



News & Views

"The Voice of Family Agriculture"

Vol. XCIII No.4
Fall 2012

2012 Farm Bill Update • Grassroots Legislation • International Year of Cooperatives
New Member Benefits • Youth Leadership Summit



**Going Green
in Oklahoma**
Eastern Red Cedar continues its march
against the Sooner State...



By Terry Detrick, President

ELECTION YEAR COUNTDOWN...TO WHAT?

As we count down to November 6, 2012, responsibility rests heavily upon the shoulders of every U.S. citizen. I just returned from six days in Washington, D.C., and I am disturbed by how dysfunctional our federal government has become. In our country and around the globe, turmoil abounds and it seems that selfish political gain is all that matters. A put down here and a brag there—we are all sick of hearing legislators attempt to “one up” each other. We need leaders again—not just poll followers.

We live in a country that is considered the land of plenty, yet 1-in-6 people in America face hunger. Those most affected are the very young and the very old. Where do our responsibilities lie? Should children suffer, learn to steal to get by and grow up uneducated? Should our elderly

be forced to choose between food and medication?

Don't get me wrong, I'm not in favor of hand-outs to those capable of working. They should be required to do something, even if it is public service. There are abuses of government assistance and many loopholes need to be plugged! But, children should not lack food and shelter because of irresponsible parents or an unexpected and unfortunate set of circumstances.

Unfortunately, Congress is currently delaying the 2012 Farm Bill, and it's not just agriculture that will suffer the consequences. Most of our (so-called) welfare programs are contained within farm bill legislation which, as I am writing this, expires September 30, 2012. The total cost of a farm bill (food security and nutrition) is just 2% of the total federal budget, and almost 80 percent of that amount is directed toward nutrition programs. (Only 1/3 of 1 percent of the federal budget makes up what we refer to as the farm “safety net”)

Congressman Frank Lucas, Cheyenne, Okla., is the Chairman of the House Agriculture Committee. He chairs a bipartisan committee of 46 members, 16 of these are freshman House members and more than half of the committee members have never been through the drafting of farm legislation—a very complicated task. Yet, by working with both sides of the aisle in a bipartisan effort, that committee drafted a

bill that passed out of committee with a 35 to 11 bipartisan vote. Their bill cut \$16 billion out of welfare wastes and abuses while still funding basic needs.

BUT, the House of Representatives leadership will not even schedule the bill on the floor for

consideration until after the November election, and, even then, there's no promise of when. One political party thinks the cuts are too severe while the other party is too divided to reach a consensus and does not want their divisiveness exposed before the election.

Consequently, even though the agricultural industry furnishes 16 million jobs (1 out of every 12) at a time when they are most needed and brings \$137 billion annually in to our U.S. economy from other countries via exports, Congress, which has just had an August recess, is deciding not to handle any more legislation and take another recess until after the November election!

A severe drought has spread across the heartland of America, the food basket of the world. Food supplies and surpluses are dwindling to all-time lows and farmers and ranchers are in danger of not operating next year to provide food, fiber and fuel for a needy world. This will compound the problem our nation's poor face in feeding their families and clothing and sheltering their children. Yet, Congress thinks reelection is most important!

Not all legislators are bad. Many are doing a great job. Unfortunately, American voters have done a good job sending moderates home at election time. Often, it is the legislators in the middle that bring compromise to both sides of the aisle. And, what is democracy if not the art of compromise?

Democracy is literally defined as 1) government by the people—especially a rule of the majority, 2) a government in which the supreme power is held by the people.

Many of today's U.S. citizens seem to have forgotten their role in our democracy. I am alarmed by the number of people I talk to who are disillusioned, think their vote doesn't count, and tell me they have lost all interest in political outcomes and don't even listen to it any more. I agree it is sad when we have to select between the lesser

of two evils, but many good people avoid running for office because of nasty politics and the negative campaigning it takes to win a race. It merits remembering “all it takes for evil to prevail is for good people to do nothing!”

Winston Churchill once said, “You can always count on a democracy to do what's right, AFTER it's tried everything else!” Aren't we all tired of trying “everything else”? What America needs is some good, old-fashioned “horse sense” with God as our conscience, and that's what mid-America is best at.

Please, don't forfeit your right to vote. If you are not registered to vote, please do so. Then, don't be swayed by political ads—talk is cheap—study candidates' backgrounds. Do they reflect your values and upbringing and reinforce your perspective of what is best for a harmonized government? Next, study the issues. Don't just take someone else's interpretation of proposed legislation. Then, call them! Speak your mind and hear from candi-

Continued on pg. 3...

Oklahoma State Union of the Farmers Educational and Cooperative Union of America

OUR PRIVACY POLICY

- We do not sell our membership information.
- We do not provide our members' personal information to persons or organizations outside of our affiliate companies.
- We afford prospective and former members the same protections as existing members with respect to personal information.

INFORMATION WE MAY COLLECT

We only collect the member's name, address, e-mail address and phone number.

INFORMATION DISCLOSURE

We do not share any of our members' personal information with outside entities. Your personal information is used to mail our monthly publication or advise you of information pertinent to your membership in the organization. It may be used to offer you any of our membership benefits. If you are a policy holder of one of our affiliate insurance companies, your information may be shared to verify correct contact information.

Vol. XCIII, No. 4 FALL 2012
www.americanfarmersandranchers.com

News & Views
is published by
American Farmers & Ranchers
800 N. Harvey
Oklahoma City, Okla., 73102
(405) 218-5400 - (800) 324-7771

Fax: (405) 218-5581 - Email: news@afrmic.com

First Published in 1920

Editor.....Paul Jackson
Managing Editor.....Laici Wedel

STATE OFFICERS

President.....Terry Detrick, Ames
Vice President.....John Porter, Stillwater
Secretary.....Bobby Green, Okemah

STATE EXECUTIVE BOARD

District 1.....Eric Bilderback, El Reno
District 2.....Joe Ed Kinder, Frederick
District 3.....Jim Shelton, Vinita
District 4.....Bob Holley, Antlers
At Large #1.....VACANT
At Large #2.....Justin Cowan, Locust Grove
At Large #3.....Melody Cummings, Elk City

POSTMASTER: Send address changes to
American Farmers & Ranchers
P. O. Box 24000 • Oklahoma City, OK 73124

Continued from pg. 2...

dates themselves!

Finally, when you do vote in this year's election, among other things, please consider three major questions:

- Does your candidate know the difference between spending and investing?
- Does your candidate understand the art of compromise and that majority rules?
- Will they get in the harness and

pull their share of the load—working across party lines?

Thank you for being a member of American Farmers & Ranchers/Oklahoma Farmers Union. What I have described above is what this organization aspires to do and I am honored to be your president.

Thank you and may GOD BLESS AMERICA...again!

Terry



Terry Detrick and other AFR delegates (Paul Jackson, Steve Thompson, Sara Shelton and Jim Shelton) rally for the passage of the 2012 Farm Bill in Washington, D.C. To learn more about the recent lobbying trip, see page 4.

AFR WELCOMES NEW CEO

The AFR Board of Directors is pleased to announce Brian Baxter has rejoined American Farmers & Ranchers Mutual Insurance Company as its new CEO.

Baxter previously worked with AFR as Oklahoma Farmers Union Mutual Insurance Company's chief operating officer (COO), improving the organization's financial soundness during his tenure.

"I am pleased to rejoin the AFR family," said Baxter. "We do have challenges ahead, but we have a great team to handle them. I look forward to visiting with both our agents and members about the future of AFR."

Baxter brings a wealth of business knowledge to AFR. Among his most recent career experiences, he was the president and CEO of Transactions Applications Group for seven years. The Lincoln, Neb., company provides marketing and

administrative services to more than 35 insurance companies.

In 2008, Baxter partnered with other insurance professionals to form Solvins and Double Eagle Solutions, privately-held insurance consulting groups that provide operational assessments and advice to the insurance industries.

"The Board looks forward to working with Brian, not only now, but in the future," said AFR State Secretary Bobby Green. "We feel confident we have the man in charge to take AFR in the right direction."

Baxter earned his bachelor's degree in economics from Iowa State University and his MBA in finance from the University of Iowa. He has been married to his wife, Amy, for more than 30 years. They have three grown children residing in Lincoln, Des Moines, Iowa, and London, England.



SERVICES HELD FOR AFR DIRECTOR



Harry Jordan, 54, passed away July 6, 2012. His services were held July 10 at Trinity Baptist Church, Ada, Okla.

Jordan was an AFR at-large director at the time of his death. He had previously served on the AFR/OFU Policy and By-laws Committees and also as a local and county officer since 1986. He was a long-time AFR agent with 5 Star Insurance Agency Services in Ada. His wife, Kim, and his daughter, Sidnee, continue to work in the family-operated agency.

Jordan wrote and sold insurance in Ada for almost 30 years. He was intro-

duced to the insurance world by his father who sold commercial insurance. In 1985, he purchased the OFU insurance office in Pontotoc County. Then, in 1990, he purchased the Office of Commercial Insurance Services in Ada from his father, creating 5 Star Insurance Agency Services (Jordan Insurance Agency).

Jordan was born in Hominy, Okla., to Harry Stanley Jordan and Billie Mae Rider Jordan. He graduated from Ada High School in 1975. He was a long time resident of Ada and was a member of Morris Memorial Baptist Church in Latta, Okla.

Jordan married Kimberly Rose Lakey in 1982 in Oklahoma City. He was married to his partner and best friend for 30 years. Together they had three children, Skeeter, Justin and Sidnee.

In 2002, the Jordans became certified therapeutic foster care parents, shifting their focus from traditional civic involvement to helping troubled youth. Over the

years, they helped countless youth find better homes and second chances. They adopted four children—Nikki, Audrey, Adam and Amanda—giving them a home to call their own and a family.

Jordan was active in the Ada community. Among many philanthropic endeavors, he was president of the Latta Partners in Excellence, a foundation he created with two others 27 years ago. The foundation provides scholarships to graduating high school seniors.

Jordan is survived by his wife, Kim Jordan of the home; three sons, Skeeter Jordan and fiancé Abbie Knudsen of Oklahoma City, Justin Jordan and fiancé Terrill Story of Perkins, Okla., and Adam Jordan of the home; four daughters, Sidnee Jordan of Ada, and Nichole, Audrey, and Amanda Jordan all of the home; two sisters, Karen Chiles of Ada, and Cheryl Woods and husband Vic of Calvin, Okla.; and two grandchildren Tatum and Tegan Dickson of Perkins.

2013 Election Reminder

The following elected positions will be presented for a vote at the 2013 AFR State Convention. All elected positions are 3-year terms.

**AFR President
Terry Detrick**

**Board District 3
Jim Shelton**

**Board At-Large 3
Melody Cummings**

AFR DELEGATES LOBBY IN D.C.



AFR sent a delegation to Washington D.C. Sept. 9-12 as Congress was returning from a month-long recess period. Six AFR members—President Terry Detrick, Director Jim Shelton, Sara Shelton, Farm & Cooperative Programs Director Paul Jackson, Kim Jackson, and Policy & Membership Development Coordinator Steve Thompson—traveled to our nation's capital in hopes of advancing the 2012 Farm Bill. Instead, they found a congress, once again, hopelessly mired in partisan gridlock.

A fiery presentation by U.S. Secretary of Agriculture Tom Vilsack and other top USDA officials kicked off the week with a bang. Unfortunately, the enthusiasm generated by Vilsack quickly faded after several uncertainty-filled briefings from congressional committee staffers and White House representatives.

That uncertain prognosis was echoed by the Oklahoma Congressional delegation. The AFR team visited with Sen. Jim Inhofe, Rep. Dan Boren and House of Representatives Ag Committee Chairman Frank Lucas. All three expressed strong support for a full five-year farm bill and a drought disaster package.

However, all three expressed complete frustration with the lack of House floor time for the farm bill. It seemed no one in the entire city expected to see the House of Representatives leadership allow time for a new farm bill before the November election.

The AFR group did not give up without a fight. They participated in a "Farm Bill Now" rally outside the Capitol. National Farmers Union coordinated the event which included more than 80 agriculture organizations from across the country. Republican and Democrat members of the House and Senate spoke about the importance of a timely farm bill and encouraged the hundreds of attendees to continue asking the House leadership to allow the farm bill time on the floor.



NATIONAL NEWS UPDATE

Poultry Regulation

S. 3239, the "Egg Bill," was introduced in the Senate May 25 by Sen. Diane Feinstein (D-Calif.). This bill would require egg producers to phase out conventional cages and transition to larger "enriched colony" cages. The bill is based on an agreement between the United Egg Producers (UEP), which represents 90 percent of the U.S. egg industry by volume, and the Humane Society of the United States (HSUS). It pre-empts existing state standards and requires the larger cages be used. Smaller egg producers are opposed to the bill, as are beef and pork producers, who worry it will set a precedent that will ultimately affect them. There are also concerns that this regulation could result in high costs to consumers. A similar law was passed in England in 1998 that required the end of conventional cages by 2012, resulting in the price of eggs quadrupling.

Farm Youth Labor Law

The House of Representatives approved the Preserving America's Family Farms Act on July 23, a bill intended to prohibit the Department of Labor (DOL) from moving forward on an earlier proposed rule that would limit the ability of children to work on farms unless it was for their parents. Although the DOL has said it does not plan to pursue this rule, the legislation would "verify" the DOL could not move the rule forward. The issue has not been taken up by the Senate at this time.

Dust Regulation

On June 15, the Environmental Protection Agency (EPA) proposed updates to its national air quality standards. The existing daily standard for coarse particles (dust) would remain unchanged. However, the final standard will not be released until December 2012 and the EPA has a history of adopting final standards that are much different than earlier proposals. Congress still has the Farm Dust Regulation Prevention Act as an option for addressing possible over-regulation. This legislation would provide permanent relief and regulatory certainty by exempting the agricultural community from EPA dust regulations. The House version (H.R. 1633) has passed, but the Senate has not taken action on its version (S.1528).

Fuel Containment Regulation

On Aug. 1, the House of Representatives passed H.R. 3158, the Farmers Undertake Environmental Land Stewardship (FUELS) Act. This act directs the EPA to change the Spill Prevention, Control and Countermeasure (SPCC) rule to consider a producer's risk when it comes to maintaining costly oil storage facilities. The bill would allow the EPA to create practical exemptions for small farmers and ranchers. Frank Lucas, Tom Cole, James Lankford and Dan Boren are co-sponsors of the bill. On September 19, Jim Inhofe and Mark Pryor (D-Ark.) introduced S. 3559, a bipartisan Senate companion bill to H.R. 3158.

THE IMPORTANCE OF THE 2012 FARM BILL

Agriculture—an Investment



Agriculture is a primary driver of our rural and national economy, providing employment for 23 million or 1-in-

12 Americans. It is a job-creating industry based upon sustained production by approximately 2.2 million family farmers and ranchers. The farm bill is an important investment in the economy—a profitable agriculture industry is a surefire way to get the country's economy back on its feet.

National farm and food policy is critical to all Americans, urban and rural, food producers and food consumers. Continued emphasis on federal farm policy ensures that U.S. citizens will have access to the most affordable, highest quality food supply in the world. It also ensures that the average American consumer will continue to spend less than 10 percent of their disposable income on food.

American farmers need a more effective safety net to mitigate the effects of weather and market volatility in order to achieve our food and energy security goals. AFR encourages Congress to establish farm policy that offers stability and economic opportunity to production agriculture and rural communities.

What is the Farm Bill?



The farm bill is an extensive, omnibus piece of legislation that is reauthorized roughly every five years. The term “farm bill” is really a misnomer. Although the legislation does contain a number of provisions that are critical to family farmers’ and ranchers’ economic success, more than 75 percent of the bill’s funding is allocated to nutrition programs,

both in the U.S. and abroad.

Many of the remaining provisions relate to rural business development, renewable energy production and protection of our country’s most precious natural resources. So, above all, the farm bill is really a food, energy and jobs bill, and all consumers, farmers and rural Americans have a responsibility to engage in the farm bill debate.

Funding the Farm Bill

The 2012 Farm Bill faces intense scrutiny by Congress as it examines ways to achieve unprecedented levels of deficit reduction. In budget and appropriations bills passed in Congress between 2010 and 2012, agriculture suffered funding cuts that were two to three times deeper than the federal average.

Baseline funding of the new farm bill will be determined from the actual spending levels of the 2008 Farm Bill. This means agriculture will receive less money in the future because it saved money—approximately \$20 billion—in the past. Rural America should not be punished for the efficiency of the 2008 Farm Bill. The agriculture community should not receive a disproportionate share of the nation’s budget deficit solution.

Farm Bill Now

“A good, workable bill would help big farms and small farms, major crops and specialty crops, organic farmers and conventional farmers, cattle ranchers and cotton ginners, farmers markets and national suppliers, and the vast range of other pursuits that make up American agriculture.”

-Farm Bill Now

The swift passage of the 2012 Farm Bill will ensure access to a safe and healthy food and fiber supply for the American public. Programs currently at risk for loss of authorization include nutrition, conservation, trade, disaster, credit, energy and many more. Reauthorizing these programs is especially important as the nation deals with severe drought.

At press time, the Senate version of the farm bill has passed through the Senate Agriculture Committee and the full Senate with bipartisan support. The House Agriculture

Committee has also passed its version of the farm bill with bipartisan support. However, the full House of Representatives has not taken up the farm bill for a vote.

A five-year farm bill must be reauthorized before the current legislation expires on Sept. 30. If the bill is not passed this year, the budget for the next farm bill is certain to be smaller and subject to additional, across-the-board spending cuts.

AFR has asked Congress to:



date. Although a temporary extension of the farm bill is better than no farm bill at all, an extension poses many problems. And, the longer Congress waits, the more difficult it will be to craft a strong bill.

- Provide a framework of certainty. Long-term government policies that protect against low yields, price volatility and high input costs are needed so that farmers can craft effective business plans and provide confidence to their lenders. Currently, neither farmers, nor their financial institutions, know what policies will be in place when producers harvest and market crops they plant this fall.

- Pass legislation that would retroactively authorize disaster programs [Supplemental Revenue Assistance Program (SURE), Live-

stock Indemnity Program (LIP), Livestock Forage Program (LFP) and Emergency Livestock Assistance Program (ELAP)] for losses suffered in 2012. These programs expired in 2011. Because of the severe drought plaguing U.S. agriculture, it is an absolute necessity that these disaster programs be included in the farm bill.

What Can YOU do?

To understand the urgent need for a 2012 Farm Bill, Congress needs to hear from you. Call your congressman and Speaker John Boehner. Ask that Representative Frank Lucas’ House Farm Bill be considered on the House floor. Let them know how important this legislation is to you and your family.

Speaker John Boehner
(202)225-0600
Rep. John Sullivan (OK Dist. 1)
(202)225-2211
Rep. Dan Boren (OK Dist. 2)
(202)225-2701
Rep. Frank Lucas (OK Dist. 3)
(202)225-5565
Rep. Tom Cole (OK Dist. 4)
(202)225-6165
Rep. James Lankford (OK Dist. 5)
(202)225-2132

For more information on the farm bill, please visit www.FarmBillNow.com or contact AFR at legislation@afmic.com or (405)218-5563.

**At press time, Congress had recessed without taking action before the Sept. 30 deadline. Legislators will return after Nov. elections for a lame duck session. They could possibly consider the farm bill at that time. Should it not be considered until Jan., significant funding will be cut from any new bill.*

Farm Bill Updates

The status of the farm bill changes frequently. To stay current on the latest updates on this bill and other legislative and membership information:

Check AFR’s website
(www.iafr.com/includes/news.php)

Follow AFR/OFU’s Facebook page
(www.facebook.com/AmericanFarmersandRanchers)



STATE CAPITOL UPDATE

2012 State Questions

State Question No. 758 - Ad Valorem Taxation Limitation on Valuation Increases

This measure deals with real property taxes, also called ad valorem taxes. These taxes are based on several factors; one factor is the fair cash value of the property. The measure would change the limit on increases in fair cash value. Currently, increases are limited to 5 percent of fair cash value in any taxable year. The measure would change the cap on increases to 3 percent for some property. This 3 percent cap would apply to homestead-exempted property and agricultural land.

State Question No. 759 - Preferential Treatment or Discrimination

This measure deals with three areas of government action—employment, education and contracting. The measure does not allow affirmative action programs in these areas. Affirmative action programs give preferred treatment based on race, color, gender, ethnicity or national origin. Discrimination on these bases is also not permitted.

The measure permits affirmative action in three instances: 1) when gender is a bona fide qualification, 2) when existing court orders and consent decrees that require preferred treatment will continue and can be followed, and 3) when affirmative action is needed to keep or obtain federal funds. The measure applies to the state and its agencies, counties, cities and towns, and school districts.

State Question No. 762 - Parole Process for Nonviolent Offenders

This measure would change current law, decreasing the power and authority of the governor by removing the governor from the parole process for persons convicted of certain offenses defined as nonviolent offenses. The measure would increase the power and authority of the Pardon and Parole Board by authorizing the board, in place of the governor, to grant parole to persons convicted of certain offenses defined as nonviolent offenses.

The measure authorizes the Pardon and Parole Board to recommend to the governor, but not itself grant, parole for persons convicted of certain offenses, specifically those offenses identified as crimes for which persons are required to serve not less than 85 percent of their sentence prior to being considered for parole and those designated by the Legislature as exceptions to nonviolent offenses.

State Question No. 764 - Water Infrastructure Credit Enhancement Reserve Fund

This measure would allow the Oklahoma Water Resources Board (OWRB) to issue bonds. Any bonds issued would provide a reserve fund for the board to be used for certain water resource and sewage treatment funding programs. The fund could only be used to pay other bonds and obligations for the funding programs, and could only be issued after other monies and sources are used for repayment. No more than \$300 million worth of bonds could be issued. The Legislature would provide the monies to pay for the bonds.

State Question No. 765 - Dept. of Public Welfare, its Commission and Director

This measure would abolish the Oklahoma Department of Human Services (OKDHS), the Oklahoma Commission of Human Services and the position of Director of the OKDHS. These entities were created under different names by Sections 2, 3 and 4 of Article 25 of the Oklahoma Constitution and given duties and responsibilities related to the care of the aged and needy. The measure repeals these sections of the constitution and, consequently, removes the power of the Commission of Human Services to establish policy and adopt rules and regulations. The measure adds a provision to the constitution authorizing the Legislature to create a department or departments to administer and carry out laws to provide for the care of the aged and the needy.

State Question No. 766 - Intangible Personal Property and Ad Valorem Taxation

See "Intangible Tax" for details on State Question 766.

Interim Studies

The Oklahoma Legislature does not meet in regular session June to January, but will occasionally hold meetings to explore state government-related issues. The studies listed could have significant impact on AFR and its members.

House Study 2012H-002, Insurance Committee, Rep. Dan Kirby

Indian Country presents a unique set of challenges for insurance, as interaction between local, state, federal and tribal law changes risk dynamics. This study explores issues related to insurance in Indian Country, such as uninsured motorists, availability and usage of private structure insurance (homeowners) and insuring tribal property.

House Study 2012H-025, Revenue/Taxation Committee, Rep. Jeff Hickman

This study looks at options for income tax reduction, possibly using sales tax on services as a way to supplement reduction.

House Study 2012H-060, Energy Committee, Rep. Lisa Billy

Currently, in Oklahoma, oil and gas companies can come onto private property where they have leased mineral rights and drill, without permission from the land owner and without settling costs of surface damages. This study considers the rights of the land owner.

House Study 2012H-070, Public Health Committee, Rep. Joe Dorman

In respect to changes in federal health care laws, this study explores modifications to policies regarding telemedicine and possible incentives to provide access to health care in remote areas of the state, along with current policies administered by the state.

House Study 2012H-084, Judiciary Committee, Rep. Sally Kern

This study examines factors that the state of Oklahoma and its political subdivisions might use in adopting and developing environmental policies that, without due process, would infringe or restrict private property rights.

House Study 2012H-091, Public Safety Committee, Rep. Jeff Hickman

This study deals with size and weight enforcement on Oklahoma roadways.

Intangible Tax

State Question 766, by Sen. Mike Mazzei (R-Tulsa) and Rep. David Dank (R-Okla. City), proposes an amendment prohibiting all intangible personal property from being subject to ad valorem tax, or any other tax in lieu of ad valorem tax, beginning Jan. 1.

Current law exempts only certain intangible personal property, including cash and cash on hand, money on deposit, accounts and bills receivable, bonds, promissory notes, stock, property held in trust, annuities and annuity contracts.

Dank has said the measure would lead to a \$50 million reduction in state revenue, but the impact would be spread across all schools, CareerTechs and county commissioner districts, implying there will be minor cuts for a large number of people.

However, it is almost impossible to estimate the exact amount of intangible tax owed. According to ballot language, intangible personal property—which is currently taxed, but would not be taxed if the measure is adopted—includes such items as patents, inventions, formulas, designs and trade secrets; licenses, franchise and contracts; land leases, mineral interests and insurance policies; custom computer software; and trademarks, trade names and brand names.

The business community generally supports this measure. Many business owners feel a levy on intangible personal property could create a tax on assets that are difficult to measure such as marketing materials, client lists and software. Public schools and other recipients of ad valorem taxes generally oppose the measure. One concern is that it would shift the tax burden to individuals in areas with pending bond payments.

AREA MEETINGS A SUCCESS

The 2012 AFR August Area Meeting series was a rousing success. State staff traveled to seven Oklahoma towns—Elk City, Chickasha, Fairview, Pryor, Wilburton, Perkins and Tishomingo—for the annual area meetings. Attendance and participation in all areas of the state showed significant increases over last year's series.

"We are thankful to have received such support and participation from the AFR family in so many areas of our great state," said Steve Thompson, AFR Policy & Membership Development Coordinator.

AFR holds these legislative meetings to kick-off the local/county meeting cycle. They include local and county organizational information, state and federal legislative updates and an overview of state questions to be considered in November. This year, the Oklahoma Forestry Service also presented basics of their FireWise home and community program.

These meetings start the development of a legislative agenda that will be completed February 2013 at the annual AFR State Convention.

The grass-roots style meetings encouraged input from cooperative members, allowing individuals to influence AFR policy on legislative and regulatory issues. This membership input will lead to resolutions that become lobbying efforts at the state and national levels. This year's hot topics among audience members included red cedar elimination, EPA regulations, road & bridge funding and public school funding.

"This year's theme was 'Actions Speak Louder than Words,'" said AFR President Terry Detrick. "These meetings are an excellent way to turn words into actions. We are proud to offer our members the opportunity to participate in the legislative process, both within our own AFR policy and outwardly through our state and national government."

**Actions
SPEAK
LOUDER
than
WORDS**

HOW YOU CAN BECOME INVOLVED IN AFR POLICY

As a member of AFR/OFU, you have a unique opportunity to influence and shape policy that will direct the organization in the next year as it works with Congress, the Oklahoma Legislature and state and federal agencies. You may become involved through the following process.

Prior to your local or county meeting, consider policy additions or corrections you would like to see made to the current policy document.

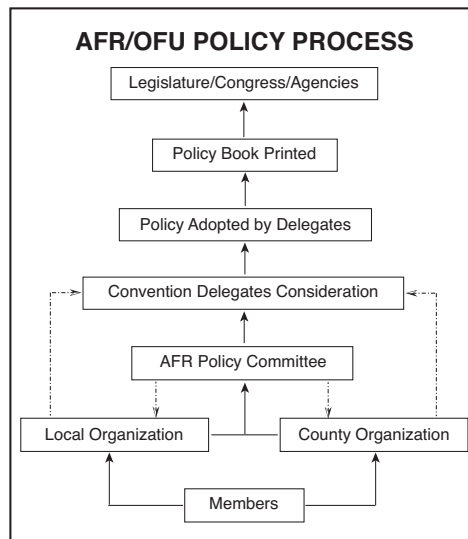
In your county, officers may choose to meet prior to the county meeting with a smaller group of members as a resolutions committee. This group may discuss issues and develop a list of resolutions for consideration by the county membership.

During the actual county meeting, the membership will discuss and vote on each resolution submitted by the ad hoc committee, as well as receive prospective resolutions from the floor.

Once the policy is adopted by either

the local or county organization, it is sent by local/county leadership to the AFR/OFU Policy Committee.*

This committee may approve, reject or modify a resolution. The group will also review the entire policy document to make pertinent updates and corrections, as well as propose new policy not offered through



resolutions.

Policy adopted by the AFR State Policy Committee is formally presented to delegates during the AFR/OFU State Convention. These delegates are elected from local and county meetings.

If the AFR State Policy Committee does not adopt the policy presented by a local or coun-

ty, that policy can be re-submitted by a member of the original submitting organization on the convention floor during policy consideration.

Each section of policy is reviewed and changes are noted and offered for delegate consideration. Delegates adopt, reject or change wording throughout the document. The final policy document is adopted by the full body of attending delegates.

Current policy books are available by request through county officers, local insurance agents or the AFR website.

*The AFR/OFU Policy Committee is appointed each year by the AFR/OFU President. The committee represents the broadest possible cross-section of the membership, representing each geographic region, various agriculture commodities and other interests. Those interested in being considered for the policy committee may call Paul Jackson at (405) 218-5559 for more information.

ANNUAL COUNTY MEETINGS ANNOUNCED

Adair County Meeting & Dinner

Tuesday, Dec. 4, 2012 @ 5:30 p.m.
Charlie's Chicken, Stillwell, Okla.
RSVP by Friday, Nov. 16 to:
Brad Davenport, 696-7191
Members only! Door prizes!

There will be a short business meeting with election of officers for the coming year and presentation of resolutions.

Alfalfa County Meeting & Dinner

Saturday, Oct. 13, 2012 @ Noon
Registration @ 11:30 a.m.
Baker Building, 2nd & Grand, Cherokee, Okla.
RSVP by Thursday, Oct. 11 to:
John Patton, Cherokee, 596-3321 or 596-2592
Oma Gay Nichols, Helena, 852-3731,
883-5969 or 822-5554

Dinner arrangements will be based on response received. Please call to R.S.V.P. The meeting will follow the meal.

Many door prizes!

Patton Local #164 and Nichols Helena Local #167 will hold their business meetings immediately following.

Beckham County Meeting & Customer Appreciation Dinner

Monday, Oct. 15, 2012 @ 6:30 p.m.
Opera House, Museum Complex
2717 W. 3rd, Elk City, Okla.

Locals #14 and #112 will have a short business meeting immediately following.

Canadian County Meeting & Free Dinner

Saturday, Nov. 3, 2012 @ 6 p.m.
El Reno VoTech, E. of El Reno on HWY 66
Catered by End O' Main of Watonga
RSVP by 4 p.m., Tuesday, Oct. 30 to:
Wiedemann El Reno Agency, 262-5388
Wiedemann Yukon Agency, 354-7920

Due to limited seating/fire code compliance, family members only please. Single members may bring one guest. Door prizes!

There will be a short business meeting with election of officers for the coming year.

Canadian County Local #17 Meeting

Thursday, Oct. 4, 2012 @ 7:30 p.m.
3550 National Dr., Norman, Okla.

Cleveland County & New Corn Local #762

Meeting

Thursday, Oct. 4, 2012 @ 7:30 p.m.
3550 National Dr., Norman, Okla.

Comanche County Meeting & Free Dinner

Tuesday, Oct. 30, 2012 @ 5:30 p.m.
Dinner served 5:30 - 6:30 p.m.
Great Plains Technology Center
Worley Center, Rm 301, Lawton, Okla.
RSVP by 5 p.m., Friday, Oct. 26 to:
Dismuke Agency, Lawton, 357-1110
Humble Agency, Cache, 429-3608
David Kolker, Elgin, 492-4280

For seating/food arrangements, notify your agent with number of guests attending. If you cannot attend after making reservations, please call to cancel. One door prize per family (must be OFU member)!

There will be a short business session and election of officers for the coming year. Locals #799, #276 and #138 will meet immediately following.

Cotton County Meeting & Free Dinner

Monday, Nov. 5, 2012 @ 6:30 p.m.
Cotton County Expo Center, Walters, Okla.
Speaker: Paul Jackson,

Farm & Cooperative Programs Director

Dinner Provided! Door prizes - 32" flat screen TV donated by Jeremy Scherler Agency & cash prizes donated by Mike Humble Agency! Expo Center is behind rodeo arena.

There will be a short business session and election of officers for the coming year.

Custer County Meeting & Customer Appreciation Dinner

Tuesday, Oct. 23, 2012 @ 6 p.m.
Arapaho Comm. Center, C & Broadway, Arapaho, Okla.

Speaker: Steve Thompson,
Policy & Membership Development Coordinator
RSVP to your agent:

Burke Covey, Covey Agency, 323-6471
Jessy Barger, Weatherford Agency, 772-8500
Melody Cummings, Crow Agency, 225-3645
Donna Newsome, Newsome Agency, 323-0444
Linda Dobbins, Dobbins Agency, 661-3171

From flashing yellow light @ HWY 183 & Main, go east 4 blocks to stop sign, then 1 block south.

There will be a short business session and election of officers for the coming year. Locals #109, #312, #530, #589, #642 and #804 will meet immediately following.

Dewey County Meeting & Dinner

Tuesday, Oct. 30, 2012 @ 6:30 p.m.
Leede Community Center, Leede, Okla.
Catered by Cattle Call of Elk City
Speaker: Terry Detrick, AFR President

Ellis County Meeting & Refreshments

Wednesday, Nov. 7, 2012 @ 7 p.m.
Shattuck Chamber, 115 S. Main, Shattuck, Okla.
RSVP by Friday, Nov. 2 to: 938-2011 or 938-2087
Because of food/seating arrangements, please R.S.V.P. Door prizes will be given!
Square Top Local #286 will meet immediately following.

Garfield County Meeting & Dinner

Friday, Oct. 19, 2012 @ 6 p.m.
Hoover Building, Fairgrounds, Enid, Okla.
Speaker: Terry Detrick, AFR President
RSVP by Monday, Oct. 15 to your agent:
Bolenbaugh Agency, 242-2818
Detrick Agency, 796-2100
Maly Agency, 863-2389

Bring this invitation for admittance. For members and families only. Door prizes!

Bolenbaugh #668, Hunter #634, Garber #682, Woodson #529 and Laboma #152 will meet immediately following.

Garvin County Meeting

Tuesday, Nov. 6, 2012 @ 5:30 p.m.
Wynnwood Insurance Office

204 S. Dean A. McGee, Wynnwood, Okla.

There will be a short business meeting with election of officers for the coming year and presentation of resolutions.

Grady County Meeting & Free Dinner

Monday, Oct. 15, 2012 @ 7 p.m.
Grady County Fairgrounds, Chickasha, Okla.
Catered by End O' Main
Speaker: Paul Jackson,
Farm & Cooperative Programs Director
RSVP by Friday, Oct. 12 to:
Taylor-Schebester Agency, 224-4450
Harold Ratterman, 352-5200
Community Agency, 476-3289
Ray Anthony, 224-1392
Jack McClain, 453-7801

Include number attending in R.S.V.P. If you are unable to attend after making reservations, please call back to cancel. Door prizes & an evening of entertainment!

There will be a short business meeting with election of officers for the coming year and presentation of resolutions.

Harmon County

Lunch Meeting

Wednesday, Oct. 24, 2012 @ Noon
Hollis Inn, Hollis, Okla.

There will be a short business meeting with election of officers for the coming year.

ANNUAL COUNTY MEETINGS Continued...

Haskell County Meeting

Tuesday, Nov. 13, 2012 @ 7 p.m.
Stigler H.S. Auditorium, N.W. 7th, Stigler, Okla.
You must bring your notice as your ticket for the drawings! Turkeys! Cash door prizes: 1st - \$50, 2nd - \$30, 3rd - \$20! There will be a business meeting with election of officers and delegates to state convention. Resolutions will be presented.

Hughes County Meeting & Free Supper

Tuesday, Oct. 18, 2012 @ 6:30 p.m.
Holdenville High School Cafeteria
115 E. 9th, Holdenville, Okla.
RSVP by Friday, Oct. 5th to:
Robert Taylor & Assoc., Agent, Holdenville, 379-2176
For seating/food preparation, R.S.V.P. with number attending from your family. Speaker and entertainment provided! There will be a short business meeting with election of officers, directors, and a delegate to state convention. There will also be a presentation of resolutions.

Jackson County Meeting & Dinner

Thursday, Nov. 1, 2012 @ 6:30 p.m.
Hove/Wilson Center, 905 N. Willard, Altus, Okla.
RSVP by Monday, Oct. 29 to your local agent.
Door prizes (including \$100 cash)! Entertainment! There will be a business meeting with election of Sec/Treas for the upcoming year, Earl Abernathy's replacement, and a delegate to state convention. One director will be elected to the expiring term of Burl Shumaker. Bring resolutions! Jackson Co. Farmers Union scholarships will be discussed.

Jefferson County Meeting & BBQ Dinner

Saturday, Nov. 17, 2012 @ 6:30 p.m.
Waurika Grade School Cafeteria, Waurika, Okla.
Members only! Door prizes! There will be a short business meeting with election of officers for the coming year and presentation of resolutions.

Johnston County Meeting & Free BBQ Dinner

Saturday, Nov. 3, 2012 @ 6 p.m.
Tishomingo Grade School, Littlepage Cafeteria
5th & Neshoba, Tishomingo, Okla.
You must bring your invitation to be eligible for prizes! Members only. No guests, please! There will be a short business meeting with election of officers for the coming year.

Kay County Meeting & Dinner

Tuesday, Oct. 23, 2012 @ 6:30 p.m.
NOC Renfro Nursing Center, Tonkawa, Okla.
Speaker: Paul Jackson,
Farm & Cooperative Programs Director

Leflore County Meeting & Dinner

Monday, Oct. 15, 2012 @ 6 p.m.
Donald W. Reynolds Community Center, Poteau, Okla.
Catered by Eli's BBQ
Door prizes! Members only, please! There will be a business meeting with election of officers. Locals #6, #515 and #671 will meet immediately after.

Lincoln County Meeting & Free Dinner

Thursday, Oct. 11, 2012, Buffet served 6 p.m. - 7 p.m.
Agri-Center, Chandler, Okla.
RSVP by Friday, Oct. 5 to your local agent.
For seating arrangements, please R.S.V.P. Your membership entitles you to tickets for your immediate family only! Entertainment! Door prizes (limit one per family)! There will be a short business meeting with election of officers for the coming year. Nominations for county officers will be made from the floor. If you are interested, or know someone who is, have his/her name placed in nomination at the meeting. Resolutions will be presented for a vote.

Love County Meeting & Free Dinner

Saturday, Nov. 3, 2012 @ 6 p.m.
Thackerville School Cafeteria, Thackerville, Okla.
RSVP to your local agent:
5 Star - Pearman Ins. Agency, Thackerville, 276-3672
Harper Ins. Agency, Marietta, 276-5129
Door prizes! There will be a short business meeting and BBQ dinner.

McClain County Meeting & Free Dinner

Saturday, Oct. 27, 2012 @ 5 p.m.
Blanchard FFA Building, Blanchard, Okla.
RSVP by Monday, Oct. 22 to:
Richey Ins. Agency, Blanchard, 485-9400
Harryman Ins. Agency, Newcastle, 387-4416
Heart of Oklahoma Ins. Agency, Purcell, 527-2153
Door prizes! There will be a business meeting with election of officers. Harryman Locals #39 and #129 and Purcell Local #372 will meet immediately following.

Murray County Meeting

Saturday, Oct. 20, 2012 @ 5 p.m.
The Inn @ Treasure Valley, I-35 & HWY 7, Davis, Okla.
There will be a short business session, election of officers, board members for the coming year, and a delegate to state convention. Resolutions for state convention will be requested from the membership attending.

Major County Meeting & Buffet Dinner

Saturday, Oct. 27, 2012 @ 6 p.m., Registration @ 5 p.m.
Ringwood Community Fair Building
306 N. Main, Ringwood, Okla.
Speaker: Terry Detrick, AFR President
RSVP by Thursday, Oct. 25 to:
Nichols Agency, 883-5969 or 227-3623
Detrick Agency, 796-2100 or 753-4280
Door prizes! Entertainment! There will be a business meeting with election of officers, speakers and presentation of resolutions. Bring resolutions you would like considered by the State Resolutions Committee. Nichols Agency Locals #709 and #272 and Detrick Agency Local #392 will hold business meetings afterward.

Nowata County Meeting & Pot Luck Dinner

Thursday, Dec. 6, 2012 @ 6 p.m.
Nowata Senior Citizens Building, Nowata, Okla.
Meat/beverages provided. Please bring vegetables, salads and desserts. There will be door prizes! There will be a short business meeting with election of officers for the coming year and delegates to state convention, and presentation of resolutions. Local meetings will be held immediately following.

Okfuskee County Meeting & Refreshments

Friday, Oct. 11, 2012 @ 6:30 p.m.
Paden Holiness Church, 424 E. 7th (Main), Paden, Okla.
There will be a short business meeting with election of officers and presentation of resolutions.

Oklahoma County Meeting & Dinner

Saturday, Nov. 3, 2012 @ 6:30 p.m.
Midwest City Community Center, Midwest City, Okla.
All AFR/OFU families welcome. All members urged to attend! Door prizes! Entertainment! Meeting for Locals #150, #166, #196, #3313 and #789 immediately following.

Ottawa County Meeting & Free Chicken Dinner

Monday, Oct. 29, 2012 @ 6:30 p.m.
Charlie's Chicken, 2400 N. Main, Miami, Okla.
Speaker: Paul Jackson,
Farm & Cooperative Programs Director
Meal will be furnished by the county. Door prizes! There will be a short business meeting with election of officers for the coming year.

Ottawa County Local #79 Meeting & BBQ Brisket Dinner

Monday, Dec. 3, 2012 @ 6:30 p.m.
Charlie's Chicken, 2400 N. Main, Miami, Okla.
Meal will be furnished by the local.

ANNUAL COUNTY MEETINGS

Continued...

Payne County Meeting & Banquet

Thursday, Oct. 18, 2012, Doors open @ 5:30 p.m.
Payne County Expo Center, Stillwater, Okla.

Catered by Klein's Catering Service
RSVP by noon, Monday, Oct. 15 to:
Porter Agency, 372-4169 or 372-0585
Perkins Agency, 547-2971
Cushing Agency, 225-1751

Schieffer & Schieffer Agency, 352-9406

Because of seating/food preparations, R.S.V.P. with number attending from your family.

Entertainment - Hunt bluegrass band! Many door prizes! There will be a business meeting with election of officers and directors for the coming year, election of a delegate to state convention, and presentation of resolutions. If you have resolutions, bring them up at the meeting.

Pawnee County Meeting

Saturday, Oct. 27, 2012 @ 1 p.m.

Cleveland Community Center, Cleveland, Okla.

There will be food, drinks and door prizes!

There will be a short business meeting with election of officers and board members for the coming year.

Pontotoc County Meeting & Dinner

Friday, Oct. 19, 2012 @ 7 p.m.

American Legion Hall, 4015 N. Broadway, Ada, Okla.

RSVP by Wednesday, Oct. 17 to:

Pontotoc County Ins. Office, 332-6025

There will be door prizes and a business meeting with discussion of state convention.

Pottawatomie County Meeting & Free Dinner

Tuesday, Oct. 23, 2012, Dinner served 5:30 - 6:30 p.m.

Heart of Oklahoma Expo Center

HWY 177 & Independence, Shawnee, Okla.

RSVP by Friday, Oct. 19 to:

Curtis Stanford, Shawnee, 273-7095

Williamson, Prague, 567-4959

Gilbert, Tecumseh, 598-2590

Mize, Earlsboro, 997-5760

Because of seating/food arrangements, R.S.V.P. with number attending from your family. Your notice is your meal and door prize ticket! Members only! Entertainment!

There will be a short business meeting and election of officers for the coming year.

Roger Mills County Meeting & Free Dinner

Friday, Oct. 26, 2012 @ 6 p.m.

Community Building, Durham, Okla.

Speaker: Terry Detrick, AFR President

Entertainment! Door prizes!

There will be a short business meeting and election of officers for the coming year. Local #503 will meet afterward.

Seminole County Meeting & Dinner

Monday, Nov. 12, 2012 @ 6:30 p.m.

Wewoka Trading Post, Wewoka, Okla.

Speakers: Terry Detrick, AFR President

Tommy Thomas, AFR Lobbyist

RSVP by 5 p.m., Thursday, Nov. 8 to:

Your Hometown Ins. Agency, Wewoka, 257-2100

Lane Ins. Agency, Konowa, 925-3785

N. end of Wewoka Ave/Main, 2 blocks N. of Courthouse Because of seating/food arrangements, R.S.V.P. with number attending from your family. No guests, please! Bring your notice to be eligible for door prize drawing!

There will be a brief business meeting of Wewoka Local #128 immediately following.

Stephens County Meeting & Free Dinner

Monday, Oct. 8, 2012 @ 6:30 p.m.

Stephens County Fairgrounds, Duncan, Okla.

RSVP by noon, Thurs., Oct. 4 to your agent:

Graham Agency, 658-3077

Harris Agency, 255-2147

Jeremy Scherler Ins. Agency, 439-8823

Immediate family only, please! Door prizes!

There will be a short business meeting with election of officers for the coming year and a delegate to state convention.

Marlow Local #70 will meet immediately following.

Tillman County Meeting & Dinner

Monday, Oct. 15, 2012 @ 6:30 p.m.

Great Plains Technical Center, Frederick, Okla.

RSVP by Friday, Oct. 12 to:

McManus-Whitworth Ins. Agency, 335-2590

BBQ dinner will be served! Door prizes!

There will be a business meeting with election of officers and a delegate to state convention, and presentation of resolutions.

Tulsa County Meeting & Traditional Turkey Dinner

Tuesday, Dec. 4, 2012 @ 7 p.m.

Historic Burnett Mansion, 320 S. Main, Sapulpa, Okla.

RSVP by Friday, Nov. 30 to:

John Firey, President, 637-7243

Meat provided by Tulsa Co. FU. Bring side dish &/or dessert.

There will be a short business meeting with election of officers for the coming year and delegates to state convention, and presentation of resolutions.

Washington County & Antioch Local #716 Meeting & Free Dinner

Tuesday, Dec. 4, 2012 @ 6 p.m.

Branding Iron Building, Don Tyler Ave., Dewey, Okla.

Meal provided by Washington County AFR. Door prizes!

There will be a short business meeting following the meal.

Wagoner County Meeting & Dinner

Tuesday, Oct. 23, 2012 @ 7 p.m.

OSU Extension Service, Coweta, Okla.

Speaker: Terry Detrick, AFR President & a representative from Oklahoma Forestry Service
Take HWY 51 to 305th E. Ave S. to 147th (Pecan). Turn right. 1 1/2 blocks on left, across from intermediate school.

Meal provided! Cash prizes!

There will be a short business meeting with election of officers, two board members and delegates to state convention, and discussion of resolutions.

Washita County Meeting

Tuesday, Oct. 30, 2012 @ 4 p.m.

Hometown Ins., 214 E. Main, Cordell, Okla., 832-5522

Woods County Meeting & Free Dinner

Thursday, Oct. 18, 2012 @ 6:30 p.m.

Registration @ 6 p.m.

Chamber of Commerce Building

116 Main, Waynoka, Okla.

RSVP by noon, Friday, Oct. 11 to:

Dawn Gay Brooks, 327-5353 or 824-0553

Please bring your invitation. Drawing and entertainment!

There will be a short business meeting with election of officers. Alva Local #512 will meet immediately following.

STATE CONVENTION CHANGES

Recently, auditors representing the Oklahoma Insurance Department completed a comprehensive audit of AFR Mutual Insurance Company.

One of the focal points was the AFR/OFU election process. The audit indicated problems with dues-alone members voting for officers and directors that are also part of the mutual insurance company.

Therefore, effective with the upcoming 2013 convention, NO DUES-ALONE members will be allowed to be delegates. Members that have been policy holders for the entire fiscal year preceding the convention are the only members eligible to be delegates.

We look at this as a positive change for our organization. This is an excellent opportunity to encourage Oklahomans that truly care about AFRMIC to become policy holders. The purpose of this change is not to exclude, but rather include, our members/insureds in the election process.

2012 IS INTERNATIONAL YEAR OF COOPERATIVES

Each year, October is designated as National Cooperative Month, a time to celebrate the economic and social advantages of cooperatives across the U.S. This year has also been designated as the International Year of Cooperatives (IYC) by the United Nations.

The theme of the IYC is "Cooperative Enterprises Build a Better World." The celebration focuses on cooperatives' positive economic impact across the globe. The hope is to spotlight co-ops' ability to pursue both economic viability and social responsibility.

Throughout the year, cooperatives from across the nation have come together to raise awareness of cooperative enterprises' ability to create jobs and build communities. In the U.S., cooperatives contribute annual sales of \$652 billion and generate 2 million jobs each year, and 1-in-3 Americans are co-op members, holding 250 million memberships nationwide.

Most of America's 2 million farm-

ers are farmer co-op members, providing 250,000 jobs and \$8 billion in wages.

"Farmer- and rancher-owned cooperatives are a mainstay in the American economy," said Dallas Tonsager, USDA Rural Development Under Secretary. "They not only help members market and process their crops, milk and livestock, and create jobs, but also help producers keep more of their earnings at home, in rural counties and communities."

The top 100 list of U.S. agriculture cooperatives boasts such names as Land O'Lakes, Dairy Farmers of America and Ocean Spray. The list includes many cooperative endeavors—farm supply, sugar,

fruit and vegetable, livestock, rice, cotton, nuts, grains and more. In 2010, 23 of those cooperatives had recorded revenues of over \$1 billion.



AFR Mutual Insurance Company returns benefits to its membership instead of stockholders. The farm organization component of the company, Oklahoma Farmers Union, began in 1905 as a cooperative working in the areas of legislation, education and cooperation. OFU and its members are responsible for many cooperatives in Oklahoma including an oilseed mill, a royalty company and a funeral home.

"Few know better than the U.S. farmer just how interconnected world economies have become and the role co-ops—domestic and foreign—play in the international marketplace," said Dan Campbell, editor of Rural Cooperatives Magazine.

prises with shared values and community focus.

Three principles distinguish cooperatives from general corporations:

User-owner: The people who use the cooperative own it.

User-benefit: The cooperative's sole purpose is to provide and distribute benefits to members.

User-control: Members control overall operations and activities of the cooperative, directly through voting at annual meetings, and indirectly through those members elected to the board of directors.

There are many more benefits of cooperatives, including improved bargaining power, reduced costs, increased market access, improved products and service and opportunity for political action.

Cooperatives provide a way to organize for effective political action. They can meet to develop priorities and strategies and send representatives—speaking for many—to meet with legislators and regulators.

What are Cooperatives?

Cooperatives are member-owned businesses that operate for the mutual benefit of their members. They are social enter-

OKLAHOMA WILDFIRES

Chad Yearwood, CPCU, AIC, AIS, AR, APA, AFR Director of Claims

Oklahoma experienced searing heat and prolonged drought this summer. Aside from the uncomfortable environment, this combination sparks another unfortunate reality—the potential for wildfires. As Oklahomans learned this summer, wildfires pose a danger to both life and property. Oklahomans in rural communities face an increased chance of falling victim to wildfires due to their surrounding environment and scarcity of nearby fire departments.

As recently seen, rain-starved, heavy vegetation can provide fuel for an out-of-control blaze. That very thing occurred in parts of Oklahoma, as dozens of homes were destroyed over the summer.

While it may be impossible to prevent some wildfires, there are steps that

can be taken to protect yourself. FireWise Oklahoma is an organization that provides information on steps you can take to protect your property and your family.

The National Fire Protection Association's FireWise Communities program has partnered with Oklahoma Forestry Services to provide guidance and encourage individuals to work together to be as prepared as possible for a wildfire event. Many FireWise recommendations are easy to understand and are easy actions to take. Among them are:

- Keep a clean lawn that encircles your home. This should be a well watered buffer at least 30 feet in diameter.
- Any landscaping along the perimeter of the premises should be carefully spaced & limited to fire-resistant species.
- Keep trees pruned so that the lowest branches are 6 to 10 ft from the ground.
- Remove leaves, branches or other debris from gutters, eaves and the roof.

•Move firewood or other potential combustibles from alongside the home.

These steps and others outlined by FireWise can help increase the potential that your home, and perhaps your life, could be spared in an unexpected wildfire event. Not only does a FireWise ready property provide less fuel for a fire, but it also slows the aggression of fire in certain circumstances. That extra time may be the difference needed by firefighters to extinguish the threat.

In addition to a FireWise property, it is necessary to have a disaster plan to protect your family. These plans should include posting emergency phone numbers in a visible place and practicing family fire drills so

all members of your family know what to do during an unexpected fire.

This is just a basic look at what you can do to prepare your property for a wildfire. The FireWise program provides guidance on everything from fire-resistant construction techniques to planning for emergency access in and out of your home. You can find more information at www.firewise.org or www.forestry.ok.gov/firewise.

AFR continues to be the only domestic insurance company partnering to promote the state FireWise program. By being FireWise and helping reduce the number and severity of fire losses, AFR customers can impact their individual premiums, as well as the overall rates of those within the mutual company. AFR would be glad to work with your community to hold a FireWise educational program. For more information, contact Paul Jackson at pjackson@afmic.com or (405)218-5559.

Going Green in Oklahoma

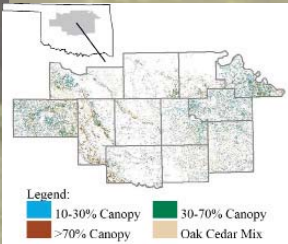
Eastern Red Cedar continues its march against the Sooner State...

When outsiders think of the Sooner State they may see the green mountains in the east, the expansive panhandle in the west, or the rolling plains in between. They may conjure images of oil wells, fields of cattle, waiving wheat, and...cedar trees?

Unfortunately, this image has gradually become a reality to many Oklahomans over the last 50 years. Today, there is nothing "gradual" about the spread of eastern red cedars. They are taking over Oklahoma—at an alarming rate.

The trees are native to Oklahoma, but are not indigenous to all areas of the state where it grows. The species can survive the spectrum of dry to wet climates and can withstand drought, heat and cold.

Eastern red cedar is a threat to Oklahoma's economy, human health and safety, wildlife populations and the productivity of the state's pastures, range and forest land.



700 acres per day to the trees.

Much of this growth goes unchecked. Cedar acreage in Oklahoma increased from 1.5 million acres in 1950 to 8 million acres in 2004. Estimates projected cedar acreage to reach 12.6 million by 2013—28 percent of the state's landscape.

In 2002, the USDA Natural Resources Conservation Service (NRCS) estimated that it would cost \$157 million to address cedar-related conservation needs alone. However, environmental degradation is not the only cost of the Eastern red cedar.



Eastern red cedars are more than just a menace to Oklahoma.

Problems caused by cedar populations cost approximately \$218 million in 2000. Oklahoma State University (OSU) projected economic losses to increase to \$447 million by 2013. This estimate included:

- Wildfires - \$107 million loss
- Cattle forage - \$205 million loss
- Lease hunting - \$107 million loss
- Recreation - \$17 million loss
- Water yield - \$11 million loss

This estimate did NOT include the additional losses caused by the catastrophic wildfire outbreak from this summer.

Threats of cedar

"This growing population of cedar trees is increasing the danger of fires, greatly reducing the productivity of rangeland, robbing water from the soil, increasing allergens, changing the composition of forestland, and destroying wildlife habitat," said J.T. Winters, Jr., former Area I Commissioner of the Oklahoma Conservation Commission.

Wildlife

Eastern red cedars are an invasive plant that changes the entire ecosystem of an area, including altering the habitat for birds and other wildlife.

Junipers in general are a dominant factor in displacing grassland birds and songbirds from native prairie. As few as three junipers per acre will displace some birds from their habitat, and cedar infestation has been known to displace an entire turkey flock. A study conducted by OSU has shown that Oklahoma could be losing more than 5,000 bobwhite quail coveys per year because of cedar infestation.

Water

Eastern red cedars make a noticeable impact on water in Oklahoma. One acre of cedars can absorb 55,000 gallons of water per year. One cedar tree alone can take up as much as 30 gallons per day.



Red cedars can quickly overtake unintended investment properties.

The trees also decrease incoming amounts of water. Their dense foliage traps snow and rainfall that can evaporate and never reach the soil to recharge groundwater.

Fire

The growing population of cedars and increasing number of people moving into the urban-rural interface have dramatically impacted the risk of wildfire damage.

Eastern red cedars have low-growing limbs and

foliage that has a high content of volatile oils. Because of this, cedars are a significant fire hazard. Grass fires can easily set cedars on fire, causing them to act as a fire ladder to the crowns of other tree species.

While many people like the privacy of the thick-growing evergreen, the fire danger is too great to have them close to



Eastern red cedars significantly increase risks associated with wildfires.

homes or other structures.

Control Methods

Hundreds of new seedlings can emerge in one year, and cedars can grow at the rate of one foot in height and on foot in width each year. Cedar removal can cost individual landowners more than \$100 per acre, but practicing good land management can prevent cedar infestations.

Currently, there are two methods used for cedar control—prescribed burning and mechanical removal of trees using bulldozers, machines with saws or blades, chainsaws or tree loppers.

At one time, fire was the main deterrent to the spread of Eastern red cedar. As the population of Oklahoma has continued to grow, fire control has eliminated this natural method. Today, wildfires are fought to protect property and many landowners avoid con-



Prescribed burnes are the most effective method of cedar removal.

trolled burns for liability reasons.

Prescribed burning is the least expensive cedar control method and it is very effective, especially on trees six feet tall and smaller. Prescribed burning associations

are being formed in the state that provide for the sharing of knowledge, labor and equipment in burning.

Mechanical treatment is another means of controlling cedar and includes cutting smaller trees

with tree loppers or chainsaws, using specialized machines with saws or blades to cut small to medium trees and bulldozing larger trees.

Products -Market

Eastern red cedar is not considered a commercial species of wood, but it is valued for its beauty, durability and workability. Unfortunately, only 10 percent of Oklahoma's cedar tree population is marketable in lumber form. Thankfully, there are uses for the remaining 90 percent. Individuals and agencies across the state are addressing cedar encroachment in unique ways to not only remove the threat, but to promote Oklahoma businesses.

The Oklahoma Commissioners of the Land Office is such an agency. Better known as the "School Land Trust," the Land Office is a state agency charged with the sale, rental, disposal and management of school lands and other public lands. Commissioner Secretary Harry Birdwell believes the land is part of the sacred trust for school children and, if the land is not maintained, the agency has not met its obligation.

The Land Office is the second largest land owner in the state, and, for the first time in the organization's more than 100 year history, an employee has been assigned to work specifically on conservation programs. One reason for this, of course, is Oklahoma's Eastern red cedar encroachment.

The Land Office is taking steps to ensure the land continues to be an asset for today's school children and the generations that follow. Since May of this year, the



Mechanical removal is a recommended form of cedar eradication.



Custom cedar harvesters are a viable option for landowners.



Many cedar products can be profitable for Oklahoma businesses.

Land Office has completed or is in the process of completing 12 cedar eradication projects involving 1,250 acres.

One program works with a Stillwater, Okla., company called Eastern Red Cedar. The company cuts cedars at little cost to the Land Office in return for the entire product, which is ground into red cedar mulch. The mulch is bagged and sold to home improvement stores in Oklahoma. The program not only improves the land, but also helps a small business in Oklahoma.

In addition to specialized removal programs, the Land Office has added special conservation requirements to leases. The new leases require lease holders to cut all cedars in a portion or all of the leased land, at the leasee's expense.

Eastern Red Cedar Assistance

Eastern red cedars are an epidemic in Oklahoma that must be addressed. Many state agencies are valuable resources for Eastern red cedar control and removal. They can also provide information on the containment and control of red cedars. These organizations are invested in Oklahoma's red cedar issue and welcome your questions. Many of them

have county offices that offer advice tailored to your home area.

Technical assistance in conservation planning and land management is available from the Oklahoma Department of Agriculture, Food & Forestry's Forestry Services division. For a county office directory, visit <http://www.forestry.ok.gov/county-contacts>.

Oklahoma Forestry Services also hosts the Eastern Red Cedar Registry and Marketplace, an online resource that connects landowners, harvesters and manufacturers to promote the "management and utilization of Oklahoma's Eastern red cedar resource." More information about the registry can be found at <http://www.forestry.ok.gov/ercregistry>.

Conservation districts and the USDA Natural Resources Conservation Service have offices in ev-

ery county staffed with professional conservationists that can provide also technical assistance. Cost share assistance in controlling cedars may also be available. For a list of conservation offices by county, visit http://www.ok.gov/conservation/Directory/Directory_of_Conservation_District_Offices/.



The stark contrast between a well-managed property and a neglected one. The same amount of cedar seeds fall on each property.

For a county listing of NRCS offices, visit <http://www.ok.nrcs.usda.gov/contact/counties/>.

Information is also available from OSU Cooperative Extension Service county offices. For a listing, visit <http://countyext2.okstate.edu/>.

For wildlife management related to Eastern red cedars, visit the Oklahoma Department of Wildlife Conservation at <http://www.wildlifedepartment.com/departmentoffice.htm> for a list of district offices.

For a list of Oklahoma Prescribed Burn Associations and more information on control burn strategies and resources, visit the Oklahoma Prescribed Fire Council at www.oklahomaprescribedfirecouncil.okstate.edu/.

Inset: Winters considers the Eastern red cedar to be the greatest threat to the state's environment since the soil erosion of the Dust Bowl and the severe flooding of the early 20th century.

Inset: Studies have shown that the pollen grain concentrations (allergen) produced by cedar trees tripled from 1988 to 1996.

OKLAHOMA COMMISSIONERS OF THE LAND OFFICE

Managing assets to support education is our mission.



Auctions for 581 leases in 36 Oklahoma counties. Leases for grazing, farming, ranching and hunting.

Visit WWW.CLO.OK.GOV for more information.

American Farmers & Ranchers Good Eats!

Fall 2012 Featured Organization
Oklahoma Wheat Commission

3300 N. Classen Blvd, Ste #C40
Oklahoma City, OK 73118
Phone: 405-608-4350
Cell: 405-334-7750
Fax: 405-848-0372

Email: debbie.wedel@wheat.state.ok.us
Website: www.wheat.state.ok.us

Mike Schulte – Executive Director
Fonda Gentry – Business Manager
Debbie Wedel – Executive Secretary/
Marketing and Communications



Country White Bread

Yield: 2 loaves

2 pkgs. active dry yeast (1/4 oz. each)	2 c. warm water (110° to 115°)
1/2 c. sugar	1 tbsp. salt
2 eggs	1/4 c. vegetable oil
6 1/2 to 7 c. bread flour	

In a large mixing bowl, dissolve yeast in water. Add sugar, salt, eggs, oil and 3 cups flour; beat until smooth. Stir in enough remaining flour to form a soft dough. Turn onto a floured surface; knead until smooth and elastic, about 6 - 8 minutes. Place in a greased bowl; turn once to grease top. Cover and let rise in a warm place until doubled, about 1 hour. Punch dough down; divide in half and shape into loaves. Place in two greased 9" x 5" x 3" loaf pans. Cover and let rise until doubled, about 1 hour. Bake at 375° for 25 - 30 minutes or until golden brown. Remove from pans to cool on wire racks.

American Farmers & Ranchers, Fall 2012 Featured Recipe
Oklahoma Wheat Commission, "Oklahoma's Best Breads"

2011 Senior Division Grand Champion - White Breads, Renee Howard, Jackson Co.

Producers Cooperative Oil Mill



Manufacturer of Oilseed Products

Buying Cottonseed, Roundup Ready® Canola
and Conventional Canola

:: CONTACT ::

Brandon Winters (405) 232-7555, ext. 5

Gene Neuens (405) 760-4205

Heath Sanders, Oilseed Agronomist (580) 678-2754

6 S.E. 4th Street :: Oklahoma City, OK 73129
www.producerscoop.net

IS YOUR VENISON SAFE?

At the 2006 Oklahoma Wildlife Expo, the Oklahoma State University (OSU) Extension Service conducted a study of attendees regarding their knowledge of venison handling and food safety. The results of over 1,000 responses showed a great need for wild game food safety education across Oklahoma. They found that many hunters are unaware of how to properly field dress, transport, process, store and preserve harvested venison. Responses of concern ranged from minor food safety issues to major threats to human health.

More than 119,000 deer were harvested in Oklahoma during the 2006-2007 hunting season. Whether hunted for recreation or as vital source of protein, harvested venison is often consumed by hunters' families. Proper handling and storage of raw venison reduces the risk of food borne diseases, keeping families healthy. It can also save money, through illness "down time" and a reduction in venison meat waste due to contamination or spoilage.

OSU Extension is the only state agency or educational institution currently offering game food safety. The program increases knowledge of deer hunters in disease prevention, proper field dressing techniques, care of deer carcasses to minimize meat contamination, meat processing techniques, storage and food preparation.

The program also offers techniques on jerky and canning processes and fish cleaning and preparation. For more information, technique videos, recipes and more, visit <http://oces.okstate.edu/nwdistrict/wild-game>.

Extension staff are available to provide additional information and may conduct wild game food safety demonstrations. A list of county Extension offices is available at <http://countyext2.okstate.edu>.

For more information on holding a demonstration event in conjunction with AFR, contact Steve Thompson at sthompson@afmic.com or (405)218-5563.

2012 AFR WOMEN'S CONFERENCE HIGHLIGHTS



AFR hosted its 2012 Annual Women's Conference Aug. 9-11. The Oklahoma City event included conference and networking activities in a relaxed environment.

Attendees of this year's AFR Women's Conference took part in Oklahoma's Statewide Women in Agriculture and Small Business Conference, which focused on "empowering women to solve issues and concerns of importance to them, their families and communities."

Informative sessions were offered during the conference, including such topics as agricultural leasing, estate planning, small business growth, social media marketing, ag policy, pasture drought recovery, agricultural advocacy, mineral rights and grand opportunities.



In addition to educational activities, AFR attendees were given the opportunity to network with agricultural women from across the state and with other AFR ladies.

Attendees also experienced some of the best Oklahoma City has to offer. Conference attendees toured the newly renovated Myriad Botanical Gardens & Crystal Bridge Tropical Conservatory and the Oklahoma History Center.

This year's conference generated ideas and enthusiasm for AFR's women's program, both now and in the future. AFR state staff learned from small group discussions about the direction of women in AFR, and came away with a better understanding of what female AFR members, county officers, and agents want from the AFR women's program.



ROGERS PURCHASES ANADARKO AGENCY



Terri Rogers has purchased the Rose Ann Pruitt Agency upon Pruitt's retirement. Rogers has been an employee of the Anadarko agency for 30 years. The agency will remain in the family; Rogers and Pruitt are sisters-in-law. The family has an extensive history with AFR—William "Bill" Rogers, Pruitt's father and Rogers' father-in-law, owned the agency for many years.

Rogers, originally from Gracemont, Okla., and her husband Stephen have lived in Anadarko for most of their lives. Stephen Rogers owns the Rogers Star Tire in Anadarko. Their daughter, Danielle Rogers, works in the agency as a licensed agent. She is the third generation of the Rogers family to serve as an agent for AFR/OFU.

Rogers will be changing the agency name back to "Rogers Insurance Agency." The agency will still be located at 301 E. Central in Anadarko. The agency phone number will also remain the same—(405) 247-3761.

AFR VOLUNTEER AT REGIONAL FOOD BANK

AFR employees have been busy volunteering at the Regional Food Bank of Oklahoma. Three groups recently volunteered at the non-profit food distributor.



Group 1 included Greg Belt, Robin Schausten, Felicia Valente and Steve Thompson.

Group 2 included Rob Travis, Kam Shah and Rick Baranek.

Group 3 included Ruth Jackson, David Myer, Ashley Carter, Brett McGavock and David Wilkins.



AFR President Terry Detrick will represent Oklahoma's rural and agricultural communities at the 2012 International Energy Policy Conference Oct. 25-27. The conference has open registration and AFR members interested in international energy policy issues as water rights, wind energy and the future of agriculture are encouraged to attend. For more information on the conference and registration procedure, visit <http://www.energypolicyconference.com/> or contact Bridget Hulet at bhulet@afirmc.com or (405)218-5526.

AFR BENEFITS

As a member/policy holder of American Farmers & Ranchers/Oklahoma Farmers Union, you enjoy the following benefits:

- Family Values, Agriculture and Rural Areas Promotion
- Legislative Representation at National, State & Local Levels
- Cooperative Development
- Attractive Insurance Programs
- Media Response, Information, Promotion and Public Relations Services
- County and Local Organization Meetings
- Subscription to the Quarterly AFR News & Views
- Subscription to the AFR News & Views Insider E-Newsletter (e-mail required)
- Subscription to the National Farmers Union E-Newsletter (e-mail required)
- Free Classified Advertising in Quarterly Publication
- AFR Caps, Coats and Other Memorabilia Sales
- Bumper Stickers
- \$5,000 Reward Program for Arson, Theft or Vandalism to Property Insureds
- Air Evac Medical Membership Program Discount
- Discounts on Rental Cars
- Discounts on Hotels
- Prescription Discount Card, Saving Up to 20% at Major Pharmacies, at No Cost
- 10% Discount on LifeLock Identity Theft Protection
- Savings on Wireless Cell Phones from Verizon, T-Mobile, Spring, Alltel and More When You Shop Online Through Our Wirefly partner
- Up to 80% Discount on Office/School Supplies from Office Depot & Free Shipping on Orders Over \$50
- Youth and Education Programs
- Policy Development and Education
- Speech Contests
- Poster Contests
- State Educational Scholarships
- County Organizational Scholarships
- Youth Leadership Summit
- Leadership Opportunities
- Agricultural Contests
- Youth Sponsorships

COMING SOON!

- Free Hearing Screening and 20% Discount on Beltone Hearing Instruments if Needed
- Discounts on LifeLine Cardiovascular Screening at Mobile Testing Sites
- 5% or More Off VPI Pet Insurance for Your Cat or Dog, All Vets Accepted
- 10% off Constant Contact Direct E-mail Marketing

For more information about AFR membership benefits contact Paul Jackson at (405)218-5559 or pjackson@afmic.com, or visit the AFR website at: <http://www.americanfarmersandranchers.com/includes/membership.php>.

Oklahoma AgrAbility

AgrAbility Fall Conference Rehabilitating Oklahoma Farmers & Ranchers



November 2-3, 2012
OSU Seretean Wellness Center
Stillwater, OK

AFR Rewards Program



Is this your gate posted with the new AFR reward sign? Call (405)218-5559 to claim a \$50 reward for spotting your sign! Watch the next edition of the AFR News & Views to see if your new sign has been spotted. These attractive aluminum signs are available for purchase through your local AFR agent or the AFR Cooperative Store (http://www.iafr.com/includes/farm_store.php). Complete rules and other information on the AFR Reward Program can be found on the AFR website.

Like to take pictures? AFR NEEDS YOUR HELP!

We want to celebrate the unique places, people and events across Oklahoma. If you have a knack for photography and already have some great shots, we'd love to see them! If you know of an interesting place or event in your home area, we want to know about that, too!

For more information or to request a disclaimer and release form, please contact AFR Communications Coordinator Laici Wedel at (405)218-5557 or lwedel@afmic.com.

www.americanfarmersandranchers.com

AFR/OFU MEMBER RECOGNITION

Hobbs Named Cattleman of the Year



Left to right are Mike Johnson, DuPont Crop Protection, Lowell and Donna Hobbs and OCA President Mike Frey.

AFR/OFU member Lowell Hobbs, Haskell, Okla., has been named the 2012 Oklahoma Cattlemen's Association Cattleman of the Year. His family-run Barefoot Ranch encompasses 6,000 acres and is home to three generations. Hobbs has served as OCA District Director, Northeast District Vice President, and currently serves as an advisory member of the board of directors. He has also served Okmulgee County Cattlemen's Association as director, vice president and two terms as president. Hobbs also served two terms on the National Cattlemen's Beef Board.

Robinsons in okPORK Hall of Fame



Eddie and Rich Robinson receive the Hall of Fame Award from Bill Barnes at the 2012 Oklahoma Pork Congress.

Rich and Eddie Robinson, both AFR/OFU members, have been named 2012 inductees of the okPORK Hall of Fame. They are the first partnership to receive the honor. Originally from California, the brothers moved to Holdenville, Okla., to produce pork for Tyson beginning in 1997. Today, they have 22,000 sows on contract. The Robinsons have been instrumental in helping others break into the pork industry in Oklahoma and are active in their communities, including high school and CareerTech involvement.

Gilbert in IYRF Hall of Fame



Suzanne Gilbert, Tecumseh, Okla., AFR agent and active cooperative member, is a 2012 inductee of the International Finals Youth Rodeo (IFYR) Hall of Fame. Gilbert has served in several capacities throughout the history of the IFYR and has been instrumental in ensuring the IFYR had a home in Shawnee for the past two decades. Upon her induction, Gov. Mary Fallin presented Gilbert with a citation, crediting her with "dedicating her life to enriching the lives of young people everywhere."

Tackett New President of OSSBA



Fort Cobb AFR agent Dustin Tackett has been named the 2012-2013 president of the Oklahoma State School Board Association. He has served on the Caddo Kiowa Technology Center Board of Education since 2004 and on the OSSBA Board of Directors since 2006. Tackett also owns an auction company and a farming operation. He has previously served as president of the Fort Cobb Chamber of Commerce and the Caddo County OSU Alumni Association. He has also been on the Variety Care Health Center Board and the American Farmers & Ranchers Policy Committee.

Wilson Honored for Service



Bill and Carolyn Wilson with Mason Mungle, former executive director of the Oklahoma Conservation Commission and AFR lobbyist.

Longtime AFR/OFU member Bill Wilson was honored by members of Oklahoma's Conservation Partnership Aug. 13 for his service and leadership to the cause of conservation at local, state and national levels. Wilson retired from the Haskell County Conservation District Board of Directors in June after 32 years of service. The many other highlights of Wilson's conservation commitment include serving as president of the National Association of Conservation Districts and being named Progressive Farmer magazine's Man of the Year in Oklahoma.

AFR Members Part of OALP Class



Full membership of Class XVI of the Oklahoma Ag Leadership Program at the program welcome in Stillwater.

Three AFR/OFU members, Patty Dewitt, Cherokee, Ginger Reimer, Claremore, and Janet Stewart, Perry, have been named members of the Class XVI of the Oklahoma Ag Leadership Program (OALP). OALP is a two-year work study leadership development program that was established to further develop future leaders for Oklahoma agriculture. The program ends with an international travel experience that offers an international perspective of how Oklahoma agriculture fits into the global marketplace. This class will conclude its OALP experience in the spring of 2014.

2012 AFR LEADERSHIP SUMMIT

AFR held its annual Teen Leadership Summit July 5 - 7 and Senior Leadership Summit July 29 - Aug.1. This year's theme was "Actions Speak Louder than Words." All Summit attendees are included in the selection process for the next youth advisory council to exhibit the importance of involvement in government and civic processes. The previous Council plays an integral role in Senior Leadership Summit as their last service project. Members of the 2011-2012 Council that acted as facilitators and mentors for the 2012 Summits were Annie Jo Gilbert, Choctaw; Dyson Runyan, Madill; Barrett Powell, Ringwood; Katie Lippoldt, Kingfisher; and Tyler Schnaithman, Garber.



NEW AFR YOUTH ADVISORY COUNCIL ANNOUNCED



2012-2013 Council members are: (top row from left) Gatlin Squires, Chance Imhoff, (middle row from left) Whitney Wilkinson, Taylor Green and (bottom row) Desiree Masterson.

The 2012-2013 AFR Youth Advisory Council was announced at the annual Senior Leadership Summit Banquet Aug. 1.

The Council consists of high school juniors and seniors from across the state. Members of the 2012-2013 Council are Taylor Green, Wellston; Gatlin Squires, Kingfisher; Whitney Wilkinson, Cement; Desiree Masterson, Spiro; and Chance Imhoff, Prague.

Council members participate in agriculture-based service projects throughout the year, including Septemberfest Sept. 8. The event marked the beginning of the Council's one-year term of service. Council members also assist in planning many of AFR's youth programs, facilitate AFR events and act as mentors for younger Oklahoma youth.

"AFR is proud to invest in the future of Oklahoma through these young people," said AFR President Terry Detrick. "Our Leadership Summit and the AFR Youth Council demonstrate that investment across Oklahoma."

The AFR Youth Advisory Council is selected at AFR's annual Senior Leadership Summit. The selection process includes a written application, an interview conducted by a panel of AFR members and leadership professionals, and a speech given in front of the council's peers. The speech results in a popular vote by students attending Summit, allowing all attendees to be involved in the selection process.



Members of the 2012-2013 Youth Advisory Council assisted AFR staff members at this year's Septemberfest event. The free family event promotes Oklahoma agriculture and serves as an educational opportunity for young children, students and parents. Pictured is Youth Council member Whitney Wilkinson with Septemberfest volunteers from the Wellston FFA Chapter.

2012 AFR SPEECH CONTEST INFORMATION

"I Believe in Oklahoma Agriculture"

Participants should discuss why they believe in Oklahoma Agriculture. Participants should be able to exhibit an understanding of the importance of production agriculture to our state, as well as to our nation. The primary areas within each category and division which participants should focus on include: economics, food supply, food safety, animal welfare, future growth, culture, environment, career opportunities, traditions and quality of life.

2012 Speech Contest Dates

District IV	Northwest	Tuesday, November 6	Fairview High School
District V	Southwest	Thursday, November 8	Cache High School
District II	Southeast	Monday, November 12	EOSC, Wilburton
District III	Central	Tuesday, November 13	Newcastle Middle School
District I	Northeast	Thursday, November 15	Lonestar School, Sapulpa

*All District Contest registrations will begin at 4 p.m. Contest briefings will begin at 4:30 p.m.

Categories: AFR/OFU, Student Organizations, Natural Resources, Agribusiness, Agriscience

Ages: Students in grades 4 - 6 may complete in the AFR/OFU category only. Students in grades 7 - 12 may compete in all categories.

For more information, contact Lin Fariss, AFR Youth Coordinator, at (405)218-5561 or lfariss@afmic.com.

Speech Judges Request Form

Select contest where you would like to judge:

- NE Dist. I, Sapulpa - Thurs. Nov. 15
 SE Dist. II, Wilburton - Mon. Nov. 12
 Central Dist. III, Newcastle - Thurs. Nov. 13
 NW Dist. IV, Fairview - Mon. Nov. 6
 SW Dist. V, Cache - Thurs. Nov. 8
 State Finals, Stillwater - Sat. Dec. 1

Select division you would like to judge:

- Novice (Grades 4 - 6) Junior (Grades 7 - 8)
 Intermediate (Grades 9 - 10) Senior (Grades 11 - 12)

Select category you would like to judge (1st, 2nd, & 3rd choice):

- American Farmers & Ranchers Natural Resources
 Student Organization Agribusiness Agriscience

Name: _____

Address: _____

City: _____ Zip: _____

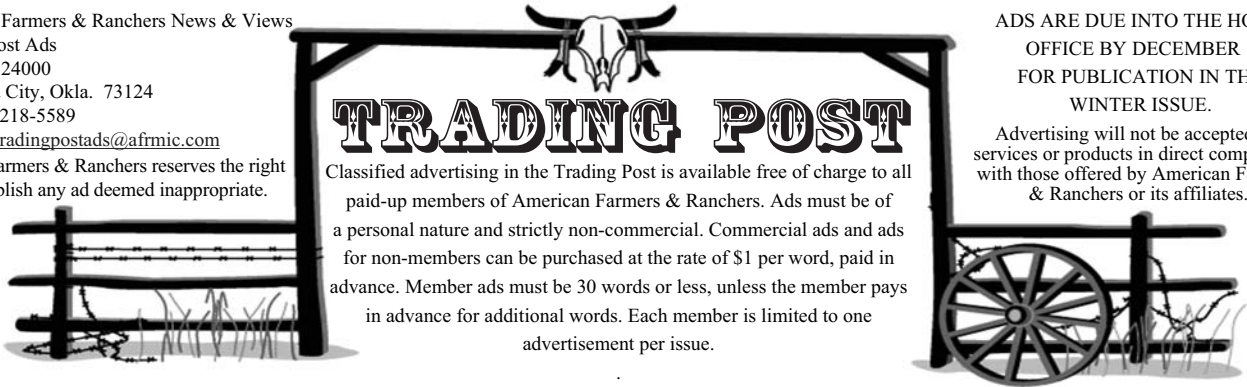
Phone: _____ Email: _____

Chapter/Club: _____

PLEASE return to: Lin Fariss, Youth & Education Coordinator, PO Box 24000, OKC, OK 73124 Fax: (405)218-5589 Email: lfariss@afmic.com

American Farmers & Ranchers News & Views
 Trading Post Ads
 P. O. Box 24000
 Oklahoma City, Okla. 73124
 Fax: 405-218-5589
 or email: tradingpostads@afirmic.com

American Farmers & Ranchers reserves the right to not publish any ad deemed inappropriate.



TRADING POST

Classified advertising in the Trading Post is available free of charge to all paid-up members of American Farmers & Ranchers. Ads must be of a personal nature and strictly non-commercial. Commercial ads and ads for non-members can be purchased at the rate of \$1 per word, paid in advance. Member ads must be 30 words or less, unless the member pays in advance for additional words. Each member is limited to one advertisement per issue.

ADS ARE DUE INTO THE HOME OFFICE BY DECEMBER 1 FOR PUBLICATION IN THE WINTER ISSUE.

Advertising will not be accepted for services or products in direct competition with those offered by American Farmers & Ranchers or its affiliates.

REAL ESTATE

For sale – Beautiful brick home, 4B/2 1/2 B, granite counter tops, central H/A, 2 double-sized garage, 2 wooden sheds, 2 yr. roof, fruit trees. Country living by golf course. Perry, Okla. \$259,000. 580/336-5833.

For sale – 20 acres in Pontotoc Co. near Ada, Okla. Small barn, corral, spring-fed pond. Beautiful building sites w/ electric line. City/rural water close, might carry. 580/332-2468.

For sale – Two 2.5 acre building lots in Ridgeview Estate. 3.5 miles east of Noble, Okla., on Cemetery Rd. Great subdivision in the country. New homes, no trailers. \$22,000 each. Andy, 405/640-2889.

MOBILE HOMES

For sale – 2009 Legacy doublewide, 32 ft. wide. 3B/2B, bootleg pantry, large multi-level breakfast bar, large tub w/ separate shower. Spacious, open, inviting floor plan. Only \$39,900. 918/683-8400.

FIRE VICTIMS! The Home Store is here to help! All inventory made available for immediate delivery. Over 70 homes to choose from. Special pricing for confirmed victims. Call 918/683-7791 or visit www.Homestoreltd.com.

For sale – 1999 American, 28x80. 4B/2B, built-in porch, island kitchen, new countertop, new carpet, new tile, 3 walk-in closets, huge bath with lowered tub. Like new, only \$45,900. 918/683-7791.

LOSE YOUR HOME IN THE FIRE? Order a brand new custom home. Low discount pricing for confirmed victims. Faster build times and immediate delivery for those without homes. Call 918/683-3707.

For sale – 1995 Buccaneer, 16x80. 3B/2B, fireplace, built-in stereo, walk-in closet, round whirlpool tub. Just arrived, \$16,900. 918/683-4973.

FIRE VICTIMS! Ready to live in homes with shingle roofs and new carpet. Starting at \$11,900, immediate delivery available. Call 918/683-7791 or visit www.homestoreltd.com.

LIVESTOCK

Reg. Limousin bulls and heifers. Open and bred, black, polled, calving ease, gentle and some homozygous top genetics that work. Limflex angus bull. Wildhorse Valley. Call 405/517-3824 or 405/474-2018.

Registered Beef Master bulls, cows, and show heifers. We have 3 & 1's, pairs, open, bred, and some are polled. Bred for the 6 essentials. Our website is doubledeucebeefmasters.com. Home 918/253-8680 or cell 918/557-6923.

Registered Boer bucks, quality bloodlines and gentle dispositions. Reds, blacks, paints and traditionals. Ages 6 mo. to 3 yrs. Fairfax, Okla. www.qualityboergoats.com. 918/642-5063.

FARM EQUIPMENT & LAWN MOWERS

For sale – Tractor or combine tire, 23.1x26. 8 ply R1 tread, about 80% good live rubber, no patches or breaks. \$350. 580/286-6315 or 580/212-9787.

AUTOS, TRUCKS, RV'S & CYCLES

For sale – '02 Toyota Camry LE. Black, 2.4 liter 16 valve engine. 65,000 hwy miles, oil changed every 3k miles. Good, low mile tires. \$7,500. 405/273-4481.

HOUSEHOLD ITEMS

For sale—Headboard w/ mirror, fits king- or queen-sized waterbed. Made of heavy wood, nice. \$65. 405/381-3012.

WANTED

Wanted – Industrial type sewing serger that can serge jeans or leather. 405/257-8171 or 405/380-7602.

Wanted – AMI or SEEBURG jukeboxes from 1952 to 1962. Working or not working. Call David at 405/598-8779.

I buy mineral rights in Carter, Alfalfa, Beaver, Beckham, Blaine, Canadian, Ellis, Garvin, Grady, Harper, Pottawatomie, Pontotoc, Roger Mills, Washita, all counties. Call me before you sell, 580/227-2456.

Wanted – Any Oklahoma Farmers Union memorabilia (pictures, elevator items, old charters, etc). 405/218-5559.

MISCELLANEOUS

For sale – Wheat straw, small square bales. 405/459-6543 or 405/574-5571.

For sale – Rough cut (sawmill) walnut lumber. Dry, has been under house for almost 20 yrs. If not home, leave message, 918/253-6456.

Minerals for lease. Pittsburg Co., Okla. 580/757-2331.

For sale – Rough cut black walnut wood. Air dried, various lengths and widths. 1in - \$6/board ft., 2in - \$8/board ft. 405/642-7192.

25,297 ft. 2 3/8 - 2 7/8 pipe. \$1.10 - \$1.50 per foot. Various sucker rods. Delivery available. 405/627-3920.

For sale – Salt/pepper shakers, small porcelain figurine boxes. Minco, 405/352-4719.

For sale – Antique muller saddle from Colorado, excellent shape. Great conversation piece or nice to look at in den or by fireplace. Asking \$350. Call for picture, 580/585-7391.

Free – Old upright piano & bench, great for beginner. Bring flatbed trailer to load it. 580/585-7391.

For sale – Pick-up bed racks, \$100. Home-school and college curriculum. Top Hand roping chute, \$800. Saddles. Lexmark fax/copy/scan machine, \$50. Homedics seat back massager, \$50. Kozy Gravity propane heater, \$450. 405/258-1297.

17th annual Lebanon Stampede & Bar-H Trail Ride held Sat., Oct. 6, for Lebanon Vol. Fire Dept. Activities: Trail ride 9:30 a.m. & 4 p.m., parade 11:30 a.m., lunch and music w/ Young Guns Mobil Music 12:30 p.m., mutton bustin' 1:30 p.m., team roping 2 p.m., Call for information, 580/221-0552 or 580/795-4515.

Ads due to AFR state office by Dec. 1 for publication in the winter issue of AFR News & Views.

For the latest news and updates, check out AFR on Facebook!

www.facebook.com/AmericanFarmersandRanchers

THE DUST BOWL

A FILM BY KEN BURNS

Coming to PBS • November 18 & 19, 2012



Event Dates and Locations

Altus - Oct. 4

Stillwater - Nov. 5

Oklahoma City - Nov. 8

Tulsa - Nov. 12

Film Premier
OETA/PBS

Nov. 18-19 at 8 p.m.

Ken Burns' new film, *The Dust Bowl*, chronicles the worst man-made ecological disaster in American history, in which the frenzied wheat boom of the "Great Plow-U," followed by a decade-long drought during the 1930s nearly swept away the breadbasket of the nation. Vivid interviews with 26 survivors of those hard times, combined with dramatic photographs and seldom seen movie footage, bring to life stories of incredible human suffering and equally incredible human perseverance. It is also a morality tale about our relationship to the land that sustains us, a lesson we ignore at our peril.

Much of the film shares the experiences of Oklahomans, revealing their resiliency as they endured incredible human suffering. The Oklahoma Conservation Commission (OCC), the Oklahoma Association of Conservation Districts (OACD), the Natural Resources Conservation Services (NRCS) and the Oklahoma Education Television Authority (OETA) are partnering on community engagement events related to the film. The events examine the issues explored in the film in order to foster a statewide conversation on the natural resource challenges facing Oklahoma today. The project includes local screenings of the film, panel discussions, educational resources and more. For more information, contact Sarah Blaney at (517)763-8609 or sarahblaney@okconservation.org or Ashley Barcum at (405)841-9271 or abarcum@oeta.tv.

www.americanfarmersandranchers.com

In memoriam...

Ernest Harding Muncrief



Ernest Harding Muncrief, 90, passed away Sept. 12, 2012 at the family's Double Rocking M Ranch in Marlow, Okla. Services were held Sept. 16 at Marlow First Baptist Church.

Muncrief was born March 1, 1922, to George W. and Dolly Bell (Hutchinson) Muncrief in Shay, Okla. He graduated Kingston High School at age 15, and earned a bachelor's and a master's in agronomy from Oklahoma A&M College (OSU). He married Helen G. McElderry Feb. 2, 1945, in Kingfisher, Okla.

Muncrief taught vocational agriculture at Marlow Public Schools from 1945 to 1978. He declined state level vocational education leadership positions to focus on helping kids be the best they could be. Under his direction, the Marlow Vo-Ag program and FFA chapter became national models for learning and leadership. In 1997, he was the first Vo-Ag instructor to be inducted into the Oklahoma Vocational Hall of Fame. He also received the Ciby Geigy award, naming him the nation's outstanding Vo-Ag teacher in 1972, and was the first Vo-Ag teacher to be named to the Oklahoma Ag Teachers Hall of Fame. He was recognized as an Honorary State Farmer in Oklahoma and Honorary American Farmer by the National FFA Association.

Muncrief devoted his life to public education and remained active in ranching and community activities through his 90th year. He served on many boards, foundations and economic development initiatives, including the Chamber of Commerce and the Metropolitan Planning Commission. He logged 66 years of perfect attendance as a Lions Club member and was a past president of the Marlow Lions Club. He served 58 years as a NOAH weather observer, and received the John Campanious Holmes and Thomas Jefferson awards for his service. He was named Marlow's Citizen of the Year in 1965. Among other directorships, he served the OSU Alumni Association and the OSU Agricultural Education Scholarship Program. He was also active in AFR/OFU, serving as president of the Stephens County Farmers Union.

Muncrief and his dad registered the Double Rocking M Ranch brand in 1945. Their ranching efforts included 700 acres of owned and rented grassland. Muncrief was a 67 year member of the Marlow Methodist church. He also announced home football games as the "Voice of the Outlaws."

Muncrief is survived by his wife, Helen, of the home; sons, George E. Muncrief of Silver City, N.M., and Jon B. Muncrief and wife Brenda of Huntsville, Texas; daughter, H. Jean Muncrief and husband Allen Harrison of Ft. Worth, Texas; grandchildren, Robert, Lori, Vanessa and Rebecca; and great granddaughters Juni and Quinnlyn. Muncrief was preceded in death by his parents and sister, Ruby Muncrief Clement.

2012 CENSUS OF AGRICULTURE
YOUR VOICE. YOUR FUTURE. YOUR RESPONSIBILITY.

Mailed to all known producers between Dec. 27 and Jan. 3, 2012

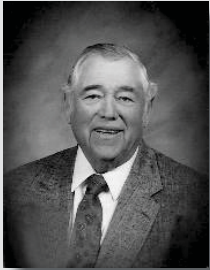
Your response provides input for future agricultural planning and decision making. The information collected helps USDA develop improvements, strategies and safeguards to better agriculture.

AFR

FALL 2012 • 21

In memoriam...

Earl Edward Abernathy



Earl Edward Abernathy, 82, passed away July 29, 2012. Abernathy was born Oct. 27, 1929, in Altus, Okla., to Clarence and Violet (Hensley) Abernathy. He graduated from Altus High School and later married Sweet Pea Drake in Quanah, Texas in 1950. They made their home east of Altus and had three children.

Abernathy grew up on the family farm and ranch in Jackson County where he first developed his love for agriculture. He had a great respect for the land and a true desire for raising wheat and Angus Cattle.

Abernathy was a charter member of the Oklahoma Wheat Commission. He served as president of the Oklahoma Wheat Growers Association and received the "Staff of Life Award" and the "Mr. Wheat Award."

Abernathy was a notable Angus cattle producer in the state of Oklahoma. He served on the board of directors of the Oklahoma Angus Association, was named "Mr. Angus" by the organization, and was inducted into the Oklahoma Angus Breeder Hall of Fame. He was also a member of the Oklahoma and National Cattlemen Associations and the Texas and Southwest Cattle Raisers Associations.

Abernathy served on the board of regents of Western Oklahoma State College (WOSC) in Altus for 25 years, and was instrumental in establishing the college's agriculture program. He was co-founder of the WOSC Aggie Club and the college's rodeo club, and served as chairman of the WOSC Agriculture Advisory Committee. In 2011, he was the first recipient of the agriculture department's "Pioneer in Agriculture" award.

Abernathy was involved in the Democratic Party on both the county and state level. He served on the executive committee of the Oklahoma Democratic Party, and was a state delegate to the National Democratic Convention in 1992 and 1996.

Abernathy served on the Jackson County Farmers Union Board of Directors until his death. He also chaired the Oklahoma Farmers Union Policy Committee in 1998.

Charles Porter



Charles Porter, Jr., 90, passed away on Aug. 13, 2012. His services were held Aug. 16 at Sunnybrook Christian Church in Stillwater, Okla.

Porter was born March 31, 1922, in Guthrie, Okla., to Charles H., Sr., and Kate M. (Adams) Porter. He married Alta Luvina Flowers in Stillwater June 14, 1942. After high school, he became a dairy farmer and also owned an AFR/OFU insurance agency, and served in the Air Force during World War II. He was a member of the VFW and American Legion, and was a charter member of Sunnybrook Christian Church. He also served as a local and county officer for Oklahoma Farmers Union.

Porter is survived by his wife, Alta Luvina Porter; sons, Charles H. Porter, III, and Johnnie Lee Porter and wife, Patti; grandson, Charles H. Porter, IV, and wife, Sherylynn; granddaughters, Jaylon Janette Martin and husband, Micheal, Shandra Dawn Porter, Tressa Denise Diesselhorst and husband, Jacob; three great-grandchildren, Gabriel Jacob and Hannah Elizabeth Diesselhorst, and Abigail Grace Porter; one brother, Franklin Max Porter and wife, June; and numerous relatives and friends.

Porter is preceded in death by his parents; sister, Thelma Cullers; two brothers, Veryl F. Porter and Meryl L. Porter; and daughter-in-law, Connie Porter.

VIVA VEGAS STRIP STEAK

By Kyle Willard, FAPC Communications Services Graduate Assistant

Hitting the Jackpot with a Beef Carcass Breakthrough

The cards are dealt for a beef steak discovery when a renowned meat scientist and big city culinary mastermind join forces with Oklahoma State University's Robert M. Kerr Food & Agricultural Products Center to unveil the Vegas Strip Steak as the "newest" beef steak.

"The Vegas Strip Steak is the latest and perhaps last steak to be found in the beef carcass," said Jacob Nelson, FAPC value-added meat processing specialist. "I have a



feeling this is the last new steak that will have real implications in the industry."

Tony Mata, Mata & Associates, Rick Gresh, chef at David Burke's Primehouse at The James Hotel in Chicago, Ill., and FAPC's Nelson worked to bring the steak find to the plate.

Mata's research in obscure and "off-the-path" muscles led to the find.

With more than 30 years of beef carcass research and development, the self-proclaimed Meat Geek[®] approached Nelson with the possibility of a new steak. Nelson and the FAPC assisted in the areas of technical assistance, facility availability and industry application.

"The staff and facility availability at the FAPC verified this new steak find," Nelson said. "It is the mission of the center to discover, develop and deliver technical and business support to spur growth of value-added food and agricultural products, and the FAPC did just that in this instance."

To bring the find to fruition past harvesting, Mata met with Chef Gresh to verify culinary performance of the Vegas Strip Steak.

In the research and development phase, the Vegas Strip Steak's tenderness, flavor and appearance was matched up to the New York Strip, Petite Tender and Flat Iron Steak.

"This muscle produces a steak that is on par with or better than today's most popular steaks," Mata said.

Following the discovery of the muscle, the next step was to protect the technology. Steven Price, associate vice president for technology development of the Technology Development Center at OSU, assisted the team in protecting their find.

Additionally, The Ranchers Club, as part of OSU's School of Hotel and Restaurant Administration and the College of Human Sciences, had a hand in preliminary preparation, plating and tasting of the new steak.

Intentions for the new steak are targeted for food service entities.

With a patent pending, the cut has yet to be identified to the general public. However, identified suppliers are fabricating the cut and interested parties can be licensed to produce and market the cut.



Robert M. Kerr Food & Agricultural Products Center
Oklahoma State University
148 FAPC, Stillwater, Oklahoma 74078
(405) 744-6071 | www.fapc.biz | fapc@okstate.edu



Oklahoma Beef Checkoff UPDATE

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

National Beef Quality Audit Released



While the beef industry continues to make progress in the area of beef quality, there is still room for improvement. That's the overarching conclusion of the 2011 checkoff-funded National Beef Quality Audit (NBQA). The results show that

the industry has made significant improvements in producing safe and wholesome beef that is consistently higher in quality, as proven by several measurable standards. Still, the three-phase checkoff-funded research, which took nearly a full year to complete and examined all facets of beef production, found there were several aspects - many associated with channel communication and consumer trust - on which the industry should strive to continue improving. To learn more, visit www.nbqa.com.

Beef Checkoff Supports Ag Literacy



This summer, the Oklahoma Beef Council (OBC) was a sponsor of the Ag in the Classroom teacher's tour attended by 48 teachers over a three-day period. The tour, which stopped at four beef cattle ranches, provided teachers an up close

and personal look at agriculture while connecting them with the lessons and resources aligned to the new state standards. An OBC staff member also discussed modern beef production and practices with the teachers as well as answered many questions.

Reaching Doctors Where It Counts!



In June, the Oklahoma Beef Council (OBC) reached more than 80 doctors at the Oklahoma Academy of Family Physicians (OKAFP) Scientific Assembly meeting with the good news from the checkoff-funded study, Beef in an Optimal Lean Diet, more popularly known as the BOLD study. Flying in the face of conventional thinking, the BOLD study showed that adding lean beef to the most recommended heart-healthy diet can lower heart disease risk by reducing levels of total and LDL "bad" cholesterol.

To promote the presentation, the OBC sent a postcard mailing to all members of the OKAFP encouraging them to come to the presentation to hear Dr. Mike Roussell, one of the co-researchers on the study, present the scientific findings. Dr. Mike Roussell, who has his PhD in nutrition from Pennsylvania State University, is also an expert contributor to both national print publications and leading online fitness outlets such as *Men's Health*, *Men's Fitness*, *LiveStrong.com*, *Shape.com* and *ShapeUpAmerica.org*.

This meeting was an outstanding opportunity to present science-based information to those physicians on the front lines of patient care. Even better, the physicians were able to receive continuing medical education credits due to the quality of the BOLD research.

80 Million Coupons Offer Discounts

Promotions are a key component to increasing incremental sales in the supermarket and while rising food and energy costs will weigh on consumers' purchasing behaviors, the Beef Checkoff participated in four summer retail promotions to encourage beef purchases. It is important to know, the Beef Checkoff assists with marketing expenses, but does not pay for coupon redemption. In 2011, for every \$1 in checkoff dollars invested in cooperative promotions, partners put in just over \$24. More than 80 million coupons will be distributed offering discounts on beef.

Culinary Event Draws Foodservice Operators, Retailers and Packers

The beef checkoff recently hosted a steak immersion and educational event at the Culinary Institute of America at Greystone in St. Helena, Calif., to help educate decision makers from more than 30 major U.S. foodservice (restaurant) operators, major retail chains and the top US packers. Because rising food prices and reduced beef supply are causing foodservice operators to rethink their menus, the event aimed to inform operators on the versatility and selling power of beef.



The group — consisting of chefs from multi-unit chain restaurants such as Applebee's, Chili's, Qdoba and Sizzler, and retailers including Whole Foods, SaveMart, Harris Teeter and HEB — had the opportunity to learn more about:

- New and exciting beef menu ideas
- Profit Power - how beef can be a profit driver for their operation
- Focus on secondary cuts and other cost savings measures
- Affordability and versatility of beef
- Beef cutting demos
- Straight talk on pricing/trends/future
- Sustainability and carbon footprint



Japanese Consumers A-Twitter

While Americans are being cautioned not to text while they drive, or even while they walk, Japanese diners are being encouraged to "Tweet While You Eat" to share their excitement about U.S. beef.

Japanese consumers are accustomed to following bloggers and visiting mobile websites to learn more about U.S. beef, but Twitter is a relative newcomer to Japan. As the number of Twitter fans in Japan recently topped 15 million, USMEF launched a multi-phase Twitter campaign to engage and motivate consumers to digitally share their interest in U.S. beef and win tasty prizes. Funding for the campaign is provided through the USDA Market Access Program (MAP) and the Beef Checkoff Program.

The first initiative is the selection of four American Beef Ambassadors from the nearly 5,000 Twitter followers USMEF-Japan has amassed. Over the next six months, these individuals will promote themselves as American Beef Ambassadors, utilizing the "#usbeef" hashtag at the end of each tweet. This hashtag will make their tweets searchable to other fans as they write about home cooking or restaurant dining experiences with U.S. beef.

"As Twitter gains new followers by the day in Japan, we are confident that this campaign will significantly expand the visibility of U.S. beef among a critical audience - the young adults who have built this technology into their daily lifestyles," said Tazuko Hijikata USMEF-Japan senior manager of consumer affairs.

"American Beef Go! Go!" Campaign

USMEF is not putting all of its new media eggs in the Twitter basket. To help drive traffic to its website, USMEF-Japan recently conducted the "American Beef Go! Go!" campaign to provide education about U.S. beef in an entertaining format. More than 10,000 consumers participated in the campaign.

long-term beef demand among today's consumers. It is continuously updated with the latest market intelligence, consumer trends and insights on shopper purchase behaviors.

OKLAHOMA BEEF COUNCIL • 312 Exchange Avenue Oklahoma City, OK 73108-2436 • (405) 840-3777 • OklaBeef.org

AMERICAN
FARMERS & RANCHERS
P.O. Box 24000
Oklahoma City, OK 73124

Non-Profit Org.
U S POSTAGE PAID
OKLA CITY, OK
PERMIT NO. 1601

AFR News & Views

"The Voice of Family Agriculture"

Vol. XCIII No. 3

FALL 2012

Upcoming Events...

October 2012

- Tulsa State Fair, Fairgrounds, Tulsa Sept. 27-Oct. 7
- State Livestock Grading Contest, Fairgrounds, TSE, Tulsa Oct. 3

November 2012

- General Election Nov. 6
- AFR NW District IV Speech Contest, Fairview High School Nov. 6
- AFR SW District V Speech Contest, Cache High School Nov. 8
- Rural Economic Outlook Conference, OSU, Stillwater Nov. 9
- AFR Central District III Speech Contest, Newcastle M.S. Nov. 12
- AFR NE District I Speech Contest, Lonestar School, Sapulpa Nov. 15
- AFR SE District II Speech Contest, EOSC, Wilburton Nov. 19
- Thanksgiving Holiday, AFR Home Office Closed Nov. 22-23

December 2012

- AFR State Speech Finals, Stillwater Dec. 1
- Tulsa Farm Show, Fairgrounds, Tulsa Dec. 6-8
- Oklahoma Wheat Growers Association Mtg., OKC Dec. 8
- Christmas Holiday, AFR Home Office Closed Dec. 24-25
- New Year's Holiday, AFR Home Office Closed Dec. 31

January 2012

- KNID Agrifest Farm Show, Enid Jan. 11-12

... AFR serving Oklahoma for over 107 years!