

Oklahoma Country

FALL 2013

THE MAGAZINE OF
THE OKLAHOMA FARM BUREAU

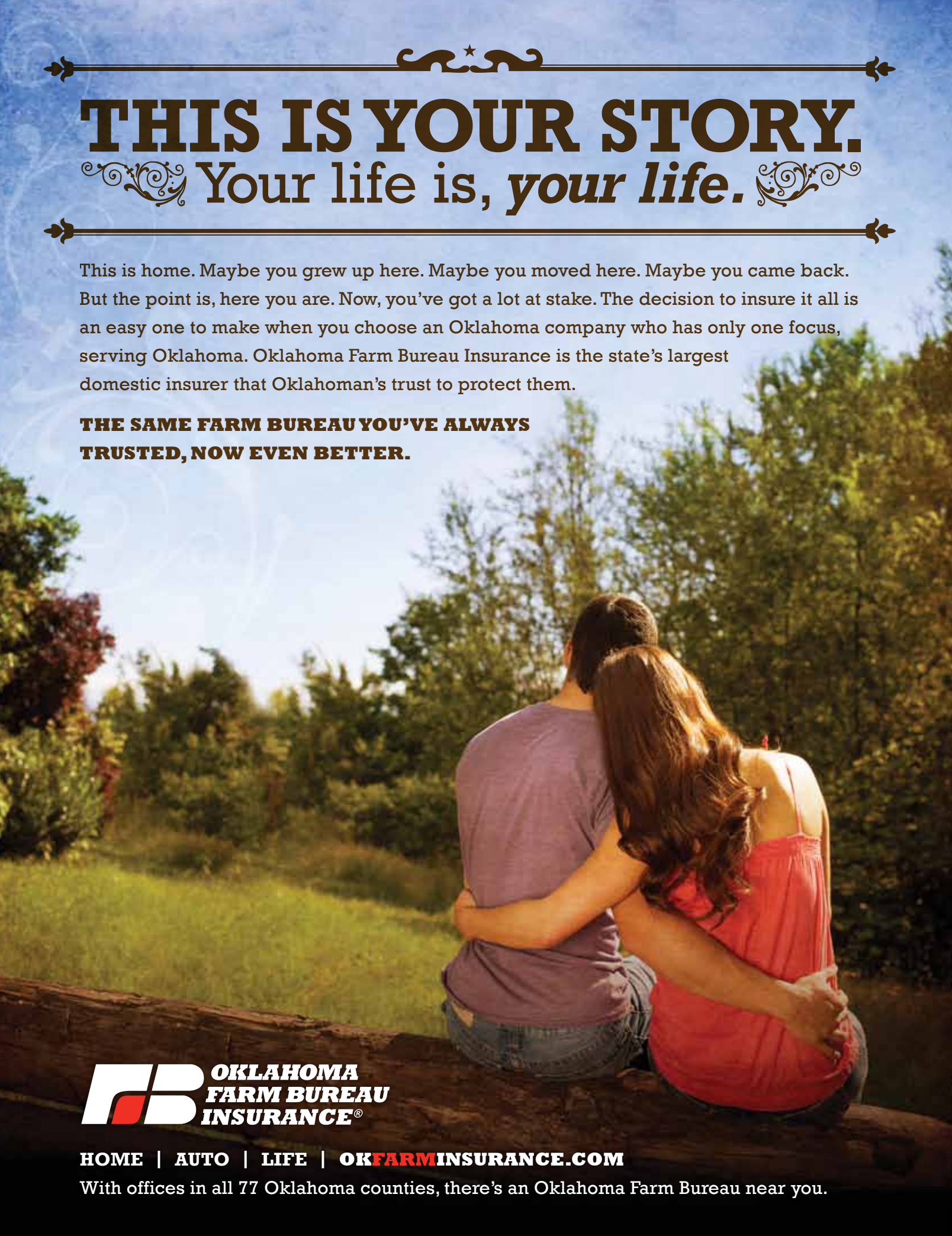
INSIDE:

The Most of Every Drop

A Family Business Afoot

The Faith of the Flock



A man and a woman are sitting on a large log in a grassy field, surrounded by trees. The man is wearing a purple t-shirt and the woman is wearing a pink top. They are both looking away from the camera, towards the trees. The background is a clear blue sky with some light clouds.

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Oklahoma Country

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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 Carolyn Bolay before the last day of the month Monday through Friday, 8:30 a.m. to 4 p.m. at 405-523-2320.

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.



DUSTIN MIELKE

Cover Image

Texas County Farm Bureau member Pat Long stands in one of his family's corn fields in the Oklahoma Panhandle. Conservation measures have helped the Longs, as well as many Panhandle farmers, carefully preserve the groundwater resources that are vital to the high plains.



By MONICA WILKE
Executive Director
Oklahoma Farm Bureau and Affiliated Companies

Deep Roots, New Heights

Farm Bureau Family,

Fall is upon us, and it's certainly a time of year many of us at Oklahoma Farm Bureau look forward to as we prepare for our annual meeting. This year promises to be another exciting weekend of education, fun and fellowship as OKFB members from across the state gather in Norman, Nov. 15-17, at the Embassy Suites and Conference Center. The new location offers a beautiful meeting facility and plenty of on-site parking.

This year's theme is Deep Roots, New Heights, and I think it says a lot about what we've accomplished as an organization this year. It's no secret Oklahoma Farm Bureau has established its roots as the state's largest agricultural organization and has continued a legacy of advocating for Oklahoma's farmers and ranchers and protecting the rural way of life. However, I think the remarkable strides we've made in the past year are a testament to the dedicated leaders and staff members who serve day in and day out to make Oklahoma Farm Bureau the strong, reputable organization it is.

A look at our many legislative victories this past session is just one indication of our progress, as our public policy team maintains a high level of involvement at the state Capitol. Gov. Fallin signed several key pieces of OKFB-supported legislation this year, including HB 1999 and SB 965. Both of these bills were highly debated on both sides, and I am proud to say our members and staff really stepped up to the plate to communicate with lawmakers about the positive impact the bills would have on the agricultural industry.

In addition to representing your interests at the state Capitol, we continue to look for ways to add value to your Oklahoma Farm Bureau membership. Many of you have taken advantage of the member benefits we offer, like the \$500 rebate on GM vehicles, and I am excited to say we have added several new opportunities for you to save. From vacation packages to Case IH equipment, our

membership and organization division is working to provide something for everyone. You'll continue to see even more benefits as we move forward, including new insurance products to be announced soon (for a sneak peek at one of the new insurance options, turn to page 30).

We continue to place an emphasis on helping our fellow Oklahomans in need while telling the agriculture story through the Oklahoma Farming and Ranching Foundation. Our successful Beef for Backpacks program is now in its second year, and we were able to add Pork for Packs this past spring. The programs provide nutritious beef and pork sticks for hungry Oklahoma students during weekends and holidays, and we are so thankful for the animal donations we continue to receive. In addition, through generous contributions from Farm Bureau members across the country, the foundation was recently able to donate \$100,000 to Shelter Oklahoma Schools, an Oklahoma charity established to build storm shelters in schools in the aftermath of the devastating May 2013 tornadoes in central Oklahoma.

In an effort to educate the public about the sources of their food, fiber and fuel, the Oklahoma Farming and Ranching Foundation has also been working with the Noble Foundation to create a commodity trailer that will be used to promote Oklahoma agriculture to all ages. We will be unveiling this exciting interactive tool soon, so stay tuned for more details.

With all of the activity going on around here, it is imperative we keep you – our valued members – up to date. Our communications staff has developed several new platforms to share information and to make sure you are aware of special events and important messages. From our redesigned website and the new All Around Oklahoma Agriculture audio program, to our social media presence and plans for an OKFB app and digital publications, we want to make every effort to inform you and the public about our great organization. As you complete your

membership renewal form this fall, please take a moment to provide your email address so you don't miss any exciting announcements or calls to action in the future.

As you can see, we have quite a lot going on at Oklahoma Farm Bureau, and one of the best ways to stay connected is to attend our annual meeting. This year's program is full of informative, timely topics relevant to a wide range of ages and interests, and I think it is an event every member should experience.

A schedule for the convention is available on pages 26 and 27, but I want to point out a few features for this year. Our Young Farmers and Ranchers Committee has been hard at work planning a leadership conference to coincide with the annual meeting. YF&R members will arrive in Norman on Thursday to hear from dynamic speakers, network with fellow producers and compete in the first two rounds of the discussion meet.

Their conference will continue on Friday, as OKFB members begin to arrive. Everyone will come together for a general session that afternoon that promises to be one of the best yet. Oklahoma Secretary of Agriculture Jim Reese and Oklahoma Insurance Commissioner John Doak will be welcoming members, and speaker Scott Klososky will be joining us to discuss emerging trends in technology and how we can apply them to be better leaders. That evening we are excited to welcome members to the Denim, Diamonds and Desserts awards program, where we will recognize OKFB's best and brightest.

Saturday will be a busy day of policy setting, as you vote on the resolutions developed at August Area Meetings, county resolution and annual meetings, as well as the state resolution meeting in mid-October. Saturday night will be especially exciting, as country swing band Asleep at the Wheel performs after dinner.

Sunday's vespers service will be a special opportunity to give thanks for our many blessings and remember those we've lost this past year. Retired Lt. Col. Paul Metcalfe will leave us with an inspirational message before we adjourn and head back to our respective areas of the state.


It's been a great year at Oklahoma Farm Bureau, and I am looking forward to building on the many successes we've experienced this year to make 2014 even more productive and beneficial for our members. I encourage you to make plans to join us at the annual meeting in a few weeks, and better yet, invite your neighbor to attend as well. I look forward to seeing you there!

Monica A. Wilke



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BY GEORGE DRIEVER

*Extension Educator, Horticulture / 4-H Youth Development
Pottawatomie County OSU Extension Center*

Autumn care of the yard

The weather this summer was surprisingly pleasant compared to the last two years. Many areas of the state had moderate temperatures and adequate rainfall to allow for the growth of crops and urban ornamentals. The National Oceanic and Atmospheric Administration's climatic outlook for the fall is suggesting the eastern three-fourths of Oklahoma will have a 33-40 percent chance of above average precipitation and "normal" temperatures during that period. This will possibly reduce the short-term impact of the drought for most of Oklahoma. If this scenario comes to pass, this autumn will be an excellent time to establish those drought resistant trees, shrubs and perennials you have been wanting to plant.

Before going shopping for plants, review the sites where you would like to add plants. Determine the space available and the amount of sunlight the site receives. Based on the surrounding plants, determine the size, color, shape and texture of the plant you want to add to the area. Watch for fall specials at garden centers and nurseries. Be sure to read the labels before purchasing so you can determine if the plant will survive in the desired location. Choose spring flowering bulbs and plant them in October. Planting depth is twice the diameter of the bulb. Dig and store tender bulbs in October.

As the weather cools, you can begin planting cool season annuals like pansies, snap dragons, dusty miller and ornamental cabbage or kale (*OCES Fact Sheet HLA-6408*). If you have established spring or summer blooming perennials like irises, daylilies, Black-eyed Susan or blanket flower that are too thick or not thriving due to thick growth, fall is an excellent time to divide them, but ornamental grasses should be divided in the spring. As the weather cools, you can use the thinning opportunity to clean undesired plants out of the flower beds and possibly choose a different arrangement for your perennial beds. Don't forget to trim away insect damaged or diseased plant parts and

discard. Excess plant divisions can be shared with family members or neighbors. For more information on dividing perennials, the Clemson Cooperative Extension has a concise fact sheet on dividing perennials – <http://www.clemson.edu/extension>. Fall is also an excellent time to add another showy, drought resistant plant such as a toad lily to your beds. For a free color brochure of 'Oklahoma Proven' Annuals, Perennials, Shrubs and Trees, contact your local extension office.

Roses should not be deadheaded until after the first freeze. Removing the dead blooms before then will cause the plant to produce new growth, which will be damaged by the freeze. Summer and fall blooming shrubs can be thinned and pruned after dormancy. Spring blooming shrubs such as forsythia, azalea or spiraea should not be pruned until after they have bloomed. Evergreen shrubs such as photinia or nandina (heavenly bamboo) should be pruned just before new growth starts in the spring. A flowering shrub that has stopped blooming and is overgrown with woody branches may take two to three years to rejuvenate through pruning. Never remove more than two-thirds of a shrub or vine in a growing season. Trees should never be dehorned or topped. This will cause an abundance of weak growth that will cause more tree damage in the long run. If a tree must be topped due to proximity to power lines or other obstacles, it is better to remove the tree and plant one that will not get as large. When pruning a tree, first remove dead, damaged or diseased branches. Then prune some branches to shape the tree. Removing more than one-third of a tree during a year will stress the tree (*OCES Fact Sheet HLA-6409*).

Container grown shade trees and pines are most successfully planted in the fall. Wait until spring to plant bare-root plants and broadleaf evergreens. If planting trees into a clay or sandy soil, be sure to dig the hole the same depth as the container but twice as large. A planting mix

for trees and shrubs should be mixed with the soil that is placed back around the tree. Be sure to water the tree at planting but do not fertilize. Wait until spring to add nutrients. November is a good time to conduct soil tests and correct nutrient deficiencies in lawns, flowerbeds and gardens. 00129575

Fall is the best time to establish cool season lawns. September through October is the time to plant cool season grasses such as fescue, bluegrass or ryegrass. Continue mowing cool season lawns through the winter but raise the mower blade to 2.5 inches cutting height (*OCES Fact Sheet HLA-6420*). Warm season lawns should be mowed and edged neatly before a killing frost.

Winter broad leaf weeds like dandelion can be controlled now with a 2, 4-D type herbicide. Established cool season lawns and dormant warm season lawns can be treated with a post-emergent herbicide. Dormant warm seasons lawns can be treated with glyphosate to control broad leaf weeds. Don't apply a post emergent broadleaf herbicide to seedling fescue lawns as they may be damaged.

Lawns and trees need less water when the weather is cool. Roots of plants do continue to grow in the winter. Dormant trees, shrubs and lawns need to be watered once a month if no rain has occurred. Cool season lawns and plants that are green and flowering need to be watered when the soil around them gets dry.

For a hard copy of a fact sheet, go by or call your county extension office. For a free, electronic copy, go to <http://osufacts.okstate.edu> and key in the factsheet number.

Oklahoma State University, U. S. Department of Agriculture, state and Local Government's cooperating. The Oklahoma Cooperative Extension Service offers its programs to all eligible persons regardless of race, color, national origin, religion, sex, age, disability, or status as a veteran and is an equal opportunity employer.

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Oklahoma Beef Checkoff UPDATE



Bass and Beef: A Winning Combination in Japan

Beef and baseball are a winning combination in Japan as they are in the United States. To capitalize on that double-header pairing, USMEF recently involved Japanese baseball legend and Oklahoma state Senator Randy Bass in an extremely popular campaign to promote U.S. beef in Japan.

With coordination provided by the Oklahoma Beef Council, USMEF brought the two-time Japanese triple crown winner back to the scene of his spectacular baseball success to serve as headliner for a campaign to promote U.S. beef for yakiniku dishes.

Since Japan expanded access for U.S. beef earlier this year to include product from cattle up to 30 months of age, USMEF-Japan and its partners in the Japanese yakiniku industry have collaborated on a variety of promotional programs to let consumers know that popular U.S. beef – particularly beef tongue – is again being featured in the tabletop-grill cuisine.

The Oklahoma state senator was the ideal matchup for the promotion: an American slugger who turned Japanese baseball on its ear before retiring from the Hanshin Tigers in 1988. After playing professional baseball in the U.S. for 16 years, including six in the major leagues, he played the final six years of his career with the Tigers of Japan's Central League. There, he set eight Japanese national records, including winning back-to-back triple crowns and setting a single-season batting average record of .389.

Even after 25 years away, Bass remains an extremely popular figure in Japan. Media coverage of his visit was carried by four daily newspapers, one TV program, seven industry publications and the tabloid Weekly Baseball.

Bass chose to meet first with children in the Tohoku region of Japan that was devastated by an earthquake and tsunami in the spring of 2011.

USMEF represented the U.S. red meat industry in the region after the disaster, spearheading relief efforts designed to provide hot meals to people displaced from their homes.

Bass, a wheat and cattle farmer in addition to serving as a state senator, also met with youth baseball teams and, while preparing beef dishes for the children, explained the importance of making protein-rich U.S. beef a part of their training table menu.

"My career as a Triple Crown winner was made by American beef," Bass told the young athletes. "American beef contains good protein, vitamins and minerals such as iron and zinc, which are the best ingredients for athletes' health."

"The Japanese yakiniku market is extremely important for the U.S. beef industry," said Takemichi Yamashoji, senior marketing director for USMEF-Japan. "We deeply appreciate the support from the Oklahoma Beef Council and the participation by Senator Bass to draw attention to this promotion and help accelerate the return of U.S. beef to the market-leading share it enjoyed previously."

For the first time since 2003, U.S. beef has regained its status as the No. 1 export market for U.S. beef. Through the first six months of the year, Japan has purchased 114,874 metric tons (253.3 million pounds) valued at \$696.2 million – increases of 59 percent in value and 46 percent in volume versus 2012.

2013 Oklahoma Beef Quality Assurance Winners

The Oklahoma Beef Council recently announced the winners of the 2013 Oklahoma Beef Quality Assurance (BQA) Awards. Every year the Oklahoma Beef Council recognizes partners and individuals that have dedicated their time and effort to ensure the success of the state's BQA program.



The 2013 winner of the BQA Marketer of the Year went to the Hickey family of the Elk City Livestock Market for their initiation of low-stress handling seminar for their customers and staff.

Dedicated and accomplished BQA trainers are key to the success of the program in reaching producers. The 2013 winner of the Oklahoma BQA Trainer of the Year went to Dr. Dave Sparks, DVM, of the Oklahoma Cooperative Extension Service for his tireless work educating producers across the state and his service on the Oklahoma BQA Advisory Committee.

Farmers and Ranchers- Don't forget to sign up for the Oklahoma Beef Checkoff Update, a monthly e-newsletter providing the latest in checkoff information and news at
www.oklabeeff.org/e-newsletter.aspx

The 2013 BQA Service award went to Ms. Cathy Allen of Oklahoma 4-H for her work in developing a Youth Beef Quality Assurance program in Oklahoma. As a curriculum specialist, she shared her expertise in creating an effective training program for youth to advance their knowledge of proper cattle management.

The winner of the 2013 Oklahoma BQA Producer of the Year, was Dr. Bob Smith, DVM for his long-time service on the National Beef Quality Assurance Advisory committee and his commitment to implementing best management practices in his own business as well as sharing BQA guidelines with others in his daily work. To learn more about BQA, visit www.oklahomabeefquality.com.

Relaunch of "Beef. It's What's For Dinner." Website

The checkoff's consumer-facing BeefItsWhatsForDinner.com has a new look and functionality to continue to help educate consumers on how to purchase, prepare and enjoy beef. With a more contemporary appearance through compelling beef imagery and simplified, interactive navigation and content, the website will engage visitors like never before.



There are four main sections of the site: Recipes, Butcher Counter, Cooking and Health. Recipes are the number one most visited pages on the website, which is why the redesign boasts enlarged beef photos and makes recipes the first thing consumers see. In the Recipes section, there are collections to help inspire consumers to cook beef during every season, holiday and mealtime occasion. Recipes provide a list of instructions, nutritional information, videos and give consumers the opportunity to email or print an interactive shopping list. The Butcher Counter educates consumers on how to buy the beef they're looking for with the Interactive Meat Case and a new infographic on Today's Beef Choices. The Cooking section helps consumers learn how to have the best beef eating experience with new infographics for each type of beef cooking method. The Health section helps educate consumers on the nutritional benefits of beef including a new infographic on Beef's 10 Essential Nutrients and what they do for your body as well as information about the Beef in an Optimal Lean Diet (BOLD) study and some lean beef 101 facts.

Recipes, recipe collections, infographics and content are now all shareable online through Facebook, Twitter and Pinterest. Also, the website has been designed responsively, which means that no matter what device a consumer is using (e.g. laptop, tablet or cell phone) the website will adjust its size and user experience accordingly. This ensures that BeefItsWhatsForDinner.com remains a top online resource for all things beef, wherever the consumer may be!


Ag in the Classroom Teacher's Tour

The Oklahoma Beef Council (OBC) was a sponsor of the Ag in the Classroom teacher's tour attended by 49 teachers over a three-day period. The tour, which stopped at ranches and a feedyard provided teachers an up close and personal look at agriculture while connecting them with the lessons and resources aligned to the new state standards. Overall, the results were very positive as there were clear attitudinal changes toward beef as a result of the tour. Pre-tour, 34% of the teachers felt that the negatives of beef either somewhat or strongly outweighed the positives of beef compared to post-tour results showed 100% of the teachers felt that the positives of beef either strongly or somewhat outweighed the negatives of beef.



As a reminder, Oklahoma Ag in the Classroom is a program of the Oklahoma Department of Agriculture, Food and Forestry, Oklahoma State Department of Education and the Oklahoma Cooperative Extension Service. The purpose of Oklahoma Ag in the Classroom is to help familiarize Oklahoma school children with Oklahoma's food and fiber industry by providing resources for Oklahoma teachers.





In Oklahoma's arid
Panhandle, water has always
been a precious resource.

Armed with new technology,
Panhandle farmers are
making

the most of every drop

STORY BY Macey Hedges

PHOTOS BY Dustin Mielke



IN A LAND routinely plagued by drought and especially notorious for its almost intolerable conditions during the Dust Bowl days of the 1930s, some may find it hard to believe the Oklahoma Panhandle is home to the top grossing agricultural county in the state. Using significant water conservation measures, Pat Long and his family are working to safeguard one of the state's most precious resources as they continue a legacy of farming and ranching in Texas County.

Just as Oklahoma was joining the Union in 1907, Long's great grandfather was working as a cook on the railroad and decided to purchase a homestead near Guymon. After his passing a few short years later, Long's great grandmother ran the farm until her sons were old enough to take over.

Today, Long and his wife Gina farm with his father Lewis J., along with his uncles Robert and Steven. They raise corn, wheat, soybeans, sorghum and occasionally sunflowers on nearly 12,000 acres near Optima, located in central Texas County. Although he's been involved with the farm as long as he can remember, Long joined the family operation full time in 2007 after graduating from Oklahoma State University.

MODERN AND TRADITIONAL

water utilization technology stand side by side in a cornfield farmed by Pat Long and his family in Oklahoma's Texas County. Windmills have long provided water in the Panhandle, sustaining life. Modern center-pivot irrigation systems, like the one shown here, provide water for crops using water-saving technology.

"I never really considered anything but farming," Long said. "It's all I've ever known, and I was eager to get back here."

When looking at a precipitation map of Oklahoma, some may wonder how anything could grow on an average annual moisture level less than 15 inches, especially considering the average field of corn requires nearly 30 inches of moisture. But as you travel through the country and see the large center-pivot irrigation arms making their way around hundreds of thousands of acres of cropland, it becomes evident why this area is home to a large percentage of the state's agriculture industry.

As the Longs harvest their corn, soybeans and sorghum this fall, they are reminded of the repressive heat and lack of moisture their area has endured the past few years. The drought has been so crippling in northwest Oklahoma that the family recently sold all of their cattle in an effort to replenish their grass pastures for future herds. Although their crops have been irrigated, the harsh conditions have taken a toll on production numbers.

"Our yields have definitely been affected by the drought," Long said. "We saw a 20 to 40 bushel per acre decrease over previous years, but we are thankful for the technology and the natural resources we have in place that allow us to continue to grow crops even during a drought worse than what they saw during the 1930s."

Because weather conditions can be so unstable, irrigation has become key to the successful and consistent farming industry in Cimarron, Texas and Beaver Counties.

"Without the ability to irrigate, there wouldn't be much of an agricultural industry in this part of the state," Long said. "The use of groundwater from the Ogallala Aquifer has been critical in maintaining the area's economy."

Going back to the 1950s and 1960s, flood irrigation systems were used to make the dry land fertile. Water was pulled from the Ogallala and sent through aluminum pipes laid in furrows on the ground where the crops were planted, and while effective in keeping the ground wet, this method was extremely labor intensive and highly inefficient in water usage.

"There actually used to be several ponds in this area because so much of the runoff from the flood irrigated lands would accumulate," Long said. "That's the only way they ever had fishing ponds around here."

Later in the 1970s many Panhandle farmers turned to center pivots to improve efficiency, and the new equipment proved beneficial in the area.

"Since producers started relying on center pivots, we've reduced our water use by 60 percent but increased our yields by 40 percent," Long said.

A man wearing a blue and white plaid shirt, blue jeans, a brown belt, and a white baseball cap stands in a cornfield. He is smiling and looking towards the camera. The corn plants are tall and green, with some tassels visible. The background is a clear blue sky.

“we’ve
reduced our water use by
60 PERCENT
but *increased* our yields by
40 PERCENT.”

STANDING IN A CORNFIELD

irrigated by a center-pivot irrigation system, Pat Long says farmers have made progress in the conservation of irrigation water, which is a main economic driver in the Panhandle.

While center pivots have increased efficiency, the mechanisms keeping the pivots going can require round-the-clock attention. Malfunctions can lead to a pivot watering the same area for an extended period of time, which under normal conditions is not only unhealthy for the crop but is also wasteful.

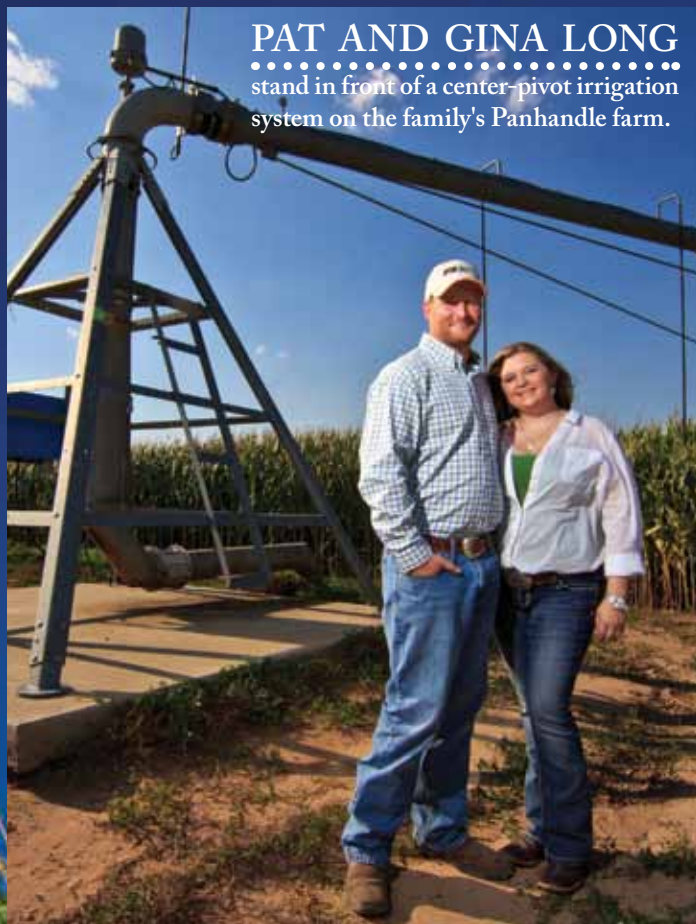
Thanks to technology, the Longs monitor their more than 40 pivots from apps on their smart phones. They know when a pivot has stopped or when there is an issue with a well. The app is also used to move the pivot during planting, which has helped reduce the amount of time Long and his family spend in the field.

“Checking the pivots used to be a full-time job some days and there was always the risk that something could go wrong as soon as you left the field, but with the new system we’ve implemented, I can get a text message on my phone when there’s any kind of problem,” Long said. “Being able to control the pivots from our phones has saved a lot of manpower, and we’re able to better monitor how much water we’re using.”

Technology has played a key role in sustaining the use of the Ogallala Aquifer, and as water continues to become a highly valuable resource, Long and his fellow Panhandle producers are eager to show others their conservation successes.

PAT AND GINA LONG

stand in front of a center-pivot irrigation system on the family's Panhandle farm.



PAT LONG MONITORS

and controls more than 40 center-pivot irrigation systems on his family's farm using a smart phone app. The app allows him to turn pivots on and off and adjust the systems anywhere he has a cellular data signal.



Long is a board member of Oklahoma Panhandle Agriculture and Irrigation, a proactive organization dedicated to protecting the rights of property owners in the three-county area. OPAI recently worked with the Panhandle Regional Economic Development Coalition Inc. to prepare a comprehensive evaluation of water use and water supplies in Cimarron, Texas and Beaver Counties. The study also examined the Ogallala Aquifer, which contains nearly 75 million-acre feet of water in the Panhandle.

The study showed that while crop irrigation requires the majority of water demand in the Panhandle, better farming techniques and conservation measures – much like the ones Long and his family have implemented – have decreased the actual amount of water used for agricultural purposes. In addition to the reduction in water usage, the market value of agricultural products sold in the Panhandle actually increased by more than 10 percent to \$3.24 billion in 2007, while irrigated acres remained fairly consistent.

Fred Fischer farms near the Long family just west of Hooker and currently serves as president of OPAI. He said the organization decided to conduct the study to build clout among local and state officials who were concerned too much Ogallala Aquifer water was being used for agricultural purposes.

“The study showed the declines in the water levels were not nearly as drastic as what some of the naysayers have said they are,” Fischer said. “It’s been a good tool to confirm that we’re doing a good job of operating efficiently.”

In addition to the study, OPAI advocates for Panhandle producers when issues affecting agriculture and rural Oklahoma arise. During the 2013 legislative session, OPAI worked with Oklahoma Farm Bureau and other state agricultural organizations to successfully lobby legislators to pass SB 965, which changed how members of the Oklahoma Water Resources Board are selected and provided more regional representation on the board.

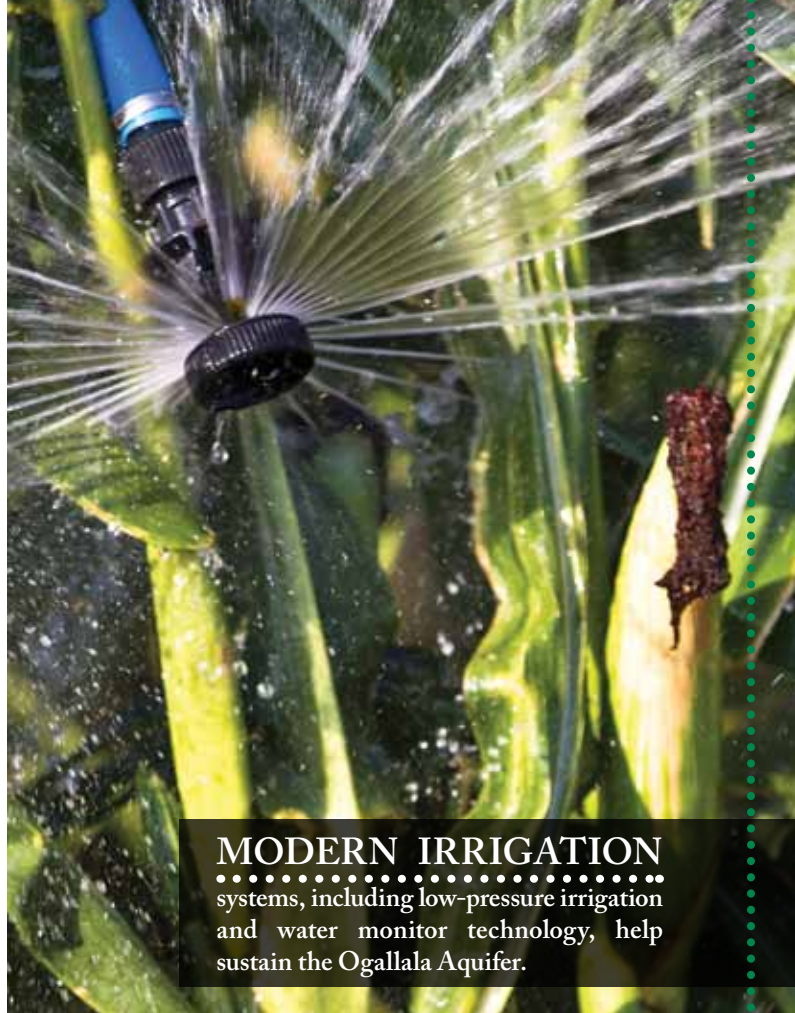
SB 965 transitioned representation on the nine-member OWRB from one representative from each congressional district and four at-large positions, to one representative from nine geographic areas. As major water consumers, the three Panhandle counties will now have their own seat on the board.

“The Panhandle is so dramatically different from the rest of the state when it comes to water and climate, and as the largest water user in the state, we felt it was necessary to have a dedicated seat on the board,” Fischer said.

Long agreed and said it’s important others across the state understand the lengths Panhandle producers are going to in order to preserve a valuable natural resource – one that not only sustains their livelihood, but also ensures a thriving future in their area.

“As farmers, we haven’t always done a great job of educating the public about what we do and how we do it,” Long said. “I’m hoping others will realize how much we care about this land and that we’re doing as much as we can to protect it for the next generations.”

More information about Oklahoma Panhandle Agriculture and Irrigation’s study can be found at www.predci.com.



MODERN IRRIGATION

.....
systems, including low-pressure irrigation and water monitor technology, help sustain the Ogallala Aquifer.



PAT LONG CHECKS A PIVOT

.....
the old-fashioned way, examining the control box. Technology allows the Longs to save time and water by monitoring the systems remotely, providing yield gains while conserving water.



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**OKLAHOMA
FARM BUREAU**



GMC



A FAMILY BUSINESS

With generations working side by side, the Loveless family makes custom footwear for everyone from farmers to foreign heads of state.

by Sam Knipp

photos by Dustin Mielke

Above:

Loveless Custom Boots & Shoes makes a variety of footwear, from these western boots using exotic leathers to combat boots for servicemen and women.



The Loveless family in their Oklahoma City showroom. Back row, left to right: Brandon and Tamaira Loveless; Trinity and Tyler Waltz; Gary and Denise Loveless; and Kyle and Summer Loveless with daughter Isabella. In Front: Ransom Loveless, Dean Loveless, Reine Loveless and Pierson Vanlandingham.

LOVELESS A FOOT

TWO U.S. presidents, a NASCAR driver, a Saudi prince, a soldier and an Oklahoma cowboy ... sounds like the beginning of a good story, indeed. The actual beginning of this story occurred in 1948 when Walter Loveless opened Loveless Shoe Repair on SW 29th Street in Stockyards City, within smelling distance of the Oklahoma City Stockyards.

Fast-forward to today, and Loveless Custom Boots and Shoes occupies a sprawling 33,000-square-foot building at 4400 SW 21st Street, just north of Will Rogers International Airport, and even the building has a story to tell.

The original building in Stockyards City burned about the time the federal government was vacating the current building on SW 21st Street. The

government had that structure built to house offices following the Oklahoma City bombing. Today, visitors will notice a set of swinging doors just off the main lobby. Above one door is a nondescript "Army," and above the other, "Marines."

"Because this was a federal building, it was used for a number of purposes, including physical exams for incoming recruits," Walter's grandson Kyle Loveless said. "If you were in the Army, you went left (after entering the doors) and right, if you were in the Marines."

In between those slices of life, Walter's son Gary opened an orthopedic appliance shop in one end of his dad's shop, specializing in custom-made footwear.

"I have always wanted to help people with big problems walking, standing and

balance,” Gary said. “If a person can come in here with a problem and leave more comfortable and happy, then we’ve done our job.”

Gary’s training as a certified orthotist includes ten years of specialized study at Northwestern University in Chicago, UCLA Medical School and the University of California Medical School at San Francisco.

“A patients’ family would come to me and tell me how I had helped that person overcome foot problems with shoes that look nice, and they would want me to make them a pair too,” Gary said.

Loveless Custom Boots and Shoes is truly a family-run business. On any given day, you can find Gary measuring someone’s foot, his wife Denise working on a foot molding in the back shop, son Kyle taking a custom order over the phone, Kyle’s wife Summer talking to employees and another daughter-in-law Tamaira operating a computerized scanner taking precise foot measurements. Gary’s daughter Trinity, a pediatrician, often counsels patients on proper footwear in her clinic located in the same building as the boot company, and son Brandon operates Loveless Therapy to help customers who need occupational or physical therapy. You can also find the four grandkids – Ransom, Reine, Pierson and Isabella – working in the family business.

This authentic, homegrown Oklahoma story is little known and seldom told.

“We’re terrible about advertising,” Kyle



Kyle Loveless sits in the company office, surrounded by game mounts from around the world. The Loveless family shares a passion for hunting exotic game and the responsibility of stewardship that comes with it. Like the office, the Loveless showroom is filled with mounts of animals from around the world.

said. “People really don’t know much about us. A lot of our advertisements are on people’s feet right now.”

To help remedy that challenge, the family routinely packs up the showroom, including all the exotic leather samples and colors, and heads to several national trade shows.

“We go to the National Finals Rodeo in Las Vegas, Safari Club International and Dallas Safari Club every year,” Kyle said.

Their best advertising is often word of mouth, and since customers are their biggest promoters, the Loveless family takes their work in making specialty boots seriously and strives to offer unique options.

“Customers will often bring in leather hides from animals they have harvested during African safaris or other hunting expeditions,” Kyle said.

Loveless sends the hides to a specialized tannery where they are dyed a specific color according to the customer’s orders.

“We have crocodile, alligator, ostrich, antelope, elephant, shark, snake and bull hides, just to name a few,” Kyle said.

Customers might also bring in a photo of their hunts, company logos or other significant events and ask Loveless to include it in the boots’ design. This is truly a custom business where you not only have your foot precisely measured, but you pick the material, color and style too.

A leather worker cuts out a custom pattern as a new piece of footwear begins to take shape.



Boot forms hang from a pegboard in the Loveless workshop.



A craftsman uses a hammer to begin the shaping process with a piece of leather over a mold.



Physical presence is not necessary for a custom fit. A specialized measuring kit can be mailed to the customer's home. The kit includes molding foam and instructional video.

"We had a Saudi Arabian prince order a pair this way," Kyle said.

President George H.W. Bush wanted a pair of cowboy boots with the White House logo, so it was scanned and stitched into the upper section of a beautiful black kangaroo leather pair of boots. The price tag was \$2,500.

"George W. ordered a pair too, with instructions that they be more expensive than his dad's," Kyle said with a smile. "His pair was made out of crocodile and just the president's initials in the pull straps. He paid about \$3,200."

Other notable customers include PGA Hall of Fame member Jack Nicklaus, Oklahoma Secretary of Agriculture Jim Reese, state Reps. Scott Biggs, Skye McNeil and Joe Dorman.

It's no accident that Loveless boots can be found in political circles. At one time, Kyle was on the staff of Oklahoma's former U.S. Rep. Ernest Istook and is currently in his first term as District 45 State Senator, representing south Oklahoma City and Mustang. Kyle says the idea of public service is a family tradition.

"I've always admired my dad's strong desire to serve the public," Kyle said.

The family's passion for public service is evident throughout the company as customers are treated with compassion and kindness. It's also evidenced by the Loveless' efforts to keep prices affordable.



Above Right

A newly finished pair of boots for Oklahoma Agriculture Secretary Jim Reese in the Loveless showroom. The Loveless family has crafted footwear for U.S. Presidents, state legislators and working cowboys among others.

Right

Belts hang in the Loveless showroom. The family sells handmade belts and wallets in addition to footwear.



Prices range from a basic pair starting at \$650 up to a maximum price of \$7,500, depending on the leather, intricate patterns and amount of stitching. It usually takes three to four months to produce the boots.

You don't have to be a president or prince to own a pair of Loveless boots. In fact, a large portion of their business comes from the military ranks.

"A soldier with size 19½ feet ordered two pairs of combat boots," Kyle said. "Evidently the Army storeroom doesn't stock that size."

Wounded combat veterans often need specialized orthopedics to facilitate normal walking and balance. This is where Gary shows his pride for his work and for his country. Gary is a Vietnam War veteran who noticed many of his comrades were having trouble finding foot wear.

"They might have a foot or entire leg blown off, and it was difficult to get a shoe to properly fit the prosthetic limb," Gary said.

Ordinary, blue-collar ranchers have also found Loveless Custom Boots and Shoes a

good place to buy comfortable boots.

"A bull severely injured a cowboy's leg, and his doctor told him he would never again be able to wear cowboy boots," Kyle said. "We proved the doctor wrong, and we just built the leg brace into the construction of the boot.

Kyle said hard working farmers and ranchers should consider footwear an important tool, just as they would a good horse, pair of gloves or prescription sunglasses.

"If our boots last 10 to 15 years, then they really are a bargain, especially if it means keeping your feet in good shape every day," Kyle said.

Loveless Custom Boots and Shoes is a quiet example of the many great, historic and successful business stories common to Oklahoma. If you are looking for a top quality pair of custom boots or shoes, or just a good story, we invite you to stop by the large red brick building in southwest Oklahoma City. You can find them on the web at www.lovelessboots.com.



A worker sands the sole of a nearly finished boot in the Loveless shop.

A variety of footwear sits on display in the Loveless showroom. The Loveless family makes a wide array of styles of their custom shoes and boots in addition to cowboy boots.

Finished boots sit with forms inside, awaiting boxing and delivery.





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THE FAITH OF THE FLOCK

STORY BY SAMANTHA SMITH

||

PHOTOS BY DUSTIN MIELKE



CLAREMORE COUPLE DEVELOPS A CHRISTIAN MISSION THROUGH THEIR UNIQUE AGRITOURISM SITE.

Dressed for work from her hat to her boots, she leads a group of tourists through her farm with her shepherd's staff gripped firmly in one hand. As the crowd gathers in front of the barn, she asks one simple question, "Who can tell me the purpose of a farm?"

As the silence lingers in the air, the lack of response reminds her exactly why she began giving these tours more than 20 years ago.

Diane Dickinson is a licensed veterinarian and owner of Shepherd's Cross, a working sheep farm and agritourism site just outside of Claremore, Okla. Dickinson and her husband, Peter, bought the farm in 1990 before receiving what they describe as a call from God.

"Right after we moved here we were asking the Lord what he would have us do," Dickinson said. "He simply said, 'Feed my sheep.'"

The two initially thought it was a call to teach others about the Lord, but soon found themselves raising a small herd of 12 sheep. The couple would soon realize their calling was to spread the word of God through their farming operation.

"As soon as we brought those 12 sheep home, a friend of mine called and asked if I would teach her and her children about Jesus the great shepherd and how we are the sheep of the pasture," Dickinson said. "That's how Shepherd's Cross was born."

"WE WERE ASKING THE LORD WHAT HE WOULD HAVE US DO. HE SIMPLY SAID, 'FEED MY SHEEP.'"

- DIANE DICKINSON

Shepherd's Cross is now a licensed agritourism site that sees more than 10,000 tourists in the month of October alone. What started out as a small sheep farm has grown into a 150-head sheep operation. Their main goal is to teach visitors the value of agriculture.

"We really started because we thought it was important to teach agricultural principles and how they relate to the Bible," Dickinson said. "But over time we realized that Americans don't understand agricultural principles."

With families now being two or three generations removed from the farm, most Americans don't understand why farming is important, Dickinson said. A startling majority of their tourists cannot even answer the simple question she asks at the beginning of every tour.

"More than 90 percent of the people cannot respond when asked what the purpose of a farm is," she said. "The purpose is to feed people, and we just really want to drive home that basic principle. We want them to realize how important it is for America to hold on to farm land."

Each tour at Shepherd's Cross includes a trip through the farm museum and gift shop where the Dickinsons sell their wool products made on the farm, a tour of their basic wool mill, a tractor ride through the pastures and a walk through their Bible Garden – a garden not seen many places around the world.

"We realized there are very few Bible gardens in the world," Dickinson said. "There are some gardens that are

called Bible gardens because they have scripture in the garden, but there are probably only about five in existence in the United States where the scripture actually relates to the plant."

Tourists also learn the basic principles of vegetable gardening, which Dickinson said is one of the most rewarding experiences on the farm.

"Many people have never seen vegetables growing," she said. "Being able to teach them has just been such a joy."

As a licensed petting zoo, Shepherd's Cross allows tourists to see the animals first hand during their visit. Dickinson believes this is an important part of exposing people, especially children, to agriculture.

"Starting at a young age is so important," she said. "It's really important that they get that exposure. There's something about the lessons that can be taught; it's something that's learned by coming to the farm repetitively season by season and seeing a farm in action."

Tours at Shepherd's Cross are PASS-aligned through Ag in the Classroom so teachers can use the tours as part of their academic curriculum.

"If teachers have a particular lesson they want us to highlight, we will gear every tour according to their needs," Dickinson said.

The Dickinsons pride themselves on producing quality, natural sheep meat that is raised and sold in Oklahoma.



RIGHT:
DR. DIANE
DICKINSON IS
THE CO-OWNER
AND OPERATOR
OF SHEPHERD'S CROSS
IN CLAREMORE, OKLA.
DICKINSON IS A LICENSED
VETERINARIAN AND TOUR GUIDE
FOR THE AGRITOURISM SITE.



- 1** THE BIBLE GARDEN AT SHEPHERD'S CROSS IS ONE OF ONLY FIVE BIBLE GARDENS IN THE U.S.
- 2** SHEPHERD'S CROSS MANUFACTURES ALL WOOL AND MEAT PRODUCTS FROM THEIR SHEEP.
- 3** SHEPHERD'S CROSS PRIDES ITSELF ON BEING AN ANIMAL WELFARE APPROVED OPERATION.
- 4** THE SHOP INCLUDES NUMEROUS MADE IN OKLAHOMA PRODUCTS PRODUCED ON THE FARM.
- 5** NIKKI POWELL MANAGES THE WOOL MILL AND SHOWS VISITORS HOW TO CARD AND SPIN WOOL.



"We are a Made in Oklahoma company and an animal-welfare approved facility," she said. "Our sheep are raised without chemicals. They eat grass and the meat is processed at a USDA facility."

Dickinson said she never imagined this is what she would be doing for a living, but she couldn't be happier doing it.

"It is a very interesting journey that we have taken to get here," Dickinson said. "I never really envisioned this. My favorite part is seeing the splendor and the majesty of the Lord's handiwork every day and meeting with him in the peace and tranquility of farming life."

So with her staff in her hand and her faith in her heart, she brings the lessons of agriculture and the word of God to people across the nation - one tour at a time.

**FOR MORE PHOTOS OF SHEPHERD'S CROSS, VISIT
THE OKLAHOMA FARM BUREAU FLICKR WEBPAGE.**

THE DISCIPLES OF AGRICULTURE...

Since it was founded in 1992, the mission of Shepherd's Cross has been to teach others the importance of agriculture and sustainability. To fulfill this mission, Dickinson and the Shepherd's Cross crew have been holding educational events and teaching classes to show many visitors how to perform simple farm tasks.

"It became apparent that it would be beneficial to the people of Oklahoma to learn basic skills in farming and in fiber processing," Dickinson said.

Shepherd's Cross holds yearly events including a pumpkin patch during October, a living nativity scene in December and Woolly Weekend, an event designed to teach visitors how to shear sheep and make usable products from the wool.

PUMPKIN FESTIVAL OCT. 1-30, 2013

Hand select this year's pumpkins and learn how they are produced from planting to picking. Free family games and hay rides are offered.

LIVING NATIVITY AND PECAN FESTIVAL DECEMBER 2013

Stroll to the past and experience a living, walk-through nativity scene. Over 100 costumed characters and many live animals tell the story of the first Christmas.

WOOLLY WEEKEND APRIL 2014

See the shepherd's sheering the sheep of the farm and participate in sheering classes taught by the shepherds.



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On top of most current offers, here's a private offer¹ for Farm Bureau members.



Reap the benefits of membership.

Chevrolet presents this exclusive \$500¹ offer toward the purchase or lease of a 2014 Chevy Silverado just for you – primary members of the Farm Bureau.

Vincentric recently recognized Chevy Silverado as having the lowest total cost of ownership of any full-size pickup.² Meaning you won't simply save now – you'll save over time. And while saving is great, so is the confidence that comes with driving the best full-size pickup in America. Rest assured, your Silverado will know the meaning of hard work. Visit fbverify.com/gm for your authorization number.



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¹ Offer available through 4/1/14. Available on all 2012, 2013 and 2014 Chevrolet vehicles (excluding Volt). This offer is not available with some other offers, including private offers. Only customers who have been active members of an eligible Farm Bureau for a minimum of 60 days will be eligible to receive a certificate. Customers can obtain certificates at www.fbverify.com/gm. Farm Bureau and the FB logo are registered service marks of the American Farm Bureau Federation and are used herein under license by General Motors. ² Ownership costs based on Vincentric 2013 Model Level Analysis of full-size pickups in the U.S. retail market.

2013 oklahoma farm bureau

young farmers & ranchers leadership conference

nov. 14 & 15 • norman, ok

Young farmers and ranchers from across the state are invited to attend an exclusive YF&R Leadership Conference, Nov. 14-15, held in conjunction with the 2013 OKFB Annual Meeting in Norman. Participants will hear from dynamic speakers, network with fellow YF&R members and have the opportunity to compete in the annual discussion meet. Registration is free and open to the first 100 people. Childcare will be provided. Please contact OKFB Vice President of Field Services and Leadership Development Holly Carroll at (405) 301-6610 or holly.carroll@okfb.org for more information or to register.

thursday, nov. 14

1 - 2 p.m.	Registration
2 p.m.	Opening Session
3:30 p.m.	Snack Break
4 p.m.	Discussion Meet Round 1
5 p.m.	Discussion Meet Round 2
6 p.m.	Dinner on your own
	Judging of Excellence in Agriculture Award
8 - 10 p.m.	Movie Night

friday, nov. 15

9 a.m.	Break-Out Session
10 a.m.	Break-Out Session
11 a.m.	Discussion Meet Finals
noon	Luncheon/Outstanding Event of the Year
1:30 p.m.	Join OKFB Annual Meeting General Session
3-5 p.m.	OKFB Break-Out Sessions
5-7 p.m.	YF&R Closing Dinner/District Caucus
7 p.m.	Denim, Diamonds and Dessert Awards Program

okfb yf&r
oklahoma farm bureau
young farmers & ranchers

Asleep at the Wheel to entertain OKFB members during annual meeting



Country swing band Asleep at the Wheel will entertain Oklahoma Farm Bureau members at the 2013 OKFB Annual Meeting in Norman Saturday, Nov. 16.

Asleep at the Wheel is an American country music group that was formed in Paw Paw, West Virginia, but is now based in Austin, Texas.

Altogether, they have won nine Grammy Awards since their 1970 inception. In their career, they have released more than twenty studio albums, and have charted more than twenty singles on the Billboard country charts.

Their highest-charting single, "The Letter That Johnny Walker Read," peaked at No. 10 in 1975.

The band will play on November 16 at 7 p.m. after the annual OKFB banquet. Banquet tickets are \$30 and will be available for purchase in the trade show area of the convention center.

DEEP ROOTS new heights

Oklahoma Farm Bureau's Annual Convention set for Nov. 15-17

Oklahoma Farm Bureau members from across the state will meet to conduct annual business activity and vote on policy issues for the next state legislative session during the 72nd Annual Meeting, scheduled for Nov. 15-17, at the Embassy Suites Hotel and Convention Center in Norman. This year's theme is "Deep Roots, New Heights."

Convention highlights include county and state awards presentations, a presidential election, the election of three district directors and selection of delegates for the American Farm Bureau Federation Convention. Guest speakers for the event include Oklahoma Secretary of Agriculture Jim Reese and interactive speaker Scott Klososky.

Agricultural vendors and associations, along with other retail businesses will be on site during the OKFB trade show. Trade show hours are 10 a.m. to 6 p.m. on Friday, Nov. 15, and 8 a.m. to 5 p.m. on Saturday, Nov. 16. A tentative convention schedule as of magazine press time is below.

DEEP ROOTS new heights

Convention Schedule

Friday

November 15

8 a.m.	Credentials Committee breakfast
9 a.m.	Registration
10 a.m.	Trade Show opens
11:15 a.m.	State Board meeting/luncheon
11:30 a.m.	OKFB Leadership Team conference/luncheon
1:30 p.m.	Opening session
3:30 p.m.	Breakout sessions
4:15 p.m.	AgFund meeting
7 p.m.	"Denim, Diamonds and Dessert" awards program

Saturday

November 16

7 a.m.	Credentials Committee breakfast
7:30 a.m.	Financial Review Committee breakfast
7:30 a.m.	Resolutions Committee breakfast
8 a.m.	Trade Show opens
8 a.m.	Registration
8:45 a.m.	OFBMC policyholders meeting
9:30 a.m.	General session
12 p.m.	Credentials Committee meeting
12:30 p.m.	OKFB Leadership Team Gavel Club luncheon
1:30 p.m.	District caucuses (Districts 3, 6 & 9)
2:15 p.m.	General session
5:30 p.m.	AgFund reception
7 p.m.	Dinner and entertainment - Asleep at the Wheel*

Sunday

November 17

7:30 a.m.	County Presidents breakfast
7:30 a.m.	OKFB Leadership Team Chairmen's breakfast
7:30 a.m.	Breakfast of Champions
9:15 a.m.	Vespers and memorial session
11:30 a.m.	OKFB Leadership Team Committee meeting

*Banquet tickets are \$30 and can be purchased from Amy Wilson in the trade show area.

Six farm families nominated for state contest

Six Oklahoma Farm Bureau families from across the state have been nominated for the prestigious Farm Family of the Year award.

The recipient will be announced during the OKFB Annual Meeting in November and will receive a plaque and an expense-paid trip to the 2014 American Farm Bureau Federation Annual Meeting in San Antonio, Texas.

The contest honors OKFB members who best represent farming and ranching and the spirit of Oklahoma agriculture.

The nominated families are listed in numerical order by district:

DISTRICT 3

Karen Krehbiel and her daughter Brittany of Caddo County have a diversified livestock and crop operation near Hydro. They raise dorset sheep along with wheat, grain sorghum, peanuts, canola and alfalfa. Alongside the production agriculture, Karen's business ventures include selling and servicing center pivot hydraulic drive systems and selling grain bagging and unloading units.

DISTRICT 4

Comanche County's John Kirk and his son John grow cotton and wheat and have a cow-calf and stocker cattle operation on their family farm near Chattanooga. Their no-till approach has proven successful, and the family has increased its ability to plant and harvest almost all of their own crops over the past years.

DISTRICT 6

The love of agriculture started early for Muskogee County's Robert and Modean Ross, and through more than 60 years of farming, it became contagious for their sons and grandsons. Today the Ross family business includes 1,600 acres of row crop land in the lush Arkansas River Valley near Webbers Falls. They grow wheat, alfalfa, soybeans and corn. Part of the land is dedicated to growing vegetables for fresh market. They also have a cow-calf herd and a small stocker operation.

DISTRICT 7

Dennis and Melanie Williams grow wheat, canola, alfalfa, soybeans, corn and milo while raising stocker cattle and running cow-calf pairs on their Noble County farm near Red Rock. Utilizing no-till farming methods and GPS, the Williamses have improved their efficiency over time. Dennis has served as board member on the American Ag Credit board for 27 years, including time as chairman. Melanie is president of the Noble County Historical Society.

DISTRICT 8

Dale and Sherry Schauer have a cow-calf and hay production operation and raise bottle calves on their Garvin County farm near Paoli. The Schauers recently acquired horses and are testing their use in ADHD therapy treatment. They also raise replacement heifers and offer lease options to new producers and local 4-H and FFA members for herd development. Dale and Sherry have been involved with Farm Bureau at the county and state level. Dale currently serves as county president and Sherry serves as the chairman of the Garvin County Leadership Team.

DISTRICT 9

The tall grass prairie of northern Oklahoma is ideally suited for Washington County's John and Macy Strom's commercial cattle herd. They use Hereford bulls on black cows to produce a 2-way cross. The cows are then bred to exotic bulls for terminal three-way crossbred calves with high weaning weights. They also run stocker cattle on winter pastures. In addition to the cattle operation, the Stroms have a custom hay business producing 4,000 large round bales annually.



NOTICE OF ANNUAL MEETINGS

Oklahoma Farm Bureau

To all county Farm Bureaus of the Oklahoma Farm Bureau: You are hereby notified that Oklahoma Farm Bureau will convene in annual session Friday, November 15, 2013, at 1:30 p.m. at the Embassy Suites Hotel and Conference Center in Norman. This is the annual meeting of the delegate body. See that your delegates are properly certified and in attendance to represent your membership. This meeting will continue until all business is transacted.

— Board of Directors

Oklahoma Farm Bureau Mutual Insurance Co.

Notice is hereby given of the annual meeting of the Policyholders of Oklahoma Farm Bureau Mutual Insurance Company to be held at the Embassy Suites Hotel and Conference Center in Norman on Saturday, November 16, 2013, at 8:45 a.m. at which time a report of the activities of our company during the past fiscal year will be submitted together with a report of the financial position of the company; and at which time any and all other activities of the company may be presented and considered.

— Board of Directors

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We've made it even better... without making it harder to use.*

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Oklahoma Farming and Ranching Foundation donates \$100,000 to help protect students during severe weather

The Oklahoma Farming and Ranching Foundation, in conjunction with Oklahoma Farm Bureau, announced a \$100,000 donation to help install storm shelters in Oklahoma schools during a press conference at the state Capitol, Sept. 4. Rep. Mark McBride and Rep. Jon Echols accepted the donation on behalf of Shelter Oklahoma Schools, an Oklahoma charity established to build storm shelters in schools in the aftermath of the devastating May 2013 tornadoes in central Oklahoma.

"The foundation commends Shelter Oklahoma Schools for developing a private sector solution to install storm shelters in our schools around the state," said Jeramy Rich, president of the Oklahoma Farming and Ranching Foundation. "Keeping our schools and communities safe is so critical, and we are honored to be able to assist in the effort."

The donation was made possible by farmers and ranchers from across the state and country who generously donated to a tornado relief fund established by the Oklahoma Farming and Ranching Foundation.

"The level of support we have received from fellow Oklahomans and from across the country has been extremely humbling," Rich said. "The farmers and ranchers who made these contributions have suffered their own natural disasters at some point, and it says a lot that they stepped up to assist in our state's time of need."

Friend Public Schools is the first recipient of funds from the donation. The school, located about four miles northeast of Chickasha, received \$25,000 to help with the cost of installing a storm shelter. Students at Friend Schools raised more than \$25,000 on their own this past year, and Superintendent Alton Rawlins said the Oklahoma Farming and Ranching Foundation donation through Shelter Oklahoma School allows the district



Above: Rep. Jon Echols explains Shelter Oklahoma Schools' purpose during a press conference, Sept. 4, at the state Capitol.



Left: Friend Public Schools Superintendent Alton Rawlins thanks the Oklahoma Farming and Ranching Foundation and the local community for supporting the school's efforts to construct a storm shelter during a groundbreaking ceremony, Sept. 13, at the school located northeast of Chickasha.

to begin work on the shelter immediately. Friend Public Schools broke ground on the new shelter Sept. 13.

"We were waiting to reach the \$50,000 mark in our fundraising efforts to begin construction on the shelter," Rawlins said. "This donation means we can move forward with our plans and hopefully complete the project before storm season next spring."

The Oklahoma Farming and Ranching Foundation was established to improve lives of rural Oklahomans through education and outreach. The severe storms are a reminder of how important it is to help others when tragedy strikes.

Medicare supplement options coming soon for OKFB members

Oklahoma Farm Bureau is excited to announce a partnership with Members Health Insurance Company, a sister Farm Bureau company, to offer a new benefit to our senior members. The relationship with MHI is intended to strengthen our member benefits program, enabling us to offer some of the most affordable rates anywhere for Medicare supplement plans.

In 2014 OKFB members will be able to choose from eight federally standardized

Medicare supplement plans from Members Health Insurance Company. Medicare supplement plans help pay for health care costs not covered by Medicare, and since supplement plans are created equal, the big difference is the rate and the quality service you receive.

OKFB members are encouraged to visit MHI's tradeshow booth during the 72nd OKFB Annual Meeting in November to learn more about this new benefit.



More than 500 Oklahoma Farm Bureau

members met statewide to begin the annual policy development process during August Area Meetings, Aug. 12-27. District leaders from Guymon to McAlester, Muskogee to Hobart and everywhere in between met with OKFB staff members to learn about current and upcoming legislation and had the opportunity to present local issues of concern for staff members to research.

"We want our members to have a voice during this important grassroots policy development process, and meeting with them

Members kick off policy development process with August Area Meetings

allows us to understand their priorities," said John Collison, OKFB vice president of public policy and media relations. "We are also able to educate them about current discussions going on in the state and national political arenas so they can be well-informed when proposing policy."

Water continued to be the most popular topic, as members discussed water supplies in different areas of the state. Creating infrastructure to move water, the control of groundwater and surface water, and the

prospect of selling water were all conversations taking place at the meetings. Other areas of

interest include property rights, feral hog eradication, wind turbines, energy production and the impending farm bill.

"I want to thank all of our members who took the time to voice their opinion during the August Area Meetings," Collison said. "This grassroots level of involvement is why Oklahoma Farm Bureau was created and still exists today. I encourage our members to stay involved with our mission year round, and together we can make a difference for rural Oklahoma."

District 1 Director Alan Jett (right) talks with Woodward County Farm Bureau board members Mervin Compton (left) and Wes Crain during the District 1 August Area Meeting in Woodward, Aug. 19.

OKFB's Monica Wilke (center) visits with Washington County FB President Macy Strom (left) and Osage County FB member Sen. Eddie Fields during the District 9 August Area Meeting in Tulsa, Aug. 20.



OKFB recognizes 84 legislators for supporting rural Oklahoma

Oklahoma Farm Bureau announced 84 state legislators will be initiated into OKFB's 100 Percent Club. The award is based on a 100 percent voting record on key Farm Bureau legislative measures during the 2013 Oklahoma legislative session.

"We want to recognize these legislators for their outstanding support and leadership this year," said John Collison, OKFB vice president of public policy and media relations.

Collison said the bills used to score the legislators exemplified Farm Bureau's mission of improving the lives of rural Oklahomans.

"Farm Bureau is a grassroots organization with a strong belief in protecting personal property rights, keeping taxes low and boosting agricultural and rural business," Collison said.

Legislators will be recognized during the 2013 OKFB Annual Meeting and will receive a commemorative coin and holder that can be added to each year they achieve a 100 percent voting record on important OKFB issues.

The following 29 senators received the designation: Cliff Aldridge, Mark Allen, Patrick Anderson, Roger Ballenger, Don Barrington, Brian Bingman, Larry Boggs, Josh Brecheen, Corey Brooks, Sean Burrage, Harry Coates, Kim David, Jerry Ellis, Eddie Fields, John Ford, A.J. Griffin, Tom Ivester, Rob Johnson, Clark Jolley, Ron Justice, Kyle Loveless, Bryce Marlatt, Dan Newberry, Mike Schulz, Ralph Shortey, Frank Simpson, John Sparks, Anthony Sykes and Charles Wyrick.

In the House, the list includes 55 representatives: Don Armes, John Bennett,

Scott Biggs, Lisa J. Billy, Gus Blackwell, Ed Cannaday, Dennis Casey, Mike Christian, Josh Cockcroft, Donnie Condit, Ann Coody, Doug Cox, Lee Denney, Dale DeWitt, Joe Dorman, John Enns, Dan Fisher, William Fourkiller, Larry Glenn, Tommy Hardin, Jeff W. Hickman, Arthur Hulbert, Mike Jackson, Dennis Johnson, Charlie Joyner, Dan Kirby, Steve Kouplen, James Lockhart, Scott Martin, Steve Martin, Mark McBride, Charles A. McCall, Curtis McDaniel, Skye McNiel, Tom Newell, Terry O'Donnell, Charles Ortega, Leslie Osborn, Pat Ownbey, David L. Perryman, Marty Quinn, Brian Renegar, Dustin Roberts, Sean Roberts, Wade Rousselot, Mike Sanders, Colby Schwartz, Earl Sears, T.W. Shannon, Jerry Shoemaker, Todd Thomsen, John Trebilcock, Steve Vaughan, Justin F. Wood and Harold Wright.

Save the date for the OKFB Leadership Team's annual Winter Rally

Make plans now to attend the OKFB Leadership Team's Winter Rally, Dec. 6-7, at the Simmons Center in Duncan. Participants will enjoy a tradeshow featuring a variety of local vendors; workshops on health, OKFB public policy and tips for the Christmas season, and a fashion show. Saturday will include a bus tour of Duncan and a chuck wagon lunch.

To register, please call OKFB Director of Leadership Team Programs Marcia Irvin at (405) 523-2405 or email her at mirvin@okfb.org. Hotel reservations can be made by calling the Duncan Holiday Inn Express at (580) 251-9627 before Nov 7.

Oklahoma Farm Bureau introduces new agricultural audio program

Oklahoma Farm Bureau's newest audio feature, *All Around Oklahoma Agriculture*, provides a unique perspective on the state's agriculture industry. The program is produced by OKFB Director of Corporate Communications Sam Knipp.

"This new audio format gives us an opportunity to provide an in-depth look at critical ag topics without the time constraints of our more traditional radio reports," Knipp said. "It gives listeners a chance to hear timely reports from the field as we travel around the state each week visiting with industry

officials and OKFB leaders."

The program is produced several times each week and will often feature a weekend

edition. Knipp's well-known radio show *Ag-First* and his agricultural commentary *Focus on Ag* will continue to air on more than 40 stations across Oklahoma, Kansas and Texas each week.

To keep up with the latest news and trends in agriculture and rural

America, listen to *All Around Oklahoma Agriculture* at www.soundcloud.com/okfarmbureau or follow OKFB on Facebook or Twitter to catch the latest editions.



OKFB Leadership Team hosts annual summer conference

Farm Bureau women gathered in Claremore, July 12-13, for the group's annual summer conference. Event highlights included an inspirational address from Donna McSpadden about the legendary life of her husband, Clem McSpadden, an open sharing of ways for OKFB women to get involved with their communities led by Sue Billiot of the AFBF Women's Leadership Committee, and workshops geared toward empowering women and encouraging them to be more engaged in agriculture and OKFB.

"We want these women to see the

impact they can have when they are involved in agriculture," said Kitty Beavers, OKFB Leadership Team chairman. "Whether it's sharing messages on their Facebook pages, participating in Ag in the Classroom or spending time face-to-face with consumers, we can all do more to contribute to the agricultural industry and Oklahoma Farm Bureau."

The workshops addressed topics including social media, heart and women's health and Ag in the Classroom. The women participated by taking part in open discussions about ways

to advocate for agriculture on Facebook and Twitter, things they can do to stay healthy and educational tools that can be used to teach young students about agriculture.

After dinner at the Nut House in Claremore on Friday evening, Native American storyteller Robert Lewis entertained the group by using them as characters in his stories. Laughter filled the room as members were pulled from the crowd to play parts in his tales.

The Farm Bureau women spent Saturday morning touring Shepherd's Cross, a working sheep farm and agritourism site in Claremore. The group walked through the farm's biblical gardens, learned about spinning sheep wool and took a hayride through the farm's pastures as they learned more about the operation. To learn more about Shepherd's Cross, turn to page 20.



AFBF Women's Leadership Team member Sue Billiot encourages OKFB Leadership Team members to stay involved in educating Oklahomans about agriculture and shares ideas to promote the industry to others during the OKFB Leadership Team summer conference, July 12, in Claremore.



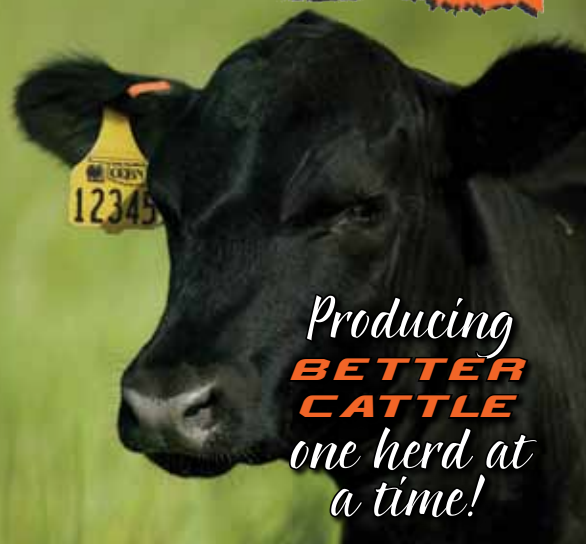
OKFB Leadership Team summer conference participants explore Shepherd's Cross, a working sheep farm northeast of Claremore. The group toured pastures of sheep, walked through the Bible garden and received a wool spinning demonstration during their time at the farm.

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Holly Carroll

OKFB announces vice president of field services and leadership development

Oklahoma Farm Bureau has named Holly Carroll vice president of field services and leadership development. In her new position, Carroll will lead OKFB field representatives as they serve as liaisons between the counties and the state Farm Bureau. She will also work with other OKFB divisions to ensure counties are informed about issues affecting agriculture and rural Oklahoma.

"I am confident in Holly's ability to lead our field services staff as they fulfill a critical role in communicating with our members and leaders in each county," said Monica Wilke, executive director of Oklahoma Farm Bureau and Affiliated Companies. "Holly's tremendous leadership skills and her dedication to Oklahoma agriculture make her

a great fit for this position."

Carroll has been serving the organization as a field representative since 2009. In addition to her new role, she will also continue as coordinator of the Young Farmers & Ranchers Committee.

"I am eager to build our presence in each of the counties and to continue offering superior service to our boards and county secretaries," Carroll said. "It is an honor to work for an organization that values its members and is committed to developing the next generation of farmers and ranchers."

Carroll grew up on a beef and tobacco farm in central Kentucky. She served as Kentucky's state FFA president and graduated from Western Kentucky University before moving to Oklahoma.



LeeAnna Covington

Covington joins OKFB public policy

LeeAnna Covington has joined the Oklahoma Farm Bureau public policy department as the director of national affairs.

"We are extremely pleased to have LeeAnna in our public policy department," said Monica Wilke, executive director of Oklahoma Farm Bureau and Affiliated Companies. "Her legal and agricultural background is a good fit for the demanding and complex public policy arena. She brings a high degree of professionalism, legal knowledge and understanding of agriculture important to our organization."

In her new position, Covington will work on national agricultural issues, including the farm bill, immigration and estate taxes. She will also be a constant presence at the state Capitol focusing on agriculture and rural issues important to OKFB members.

"I look forward to serving the Oklahoma Farm Bureau in this new capacity," Covington said. "I strongly support the mission of our member driven organization."

Covington grew up on a family farm and ranch in Logan County. She earned a bachelor's degree in agricultural economics from Oklahoma State University, while serving as team captain of the OSU Equestrian Team. Covington later obtained a juris doctorate from Oklahoma City University.

Covington has previously worked for Oklahoma Farm Bureau in the human resources department, where she utilized her legal background in employment related matters.

Covington joins John Collison, vice president of public policy and media relations; Marla Peek, director of regulatory affairs; and Sara Drozdowski, public policy coordinator.

Oklahoma Country is going electronic

As Oklahoma Farm Bureau continues to make information more accessible to our members with a redesigned website and larger social media presence, we are excited to announce a new interactive, electronic version of *Oklahoma Country* will soon be available at www.okfarmbureau.org. In addition, we will continue to produce four issues of the publication each year, but only the spring and fall issues will be printed. The Winter 2014 and Summer 2014 issues will only be available online. Please make sure to provide an email address on your membership renewal form or call your county secretary to update your information so we can let you know when the electronic versions are available.

OKFB offers course for political candidates

Many Farm Bureau members are involved in public service and serve as leaders in their communities. The 2014 elections will be here before we know it, and OKFB is once again hosting a campaign management seminar for members interested in running for public office, Feb. 13-14, at the OKFB home office in Oklahoma City.


American Farm Bureau Federation has developed this seminar with the help of professional political consultants and staff members of the Democrat and Republican parties. Linda Johnson, director of policy implementation for the AFBF office in Washington, D.C., will lead participants through case study exercises, including a computer-simulated campaign. The computer-simulated campaign will test the candidates' campaign techniques, tools and methods. The campaign seminar will also include sessions on candidate evaluation, campaign issues, raising campaign funds, working with the news media, recruiting volunteer campaign workers and using polling data to your advantage.

The seminar is open to candidates, spouses and campaign managers. Contact your county Farm Bureau office or Marla Peek at (405) 523-2437 or marla.peek@okfb.org for more details on the course or registration fees. The deadline to register is January 20.



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Youth gain leadership insight at OKFB conference

Seventeen of Oklahoma's best and brightest high school seniors spent four days learning about leadership, team building and agriculture at the second annual Oklahoma Youth Leading Agriculture conference, June 24-27, in Oklahoma City. OYLA is hosted by Oklahoma Farm Bureau's Young Farmers and Ranchers Committee.

Mason Bolay, chairman of the YF&R Committee, said OYLA participants were handpicked based on their leadership experience, academic excellence and agricultural interests.

"We know we picked 17 of the state's top high school seniors who are going to be the face of agriculture in the future," Bolay said.

The conference was designed to prepare high school students for a future career in agriculture and advance youth leadership. The group learned about media training, money-spending habits and agricultural advocacy. They toured

companies such as Oklahoma Farm Bureau, Chesapeake Energy, P&K Equipment and Whole Foods.

"The purpose of OYLA is to expose rural Oklahoma students to careers in agriculture and related fields that are right here in Oklahoma," said Holly Carroll, OKFB vice president of field services and leadership development. "We want to help them find ways to stay in our state after graduation, because we know that they are the key to the future success of Farm Bureau and Oklahoma agriculture. We also focus on developing leadership and communication skills while increasing their networking abilities."

Carroll said the conference promotes gaining confidence, overcoming challenges and gaining some agricultural education.

"We want them to know the importance of

agriculture in Oklahoma and the role they play in continuing the traditions we hold so dear," Carroll said.

Gatlin Squires, a senior at Kingfisher High School, said OYLA has helped him network with industry professionals and other agricultural enthusiasts his age.

"We're at very impressionable ages right now," Squires said. "We're trying to develop a sense of who we are and by doing that we're developing friends and we're establishing those connections that are going to be there

for the rest of our lives."

Pawnee high school's Morgan Vance said OYLA broadened her knowledge of agriculture and helped her see the bigger picture.

"Being with some of the most premiere agriculturalists of our generation and learning how to be better advocates for agriculture has really expanded my horizons," Vance said. "Learning all the behind-the-scenes stuff has really opened my eyes and given me a greater grasp on what we [as agriculturalists] do."

Service-minded leadership and

volunteerism were seen throughout the conference as well. The group worked with Kids Against Hunger to assemble meals to send to hungry families across the state.

"Knowing that it



Above: High school seniors from across Oklahoma stop for a photo outside the OKFB boardroom during the Oklahoma Youth Leading Agriculture conference.

Right: P&K Equipment in Kingfisher gives OYLA participants hands-on experience driving farm machinery equipped with GPS capabilities.



took us literally four seconds to feed six people a meal for their day was overwhelming," Vance said. "The fact that we fed over 6,000 people in an hour and a half was mind blowing."

The conference also gave participants the opportunity to see Oklahoma Farm Bureau in a different light.

"One of the highlights of the conference was learning how to advocate for agriculture because that's one of the main things Farm Bureau does through lobbying and legislation support," Squires said. "It was a cool opportunity to work with Farm Bureau and see some behind-the-scenes stuff that we don't normally get to see."

Squires and Vance said the leadership skills, agricultural knowledge and connections they have made will not soon be forgotten.

"It's been an awesome opportunity and these connections will be with us for the rest of our lives," Squires said.



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OKFB redesigns website

The newly redesigned OKFB website offers updated features and more agricultural news for viewers.

Social media feeds, commodity market reports and weather forecasts have been added to the homepage, and the Oklahoma Farm Bureau news section has been expanded, making it a one-stop shop for agricultural information. Links to an audio feature of the day and OKFB's YouTube channel give users access to several multimedia forms of communication.

In addition, each webpage now has a social media sharing toolbar, allowing users to easily share their favorite stories and content from the site. Viewers will appreciate the "Application Center," which hosts all awards, recognition and other application forms that were previously located on various pages throughout the site. Finally, the member benefits page has been updated, making it easier to browse the variety of member benefits OKFB offers.

More features are in the works, so visit the site often to stay connected with OKFB.



YF&R Committee sponsors statewide livestock judging contests



YF&R Chairman Mason Bolay (left) presents plaques to Alva 4-H members who won the senior 4-H division of the 2013 Oklahoma Farm Bureau YF&R livestock judging contest during the Oklahoma State Fair, Sept. 13. Nearly 800 youth from across the state participated in the annual event.



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FFA and 4-H members evaluate a class of commercial market hogs during the 2013 Big Three Field Days in Stillwater, July 16-18. The OKFB Young Farmers and Ranchers Committee is a longtime supporter of the contest, and more than 1,400 youth from Oklahoma and across the country participated this past summer.

OKFB hosts Southern Region Legislative Conference

More than 100 public policy staff members and their families from 13 southern state Farm Bureaus gathered in Durant, July 28 - Aug. 1, for the Southern Region Legislative Conference hosted by OKFB.

Staff members from each state presented their successes from the recent legislative sessions and discussed upcoming policy issues affecting agriculture.

"This annual event is a beneficial way to share ideas and learn what works for other public policy staffs," said John Collison, OKFB vice president of public policy and media relations. "It's a chance for like-minded states to build consensus on the best ways to handle issues and better represent our members."

Attendees were also treated to true Oklahoma hospitality as they participated in several outdoor activities and tours, including sporting clays at the home of Bryan County FB members Jim and Amy Ford, a visit to the Noble Foundation in Ardmore, a striper fishing expedition on Lake Texoma and a trip to Lake Murray State Park to hear OU

Professor of Law Drew Kershen speak about how water law differs between states.

Participants also enjoyed a reception at the home of former Congressman Bill Brewster and his wife Suzie and a fish fry at the Marietta Rod and Gun Club.

SRLC attendees visit the trophy room of former Congressman Bill and Suzie Brewster near Marietta. The Brewsters are avid hunters and have more than 90 mounts displayed in the room.



Oklahoma Farm Bureau communications division wins PR awards



OKFB Director of Corporate Communications Dustin Mielke's photo of Okmulgee veterinarian Pat Edmonds was featured in the spring 2012 issue of Oklahoma Country and won the best single photo award at the 2013 AFBF Public Relations Conference.

The Oklahoma Farm Bureau corporate communications and public relations team received eight national awards during the American Farm Bureau Public Relations Conference in Portland, Ore., June 24-27. The awards recognize excellence in communicating agriculture and Farm Bureau's message.

OKFB competed against other state Farm Bureaus in the large-state (over 80,000 members) category.

Sam Knipp was the winner of the best audio news story and best audio feature story divisions. Knipp also earned honorable mention in the best audio program category.

OKFB's Dustin Mielke was named the winner in two divisions including best single photo and best use of photos, as well as honorable mention in the best video feature story division.

Former OKFB staff member Gail Banzet Ellis received honorable mention in the best feature story division and the OKFB Communications Division earned honorable mention for best media relations event.

STATEMENT OF OWNERSHIP, MANAGEMENT, AND CIRCULATION

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— Macey Hedges

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Oklahoma Food Safety Task Force enhances food safety in the state

The issue of food safety has challenged groups to think outside of the box for ways to minimize food safety risks and, as a result, implement new protocols and resources. However, a more innovative approach has some states forming statewide food safety task forces.

In 2009, Oklahoma became one of these states after establishing the Oklahoma Food Safety Task Force.

The task force materialized after the Oklahoma Department of Agriculture, Food and Forestry received a five-year \$5,000 grant from the U.S. Food and Drug Administration to fund the Oklahoma Food Safety Task Force.

"This award provides funding over five years so that states can develop a means to create an effective statewide infrastructure for outreach, response and information

sharing," said Chuck Willoughby, Oklahoma State University's Robert M. Kerr Food & Agricultural Products Center business planning and marketing relations manager.

The task force was created to foster communication, cooperation and collaboration of efforts related to food safety in Oklahoma spanning the horizon from production, processing, distribution, retail and foodservice sales, and home consumption of the food supply.

"This FDA program to help states implement a statewide task force is meant to bring people together from various disciplines that may have overlapping roles when it comes to food safety outbreaks, food-related bioterrorism, accidental catastrophes, etc.," said Peter Muriana, FAPC food microbiologist and Oklahoma Food Safety Task Force coordinating committee member.

Muriana said the formation of this group offers multiple benefits, including readiness, networking and information sharing.

"Having a collaborative network in the area of food safety is helpful because if something were to happen, there is already a connection and familiarity between groups making it easier to communicate with one another," Muriana said. "This group allows us to be prepared for potential threats to food safety, as well as share ideas of what works

and what does not. Besides the traditional food-affiliated groups such as state agencies, national agencies, representatives of food wholesalers and agricultural commodities, we also have included groups involved with investigations as food defense is an important part of food safety."

Since the inception of the task force, members have met each year to strengthen the relationships between the organizations represented, train for all potential food emergency hazards and identify priorities for the task force.

"I believe communication and developing relationships is of extreme importance," said Stan Stromberg, Oklahoma Department of Agriculture, Food and Forestry food safety director and Oklahoma Food Safety Task Force committee chair. "If we can develop those relationships so we know who to talk to and communicate with, it will only strengthen the core of the task force. We're all in this situation together and we need to work together for the people of Oklahoma."

In its fifth year, the task force is making headway. In 2011, the task force welcomed the input of representatives from states with developed food safety task forces: Indiana, Iowa and Tennessee.

"As Oklahoma has worked to shape its task force, it has studied other states' food safety task forces to understand what we could adapt to work well in Oklahoma or learn lessons of what not to do," Willoughby said. "This was a primary focus of the annual meeting in 2011."

Throughout the year, the task force stays connected through meetings and correspondence.

"The group meets on an annual basis," Willoughby said. "Meetings can include a large cadre of food industry, agency, tribal and academic stakeholders or just the coordinating committee. The coordinating committee also meets more frequently as



Chuck Willoughby, FAPC business and marketing relations manager, discusses outcomes of previous Oklahoma Food Safety Task Force gatherings during the July 23 meeting. Members meet each year to strengthen the relationships between the organizations represented, train for all potential food emergency hazards and identify priorities for the task force.

By Rebecca Bailey
FAPC Communications Services Graduate Assistant

needed to plan for large group annual meetings or to discuss current issues and topics.”

Still in development, there are big plans and high expectations for the future of the task force. The coordinating committee recently gathered July 23 at FAPC to discuss future plans.

“Our next steps are to create a more formalized structure, put officers in place, establish a website and have an operational organization,” Muriana said.

Muriana said they are already in the process of creating a website to share food safety-related information.

“The website will offer links connected to food safety, with everything from recalls and state agencies to health departments and available workshops,” Muriana said. “Having all of this in one place will make it easier for users to find information.”

Muriana said they also hope to convene more regularly to accomplish more.

“We have an annual meeting, but we are trying to get together at least quarterly,” Muriana said. “To be of more value to Oklahoma, we need to get together more than just once a year.”

Plans are underway to address these next steps of integrating a formalized structure to better carry out the objectives of the task force.

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Country Kitchen

GERMAN BEEF POT ROAST WITH MUSHROOM LEEK SAUCE (SERVES 6)

Ingredients:

1 (2-pound) Certified Angus Beef® bottom round roast
2 tablespoons olive oil, divided
2 cups sliced leeks, washed, light green only
1 (26-ounce) can cream of mushroom soup
1 cup water
1 (10-ounce) package egg noodles
Salt and pepper to taste

Instructions:

Preheat oven to 350°F.
Heat 1 tablespoon oil in medium-size braising pan. Season roast with salt and pepper. Sear on all sides until brown.
Remove roast from pan and set aside. Add leeks and sauté until lightly brown.
Add mushroom soup and water; bring to a simmer. Return roast to pan and place in oven for 2 hours.
Cook noodles according to package directions. Drain and toss with 1 tablespoon olive oil.
Remove roast from oven and let rest 10 to 15 minutes. Pull beef apart with fork and serve over noodles with mushroom leek sauce.



CHILI RUB SLOW COOKER PULLED PORK (SERVES 8 TO 10)

Ingredients:

3 pound boneless blade pork roast, or sirloin roast
2 tablespoons chili powder
1 1/2 teaspoons salt
1/2 teaspoon cayenne pepper
1 tablespoon canola oil, or other neutral-flavored oil
1/2 cup chicken broth

Instructions:

Line a 9- by 13-inch baking pan with foil and place the pork in the pan. In a small bowl, combine the chili powder, salt, and cayenne. Rub the mixture over all sides of the meat, pressing it to adhere (if the meat is tied together with twine or netting, just rub the seasoning right over it). Set aside.
In a large skillet over medium-high heat, warm the oil. Add the pork and brown on all sides, 6 to 8 minutes. Transfer the meat to a slow cooker.
Add the broth to the skillet, scraping up any browned bits. Add the broth to the slow cooker, cover, and cook until the pork is very tender, 6 to 8 hours on low or 4 to 5 hours on high.
Transfer the meat to a cutting board and let rest 10 to 15 minutes. Use two forks to shred meat into bite-sized pieces. Moisten/season with cooking juices to taste.

Serving Suggestions:

This recipe is only mildly spiced, so if you like things with a kick, try adding more cayenne to the rub or add some of your favorite hot sauce to the finished, shredded meat. Use the pork to make a traditional pulled pork sandwich, with barbecue sauce and slaw, or enjoy it in your favorite chili recipe or on top of a Tex Mex Caesar salad.



Country Classifieds

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GM: Through April 1, 2014, Chevrolet and GMC are offering Oklahoma Farm Bureau members an additional \$1,000 incentive on the acquisition of any new 2013 & 2014 regular cab, heavy duty (2500/3500 series) trucks. This is in addition to the standard \$500 Farm Bureau incentive, so the total Farm Bureau incentive on these models is \$1,500. Farm Bureau's private offer is also stackable with all retail promotions, such as Consumer Cash.



ALAMO RENT-A-CAR: Oklahoma Farm Bureau members save up to 20 percent and can take advantage of additional coupons at Alamo. You can get to the fun faster with self-serve check-in. Just skip the counter, check-in at the kiosk and drive away. All you need is a valid driver's license and a major credit card. Visit www.okfarmbureau.org/benefits and click on the Alamo website or call 1-800-462-5266 and reference contact ID 7016208.



ENTERPRISE RENT-A-CAR: When you're ready to go, Enterprise makes it easy with everyday low rates on great cars, plus your Oklahoma Farm Bureau member discount. With the largest fleet in North America and a wide variety of vehicles, Enterprise has you covered. Plus, there are more than 5,500 neighborhood and airport locations. Pick-up and drop-off service is subject to

geographic and other restrictions. Visit www.okfarmbureau.org/benefits and click on the Enterprise website or call 1-800-Rent-A-Car and reference customer code OKFARMB.



NATIONAL CAR RENTAL: National Car Rental offers members special discounts on auto rental rates. Oklahoma Farm Bureau members also save up to 20 percent on car rentals at National. For information or reservations, call National Car Rental at 1-800-227-7368 and reference contract ID 5030564 or visit www.okfarmbureau.org/benefits and click on the Enterprise website.



WYNDHAM HOTEL GROUP: Wyndham Hotel Group offers OKFB members discounts for stays at their hotel properties, which include Wyndham, Ramada, Days Inn, Super 8, Howard Johnson and more. With 15 hotel brands and more than 7,300 hotels in 66 countries, Wyndham offers a wide array of hotels no matter where your travels take you. To book, call 1(800) 364-6176 or visit www.wyndhamhotelgroup.com and use discount ID number 8000002866.

Annual Membership Dues by County

Adair	Alfalfa	Atoka	Beaver	Beckham	Blaine	Bryan	Caddo	Canadian	Carter
\$35.00	\$30.50	\$35.00	\$31.00	\$35.00	\$35.00	\$32.50	\$35.00	\$35.00	\$35.00
Cherokee	Choctaw	Cimarron	Cleveland	Coal	Comanche	Cotton	Craig	Creek	Custer
\$27.50	\$30.00	\$35.00	\$32.00	\$35.00	\$25.00	\$30.00	\$35.00	\$30.00	\$35.00
Delaware	Dewey	Ellis	Garfield	Garvin	Grady	Grant	Greer	Harmon	Harper
\$35.00	\$40.00	\$32.50	\$35.00	\$35.00	\$35.00	\$40.50	\$35.00	\$37.50	\$32.50
Haskell	Hughes	Jackson	Jefferson	Johnston	Kay	Kingfisher	Kiowa	Latimer	LeFlore
\$30.00	\$30.00	\$32.00	\$30.00	\$30.00	\$30.00	\$35.00	\$30.00	\$35.00	\$35.00
Lincoln	Logan	Love	McClain	McCurtain	McIntosh	Major	Marshall	Mayes	Murray
\$35.00	\$40.00	\$40.50	\$30.00	\$35.00	\$30.00	\$36.00	\$30.00	\$30.00	\$40.00
Muskogee	Noble	Nowata	Okfuskee	Oklahoma	Okmulgee	Osage	Ottawa	Pawnee	Payne
\$32.00	\$35.00	\$35.00	\$33.00	\$35.00	\$30.00	\$30.00	\$36.00	\$30.00	\$45.00
Pittsburg	Pontotoc	Pottawatomie	Pushmataha	Roger Mills	Rogers	Seminole	Sequoyah	Stephens	Texas
\$35.00	\$32.50	\$31.00	\$25.00	\$37.50	\$27.00	\$35.00	\$35.00	\$26.00	\$30.00
Tillman	Tulsa	Wagoner	Washington	Washita	Woods	Woodward			
\$32.50	\$35.00	\$30.00	\$35.00	\$35.00	\$34.50	\$32.50			

Each County Farm Bureau establishes its dues and has the final responsibility for membership classification and acceptance. Dues are non-refundable.

Membership Application

By becoming a member of Oklahoma Farm Bureau, the largest agricultural organization in Oklahoma, you join forces with over 100,000 members who share mutual goals of protecting agriculture and the rural way of life. OKFB membership gives you a powerful voice at our state's Capitol, as we address issues head-on that impact Oklahoma's agricultural industry and rural communities. Oklahoma Farm Bureau represents you, no matter how you are involved in agriculture, from the farm to the fork, directly or indirectly, rural or urban. Submit applications to: Membership Department, 2501 N. Stiles Ave, Oklahoma City, OK 73105.

Date: _____ Name: _____ DOB: _____
Spouse: _____ DOB: _____
Company/Ranch: _____ / _____ Address: _____
City: _____ State: _____ Zip: _____
County: _____ Telephone: _____
Email: _____ Submitted by: (If applicable) _____

Commodities that pertain to you: (Circle all that apply)

Cattle Dairy Hay Soybeans Sheep Wheat Cotton Swine Corn Poultry Peanuts Grain Pecan
Other: _____

Type of membership: (Check one)

- Voting:** ☐ 1. As a family (*man or wife, or single person*) we get the majority of our average gross income from the sale of agricultural products produced by us or tenant. (*Income from oil, gravel and other natural resources from land held for agricultural purposes counts as farm income.*)
- ☐ 2. I am retired from agriculture, living on income or social security accrued from agriculture and not employed full time in another occupation.
- ☐ 3. This membership is held by a partnership or corporation receiving the majority of income from sale of agricultural products. (*See Item 1, Voting Member*)

- Associate:** ☐ 4. I own or operate farm land, but my average gross agricultural income is less than half my total income. (*Part-time farmers, landlords, etc.*)
- ☐ 5. My occupation is in agribusiness. I provide goods and/or services in agriculture or work for an agricultural organization or agency.
- ☐ 6. My occupation is not directly related to agriculture or agribusiness.
- ☐ 7. This membership is held by a church, FFA chapter, an association or by a corporation not producing agricultural products.

Please send me information on the following: ____ OKFB Leadership Team; ____ Young Farmers and Ranchers; ____ Legislative Activities/Public Policy; ____ Member Benefits

***Annual Dues:** \$ _____ (*See chart on opposite page*).

**Dues are non-refundable. Membership dues include a subscription to Oklahoma Country magazine.*

I hereby submit my application for county membership with the Oklahoma Farm Bureau. I understand and agree that the county Farm Bureau has the responsibility for the final acceptance and classification of membership.

X _____
Applicant's Signature

County Office Use Only

Board Approval Signature

JOINT PRIVACY NOTICE



AG SECURITY INSURANCE COMPANY

On Behalf Of: Oklahoma Farm Bureau Mutual Insurance Company and AgSecurity Insurance Company. When you see the words we, us, or our within this *Joint Privacy Notice*, you should understand that those words include Oklahoma Farm Bureau Mutual Insurance Company and AgSecurity Insurance Company.

Our Commitment To Safeguarding Your Privacy

This *Joint Privacy Notice* is being provided to you to inform you of our practices and procedures regarding the sharing of non-public personal information. Non-public personal information is personally identifiable financial information about you, your family, or your household that we may obtain directly from you, that we may obtain as a result of our business dealings with you, or that we may obtain from any other source.

We do not engage in the practice of disclosing your non-public personal information to nonaffiliated third parties other than, as necessary, to provide quality insurance services to our customers. For instance, we do not sell your name, address or telephone number to telemarketers or to direct mail solicitors. We do not engage in "list-selling," and we do not offer your personal information to publishing houses, retailers, or coupon companies. During the continuation of our customer relationship with you, we will also provide you with a copy of this *Joint Privacy Notice* at least once during each calendar year as part of a regular mailing, such as within a billing or a renewal notice or with a policy and at any time that you request in writing a copy of this *Joint Privacy Notice*. Further, because federal and state laws, regulations and business practices can change at any time, we may revise this *Joint Privacy Notice* accordingly. Once you cease to be a policyholder, we will stop sending you annual privacy notices.

Information We May Collect & Use

During the course of reviewing your application for insurance coverage and deciding whether or not to underwrite the insurance policy for which you have applied, and, if we issue you a policy, during the course of providing services to you as required by the policy, we collect and evaluate information from the following sources:

- Information we receive from you on applications or other forms;
- Information about your transactions with us, our affiliates or others;
- Information we receive from consumer reporting agencies; and
- Information we receive from state or federal agencies.

It is important for us to collect and use this information to properly provide, administer and perform services on your behalf. We could not provide optimum service to you without collecting and using this information.

Information We May Disclose

We regard all of your personal information as confidential. Therefore, we do not disclose any non-public personal information about our customers or former customers to anyone except as permitted by law. In the course of conducting our business dealings, we

may disclose to other parties certain information we have about you. These disclosures are only made in accordance with applicable laws, and may include disclosures to reinsurers, administrators, service providers, consultants and regulatory or governmental authorities. Furthermore, certain disclosures of information will be made to your Farm Bureau personnel authorized to have access to your personal information for the purpose of administering your business and providing services to you.

We may disclose the following categories of information to companies that perform services on our behalf or to other financial institutions with which we have joint marketing agreements:

- Information we received from you on applications or other forms, such as your name, address, Social Security number, county Farm Bureau membership number, assets, income and beneficiaries;
- Information about your transactions with us, our affiliates or others, such as your policy coverage, premium, loss history and payment history; and
- Information we receive from a consumer reporting agency, such as your creditworthiness and credit history.

We may disclose non-public personal information about you to the following types of third parties:

- Financial service providers, such as life insurers, automobile insurers, mortgage bankers, securities broker-dealers, and insurance agents;
- Non financial companies, such as retailers, direct marketers, airlines, and publishers; and
- Others, such as nonprofit organizations.

These entities with which we share personal information are required to maintain the confidentiality of that information. We do not authorize these parties to use or disclose your personal information for any purpose other than for the express purpose of performing work on our behalf or as required or permitted by law.

How We Maintain The Confidentiality & Security Of Your Information

We carefully restrict access to non-public personal information to our employees, our independent contractor insurance agents, our service contract providers, and our affiliates and subsidiaries. The right of our employees, our independent contractor insurance agents, our service contract providers, and our affiliates and subsidiaries to further disclose and use the information is limited by our employee handbook, agent's manual, applicable law, and nondisclosure agreements where appropriate. We maintain physical electronic, and procedural safeguards that comply with federal and state law to guard your non-public personal information.

Your Opt-Out Right

We reserve the right to disclose non-public personal information about our customers to a nonaffiliated third party. However, if you prefer that we not disclose non-public personal financial information about you to nonaffiliated third parties, you may opt out of those disclosures, that is, you may direct us not to make those disclosures (information sharing which is permitted by law includes sharing information with our affiliates and non-affiliates about our transactions

or experiences with you for business, administrative and other legal purposes).

If you wish to opt out of disclosures to nonaffiliated third parties, you may choose one of the following options:

1. Complete the opt-out form on our website located at okfarminsurance.com OR
2. Mail or Fax the attached opt-out form to us. Fax # 405-523-2581.

Your opt-out form must reach us within 30 days of your receipt of our privacy notice. Your opt-out request will take effect on the 7th day following receipt of your request, to allow for notification to all applicable affiliated or nonaffiliated third parties.

If you share your account with another person, either of you may opt-out of disclosures (other than disclosures permitted by law) for both of you. Please indicate on the Opt-Out Notice form if you are opting out for one or both of you.

Conclusion

If you have any questions or comments concerning this *Joint Privacy Notice* or our privacy standards and procedures, please write us at Post Office Box 53332, Oklahoma City, Oklahoma 73152-3332. Our functional regulator is the State of Oklahoma, Department of Insurance. If we cannot resolve your concerns or answer your questions, feel free to contact our regulator.

This Joint Privacy Notice describes our company's privacy policy and practices in accordance with the Gramm-Leach-Bliley Act, 15 USC §6801, and with various state-specific privacy/financial information laws and regulations in the states in which our company does business.

Copyright © 2011 Oklahoma Farm Bureau Mutual Insurance Companies
2501 N. Stiles, Oklahoma City, OK 73105

OPT-OUT NOTICE

I prefer that you do not disclose nonpublic personal financial information about me to nonaffiliated third parties, (other than disclosures permitted by law, which include sharing information with our affiliates & nonaffiliates about our transactions or experiences with you for business, administrative and other legal purposes). In order for an opt-out notice to be valid, all *required information must be completed.

Clip & mail this form to:
OFBMIC, c/o Opt-Out Notice
P.O.B. 53332 • Oklahoma City, OK 73152-3332

*Name: _____

*Phone Number: _____

*Address: _____

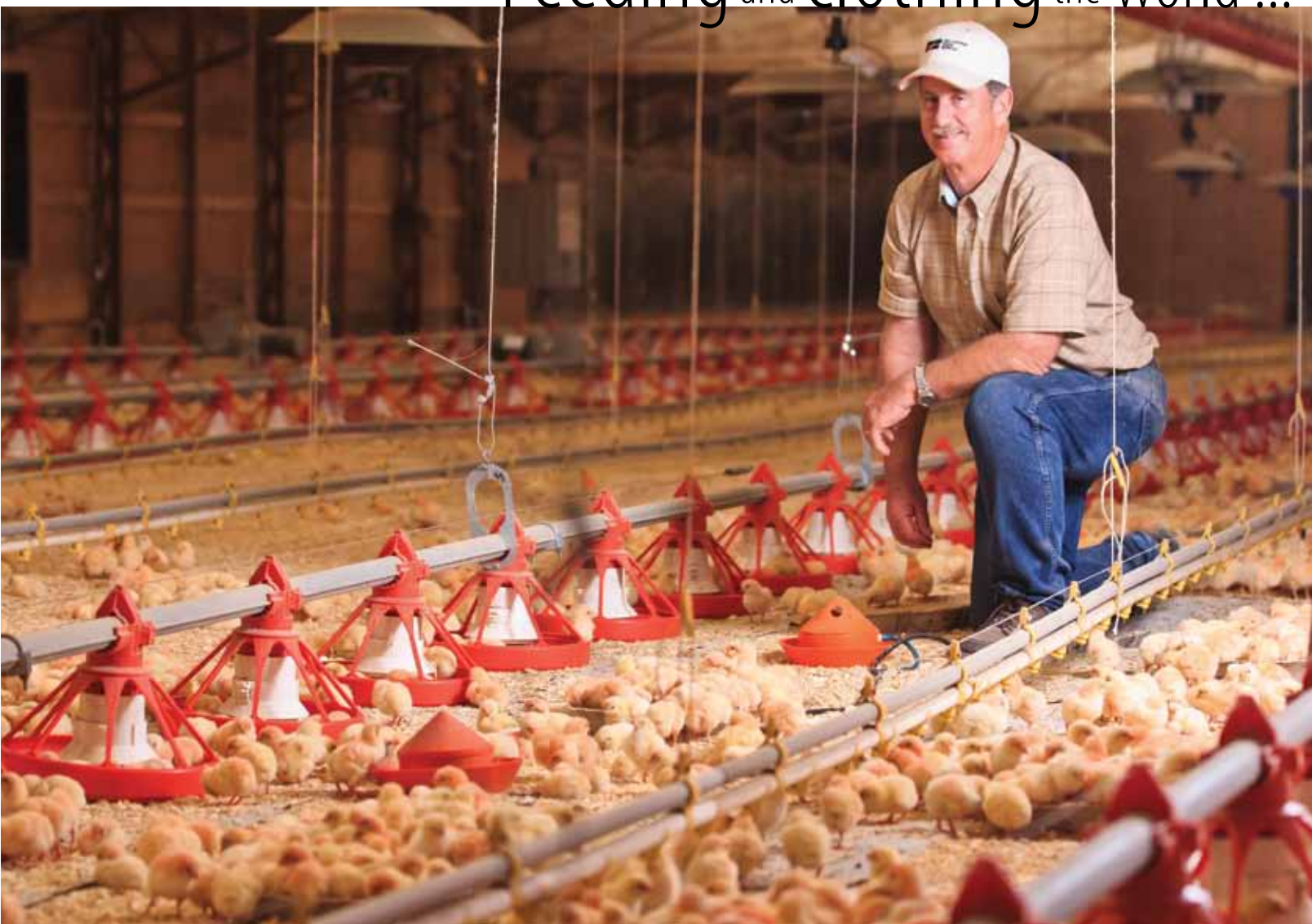
*City: _____

*Email: _____

*Policy Number: _____

*Membership Number: _____

Feeding and clothing the world ...



one farmer at a time.

Ricky Longshore will be the first person to tell you his chickens live better than he does. With heated and cooled housing, computer-controlled feeding and watering, and even an alert system that sends notices to his cell phone, this eastern Oklahoma farmer raises chickens with technology and compassion. Caring for animals, being a careful steward of the land and producing the world's safest food begins with Ricky, and thousands of Oklahoma Farm Bureau members across our state.

Conserve Energy With Alcoa Siding

***CUT FUEL COSTS! *CUT HEATING COSTS! *CUT COOLING COSTS!**

Alcoa Steel & Vinyl Siding America's At Home With Alcoa

Yes! Energy savings over a short period will more than pay for the new siding investment in your home.

Does not absorb or retain moisture like wood.

Does not support combustion.



Stays beautiful wherever you live!

Retains beauty year in, year out.



Does not peel, flake, corrode or rust. Easy to clean—simply hose down.

Mars, scars, abrasions don't show. High impact-resistant.

White & 12 decorator colors. Never needs paint—durability built in not painted on.

Insulates against cold or heat.

Goes up easily over wood, asbestos, stucco or masonry walls.

Protect your investment in your home! Improve its value!

Muffles outside noises, assures a quieter, more livable home.

Permanently protects & beautifies your home.

Resists damaging effects of acids, salt, water, sun, rain, oil, etc.

Maintenance free -- the BEST buy in today's home covering market!

Completely covers split, warped, faded or peeled outside walls.

Here are the names of just a few of your Farm Bureau neighbors who are enjoying the beauty & comfort of Alcoa Siding products. Feel free to check with them.

Benny Rogers
P.O. Box 883
Perry, OK
Bob Bolay
Rt. 2, Box 119
Perry, OK
Carl Windham
10404 N.W. 37th
Yukon, OK
Don Rainwater
5710 Willow Dr.
Norman, OK
Neil Roberts
1400 Charles
Norman, OK
O.B. Puckett
200 Elm
Mayville, OK
Eddie Hult
P.O. Box 101
Sterling, OK

Forest Masters
317 W. Shendian
Kingfisher, OK
Beryl James
1512 W. Brown
Yukon, OK
Unique Coffeures
5900 N.W. 49th
Oklahoma City, OK
Linda Sifton
P.O. Box 100
Binger, OK
Delores Knupik
414 W. Birch
Enid, OK
Tim Cameron
Rt. 1, Box 85
Orlando, OK
Jack Steele
119 Thompson
Kingfisher, OK

Steve Leck
116 S. Flynn
Calumet, OK
Jerry Benda
63125 Gregory Rd.
El Reno, OK
Clark Graham
213 N.W. 1st
Moore, OK
Carl McKinney
P.O. Box 592
Eufaula, OK
Greg Biggs
18600 N. Antler Way
Deer Creek, OK
Daniel Garrett
1909 S. Jensen
El Reno, OK
Mike Yousey
20502 S.E. 15th
Hannah, OK

Al Castro
4601 Winners Circle
Norman, OK
Don Blain
308 E. Jarman
Midwest City, OK
Kenneth Azlin
P.O. Box 921
Seminole, OK
Gerald McDaniel
14714 Kay Ridge Dr.
Newalla, OK
Mike Linke
201 Owen
Mustang, OK
Mike Lee
Rt. 4, Box 193
Tuttle, OK
Larry Yost
315 N. 3rd
Watonga, OK

Starling Miller
912 Kansas
Chickasha, OK
Herschel Nichols
Route 1
Prague, OK
Jerry Haynes
P.O. Box 208
Cashon, OK
Charles Frank
1908 Brook Hollow Ct.
Stillwater, OK
Lynn Luker
720 W. Jackson
Crescent, OK
Jim Youngs
1201 Clearview
Mustang, OK
Tommie Richardson
P.O. Box 361
Purcell, OK

Cade Boepple
Rt. 1, Box 7
Covington, OK
Randy Plant
18701 Garden Ridge
Edmond, OK
S & J Tire Co.
Hwy. 81
El Reno, OK
Ron Pinkerton
7521 N.W. 40th
Oklahoma City, OK
Leslie Bradford
Rt. 3, Box 298
Watonga, OK
Sharon Graham
2821 Bella Vista
Midwest City, OK
James Bryant
1755 N. Country Club
Newcastle, OK

Keller Rest.
820 N. McAuliffe
Oklahoma City, OK
Larry Smith
Rt. 2, Box 122
Kingfisher, OK
Mickey Brown
1705 Country Club
Newcastle, OK
Barth Construction
Lot 6 Wild Turkey Hollow
Stillwater, OK
Jeff Palmer
820 S. 6th
Kingfisher, OK
Starling Miller
Rt. 3, Box 129A
Perry, OK
Mike Nemec
Rt. 1, Box 90
Perry, OK

Willie Clay
1845 N.W. 23rd
Newcastle, OK
Don Jantz
Rt. 3
Enid, OK
Dawn Faust
5329 Lyric Lane
Midwest City, OK
Veres Zum Mullen
Rt. 4
Clare, OK
Jim Nichols
4737 Crest Pl.
Del City, OK
Glenda Irick
2601 N.W. 118th
Oklahoma City, OK
Teresa Chasam
128 Chickasaw
Yukon, OK

Reese Wilmoth
5400 N.W. 66th
Oklahoma City, OK
Mark Kelley
3421 N.W. 67th
Oklahoma City, OK
Richard Boren
Rt. 1, Box 151
Geary, OK
Dwayne Smith
415 S.W. 16th
Newcastle, OK
Hanley Hintergard
9100 Whitehall Ct.
Oklahoma City, OK
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Yukon, OK

Check these features

- No artificial look
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- Won't rot or peel
- Won't absorb or retain moisture
- No exposed nails
- Won't break up in hail
- Won't dent like aluminum
- Static electricity attraction free.

Farm Bureau members receive a 33 1/3% discount off nationally-published retail prices. Now in effect for Oklahoma! Call 405-721-2807 or complete coupon below.

NO OBLIGATION!

Buy directly from the company owners—in the siding business since 1937! No middlemen involved. We can beat most any deal. Buy today before costs soar higher!

TERMS AVAILABLE

Special discount for FB Members Only.

NOTICE

Siding materials sold on an applied basis only.

OK! I want more information, facts, figures, estimates and color pictures of completed jobs. No obligation. You be the judge! Send coupon immediately! One of the OWNERS of the company will personally contact you! No high pressure. Just the facts for your consideration! Act NOW! You'll be glad you did!

Name _____
Address _____ City _____
Telephone _____ Best Time To Call: _____ A.M. _____ P.M.
If Rural, Give Directions _____

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