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# A Conversation about Millennials Ready to Be Builders: Vance Crowe

By Julie Murphree, Arizona Farm Bureau Outreach Director

*Having spoken to 35,000 people in the last 3 years, this ag advocate believes agriculture is best suited to turn today's young dreamers into tomorrow's inspired builders.*

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. This made me scared, and so when I went to college I didn't go with a goal to learn something I instead went looking for someone to tell me what I could do to be considered good or worthy.

Lots of young people pursue college in this way and it makes them vulnerable to professors that want to instill an ideology rather than teach tangible skills. I studied communications and sociology and I learned a lot but I have to confess I came out of school even more scared than when I entered. As I graduated I realized I didn't really have many skills but I felt an unrelenting pressure to be doing something "good." This sent me on the quest to discover what occupation I could take on that would be "good." So I ran a camp for inner city kids, became a deckhand on an ecotourism ship, joined the U.S. Peace Corps and moved to Africa, came back and worked in a community public radio station in Northern California and then went to graduate school to study cross-cultural negotiations.

After graduate school I went to work at the World Bank. That place was far more political than I ever imagined and I wanted something else, something that was more focused on solving real problems. Ultimately, I left the World Bank when I got married and my wife and I moved to St Louis so that she could change careers from Aerospace Engineering in the defense industry to physical therapy. I started a small communications company helping make complex ideas simple to understand. I eventually spotted the job posting for a Director

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Monsanto's Director of Millennial Engagement Vance Crowe suggests young people are self-organizing into tribes that didn't exist before, prompting social change.

## The Cultural Shift in D.C., Does It Have Staying Power?

By Chelsea McGuire, Arizona Farm Bureau Government Relations Director

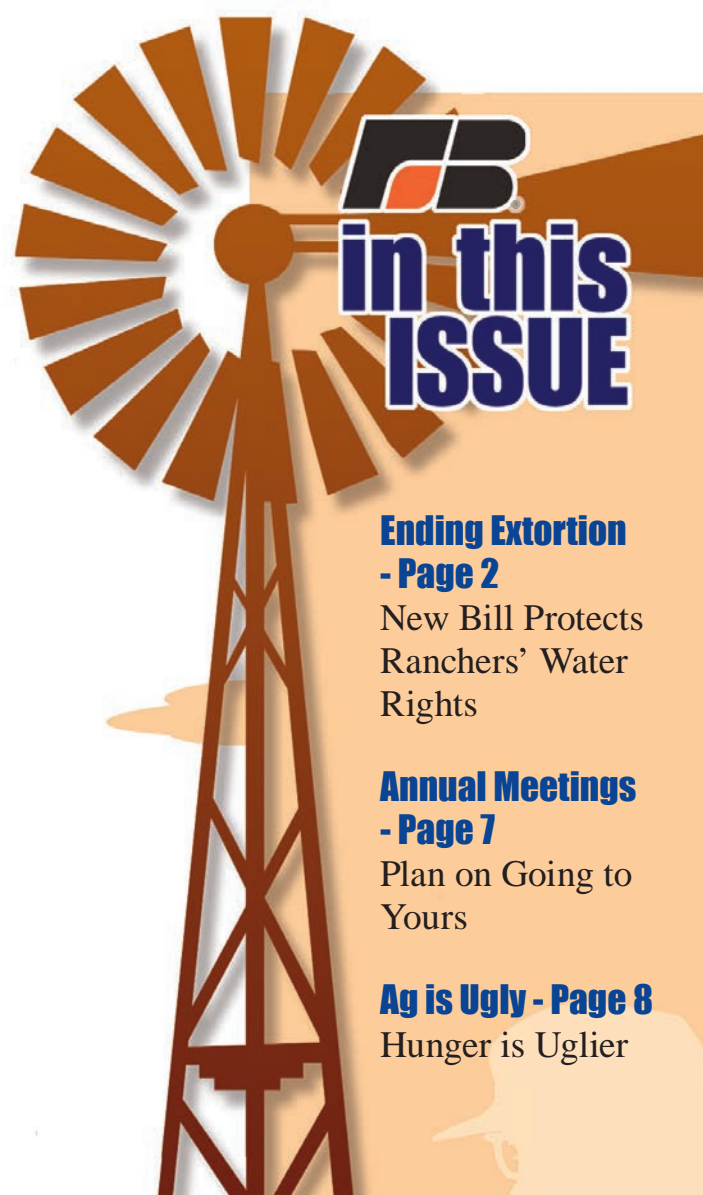
In July, Arizona Farm Bureau President Kevin Rogers returned from the Council of President's conference in D.C. to tell me that EPA Administrator Scott Pruitt received a standing ovation from a room full of Farm Bureau leaders. That story alone should tell all of us that in the past 8 months, the culture in Washington has shifted in significant ways. And even more importantly, those shifts have largely worked in Agriculture's favor.

Take, for example, the use of the Executive Order. Once a dreaded tool used to expand and justify government overreach, the last few months have produced orders we've welcomed with open arms. Just a few weeks after the inauguration, President Trump signed an Executive Order directing review of the infamous "Waters of the United States" rule. In another Executive Order, President Trump directed the review of National Monuments designated under the Antiquities Act, specifically designations of greater than 100,000 acres made since January 1, 1996 (this includes four Arizona monuments). In yet another Executive Order, President Trump implemented a "regulatory budget" requiring federal agencies to remove two existing regulations for each new regulation they seek to implement.

This regulatory reform trend isn't isolated to the White House, either. In Congress, the Regulatory Accountability Act of 2017 is under consideration by the Senate Committee on Homeland Security and Governmental Affairs. This is the first time the bill has progressed this far in the Senate since it was first introduced in 2011. The culture in Washington has indeed shifted, and it's a refreshing change of pace.

Agriculture has good reason to welcome these changes. Our producers can tell countless stories about the financial and administrative burdens they bear as a result of overly broad rules and regulations. And it's not just our producers who believe that less regulation is good for business: a recent study from the Mercatus Center of George Mason University suggests that, between 1980 and 2012, the opportunity costs of overregulation stunted economic growth at a rate of 0.87 percent per year. Moreover, decreased regulation has proven to be an economic booster. Take, for example, British Columbia. When faced with looming

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New Bill Protects Ranchers' Water Rights

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Plan on Going to Yours

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Hunger is Uglier



# Arizona Ranchers See Relief from Federal Water Extortion

By Julie Murphree, Arizona Farm Bureau Outreach Director

The House recently approved the bipartisan GROW Act (H.R. 23), which includes the Farm Bureau-supported Water Rights Protection Act (H.R. 2939). Reintroduced in the U.S. House of Representatives by Colorado U.S. Representative Scott Tipton in June, the Water Rights Protection Act will bring U.S. ranchers much-needed relief from ongoing efforts by the federal government to extort privately held water rights from law-abiding citizens. Arizona Farm Bureau supported this important bill that will prevent federal land manager from forcing ranchers to choose between their privately held water rights and maintaining the health of their livestock.

"I find this practice by the U.S. Forest Service to be somewhat unbelievable and completely shameful," said Arizona Farm Bureau's First Vice President and southern Arizona rancher Stefanie Smallhouse. "One can only hope that these actions have been a result of a severe lapse in judgement by folks who forget in which country they live. I'm encouraged by this legislation."

"It's time to put a stop to federal strong-arming of ranchers by a government that owns the majority of the land for grazing west of the Mississippi," added AFBF President Zippy Duvall said. "Water is the most valuable resource for every farmer and rancher. Unfortunately, the federal tactics we've seen in recent years have little to do with conservation and everything to do with big government and control."

In recent years, federal land managers in the West have increasingly demanded that the ranchers who work the land surrender their water rights to the government or leave. Public lands are meant to be enjoyed and shared by our citizens, and America's ranchers play a critical role in caring for these lands. The government's treatment of these ranchers is not only unfair, but unconstitutional, AFBF said.

For America's farmers and ranchers to continue to provide the food, fuel and fiber for the nation and the world, they simply must have access to water. This is especially crucial in the West. All citizens have a right to expect that their lawfully acquired water rights will be respected by the federal government, suggested AZFB leadership.

The widely-supported Water Rights Protection Act (H.R. 2939) bars the federal government from seizing state-granted water rights from ranchers and restore basic property rights to them. According to AFBF, the act echoes policy changes President Trump set forth in his executive order on Promoting Agriculture and Rural Prosperity in America, which further supports the protection of ranchers' water rights.

The legislation also:

- Prohibit agencies from demanding transfer of privately held water rights to the federal government in exchange for federal land use permits or other things;
- Maintain federal deference to state water law; and
- Maintain environmental safeguards already in place.

Added Arizona's Smallhouse, "This issue reaches beyond the ranching community into any arena where the federal government requires permitting for an individual/business or industry to move forward."

The Water Rights Protection Act reaffirms the existing principle of federal law that recognizes the ability of states to confer water rights and acknowledges that the federal government will respect those lawfully acquired rights. Further, the bill would assure that valid holders of water rights under state law cannot have those rights diminished or otherwise jeopardized by assertions of rights by federal agencies when those assertions have no basis in federal or state law. 🚗

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economic disaster, the Canadian province undertook to cut regulation across the board by implementing a regulatory budget. Now, they're Canada's best-performing economy in terms of GDP growth. In other words, regulatory reform has the potential to usher in real, beneficial results.

There's another, less-tangible benefit of this push toward regulatory reform, too. (And maybe it's my sentimental side, but this one has me even more excited.) Each attempt at repealing, modifying, or replacing onerous regulatory rules brings with it an opportunity for the voice of Agriculture to be heard. WOTUS provides a perfect example: As a direct result of President Trump's Executive Order, Arizona Farm Bureau and other natural resource users were able to express their opinions on the WOTUS rule to Governor Ducey. In turn, Governor Ducey recommended the EPA re-write the rule to include "clear, objective characteristics. The EPA has since announced its intention to repeal and replace the rule, and Congress is currently working on legislation that would allow it to bypass the time-consuming notice-and-comment period before implementing a new one.

### Arizona Farm Bureau Submits a Dozen Comment Letters since March

And WOTUS isn't the only issue on which we've given our input. Since March, Government Relations staff has submitted over a dozen comment letters on topics impacting all sectors of our industry. We wrote comments to the Department of the Interior, explaining how the Antiquities Act has been abused to prevent the beneficial use of millions of acres of Arizona land. We wrote to the EPA to describe how environmental regulations burden our industry without providing a real benefit to the health of our land and water. We've submitted comments supporting the use of several safe and effective chemical pest control formulations. Even the Arizona Department of Agriculture has asked for stakeholder input as to rules and regulations that it can repeal or modify to make our industry more efficient. Even when the reform is a cause for concern, like NAFTA renegotiations or the upcoming Farm Bill debates, we're optimistic because our leaders are actually asking for our opinions – and, if the current trend holds, we're confident that what we say will not fall on deaf ears. But to make our message even more powerful, we rely on you, our members. Time and time again, we hear that our elected officials are much more willing to listen to the stories of their constituents than to the complaints of people who have no real investment in the issues. Your personal examples of how overregulation has impacted your operations really do matter, and now is the time to share them!

This culture of reform has given us an exciting opportunity to tell our Government what our members want to see – and not only that, there's even some proof that they're listening. But we know that politics is like the weather: unpredictable and subject to change at the least convenient time. And that's why we're taking as much advantage of this opportunity as we possibly can. We are committed to telling our Government what our members need them to hear – after all, they've asked for it! 🚗

**Editor's Note:** Watch for more topics on our efforts to curb over-regulation.

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of Millennial Engagement at Monsanto and I thought to myself “here is the chance for me to see inside of this dark and scary place.”

I took the interview because you doesn't want to see inside of Willy Wanka's Chocolate Factory? I didn't want the job but I thought the interview would be fun. During the interview I didn't answer very many of their questions, instead I used the time to ask my interviewers all sorts of questions about Monsanto and their work. I got all the way to the end of the interview and the woman who was doing the hiring asked me if I had any more questions and I said, “Yes, if this is a new position, how are you going to train someone to be this ‘Director of Millennial Engagement?’”

The woman paused and then replied, “I would train whoever we hire differently. For you, since you have been so curious I think that I would set you up with a list of fifty people from throughout the company; geneticists, breeders, chemists, biologist, entomologists, customers, attorneys, growers, and once you had a chance to speak with them, you will sit down to talk with me. We will talk and figure out what you do and don't know about agriculture and then I will draw up another list of fifty more people for you to go learn from.”

In that moment, I realized that I had just stumbled upon the greatest opportunity of my entire life. Monsanto was going to let me search throughout the company talking with anyone I thought was interesting and secretly I thought that if I discovered that they were doing things badly, that they were the company that everyone thought that they were, then I would learn everything and then go write the greatest tell-all-book of all time. But if they weren't what the general public thought of them, then I had just uncovered one of the greatest challenges of our time. *How will we bridge the divide between the farmers and companies using the most advanced technology to grow food, clothing and fuel more bountifully than at any other time in history and the people that have been made to feel afraid.* I took the job.

Now, I spend my time finding the most advance audiences that I can find and I don't try to convince them of anything. I use those stages (I have spoken to more than 35,000 people in the last three years) to put forward my understanding of the world and I ask my audience to help me find the cracks in what I articulate. Every correction on the part of the audience makes my understanding of the world that much clearer. Every step along the way gets me in front of increasingly knowledgeable and interested people. I have the great joy of finding out if what I am told is really true. It is an amazing thing to be able to test your ideas in live, sometimes hostile, audiences. Because the person that is most likely to wake you up when you are wrong may be your friend, but more often than not, it's your critics that will wake you up.

**Arizona Agriculture:** Explain what farmers and ranchers need to understand about what you call “tribes.”

**Crowe:** For the first several million years that humans existed our friendship extended barely outside of our kin. Only 10,000 years ago did humans develop the field of agriculture. Once we had agriculture previously hunter gather societies could start improving their access to calories. Once a single person can produce more food than they need then they are in a position to trade their food for other's specialized products. Now villages could be created and new social norms about how we interact with people that aren't our kin had to be established. For the next 10,000 years humans developed tribes

based on where they lived, but the internet has wildly changed this paradigm because now we have thousands of farmers that talk regularly with one another on Twitter and others that make videos that are really engaging. This means a culture is emerging with leaders, inside jokes, customs, and hero stories for any cluster of people that get together on places like Twitter, Facebook or Snapchat.

These clusters of people can be thought of as your tribe and the value in knowing this, helps you understand that most of the opinions people have about the world is not driven by data but instead how the tribe feels about a subject. These people don't even realize that they themselves are in a tribe or that other tribes could exist and that should inform how you talk with them.

Farmers need to understand that it isn't just about “telling your own story.” It's about being curious enough about other people that they want to hear about you. Once you have built trust by showing genuine interest you will see their receptivity and connection with you and how you do things in ways you couldn't imagine. They will become force multipliers in promoting your agriculture because they will want to defend your work because you are a farmer that is in their tribe. This is what will change minds.

**Arizona Agriculture:** And, in keeping “tribes” in mind, you may be aware of how much preaching is done to farmers and ranchers that they must “tell their story.” So they have, and yet, often the story falls on deaf ears. Why?

**Crowe:** I was listening to the “Farmer and The City Girl” podcast with Rob Sharkey [The Farmer] and Sharkey and co-host Carrie Zylka discussed how if you just walk up to people and suddenly start telling them your story you'll seem arrogant and self-centered. Sharkey went on to say that yes, farmers need to be prepared to tell their story but what they really need to do is start genuine conversations with people outside their community. Be interested in other people so that they will be interested in you. That's the key takeaway. The starting message was you've got to be ready to tell your story but the next step after you're ready to tell the story is to find ways to engage with other people where you are engaging on their terms.

Farmers are already in an awkward situation when they're talking to people they don't know outside of their community and on top of that people are asking them to do something that's really unnatural for them. This is the way we evolve this effort.

It's not just about telling their farm or ranch story to other tribes. It's also about the when and how.

**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

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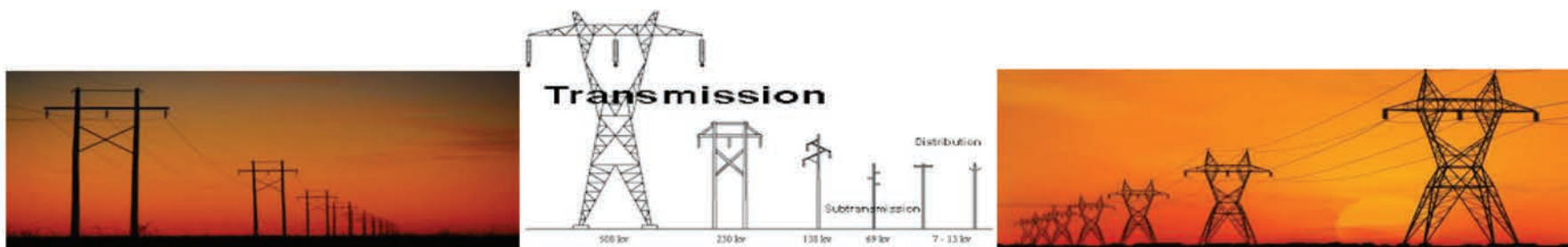




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world, that doesn't sit well with me. I want to do something more active."

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.

**Arizona Agriculture:** Wanting someone to tell you what you should be, is that a symptom of the millennial generation?

**Crowe:** Yes. One thing that I believe is tough for farmers to understand is that most people are not builders. If you grow up in the city, unless you grow up in a trade, you often don't have a sense that you can do something, build something or be something. That culture of "ability" is not being handed down, father to son, and mother to daughter.

And, because we were told all our lives we can grow up to be anything we want, it creates a weird pressure on young people because what they really want is the respect of their peers and the respect of people that they respect. Young people don't intuitively know how to get that respect so they look for someone who can tell you how to get that. This creates a vulnerable population.

A lot of young people today aren't working towards a mastery of a skill or profession. So, they go looking for someone to tell them that they are good instead of becoming masters at something. Subsequently, many don't get that sense of confidence that you get from mastery.

Therein lies the value of agriculture teachers and the FFA that can teach you how to master something, some skill. No activist group on the planet has as sophisticated of a program, the potential, as Arizona agriculture and the FFA, to teach young people to be masters of their own destiny.

**Arizona Agriculture:** What's been the most surprising aspect of your role with Monsanto?

**Crowe:** Probably two things. One, I'm an extrovert on an extreme level. I love people. I love meeting people. I love finding out what they think, testing out ideas and this job gave the chance to talk to so many people that by the end of every week I am completely exhausted. So I spend time with my wife and my dogs and hole up at home because this job is really about getting out and talking to as many people as possible and I never imagined that I personally could get maxed out.

Second, I really did not imagine the feeling of satisfaction that I could derive from representing an industry and company that has such a heavy reputation.

What I've found is that people's fear of their food and how it is grown is like carrying a weight that they don't want to carry. I'll get on a plane at the end of a week after traveling and I'll sit down next to a mother whose been flying around the country maybe selling pharmaceuticals or something. Often, what she'll want to talk about is her family. When it comes out who I work for, I can sense that she's very suspicious of the guy from Monsanto. For most of her adult life she has been made to feel guilty and scared that she isn't doing everything she possibly can to protect her children. There is a lot of pain in the questions I hear, imagining that farmers don't care well for the land or animals that provide the food in her grocery stores.

The plane provides us time to talk, for her to voice concerns, probe answers, and even learn things that make her fascinated with how far farming has come in just the last few decades alone. We have the time to really dive into something that pervades her thoughts every single day and it is as simple as telling the story of the domestication of broccoli.

By the time we get off the plane, she's able to say, 'Oh goodness, I didn't have to be afraid.' She leaves that fear and anger she had on the plane. That's one of the most satisfying feelings another human being can have is to let another human being let go of their fear and anger. Who knows what will happen with that person when they go home but I never imagined that Monsanto would be the place that I could help people feel bet-

ter about the world that they live in.

**Arizona Agriculture:** So, where does this put us?

**Crowe:** This is a conversation that I've been very open with you about. We want to see the world blossom in the same way.

The message I would leave with Arizona agriculture is that there is a tremendous amount of opportunity for wonderful change to happen. But the only way for change to happen is for people in agriculture to be out talking to other tribes and giving young people the opportunity to build things in their own way.


I believe that agriculture is finally organized enough to really change the world beyond what you traditionally do in feeding us all. We have to because of all the problems coming down the pipe in places like Arizona where water, land and labor are critical issues. The only way out is through; I believe that we have all the tools placed right in front of us to not just persevere but thrive. 🚗

**Editor's Note:** For interesting insights in specific ways agriculture can help transform our youth through the FFA, watch for Arizona Farm Bureau's continuing conversation with Vance Crowe August 8<sup>th</sup> on our "The View" blog on azfb.org.





## Arizona Farm Bureau, A Non-Profit Organization

The Arizona Farm Bureau is a non-profit organization and conducts research and promotion on behalf of the industry as directed by its membership. Indirect costs of research performed by other entities will not be paid by grants from this association.




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# Don't Miss Your County Farm Bureau Annual Meeting!

Influence Policy, Elect Leaders, and Have a Great Time

By Staff Reports

One of the highlights of the Farm Bureau year is the County Annual Meeting. Members can spend time with fellow farmers and ranchers from their area, hear from a speaker or two, and work on solutions for the issues affecting agriculture. In addition, members get to elect leaders for their county Farm Bureau as well as who will represent them as delegates at the state annual convention in November. If nothing else, you should go for the food, which is always guaranteed to be excellent at a Farm Bureau meeting!

During the summer, Policy Development meetings are held in each county to surface issues and solutions for Farm Bureau to work on. Hopefully you were able to attend yours, or will be able to if your county has yet to meet.

Once a suggested solution is approved by your fellow members as official Farm Bureau policy at the County Annual Meeting, you are no longer a single voice in the

field. You now have the power of Farm Bureau behind you, and that is a formidable force for getting things done.

Stefanie Smallhouse is 1st vice-president of Arizona Farm Bureau and chair of the Policy Development Committee. "Farm Bureau is the Voice of Agriculture because we speak for our members. I encourage all Ag members to have their voices heard by attending their county's PD and Annual meetings," says Smallhouse.

County Annual Meeting information is listed in the table below and can be found online at [www.azfb.org](http://www.azfb.org) in the Calendar of Events under the Events tab. Select your county in the top right drop-down and look in August or September.

To discuss this further or to get involved, contact Christy Davis at 480.635.3615 or Amber Morin at 480.635.3611. 📞

## 2017 County Annual Meetings

County	Location	Date	Time
APACHE	Extension Office - St. Johns 845 W. 4th N. Apache County Fairgrounds	Wednesday, Aug 16th	6:00PM
COCHISE	Big Tex Banquet Hall 115 South Haskell Ave, Willcox	Friday, Aug 18th	5:30PM
COCONINO	Williams Rodeo Grounds	Saturday, Aug 12th	12:00PM
GRAHAM	Branding Iron Steakhouse 2344 North Branding Iron Lane, Safford	Thursday, Aug 31st	5:30PM
GREENLEE	Duncan High School Cafeteria 108 Stadium Blvd, Duncan	Thursday, Aug 24th	6:30PM
LA PAZ	Elks Lodge 716 South Laguna Avenue, Parker	Saturday, Aug 12th	6:00PM
MARICOPA	Pera Club 1 E Continental Drive, Tempe	Friday, Sept 29th	6:00PM
MOHAVE	Hualapai Recreation Area 6250 Hualapai Mountain Road, Kingman	Saturday, Aug 26th	10:00AM
NAVAJO	La Cocina De Eva 201 North Main Street, Snowflake	Tuesday, Aug 15th	6:00PM
PIMA	The Mountain Oyster Club 6400 East El Dorado Circle, Tucson	Friday, Aug 18th	3:30PM
PINAL	The Property 1251 West Gila Bend Highway, Casa Grande	Wednesday, Aug 30th	5:30PM
YAVAPAI	Cherry Creek Ranch 938 South Foothill Drive, Dewey	Saturday, Aug 19th	5:30PM
YUMA	Booth Machinery 6565 East 30th Street, Yuma	Wednesday, Aug 23rd	4:00PM



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# Ag is Ugly but Hunger is Even Uglier

By Julie Murphree, Arizona Farm Bureau Outreach Director

Farming and ranching is ugly but hunger is even uglier. Parts of farming and ranching, obviously, are beautiful too. But the bucolic scenes of green rolling hills dotted with grazing cattle and anchored with a perfectly white-trimmed red barn is just a painting stamped in your dream. Wake up.



You think I've become cynical? Maybe. I've been in the industry too long? Nope. I've lived on a farm. Farming is hard work and it's dirty. If you've never farmed, worked a ranch or helped run a

dairy, your understanding will default to the red barn, perfectly trimmed with white paint. We forget about the ugly; the dirty.

And about that bucolic scene with the beautiful farm, 100+ years ago most family farms did everything including slaughtering their own pigs. That's not pretty, even if the family pig is processed in that pretty

red barn perfectly trimmed with white paint. Watch the white paint.

On our own farm in southern Arizona the work could get pretty dirty. Separate from all the work dad did with his farm manager and the planting, irrigating or harvesting crew, me and three brothers worked every summer in the fields. Trimming trees in the Pistachio field, chopping weeds in the cotton (before wonderful biotech cotton removed that task) or burning weeds on the ditch bank, dad always had plenty for us to do.

"Go take a shower before you sit down, you stink," was not an uncommon command from mom.

We never had the red barn. But we had a big shop where tractors were repaired, modified and continually being retrofitted with a different plow or cultivator depending on what the task required.

One favorite story my older brother, Brent Murphree, and I reminisce about always took place after cotton harvest season. Brent was tasked with cutting cotton stalks on acres and acres of recently picked cotton. It was a cold (even in Arizona), dirty and asthma-inducing task. So Brent rigged up an old gas mask and outfit to try and reduce the impact: Airforce jump suit, Army jacket, respirator and headphones. Brent called the stalk cutter the "lung killer."

We were a bit dramatic when we decided dad was working us too hard.

I would have liked a red barn; it's in my dream too. And today's farms with red barns warm my heart. I'm kind of glad mom and dad were dirt farmers. I'm think-

ing animal agriculture has some pretty ugly scenes too.

And, today enclosed tractor cabs, other technology advances and ongoing best management practices make the act of farming less ugly, but it's still dirty work. Brother Brent would have had an entirely different experience if only he'd had an enclosed tractor cab. But, then we'd be missing a story on a farm with no red barn. Sorry, I'm obsessing on the red barn.

So, agriculture is ugly, but hunger is even uglier. If you ask a farmer or rancher about his passion for his dirty work, he'll explain why he wants to feed you. They always want to feed you. Because in some ways he or she is trying to wipe out those images we have of hungry children; not just the images but the hunger.

The world is hungry and perhaps farmers understand this better than you and me and the reason they always want to feed us. According to the United Nations, 11% of the global population suffers from hunger (one in nine) and one in three people is malnourished. Additionally, close to one-fifth of all children under five remain undernourished. The statistics about hunger in the United States too are mind-numbing and impossible to ignore.

On second thought American farming and ranching, with or without a red barn, ultimately is really beautiful. 🌾

**Editor's Note:** Arizona Farm Bureau and our county Farm Bureaus participate in a variety of programs to raise funds and gather donations for local Food Banks.

## Save the Date:

### 2017 Arizona Farm Bureau Federation 96th Annual Convention

#### "Economics of Arizona Farming & Ranching: Does it Add Up?"

##### Who:

Ag Members of the Arizona Farm Bureau

##### What:

Farm Bureau members from throughout Arizona will set policy, elect leaders, hear informational and political speakers, attend awards and recognition events and the Ag Trade Show.

##### When:

November 1, 2 and 3, 2017

##### Where:

Mesa Convention Center  
263 N. Center Street  
Mesa, AZ 85201

##### Hotel:

Phoenix Marriott Mesa  
200 N Centennial Way  
Mesa, AZ 85201



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