25% E-Purchases – inputs/new or used equipment/supplies
  - 84.18% General and ag news
  - 53.89% Political activity/Issue communication with elected officials
  - 48.53% Family education
  - 70.78% Entertainment
  - 69.17% Banking/Recordkeeping
  - 73.46% Facebook
  - 9.65% Twitter
  - 11.8% Post YouTube videos

world without ever leaving the ranch.

“And those new tools are something we need to utilize,” he continued. “It’s something that people who don’t agree with me and don’t agree with those of us in farming and ranching are using. So, that’s where the conversations are taking place today, and we need to make sure we’re there to tell the truth about American agriculture.”

During the leadership conference, young producers heard more stories like Hadrick’s as presenters detailed how social networking has improved the public perception of their operation and industry through education, outreach and advocacy.

AFBF’s recent survey of young farmers and ranchers reveals that more and more producers are utilizing online tools.

According to the survey, 99 percent said they have access to and use the Internet. Nearly three-quarters of those surveyed have a Facebook page. Ten percent of the young farmers say they use the micro-blogging Web site Twitter, while about 12 percent say they post YouTube videos.

Communicating with consumers is also important, with 77 saying they consider reaching out to the public about agriculture and their operations an important part of their jobs as farmers and ranchers.

AFBF YF&R Chairman Will Gilmer of Alabama is optimistic about the future of the industry, but agrees that producers must become more vocal and work harder to build consumer trust.

“We’re always going to have to eat. We’re always going to need clothing. We’re always going to need fuel. And agriculture can provide all of that,” Gilmer said. “Now, the key thing we have to realize is we do have to be proactive talking about the things we’re doing and building relationships with consumers, so they will continue to allow those of us in America to produce those products.”



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Pre-Paid Legal's commitment to serving the average American family begins at home in Ada, Oklahoma. One of the most prominent employers in the region, the company is known for its strong work ethic and friendly people. The company's location in the heart of America has always played a central role in its ability to provide quality legal plans for middle-class consumers.

*The Plan covers the primary member, the spouse, never-married dependent children under 18 for whom the member is legal guardian, never-married dependent children under 21 living at home, and full-time college students up to age 23. Any dependent child, regardless of age, who is mentally or physically disabled for whom the member is primarily responsible is also covered.*

*For full coverage details, see a Member contract.*

**Farm Bureau agents are excited to now offer this valuable membership service to their clients.**

**For more information, contact your Farm Bureau agent.**

*A limited number of OFB member key tags are being distributed by the field representatives to select county offices. The key tags have been designed as a visual reminder of the value offered through OFB membership.*



**D**id you know that being an Oklahoma Farm Bureau member entitles you to hundreds of dollars in savings with discounts at a wide variety of businesses? There are 27 different savings options, to be exact!

For those of you who are unaware of the savings available, we believe we have found the answer. OFB has designed a new key tag membership card as a visual reminder of member savings.

Each key tag, designed to fit on a key ring, has "Member" emblazoned on the front along with the OFB logo, while the back of the tag lists several businesses offering discounts as well as OFB's Web site address, where members can obtain a full listing of partners and savings available.

"The key tag serves as a constant reminder of your valuable FB membership," said Mike Spradling, OFB president.

OFB field representatives are currently in the process of distributing a select amount of key tags to county offices across the state.

In order to gather some feedback from current members a short survey was conducted at this year's leadership conference. The purpose of the survey was to gain an understanding of how current members felt about their membership and to see what captivated their interest. Overall the majority surveyed was satisfied with membership benefits. Of those who estimated their savings from discounts, it was found that the average savings per member came to \$582. Most member discounts were put to use with Air Evac Lifeteam, Atwoods, Choice Hotels, Dodge, Fasttrack Airport Parking, Grainger and Sherwin-Williams.

To give you a better idea of how valuable member benefits are we pulled information from last year's statistics regarding Dodge, Choice Hotels and ScriptSave.

Based on those statistics, 1,132 Dodge vehicles were purchased with the \$500 rebate offered to Farm Bureau members, which in turn came out to member savings of over half a million dollars! Members who took advantage of the Choice Hotels partnership received up to 30 percent off one night's stay. OFB's prescription drug program through ScriptSave allows access to discounts on brand name and generic prescriptions that saved a quarter of a million dollars for Farm Bureau members last year. These are just three examples of the savings available members. It is encouraged to take advantage of all member discounts. (See the complete list below).

OFB members may also seek out the full list of partners at [www.okfarmbureau.org](http://www.okfarmbureau.org), or in the FB Card included in your membership renewal billing envelope. Be sure to place your membership card on your key ring today and start enjoying the savings made available to you by Farm Bureau and our benefit partners!

Here is the complete list of FB Card partners:

Dodge, M. Rhodes Company, Sears Commercial, Sherwin-Williams, TSC Security Inc., KJD Enterprises, Beef Verification Solution, Grainger, Atwoods, EZ Ranch, PetPartners, Farm Bureau Bank, Oklahoma Farm Bureau Insurance, Pre-Paid Legal Services, Choice Hotels International, National Car Rental/Hertz Rent a Car, Lands End Business Outfitters, Fasttrack Airport Parking, The Sale Ring, Agristar Global Networks, ScriptSave, QualSight, Lenscrafters, Delta Dental Plan of Oklahoma, Beltone Hearing Aid Centers, Clearvalue Hearing and Air Evac Lifeteam.

# The Key To Saving

*New tag serves as  
reminder of the value of  
OFB membership.*

*By Carter Campbell*