



Meet Arizona Agriculture's Selwyn Justice

By **Katie Aikins**, Arizona Farm Bureau Assistant Director of Education

DeWayne and Selwyn Justice operate Justice Brothers Ranch in Maricopa County. Like his father, Selwyn has lived on the farm his entire life. His family has a rich history in agriculture: His dad's side of the family has been farming the land they are on today since 1928, and his mom's dad worked his family's dairy when he was young man, but got out of farming in favor of ironworking. Selwyn's mom married her family back into farming, and she worked Justice Brothers Ranch for the better part of two decades.

Selwyn's great-grandfather purchased the ground in 1928, and developed it with the help of his two sons. With 4 generations calling Justice Brothers Ranch home, and Selwyn and DeWayne working the land together, the Justice's operation truly is a family farm. Selwyn's daughter aspires to farming, but she's not quite five, so right now she's in charge of finding interesting sticks and stones in the orchards and exercising her favorite horse.

Tell Us About your farm and ranch operation: The farm is a little short of 400 acres. Citrus is grown on 71 of those acres, and the orchard is organically certified. Most of their Red Grapefruit, Navel and Valencia Oranges, Minneola Tangelos, and Lisbon Lemons trees are over 50 years old. The rest of the Justice Brothers Ranch is used to pasture graze Charolais-Herford beef cows.

Commercial citrus growers don't typically raise their trees from seed. Seedlings are usually raised, instead, by wholesale nurseries to about one to two years. The young trees (referred to as whips) are planted and tended to for another 5 years before they become commercially productive. Harvest begins in November and by then the fruit has color and is hanging heavy in the trees. Grapefruit are the first to be picked, and the Navels ripen later in the season (and the Justice's pick them riper as well, due to the shorter supply chain). Eventually the Valencias ripen, and the grapefruit will continue to produce through June. Citrus is harvested by hand, and placed in over the shoulder har-



vesting bags which hold roughly 65lbs. Depending on the volume of the order, the bags are then carried and emptied into bins that are hold around 900lbs, or emptied into smaller cardboard cartons that weigh roughly 38lbs. Those bins arrive at the orchard and are filled on trailers, which are driven up to the barn and unloaded. The bins are then loaded into trucks or onto trailers, or in some cases the citrus is dumped straight into customers' trailers.

The bulk of Justice Brothers grapefruit is shipped via flatbed trailer to Rio Rico, where it is processed in an organic packing house and sold under the Patagonia Orchards label to Kroger and a few smaller supermarket chains. The rest of the fruit is sold to several farmer's market vendors, including Crooked Sky Farms, T&J Fresh and Local Farms, Blue Sky Organic Farms, and other small vendors. They just started selling to a brewery in neighboring Surprise, as well as an outfit

that makes kombucha up in Sedona. They are always looking for more vendors of any size, from market stall operators to Bashas.

What does Selwyn like about growing citrus? "Getting paid is nice, but no one gets into farming to get rich. From my dad's perspective, having access to the best fruit, from the first of the season to the fruit that has ripened to the point that your teeth ache eating them, is wonderful. Personally, just being in the orchards during the picking season is phenomenal. The smell of ripening fruit, the mild humidity and warmth of the canopy in the winter months, climbing to the top of a picking ladder and looking out over the tops of trees burdened with the harvest; it makes for some pretty great moments."

Most people do not realize that every commercially productive citrus tree is actually two different trees growing as one. The bottom of the tree, called the rootstock, is a variety of citrus selected for its toughness in the climate and its compatibility with the top of

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Farm Friday Fun With Arizona Agriculture



Citrus

- Citrus includes grapefruit, oranges, tangerines, limes and lemons.
- A single citrus tree can bear as many 60,000 flowers. However only 1% of those will turn into a fruit.
- Citrus is extremely frost sensitive. Cold spells and wind leech moisture from the fruit. One way that prevents this type of damage is by watering citrus orchards before a frost. The water then freezes onto the tree and acts as insulator.

Lemons

- Christopher Columbus brought citrus to the new world on his second voyage in 1493.
- Lemons are nature's top source of citric acid.
- The average lemon holds 3 tablespoons of juice.
- California and Arizona produce the majority of the U.S. lemon crop.
- Lemon trees bloom and produce fruit year round. Each tree can produce between 500 and 600 pounds of lemons a year.
- Lemon tree leaves can be used to make tea.
- The heaviest lemon ever recorded was 11 pounds, 9.7 ounces.

Oranges

- Contrary to what most of us think, this fruit was not named for its color. Instead, the word orange comes from a transliteration of the sanskrit naranga, which comes from the Tamilnaru, meaning "fragrant".
- An orange tree can live for over 100 years and can reach 30 feet in height.
- There is more fiber in an orange than in most other fruits and vegetables.
- About 25 billion oranges are grown each year in America. Florida grows the most.
- Each person eats about 12.5 pounds of citrus each year!
- Navel oranges are seedless so they cannot reproduce through pollination. They instead require "budding" or grafting to create new trees.
- Navel oranges get their name from the belly-button formation opposite the end of the stem.
- After chocolate and vanilla, orange is the world's favorite flavor.

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Justice *Continued from page 1*

the tree, called the scion, which is the part of the tree that produces fruit. The buds of the scion are grafted to the rootstock in by either peeling back the bark of the rootstock, leaving just the tip of the bud showing so it can grow, or by literally cutting and taping the scion to the rootstock until it heals, like a bandage. For example, a common rootstock for Lisbon Lemons (the classic, tart and acidic lemon variety) is sweet orange. The fruit-bearing part of the tree is 100% lemon, but the stock is 100% orange. The lemon portion of the tree is basically using the orange roots to get water and nutrients, while the orange roots use the lemon portion of tree for the photosynthesis that occurs in the lemons leaves.

An interesting fact about Justice Brothers Ranch is that they also operate what was formerly known as the University of Arizona Maricopa County Citrus Experiment Station. This portion of the farm produces a huge list of fruit: Kinnow Mandarin, Fairchild Tangarine, Campbell Oldline Valencia Orange, Lisbon Lemon, Minneola Tangelo, Trovita Sweet Orange, Redblush Pink Grapefruit, Oro Blanco, Melo Gold, Texas Star Ruby Red Grapefruit, Flame Red Grapefruit, Rio Red Grapefruit, Fisher Navel, and many many more. ■

Showing Students that ALL Food Comes from the Farm

By **Katie Aikins**, Arizona Farm Bureau Assistant Director of Education

During Ag in the Classroom's Spring Ag Literacy Event over 500 classrooms across the state learned that ALL food comes from the farm, and yes, this includes pizza! With the help of the



Arizona Farm Bureau Financial Service agents, Colby Johnsen, Andy Saari, and Matthew Schmidbauer read to students at their local elementary schools. Pictured Here: FBFS Agent Andy Saari reading to students at Taylor Hicks Elementary.

story, The Cow in Patrick O'Shanahan's Kitchen, students learned that ALL their food, not just plants, come from Arizona farms. The 30-minute presentation challenged students to think about where their meals come from. Although the "store" was

a common answer, AITC was pleased to hear so many of them exclaim "the farm!"

It is important for children to understand where their food comes from so that they can become informed consumers. The Ag Literacy Series is just one way that Ag in the Classroom strives to share Arizona agriculture's story. Be sure to sign-up for next year's events by contacting Katie Aikins at katieaikins@azfb.org. ■



Buckeye High School Ag Students volunteered for 49 classroom presentations at their local elementary schools during this event.

Pool Safety Saves Lives

Summer is here and children as well as adults will be having fun around the swimming pool. One thing to remember is pool safety. It saves lives.

Warm weather, long summers and over 250,000 pools make Arizona prone to water-related incidents. Two-thirds of all drowning happen between May and August.

The Arizona Department of Health Services recommends the following pool safety tips:

- Children should never be left unattended in the pool or pool area.

See **POOL SAFETY** page 5

Avocado and Tomato Salad


- 1 tbsp balsamic vinegar
- 2 tbsp olive oil
- 2 tsp spicy mustard
- 1 1/2 tsp salt
- 1 lrg avocado, chunked
- 3 med tomatoes, diced

Directions:
Mix olive oil, balsamic vinegar and spicy mustard in a salad bowl, add salt to taste.

Add avocado chunks and diced tomatoes into bowl.

Mix into dressing gently by folding the vegetables in with the sauce.

Provided by:
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Pool Safety *Continued from page 3*

- Children should always be watched when in or around the pool area. Floatation devices and swimming lessons are not substitutes for supervision.
- CPR instructions and the 911 emergency number should be posted in the pool area.
- All residential pool owners should attend water rescue and CPR classes.
- Lifesaving equipment should be easily accessible and stored in the pool area.
- A phone should be located in the pool area or easily accessible in case of an emergency.
- All gate locks and latches should be checked regularly to insure they are working properly.
- A gate should never be left propped open.
- All items that could be used to climb a pool barrier should be removed from around the barrier.



Summer is a time to kick back and have fun, but if you are around the swimming pool think pool safety. It saves lives. ■

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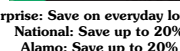


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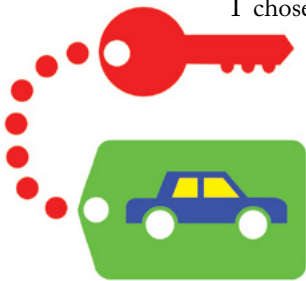
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Road Trip to Savings for Farm Bureau Members

By **Peggy Jo Goodfellow**, Arizona Farm Bureau Marketing Manager

I love to drive! So when a recent out of town business trip came up I decided to use my Farm Bureau member benefit and rent a car. The cost to rent a vehicle was actually less than using my personal vehicle at the standard mileage expense reimbursement. Since I traveled alone, a compact car was perfect to get me and the trade show booth items to the event.



I chose one of our member benefit providers, Enterprise Car Rental. I was greeted with a hearty “Good Morning” and the friendly smiling face of Enterprise branch manager, Kenneth Iwebema. He had the compact car I reserved ready and waiting for me. He ran the paperwork, we both inspected the car one more time and I was

on my way in less than 10 minutes.

I’ve learned from past experience that it’s always a good idea to check the car thoroughly before driving away. Also make sure you

know the location of the gas tank and set your mirrors.

Consider these five tips on choosing a rental car for your next business trip or vacation:

1. Choose a vehicle that offers comfortable seating for everyone. Count the number of people you might transport during your vacation or business trip and make sure the vehicle is large enough for everyone.
 2. Consider everything you plan to take with you and make sure it will all fit in the vehicle you plan to rent.
 3. Check on fuel economy of the cars you are considering. Small cars generally get better fuel economy than vans or trucks. Try to find that perfect balance between gas mileage and comfort when choosing your rental car.
 4. Find out if your car insurance or Credit Card Company covers rental insurance, which can be a pricey add-on.
 5. Compare several rental agencies and locations to find the best price. If you are under age 25 expect to pay extra.
- Now you can relax and enjoy your trip! ■

Consumer Demand Increases for Medjool Dates Grown in Arizona

By **Carola Grebitus and Renee S. Hughner**, Morrison School of Agribusiness, W.P. Carey School of Business, Arizona State University

Over the last few years, Medjool date production has doubled in Arizona, with the growing region increasing to over 3,000 harvested acres in 2014. But has demand? In a 2016 national online survey comprising 3,000 dried-fruit consumers, using open-ended and conventional choice questions we learned that, on average,

consumers are willing to pay a premium for Medjool dates labeled “Grown in Arizona.” Moreover, consumers indicated that they are willing to pay a premium for pesticide-free labeling of Medjool dates. Consumers were also willing to pay a premium for GMO-free dates, but this premium was considerably lower than the one for pesticide-free dates. Specifically, results show that consumers are willing to pay \$0.14 per ounce more for dates from Arizona compared to dates not labeled for region of origin. Medjool dates labeled as pesticide-free increase \$0.55 in value per ounce, while dates labeled as GMO-free increase \$0.17 in value per ounce. Testing for the inclusion of both production labels on the date package indicates that “more” is not necessarily more valuable for consumers. Findings lead to the conclusion that the willingness-to-pay for Medjool dates labeled as being pesticide-free and GMO-free is lower than the willingness-to-pay associated with the labels individually.

Looking at socio-demographic characteristics, overall, preferences to purchase greater quantities of dates were exhibited by younger consumers (21-30), males, and households with children. Though, preferences were not for Arizona Grown Medjool dates, specifically, but for Medjool dates, in general. Additionally, when consumers were knowledgeable about dates (e.g., they knew that Medjool dates are fresh fruits), demand increased moderately by up to two 8-ounce packages of dates. ■

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Say it with Flowers and Save!

By Peggy Jo Goodfellow, Arizona Farm Bureau Marketing Manager

If you send someone a single rose, you are sending a message of Love. You can send all kinds of messages with flowers. Flowers are sent for a multitude of reasons: celebrate birthdays, Mother's Day, Valentines Day, Easter, get well, welcome, goodbye, thinking of you and to celebrate a life well lived.

Arizona Farm Bureau members can take advantage of a member benefit discount program with Phoenix Flower Shops. Did you know there is an actual language of flowers called Florigraphy. Hundreds of flowers and trees have been given meanings.

Here are some of the meanings given to flowers and trees:

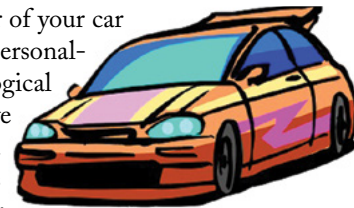
<u>Flower/tree</u>	<u>Meaning</u>
Apple	Temptation
Daisy	We feel the same
Forget-me-not	True love
Geranium	Comfort
Honeysuckle	Generosity
Iris	Power
Ivy	Fidelity
Juniper	Protection
Lilac	First love
Mulberry	Wisdom
Rose	Love
Sunflower	Haughtiness
Sweet Pea	Delicate pleasure
Walnut tree	Intellect
Weeping willow	Mourning

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.

What does the Color of your Car say About You?

By Peggy Jo Goodfellow, Arizona Farm Bureau Marketing Manager

Did you know that the color of your car may reveal things about your personality? It can work as a "psychological shortcut" that expresses how we want the world to think about us. Other factors like trends, brands and models can affect what color car we choose, but we're always going to lean towards a certain color that says something interesting about us.



For the record, my car is white. My husband says this suits me. Read on.

Check the list below to see if your car matches your personality:

Color Personality

- Red** You have a zest for life. Outgoing, aggressive fun and impulsive. You tend to be restless, extroverted and the life of the party.
- Gray** The gray car driver doesn't want to stand out. You care less about status and more about the status quo.
- Silver** You are practical, innovative, business-savvy and have good taste. Unlike gray a silver car has a metallic gleam which is an indicator of someone who is sophisticated.
- Blue** You are compassionate, optimistic, stable and serene. You like to be admired for strong sense of self and wisdom.
- Green** You have a strong sense of self and don't care what others think of you. You are gentle and patient, but your peace-loving nature does tempt others to take advantage of you sometimes.
- Brown/Beige** You are down-to-earth, thrifty and honest-though sometimes you do tend to put your foot in your mouth. You prefer a car that will run well and last a long time.
- Gold** You live by the mantra, "don't worry, be happy." You are imaginative, wise, have a good sense of humor and a great mind for business.
- Black** You are dignified and striking without being showy. You want to give the appearance of mystery, yet you are timeless, important and always in control. Black is a power color, for sure.
- White** You have taste and elegance and strive for perfection. Sometimes you long for a simpler life. White presents a fresh, modern face to the world.

Through a member benefit program with Ford, eligible Farm Bureau members can receive a \$500 bonus cash rebate on the purchase of a new Ford vehicle. ■



Arizona Agriculture's CHOICES

The Faces of Arizona Agriculture

Pima County Ranchers Andy and Stefanie Smallhouse

- Andy and Stefanie have 2 children and live in Redington
- Andy is a 5th-generation southern Arizona farmer and rancher
- Stefanie is currently Arizona Farm Bureau's first Vice-President
- They manage their cow/calf operation, farm, ranch-guest program and mesquite lumber business
- They celebrate over 132 years of their family's Carlink Ranch
- They credit their longevity to a focus on herd genetics, animal care and feed nutrition
- They love to gather with family and friends to enjoy good food and the outdoors

