




**Arizona Farm Bureau**  
325 S. Higley Rd., Suite 210, Gilbert, AZ 85296-4770

Periodicals

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# Arizona Agriculture's CHOICES

Go to [azfb.org](http://azfb.org)

## The Faces of Arizona Agriculture Yuma County Produce Farmer John Boelts

- Husband and Father of three
- Second Vice-President of Arizona Farm Bureau
- Former President of Yuma County Farm Bureau
- Second-generation specialty crop farmer (leafy greens, lettuce, cabbage)
- 5th generation American farmer
- Enjoys waterskiing with family on the Colorado River



Arizona Agriculture is more than a \$20 Billion industry.

[fillyourplate.org](http://fillyourplate.org)

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# Arizona Agriculture's CHOICES

Fall Special Edition 2017 Vol. 70

Providing Farm Bureau Members CHOICES for Informed Decisions

## Millennials Are Ready to Fix Things; Not Tear Down

By Julie Murphree, Arizona Farm Bureau Outreach Director

In June, I met Monsanto's Director of Millennial Engagement, Vance Crowe. Over lunch at American Farm Bureau Federation's Communication Conference we had a very interesting conversation.

Crowe gave me an insightful perspective on tribes, how millennials approach their life (yes, he is a millennial) and what insights the agriculture community can glean from this knowledge.

In fact, Crowe believes agriculture, as an industry, is best positioned to facilitate this demographic segment of the U.S. population, a demographic bigger than the Baby Boomers.

As a result of June's lunch conversation, I solicited Crowe to be part of our conversation series. Here's why engaging this creative, yet sometimes self-doubting demographic, matters.

**Arizona Agriculture:** Give an overview of your background.

**Crowe:** I grew up as the middle child of seven in a small town in Central Illinois. While I was surrounded by farming and even knew hog, cattle, dairy and grain farmers I really had no idea about the tribe that is "agriculture." I might as well have been living in downtown New York City for how much I knew about where my food came from.

Like a lot of young people who have grown up in the relative safety and abundance of the western world I had literally no idea what I wanted to be when I grew up. My parents [a stockbroker father and teacher mother] had given me the greatest of gifts; the opportunity to grow up to be whatever I wanted. I need only provide the desire and the effort and I could go as far as my intellect would allow me. But this gift is often a double-edged sword. On the one hand I can grow up to be whatever I want, true freedom. But on the other hand that meant that the responsibility for deciding what profession would make my life worth living was squarely on me.

**Arizona Agriculture:** You and I had a fascinating conversation earlier this summer about the tension going on among young people right now? Explain why the agriculture community needs to be cognizant of this tension.

**Crowe:** Culture is always changing and sometimes it's changing in more dramatic ways than others. I describe culture as a wave,

eventually a number of ideas get into a pattern and they build into a wave that comes crashing onto the shore of society. Before that happens there is a change that takes place from the old way of thinking to the new way of thinking.

One of the things that I have seen in the last year is that we have more and more young people on the farms and in the cities looking around saying, "This path that we've been on, complaining about what we don't have or don't think is right with the world, that doesn't sit well with me. I want to do something more active."

They are saying, "Instead of demanding that other people give me things, I am going to try and shoulder responsibility. I'm going to pick up rocks that are problems that I see in the world and I'm going to put them on my shoulder and as I get better at carrying one rock I can get stronger and be able to carry the next size rock."

There is a difference between the people making demands and the people shouldering responsibilities, I think this is going to come to a head on college campuses. We've

seen a lot of programs pop up that are teaching kids what's wrong with the world but they're not necessarily focused on how do you actually do your part to fix it. What many professors are saying is, "Go out, hold signs and shout."

But, we have a new generation of people that feel this is not going to be satisfying to them. They're going to come to college and they're going to demand to get education in things that can help them shoulder responsibility, so they can solve problems.

I believe this will be a cultural shift. It's important for the agriculture community to be aware of it because ag is best poised to take those young people that say they want to make a difference in the world and give them the training they need to go build tall. Build things that will last a long time as opposed to standing out and holding signs.

Young people are self-organizing into new tribes. Tribes that did not exist before. This will prompt change because they'll be able to organize in ways that they have not in the past. ■



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## Bring Arizona's \$20 billion STEM Industry into your classroom with Farm to Football!

Hickman's Family Farms, a proud partner of the Arizona Cardinals, is connecting students to their food and the people who grow it with Farm to Football. Participating classrooms will receive Farm to Football Posters, a monthly video from Cardinals Player Markus Golden, and will have the opportunity to pen pal with a different farmer for the months of October-December. For more information visit [www.azfb.org](http://www.azfb.org) and click on the tractor and books or email [katieaikins@azfb.org](mailto:katieaikins@azfb.org). It is FREE!



## Farm Friday Fun with Ag in the Classroom

Arizona teachers can sign-up to participate in this year-long curriculum program that brings agriculture to their classroom every month of the school year! Participating teachers will receive a digital curriculum via email the 1st Friday of each month. The curriculum package includes a farm family story, facts about that month's crop and a lesson plan that can be used in the classroom.

## Celebrate Fall with the Life Cycle of a Pumpkin

AITC is once again offering the Life Cycle of a Pumpkin Ag Literacy Event. Teachers grades K-2 can sign-up their classes for this FREE 30-minute presentation on the Life Cycle of a Pumpkin. The first 500 teachers to sign-up get to keep the book for their classroom library and students get to make a life cycle of a pumpkin necklace.

To participate in any of these programs, contact Katie Aikins at 480.635.3608 or [katieaikins@azfb.org](mailto:katieaikins@azfb.org).

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Arizona Agriculture is published 9 months, plus two special editions annually, (ISSN 0274-7014) by the Arizona Farm Bureau Federation...325 S Higley Rd., Suite 210 Gilbert, AZ 85296  
Periodicals postage paid in Higley, Arizona and additional mailing offices.  
POSTMASTER: Send address changes to **Arizona Agriculture**, 325 S Higley Rd, Suite 210, Gilbert AZ 85296-4770. Subscription amount is included in annual dues.

## We've Got Another Way for you to Meet Arizona Farmers and Ranchers

By Peggy Jo Goodfellow, Arizona Farm Bureau Marketing Manager

A unique member benefit to Farm Bureau members is Fence Line, an Arizona Agriculturalist Speakers' Bureau aimed at educating you and me about Arizona agriculture and locally grown food.

It's reassuring to me that these farmers and ranchers are ready to share their story and their passion for agriculture. Thomas Edison said, "The three great essentials to achieve anything worthwhile are, first, hard work; second, stick-to-itiveness; third, common sense." This truism is lived out daily with our Arizona farmers and ranchers. Having personally met so many of them, I can share firsthand that they exemplify Edison's insights.



Arizona Farm Bureau®

Plus, I love to eat! So, knowing that there are 4 and 5 generations of farmer and rancher families here in Arizona that work hard to produce the foods I love, makes me feel good about what I feed my family.

### Some topics we cover:

- Agriculture is Everyone's Bread and Butter
- Water in Agriculture in Arizona
- Arizona Agriculture: Our more than \$20 Billion industry

### Farmers and ranchers are ready to share their passion and their knowledge about agriculture. You will...

- Enjoy a face-to-face presentation from a farmer or rancher from your area.
- Learn about agriculture and dispel any concerns you may have about how your food is grown.
- Hear from speakers that work in some form of agriculture everyday so they have first-hand knowledge of their topic.

Each of these speakers represents one or more of the top 16 agricultural commodities grown in Arizona. Speakers are selected for their knowledge, experience and desire to talk with you about agriculture.

And it's FREE! If the meeting includes a meal, we ask that you please feed the speaker.

For more information, contact Peggy Jo Goodfellow at 480.635.3609 or 480-390-6708.

## Fall Pumpkin and Corn Maze Festivals

### Cochise County

#### Apple Annie's

Fall Pumpkin Celebration, family fun picking your own pumpkins, fall vegetables and apples.  
Apple Annie's Produce & Pumpkins  
6405 West Williams Rd  
Willcox, AZ 85643  
For more information, call 520.384.4685 or visit [AppleAnnies.com](http://AppleAnnies.com).

### Maricopa County

#### Mother Nature's Farm

Come to the Pumpkin Patch. Enjoy a fall gourd show, U-pick pumpkins, squash, and much more.  
Mother's Nature's Farm  
1663 E Baseline Rd  
Gilbert AZ 85233  
For more information, call 480.892.5874 or visit [news@mothernaturesfarm.com](mailto:news@mothernaturesfarm.com)



#### Schnepf Farms

Pumpkin & Chili Party starts October 5.  
Schnepf Farms  
24610 S Rittenhouse Rd  
Queen Creek, AZ 85142  
For more information, call 480.987.3100 or visit [schnepffarms.com](http://schnepffarms.com)

### Tolmачoff Farms

Pumpkin Days & Fall Maze. Visit one of the last family farms in the city!  
Tolmачoff Farms  
5726 N 75th Ave  
Glendale, AZ 85303  
For more information, call 602.999.3276 or visit [tolmачoff-farms.com](http://tolmачoff-farms.com)

### Vertuccio Farms

7-acre Corn Maze; Giant tube roll; Giant Jump Pad; Extreme air pillow; Mini zip line; Mini Hay and lots more.  
4011 S. Power Rd.  
Mesa, AZ 85212  
For more information, call 480.882.1482 or visit [vertucciofarms.com/fall-festival](http://vertucciofarms.com/fall-festival)

### Pima County

#### Buckelew Farm Annual Pumpkin Festival & Corn Maze

Enjoy a day at the farm with horse drawn wagon rides out to the pumpkin patch to pick your pumpkin off of the vine.  
Buckelew Farm  
17000 W Ajo Hwy  
Tucson, AZ 85735  
For more information, call 520.822.2277 or visit [buckelewfarm.com](http://buckelewfarm.com).

### Marana Pumpkin Patch

Visit their 50-acre pumpkin patch with tons of surprises in store! Wagon ride to the pumpkin patch; free access to corn-mazes; and much more! mazes; and much more!  
Marana Pumpkin Patch  
14901 N Wentz Road  
Marana, AZ  
For more information 520.305.5481 or visit [maranapumpkinpatch.com](http://maranapumpkinpatch.com)



### Sahuarita Pecan Festival

This unique festival, centered in the Santa Cruz River Valley, is family focused and community oriented. Held on the grounds of the Green Valley Pecan Company for one day. November 11 from 9:00 am to 5:00 pm  
For more information, visit [www.sahuaritapecanfestival.com](http://www.sahuaritapecanfestival.com)

### Pinal County

#### Rooster Cogburn Ostrich Ranch

Family owned and operated. Stop by and feed the ostrich, deer, miniature donkeys, goats, ducks, and Rainbow Lorikeets.  
Interstate-10 at the Picacho Peak exit #219  
17599 E Peak Ln.  
Picacho, AZ 85141  
For more information, call 520.466.3658 or visit [roostercogburn.com](http://roostercogburn.com)

### Yavapai County

#### Mortimer Family Farms

Family Fun Day and Pumpkin Harvest begins September 29  
Mortimer Family Farms  
12907 E State Route 169  
Dewey, AZ 86327  
For more information, call 928.830.1116 or visit [mortimerfarmsaz.com](http://mortimerfarmsaz.com)



Remember...you can always go to [fillyourplate.org](http://fillyourplate.org) for a complete direct-market list of farmers and ranchers. For more Fall Farm information, go to [azfb.org](http://azfb.org).





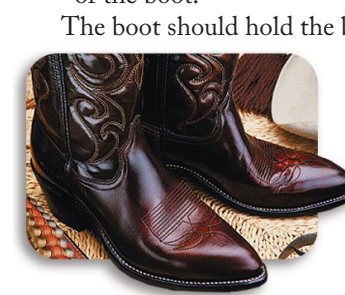
## Membership Matters: For the Love of Cowboy Boots

By Peggy Jo Goodfellow, Arizona Farm Bureau Marketing Manager

You don't have to be a cowboy to wear and enjoy a good pair of boots. Whether you are buying cowboy boots, work boots or fashion boots with lots of bling you'll want to make sure you buy the right size. The first step is to try on the boots.

Boot Barn, a Farm Bureau member benefit provider offers these helpful hints to trying on boots:

- It is recommended that you wear boot socks when you try on boots.
- Standing up, place your fingers through the pull tabs on each side of the boot.
- With the heel of the boot on the floor, insert your foot and give the straps a quick tug.
- Your foot should resist a little then pop gently into the bottom of the boot.



The boot should hold the ball and instep of your foot like a firm handshake. The boot should not be so tight that there is pain or discomfort, but this part of the boot will stretch with use (except for some exotic skins), so a snug fit here is important.

Heel Slippage: As you walk in new boots, the heel of your

foot **MUST** rise up away from the sole of the boot just a little bit. If your heel is rising up more than an inch the boot is either too long or too wide. Some rise is normal, and will diminish as the boots break in. This happens because the sole of the boot is very stiff, and doesn't flex quickly. As you wear them and the boot molds to your foot, this slippage won't be as noticeable.

When buying a pair of Work Boots you'll want to take notice of these helpful guidelines:

### When you walk:

- Your heel should not come up out of the boot or rub against the back.
- Your toes should have about an inch of room in front of them at all times.
- The sides of your feet should not feel painful pressure.
- Your toes should not slide forward or hit the end of the boot.

Farm Bureau members have a couple member benefit discounts on boots. They can receive a 15% discount at all Boot Barn locations in Arizona and a 10% discount from WorkBoots.com using a special online Farm Bureau code.

**Editor's note:** For more information on our member benefits including our regional benefits go to Arizona Farm Bureau's member benefits page online. Or, download the Member Benefits app to your smart phone for easy, everyday access to your benefits. ■

## Ode to the Pumpkin

Pumpkin is in the squash family and can easily be baked to prepare the pulp for use in pumpkin recipes. Choose a sweet pie pumpkin or other cooking pumpkin for best results. That jack-o-lantern pumpkin, if still fresh, can also be used.

### Harvest Pumpkin Bars

- Ingredients:
- 2 C flour
  - 2 tsp. Baking soda
  - ½ tsp. Salt
  - 4 eggs, beaten
  - 1 tsp. Cinnamon
  - 2 C shredded or canned pumpkin
  - 2 C sugar
  - 1 C vegetable oil
  - 1 C chopped nuts



- Frosting
- ½ C margarine
  - 2 C powdered sugar
  - 1 8-oz. cream cheese
  - 1 tsp vanilla

Mix all ingredients together and bake in 9 x13 pan for 25 minutes at 350 degrees. Cool slightly. For icing, beat cream cheese and margarine, add vanilla, mix in powdered sugar until smooth. Spread over pumpkin bars. Slice into squares and enjoy!

Provided by: Paula Jensen, Gilbert, AZ

## Dinner in a Pumpkin

### An Autumn Day Tradition

- Ingredients:
- 1 small pie pumpkin
  - 1 lb lean hamburger
  - 1 small onion, chopped
  - 1 – 10 ¾ oz can cream of mushroom soup
  - 1 – 15 oz can whole kernel corn, drained
  - 1 – 15 oz can diced tomatoes with liquid
  - 1 ½ C cooked rice
  - 1 tsp salt
  - ½ tsp pepper



Wash the outside of the pumpkin. Leaving the stem on cut off the top of the pumpkin, this will be the lid. Scoop out the stringy part and seeds from the inside of the pumpkin and lid. Save the seeds to dry and roast. Wash inside the pumpkin and drain.

Pre-heat the oven to 375 degrees.

Put the hamburger, onion, salt and pepper in a large pot. Cook until the hamburger is browned. Add soup, corn, tomatoes and cooked rice. Mix well. Spoon the mixture into the pumpkin leaving 2 inches at the top. Put on the lid and place on a foil or parchment lined baking sheet or dish.

Bake at 375 degree for 1 hour. (if a large pumpkin bake 1 ½ hours or until a fork easily pokes into skin. Scoop out the cooked pumpkin as well as the filling as you serve.

By Linda Merrell, Duncan, AZ ■

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## Three New Statewide Member Benefits

Membership matters! Farm Bureau membership helps members save on things they use everyday. Here are three new benefits just in time for fall.

**6** Members can save 10% at over 1,300 hotel locations nationwide. Book a reservation through [motel6.com/en/cp/azfb.html](http://motel6.com/en/cp/azfb.html) or by calling 800.446.8356 and provide them with the Corporate Plus (CP) number CP WBHQPX

**TicketsatWork** Members save up to 60% on family entertainment at various theme parks and attractions nationwide. Login at [azfb.org](http://azfb.org), click on entertainment then TicketsatWork to find the complete list or by calling 800.331.6483 and use your Arizona Farm Bureau special code KBFAFBF.

**tripbeat** Members can save up to 25% on Preferred Weekly and Short Stays properties in desirable destinations worldwide at [tripbeat.com/azfb](http://tripbeat.com/azfb) or book by calling 844.367.6433 and be sure to mention you are an Arizona Farm Bureau member.

**Arizona Farm Bureau**

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\* NO PURCHASE NECESSARY. Sweepstakes ends 9/30/17. Visit [www.fordspecialoffer.com/farmbureau/sweeps](http://www.fordspecialoffer.com/farmbureau/sweeps)

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