

PERSPECTIVE

March 7, 2025



OKFB members hone leadership skills with guest speakers at 2025 Leadership Conference

OKFB members braved the cold and gathered in Oklahoma City for the organization's 2025 Leadership Conference held Tuesday, Feb. 13, at the downtown Embassy Suites.

The annual event brings Farm Bureau members together for a day of learning and fellowship with a variety of speakers and guests throughout the conference.

The event kicked off with Iowa Farm Bureau Vice President Brian Feldpaush who gave an update on the impacts California's Proposition 12, which specified space requirements for hog farm,s has had on pork producers across the nation.

Feldpaush discussed how pork distribution has been affected by the Prop. 12 restrictions limiting how pork can be sold in California. He shared that certain stores across the country that only want Prop. 12 certified pork.

He also gave an update on how Farm Bureaus across the nation have been working together to prevent legislation like California's Prop. 12 to be in the next Farm Bill.

Farm Bureau members also heard from Johnna Miller, senior director of media and advocacy training for American Farm Bureau, who provided a training on how to effectively share the agriculture story.

Miller said that active listening is the key to gaining trust with someone to share the agriculture story while also being open minded in order to listen to others who may not know anything about agriculture.

The last speaker of the day was Donelle Harder, senior vice president of Pinkston, who provided OKFB members with a primer on social media. She walked attendees through what social media is, an overview of each platform including Instagram and Facebook, and shared the key demographic groups who use each platform.

Harder said that 70% of the population is on social media of some form and 54% of the population uses social media as a place to receive news and do their fact-checking.

She gave an example of a TikTok post from Oklahoma farmer and rancher Gatlin Didier that went viral as he gave a tutorial in a humorous way of how to break ice in a water tank.

The afternoon began with two different breakout session opportunities for members to attend.

Miller hosted a breakout session on media training and Harder taught members how to build their brand on social media.

Miller's session focused on advising

members how to prepare themselves to speak to the media when asked about their farming operation or their agricultural practices.

Harder shared with members how they can build their own brand on social media and how to work with each platform's algorithm to get their content seen across platforms.

The evening concluded with an awards banquet to honor the recipients of the 2024 OKFB Champion award, which is given to state lawmakers who serve as exemplary advocates for Oklahoma agriculture, going above and beyond for the state's farmers and ranchers during the 2024 legislative session.

Following the awards, longtime friend of Farm Bureau Congressman Tom Cole shared with members an update on the action taking place on Capitol Hill since the 2025 election.

Cole also shared how the state of Oklahoma has federal entities, military bases and how important agriculture is to the entire state.

The evening wrapped up with Speaker of the House Kyle Hilbert and Senate Pro Tem Lonnie Paxton sharing legislative updates and policy priorities through the first three weeks of the 2025 Oklahoma legislative session.



Rep. David Hardin



Speaker of the House Kyle Hilbert



Sen. Brent Howard



Senate Pro Tem Lonnie Paxton



Sen. Adam Pugh



Rep. John Pfeiffer

OKFB recognizes six Oklahoma legislators with Champion Award for 2024 legislative efforts

Oklahoma Farm Bureau presented six Oklahoma legislators with the organization's Champion Award during OKFB's annual leadership conference Tuesday, Feb. 18, for their commitment to agriculture and Oklahoma's rural communities during the 2024 legislative session.

OKFB's Champion Award recognizes legislators who served as exemplary advocates for Oklahoma agriculture, going above and beyond for the state's farmers and ranchers during Oklahoma's 2024 legislative session.

OKFB's 2024 Champion Award winners included Speaker of the House Rep. Kyle Hilbert, Bristow; Rep. David Hardin, Stilwell; Rep. John Pfeiffer, Orlando; President Pro Tempore of the Senate Sen. Lonnie Paxton, Tuttle; Sen. Brent Howard, Altus; and Sen. Adam Pugh, Edmond.

"We are proud to recognize the hard work these six legislators invested during the 2024 legislative session to ensure the voices of Oklahoma agriculturalists and our rural residents were represented at the state Capitol,"

said OKFB President Rodd Moesel. "Each of our Champion Award winners went the extra mile to ensure that our family farmers and ranchers can continue to feed our world while keep rural Oklahoma a vibrant place to live."

Each legislator received a customized belt buckle to commemorate their commitment to agricultural policy and representing family farmers and ranchers. The awards were presented during the legislative dinner at OKFB's leadership conference in Oklahoma City.

OKFB Vet scholarship applications due March 15

Applications for OKFB's Foundation for Agriculture Large Animal Veterinarian Scholarship is due **March 15**.

One \$15,000 scholarship will be awarded to a student who signs a letter of intent to practice in a veterinarian resource shortage area or practice large-animal medicine.

Full qualifications and the application can be found at okfarmbureau.org/applications.

YF&R scholarship applications due March 15

Applications for OKFB's YF&R high school and collegiate scholarships are due **March 15**.

Nine \$1,000 high school scholarships - one in each OKFB district - will be awarded along with a \$1,000 collegiate scholarship for an Oklahoma Collegiate Farm Bureau member.

Full qualifications and the application can be found on the OKFB website at okfarmbureau.org/applications.

OYLA applications due April 15

Oklahoma Youth Leading Agriculture is a four-day summer leadership conference **May 27-30**, for high school students completing their junior year in 2025.

Students will experience leadership classes, speakers, team building, fellowship and industry tours.

The application is available online at okfarmbureau.org/applications.

OKFB Young Farmers and Ranchers, Collegiate members to host legislative day April 1 in OKC

Oklahoma Farm Bureau Young Farmers and Ranchers members and Collegiate Farm Bureau members will advocate for agriculture at the Oklahoma State Capitol in Oklahoma City Tuesday, April 1, during the OKFB YF&R and Collegiate Day at the Capitol.

The event is an opportunity for young agriculturalists to learn about the issues Oklahoma's legislature is considering that have policy implications for Oklahoma agriculture and our state's rural communities.

The event will begin with an option evening of fellowship at Top Golf in

Oklahoma City Monday, March 31, beginning at 6:30 p.m.

The legislative day on April 1 will kick off at 8:30 a.m. with a briefing from OKFB's public policy staff at the Farm Bureau home office in Oklahoma City. Event attendees will then travel to the Oklahoma State Capitol to visit with lawmakers and elected officials about OKFB's priority legislation and other issues the grassroots Farm Bureau members are facing.

YF&R and Collegiate Farm Bureau members can register online by Friday, March 28, to attend the event at

okfb.news/yfrday25. Hotel rooms at the Embassy Suites Downtown Oklahoma City Medical Center are available and can be requested when registering for the event. The deadline to request a hotel room is Wednesday, March 15.

Register for YF&R and Collegiate Farm Bureau Day at the Capitol with the online form at okfb.news/yfrday25.

Register today online at okfb.news/yfrday25. For questions, contact Burton Harmon at (405) 205-0074.

OKFB WLC to host state conference for Farm Bureau women April 25-26 in Lawton



The Oklahoma Farm Bureau Women's Leadership Committee invites Farm Bureau women from across the state to learn and grow in agriculture during the 2025 OKFB WLC Conference April 25-26 at the Hilton Garden Inn in Lawton.

Featuring breakout sessions, keynote speakers, a pre-conference tour and fellowship, the conference will include a wide array of information, resources and networking focused on Oklahoma agriculture and rural living.

Attendees who wish to participate in the pre-conference tour must register for the tour by March 24. Limited spots are available and can be reserved by sending \$25 with your completed registration form.

The tour will depart from the Hilton Garden Inn at 11 a.m. on Friday, April 25. The tour will begin with a lunch stop at

the Meers restaurant. Other stops will include a tour of Holy City, the Wichita Mountains National Wildlife Refuge Visitor's Center and a trip to Mount Scott before heading back to the hotel for dinner.

Registration for the event is now open through Monday, March 24. The PDF registration form can be found on the OKFB website's applications center at okfarmbureau.org/applications.

Child care will be available for infants to 10-year-old children. Those interested in using the child care service must complete the child care portion of the registration form, which must be submitted by March 24.

Each county is invited to donate one item toward the silent auction that will be held during the conference, which will benefit OKFB's Foundation for

Agriculture.

There is no cost to attend the WLC Conference, but attendees are responsible for booking their own rooms. Attendees who wish to attend the pre-conference tour must send in \$25 with their registration form by March 24 to guarantee their spot on the tour. The tour is limited to 50 attendees.

Overnight accommodations are available at the Hilton Garden Inn Lawton for \$139 per night. Attendees must book their own hotel rooms for the conference. Reservations can be made online at okfb.news/WLChotel25 using the group code **G25040** or by phone at (580) 280-2100.

Register for the 2025 WLC Conference by March 24 at okfarmbureau.org/applications.

**PUBLISHED BY
OKLAHOMA FARM BUREAU**

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OKFB members explore OSU's Agricultural Hall during Generation Bridge winter gathering

Oklahoma Farm Bureau members 35-55 connected with fellow agricultural leaders and expanded their knowledge of Oklahoma agriculture Saturday, Feb. 15, in Stillwater at OKFB's Winter 2025 Generation Bridge winter gathering.

The nearly 40 event attendees went on a full tour of the new Agricultural Hall and learned about the recent construction of the building and the new learning and research opportunities it provides for students, faculty and staff at the Oklahoma State University Ferguson College of Agriculture.

Once the tour concluded, the attendees enjoyed lunch at Hideaway Pizza where they also received a legislative update from OKFB Director of Public Policy Gage Milliman.

The group rounded out the event with an OSU Cowboys basketball game against the Texas Tech Red Raiders.

Generation Bridge hosts gatherings throughout the year to provide opportunities for mid-career agriculturalists to stay connected with Farm Bureau while preparing them for service and leadership opportunities in Farm Bureau.

