

Oklahoma

Country



The Magazine of the
Oklahoma Farm Bureau
® Spring 2021 • Vol. 74



The power of kindness

One Oklahoma farm family turns **personal tragedy** into a community effort to help fellow Oklahomans and spread the **power of positivity**.

Heeding the call

Agriculture pushes onward through winter storms

Lincoln to local

Learning about Oklahoma's redistricting process

Your local connection

Meet OKFB's team of field representatives



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ON THE COVER

Through unimaginable loss, Kiowa County Farm Bureau members Brian and Misty Johnson and their family spread the message of being kind after the loss of their son. *Photo by Dustin Mielke*

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The power of kindness

By Brianne Schwabauer

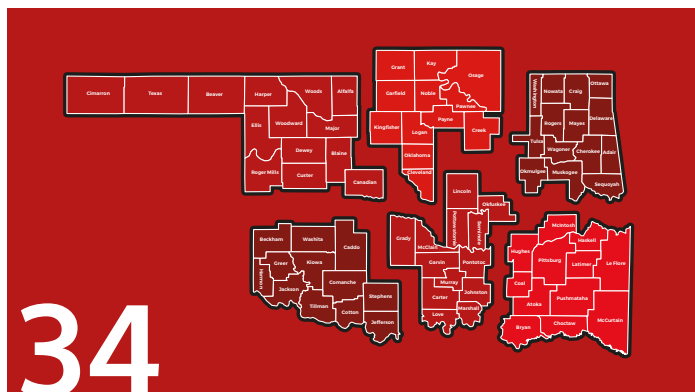
After facing the loss of their son Tucker, the Johnson family of Kiowa County continues to spread hope, kindness and positivity to others in remembrance of him.



Heeding the call

By Hannah Davis

In the midst of Oklahoma's recent historic winter weather, Scott Neufeld shares what it was like to face the storm as he fulfilled his calling to tend and care for his family's livestock.



Your local connection

Meet Oklahoma Farm Bureau's six field representatives who work diligently to serve members within their district.



PRESIDENTIALLY SPEAKING

Building a bright future for agriculture is a team effort

By Rodd Moesel

President, Oklahoma Farm Bureau & Affiliated Companies

When we think of great teams, we often first remember legendary sports teams who win championships or pull out an upset in the most unlikely of circumstances. Or perhaps it is a group of scientists or engineers working together to beat the clock to help advance our society. Maybe we recall a group effort from our days in 4-H or FFA where we worked together with our club or chapter to build and grow for the future.

At Oklahoma Farm Bureau, we have some incredible teams. And while our Farm Bureau teams may not take the field or make the evening news sports highlights, they work diligently to advance agriculture and rural Oklahoma.

As we find ourselves in the middle of the 2021 Oklahoma legislative session, our public policy team takes the message of our grassroots members to the state Capitol. Already this year, we have worked on issues ranging from ad valorem taxes to broadband internet access and from rural health care to funding for the Oklahoma Department of Agriculture, Food and Forestry. Our public policy department has already called upon OKFB members to voice their opposition to two bills that could have opened the door for additional ad valorem taxes. Our Farm Bureau members reached out, made their voices heard and worked as a team to keep those bills from advancing, backing up our grassroots Farm Bureau policy.

Our communications team has stepped up their game and are pushing out more information about the legislative session and Farm Bureau. From our weekly Lincoln to Local video series highlighting legislative action to sharing the latest action at the state Capitol on social media, there are numerous ways OKFB members can stay in touch. We have also started a weekly Zoom call for OKFB members to visit regularly with our public policy team about the issues that impact their livelihoods. Our communications department also stepped up to share the agriculture story during the historic February winter storm, spreading the heroic efforts of farmers and ranchers to a nationwide audience.

Our field staff is now back to full strength with the addition of a new team member, Katie Wilkinson. They also have a new leader in Justin Whitmore, a seasoned member of our field staff who has a vision to increase county Farm Bureau involvement

with state-level support. Our field representative team serves as a critical link between county activities in local communities and state- and national-level work Farm Bureau takes on for its members. Learn more about how our field staff works to build connections between our counties and the OKFB home office on page 34.


The Farm Bureau team effort goes beyond county and state

activities and reaches all the way to our federal government. With a new presidential administration, both OKFB and American Farm Bureau are working to forge fruitful relationships with new federal agency staff to make sure Oklahoma perspectives are heard in Washington, D.C. From the halls of Congress to the United States Department of Agriculture, the Environmental

Protection Agency and beyond, your Farm Bureau membership helps share our rural perspectives in our nation's capital.

Of course, the most fundamental part of our Farm Bureau team is our members. Our strength is found in coming together and making our voices heard to form a positive future for our communities, our state and our nation.

You can take an active role on our team by staying informed and sharing your insights. Tune in to our weekly legislative Zoom call to stay on top of state-level issues. Check out our website and our social media platforms to see the daily work your organization takes on for you. Attend an August area meeting this year to come together with like-minded Oklahomans to shape the future of agriculture.

With all of us pulling together and playing our part, the Farm Bureau team is strong, and we will work to win victory after victory for the future of us all. 

“Our strength is found in coming together and making our voices heard to form a positive future for our communities, our state and our nation.”

— Rodd Moesel



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EXECUTIVE OUTLOOK

Pressing on to the future, persevering toward the goal

By Thad Doye
Executive Director, Oklahoma Farm Bureau

Farming and ranching in Oklahoma is not for the faint of heart.

If the uncertainty in prices, input costs and regulations is not enough to contend with, there's always the weather.

The historic snow and cold our state experienced in February brought with it plenty of challenges for family farmers and ranchers across our entire state. While cold weather and snowstorms are to be expected during an Oklahoma winter, the length of the 2021 cold snap combined with multiple rounds of blizzard-like conditions turned everyday tasks into hard-fought battles.

Our agricultural producers stepped up – like they always do – and took care of their animals. On our family's farm, we spent day after day making the rounds, clearing ice from ponds and watering troughs while ensuring our cattle were fed, warm and happy. Chores that normally took us a few hours took up most of our day when temperatures dipped below zero.

Making it through the storm was not easy for any farmer or rancher, but there is one shared trait that makes Oklahoma agriculturalists who we are: perseverance.

It is perseverance that drives a farmer to invest the time, energy and money to plant a crop even when it is uncertain if rain will fall during the growing season. It is perseverance that makes a livestock producer check on animals throughout the night during a snowstorm. It is perseverance that has made rural Oklahomans who we are, and it is our perseverance that will guide us into the future.

Agriculture is a way of life that is infused with hard work, determination and grit. It is this spirit that Oklahoma Farm

Bureau members call upon to work together to find cooperative solutions for our beloved industry.

Today, Oklahoma agriculture is faced with more than just ever-changing weather, uncertain prices and unstable markets. Proposed laws, regulations and rules can put undue hardship and burdensome overregulation on our family farmers and ranchers. A lack of agricultural knowledge and understanding in our world places undue scrutiny on our agricultural producers.

Access to critical infrastructure – such as health care and broadband internet – poses a challenge to our rural communities in an increasingly connected world.

However, these challenges merely

call us to dig deep, tap into our creativity and persevere together as our organization works to find opportunities for agriculture. Farm Bureau provides a platform for farmers and ranchers to speak with one voice as we work to shape the future of our industry, our communities, our state and our world.

And we will do it together, persevering toward the goal, toward the future and for the cause. We will push on for the future of agriculture and Oklahoma Farm Bureau. **FB**

“Agriculture is a way of life that is infused with hard work, determination and grit.”

— Thad Doye

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18 LOCATIONS IN OKLAHOMA & ARKANSAS

Redistricting in Oklahoma

Every 10 years, the state Legislature is tasked with redrawing state legislative and congressional district lines following the decennial census. Oklahoma Farm Bureau recently had an opportunity to visit with state Senate and House redistricting committee chairs Sen. Lonnie Paxton and Rep. Ryan Martinez as they lead Oklahoma's redistricting process. Below, read about seven things OKFB learned about Oklahoma's redistricting process from these legislative leaders.

1. EVERY LEGISLATOR IS INVOLVED IN THE PROCESS

Just like standing legislative committees, the House and the Senate each created redistricting committees to carry out the process of redrawing legislative and congressional district lines. Sen. Paxton was appointed chair of the Senate Select Committee on Redistricting by Senate President Pro Tempore Greg Treat, and Rep. Martinez was appointed chair of the House State and Federal Redistricting Committee by Speaker of the House Charles McCall.

All 101 state representatives serve on the House redistricting committee, organized by geographical area. State senators each have the opportunity to share their input on their respective district and area.

2. HOUSE AND SENATE ARE WORKING TOGETHER

This year, both chambers of the state Legislature are working cooperatively to carry out the process. Ten years ago, Paxton said the House and Senate used separate software systems to draw district lines, which created challenges. Today, the chambers are sharing information collected from town halls and are using the same software.

"Everything we're doing is done as a team," Paxton said. "It's been a very collaborative effort, so it increases our transparency and increases the ability for us to work to make the whole process end in a way that's going to be better for the entire state."

3. DELAYS FROM FEDERAL GOVERNMENT WILL PUSH FINAL DEADLINE

The state Legislature was scheduled to receive the final 2020 Census data used for redistricting in January, but now are not expected to receive the data until September because of federal government delays. However, the Oklahoma Constitution requires legislators to complete the redistricting process within 90 legislative days after the convening of the first regular legislative session after each decennial census.

The delay has forced the state Legislature to proceed using the U.S. Census Bureau estimated data to draw legislative districts. They will finish state legislative districts during the current legislative session and then will work on the state's congressional districts in a special legislative session once the final data is delivered this fall.

"(The estimated data is) accurate," Martinez said. "It's the most updated data that we have, so we're going to move forward and draw lines with that data. And I feel very confident in that process."

If the final 2020 Census data causes the new districts to have a greater variance than the 2.5% that the state Legislature's redistricting rules require, legislators will make adjustments in the special session this fall.

"When we get the final data in later this fall, we'll use that to go back in, look and see if we're still within our variances of where we need to be," Paxton said. "(The process) will be over probably sometime later this fall because of the delays from

the federal government. There's nothing we can do about that, so we're going to do what our constitution says and deal with the data that we have."

4. OKLAHOMANS ARE ENCOURAGED TO PARTICIPATE

Both Paxton and Martinez repeatedly emphasized the goal of including all Oklahomans in the redistricting process. The legislators and their committees spent the months of December and January gathering input from constituents at 20 town halls held in person and virtually across the state.

"This process is the people of Oklahoma's process," Martinez said. "These districts belong to the people of Oklahoma."

Oklahomans who are interested in providing input in the process are encouraged to submit a map or contact their state representative and state senator.

"Talk to your local senator, your local house rep," Paxton said. "That's where you can get those individual ideas for your individual district and your area."

5. NEW DISTRICTS ARE APPROVED LIKE LEGISLATION

Once the lines are drawn, the new districts must pass through the House and Senate redistricting committees just like a piece of legislation. After the new district maps advance out of committee, they must be passed off the House and Senate floors and signed by the governor.

"So we all have to agree," Paxton said.

6. RURAL DISTRICTS WILL SEE CHANGES

During the discussion, Paxton and Martinez acknowledged population shifts over the last 10 years could cause some currently rural districts to include more suburban and urban areas of Oklahoma.

"That rural representation question is a big question, but it is simply a numbers game as far as where these districts end up," Paxton said. "Each district has to have relatively that same number of people, and we have to keep finding more population to fill those districts that have either stagnated or have actually lost population over the last 10 years."

7. THE STATE LEGISLATURE STILL VALUES RURAL OKLAHOMA

Though rural districts may see some change, Martinez said he believes the state Legislature still understands the value of rural Oklahoma.

"It's not all doom and gloom," Martinez said. "I do think that people in the Legislature are very much aware of the rural heritage of Oklahoma, and nobody wants to get rid of that. I get the rural heritage and the culture and the roots of our state, and that plays a very important role in Oklahoma regardless of where you're from or where you represent." 

Meet the legislators leading Oklahoma's redistricting process



SEN. LONNIE PAXTON

A native of Tuttle, Sen. Paxton represents Senate District 23 which is comprised of portions of Grady County and Canadian County. He was first elected in 2016 and was appointed chair of the Senate Select Committee on Redistricting by Senate President Pro Tempore Greg Treat.



REP. RYAN MARTINEZ

Rep. Martinez represents House District 39 in northwest Edmond and portions of Oklahoma City. Elected in 2016, Martinez was appointed chair of the House State and Federal Redistricting Committee by Speaker of the House Charles McCall.

WATCH OUR FULL CONVERSATION WITH SEN. PAXTON AND REP. MARTINEZ AT [OKFB.NEWS/REDISTRICTING21](https://okfb.news/redistricting21).

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PASTURE TO PLATE


Just how long does it take to get your steak dinner?

As temperatures start to rise and grills begin to sizzle, many Americans will sit down to enjoy a tender steak or juicy hamburger this summer with friends and family.

Today, the beef industry as a whole is one of the most important agricultural sectors in the United States, accounting for roughly 18% of the \$374 billion in cash receipts for agricultural commodities in 2019 alone, according to the U.S. Department of Agriculture.

But the U.S. cattle industry is so much more than just numbers and statistics. Unlike some countries, the U.S. dairy and beef sectors are completely separate. Depending on their consumption of beef, some countries breed animals specifically to be dual-purpose, meaning they can be used for both milk and meat. As the largest consumer of beef in the world, that is simply not an option for the U.S., resulting in the largest fed-cattle market of any other country.

However, the task of getting the steak to your plate is not as easy as you may think.

So, from pasture to plate, just how long does it take for beef cattle to make it to your dinner table? 

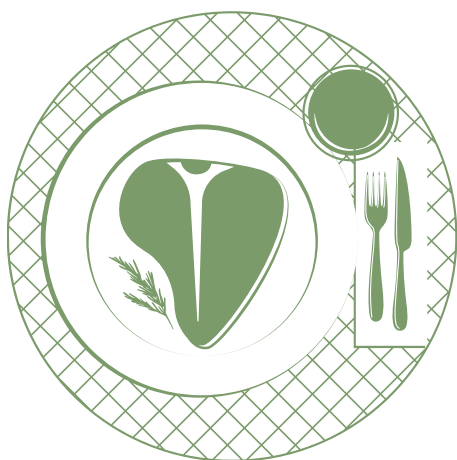


Cows and heifers* are bred and begin the roughly 283-day gestation period (just more than nine months).

Cattle that are not raised entirely on pasture to be sold as grass-fed beef will be delivered to a feed lot to continue growing for four to six months.

Once the cows and heifers calve, the calf will stay by the mother's side for six to 10 months or until they weigh between 450 and 700 pounds.

At weaning, calves will go one of two ways: some will stay to grow the herd or sold to diversify genetics, while the remaining will enter a stocker program, where they will grow and thrive on pastures with supplemental feed and vitamins provided by ranchers.



Once the cattle reach 1,200 to 1,400 pounds (18 to 22 months old), they are sent to a processing facility.

U.S. Department of Agriculture inspectors ensure the highest standards of safety and quality standards are met at processing facilities to ensure consumers receive a high-quality product.

*A heifer is a female cow that has never calved before.

Sources: U.S. Department of Agriculture, Beef Checkoff

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the **POWER** *of* *Kindness*

Through unimaginable loss, one Oklahoma Farm Bureau family shares their mission to “**BE KIND**” to others in honor of their late son.





PHOTO: Brian and Misty Johnson stand in front of Tucker Town, located at Mountain View-Gotebo school.



estled amongst miles of wheat and cattle in southwest Oklahoma lies the two small communities of Mountain View and Gotebo, two towns joined together where just about everyone knows everyone as they drive through town, and where the name Tucker Wade Johnson is immediately recognizable.

From his love of John Deere tractors, working on the family farm and feeding sheep alongside his dad to his excitement of watching his big brothers' high school basketball and baseball games while eating peanut M&M's, Tucker was wise beyond his years and never seemed to meet a stranger wherever he went.

For Brian and Misty Johnson, these are just a few of the countless memories they hold on to and cherish after losing their son July 1, 2011, just three weeks shy of his seventh birthday.

In the following days, weeks and months after Tucker's passing, the genuine outpouring of love, compassion and support shown to the Johnson family by the communities of both Mountain View-Gotebo and Sterling, where Misty was raised, is truly what kept them going.

"There's lots of cliché sayings about kindness and being kind, but we lived that," Misty said. "Those small acts of kindness weren't anyone shouting it from the rooftop, but just someone giving us a phone call or a text or sending a note. It's like you're treading water all the time, just surviving. Others may not realize it, but you might be having one of your darkest days and a text or a Facebook message can be like a life raft."

Just a few short months after Tucker's passing, the Johnsons knew they wanted to find a small way to remember him while also giving back to the community that had shown them so much support when they needed it most.

After weeks of searching and figuring out what they would do, the family located a piece of playground equipment closely resembling a John Deere tractor with the hope of installing it at Tucker's elementary school. There, children for years to come at Mountain View-Gotebo school would be able to enjoy it and help keep Tucker's memory alive.

The next hurdle they faced, however, was figuring out how they would raise the \$5,000 needed to purchase, deliver and install it.

With basketball season just a few weeks away, the family opted to raise the money needed by designing and selling a t-shirt that said "Peace. Love. Hoops." across the front. Their original intention was to simply print the shirts in the school colors of both Mountain View-Gotebo and Sterling, but as word of the shirts began to spread into surrounding communities, the Johnsons were flooded with requests to print them in more colors.

*"There's lots of cliché sayings about kindness
and being kind, but we lived that."*

— Misty Johnson



ABOVE: Following the passing of Tucker, the Johnson family worked tirelessly to raise money in order to purchase this piece of John Deere playground equipment, which was eventually donated to them by the playground company.



“We just thought those two schools would support it,” Misty said, recalling her surprise at the support they were shown for their first-ever t-shirt sale. “That led to reorder after reorder with other towns asking if we would print them in their school colors and it just spread like wildfire. When all was said and done, we raised around \$32,000 and built an entirely new playground for Tucker.”

As the builder of the playground

equipment soon realized what the family was working tirelessly to do, they knew they wanted to be a part of keeping Tucker’s memory alive and covered the cost of the John Deere piece the Johnsons had originally set out to purchase.

Today, that playground is lovingly referred to as Tucker Town.

The year following Tucker’s passing was a bit of a blur for the Johnsons as they tried to remain focused on the

fundraising and installation of Tucker Town. But before they knew it, the anniversary of his passing was just around the corner. As a way to help make that time a little easier, one of Misty’s sisters posted to Facebook with one simple request – for friends and family to do something as an act of kindness in memory of Tucker and share it on social media to see.

Through that one post, dozens of people shared their acts of kindness



and the idea for ‘Random Acts of Kindness for Tucker’ was born.

Having so much success from their t-shirt sale, the Johnsons decided to coordinate another with a different design to see what would happen. This time, they wanted to incorporate the words “BE KIND” as a way to honor the kindness they had been shown, the kindness that Tucker showed to those he came in contact with and to serve as a reminder to be kind to whoever may see the shirt worn.

“Most of the message for RAK4T is in the message of the shirt itself, but we just so happen to make some money from it too, that we

can then give back to people in need,” Misty said.

Handling the process herself from designing each and every shirt to ensuring the correct orders are delivered, Misty makes certain every design they have is appropriate for all ages and can be worn by men, women and children. Up until early 2020, Misty – along with a small group consisting of family and friends – even handled all of the ordering, invoicing, packaging and shipping of more than 1,500 shirts four times a year with tables and boxes set up right in the middle of her living room.

In the nearly 10 years since RAK4T was started, the impact it has made on the community and southwest

FAR LEFT: Gifted to the Johnsons by a family member, the quilt is made of each color t-shirt from their first sale.

LEFT: The message of Tucker and RAK4T continues to be spread to all athletes that play in the Mountain View-Gotebo gym with the installation of two new scoreboards.

If you are interested in purchasing a
“BE KIND” shirt from RAK4T, visit them
on Facebook at RAK4T. Sales are held
in the spring, summer, fall and winter.



.....

“You can’t underestimate the power an act of kindness can have on someone.”

— Brian Johnson

.....

Oklahoma has only gathered momentum through word of mouth and social media.

“I used to think it was insane when I’d sell 1,000 shirts in an order, but I pretty much am selling 1,500 to 2,000 shirts each time,” Misty said, smiling as she thinks back through the years. “It’s almost been a ripple effect because families all over the United States are placing an order.”

Countless numbers of the Johnsons’ “BE KIND” shirts have been sold in more than 30 states and several countries as they have been purchased by American military families deployed abroad. Dozens of shirts have even been donated to a pastor in Elk City who personally delivers them to a small orphanage in Northern Thailand while on mission trips.

Through the years, the Johnson family has received countless calls, texts and Facebook messages from individuals and families alike sharing a story of how someone stopped them in the airport, the grocery store, or even a doctor’s office to ask what the shirt meant, showing how far and wide Tucker’s message has spread.

“When you wear a “BE KIND” shirt through an airport, you will get stopped,” Misty said, laughing as she recalls the experiences she and her family have had when traveling. “I don’t know if it’s because airports tend to have cranky people, but the TSA agents will always stop us saying how they like our shirts.”

On average, the Johnsons have

been able to raise between \$25,000 and \$30,000 each and every year to help people in a variety of ways. From purchasing school supplies for teachers and students to making food pantry donations, covering the cost of athletic camp fees for students in the area, helping local families facing a medical crisis, assisting victims of the 2013 tornadoes in Moore, sending donations to hurricane victims in Houston, and so much more, the Johnsons main focus through RAK4T is to show kindness others when they are in need.

“You can’t underestimate the power an act of kindness can have on someone,” Brian said.

Now all athletes who play in the Mountain View-Gotebo gym know Tucker’s message as well. When a new school and gym were built, the school board approached the Johnsons to see if RAK4T would be willing to cover the cost of one of the new scoreboards.

“You know us, we go big or go home, so I told them I think we might be able to raise enough for both,” Misty said, grinning. “I wouldn’t have just done this without letting people know what it was for. That way it’s their option if they want to support or not.”

Her one small request to the school board was to give her a little time because she needed to set up another t-shirt sale. People responded with overwhelming response and sure enough, they were able to raise enough money to purchase both of

the score boards in memory of Tucker and RAK4T.


“We have found that people are willing and want to do something, it just takes someone being the catalyst,” Misty said.

It was no different as their community, like many others, quickly began to see the effects of COVID-19 on families through the loss of employment. In a Facebook post on the RAK4T page, Misty asked people to privately message her and nominate a family in their community that needed a helping hand.

“We purchased a dozen or so Walmart gift cards for groceries and sent the cards to these families,” Misty said, smiling. “We were going to choose a few, but then when we got them all we couldn’t just do that, so we sent one to all of them.”

While RAK4T does not replace the loss of Tucker in Brian and Misty’s lives, it has certainly helped them in a special way.

July 1, 2021 will mark the 10-year anniversary of Tucker’s passing. Even though Tucker’s life may have been cut short, the impact he had on others continues to be seen today and will continue to be seen for years to come.

“Anyone that’s lost a child, you always want to keep that memory alive,” said Misty. “As many people ‘met’ Tucker after the fact through this as they did before. That’s comforting to us to still feel like he’s with us and doing things here for us.” 

LEFT: Brian and Misty Johnson, along with their children Trevor Johnson, Trenton Julian, Kamden Urban and Kailen Urban, work to spread the message of being kind to others in honor of their late son, Tucker.



Oklahoma Beef Council 2020 Annual Report

Adapting to a COVID World

COVID-19 presented a wide range of challenges to beef demand that needed to be addressed through the Beef Checkoff. National contractors and the Oklahoma Beef Council (OBC) emphasized strategies and tactics to encourage beef consumption at home while educating consumers about raising beef through digital marketing and social media.



Here are a few steps taken by the OBC:

- Reallocated promotion dollars to YouTube and Google Search advertising to share recipes, cooking tips and helpful videos with Oklahoma consumers;

- Developed an update page (oklabeeef.org/updates) that shared batch cooking tips, cooking resources, virtual farm and ranch tours and agriculture-focused activities for children at home;
- Created videos by Sheri Glazier, the Dirt Road Dietitian, for digital media focused on creating multiple meals with a single preparation;
- Developed a "Local Beef" page sharing information on purchasing freezer beef, local beef companies and beef cookery;
- Created social media message posts highlighting comfort food recipes, batch cooking and how-to guides for freezing beef;
- Distributed beef sticks to hospital staff in Oklahoma City and Tulsa with a "Thank You" message from Oklahoma's farming and ranching families.

Marketing Beef In Oklahoma 8 million Consumer Engagements

The OBC worked to reach Oklahoma consumers in FY 2020 through YouTube and Google search advertising during a ten-month marketing campaign. The campaign featured vibrant videos highlighting beef's nutrition, versatility, pleasure and sustainability while also driving consumers to the OBC website for recipes and information on Oklahoma beef production.

The YouTube campaigns generated 8,137,212 video views and 14,646,920 impressions in Oklahoma at a cost per view of \$.02 while the Google search campaign drove 53,000+ consumers to the OBC website.

Reaching Consumers in the US Western States Initiative

In the summer of 2020, the OBC funded the Western State Initiative, a 9-week beef promotional campaign in key Western states including California. The six states targeted includes 63 million consumers or nearly one fifth of the total US population and represents a region with higher rates of meat substitute consumption. The campaign featured entertaining YouTube beef videos and Google search advertising driving consumers to the *Beef. It's What's for Dinner.* website with a goal of inspiring consumers to choose and prepare beef.



Overall, this campaign performed very well. Consumers in the targeted areas were served *Beef. It's What's For Dinner.* ads almost 20.4 million times. The YouTube part of the campaign generated more than 12 million video views at a cost per view of a penny. That's one penny per view. The Google search campaign drove almost 30,000 consumers to the *Beef. It's What's for Dinner.* website for recipes and cooking information.

E-Commerce

The OBC funded a holiday Instacart promotion in partnership with the Federation of State Beef Councils. Instacart allows customers to shop at local grocery stores via a mobile app or their website, creating a virtual shopping cart that is later fulfilled by a "personal shopper" on a designated day. As a result of the promotion, there was a 33.2% repurchase rate and repurchases resulted in \$846K in sales of beef over the 12-week post-insert period.

Future Health Influencers



The OBC conducted seminars for OU, OSU and UCO dietetic intern programs. In each of the programs, the students, who will be future dietitians and nutrition influencers, learned about the science of beef nutrition and the role beef can play in a healthy lifestyle. OBC staff also provided an overview of beef production and sustainability. For the hands-on segment and to allow for social distancing, students made beef cooking videos at home. Overall, 97% of participants said they would recommend beef as part of a healthy lifestyle to their future clients. UCO and OSU intern directors have communicated that their students will not graduate unless they have been through the seminar with the OBC.

Around the World with U.S. Beef Japan



OBC's investments in Japan supported multiple campaigns with national retailers, a key target for moving large volumes of U.S. beef. This included a promotion at 26 Costco outlets which yielded 2.3 million lbs in U.S. beef sales and a U.S. Beef Fair at Aeon outlets, moving a volume of 629,200 lbs of U.S. beef.

South Korea

With OBC support, USMEF targeted Emart utilizing innovative purchase incentives to advance U.S. beef sales. Through a weeklong promotion, highlighting frozen short ribs and LA ribs in 140 outlets, Emart's sales totaled 330,000 lbs of U.S. beef, an 87% increase over the pre-promotion period.

China

Despite challenges with COVID-19, USMEF successfully hosted a series of OBC-funded training seminars over the summer bringing ecommerce platforms and foodservice operators together to learn about superior selling points of U.S. product. With strong retail interest in U.S. beef, both online and in traditional settings (especially with Australian supplies tightening), USMEF accelerated implementation of U.S. beef merchandising training programs with OBC support for both retail and ecommerce vendors and is now seeing a growing interest in featuring a wider array of U.S. beef cuts.

Africa

With approximately 1.1 billion consumers, Sub-Sahara Africa has become a leading destination for US beef variety meats. South Africa is the forefront destination, but exports are also trending sharply higher to Angola, Gabon and Ivory Coast. The OBC supported efforts to promote US beef through educational videos and billboards.



Dear fellow beef producers,

There is no question 2020 was devastating for this country. While our industry suffered like so many others, my family and yours continued to produce beef and consumers continued to purchase it.

The Beef Checkoff and our organization moved nimbly to make the changes necessary to provide consumers with the needed beef cookery, recipes and cooking ideas for families suddenly eating every meal at home. While that may be normal for those of us 35 miles from the nearest grocery store, it certainly wasn't for the rest of America.

As we look to 2021, we are taking the learnings from 2020, what worked, what didn't work, and staying focused on our mission of enhancing beef demand. On behalf of the board of directors and staff, thank you for continuing to raise high quality beef for the U.S. consumers and those around the world.

Becca McMillan, Chairman, Cow-Calf Producer, Mannsville, OK

Oklahoma Beef Council – FY 2020 Revenues and Expenditures

Total Collections	\$4,344,911	Domestic marketing, education and research	\$322,937
Cattlemen's Beef Board	\$1,845,140	International marketing and development	\$304,012
State of Origin	\$654,632	High population/low cattle programs	\$89,720
Oklahoma \$.50	\$1,845,139	Oklahoma promotion and consumer information	\$736,839
		Oklahoma producer communications	\$189,401
		Oklahoma industry information	\$170,734
		Oklahoma research	\$34,580
		Oklahoma compliance	\$104,382
		General and administration expenses*	\$96,320

*Includes \$3515 in FY 2020 for USDA oversight. More information on national and international beef checkoff programs can be found at www.oklabeeff.org/cattlemens-corner.

OBC Board Members

Chairman-Becca McMillan, Mansville, OK
 Vice-Chairman-Monte Tucker, Sweetwater, OK
 Secretary-Treasurer-Byron Yeoman, Dover, OK
 Chuck Coffey, Springer, OK
 Jordan Davis-Cook, Cordell, OK
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 Ex-officio-Jason Hitch, Cattlemen's Beef Board
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OKLAHOMA
BEEF
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To sign-up for monthly e-updates or quarterly mailed updates from the Oklahoma Beef Council, please visit www.oklabeeff.org/cattlemens-corner.

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heeding THE Call

story by **Hannah Davis** photos by **Dustin Mielke**

While most Oklahomans hunkered indoors safe from the historic stretch of winter weather in February 2021, Scott Neufeld – like thousands of other farmers and ranchers across the state – instead marched headlong into the storm to fulfill his life’s calling of caring for livestock.





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GMC

It all seemed so serene. So quiet. So peaceful.

Rather than the usual green wheat fields and brown, dormant pastures, the landscape of the Neufeld family farm near Fairview in Major County was painted white with a solid layer of snowfall that descended upon much of Oklahoma in February 2021.

But in the middle of what appeared to be a still, wintry wonderland, Scott Neufeld and his family – like countless other farmers and ranchers across the state – raced to protect their cattle as nearly two weeks of record-breaking below-freezing temperatures and back-to-back snowstorms hit right in the heart of the state’s traditional calving season.

As they heeded the call to tend to the cattle entrusted to their care, the Neufeld family had no chance to slow down with their livestock demanding attention nearly every waking hour for almost two weeks. The well-worn feed truck paths through the snow and the growing piles of ice next to each watering trough told the story of the hours of extra work and dedication the Neufeld family poured into their herd.

Each day during the deep freeze, the family’s work crew – which included Scott, his son, Caleb, Scott’s father-in-law, Ron, and a hired hand – divvied up tasks to care for their animals.

Splitting up in feed trucks and tractors, the team scattered across the family’s farm as they made two rounds daily, checking and feeding their herd.

The frigid temperatures – which dipped as low as negative 13 degrees in Scott’s hometown of Fairview – coupled with the heavy snowfall and extreme wind chill brought obstacles

that caused everyday chores to take hours longer than usual to finish.

“We’re just finding so many complications to the last six or 10 days with the cold that we’ve had,” Scott said as he hurriedly drove around the family farm completing the myriad of tasks that awaited him.

Cattle needed additional hay to eat as they exerted more energy to stay warm in the bitter cold. Ice in frozen water tanks had to be broken and removed, only to freeze over again in a matter of hours. Diesel fuel gelled up and prevented tractors from working that were needed for completing critical chores like hauling hay. And perhaps most pressing, newborn calves often required immediate attention to be protected from the arctic wind chills and frozen ground.

Oklahoma ranchers are accustomed to caring for cattle in freezing temperatures, but not for days on end without relief. In mid-February, Fairview experienced more than 12 days in a row with temperatures below 32 degrees – not counting wind chill.

“The last week or 10 days has been a historic event for a lot of people with a 100-year record being broken with temperatures,” Scott said. “We’ve been cold before, but not for a week or 10 days – going on two weeks here – below freezing. It’s obviously historic.”

Scott and his family are not strangers to subzero temperatures, as his wife, Brenda, is a native of North Dakota. But as a third-generation farmer, Scott has never experienced a cold stretch in Major County like that of February 2021.

“You know, I’ve experienced 35 below but not here in Oklahoma,” he said. “Up there (in North Dakota), most people put their cattle in barns or shelters or something for temperatures like this, and they typically don’t calve during this time of year. But for us, it’s obviously historic.”

Though cattle are equipped to survive in extreme winter weather with access to plenty of feed and water, the dangerous temperatures rapidly became life-threatening for newborn calves. Because February in Oklahoma usually brings milder temperatures, most of the state’s ranchers were not equipped with enough adequate shelter for calving or heated water tanks to prevent ice.

Scott did his best to prepare for the weather by moving cattle to areas with barns or other buildings for protection, stacking hay bales in pastures to create wind breaks, and spreading hay for bedding and insulation from the impending frigid conditions.

“You’re just doing the best that you can with what you’ve got,” Scott said.

A typical Oklahoma calving season sees high temperatures in the 50s and lows in the mid-30s. This year, more than half of Scott’s calf crop came into the world in single-digit temperatures with below-zero wind chills.

“It’s been a challenge,” Scott said. “Normally when we’re calving, we check them in the morning and then in the evening to make sure everything is OK. But when it’s this cold, you’re checking them very regularly.”

In each pasture, the Neufeld family slowly circled the piles of bedding they



Scott Neufeld stands in a snow-covered pasture on his family's Major County farm during Oklahoma's nearly two-week stretch of historic winter weather.

“Even though it can be so bad, there’s still **life**. There’s still **hope**.”

laid out in advance, searching for newborn calves amongst the growing herd. Though cows naturally know to quickly clean and care for their new babies, sometimes their best efforts were not enough and required immediate assistance from Scott and his family.

“That’s a lively one,” Scott said of a new calf while scanning a makeshift shelter designated for the momma cows and new babies. “Those are the kind you want.”

The Neufelds averaged six to seven new calves each day during the long stretch of cold, making the task of caring for each new animal seem nearly impossible. Scott and his crew

provided extra care for newborns when needed by placing them in the floorboard of his truck or in a nearby shelter to warm up before returning them to their mothers.

“It’s unfortunate,” Scott said of calving during the cold snap. “You usually look forward to a new calf, but with weather like this, you kind of hope they hold off.”

Despite their best efforts, the Neufelds lost several new calves to the extreme weather. Losing the animals hurt financially, but perhaps took a much a larger toll on the family mentally and emotionally – especially after spending day after day doing everything in their power to take care of the cattle.

“When you go out in the morning and you find two or three baby calves



that didn't make it, or you had one in the warming house that just was too cold and couldn't survive, those are discouraging days," he said. "But then, you have other days where you see three or four that were born that you know are doing fine, mom took care of them, it's encouraging."

Some may question Scott and the thousands of Oklahoma ranchers whose livelihoods forced them to brave the treacherous winter weather for days on end - on top of a myriad of other challenges they face daily.

But though his eyes were tired from laboring around the clock to provide for the needs of his animals in the bitter arctic air, Scott's love for his way of life was evident as he found joy in the sight of healthy, frolicking calves in a cold, snow-covered pasture.

"This is a blessing, seeing the live one sitting there," he said. "That's encouragement."

"That's a sign of God's faithfulness, that even though it can be so bad that there's still life. There's still hope."


Scott's optimism and hope served as a testament to the heart and soul of Oklahoma farmers and ranchers. Although they often encounter difficult circumstances and seemingly insurmountable challenges, they still choose to have hope.

"You have to have faith during these times that you're doing all you can, and that the Lord is going to protect you and sustain you and get you through it," he said. "Without faith, you kind of scratch your head and say, 'What are we doing all this for?'"

After all, Scott believes that a higher

calling has been placed on his life to carry out his family's decades-long tradition of caring for livestock and raising food for the world.

"It's a calling," he said. "My grandfather raised his family here, and I was able to farm with my grandfather and to work together with my dad for 30 years in the operation. And now to work with my son, it becomes a calling and a way of life."

"I think if you ask most producers who are out doing what they're doing, they don't do it for the glamour or for the money. It's because we care. We want to be good stewards of what we've been given and pass it to the next generation with the same care that we received it." 

Scott's son, Caleb,
and father-in-law,
Ron, team up to
break and remove
ice from a frozen
water tank.



A new calf follows its mom as it learns to navigate the bitter cold and snow-covered ground.



Scott feeds extra hay
to ensure his cattle
have plenty of hay to
eat as their bodies
burn extra energy to
keep them warm.

CONNECT WITH YOUR FARM BUREAU

FIELD REPRESENTA

Each and every year, six Oklahoma Farm Bureau field representatives drive thousands of miles as they travel from county to county within each of their territories to serve OKFB's 85,000 members.

Each with their own unique ties to agriculture, field representatives work diligently to ensure county organizations and members alike are aware of the latest state events, informed about policy issues facing rural communities and producers, and work to build relationships with individuals in their district to help spread the message of the grassroots organization.

Every field representative serves a unique part of our state, helping build connections with 12 to 14 counties each. The relationships they build with county leaders and staff helps Farm Bureau do the important work of supporting agriculture and rural communities.

Check out just a few of the ways our field staff work to serve members just like you on a daily basis.

How our field staff builds connections

- Serve as a voice between the home office and county offices, county boards and members
- Visit county offices on a regular basis to assist with the training of new county secretaries and board members
- Interact with members and potential members at statewide events such as farm shows and livestock shows
- Assist with programs aimed at educating young Oklahomans with the commodity trailer and safety programs
- Build working relationships with legislators at the state Capitol to help share the concerns of all members
- Serve as additional help at district and state OKFB events

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north central territory



GAGE MILLIMAN
northeast territory

TODD HONER
northwest territory



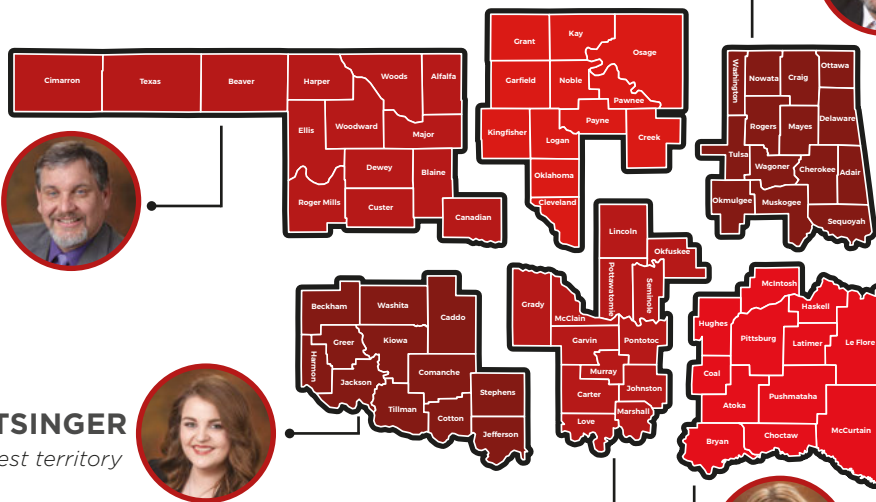
HALEY CURTSINGER
southwest territory



KATIE WILKINSON
south central territory



PENNY RASPOTNIK-JONES
southeast territory



Learn more about each of OKFB's field representatives at okfb.news/fieldreps.

To speak with the field representative for your territory, contact your county Farm Bureau office.

TIVES

Meet OKFB's newest field representative

Katie Wilkinson

South Central Field Representative



From an early age, Katie Wilkinson was involved in her family's cattle operation and continued to develop her passion for agriculture through her experiences in both 4-H and FFA.

After graduating from Latta High School, Wilkinson went on to earn an Associate in Science with a focus in agriculture at Murray State College before earning a Bachelor of Science

in family and consumer sciences from East Central University in Ada.

After graduation, Wilkinson tapped into her passion for

4-H, joining Oklahoma Cooperative Extension as a 4-H educator, where she enjoyed seeing youth reach their full potential through a variety of programs.

"I joined Farm Bureau to help advocate for Oklahoma farmers and ranchers and to help preserve the rural way of life," Wilkinson said. "I hope to make a big enough impact to improve their day-to-day life to ensure a future for agriculture as generations evolve."

Joining the organization in mid-March, Wilkinson serves as the south central field representative, where she assists 13 county Farm Bureau offices and boards, covering Carter, Garvin, Grady, Johnston, Lincoln, Love, Marshall, McClain, Murray, Okfuskee, Pontotoc, Pottawatomie and Seminole counties.

Wilkinson currently lives in Pottawatomie County with her husband, Dustin.

Meet OKFB's Director of Field Services

Justin Whitmore

Director of Field Services and North Central Field Representative



From asparagus to zucchini and everything in between, Justin Whitmore was raised growing fruits, vegetables and crops in addition to cattle on his family's farm and ranch near Coyle.

A graduate of Coyle High School, Whitmore earned a Bachelor of Science in agricultural business with a focus in marketing and

economics from Oklahoma State University.

Continuing his passion for growing crops after graduation, Whitmore served as the farmers market coordinator at the Oklahoma Department of Agriculture, Food and Forestry, where he promoted, created and advanced farmers markets. He then traveled to Iraq from

August 2009 to August 2010 with the U.S. Department of Agriculture on the Provincial Reconstruction Team to promote agricultural development and rebuild both agriculture and food security in the country.

"Working with producers is what keeps me going, and getting to help them with challenges is rewarding," Whitmore said. "I enjoy seeing what Farm Bureau can do in rural Oklahoma, not only promoting agriculture and helping producers, but also making things better."

After serving as an Oklahoma Farm Bureau field representative for nine years, Whitmore was recently named director of field services. In his new position, he will lead OKFB's field staff as he continues serving 12 county Farm Bureau offices and boards, covering Cleveland, Creek, Garfield, Grant, Kay, Kingfisher, Logan, Noble, Oklahoma, Osage, Pawnee and Payne counties.

Whitmore and his wife, Ciera, live in Coyle with their two sons, Leo and Milo. 

ALL AROUND OKLAHOMA

OKFB hosts local, state, national leaders during Leadership Week Feb. 1-5

Oklahoma Farm Bureau hosted its first-ever online OKFB Leadership Week Feb. 1-5 in place of its usual in-person Leadership Conference held in Oklahoma City.

Hosted on the organization's social media platforms and on the OKFB website, members had a chance to hear from local, state and national leaders about agricultural and rural issues through various videos released, including a legislative preview with Senate Pro Tempore Greg Treat and Speaker of the House Charles McCall, an ad valorem discussion with Oklahoma City Mayor David Holt and Tulsa Mayor G.T. Bynum, and a federal issues update from Congressman Frank Lucas.

For those who missed the event or would like to watch the videos again, visit okfarmbureau.org/LeadershipWeek2021.



OKFB YF&R now accepting applications for Oklahoma Youth Leading Agriculture

The Oklahoma Farm Bureau Young Farmers and Ranchers Committee is now accepting applications for its Oklahoma Youth Leading Agriculture program June 14-18 in the Oklahoma City area.

OYLA is a unique five-day summer leadership conference designed for high school students completing their junior year in spring 2021.

The conference will include special leadership classes, speakers, team-building sessions and visits to agriculture-related industries. Selected students should be among the top, well-rounded students in their class, and should have an interest in furthering their education.

OYLA participants will stay in Oklahoma City with conference activities located at the OKFB home

office and around the Oklahoma City metro area.

All costs for the conference are covered by the OKFB YF&R Committee. Applicants are not required to be Farm Bureau members.

Applications for the conference are available at county Farm Bureau offices or may be downloaded at okfarmbureau.org/applications. To be

considered for the program, applications must be completed and postmarked to Oklahoma Farm Bureau, Attn: Zac Swartz, YF&R Coordinator, 2501 N. Stiles, Oklahoma City, OK 73105 or emailed to Zac Swartz by May 3, 2021. One student per school will be accepted.

For more information, contact OKFB YF&R Coordinator Zac Swartz at (405) 523-2300.





Congressman Lucas shares update on national issues

Congressman Frank Lucas shared a national agricultural policy update with Oklahoma Farm Bureau members in a discussion with OKFB President Rodd Moesel during OKFB's Leadership Week held Feb. 1-5.

Lucas offered insight into the top issues on the horizon for farmers and ranchers including the new administration, climate programs, meat processing capacity, farm income and the future of trade.

Working with the new secretary of agriculture

With a new administration comes a new leader at the helm of the U.S. Department of Agriculture, but Agriculture Secretary Tom Vilsack is not a new face to agriculture. The former Iowa governor served as the secretary for eight years during the Obama administration.

Though he has concerns about the secretary's focus on his home state's corn and soybeans industries, Lucas said he is eager to work with Vilsack again.

Lucas worked closely with Vilsack in writing the 2014 and 2018 farm bills, so he is confident in working with the secretary on a number of issues.

Creating climate change initiatives for ag

With a new president in the Oval Office, Lucas mentioned the administration's conversations around new climate programs for farmers and ranchers.

A rancher himself, Lucas emphasized his belief that new climate programs for farmers and ranchers should be voluntary and incentive-based.

"Use the carrot to encourage good things, do not use the stick to try to beat the people economically into submission," Lucas said about creating climate legislation.

As the new administration looks to create climate solutions involving agricultural producers, Lucas reassured Farm Bureau members that Vilsack understands farmers and ranchers' need for incentive-based programs.

Expanding meat processing capacity

The fire at the Tyson plant in Holcomb, Kansas, along with disruptions in the meat industry during the COVID-19 pandemic drove Lucas and former Rep. Collin Peterson to author the RAMP-UP Act, a bill to help expand processing capacity by making a path for smaller meat processing plants to move to the federal inspection process and sell products across state lines.

Lucas said having a USDA food safety stamp allows for more trade opportunities across state and international lines, which expands Oklahoma's marketability of meat.

Forecasting commodity prices and payments

Over the past two years, a large part of U.S. farm income has been derived from various government payment programs including the Market Facilitation Program and Coronavirus Food Assistance Program.

Though Lucas said he hopes farmers and ranchers will not have to rely on these payments for much longer as commodity prices increase, he reiterated the critical role of farm programs for Oklahoma producers who often face weather extremes.

"I have tried to explain to my colleagues that sometimes, as in the early part of the last decade, it did not matter that calves were worth \$1,300 per head, and it did not matter that wheat was at a record high," Lucas said. "If you do not have anything to sell, it does not help. We still like to have that safety net there."

Predicting the future of trade

Lucas said he is hopeful the Biden administration will continue to focus on international trade to open more markets for America's high-quality agricultural commodities.

"USDA is still about making sure we have the ability to raise the food and fiber in this state and country and the ability to sell our surplus into world markets," Lucas said.

To watch the conversation with OKFB President Rodd Moesel and Rep. Lucas, visit okfarmbureau.org/leadershipweek2021.



OKFB producers care for livestock during winter storms

As subzero temperatures, howling winds and several inches of snow moved into the state in mid-February, Oklahoma Farm Bureau members worked tirelessly to protect and care for their livestock.

The historic stretch of winter weather hit Oklahoma just as the state's calving season began. With nearly two weeks of below-freezing temperatures, farmers and ranchers fought through frigid conditions to care for their herds.

Check out the photos below submitted by members to see how they prepared for the winter storms.



Custer County Farm Bureau member Lawrence Sawatzky brings another round bale to his cattle ahead of the storm.



To help keep his cattle warm, Kay County Farm Bureau member and District Seven board member Stacy Simunek made sure his herd was well fed in order to help regulate their body temperature.



As the temperatures dropped leading up to the snow, Custer County Farm Bureau member Lawrence Sawatzky had to repeatedly break ice to ensure his cattle had access to water.



With classes canceled for most students across the state and many farm and ranch families working day and night to care for their livestock, many pickup trucks became mobile classrooms. It was no different for McIntosh County member Josh Emerson and his family as their children spent extra time in the feed truck.

Disaster assistance now available for Oklahoma ranchers

Ranchers affected by the historic winter weather can now receive assistance through the U.S. Department of Agriculture Livestock Indemnity Program.

The USDA Farm Service Agency program provides benefits to livestock producers for livestock deaths in excess of normal mortality caused by adverse weather including the recent winter storm.

Payments from the program are equal to 75% of the average fair market value of the livestock.

Producers who filed a notice within 30 days of the loss must provide supporting documentation to the local FSA office no later than 60 days after the end of the calendar year.

Documentation for the program can include proof of death documentation with photo or video with a time and date stamp, purchase records, production records, vaccination records, bank or other loan documents or third-party certification.

In addition to filing a notice for loss, producers must also submit an application for payments prior to **March 1, 2022**.

For more information or questions, contact the Oklahoma FSA office at (405) 742-1130.

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County Farm Bureaus share the value of membership through Farm Bureau Week Feb. 15-19

Oklahoma Farm Bureau and county Farm Bureaus across the state celebrated Farm Bureau Week Feb. 15-19.

County Farm Bureaus took on a variety of efforts to promote Farm Bureau in their communities including contacting their county commissioner to sign a proclamation declaring it Farm Bureau Week within the county, placing ads in county newspapers as a reminder of what Farm Bureau does for farmers, ranchers and rural communities across the state, and gave back to local organizations within their communities.

Throughout Farm Bureau Week, videos from members were shared on social media telling others why they value their membership and the eye-opening experiences they have gained from being active within the organization.

OKFB also shared their appreciation for members by hosting three giveaways on social media filled with a variety of items including gift cards, OKFB items and a free membership for a year.



Governor Kevin Stitt signs a proclamation declaring Feb. 15-19 Farm Bureau Week.

Texas County Farm Bureau partners with AirMedCare Network

In honor of Farm Bureau Week Feb. 15-19, Texas County Farm Bureau and agent Cory Winters partnered with AirMedCare to ensure lifesaving measures are available to all athletes at Guymon, Yarbrough, Hooker and Tyrone Public Schools. All athletes, including coaches, cheerleaders and opponents if injured on-site will now receive life-saving air transportation at no out-of-pocket expense.

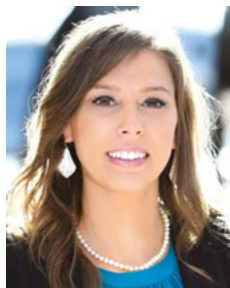


Texas County Farm Bureau members and AirMedCare Network present staff of Guymon Public Schools with a certificate, ensuring they will be available to provide life-saving measures to student athletes and coaches.

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OKFB WLC provides Oklahoma-made products and agriculture facts to legislators during Farm City Festival

The Oklahoma Farm Bureau Women's Leadership Committee shared the work of farmers and ranchers with state legislators during its annual Farm City Festival held March 3.

The committee members each delivered bags filled with a variety of Oklahoma-made products to help thank lawmakers for their work and remind them of the important role agriculture plays in our state.

"The committee really enjoys being able to go to the state Capitol and interact with the people who are representing everyone in Oklahoma including farmers, ranchers and rural citizens," said Mignon Bolay, WLC chair. "We are grateful that we had the opportunity to thank the legislators for all they do for farmers, ranchers and rural Oklahoma."

The bags presented to legislators and their assistants included beef jerky, pecans, honey, pancake mix, bread, peanuts, goat soap, a pencil, a flashlight, a cookie and a booklet with interesting

ag facts.

County committees helped donate money to purchase the products for one of WLC's most popular events.



District Three WLC member Karen Krehbiel Dodson (left) delivers a bag filled with Oklahoma products to Rep. Judd Strom during Farm City Festival.



Robin Bryant, District One WLC member (right), presents Kirby Smith with the Lt. Governor's office with several bags containing Oklahoma-made products.

Oklahoma County Farm Bureau lends helping hand to local hungry Oklahomans

Oklahoma County Farm Bureau donated \$4,000 to the Regional Food Bank of Oklahoma Feb. 3 in an effort to help combat food insecurity.

"It's really touching this time around because there are so many people who lost their job through no fault of their own," said Bob Bierschenk, Oklahoma County Farm Bureau president. "I think it's really great that we can have a part in helping them."

The money donated by Oklahoma County Farm Bureau will help provide roughly 16,000 meals to hungry Oklahomans.



Oklahoma County Farm Bureau members and staff present a \$4,000 check to Chan Klingensmith, development officer with the Regional Food Bank of Oklahoma.

OALE members visit OKFB home office



Members of the Oklahoma Agriculture Leadership Encounter, a program of the Oklahoma Youth Expo, visited the Oklahoma Farm Bureau office Jan. 15 to learn more about the organization's continued work for agriculture and rural communities within Oklahoma.

Designed to expand students' knowledge and understanding of agriculture within Oklahoma, the program introduces college students to the legislative process and its affect on the agricultural sector, in addition to visiting several agricultural businesses and organizations.

Horse Salve Helps Heal Woman's Foot

In September, 2017 Liz Hershberger severely injured her foot in a 4 wheeler accident.

Several bones were broken plus she had extensive soft tissues injuries. The initial phase of the recovery involved 39 days. Her heel bone was surgically repaired with pins. Because of the concern about infection and the strong possibility that her foot may have to be amputated, her wound dressing had to be changed in surgery. The wound was eventually closed with a skin graft.

Liz was sent home after day 39 with instructions to rewrap her foot daily while using a prescription wound product. She wanted a more natural product and chose Miracle Heel, a wound product for horses. It was a Bees Wax & Lanolin base that contained a natural antiseptic and healing agent called propolis and a healing extract from the comfrey plant. It was only necessary to change the bandage every 2 days instead of daily as requested by the doctor.



Her wound did heal but left extensive scarring. Liz works full time on her feet and uses Stuart's Pain Formula to control the frequent pain she experiences, particularly where her heel bone is pinned.

Because circulation in her foot is impaired, Liz realizes any infection or deterioration could lead to the necessity for an amputation. She does frequent foot soaks and uses daily moisturizers to maintain tissue health. In September of 2020 when she began to experience some skin deterioration on the injured foot she was very concerned. The deteriorated area was growing and Liz began using Miracle Heel on it again. After a week of using Miracle Heel on her foot she could see the affected area was healing, and she decided that it wasn't necessary to seek medical help for her foot.

Stuart's Pain Formula uses a unique blend of safe, natural pain fighters to help you reclaim your life and get back to the things you love. No burning or irritation (menthol and capsaicin-free); leaves no odor or residue; stops pain fast. Promotes healing, with no side-effects.

Pain Formula penetrates skin quickly to carry a special extract of the pain relief plant (Arnica) and healing stimulation from the herb Comfrey straight to your source of pain. Stuart's Comfrey is grown especially for Pain Formula, and it's extracted using a "first-of-its-kind" proprietary technique. The result is a potent solution like no other for muscle and joint pain; pain sufferers can get back to their favorite activities, stimulate healing, and fight inflammation.

Mark Newhall, Editor, FARM SHOW: "My dad, who is 94, goes through about 8 bottles of Pain Formula a year. He uses it on his knee every day. He tells me he's never found anything else that works even a fraction as well as Stuart's. The direct quote from my dad is, 'I don't know how I would get by without Stuart's Pain Formula.' Gary Stuart has stopped by the offices of FARM SHOW several times, bringing samples of all his products for our staff to try. We're all impressed with Gary and his products."

June F., Corona, Calif.: "Love your Pain Formula! It's the only way I can get up and walk the small amounts I am able to. I lost my bottle and boy could I tell the difference! Thank you for this great product."

Sue H., Muskogee, Okla.: "Best thing I have ever found to put on my joints! I keep it right next to my bed and rub it on my knees before I get up."

Darla H., Alton, Iowa: "I use Pain Formula when I get a charlie horse in the middle of the night that won't go away. I get them in my thighs, and after I put this on it goes



5 oz Pain Formula sells for \$34.90, a 1.8 oz is \$18.90. Shipping is free for Pain Formula orders within the continental United States with code OK21.

away and I can get back to sleep without further disturbance."

Shirley H., Ishpeming, Mich.: "I read an ad for the Pain Formula where a man said 'I can sleep through the night' so I ordered it and have been very happy with it. I have neuropathy in my feet and use it several times a day. Now I can sleep through the night!"

Roberta R., Dairy Farmer, Warsaw, N.Y.: "I was always looking for something new to help with the pain that comes with 'milker's knees'. I was pleasantly surprised with your product! I have stopped using the prescription that I've used for years!"



Propolis is a glue that bees make to keep the hive sanitary. It is a natural antiseptic agent. It is antibacterial, antifungal, and antiviral. Stuart's wound products contain propolis extract, plus Stuart markets Propolis Tincture for cold and canker sores.



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Contact: Stuart Laboratories,
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ph. 877-210-9664
www.stuartlaboratories.com

More than 600 animals donated to Pork for Packs at OYE

Oklahoma FFA and 4-H students donated 632 animals to the Oklahoma Farm Bureau Foundation for Agriculture's Pork for Packs program during the 2021 Oklahoma Youth Expo.

The Pork for Packs program uses donated animals to create protein sticks to be included in the Regional Food Bank of Oklahoma and the Community Food Bank of Eastern Oklahoma backpack programs,

which provide pre-assembled food sacks to chronically hungry elementary school children at no cost to schools or the child. The food bags contain kid-friendly, non-perishable and nutritious food – including protein sticks – on Fridays to help sustain them over weekends and school holidays.

"We are thankful for the generous donations from youth involved in agriculture by providing their animals

to create protein sticks," said David VonTungeln, OKFB Foundation for Agriculture president. "We are able to continue this program from donations throughout the year and are proud to help feed those in need."

The Pork for Packs program is a collaborative effort between the Oklahoma Farm Bureau Foundation for Agriculture, Oklahoma Farm Bureau, the Regional Food Bank of Oklahoma and the Community Food Bank of Eastern Oklahoma. The donations from FFA students are a part of Oklahoma FFA Association's annual Hunger Challenge, which encourages students to donate animals to the Pork for Packs program.

For more information about the programs, contact Holly Carroll at (405) 523-2300.



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Okmulgee County hosts annual sock drive

Okmulgee County Farm Bureau recently concluded its fourth annual sock drive to benefit area students in need.

In total, 836 pairs of socks were donated by members to be distributed among nine school districts within the county.



OKFB shares significance of new clean water rule with Gaylord News

Oklahoma Farm Bureau President Rodd Moesel and Cotton County Farm Bureau member Jimmy Kinder each explained the significance of the U.S. Senate's recent vote to uphold the Navigable Waters Protection Rule in a recent Gaylord News story.

In approving a budget resolution in mid-February, the Senate also voted 51 to 49 in favor of an amendment supporting the Trump administration's Navigable Waters Protection Rule that redefined the waters of the U.S. under the Clean Water Act.

"We think the redefinition that was done under the Trump administration is much clearer and gives a lot more clarity to our farmers and ranchers, and for that matter, everyone else who owns land," Moesel said in the story.

For years, OKFB members – along with Farm Bureau members across the country – pushed for the clarity and certainty provided by the new Navigable Waters Protection Rule that clearly defines federal and state water jurisdiction and protects clean water.

OKFB recognized for support of AFBF Foundation

Oklahoma Farm Bureau was recognized for its support of the American Farm Bureau Foundation for Agriculture during the 2021 AFBF Virtual Convention Foundation Night In on Jan. 11.

Named the top state Farm Bureau in its membership category for donations to the AFBF Foundation, OKFB received the Scholar Award for contributions from its state board members, county Farm Bureaus and the OKFB Women's Leadership Committee.

The AFBF Foundation works diligently to promote its mission of building awareness, understanding and a positive public perception of agriculture through education.

OKFB also earned the Apex award for increasing total contributions to the foundation by 10% or more over the previous year and the Leader Award for each state board member's contribution of at least \$50.

To learn more about the AFBF Foundation for Agriculture, visit agfoundation.org.



OKFB proud sponsor at Tulsa Farm Show

Oklahoma Farm Bureau was proud to serve as the title sponsor of the Tulsa Farm Show Feb. 25-27 in the River Spirit Expo at the Tulsa Expo Square. 00377841

In total, more than 380 companies featuring agricultural products and services were there to showcase the latest in agricultural technology. More than 30,000 ag producers and ranchers from Oklahoma, Kansas, Missouri, Arkansas and Texas regularly attend the event.

Gage Milliman (left), northeast field representative, shows a family how to receive more information about the organization and register for giveaways.



Kay County sponsors ag youth special section in local newspaper

Kay County Farm Bureau recently sponsored a 24-page special section in the Ponca City Newspaper highlighting FFA, 4-H and ag youth involvement throughout the county.


In an effort to showcase the importance of ag youth activities in Kay County, the special section featured the activities and accomplishments of current and former 4-H and FFA members in Blackwell, Newkirk, Ponca City and Tonkawa.

"The future of ag in our state looks bright with these strong upcoming leaders," said Stacy Simunek, Kay County Farm Bureau president. "I'm proud to support these organizations."

Kay County Farm Bureau, along with a variety of agriculture organizations and businesses across the county, came together to sponsor the section.

Darlene Engelking, who serves as the Kay County Farm Bureau Women's Leadership Committee chair, played an instrumental role in curating the content for the newspaper.

"I was so excited to help with the Ponca City News 4-H and FFA special section," Engelking said. "I loved that we were able to highlight the current 4-H clubs and FFA chapters as well as featuring local alumni and the pictures submitted for the section. The agriculture community was so willing to submit their information to be included to make the first annual publication possible."

Engelking said the Ponca City News plans to include the special section annually. 

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If you are a member of the settlement class, you will be bound by the settlement unless you request to be excluded by May 3, 2021 (or later if you object). You may enter an appearance in this action through an attorney if desired.

For additional information about the settlement and instructions on how to submit a claim or request to be excluded, please visit nationwideoreilly303thfsettlement.com or call 1-866-742-4955.

La información detallada sobre el acuerdo propuesto y cómo presentar una reclamación está disponible en español en línea en el nationwideoreilly303thfsettlement.com

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What is the difference between organic and regenerative agriculture?

By Courtney Leeper
Noble Research Institute writer

Regenerative agriculture empowers farmers and ranchers to use management principles that improve the overall health of the land.

More and more farmers and ranchers are joining the conversation around regenerative agriculture as the best way to manage the land for environmental, animal and human health. Noble Research Institute's education, consultation and research efforts are now focusing on regenerative agriculture, and more specifically regenerative ranching — which focuses on grazing lands. Regenerative ranching is a solution to not only the challenges that face farmers and ranchers, but also to broader societal challenges.

We all want clean air, water, food, and an overall healthy environment. Targeting grazing lands, regenerative ranching supports these end goals while at the same time keeping farmers and ranchers profitable — which keeps good stewards on the land. While plenty of anecdotal evidence and an expanding body of research exists for regenerative agriculture, Noble will contribute science-based management knowledge to farmers and ranchers.

What is regenerative agriculture?

Noble defines regenerative agriculture as “the process of restoring degraded soils using practices based on ecological principles.”

It requires managing a farm or a ranch by considering the interactions among the soil, water, plants, animals and humans — interconnected pieces of one whole system.

The benefits of regenerative ranching include:

- Increased soil organic matter and biodiversity
- Healthier and more productive soil that is drought- and flood-resilient
- Decreased use of chemical inputs and subsequent pollution
- Cleaner air and water
- Enhanced wildlife habitat
- Carbon captured in the soil to combat climate variability

With regenerative agriculture, producers are not just sustaining the current land resource so that it can continue to be used in the future. They are actually improving what is there, leaving it better for the next generation.

Organic versus regenerative agriculture

The question that commonly comes up is, “How is regenerative agriculture different from organic practices?”

“Organic” is a labeling term that denotes products produced under the authority of the Organic Foods Production Act. When an individual goes into the grocery store and sees the green and white seal that says “USDA Organic,” they are seeing a product that has been produced and handled under a strict set of standards overseen by the federal government.

This national label began in 1990 with the passage of the Organic Food Protection Act, which aimed to create national standards for the production and processing of food that could be marketed to consumers as “organic.”

By 2002, the year the standards were implemented, the U.S. Department of Agriculture had defined organic as “a production system ... that respond(s) to site-specific conditions by integrating cultural, biological, and mechanical processes that foster cycling of resources, promote ecological balance, and conserve biological diversity.”

In order for a farmer, rancher or food processor to market their product as “organic,” they must prove to a certifier that they followed all organic regulations. These rules dictate what practices and substances can and cannot be used. For example, organic farmers cannot use seeds that have been genetically engineered. They also cannot use most synthetic fertilizers or pesticides. Any such item they do use must be on the approved national list.

While buying organic food can assure you that the land on which it was grown was managed without the use of most synthetic fertilizers and pesticides, the label itself cannot tell you whether the health of the land is improving.



Organic alone is a prescriptive standard for the production of food. While stating the intention to promote ecological balance and conserve biological diversity, the system does not endeavor to rebuild or regenerate the soil. Only recently, consumers have been introduced to a new certification standard “regenerative organic” to further incorporate management principles focused on the soil and its health.

Regenerative agriculture focuses on outcomes

Regenerative agriculture is about principles, not practices. It focuses on outcomes — actual improvements to soil health and the overall quality and health of the land (the soil, water, plants, animals and humans).

Regenerative agriculture is an adaptive

management approach that is supported by soil health principles. There is no recipe or prescription because each farm or ranch differs based on unique natural resources, climate variability, and animal and ecological dynamics. Producers apply those principles for their particular region, operation and personal situation.

This freedom for producers to make decisions on their land is important. The reality is that working with nature is complex. There are good practices that if applied at the wrong time or under the wrong conditions can hurt, not help, the land.

Noble recognizes that prescribed practices are no substitute for producer-led problem-solving and critical thinking to manage a complex environment.

Instead, Noble seeks to empower all producers to understand how their land

functions and give them tools to make the best possible management decisions that improve land health. These decisions may differ from producer to producer, depending on their unique set of natural resources, their climate, and their skills and goals.

Marketing programs like organic may work for some producers, but there is no one-size-fits-all solution. It is important to preserve choices for both producers and consumers. At the same time, it is important to consider the future health of the land.

Noble’s hope is that regenerative agriculture will become a mindset that all farmers and ranchers will pursue because it focuses on improving the very thing that all people depend upon: the soil.

Effects of Oklahoma's late-winter deep freeze on landscape plants

By Trisha Gedon
Oklahoma Cooperative Extension Service

At a time when many Oklahoma gardeners typically are planning their spring gardens, the state was dealing with ice and sub-zero temperatures for an extended amount of time.

The deep freeze has many gardeners concerned about the health of their landscape plants, said David Hillock, Oklahoma State University Extension consumer horticulturist.

"Permanent damage occurs to plants when conditions are severe, prolonged or when the temperature suddenly changes. We definitely experienced severe and prolonged cold temperatures," Hillock said.

"While gardeners are anxious to survey the damage and get started planting new plants, we need to put the brakes on just a bit because there is not much we can do right now," he said. "We are in a wait-and-see pattern because the real extent of damage will not be realized until plants break their winter dormancy and begin to grow – or in some cases, not grow. For the time being, keep the gardening shears and trimmers in storage."

As gardeners survey the landscape, some signs of plant damage are evident. Evergreens that were damaged by the freezing temperatures may be exhibiting brown or black foliage. Damage is most noticeable on broadleaf evergreen trees and shrubs, which may drop damaged

leaves. Plants such as hollies, southern magnolia, boxwood, loropetalum, aucuba, heavenly bamboo, autumn olive and some privets fall into this category.

Hillock said most needled evergreens appear to have fared well with little to no damage, with the exception of deodar cedars and a few pines. Those trees already are exhibiting brown or yellow needles.

"Typically, when a needled evergreen loses its leaves, the chance for recovery is pretty slim," Hillock said. "However, in my experience as a horticulturist, I have observed cases in which deodar cedars

lose most of their leaves and still leaf out again in the spring. The key here will be if the buds responsible for new growth this spring were damaged in the freeze."

Gardeners may see brown, black, or mushy leaves and stems on their evergreen perennials. Most perennials will come back from their crowns and roots, especially if they were mulched or were covered with snow. Again, look for new growth in the spring before cutting back or planning for replacement.

Gardeners who plant trees, shrubs and flowers that are considered hardy to



For many Oklahoma gardeners, damage to landscape plants was evident following the sub-zero temperatures that covered most of the state. *Photo by David Hillock.*



Oklahoma will likely see plant recovery, and those plants will send out new growth from the stems or crowns of the plants. When planning for new plants, it is a good idea to use plants from the USDA Hardiness Zones 6 and 7. Hillock said marginally hardy plants from Zone 8 or warmer, could have some serious damage due to February's weather and may or may not come back, depending on the severity of the damage. An interactive map is available on the USDA Agricultural Research Service website at planthardiness.ars.usda.gov.

"One way to check for life in woody plants is to scratch the bark with your thumbnail or a knife," Hillock said. "A live stem will be bright green and white just under the bark. If it is brown or black, that portion of the stem is likely dead. However, that does not mean the whole plant is dead. Be patient until growth begins in the spring before doing any pruning or removal of stems or branches."

Understandably, with warmer weather on the way, gardeners are anxious to get back into the landscape, but this is a time when patience is vital. Gardeners do not want to jump the gun and remove plants that appear to be dead, but in reality, survived the freezing temperatures.

"As we enter the growing season, be sure to keep the plant healthy through proper watering, fertilization and pest control," Hillock said. "Keeping your plants healthy and vigorous will give them the best chance to recover from the severe winter stress."



Perennials that were covered in snow, mulched or are considered hardy within Oklahoma have a good chance of recovering. Prior to cutting plants back or purchasing a replacement, wait to see if new growth appears this spring. *Photo by Todd Johnson.*

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Pureblood Black Angus yearling cattle and miniature donkeys. (580) 564-3579.

Three registered Angus Bulls. 15 months old, \$1,500 each. Low birth weight. Call Karl. (405) 845-5621.

REAL ESTATE

Home for sale: A nice home located in Duncan, OK area. 3 bedrooms, 2 bathrooms, 2 car garage and several amenities/updates. (580) 721-0009.

Two cabins on 15 acres M/L in Smithville, OK. Great income potential for nightly or weekly rentals. Room for more cabins on this developed 800-foot ridge line with underground utilities. For more info, call (580) 703-3137. \$599,000.

AUTOMOTIVE

2007 Dodge Ram. \$6,900. 4 door, 6/speed standard, V6 motor. Great mileage. (918) 559-9317. Leave message.

2002 Cadillac Deville. 4 door, new tires/all new air ride. Very clean car. \$5,500. (918) 559-9317. Leave message.

2000 Ford F350 7.3 diesel pickup. Best offer. (405) 386-4416.

1955 Chrysler V-8, auto, PS, PB, air runs. (918) 533-3871.

WANTED

Railroad items from the (MV) Midland Valley, (KO&G) Kansas, Oklahoma & Gulf, the Frisco, the (OC&AA) Oklahoma City, Ada and Atoka railroads, the Oklahoma Railway Company, the MK&T railroad, and the CO&G railroad. Also, cotton bale tags and cotton gin reflectors. Will trade from my collection. (580) 399-8866.

I buy guns. Any kind, and condition – fast, friendly and fair with cash. (405) 823-5748.

Fertilizer spreader. (405) 380-8618.

Want to buy good 33 RPM record player. (918) 685-2484.



COUNTRY CLASSIFIEDS

Each OKFB member family is limited to one free classified ad per issue. No call-in ads will be accepted. The length of the ad cannot exceed the number of lines on this form. Ads run one time. We reserve the right not to publish submitted ads. Return to Country Classifieds, 2501 N. Stiles, Oklahoma City, OK 73105.

All information must be completed.

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Please type or print legibly.

*Deadline for the next issue is June 11, 2021.
The summer issue will publish in mid-July 2021.*



MISCELLANEOUS

Structural pipe, sucker rods, fiberglass post, guns, ammo. Will buy silver dollars. Branchauction.com.

Paint your ranch barn quilt. Weather resistant. Many patterns. Classes or commission. Wagoner, OK. Barn Quilter Express. (918) 289-1438.

Brush hogging, skid steer, back-hoe, land clearing, tree removal, driveways, dirt work. Call Larry, (405) 206-1377.

Mineral rights in McCurtain County. 7.5 NMA. Non-producing. \$1,500. (405) 740-3391.

Fence charger repair, all brands. Warranty work for all Woodstream products. Bob Hunter, Pioneer Electronics. Waukomis, OK. (580) 603-0063.

Travel trailer, Aerolite by Thor. 26' two door model. Fiberglass. Some water leak damage. \$3,995. (918) 827-6808.

Two spaces in Grace Lawn Cemetery. Edmond, OK. \$1,500 each. Call (405) 277-3622.

Unique writing pens all made with rifle shell casings. Many themes including patriotic. www.creativebulletware.com.

Work from home – earn a residual income part time. Earn as much as you want. We can show you how. Lots of money to be made. (918) 813-7987.

2006 Champion Outboard Bass Boat. 187C trolling motor, in storage since 2011. Trailer included with life vests and two anchors with rope. 18.5 feet long. Low hours. Not lake ready. \$7,500. Negotiable or best offer. (405) 921-7254.

379 Peterbuilt exhaust chrome system. Cummins 335 engine. 10 speed road ranger. Best offer. (405) 386-4416.

FARM MACHINERY/EQUIPMENT

John Deere skidsteer model 328E with 70 hours. Like new, 2014, always shedded. Four attachment and trailer included. Leave message. (580) 762-1439.


Prairie Star/MacDon 25 ft. draper swather w/ canola header and windrow roller. A new, never used trindle. Less than 2,500 hours. (405) 853-2607.

16' gooseneck trailer. Shop built, \$1,200. (580) 432-5239.

DewEze roll bale trailer. 1994 Fruehauf semi-trailer, 48-102. Two wheel calf creep feeder. (405) 380-8618.

Nurse water tank. 1,500 gallons. Black, four hoops. \$950. Wakita. (580) 541-2326.

1972 C-60 grain truck with dump bed. John Deere 5-bottom plow semi mount. Pipe corner part, double wall. (918) 533-3871.

560 diesel Farmall tractor includes loader. Could be restored or used for parts. (405) 277-3642. 



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