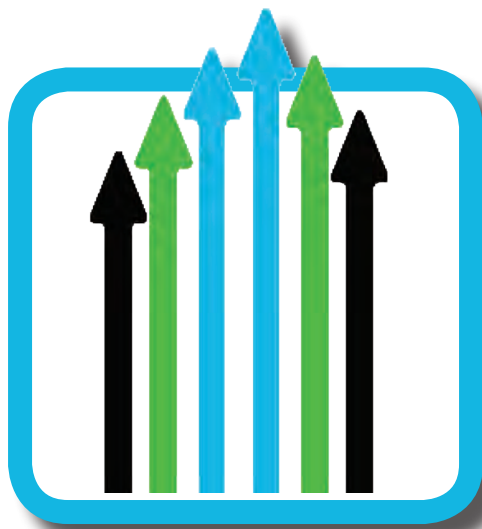




News & Views

"The Voice of Family Agriculture"

Vol. XCV No. 1
Winter 2014



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GATHER



GROW

American Farmers & Ranchers / Oklahoma Farmers Union 109th State Convention

- 109th Annual Convention Preview
- 2014 Candidates Address Delegation
- Grassroots Action on AFR/OFU Policy
- Youth Program Highlights
- Bylaws Changes Update
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- State Speech Contest Winners
- The Life of Robert S. Kerr



By Terry Detrick, President

As I write this quarter's column, Christmas 2013 is behind us and we are looking to 2014 for new possibilities. While the holiday season is a time to reflect and remember the greatest gift given to the human race, it is easy to drift from the joy of giving to the anticipation of receiving.

Our organization was created in 1905 as a benefit service cooperative with the idea that many can work together for a common cause. We still adhere to our original mission and, to accomplish that mission effectively, there must be a willingness to give for the benefit of others.

With GIVING BACK at the heart of the mission statements of both AFR Insurance and Oklahoma Farmers Union, that concept must be our motivation as we continue our organization with pride and success.

The Farmers Union Foundation was

SHARING OUR BLESSINGS, SHARING OURSELVES

created in that spirit of giving through the efforts of Dr. Allen Mitchell, former director of the AFR Life Company. We have most recently used the Foundation to receive donations for victims of the tornadoes that hit central Oklahoma in May 2013. Nearly \$14,000 in donations were distributed in the past few months as needs surfaced. I must say I presented those Farmers Union Foundation checks on your behalf with great pride!

After approval by the OFU Foundation Board, funds were distributed as follows:



• 29% was given to the Salvation Army for rescue support efforts.

Most recently, that included assistance to enable tornado victims to provide Christmas for their families.



"Fighting Hunger... Feeding Hope"

• 22% was given to the Oklahoma Regional Food Bank. In addition, several AFR/OFU employees make monthly visits to invest time and energy in the preparation and distribution of food items.

• 22% was given to the City Rescue Mission. When you are in the Oklahoma City area, please visit the rescue mission to witness the good they do. Volunteers and staff are currently feeding and housing an average of 600 people per night, some of which are still homeless because of the tornado.



• 15% was given to the American Red Cross. The organization did a wonderful job immediately after the tornadoes, filling in as local charities transitioned into full-time support.



Continued on page 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.

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FARM BILL EXTENSION IMPERILS CROP INSURANCE

With yet another farm bill deadline approaching, the U.S. House of Representatives passed a short-term extension on Dec. 12. However, the U.S. Senate adjourned December 24 without taking any action on the extension.

Secretary of Agriculture Tom Vilsack said the USDA will not immediately implement the “permanent law” to replace the expired farm bill, which would have led to a dramatic spike in milk prices.

The four principal conference committee negotiators (House Agriculture Committee Chairman Frank Lucas, Ranking Democrat Collin Peterson, Senate Agriculture Committee Chairwoman Debbie Stabenow and Ranking Republican Thad Cochran) remain optimistic a final deal will be reached in early January. However, when a final bill is drafted, there will still be a battle to gain enough votes to pass full floor votes in each chamber.

Without a new farm bill, livestock producers may face tough decisions as early as 2015. Oklahoma is included in a six-state area slated for significant crop insurance changes. According to AFR/OFU President Terry Detrick, the new program, active after the 2014 crop year, is flawed because producers may not be eligible for FSA-sponsored crop insurance.

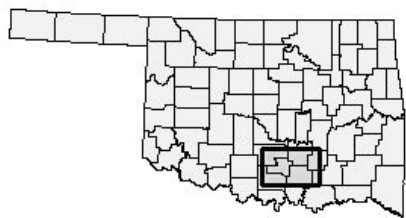
“The intent of Congress from the beginning on crop insurance, including the NAP programs, was to have multi-peril-type coverage,” Detrick said. “This takes all coverages away except those dealing with rainfall.”

Detrick believes the new crop insurance program would not provide adequate coverage. He says the proposed insurance based on rainfall deviation has its place, but it can not replace the multi-peril insurance that is currently available.

Even if individual producers were willing to bear the risk, Detrick says creditors would not allow it. Producers must have adequate insurance in place before they are eligible for production loans. Without the ability to borrow, most producers could not afford to run cattle on pasture in the winter.

“I think there are a lot of people who would like to opt out of rainfall and continue to get NAP coverage,” Detrick said. “The ideal time to fix crop insurance issues is now with the building of the new farm bill.”

OKLAHOMA AGENCY PUTS LIMIT ON ARBUCKLE-SIMPSON AQUIFER



The Oklahoma Water Resources Board (OWRB) is restricting the amount of water that can be taken from the Arbutle-Simpson Aquifer to one-tenth of the amount historically allowed. The ruling places an annual cap of .2 acre-feet per acre of land on the amount of water ranchers and other water rights holders can withdraw.

The aquifer underlies Murray, Pontotoc, Johnston, Garvin, Coal and Carter counties in south central Oklahoma. The decision is designed to protect the continued free flow of springs and streams that supply tourism destinations such as Turner Falls and to preserve the sustainability of water supplies to Ada, Ardmore, Durant and other cities.

The ruling arose from a controversy a decade ago when Canadian County towns proposed obtaining water rights from ranchers to pump water from the aquifer. Residents were concerned that such a move could cause streams and springs to dry up, endangering water supplies and hurting tourism and recreation. So, they persuaded the Legislature to pass a 2003 law that placed a moratorium on temporary groundwater permits for public water supply use outside the region overlaying the aquifer.

The moratorium was to be in place until the OWRB could determine the amount of water that could be taken from the aquifer without reducing the natural flow of springs and streams emanating from it.

STATE AGRICULTURE NEWS UPDATE

Governor Taps Drought Funds to Quench Parched Counties

Governor Mary Fallin has approved \$300,000 in drought cost-share funds requested by the Emergency Drought Commission to help Tillman, Harmon, Jackson, Greer and Texas counties as they suffer through extreme-to-exceptional drought.

“I am pleased to approve funding for the conservation districts in the designated drought counties to provide assistance to our ag producers whose operations have been devastated over the past two-and-a-half years by the severe drought,” said Fallin.

The Oklahoma Conservation Commission (OCC) worked with conservation districts in the five affected counties to determine the amount of cost-share funds needed by landowners and cooperators to provide water for livestock producers and restore pasture and range land. The conservation Commission’s request was approved by the Emergency Drought Commission on November 8.

The drought relief funds will be managed by the OCC and conservation districts in the same way as the statewide Conservation Cost-Share Program, but the \$1.3 million that OCC approved in September are separate from the drought relief funds, which will be used for implementing drought relief measures in the five designated counties.

New Rules Allow Aerial Hunting of Predatory Animals in Oklahoma

Aerial hunting of depredating animals is now legal in Oklahoma under emergency rules recently approved by Governor Mary Fallin. The rules were adopted by the state’s Board of Agriculture Oct. 1 and were approved Oct. 29. Under the new law, hunters may kill feral hogs, coyotes and crossbreeds between coyotes and dogs from an aircraft.

Permits for aerial hunting will be issued by the Oklahoma Department of Agriculture, Food and Forestry (ODAFF). Hunters must submit proof they own the land or have permission to hunt the land. Proof of at least \$300,000 in liability insurance must also be submitted. Permits will be good for one year. For more information, visit the ODAFF website at www.ag.ok.gov.

Oklahoma Horse Industry Impact Study Released

The Oklahoma Equine Alliance has released a comprehensive study showing the state’s equine industry’s economic impact reached \$3.6 billion in 2012, yielding 35,070 full-time equivalent jobs. The study provides thorough economic data and highlights the cooperative efforts of private and public partnerships that have driven growth.

Recognized as the “horse show capital” of the world, Oklahoma is home to more than a thousand rodeo events and hosts the top quarter horse race meets in the U.S.

“There is no doubt the equine industry is a significant economic driver within our Oklahoma economy,” said Secretary of Agriculture Jim Reese. “With a total impact of \$3.6 billion and generation of over \$100 million in state and local taxes it is evident that the equine industry is important to all areas of our state.”



The AFR/OFU News & Views Insider e-newsletter keeps cooperative members current on legislative happenings, from AFR/OFU grassroots membership efforts to state and national news!

If you would like to receive the AFR/OFU News & Views Insider in your inbox, send your email address to AFR/OFU Communications Coordinator Laici Wedel at lwedel@afmic.com to be added to the list!

NRCS EQIP APPLICATIONS DEADLINE EXTENDED

Gary O'Neill, USDA-NRCS State Conservationist for Oklahoma, has announced that the application deadline for the Environmental Quality Incentives Program (EQIP) has been extended to Feb. 21, 2014. The previously announced deadline was Dec. 20.

"In view of the busy holiday season, this extended period will allow producers more time, while providing NRCS staff additional opportunities to work with producers," O'Neill said. "We want to make sure that all interested producers have ample time to file their applications."

EQIP is a voluntary program that is available to owners of land in agricultural or forest production or persons who are engaged in livestock, agricultural or forest production on eligible land and have a natural resource concern to be addressed.

The program provides financial assistance for eligible producers to help plan and implement conservation practices that address existing natural resource concerns and for opportunities to improve soil, water, plant, animal, air and related resources on agricultural land and non-industrial private forestland. It also helps producers meet federal, state, tribal and local environmental regulations.

"EQIP is an important farm bill conservation program that helps established farmers as well as beginning, historically underserved, and limited resource producers. This is another example of the work of NRCS in Oklahoma and our efforts, together with our partners, to address environmental conservation issues and strengthen Oklahoma's rural economy."

Local offices accept EQIP applications throughout the year, but NRCS evaluates applications only during announced ranking periods. To be considered for the current ranking period, eligible landowners and operators are encouraged to have their applications submitted to their local NRCS field office by the Feb. 21, 2014, closing date.

For more information about EQIP, visit the NRCS website at <http://www.nrcs.usda.gov> or visit a local NRCS field office.

NFU PARTNERS WITH FEEDING AMERICA TO HELP END HUNGER

National Farmers Union (NFU) has announced its third annual campaign to help raise funds for Feeding America, the nation's leading hunger-relief charity.

"For the third consecutive year, Farmers Union members and supporters have pledged to raise \$50,000 to benefit Feeding America," said NFU President Roger Johnson. "The work that Feeding America does directly impacts our rural communities. NFU's family farmer and rancher members are proud to grow and raise the food that feeds our country, and our commitment to ending hunger in our own communities is a natural extension of that work."

According to Feeding America, rates of food insecurity among rural households are generally lower than urban households, but slightly higher than the national average. The irony is that many of these food-insecure households are in the very rural and farm communities whose productivity feeds the world and provides low-cost wholesome food for American consumers. In fact, 15.5 percent of rural households are food insecure, an estimated 3.1 million households.

"Farmers work long, hard hours to feed the world, but with one in six Americans facing hunger and 14 million children being served by Feeding America in the United States, we need your help!" said Doug Peterson, Minnesota Farmers Union president and chairman of the Feeding America campaign. "National Farmers Union and Feeding America believe we can do more, and are teaming up to feed the hungry."

For more information about giving locally, visit www.NFU.org/feedingamerica.

BEEF INDUSTRY USING NEW COMMUNICATIONS STRATEGY

The beef industry is heading in new directions when it comes to advertising designed to reach today's beef consumers. Michelle Peterson Murray, senior executive director for innovative communications with the National Cattlemen's Beef Association, recently discussed the shift with Radio Oklahoma Network Farm Director Ron Hays.

"On behalf of farmers and ranchers around the country we help tell the story of beef to consumers in a relevant way. What we've been doing in the last six months is really reshaping our communications programs and thinking through what matters to consumers and how do we deliver that story to a Millennial online."

"It's a brave new world for beef. It's a new way to communicate, but, it's also exactly what we've been doing for years—providing great products to Americans and resolving the questions they have about what they're going to have for dinner tonight or putting them closer to America's farmers and ranchers and how we produce beef every day."

She says reaching out to the younger generation in non-traditional and new media is a challenge, but is extremely important in the future of beef marketing.

"Millennials are important in size and scope. They have a tremendous influence over what others think, not only in their generation but also in their connections to their family members. They are in their twenties and they are starting to set life-stage patterns. We want to make sure that of those Millennials that are thinking about what to have for dinner, they think of beef first."

She says new media provides the opportunity to specifically target segments of the Millennial audience with messages appropriate just to them unlike traditional media such as radio, television, print, billboard or television. She says it allows the targeted audience to be reached in real time when they are asking specific questions.

She says one of the big challenges they face is that 70 percent of the parents of Millennials prefer to serve chicken to their children versus beef and that most Millennials are looking for some quick, simple, and easy to prepare.

"Beef delivers on all of those things. It's about being in front of consumers and providing a new nudge towards something new they can provide so they don't just think about beef as a weekend meal or a grilling meal, but they think about how it fits into their everyday lives."

She says using a variety of media platforms really helps them target consumers with the specific information they are looking for. For example, people go to YouTube for instructional videos, so the NCBA YouTube channel specializes in short instructional videos on how to prepare simple beef dishes. She says they use Pinterest as a way to inspire consumers and Facebook to build a community of beef lovers. Their website is used as a compendium of beef recipes.

This interview was originally heard on Beef Buzz, a regular feature heard on radio stations around the region on the Radio Oklahoma Network. It is also a regular audio feature found on the Radio Oklahoma Network website. Visit <http://oklahomafarmreport.com/beef.php> to check out new beef industry interviews, as well as archives of older Beef Buzz shows covering the gamut of today's beef cattle industry.

CARTER COUNTY FARMERS UNION MEETING & FREE DINNER

Saturday, Jan. 25 at 6 p.m.

Senior Citizen's Building, Wilson, Okla.

If you plan to attend, please RSVP to the James Barrett Agency at
(580) 668-2389 by Noon, Wednesday, Jan. 22.

Atlas Blizzard Wreaks Devastating Havoc on South Dakota's Livestock Industry



Written by Melisa Augusto, NFU Director of Communications

As summer turned to fall, 2013's ranching season was shaping up well for the family farmers of South Dakota. Just a few weeks before herds were to be moved for the winter and calves taken to sale, the sun was shining – with no sign of the devastation that would soon come.

Considered one of the state's worst agricultural disasters, the Atlas Blizzard dumped more than four feet of snow in some parts of the Black Hills. Reports of 20 inches or more were common in the prairie ranching region. The cattle were drenched by torrential rain before being hit by heavy snow and strong winds that pushed them over fences into roadways and other ranchers' pastures.

State Veterinarian Dustin Oedekoven said recently that he now estimates 15,000 to 30,000 cattle died in the blizzard. Early estimates indicated livestock losses at 10,000 to 20,000, but he said reports from ranchers, emergency officials and others caused him to raise his estimate.

Some ranchers are not yet sure how many cattle they lost because they are still discovering carcasses or finding live cattle that mixed with neighbors' herds after being pushed by the snow and high winds, he said.

An Emotional Rollercoaster

Nothing could have prepared South Dakota Farmers Union member and cattle rancher Scott Reder and his wife, Angela,

for how their operation would be impacted by this unprecedented early storm.

"The day after the storm I started counting cattle that were dead of ours and I got sick to my stomach," Scott said.

The Reders' losses are steep. Out of 750 head of cattle they grazed across

40,000 acres, approximately 230 are dead. They lost 100 of the 450 calves they had planned to market this month. The remaining calves have now been sold.

"This has definitely been an emotional rollercoaster. Now that the initial shock is over and the weather has improved, we are

trying to figure out what the next step is, financially," said Reder. "This is a huge burden. Each of us is in a different situation, but relationships with lending institutions will be important. We are fortunate that our institution is working with us on a workable solution."

Other ranchers may not be as lucky.

"It's not going to be easy," said Reder. "It has set everybody back – we all have goals – so when something like this happens, it just jerks that out from under you."

Early Reporting Proved Difficult Amid Shutdown

The timing of the blizzard was a perfect storm, so to speak. The first weekend in

October marked the expiration of the extension of the 2008 Farm Bill, as well as the beginning of the government shutdown.

The shutdown meant all the local U.S. Department of Agriculture (USDA) offices were closed. The closings left distressed ranchers with nowhere to turn for answers and limited information, as websites were also unavailable at the time. The Livestock Indemnity Program and other benefits were also unavailable during the 16-day shutdown period. While the government is now back up and running, there has been a delay in many of the regular reports USDA generates, and a lag in much of the information that farmers need.

To add insult to injury, a new farm bill has yet to be signed into law. The 2013



"It's not about how hard you fall, but how quickly you get up."

- Scott Reder

Farm Bill conference committee began meeting at the end of October. South Dakota Farmers Union is calling on Congress to pass a bipartisan and deficit-reducing farm bill before the end of the year that includes a strong safety net for farmers and ranchers against uncontrollable market factors and weather disasters. The urgent need for a farm bill is underscored

by this blow to the industry.

Resources for Assistance

"The support locally has been outstanding," said Reder. "Everybody is truly and sincerely concerned for those who lost their livelihood. We've received letters from per-

fect strangers in California and Washington State. I have a renewed faith in humanity; there really are people out there who do care and that are concerned about your well-being."

More than \$400,000 has been raised by several organizations to aid ranchers. A helpline was set up to help anyone impacted by the storm. The helpline answered questions regarding animal removal from agricultural properties, documentation of livestock losses and livestock identification, and provided contact information for other assistance programs. Producers experiencing emotional

distress were also able to call for support or to find counseling resources.

South Dakota ranks sixth in the country in livestock production, with nearly 4 million head of cattle. Officials say 6,000 ranching operations suffered losses from the storm. If we know anything, it is that the family farmers and ranchers of South Dakota are strong-willed and will come back from this devastating setback to the industry.

"As they say, 'it's not about how hard you fall, but how quickly you get up,'" said Reder.

Donations are still being accepted to help farmers and ranchers get back on their feet.

To donate to the Rancher Relief Fund, visit www.giveblackhills.org and search for "Rancher Relief Fund."

Donors can also mail checks to the Black Hills Community Area Foundation/SD Rancher Relief Fund made out to the "Rancher Relief Fund," address: P.O. Box 231, Rapid City, 57709.



DOCUMENTING DISASTER LOSSES

Prepared by Scott Marlow of Rural Advancement Foundation International (RAFI)– USA

Producers' ability to receive assistance for disaster losses depends in part on their ability to demonstrate the extent of those losses. As soon as the emergency is over, producers should begin documenting the loss. It is critical that all damage is documented before recovery efforts take place. Use the camera before the chain saw.

Federal programs often expect people to be at their organized best when their lives are at their worst. A notebook is recommended for keeping documentation of everything you do in the recovery effort, including the use of equipment, any agency contacted, including what was asked and what said in response, and notes on the extent of damage.

There are three categories that should be documented to show the extent of a particular producer's losses: What was the status of the farm/ranch the day before and after the disaster and what costs have been incurred/estimated as the recovery begins?

All affected aspects of the operation should be accounted for. This includes pre- and post-disaster conditions and values of structures, equipment, livestock, crops and land.

Establishing the Pre-Disaster Value and Condition of Property

If a producer does not have documentation establishing the pre-disaster ownership interests and values of affected property, there are several sources for this information.

Lenders: A loan application often lists the value of equipment, crops, livestock and other assets that would be used as collateral. Even if the loan application was denied, the producer can often get a copy of an earlier application. If the loan was approved, there may be appraisals that further document the value and condition of assets.

Insurance Providers: Insurance providers have copies of applications and policies issued, including values and descriptions of the property. Crop insurance providers have acreage and production reports the producer submitted for the affected crops.

Taxing Agencies: The most recent income tax return may help verify income and expenses. Copies of returns can be obtained from the IRS by submitting a completed Form 4056. To get a form, go to www.irs.gov/pub/irs-pdf/f4506.pdf or call (800)829-3676. The producer's most recent property tax statements will help verify pre-disaster property value and condition. These are available from the taxing agency.

Farm Service Agency: Producers who participate in an FSA program that involves crop reporting should request a copy of their FSA file, which includes acreage and production records the producer submitted for the current or prior crop years.

Other materials that can be used:

1. Receipts and credit card bills show the value of purchased inputs or equipment.
2. Receipts for inputs, when multiplied by application rates can be used to show crop acreage, particularly for specialty crops where standard acreage reporting is a poor fit.
3. Sales records can show prices that were expected for crops and livestock products.
4. Documentation from auction barns or feedlots and veterinary expenses can show the number of animals on a farm before the disaster.

Establishing the Post-Disaster Value and Condition of Property

A crop adjuster will visit the farm to certify the extent of crop damage. FSA will also verify crop losses under NAP. For non-insured crops or livestock, communication with a local FSA office is critical. Documentation from third parties is the most helpful, including sales receipts, scouting reports, veterinarian reports, etc. Photos can be critical if accompanied by explanatory documentation of where and when the photo was taken.

Disaster assistance programs can also cover the costs of disaster recovery. The Emergency Conservation Program can partially reimburse expenses such as the use of equipment, like chainsaws or backhoes, reinstallation of fences or time spent on recovery. Logs of recovery equipment use and time spent are acceptable documentation, if written at the time of the work performed and not at a later date.

AFR/OFU POLICY COMMITTEE CONVENES



The American Farmers & Ranchers/Oklahoma Farmers Union Policy Committee convened in Oklahoma City twice in December to discuss proposed changes and additions to the organization's policy.

Committee members play an integral role in policy development. Policies formed, altered or approved during the committee meetings and then adopted by member delegates during the upcoming AFR/OFU State Convention Feb. 21-22 will govern the organization's legislative efforts through the next year.

Topics of this year's discussion included private property rights, farm bill programs funding, water resources and conservation and disaster and drought relief for Oklahoma agricultural producers.

Representatives from an array of entities presented to the committee, including Okla. Water Resources Board, Okla. Department of Wildlife Conservation, Okla. Cotton Council, Okla. Cattlemen's Association, Okla. Pork Council, Association of County Commissioners of Okla., Okla. Wheat Growers Association, Okla. Grain & feed Association, Okla. Association of Conservation Districts, Producers Cooperative Oil Mill and Okla. State Chamber. The group will hear from additional speakers and consider local and county resolutions at subsequent meetings.

"The AFR/OFU policy process is a fantastic example of grassroots legislative efforts in action," said AFR/OFU President Terry Detrick. "Through the members-only policy committee and resolutions from our local and county organizations, our members can have their voices heard at the state and national level."

Each year, AFR/OFU selects policy committee members from across Oklahoma. The appointed individuals are an accomplished and diverse group representing the broadest spectrum possible of the organization's general membership. This year's committee members include Jim Johndrow, Ponca City; Phillip Hofschulte, Wyandotte; Don Scivally, Marietta; Robert Morgan, Holdenville; Joe Hise, Cleo Springs; Jimmy James, Altus; Phil Berkenbile, Morrison; Roy Bryant, Tahlequah; Gary Pope, Laverne; Doug Scherler, Walters; and Committee Chairman Brett Morris, Ninnekah.

Left to right: Policy & Membership Development Coordinator Steve Thompson, Jim Johndrow, SW Field Rep Pete McDaniel, Phillip Hofschulte, Don Scivally, NW Field Rep Kermit Raab, Robert Morgan, Joe Hise, Jimmy James, Phil Berkenbile, Committee Chairman Brett Morris, SE Field Rep AJ Bristow, Roy Bryant, Gary Pope, Doug Scherler, President Terry Detrick, NE Field Rep Wade Parker, and Lobbyist Tommy Thomas.

PROPOSED AMENDMENTS TO THE CERTIFICATION OF INCORPORATION AND BYLAWS

The Bylaw Committee of the Oklahoma Farmers Union and American Farmers & Ranchers Mutual Insurance Company met Dec. 17 to consider proposals from counties and from the Board of Directors. As allowed by the bylaws, the Board of Directors considered proposals and determined which proposals to advance to the Bylaw Committee. Members of this year's committee are Phil Berkenbile, Roy Bryant, Joe Bullard, Steve Gund, Joe Hise, Phillip Hofshulte, J.R. Howard, Jimmy James, Jim Johndrow, Robert Morgan, Brett Morris, Gary Pope, Doug Scherler, Don Scivally, Donnie Sodders and the AFR/OFU Board of Directors.

Proposals Not Recommended for Consideration by Bylaw Committee

Harper County Bylaw Proposal:

"We propose to change the bylaws to elect directors only in designated districts for the four districts. Only members in each district would be eligible to vote on the persons running in that specified district."

Major County Bylaw Proposal:

"We propose to change the bylaws on election of district directors so that the directors who serve from the four designated districts will be voted on and elected by the voting delegates of each respective designated district. The remaining three at-large directors should continue to run and be elected statewide by all voting delegates as presently provided."

- 1. The two suggested bylaw changes are against the principles of mutual ownership.**
2. Each policyholder is an owner.
3. Each policyholder should have the right to determine each board member.
4. Therefore, it cannot be considered at the convention.

Proposals Recommended for Approval by Bylaw Committee

The Bylaw Committee of the Oklahoma Farmers Union and American Farmers & Ranchers Mutual Insurance Company proposes changes to the corporate documents of each entity. The Bylaw Committee proposed amendments are as follows: to remove conflicting language between the two organizations; to separate the offices of secretary and treasurer; to authorize the treasurer to be appointed; to create a filing period for candidates seeking an officer or director position; to remove language referring to a federal tax exemption concerning dues; to provide additional dues to county, local, state and national; to allow for the publishing of periodicals; to clarify the process in case of a vacancy on the Board of Directors; to further define eligibility for the Board of Directors; to further define the process for appointing committees and special appointments; and by adding requirements of Board of Directors to maintain educational requirements to run for an additional term. Amendments also include other minor changes to allow better administration of proposed corporate document changes.

AMENDED/RESTATED ARTICLES OF INCORPORATION

OF

OKLAHOMA STATE UNION OF THE FARMERS EDUCATIONAL AND CO-OPERATIVE UNION OF AMERICA, INC.

ARTICLE EIGHT

These Articles of Incorporation can be amended only by a resolution of the Board of Directors which resolution must be ratified by a super majority (2/3 vote) of the members of the Organization present or by proxy at a meeting called for said purpose, notice of such meeting to be given in compliance with Title 18, O.S. § 1067(B).

Amendments to the organization's By-Laws may be proposed by resolution from the

County Union, Local Union or the Board of Directors, and filed with the Secretary not less than ninety sixty (690) days preceding any special or annual meeting, which proposals are to be published or included in a mailed notice at least thirty (30) days prior to the meeting.

The President shall appoint a By-Laws Committee and approved by the Board of Directors for the purpose of consideration of proposed changes and to make recommendations with regard to the proposed changes to the delegates at the Annual Meeting. Proposed amendments shall be presented to the Annual Meeting by the Chairperson of the By-Laws Committee and may be adopted and these By-Laws amended by a two-thirds (2/3) favorable vote of the delegates voting at the Annual Meeting.

County and Local Unions may adopt such By-Laws as do not conflict with the By-Laws of the National and State Union.

AMENDED AND RESTATED BY-LAWS

OF

OKLAHOMA STATE UNION OF THE FARMERS EDUCATIONAL AND CO-OPERATIVE UNION OF AMERICA, INC.

ARTICLE I

TITLE, OBJECTS, LOCATION, SEAL

Section 2: OBJECTS

The objects of the STATE UNION shall be to fulfill the purposes set forth in the Articles of Incorporation to wit:

THE OKLAHOMA STATE UNION OF THE FARMERS EDUCATIONAL AND CO-OPERATIVE UNION OF AMERICA, INC., generally known as the Oklahoma Farmers Union and hereinafter referred to as the STATE UNION (having a Charter issued to the Indian State Union on the 23rd Day of March, 1906, and a Charter issued to it as successor to the Indian State Union on the 11th Day of October, 1920, by the National Union), adopts the said foregoing purposes as its own. Because of the change in conditions in the intervening years, it is considered desirable and therefore included herein the following statement of principle and purpose:

1. To adopt programs calculated to promote better conditions for persons in agricultural pursuits;
2. To operate, aid in the organization and maintenance of a non-profit commodity and service co-operative for members thereof;
3. To distribute and disseminate information to farm families and especially to its members for carrying out a program of education in cooperation and co-operative philosophy generally and engage in such activities in carrying out its declared purposes and, if possible and practical in a way that will entitle it, operating for its members, to exemption from the payment of income taxes as such organization, and;
4. To publish periodicals one of a newspaper which shall be identified as the "Farm News & Views." The Farmers Union is especially designed to promote the general welfare of family-type farmers and as set forth in the Articles of Incorporation of the National Union and the specific and general purposes herein before enumerated and as here-in after provided in these By-Laws, and as further set forth in its action program adapted annually by its State Convention.

The STATE UNION is not operated for pecuniary profits as such, but is operated for the savings it can make for its members and benefits to its members of an educational and fraternal nature. It is not its purpose to accumulate large assets for the direct benefit of members as such.

PROPOSED AMENDMENTS TO THE CERTIFICATION OF INCORPORATION AND BYLAWS *Continued...*

ARTICLE III DUES

Section 1

~~In the event that the federal tax exemption is repealed, th~~The annual dues of each member shall be a minimum thirty-five dollars (\$35.00). The dues shall be divided in the following proportions: Annual dues will be distributed by the State Office to the counties and/or locals properly constituted with the election of officers and to the National Union. The counties shall receive no less than six dollars (\$6.00) per member, the local shall receive no less than three dollars (\$3.00) per member and National Union shall receive six dollars (\$6.00) for 2013, seven dollars (\$7.00) for 2014 and eight dollars (\$8.00) for 2015 and thereafter per member, as set forth under ARTICLE V.

Section 3

Provision is hereby made for non-voting membership. All non-voting members shall participate in the financial, educational and social benefits. The Local Secretary shall keep a separate record of voting and non-voting members. ~~The State Secretary shall issue special membership cards to non-voting members.~~

ARTICLE VIII BOARD OF DIRECTORS

Section 3: VACANCIES

When vacancies occur in the Board of Directors, the remaining members of the Board shall fill the vacancy by a qualified eligible member. They shall serve the unexpired term until the next annual meeting.

Section 4: ELIGIBILITY

All candidates for Board members shall have been regular members of the STATE UNION the preceding five (5) years and have been actively engaged in production agriculture during this time, AND RECEIVED an appreciable portion of their income from producing agriculture OR BE INVOLVED IN COOPERATIVE WORK WITH THE STATE UNION, ~~and not have a conflict of interest and meet the eligibilty requirements to serve on the Board of Directors of the American Farmers & Ranchers Mutual Insurance Company.~~ For purposes of this provision, any activity or business endeavor that permits the person to favor business benefits in a similar organization, not in the best interest of, or in competition with the STATE UNION and its activities, shall constitute a conflict of interest.

A candidate for a particular office must file in writing with the State Secretary not earlier than one hundred and twenty (120) calendar days and not later than at least ninety-sixty (60) calendar days prior to the next Convention. In case of there being no candidate for a position, the Board of Directors shall re-open the filing period.

The time limit rules will be suspended in the case of the death of a candidate. In case a candidate, having filed, dies after the filing period is closed, but before the convention convenes, the Board shall then re-open the filing period for the position affected.

Section 9

Officers or Board members filing for any other position within the STATE UNION must resign their present position, to be effective the day of the election at the State Convention and .The Officers or Board members must notify in writing (limited to letter, fax or email) the Secretary no later than file for the office one hundred and twenty (1020) calendar days before the opening day of the State Convention. The filing period for the position being vacated shall be the period described in Section 4 above.

will end sixty (60) calendar days prior to the opening day of the next State Convention. The election shall be for the unexpired term of the position unless the position was scheduled for election at the next state Convention. Notification of the vacant position will be by letter to each County and Local Union and other means as determined by the Board of Directors. Such notification must be mailed, sent, or posted within ten (10) days of the Officer or Board member notifying the Secretary filing for the new office.

ARTICLE IX OFFICERS OF THE STATE UNION

Section 1

The Officers of the STATE UNION shall be: President, Vice President, Secretary, ~~and/ Treasurer. The Treasurer shall be appointed by the President and approved by the Board of Directors. The Officers may include one or more Assistant Secretaries and Assistant Treasurers may also be appointed, determined by the President and approved by the Board of Directors. The Chaplain, and Doorkeeper shall will be appointed by the President and approved by the Board of Directors. The Chaplain and Doorkeeper appointees must be members of the STATE UNION.~~

Section 3: ELIGIBILITY

To be eligible for an elective position, all candidates for STATE OFFICE shall have been regular members of the STATE UNION the preceding five (5) years and have been actively engaged in production agriculture during this time, AND receive an appreciable portion of their income from production agriculture, OR BE INVOLVED IN CO-OPERATIVE WORK WITH THE STATE UNION and not have a conflict of interest. For purposes of this provision, any activity or business endeavor that permits the person to favor business benefits in a similar organization, not in the best interest of, or in competition with the STATE UNION and its activities, shall constitute a conflict of interest.

A candidate for a particular office must file in writing with the State Secretary not earlier than one hundred and twenty (120) calendar days and at not later than least ninety-sixty (60) calendar days prior to the next convention. In case of there being no candidate for a position, the Board of Directors shall reopen the filing period.

(c) SECRETARY Except as provided in Article IX, Section 2; the Secretary shall be elected at the State Convention and shall hold office for a term of three (3) years and until a successor is elected and qualified. The Secretary shall attend all sessions of the Board of Directors and meetings of the members and record all votes and minutes in a book to be kept for that purpose, together with the seal and charter, and shall have authority to affix the seal. The Secretary shall give, or cause to be given notice of all meetings of the members and/or Board of Directors; the Secretary shall attest all deeds and contracts executed by the STATE UNION, and shall have such other duties as may be determined by the Board of Directors. The Secretary shall receive for services rendered a salary, the amount of which shall be determined and authorized by the Board of Directors and be reimbursed for necessary expenses when away from home on the business of the STATE UNION.

Section 6: COMMITTEES

The President may appoint, at the President's discretion, one or more committees, or at the direction of the Board of Directors, shall appoint one or more committees as is necessary for the best interest of the STATE UNION, and shall appoint a chairperson for such committees with the advice and consent of the Board of Directors. The Policy and Credential Committee and special appointments shall be made by the President and approved by the Board of Directors.

PROPOSED AMENDMENTS TO THE CERTIFICATION OF INCORPORATION AND BYLAWS *Continued...*

ARTICLE XVIII AMENDMENT TO BY-LAWS

Amendments to these By-Laws may be proposed by resolution from the County Union, Local Union, or the Board of Directors, and filed with the Secretary not less than ~~ninety~~⁶²⁰ days preceding any special or annual meeting, which proposals are to be published or included in a mailed notice at least thirty (30) days prior to the meeting.

The President shall appoint a By-Laws Committee and approved by the Board of Directors for the purpose of consideration of proposed changes and to make recommendations with regard to the proposed changes to the delegates at the Annual Meeting. Proposed amendments shall be presented to the Annual Meeting by the Chairperson of the By-Laws Committee and may be adopted and these By-Laws amended by a two-thirds favorable vote of the delegates voting at the Annual Meeting.

County and Local Unions may adopt such By-Laws as do not conflict with By-Laws of the National and STATE UNION.

RESTATED CERTIFICATE OF INCORPORATION OF AMERICAN FARMERS & RANCHERS MUTUAL INSURANCE COMPANY

ARTICLE IX

These Articles of Incorporation may be altered, amended, or repealed by a resolution of the Board of Directors which resolution must be ratified by the vote of two-thirds (2/3) majority of the members of the Corporation present in person or at a regular or special meeting of the members of which notice in writing of said proposed amendments to be filed with the Secretary not less than ~~ninety~~⁶²⁰ days preceding any special or annual meeting, which proposals are to be published or included in a mailed notice at least thirty (30) days prior to the meeting.

Amendments to the corporation's By-Laws may be proposed by resolution of the Board of Directors or upon petition signed by at least five thousand (5,000) policyholders and filed with the Secretary not less than ~~ninety~~⁶²⁰ days preceding any special or annual meeting, which proposals are to be published or included in a mailed notice at least thirty (30) days prior to the meeting. Proposed amendments may be adopted and the corporation's By-Laws amended by a 2/3 favorable vote of the policy holders voting at a regular or special meeting of the members subject to said notice requirements.

AMENDED AND RESTATED BYLAWS OF AMERICAN FARMERS & RANCHERS MUTUAL INSURANCE COMPANY

ARTICLE III MEETINGS

Section 1: ANNUAL MEETING

The Annual Meeting of policyholders shall be held at a time and place fixed by the

Board of Directors, which shall coincide so far as possible with the time and place of the Annual Convention of the State Union. The Notice of the Annual Meeting, including the day, hour, and place, shall be provided to policyholders by ~~printing~~^{distributing} said Notice in the issue of "Farm News & Views," or by other means determined by the Board of Directors not less than seven (7) days nor more than thirty (30) days preceding the meeting.

ARTICLE IV BOARD OF DIRECTORS

Section 3: ELIGIBILITY

Eligibility for membership on the Board of Directors shall be limited to policyholders of the Corporation or a subsidiary. No person shall be eligible to serve as a member of the Board of Directors of the Corporation who has a conflicting interest in a similar organization as an officer, director, or agent, or who would, by reason of other affiliations, be in a position to engage in or profit from transactions prohibited by statute, or who is not then lawfully serving as a Director of the State Union. Once a Director has been elected to be eligible for reelection he/she must have a current farm mutual director certificate from NAMIC or a similar certificate and be current on continuing education opportunities from NAMIC or other similar organization at the time he/she files for reelection.

Section 5: OFFICERS

(a) Officers. The Officers of the Corporation may include a Chief Executive Officer (CEO), a President, a Vice President, a Secretary ~~and a~~ Treasurer. ~~The Treasurer, One~~ or more Assistant Secretaries and one or more Assistant Treasurers ~~shall~~^{may} be appointed by the Chief Executive Officer upon the approval of the Board of Directors.

Section 7:

Officers or Board Members filing for any other position within the Corporation must resign their present position, to be effective the day of the election at the State Convention ~~and. The Officers or Board Members must file for the office notify in writing (limited to letter, fax or email) the Secretary no later than one hundred and twenty (1020) calendar days before the opening day of the State Convention. The filing period for the position being vacated will begin no earlier than one hundred and twenty (120) calendar days and end no later than ninety~~⁶²⁰ calendar days prior to the opening day of the next State Convention. The election shall be for the unexpired term of the position unless the position was scheduled for election at the next State Convention. Notification of the vacant position will be by letter to each County and Local Union and other means as determined by the Board of Directors. Such notification must be mailed, sent, or posted within ten (10) days of the Officer or Board ~~notifying the Secretary~~^{member} filing for the new office.

ARTICLE IX AMENDMENT TO THE BYLAWS

Amendments to these By-Laws may be proposed by resolution of the Board of Directors or upon petition signed by at least five thousand (5,000) policyholders and filed with the Secretary not less than ~~ninety~~⁶²⁰ days preceding any special or annual meeting. Which proposals are to be published or included in a mailed notice at least (30) days prior to the meeting. Proposed amendments may be adopted, and these By-Laws amended by a two-thirds (2/3) favorable vote of the policyholders voting At a regular or special meeting of the members subject to said notice requirements.

BILDERBACK & PEACH CANDIDATES FOR NORTHWEST DISTRICT



Eric Bilderback was elected to the AFR/OFU Board of Directors in February 2011. He serves as the Compensation Committee chairman and as a member of the Audit and Building Committees.

Bilderback was raised on a small farm near El Reno. He earned an associate degree from Eastern Oklahoma State College, a bachelor's in agricultural education from OSU and a master's in educational leadership from Southern Nazarene University.

As Chattanooga's agricultural instructor, Bilderback led his students in the classroom, show ring and FFA competitions. In 2002, he was named the Oklahoma Department of Career and Technology Education (OkACTE) Outstanding Young Agriculture Teacher of the Year.

From 2004 to 2006, Bilderback was the Redlands Community College Agriculture/Equine Department Head and Livestock Judging Coach. The program he managed encompassed 600 acres, served 130 students and employed 20 people. During his tenure, the program's enrollment grew 125 percent and the budget increased 150 percent to \$1.5 million.

In 2006, Bilderback joined Oklahoma CareerTech as an Agricultural Education Program Specialist. He supervised 79 public schools and 95 teachers in CareerTech's southeast district. He acted as a liaison between school administrators and instructors, managed a first-year teacher program with 42 new instructors and assisted at agricultural youth events statewide.

Bilderback is currently the El Reno High School Agricultural Instructor and farms/ranches. He is a member of the Masonic Lodge, the Sirloin Club, the Oklahoma Cattlemen's Association and Heaston Community Church. He and his wife, Shelly, have been married 16 years and have one daughter, Lauren.



Terry Peach, of Mutual, is the third generation to operate his family's 1898 homestead. He is currently focused solely on farming/ranching and has ample time to devote to AFR/OFU.

Peach has had several pursuits during his career. He earned a bachelor's in agricultural education from OSU and taught vo-ag at Cashion. He left his teaching career to go into business for himself, operating a feed business for many years. He also started Woodward Hull, an oilfield supply company that his son, Te, now operates.

Professionally, Peach has served as the USDA Farm Service Agency State Executive Director and as the Oklahoma Secretary and Commissioner of Agriculture from 2003 to 2011, managing

a budget of up to \$50 million.

Peach has been an AFR/OFU member since 1998. He has participated in the organization's speech contest and other youth activities, and has spoken at several AFR/OFU conventions. He remains active in church, community and youth activities in Woodward County, and has served on his local school board and chamber of commerce board.

Peach has received the Honorary State and National FFA Degrees, the Oklahoma Wheat Commission Staff of Life Award, the Oklahoma Cattlemen's Association Distinguished Service Award, the Oklahoma Association of Conservation Districts President's Award and the USDA Distinguished Service Award. He has also served as president of the Southern U.S. Trade Association and the Southern Association of State Departments of Agriculture.

Peach is proud of his three sons and their families—Te, Bowdy and Joshua, their wives and six grandchildren.

HOLLEY & KIGER CANDIDATES FOR SOUTHEAST DISTRICT



Bobby W. Holley was elected to the AFR/OFU Board of Directors in February 2011. He serves on the Audit, Corporate Governance and Investment Committees.

Holley graduated from Broken Bow High School in 1957. He earned an associate degree in agriculture from Eastern Oklahoma State College and a bachelor's in agriculture from OSU in 1961. He joined the Army's 45th Division before beginning his vo-ag teaching career in Wicks, Ark.

Holley worked for the USDA Farmers Home Administration for 28 years, as the Pushmataha County assistant supervisor, then as the Choctaw County supervisor. He was named district director in 1978, overseeing 10 county supervisors from his base in Atoka.

He retired in 1992.

Holley spent his life in rural development and agriculture. He provided a personal touch to financial endeavors of families, helping them purchase homes or begin farming/ranching. He was also responsible for the development of rural water districts, sewer systems and multi-family housing in his region.

He has served on the board of FirstBank of Antlers for 38 years, Kiamichi Conservation Dist. for 10 years, Choctaw Electric Coop. for 14 years and Western Farmers Electric Coop. for five years. He also served on the Soper School Board and is a licensed real estate agent.

Holley and his wife, Norma, reside on a ranch in the Choctaw County community of Nelson and have three children and eight grandchildren. They are Antlers First Baptist Church members, have been AFR/OFU members for 50 years and represent Choctaw County as delegates.



Lundy Kirk Kiger grew up near Poteau, where he and his wife, Samantha, live on 60 acres. They have one son and three daughters, ages 12 to 30, and are adopting two more children through the Choctaw Nation in early 2014.

Kiger has worked in the power generation business for 22 years, primarily with the AES Shady Point Generation Plant, which produces electricity for OG&E. He currently serves as vice president and director of government and community relations. During his tenure, Kiger has led the carbon sequestration project, managing and protecting 3.5 million acres of timber. He has also worked as a liaison with state and national political leaders, business stakeholders and community members. He previously worked for the Indianapolis Power & Light Company as a senior vice president and a plant manager with responsibility of a budget exceeding \$100 million.

Kiger has served on the Fort Smith Region Arvest Bank Board of Directors. He currently serves as the southeast Oklahoma ambassador for the Oklahoma Academy and Oklahoma State Chamber, is the LeFlore County Coalition for Healthy Living Chairman and was the Fort Smith Regional Alliance Chairman in 2013.

Kiger was a school teacher, coach and administrator for Shady Point and Panama schools for 15 years. He announced high school football games for 16 years, worked on a Friday night radio scoreboard show and announced state playoff games.

The Kigers own Oklahoma Welcome, a digital news site that covers southeast Oklahoma. They also own and manage 30 rental properties.

COWAN & SWAN CANDIDATES FOR AT-LARGE SEAT #2



Justin Cowan was elected to the AFR/OFU Board of Directors At-Large #2 Seat in February 2011. He currently serves as the Audit Committee chairman and as a member of the Compensation Committee. Cowan and his wife, Linda, have owned and operated Cowan Insurance Agency in Locust Grove for 25 years.

Cowan received his bachelor's degree in accounting from Northeastern State University in 1985 and has been a practicing Certified Public Accountant for 29 years.

Cowan and his wife have been AFR/OFU members for 36 years. Cowan has served as president of the Mayes County Farmers Union for 14 years and has been involved in the AFR/OFU Speech Contest and the AFR/OFU Achievement Contest. He is a member of the OFU Foundation Board and has served on the AFR Insurance Agent Bonus Committee. The Cowans are active with the Oklahoma Youth Expo and their local FFA chapter and 4-H club.

Cowan currently serves as a financial advisor for the Flint Ridge Homeowners Association Board of Directors, preparing and administering a \$4 million annual operations budget. He has also served as the Locust Grove City Council's financial advisor since 1995 and conducts annual governmental audits for numerous rural water districts.

The Cowans have been married 32 years and have three daughters, a granddaughter and a grandson. They operate a small cow/calf operation on 160 acres north of Locust Grove.



Keith Swan lives on a small cow-calf operation near Nowata/Vinita. He is currently the president of both Washington County and Nowata County Farmers Union and has served on the AFR/OFU Policy Committee twice.

Swan grew up on an Osage County ranch. He graduated from Pawhuska High School and earned a bachelor's degree in agricultural business while attended Northwestern Oklahoma State University on a rodeo scholarship. After college, Swan went to work for United Parcel Service (UPS) in Bartlesville as an evening supervisor and operations specialist.

In 1988, he left UPS to purchase a loan servicing business in Nowata where he worked with the USDA Farm Service Agency and bankers, farmers and ranchers in Northeast Oklahoma. While working with his loan servicing business, Swan performed annual farm analysis packages, including completing collateral inspections, financial statements, balance sheets, income statements, cash flows and narratives that explained borrowers' current financial situation and future plans. During this time, he also processed stocker/feeder cattle for area ranchers.

In 2002, Swan purchased Daniels Insurance Agency in Dewey and, in 2005, he moved the agency to Bartlesville as Swan Insurance Agency. For the past 11 years, he has concentrated on his insurance business, but continues to do loan packaging.

Swan and his wife, Kathy, have two sons, Kooper and Kanyon. Swan loves the western way of life and enjoys roping and rodeos with his family. He is a member of the Professional Rodeo Cowboys Association and is a past steer roping qualifier for the Prairie Circuit Finals.

JACKSON CANDIDATE FOR SECRETARY



Paul Jackson was elected AFR/OFU Secretary/Treasurer in February 2013 to fill an unexpired vacancy. His duties include board minutes, custody of records, bylaws, election oversight, local/county audits, financial records, membership services, convention management, committee appointments and archivist. In his previous role as Farm & Cooperative Programs Director, he led statewide cooperative activities, adult and youth leadership and legislative fly-ins to Washington, D.C. A 19-year AFR/OFU employee, he holds Property, Casualty, Health and Life insurance licenses.

A fourth-generation farmer/rancher, Jackson has a diverse agricultural background, including cow-calf, stocker cattle, wheat, rye, peanuts, hay and hogs.

Jackson serves on the boards of the Love County Farmers Union, Oklahoma Agricultural Leadership Program, Oklahoma 4-H Foundation and Midwest Shows Scholarship Program. He is a community volunteer, fireman and pastor, and is a member of the Love County Historical Society and Oklahoma Society of Association Executives, receiving the 2013 Excellence in Member Education and Outreach Award.

Jackson has chaired the NFU Policy Committee and served on the Oklahoma Comprehensive Water Planning Committee, National Fire Ant Task Force and National Cattleman's Beef Promotion and Research Board.

Jackson previously worked in Washington, D.C., on rural development and agriculture policy/appropriations for an Oklahoma congressman. He was also the National Rural Water Association Professional Programs Director, representing and providing technical assistance to small water utilities.

Jackson earned a bachelor's in agricultural communications from OSU and has completed Leadership Love County and the Oklahoma Agricultural Leadership Program. He and his wife, Kim, have two daughters, Courtney, 17, and Sarah, 12.

Don't Forget to Donate to the PAC Auction!

The AFR/OFU Political Action Committee works for you by supporting the organization's legislative efforts! Help your voice be heard by supporting your PAC!

All items are accepted.
Examples of donated items:

Household Items
Yard Ornaments
Power Tools
Decorative Items
Collectors Items
Furniture

Jewelry
Knives
Quilts
Wallets/Purses
Metal Art
Memorabilia

Please donate PAC items by Friday, Feb. 21 at 7 p.m.

For more information, contact Steve Thompson at (405)218-5400 or sthompson@afmic.com.

Go! Gather! Grow!

2014 AFR/OFU State Convention Schedule of Events

Friday, February 21, 2014

- 9 a.m. Registration, Voting Open
PAC, Ticket Sales, Trade Show Open
- 9:30 a.m. OFU Leadership Local/County Training
"Chasing Cows: How to Get Your Shout Back,
Make a Difference & Avoid the Cow Patties"
Sean Abbananto, Motivational Speaker
"Right to Farm"
Representative Scott Biggs, R-Chickasha
Lunch
- 11:15 a.m. Agent Recognition Lunch (Sp. by Willis Re)
Insurance Commissioner John Doak

FIRST GENERAL SESSION

- 1 p.m. Invocation
Randel Thrasher, Chaplain
- 1:15 p.m. Call to Order
2014 Annual Meeting of the Oklahoma State
Union of the Farmers Educational and
Cooperative Union of America, Inc.
Call to Order
2014 Annual Policy Holders Meeting of the
American Farmers & Ranchers Mutual Insurance
Company, Inc.
Terry Detrick, President
Meeting Notices, Convention Rules
Committees & Appointments
Richard Herren, Parliamentarian
Credentials Committee Report,
Candidate Speeches
Paul Jackson, Chairman
Membership & Treasurer Report
Paul Jackson, Secretary/Treasurer
Financials Report
Tara Brooks, Chief Financial Officer
CEO Report
Brian Baxter, Chief Executive Officer
Vice President Report
John Porter, Vice President
President Report
Terry Detrick, President
Bylaws & Articles Consideration
Terry Detrick, Chair
NFU Policy Report
Harvey Schroeder, Tillman Co. Farmers Union
Consideration & Adoption of Policy
Brett Morris, Policy Committee Chair
- 6:30 p.m. Youth "Pizza and a Movie" Activity

SECOND GENERAL SESSION

- 6:30 p.m. Pre-Session Concert
Melodie Schaffer
- 7 p.m. AFR/OFU Speech Contest Winner
Farmers Union Foundation Presentation
Entertainment
Coach Doug Sauter
Live & Silent PAC Auction
- 8:30 p.m. Concert & Dance
Sammy Mitchell Band
- 9 p.m. Northwest Area Meeting

Saturday, February 22, 2014

THIRD GENERAL SESSION

- 8:15 a.m. AFR/OFU Veteran's Video
AFR/OFU University:
"Conservation: It's More Important Than Ever"
Gary O'Neill, NRCS-USDA, State Conservationist
"The Oklahoma Prescribed Burn Association"
*Russell Stevens, Exec. Director, OPBA Wildlife &
Range Consultant, The Noble Foundation*
"Consumer and Activist Challenges for the
Food System"
Jayson Lusk, Oklahoma State University
- 10:15 a.m. Milk & Cookies Break (Sp. by DairyMAX)
- 10:30 a.m. Remarks
Claudia Svarstad, NFU Vice President
National Policy Perspective
Brittany Jablonsky, NFU Dir. of Advocacy Comm.
State Issues Perspective
Tommy Thomas, AFR/OFU Lobbyist
- 11:45 p.m. Women's Luncheon
Tammi Didlot, Amer. Nat'l Cattle Women Past Pres.
- 12 p.m. Ticket Sales & Silent Auction Close
- 12:30 p.m. Youth Program Assembly

FOURTH GENERAL SESSION

- 1:15 p.m. Memorial Service & Recognition
Randel Thrasher, Chaplain
- 1:45 p.m. Youth Program
Nikki Slagell, Youth Coordinator
AFR/OFU Speech Contest Winner
Poster Contest Winners
AFR/OFU Star Recognition
State Scholarship Recipients
Youth "Year in Review"
Past Youth Participant Remarks
Tyler Powell, Okla. Deputy Sec. of Environment
- 2 p.m. Registration & Voting Booths Close
- 2:45 p.m. Election Results, Completion of Business

- 3 p.m. Milk & Cookies Break (Sp. by DairyMAX)
- 3:30 p.m. Agent's Association Meeting
"Where's the Beef?: Capitalizing on Market
Opportunities Ahead"
Derrell Peel, OSU Ag Economist
- 4:15 p.m. Trade Show Closes

CONVENTION BANQUET

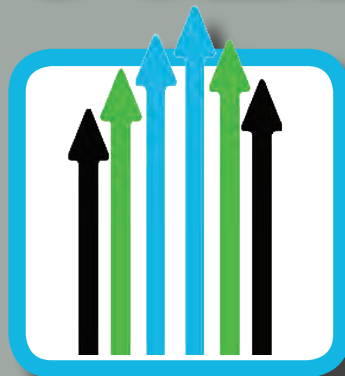
- 6:30 p.m. Banquet Doors Open
Pre-Session Entertainment
Lane Pilkington and Courtney Toliver
Welcome
Terry Detrick, President
Invocation
Randel Thrasher, Chaplain
Presentation of Colors
The Chickasaw Nation Honor Guard
Pledge of Allegiance
AFR/OFU Youth Council
National Anthem
Courtney Toliver
Dinner & Entertainment
(Pork entrée sponsored by Okla. Pork Council)
Jenna Crispin
Greeting
Jim Reese, Okla. Secretary of Agriculture
County Leadership Achievement Award
AFR/OFU Speech Contest Winner
Entertainment
"Laugh with Lyndy Phillips"
Grand Door Prize Drawing
(Sp. by Farm Credit and P&K Equipment)
God Bless America
Courtney Toliver
- 10 p.m. AFR 2.0: Next Generation Networking
(See page 15 for more information...)

Don't miss the
Chickasaw Nation
Honor Guard
Presentation of Colors
at the 2014
Convention Banquet!

Go! It's Convention Time!

Gather!

Grow!



Local/County Officer Training



Learn the ropes or refresh your resolve with OFU Leadership Training. Motivational speaker Sean Abbananto will teach you what it takes to reach your goals and create new ones!

PAC Auction Entertainment



The winningest coach in Central Hockey League history, Coach Doug Sauter led the OKC Blazers to two CHL championships. He'll keep you riveted with tales of his rural experiences and 14 years with the team!

PAC Concert & Dance



Sammy Mitchell is a country music singer/songwriter from Luther. In 2011, he released his first album, "Time to Move On," with tracks influenced by Johnny Cash, Merle Haggard, Kevin Fowler, George Strait and Brad Paisley.

Mitchell is a father, husband and veteran. He served eight years in the Okla. Nat'l Guard, including a tour in Afghanistan. Inspired by mentors, love of family and pride in country, he shows what country music has to offer!

AFR/OFU University



Conservation: Why It's More Important Than Ever

Gary O'Neill has worked for NRCS for more than 30 years in several Oklahoma cities and three states, including serving as assistant state conservationist from 2005-2013. He was named State Conservationist for Oklahoma in 2013.



The Oklahoma Prescribed Burn Association

Russell Stevens is a wildlife and range consultant at the Samuel Roberts Noble Foundation. His work includes wildlife habitat improvement, wild turkey and white-tailed deer management, range management, prescribed fire, feral hog impacts and waterfowl issues.



Consumer and Activist Challenges for the Food System

Jayson Lusk is an Agricultural Economics Regents Professor at OSU. One of the most prolific food and agricultural economists of the decade, his research focuses on predicting and understanding consumer behavior as it relates to food, including the economics of animal welfare and consumer preference for GM products.

NFU Vice President Remarks

Claudia Svarstad was elected NFU Vice President in 2008. She previously worked with Farmers Union Insurances for 33 years, serving as president and CEO and in marketing and underwriting. She also has federal advocacy experience with nutrition and hunger issues.



National Policy Perspective

Brittany Jablonsky is the NFU Director of Advocacy Communications, leading grassroots policy-related communications and working with members to advocate for NFU policy positions. Her focus is specialty crops and organics, agricultural research, hunger and nutrition and rural quality of life.



Where's the Beef?: Capitalizing on Market Opportunities Ahead

Derrell Peel is the Charles Breedlove Professor of Agribusiness at OSU and has served as the OSU Extension Livestock Marketing Specialist since 1989. His program areas are livestock market outlook and marketing/risk management education for producers. He also works in international livestock and meat trade.



Women's Luncheon



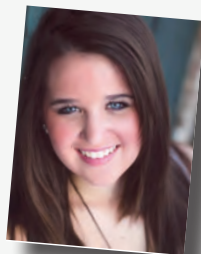
Tammi Didlot operates her own company and an Angus cow-calf herd. In 2011, she received the Okla. Ag Woman of the Year award. She has served as president of Okla. Cattlemen, Ag Leadership Okla. and, most recently, American Nat'l CattleWomen. Didlot knows what it takes to succeed as a female entrepreneur. She'll share her life lessons at the 2014 women's luncheon!

Banquet Entertainment



From parasailing behind a '69 Ford pickup to raising kids, Lyndy Phillips' stories are extra funny because they're extra true! With Lyndy's talent for sleight-of-hand, this show of comedy antics will keep you laughing! Lyndy depends on members of the audience to assist him. He can do the impossible with everyday objects, but he needs your help! Watch out as Lyndy "borrows" a few watches, wallets and neckties from members of the audience. It could be you!

Country music singer Jenna Crispin will perform during the 2014 Convention Banquet!



"Shine to Go" Shoe Shine

"Pizza & Movie" Youth Night

Beef Certificates Drawing

2014 Convention Special Features

AFR 2.0 Next Generation Networking

AFR 2.0 is AFR/OFU's newest membership opportunity! This convention will feature the first social gathering for the AFR 2.0 community. Open to all AFR/OFU members, ages 21-50, AFR 2.0 helps members connect across generations and interests to achieve common goals—making connecting and advancing the organization! For more information, call (405)218-5563.

MUST BE PRESENT TO WIN!

Awarded at the
109th AFR/OFU
Convention Banquet
Saturday
Feb. 22 at 7 p.m.



Win this all-new 2014 John Deere X300 Lawn Tractor with a 42" Edge Deck, 18.5 hp V-Twin iTorque Power System, TwinTouch Hydrostatic Transmission and 15" Open-Back Seat... AND



This 25-Gallon Tow-Behind Sprayer with 90"-Wide Boom for Quick Broadcast Spraying, Easy Towing, Easy-Emptying Tank with SHURFlo Pump, Stainless Steel Spraying Tips and Adjustable Handgun with Valve, Wand Extension and 18' Hose that allows you to spray up to 30'!!

This year's grand door prize is sponsored by:
Farm Credit of Eastern Okla.
Farm Credit of Western Okla.
Chisholm Trail Farm Credit
P&K Equipment

RK Black, Inc.

Thank You to our 2014 Convention Sponsors!!

Willis Re



SAN ANTONIO

in the

Springtime!



SPRING ADDITION TO AG & HISTORIC CONFERENCE ANNOUNCED

AFR/OFU is pleased to announce the newest membership Ag & Historic Conference will be a taste of the Old South and the Wild West in San Antonio, Texas, April 26 - 30, 2014! San Antonio is one of the most unique cities in the world where the river dances through the heart of the city and the fiesta never seems to end. Springtime is the best time to discover this modern city nestled in the Texas Hill Country—where rich history, vibrant culture and diverse agriculture meet amidst the blooming Texas Bluebonnets!

FORT WORTH STOCKYARDS

As we journey south, we will make a stop at the historic Fort Worth Stockyards. The Stockyards offers the best of both agriculture and history. Listed on the National Register of Historic Places 1976, the district was a driving force in the agriculture industry until the mid-twentieth century. Superior Livestock Auctions, a national video and online auction company still broadcasts sales from the location. The old stockyards and the businesses that supported it still stand, just waiting to be explored. We'll have time for lunch, shopping and discovery!

HOTEL ON THE RIVER WALK

Our hotel is located on the world-famous San Antonio River Walk. The River Walk is exceptionally beautiful in the spring, inviting its guests to relax and take in the beauty of the Texas Hill Country. When we arrive, we'll have a Texas-style welcome with dinner at Texas Land & Cattle Restaurant.

MISSION SAN JOSE

While in San Antonio, we'll discover the "Queen of the Missions," one of the most historic places in the country. Mission San Jose is home to the Rose Window, one of the finest pieces of Spanish Colonial architecture in the country. We'll take time to explore the chapel, which is all that remains of the original fort. We'll also go back in time with "Alamo... The Price of Freedom." This IMAX film puts you right in the middle of the action with a six-story screen and digital sound.

MENGER HOTEL & THE SAN ANTONIO RIVER WALK

We'll enjoy a delicious Sunday brunch at the historic Menger Hotel, a place so full of history it's considered the "Most Haunted Hotel in Texas." It's no wonder—the Menger is where Teddy Roosevelt recruited the Rough Riders, the country's first volunteer cavalry. After more exploring in San Antonio, we'll take a river barge for a relaxing float down the world-famous River Walk.

LBJ RANCH

On a visit to the LBJ Ranch, we'll listen to tall tales of Lyndon's and Lady Bird's days in the White House. During his term in office, many historic decisions were made at the ranch and his home was dubbed the "Texas White House."

FREDERICKSBURG AND LUCKENBACH

The beautiful Texas Hill Country town of Fredericksburg was settled in 1846 by German immigrants. Enjoy a delicious lunch and a stroll along the community's wide streets lined with century-old gingerbread houses and charming shops. On our journey back to San Antonio, we'll make a stop in the country music landmark of laid-back Luckenbach!

WONDERFUL AUSTIN

We'll begin our visit with a stop at the state capitol building, then continue to explore Austin by motor coach. We'll see Austin City Limits, the Texas Governor's Mansion, Lady Bird Lake, Zilker Park and more! Enjoy a gourmet lunch at the incredible 80,000 square-foot Whole Foods flagship store before we head to the LBJ Library & Museum. After a fun-filled day, we'll leave the "weirdest" town in Texas for Driftwood, where we'll enjoy wine tasting and cowboy-style bar-b-que at the world-renowned Salt Lick Cellars and Restaurant.

For more information on our spring conference, contact Marilyn Sanders at (405)218-5567 or Paul Jackson at (405)218-5559.

Remember to call before the Feb. 25 deadline!

American Farmers & Ranchers Good Eats!

**Happy
2014
from
AFR/OFU!**

Hearty Minestrone Soup

Start to Finish: 30 Minutes
Serves 6 to 8 Guests

4 oz. salt pork, chopped	6 clove garlic, minced
4 oz. olive oil	2 lbs. fresh plum tomatoes, chopped
2 lbs. chopped onion	2 gal. chicken stock
1 lb. chopped celery	8 oz. cooked chickpeas
1 lb. chopped carrots	12 oz. cooked black-eyed peas
1 lb. chopped green bell pepper	12 oz. ditalini pasta, cooked and drained
1 lb. cabbage, cut chiffonade	Salt and pepper, to taste

1. Render salt pork in oil, being careful not to brown.
2. Add onions, garlic, carrots, peppers and cabbage. Cook until onions are translucent.
3. Add tomatoes and stock. Simmer until vegetables are tender.
5. Add chickpeas, black-eyed peas and ditalini. Simmering until tender.
6. Adjust seasoning with salt and pepper.

American Farmers & Ranchers/Oklahoma Farmers Union Winter 2014 Featured Recipe
<http://www.AmericanFarmersandRanchers.com>
(405)218-5400

AFR/OFU IS "OUT AND ABOUT"



AFR/OFU SE Field Rep AJ Bristow spent some time with Oklahoma Insurance Commissioner John Doak at the 2013 Tulsa Farm Show and AFR/OFU NW Field Rep Kermit Raab hung out with the one-and-only Ronald McDonald in Alva.

IT'S CALENDAR TIME!



We're already planning next year's calendar and we need your help to fill it with pictures of beautiful Oklahoma!

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 any 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/OFU Communications Coordinator Laici Wedel at (405)218-5557 or lwedel@afrmic.com.

69TH ANNUAL AFR/OFU STATE SPEECH CONTEST

American Farmers & Ranchers Category



Senior Division Winners:

- 1st Place: Laurabeth Tackett, Prague
- 2nd Place: Ryan Danker, Wellington
- 3rd Place: Rachel Donaldson, Eufaula



Intermediate Division Winners:

- 1st Place: Emily Murray, Kingfisher
- 2nd Place: Lane Holt, Kingfisher
- 3rd Place: Maggie Marten, Fairview *(not pict.)*



Junior Division Winners:

- 1st Place: Emily Garrett, Kingfisher
- 2nd Place: Drew Wright, Afton
- 3rd Place: Isabella McGinnis, Prague

Agribusiness Category



Senior Division Winners:

- 1st Place: Kalee Horn, Edmond
- 2nd Place: Addison Murray, Owasso
- 3rd Place: Kelby Corbett, Elgin



Intermediate Division Winners:

- 1st Place: Will Shelby, Madill
- 2nd Place: Mackenzie Ostreich, Owasso
- 3rd Place: Jill Coats, Konawa



Junior Division Winners:

- 1st Place: Kalynn Williams, Latta
- 2nd Place: Rylee Detrick, Ringwood
- 3rd Place: Emily Kennedy, Edmond

Agriscience Category



Senior Division Winners:

- 1st Place: Megan DeVuyst, Morrison
- 2nd Place: Blair Kloeppel, Kingfisher
- 3rd Place: Sara Lawson, Canadian



Intermediate Division Winners:

- 1st Place: Micah Mueggenborg, Kingfisher
- 2nd Place: Piper Merritt, Owasso
- 3rd Place: Dal Williams, Hollis



Junior Division Winners:

- 1st Place: Addison Themer, Kingfisher
- 2nd Place: Hailey Bishop, Prague
- 3rd Place: Reagan Stephens, Weatherford

69TH ANNUAL AFR/OFU STATE SPEECH CONTEST *Continued...*

Student Organizations Category



Senior Division Winners:

- 1st Place: Kristy Johnson, Blanchard
 2nd Place: Amber Cox, Morrison
 3rd Place: Jennifer Bedwell, Fairview



Intermediate Division Winners:

- 1st Place: Holly Barrow, Kingfisher
 2nd Place: Braden Kellogg, Oologah
 3rd Place: Shae Grooms, Edmond



Junior Division Winners:

- 1st Place: Peyton Burns, Kingfisher
 2nd Place: Kallie Stahlman, Prague
 3rd Place: Calee Boone, Calera

Natural Resources Category



Senior Division Winners:

- 1st Place: Beth Hallum, Lone Grove
 2nd Place: Racine Cleveland, Prague
 3rd Place: Cody Asche, Okarche



Intermediate Division Winners:

- 1st Place: Brayden Foley, Kingfisher
 2nd Place: Hailey Hooten, Stillwater
 3rd Place: Ryan Raisombat, Gans



Junior Division Winners:

- 1st Place: Chad McGolden, Fairview (*not pict.*)
 2nd Place: Chisholm Kliewer, Thomas-Fay-Custer
 3rd Place: Bailey Harris, Prague

AFR Category - Novice Winners



Novice AFR Winners:

- 1st Place: Austin Hooten, Stillwater
 2nd Place: Paiké McNeil, Bristow
 3rd Place: Reagan Detrick, Ringwood

Tournament of Champions Winners



Division I Winner:

- 1st Place: Madelyn Gerken, Kingfisher



Division II Winners:

- 1st Place: Breckin Horton, Spiro
 2nd Place: Sydnee Gerken, Kingfisher

LIVESTOCK HANDLING WINNERS ANNOUNCED



AFR/OFU President Terry Detrick, Board Members Jim Shelton and Roy Perryman and representatives of the Okla. Insurance Dept., Priefert and Midwest Shows pose with the winning team.



Members of the Coweta FFA Chapter work a calf during the competition.

Thirty Oklahoma youth competed in the 2013 Tulsa Farm Show Livestock Handling Skills Competition Finals on Dec. 13. Sponsored by AFR/OFU, the competition showcases the skills of 4-H and FFA members in real-life cattle handling scenarios, such as weighing for accurate dosage, vaccinating and tagging calves in a hydraulic chute. Contestants are judged on skill, accuracy and efficiency as they process the animals.

The annual contest begins in July with a written exam that measures students' knowledge of livestock handling practices. At the state level, the competition emphasizes the application of classroom study to actual agricultural production. In order to excel, students must take knowledge out of the classroom and apply it in a real world situation.

"In an industry where cattle of all backgrounds are sent through the chute, stress-free processing is a primary concern for cattlemen," said AFR/OFU President Terry Detrick. "For young people involved in the process, safety is paramount. The livestock handling competition is one of the most practical competitions we sponsor throughout the year."

The livestock handling written exam takes place at Oklahoma State University's Big Three Field Days. Ten teams of three students qualify for the state competition, with the top two teams from each FFA district advancing to the finals. The ten final teams are guaranteed cash scholarship awards and top-placing teams also receive prize buckles, all sponsored in part by AFR/OFU. This year's first place team also won a Priefert Sweep System to be used by the entire FFA chapter.

This year's Tulsa Farm Show Livestock Handling Skills Competition winners are:

1st Place – Pawnee NE FFA Chapter: Morgan Vance, Hayden Skidgel & Chrisse Collins

2nd Place – Pawnee SE FFA Chapter: Bethany Piotrowski, Erin Caldwell & John Barger

3rd Place – Crescent NW FFA Chapter: Maddie Cook, Julia Dimmitt & Seth Gentry

4th Place – Yale FFA Chapter: Jake Winterbottom, Braden Bush & Savannah Farrow

5th Place – Frontier FFA Chapter: Kelbi Lane, Colton Lane & Callie Lane

6th Place – Coweta FFA Chapter: Colton Keel, Colton Shrum & Chance Brooks

7th Place – Dickson FFA Chapter: Payton Sweeten, Brett Jones & Emma Meets

8th Place – Hydro-Eakly FFA Chapter: Brittany Gilbert, Dylan Allen & Vivian Pence

9th Place – Madill FFA Chapter: Tucker Burns, Will Shelby & Ladd Landgraf

10th Place – Crescent NW FFA Chapter: Julie Semrad, Tee Barnes & Tommy Ryland

Each year, AFR/OFU partners with Midwest Shows, Inc., and other sponsors to offer the livestock handling program. For more information on the competition or other AFR/OFU-sponsored youth events, contact AFR/OFU Youth & Education Coordinator Nikki Slagell at 405-218-5561 or nslagell@afrmic.com.

COMING SOON!

AFR/OFU STATE SCHOLARSHIP APPLICATIONS

SCHOLARSHIP APPLICATIONS
WILL BE AVAILABLE BY FEBRUARY.

Applications can be found at:
www.americanfarmersandranchers.com/youth-education

Completed applications must be returned by April 15, 2014.
For more information, contact Nikki Slagell at nslagell@afrmic.com.

AFR/OFU HOSTS CATTLE GRADING CONTEST

AFR/OFU hosted the Tulsa State Fair Commercial Cattle Grading contest for the second year. The event attracted more than 700 4-H and FFA members.



*1st Place FFA Winner
Rilee Eubanks of Stillwell*



*2nd Place 4-H Winner
Katelynn Perkins of Nowata*

AFR/OFU SUPPORTS YOUTH AT TULSA STATE FAIR PREMIUM SALE



A WONDERFUL LIFE....

The life story of Robert Samuel Kerr has all the hallmarks of an American legend. A big, bold man, with a commanding presence, he was born in a log cabin in 1896, in the Chickasaw Nation, in what was then Indian Territory.

After enduring the deaths of his first wife and children, and suffering financial ruin when his business burned to the ground, his luck turned: he struck it rich in the oil business. He went on to become the first native son governor of Oklahoma during the '40s. In the 1950s, he reigned as "the uncrowned king" of the U.S. Senate.

As remarkable as these accomplishments are, Bob Kerr had a deeper ambition. In his book *Land, Wood and Water* he challenged his fellow citizens:

"It is in our power, under the watchful eyes of God, to determine the physical form of the world in which we live. We can make it a paradise... or by neglect, permit it to become a desert. The choice is ours."

At first glance, this millionaire oilman-politician seems an unlikely champion of the earth. However, Kerr grew up on a small farm keenly aware of how Oklahoma, the last wilderness east of the Rockies, was being transformed. Vast numbers of settlers had made the Land Runs of the 1880s and '90s in search of free land. Towns had sprung up overnight with their schools and churches.

"But in addition to the good they wrought," Kerr wrote, "the early Oklahoma settlers dangerously sapped the soil of its strength and fertility in their haste to get crops."

The "thick layer of spongy soil" that was Oklahoma's treasure began to be lost with the plowing of the prairie. Fragile sandy hills were plowed only to blow away. Even land left unplowed was often overgrazed.

"In the forested regions of the state, indiscriminate cutting of trees had left hillsides scarred by erosion after every hard rain. Scarcely 40 years after the Land Runs, Oklahoma had a greater percentage of eroded land than any other state."

Kerr felt called to do something about



Oklahoma Governor Robert S. Kerr, shown here when he was in office in the 1940s.

this state of affairs. He had witnessed Oklahoma's boom and bust cycles and never forgot what his father told him one day as they worked in the cotton fields:

"I want you to help refurnish that land that men have stripped and clear the streams they have muddied."

Kerr would have to travel far from home before he could fulfill his father's ambition for him. First as governor from 1943 to 1947 and then as U.S. Senator from 1948 to 1963, Kerr had an opportunity to give back to the state that had given him so much.

In Washington, he became a tireless campaigner for Oklahoma; in fact, his zealotry earned him the nickname "Mr. Oklahoma."

As chair of Senate Select Committee on National Water Resources, Kerr was the motivating force behind the huge (costing over one billion dollars) Arkansas Basin Project. Its centerpiece was the channeling of the Arkansas and the Verdigris Rivers creating a year-round direct water route

from Tulsa to the Gulf of Mexico.

This was a seemingly impossible project; Will Rogers once said it would be easier to pave the Arkansas than make it navigable. But Rogers probably hadn't counted on Bob Kerr.

While lambasted as a boondoggle at the time by some of his political opponents, the channel has had an important economic impact on eastern Oklahoma. But navigation was only one benefit Kerr saw in such water projects -- he also saw them as conservation projects.

Kerr used his political power for conservation. He sponsored bills making these water projects possible, not only in Oklahoma but across the nation. He also coauthored the Pollution Control Act that provided money for adequate sewage treatment and water pollution research. And he authored a bill to broaden soil conservation projects.

Kerr made his case for conservation in his landmark 1960 book, *Land, Wood and Water*. The title came from something his father once said to him: "To raise a fam-

ily, you have to have three things -- land, wood and water."

Far from being a dull political tome, the book sparkles with Kerr's insight and passion for stewardship.

For him, conservation equaled national security. How could America compete if she had to feed a growing population on eroding farmland? How could she meet the housing needs of her people if timberland was vanishing or provide pure water to them if rivers were polluted?

While politician Kerr was orchestrating large-scale conservation measures, citizen Kerr came home to Oklahoma to begin a more personal conservation project.

"I had spent years persuading others to believe in the future and to conserve our land, wood and water. Here was my chance to put into practice what I had been saying," he wrote.

Wonderland Workshop

In the '50s, Kerr had discovered the wild beauty of the Poteau River Valley and the Ouachita Mountains in southeastern Oklahoma. The ridge tops and south-facing slopes of these mountains were originally heavily forested with short-leaf pine. Hardwoods such as sweetgums, oaks, and maples thrived on moist, northern slopes and along rivers. Here he began working in what he called his "wonderland workshop."

It was a new kind of work for him. The first sawmills had been set up in the area 100 years before. The best trees had long ago been cut "with no thought of the future," wrote George Phillips, Oklahoma's first forester.

One of citizen Kerr's first conservation projects was the replanting of pine seedlings on the slopes of Poteau Mountain.

"I cannot describe the joy of planting under the sun and the quickly moving clouds," he wrote. "It gives a new faith in tomorrow..."

Kerr eventually bought around 60,000 acres of land--from bottomland to rough mountain top--near Poteau in LeFlore

....REMEMBERING ROBERT S. KERR

County. Looking toward retirement, he built a native stone house on a bluff with one of the best views in Oklahoma.

He established the Kermac cattle herd, famous for its 1000 head of registered Angus cattle and its star bull, the prodigious Hyland Marshall, who sired 7000 calves over his lifetime. There was even a poem, "Oklahoma's Greatest Ranch," written by an admirer, Sam Scantlan.

One stanza describes the idyllic scene:

And the cattle grazing slowly on the glade, Were fat from having nothing else to do, Except to eat the grass and rest in the shade, And raise five thousand calves, which now were due.

It would have been out of character for Kerr to live in lordly isolation from his neighbors. He meant his ranch to be a model for area ranchers.

"In this part of Oklahoma, which is so rich in beauty, but so poor for farming," writes his daughter Kay of her father's intentions, "he wanted to challenge farmers and demonstrate the potential increases in pasture and cattle production which could come with improving soil fertility, using higher quality breeding stock and developing better overall management."

His first efforts at clearing waterlogged bottoms and establishing pastures, however, were greeted with skepticism by at least one old-timer who wondered out loud if he wasn't "a dumb fool, and eccentric, too."

This pronouncement did not stop him from talking up his plans with area farmers and learning all he could from them at the same time. Close friends have noted his ability to communicate with all varieties of folk: black and white, rich and poor.

His presence and concern gave people in the area a feeling of optimism about their economic future, one businessman remembered years later.

On breaks from the Senate, he stayed at the ranch, overseeing its operations and entertaining. His guests included Vice President Lyndon Johnson, Tennessee Senator Albert Gore, Sr. (father of Vice Pres. Al Gore),

Senator Kerr addresses OFU members at the 57th annual convention, Dec. 13, 1961.



President John F. Kennedy with Senator Kay Kerr Adair who still serves, along with

and most memorably, President John F. Kennedy.

Kerr worked closely with the president. He shared Kennedy's dream of sending a man to the moon, and as Chairman of the Senate Space Committee was a key supporter of the space program.

Unfortunately, Bob Kerr did not live to see a man on the moon or the barges on the McClellan-Kerr Navigation Channel or to retire to his beloved ranch. He died suddenly fifty years ago, on New Year's Day 1963.

Living Legacy

Not long after the senator's death, a nonprofit charitable foundation, the Kerr Foundation, was established by his widow Grayce B. Kerr and their four children, Robert Jr., William, Breene, and Kay.

In 1965-66, the Kerr Foundation's Agriculture Division was established to carry on Senator Kerr's work in conservation-oriented agriculture. Headquartered on the Kerr Ranch near Poteau, it gained a national reputation for its work with animal health, and independent examiners concluded in 1984 that the Agricultural Division had had a "considerable impact on many farms and ranches of southeast Oklahoma and western Arkansas."

In 1986, the Agricultural Division became a new foundation, the Kerr Center for Sustainable Agriculture, Inc., guided by the Senator's daughter

her daughter Christy Price, on the center's board of trustees.

Today it is the largest private operating foundation dedicated to sustainable agriculture. Under the leadership of Kerr Center president Jim Horne, the center has been acclaimed for its wide-ranging educational initiatives.

Today the center carries on the senator's commitment to soil conservation and health; water quality; sustainable forestry; and outreach to farmers and ranchers.

Oh yes, and to cattle. Angus cattle still graze slowly in the glade on the Kerr Ranch. But as Kerr President Jim Horne points out, they don't look much like Hyland Marshall. Times change, he says, as do the needs of ranchers and consumers.

Kerr Livestock Manager Will Lathrop has worked for years to develop an Angus X (with Gelbvieh) welladapted to the condi-

tions on the Kerr Ranch. Controlled grazing keeps the grass on the ranch growing almost year round and the cattle thrive on it.

As a result the cows and calves still grow fat, having nothing else to do except eat the grass and rest in the shade.

--Maura McDermott

Established in 1965 by the family of Robert S. Kerr, the late Oklahoma governor, senator and oilman, the Kerr Center for Sustainable Agriculture is committed to the goals of "sustainable" agriculture. For agriculture to be sustainable it must be profitable, environmentally responsible and enhance the

quality of life of farm families and their communities.

The center manages 4000 acres of the original Kerr Ranch, located south of Poteau, and gives Oklahoma farmers, ranchers, gardeners and educators the tools they need to be successful in challenging times. Through projects on the ranch, a comprehensive website and well-regarded educational events, the

center reaches people around the world.

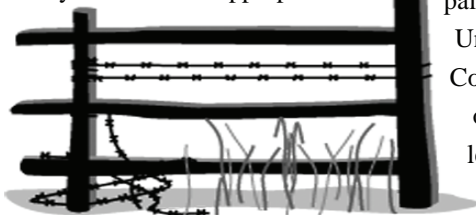
Members of the Kerr Center staff have expertise in animal science, agronomy, agricultural economics, biological science, education, food and agriculture policy, horticulture, journalism/communications and natural resource management.

For more information on the Kerr Center or for a list of upcoming events, visit www.kerrcenter.com or call (918)647-9123.

*This story originally appeared in Kerr Center Field Notes, Fall 2013. Maura McDermott serves as the Kerr Center Communications Director. She is co-author (with Kerr Center President Jim Horne) of *The Next Green Revolution: Essential Steps to a Healthy, Sustainable Agriculture.**

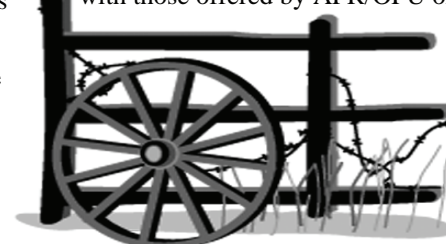


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Classified advertising in the Trading Post is available free of charge to all paid-up members of American Farmers & Ranchers/Oklahoma Farmers Union. Ads must be of a personal nature and strictly non-commercial. Commercial ads and ads for non-members 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 TO
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BY MARCH 1

FOR PUBLICATION IN THE
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Advertising will not be accepted for
services or products in direct competition
with those offered by AFR/OFU or affiliates.

REAL ESTATE

Rental—Newly remodeled Stucco home, 2BR/1.75B, large kitchen, formal dining, spacious living room, utility, garage. 17 acres, barn available if needed. 4 miles south of Chandler on Hwy 18. 405/258-1297.

For Sale—Nice 3 BR brick home. Large living room w/ fireplace. \$165,000. Also, 10 lots for sale, approx. 100'x147'. Hwy frontage, in city limits, Morris. \$25,000 each. Agent/Owner. 918/759-1846 or 918/733-2796.

For Sale—5 BR log cabin, outbuilding and pond. Next to national forest, 40 acres, Heavenor. 405/247-1918.

I buy mineral rights—Oil, gas and brine royalties anywhere in North Dakota and Oklahoma. If you're thinking of selling part of your mineral rights, call me before you sell. 580/277-2456.

For Sale—Lot in Hot Springs Village. Call 918/677-2447 or email clydekinsworthy@yahoo.com.

For Sale—4 BR/2B brick home, over 2600 sq. ft. Move-in ready, great neighborhood. New CH/CA units. See pictures and info at Zillow.com. \$188,500. Chickasha. 580/340-2597.

BOATS, RVs & CAMPERS

For Sale—1996 Bumber-pull 24' Prowler travel trailer, very good condition. Cool air and heat, new tires. \$5,500. Vici. 580/334-4476 or 580/995-4456.

FARM EQUIPMENT & LAWN MOWERS

For Sale—Single-axle, steel-frame trailer. 12 ft. bed, 6.5 ft. wide, 6 ft. tongue, 13-inch tires, 2x6 wood floor, 2-inch angle iron rails. Heavy duty, pulls good. Guthrie. 405/642-5643.

For Sale—530 John Deere Round Baler w/ good monitor. Makes good tight 5x6 bales. \$3500, OBO. Pics available upon request. Johnny Lomax, Milburn. 580/371-8042.

LIVESTOCK

Performance-tested, purebred yearling plus Gelbvieh bulls. Red, black and double-polled. Low birth weights, docile, fertility tested. Beef, butts and guys. Inda Gelbvieh. 405/282-4134 or 405/650-3481.

For Sale—Reg. polled Hereford bulls. 8 mos. - 1 yr. old. Remitall Online 122L & PW Victor Boomer P606 genetics. Also a few weaned reg. heifers. 580/332-2468.

Reg. Beefmasters. Bulls, cows, heifers (bred and opens), show heifers. Red, black and dunn. Polled and horned. www.double-deucebeefmasters.com. 918/253-8680 or 918/557-6923.

For Sale—Brangus bulls and fancy replacement heifers. Top quality with gentle dispositions. Delivery available. Horsehead Ranch. 918/695-2357.

For Sale—Reg. polled Dexter cattle. Docile nature and smaller stature. Make great show animals. Also, reg. spotted, colored, traditional Boer goats. View them on our website. Qualityboergoats.com. 918/642-5063.

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

HOUSEHOLD ITEMS

For Sale—Maytag glass-top electric range, \$250. Refrigerator, \$100. Kenmore W/D, \$200. 405/275-3419.

For Sale—Hospital bed, completely functional, w/ remote control. Unbeatable price, \$200. 35 miles west of Ft. Smith, Ark. 918/966-3800 or dirtpooroke@yahoo.com.

For Sale—Kenmore side-by-side refrigerator w/ ice maker, 19 cu. ft., \$75. 2007 Roper refrigerator, 14.4 cu. ft., needs evaporator blower motor, \$50. Guthrie. 405/282-3053.

MISCELLANEOUS

For Sale—Melville Clark upright piano, \$495. Gulbranson upright piano, \$495. Bunk bed with one regular size included, red, blue and gold heavy steel, \$125. Maple table w/ formica top, \$65. 405/273-3881.

For sale—110-year-old used bricks, cleaned. 30¢ each. You haul. Wister. 918/655-3126.

For sale—Burn barrels. \$5 each, 50 or more \$4 each. Wellston. 405/356-2407.

For Sale—Nice 20'x40' white vinyl tent with ropes, stakes, poles and side walls. Very good condition. 918/697-0803.

For Sale—Bald Cypress seedlings. In pots, up to 3' tall. \$10/ea. 405/878-6649.

For Sale—60 in. Macomber ad-a-harness floor loom. Will trade/make offer. Oklahoma City. 405/517-4130.

For Sale—47,000 ft. of pipe. 2 3/8", 2 7/8", 4 1/2". All sizes rods, fiberglass posts. Also, 200 guns. 405/627-3920.

For Sale—HP OfficeJet 4500 Printer/Scanner/Fax, \$50. Dark oak sofa mirror, \$75. Minco. 405/352-4719.

For Sale—ABC Border Collie puppies, farm-raised. 580/761-6485.

HAY/FEED

For Sale—Small square bales of first-cutting alfalfa, \$9/bale. Small square bales of Bermuda & crabgrass mixed, \$6/bale. 405/459-6543 or 405/574-5571.

For Sale—Lespedeza, Bermuda and native hay. 5x6 bales w/ rope. \$40. 918/470-7272, to leave message. Or call 918/429-3417.

For Sale—Johnson grass, Bermuda grass, mix hay. 200 large, round bales. 5x6, net-wrapped. Good, clean, nice, heavy bales, approx. 1500 lbs. Baled with new John Deere, cover-edge, net-wrap baler. Mike Belcher, Milburn. 580/371-1421.

For Sale—Wheat hay. Round bales, net wrap. Weight approx. 1000–2000 lbs ea. Covington-Marshall. 580/370-1982.

For Sale—Bluestem grass mix hay. 1300-1400 lbs, sprayed and fertilized, net wrapped. Semi-trailers welcome. Loyal. 580/822-5476.

WANTED

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

Wanted—Old cars, hard tops and convertibles. Running or not. 918/482-3272.

Wanted—Interesting or classic vehicles. Lee, in Mustang. 405/613-1857.

Wanted—Used radiator core and used starter for International TD 18A dozer (1951 model). Call AJ, 405/737-5977.

Wanted—Deck or fence jobs in or near Shawnee. Call Jennifer, 918/866-2468 or 405/802-4126.

Wanted—Old gas station signs. Also, old gas pumps, oil lubesters, transmission pumps. 580/639-2776.

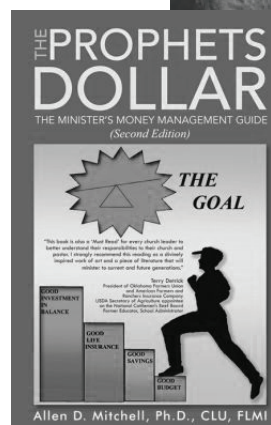
Wanted—BoxTops for Education, Campbell's & Best Choice UPC codes. Arapaho-Butler Elem. School is buying new playground equipment. Send to AB Elementary School, % Vayda Brown, PO Box 160, Arapaho, OK 73620.

**Trading Post ads
are due to the
AFR/OFU state office
by March 1
for publication in the
spring issue
of the AFR/OFU
News & Views.**

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AFR/OFU MEMBER PUBLISHES NEW EDITION OF “THE PROPHET’S DOLLAR”



Dr. Allen “Al” Mitchell, Ph.D., of Glencoe, has published the second version of his book “The Prophet’s Dollar.” Mitchell originally published “The Prophets Dollar” in 1971 and has recently updated the book for current reading and study.

After working with ministers and their financial programs for more than 40 years, Mitchell feels a great need for readily-available financial instruction for ministers. **With drastic financial changes worldwide, the material in his book is more crucial than ever for ministers and any other individual wanting to put their financial situation on more sure footing.**

As an ordained minister, Mitchell worked for many years with the Presbyterian Minister’s Fund, a life insurance company for ministers of all faiths, where he counseled ministers in their personal financial affairs and taught them how to work with individuals with financial difficulties in their congregations.

After becoming an officer for life insurance companies, much of his time was spent lecturing on financial and estate planning in several states. He also taught at Central State University, Midwest Christian College, Southwestern College and Friends University. He is a Chartered Life Underwriter (CLU) and a fellow in the Life Management Institute (FLMI).

Mitchell’s last position before retirement was executive vice president of Farmers and Ranchers Life, now owned by AFR/OFU. He still writes insurance through the Mitchell Agency in Ralston and the Schieffer Agency in Perry. He also co-pastors the Glencoe Methodist Protestant Church and works in real estate as an associate broker for United Country Real Estate in Perry.

“The Prophet’s Dollar” can be purchased at Amazon.com or through your local book store.

FAPC ORGANIC CERTIFICATION PROGRAM LAUNCHED

Stillwater—With the help of Whole Foods Market, Oklahoma State University’s Robert M. Kerr Food & Agricultural Products Center is now certified organic through the Oklahoma Department of Agriculture, Food & Forestry.

Whole Foods Market provided 1 percent of sales on Nov. 19 at its new Tulsa location to help fund FAPC’s organic certification program.

“We appreciate Whole Foods’ generosity in funding FAPC’s efforts to gain organic certification,” said Chuck Willoughby, FAPC business and marketing relations manager. “It was really great to have this opportunity to visit with Whole Foods’ customers and tell them about the center’s efforts to assist organic producers and food businesses in Oklahoma.”

Organic certification of its pilot processing facility allows FAPC to serve organic producers developing organically certified foods.

“Because the center maintains a food manufacturing license from the Oklahoma State Department of Health, any new food products developed in the pilot plant

are permitted to be sold in commerce,” Willoughby said. “This opportunity to test market newly developed products gives company decision makers valuable information to determine refinement for products before undertaking a larger scale market launch.”

However, without organic certification, test market product developed at FAPC using certified organic ingredients could not be labeled as organic.

“We have worked with several organically certified producers and food companies since we opened our doors in 1997,” Willoughby said. “It became apparent while helping a client develop a pet treat made from organically certified ingredients that FAPC should gain certification as well.”

Producing food products under organic certification requires good record keeping and the ability to prevent co-mingling of organically certified and non-certified ingredients. Special care in the handling of

packaging and final products, cleaning of equipment and pest management practices is also required.

Certification of the facility and review of each product profile also requires additional costs. The facility certification fee is \$500 annually, plus each product profile submitted requires a \$5 fee.

The Whole Foods Market sponsorship has allowed the organic certification program to be launched this budget year.

“Several of the Made in Oklahoma companies that supply Whole Foods are clients of the center,” Willoughby said. “Many times FAPC has helped these clients meet Whole Foods’ food safety and traceability program requirements or in some cases helped with reformulation to comply with Whole Foods’ ingredients restrictions.”

For more information about FAPC or its organic certification program, visit www.fapc.biz, call 405-744-6071 or email fapc@okstate.edu.



Adding Value to Oklahoma

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

AFR BENEFITS

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with your AFR/OFU dues:**

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- Access to Quality Farm, Home, Auto and Life Insurance
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- Media Response, Promotion and Public Relations Services
- Legislative Representation at National, State and Local Levels
- Policy Development and Education
- Youth and Education Programs
- Exclusive Travel Opportunities
- Cooperative Development
- County and Local Organization Meetings
- AFR Caps, Coats and Other Memorabilia Sales
- \$5,000 Reward for Arson, Theft or Vandalism of Insured Property

MEDIA BENEFITS

- Subscription to the Quarterly *AFR News & Views*
- Subscription to the *News & Views Insider* E-Newsletter
- Subscription to the NFU E-Newsletter
- Free Classified Advertising in Quarterly Publication

DISCOUNT BENEFITS

- Discount Medical Flight Membership Program
- Discounts on Rental Cars and Hotels
- Discount Prescription Card
- Discounts on LifeLock Identity Theft Protection
- Savings on Cell Phones Through Our Wirefly Partner
- Dental and Vision Plan
- Discounts on LifeLine Cardiovascular Screenings
- Discounts on VPI Pet Insurance for your Cat or Dog
- Discounts on Constant Contact Direct E-mail Marketing
- Discounts on Office Supplies from Office Depot
- Free Hearing Screening and Discount on Beltone Instruments

YOUTH BENEFITS

- Speech and Poster Contests
 - State and County Educational Scholarships
 - Youth Leadership Summit
 - Agricultural Contests
 - Leadership Opportunities
 - Youth Sponsorships
- For a full list of benefits and how to access them, visit iafr.com/benefits.*

AFR/OFU ANNOUNCES NEW MEMBERSHIP BENEFIT

AFR/OFU is pleased to offer an additional membership benefit to its member policyholders. The new AFR/OFU Dental and Eye Care Program, available to all ages, provides members with group-type benefits offered through Ameritas Group.

The program's dental plan offers coverage for preventive, basic and major services. The plan has no waiting periods and is based on one deductible per year per person for all covered services. It is a graded benefit policy, meaning the major services coverage is limited to 10 percent in the first year, 25 percent in the second year and 50 percent in the third year and thereafter.

You can purchase dental coverage only, dental and vision or vision only. The stand-alone eye care program offers coverage for exams, frames, lenses and contact lenses with no waiting periods. Maximum coverage amounts do apply.

You may use the dental and vision insurance benefits with any licensed provider, but you can generate additional savings by visiting preferred providers. Ameritas has many providers in Oklahoma, as well as nationwide if you are traveling.

To see what providers are in your area, visit www.ameritasgroup.com under the "Find a Provider" tab. If you need additional assistance in using this website, contact the GIS benefit administrators at (800)747-4472.

Enrollment is easy with paper or online enrollment options available. There are also many flexible payment methods.

For detailed information on the dental/vision program or to enroll, contact your local agent, visit americanfarmersandranchers.com/benefits or the benefit administrator at (800)747-4472.

AFR/OFU REWARDS PROGRAM



Is this your fence posted with the AFR/OFU reward sign? Is it your neighbor's? Call (405)218-5559 to claim a \$50 reward for spotting it! Watch the next edition of the *News & Views* to see if your sign has been spotted!

These aluminum signs are available for purchase through your local agent or the AFR/OFU Cooperative Store. More information can be found on the AFR/OFU website.



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.oklabeef.org/e-newsletter.aspx



Beef Checkoff Makes Significant Changes in Marketing Direction

Millennials and other beef consumers can now see and hear the tantalizing sights and sounds of "Beef. It's What's for Dinner" messages without putting down their mobile devices or leaving the

comfort of their keyboards and social-media circles.

That's thanks to a decision by the 20-producer member Beef Promotion Operating Committee to make a major shift in strategic direction for the checkoff's promotion and marketing efforts. Beginning in October, digital marketing will lead the way in sharing beef's message about nutrition, health and research and creating a forum for consumers to publically share and celebrate their love for beef.

In recognition of the importance of marketing via electronic devices — such as smartphones, tablets, cell phones, computers and consoles — the committee approved the shift from an print and radio campaign to digital marketing via multi-media beef messages on email, blogs and social networks.

Research indicates that there are two types of consumers: those who are actively seeking out information, often via Web searches or by opening an email, text message or Web feed and those who prefer to get their messages passively, by using, for example, targeted display advertising on websites and news blogs.

Digital marketing allows us to be extremely selective about who receives our messaging, using technology called 'geo-targeting.' Since every online twitch can be tracked, digital marketing experts know a great deal about

you: your favorite food, clothing and widgets, your hobbies, your hometown, your family, your friends.

Using geo-tracking, the checkoff can send marketing messages to a very tight target audience whose preferences, food likes and lifestyles fit the

checkoff's target audience. In other words, the checkoff can pinpoint exactly who it wants to reach with beef messages.

- For instance, real-time slow cooker beef recipes can be delivered to Millennial moms, in a particular geographic region, who have purchased a crockpot online, who are actively searching for simple weeknight meals at that very moment.
- Or, when a food blogger writes a positive piece about beef, the checkoff can increase the visibility of the story to reach a targeted older Millennial consumer within the online spaces they visit every day. "Beef. It's What's for Dinner," the iconic tagline of more than 20 years, will be reenergized through a new audience and new strategy — the growing and important Millennial, through comprehensive digital engagement.

At plan's core, is the new consumer target: older millennial parents. Millennials represent the US demographic born between 1980-2000. They are part of the largest and most connected generation ever. By 2020, their spending will hit \$1.4 trillion dollars a year.

- Millennials will make beef-buying decisions for the next 40-plus years.
- As much as it stings to think about it, the much-loved, much catered to (by consumer products) Baby Boomers soon will be a shrinking generation with decreasing influence over others.
- Boomers don't shout each day's activities from the rooftops. Millennials do: They are more likely to share their experiences widely, especially through social networks. We have to put our money where the consumers and influencers are.

The ability to geo-target means that producer and importer investments in the checkoff will be focused tightly on consumers who are most likely to move the needle on beef demand. Social and digital media provide the beef checkoff a clear and focused way to deliver beef-centric information, enabling consumers to select and prepare beef enthusiastically.

Change is always a little intimidating, but the explosion of social and digital media presents great opportunities for us with our powerful target market and our relatively small marketing budget.

Paying the Beef Checkoff in the Country-A Dollar or a Document

By law, all producers selling cattle or calves, for any reason and regardless of age or sex, must pay \$1-per-head to support beef/veal promotion, research and information through the Beef Promotion and Research Act. Here are some specifics:

- Whoever makes payment to the seller is considered a "Collection Point" or person and must withhold \$1-per-head, remitting those funds to the Qualified State Beef Council (QSBC) where they live. Collection points

could include auction markets, feedyards, dealers/order buyers, other producers, auctioneers, clerking services, banks, packers and other entities.

- The buyer is generally responsible for collecting \$1 per head from the seller. By law, both buyer and seller are equally liable to see that \$1-per-head has been collected and paid.
- No producer is exempt from the checkoff. Buyers who resell cattle no more than 10 days from the date of purchase may file a non-producer status form and avoid paying an additional dollar. They are, however, responsible for remitting collected funds and reporting any transaction to the QSBC.
- Remember: A dollar or a document! All selling/purchase transactions must be reported. In each case, either \$1-per-head or non-producer status form document must be collected by the buyer from the seller to show the dollar

To learn more, visit www.oklabeef.org. Research shows the checkoff returns over \$5.00 in terms of cattle prices that are higher than they would have been without checkoff-funded programs.

OBC Hosts Oklahoma Beef Quality Summit



The Oklahoma Beef Council hosted 67 participants at the Oklahoma Beef Quality Summit in October including the Oklahoma and Arkansas cattlemen's young leadership groups. The Oklahoma Beef Quality Summit is a very popular checkoff-off funded event. Using the National Beef Quality Audit as the foundation, the Beef Quality Summit course offers all segments of the industry the opportunity to see the causes and results of quality challenges facing the beef industry. Summit attendees evaluate live cattle in an effort to predict quality and yield then follow the cattle through the harvest and grading process. The response from producers and industry professionals attending was overwhelmingly positive.

Sign-Up to Learn More about Your Beef Checkoff

Would you like to know more about how your beef checkoff is working to grow beef exports in more than 80 countries or how it is working to educate health professionals and other key influencers as to the important role beef can play in the diet? In six program areas from promotion to consumer information and research to international marketing, the Beef Checkoff is working to protect and grow beef demand. To learn more about state and national beef checkoff activities, sign up for the Oklahoma Beef Council "Dollars and Sense" monthly e-newsletter by visiting www.oklabeef.org/e-newsletter.



AFR News & Views

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WINTER 2014

Upcoming Events...

January 2014

- Martin Luther King Jr. Day, Home Office Closed Jan. 20
- Oklahoma Wheat Growers Annual Meeting, El Reno Jan. 21

February 2014

- Women in Ag Conference, Tonkawa Feb. 12
- AFR/OFU State Convention, Embassy Suites, Norman Feb. 21-22
- Texoma Cattlemen's Conference, Ardmore Feb. 27

March 2014

- Okla. Assoc. of Conservation Districts Annual Mtg. March 2-4
- Oklahoma Youth Expo, State Fairgrounds, OKC March 12-21

- AFR/OFU Ag Achievement Contest, OKC March 12-21
- Ag Day at the Capitol, OKC March 26

April 2014

- Southern Plains Farm Show, State Fairgrounds, OKC April 3-5
- Farm Expo 2014, Fairgrounds, Woodward April 4-6
- Southwest Farm & Home Expo, Fairgrounds, Elk City April 5-6
- Redlands Interscholastic Event, El Reno April 15
- AFR/OFU State Scholarship Deadline April 15
- Good Friday, Home Office Closed April 18
- Oklahoma FFA Convention, OKC April 29-30

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