



Meet My Favorite Arizona Organic Farmer!

By Julie Murphree, Arizona Farm Bureau

I met Robert (Bob) McClendon of McClendon's Select more than 6 years ago when I first came on with Arizona Farm Bureau. I was first struck by his passion for farming and his commitment to his customers whom are mainly the high-end chefs here in Arizona.

Members of Arizona Farm Bureau, Bob was very specific on what he expected Arizona Farm Bureau to do on behalf of retail/direct-market farms like his. He told me, "Julie, help the small, direct market farmer learn how to market himself better." I've been on a quest ever since.

One result of that first conversation is Arizona Farm Bureau's new book, "A Farmer's Guide to Marketing the Direct-Market Farm," available on Amazon.

Bob and Marsha, along with their son Sean, his wife Kate and their grandson Aidan grow exclusively USDA certified organic, all local, on a limited amount of acres and mainly to chef-owned, chef-directed restaurants, never to chain restaurants. They sell directly to the public twice-a-week at the Town and Country Farmers' Market and the Old Town Farmers' Market during their growing season. They started selling at the Town and Country Market more than a decade ago, and forged relationships with customers and chefs that have lasted and grown ever since.

"We only wanted to work with restaurants that are passionate about using organic, local produce," says Marsha. They have developed such a following of chefs that the farm now has a waiting list of restaurants wanting to do business with them. Beginning with 25 acres, Bob says "We continue our quest for excellence even as we expand our acreage."



Highlights of my conversation article with Bob are below:

1. Bob is passionate about what he does.
2. Bob believes in the organic certified label.
3. The commitment of farm families to family can be felt as he visits with you.
4. Bob's customers are important to him.
5. Bob has more marketing strategies up his sleeve than any "retail" farmer/business person I know.

To purchase a copy of the book, go to amazon.com and type in "A Farmer's Guide to Marketing the Direct-Market Farm." into the search box.

For an in-depth article interview with Bob, go to azfb.org and do a search on "Bob McClendon." ■

Six Ways to Keep Your Family Fire Safe



Follow these tips to help keep your kitchen-and house- safe.

When most of us think about a fire in our home, we picture soot covered but completely safe family members exiting a house framed by bright orange

flames against a dark night sky. This is the image of a "house fire" most commonly presented on TV. But what many of us don't

realize is that the majority of fires in residential buildings happen when we cook. According to the U.S. Fire Administration, there are more than 150,000 cooking related residential fires each year in the U.S. and the majority of those fires happen between 4 and 9 p.m.

We encourage you to make safe cooking a priority with these 6 tips for preventing and dealing with kitchen fires.

1. When Cooking in the Kitchen, Stay in the Kitchen

The most important step you can take to prevent a fire in your

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Farm Bureau Membership Can Save Lives

By Peggy Jo Goodfellow, Arizona Farm Bureau

I think we would all agree that our health is important. As a wife, mother and grandmother, what really matters to me is that the people I love are happy and healthy. Everything else is just sugar on top. George Bernard Shaw once said, "Give a man good health and a course to steer, and he'll never stop to trouble about whether he's happy or not."



Just over a year ago, an Arizona Dairyman and Farm Bureau member took part in a pilot program with Life Line Screening to see if this member benefit would help our members. He had five screenings that took about an hour. They were held at a convenient location, it was quick and easy, plus the screening staff was very pleasant and professional. Our member had his results back within 21 days and he was healthy!

Since then, over 230 members of Farm Bureau have had these simple, potentially life saving screenings done. Many people who have suffered from strokes, aneurysm or vascular disease have had no prior symptoms or warning signs. Remember, you can't just walk into your doctor's office and order these screenings if you don't exhibit any symptoms.

Should you take these life saving tests?

- Stroke/Carotid Artery
- Heart Rhythm
- Chronic Kidney Disease
- Abdominal Aortic Aneurysm
- Peripheral Arterial Disease

The answer is yes! The annual report from this Farm Bureau member benefit provider reported the results on each of the five screenings. The results show that 12 members were in the critical or significant risk category. They were encouraged to immediately share the results of their screenings with their doctor.

Our Health Care benefit section on azfb.org will give you information on a variety of health care offerings through your Farm Bureau membership. ■

Fire

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kitchen is to remain in the kitchen whenever you are cooking. Unattended cooking is one of the most common causes of kitchen fires.

2. Keep the Kitchen Clutter-free

Next time you reach to turn on the stove, stop and take a look at your surroundings. Is there anything like paper towels, dish rags, or last week's mail that can easily ignite in close proximity to the stove? Keeping your cooking area clutter-free not only makes cooking easier, it also cuts down on the kitchen fire danger.

3. Take Care of Your Tools

Go in your kitchen and assemble the following items on your counter: all oven mitts, anything used to transport or contain hot pans and utensils, baking soda, and your kitchen fire extinguisher. Inspect these items and replace any that are missing or damaged.

4. Don't Be A Fashion Victim

Before you open the oven or turn on the stove, check to see that the clothing you are wearing is suitable for cooking. Avoid anything long and flowing including sleeves that can end up unintentionally in contact with your heat source.

5. Learn the Basics

If you already have a fire extinguisher in your kitchen, great job! But if you have one in the kitchen and know exactly how to use it, you get a fire prevention gold star. Knowing simple things like how to use the fire extinguisher, what to do if there is a grease fire, and how to treat a burn can help keep small problems from becoming big disasters.

6. Know When to Throw in the Towel

Unfortunately, the majority of kitchen fire injuries occur when people attempt to fight the fire themselves. If the fire is small, it may seem better to try and contain it in order to limit the damage it does to your home and your property. But fire can be unpredictable and always moves faster than you expect it to. If you have any doubt about your ability to contain or extinguish a fire in the kitchen, or anywhere else in your house, evacuate. It is better to lose property and possessions, than limbs and life. ■

Source: Fill Your Plate Blog at fillyourplate.org

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Understanding Food Labels 101

Make sure you understand these commonly used terms on food labels.

It seems like food labels have been constantly changing over the past decade or so as consumer demand has increased for things like organic and gluten-free food. But for everyday consumers who are just looking to buy the best food for their family

while staying within their budget, the meaning behind the labels may not be as clear as it should be. *In order to help you make the best choice for your budget, here is a breakdown of the most commonly used new terminology and what it actually means and doesn't mean.*



Organic

When it comes to using the term organic, there are strict regulations governed by the U.S. Department of Agriculture (USDA) that dictate the conditions under which these terms can be used. In all cases, organic ingredients must be specifically identified as organic on the la-

bel. There are several levels of organic labeling as outlined below.

100% Organic – This means that everything used to make that item is certified as organic, including ingredients and processing aids, and the product can display the “USDA Organic” seal. The label must also identify the certifying agency.

Organic – This means that all agricultural ingredients must be certified organic unless they have been exempted and are listed on the USDA’s National List. The total of exempted non-organic ingredients that can be included is limited to 5%. Water and salt, which cannot be certified as organic, can be included but do not count towards that 5%. Product can display the USDA organic seal and must identify the certifying agency.

Made with Organic Ingredients – This means that at least 70% of the ingredients used in the product are certified organic (excluding salt and water). The remaining agricultural ingredients do not have to be certified organic but cannot be produced using methods that have been excluded by the USDA. Additionally, any non-agricultural ingredients have to be on the USDA’s National List. The product’s label can indicate that it was “made with organic _____” and list up to three ingredients. The label cannot display the USDA seal, cannot use any wording that indicates it is organic or made with organic ingredients (except for the one way listed above, and must indicate the agency that certified the organic ingredients on the label.)

Ingredients List Indicates Organic Ingredients – This means that while the product does contain some organic ingredients, it doesn’t meet the 70% threshold. These products are also not allowed to use the USDA seal and cannot use any labeling that indicates they are “made with” organic ingredients.

Natural

The term natural, except when applied to meat, can mean just about anything the labeler wants it to which is kind of unfortunate for consumers. It is an unregulated term which means there is no set definition around what the product in question can or cannot contain. What this means for you is that if you have two options and one is labeled “natural” and costs more, you are better off choosing the less expensive one because there is no guarantee you are getting anything different for the extra dollars.

When meat is labeled as “natural” what it really means is that the meat has been through minimal processing. Additionally, meat carrying this label cannot contain any artificial colors or flavors, preservatives, or anything else that would be considered an artificial ingredient.

Free-Range

When used to label meat and eggs, the term “free range” means the producer has demonstrated that the animals have access to the outside. ■

Source: *Fill Your Plate Blog* at fillyourplate.org

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Farm Bureau provides a rewards program of up to \$1,000 for an outside party (other than the Farm Bureau member insured property owner) who provide information that leads to the arrest and conviction of perpetrators who commit theft, arson or vandalism against property owned by Farm Bureau members.



Farm Bureau's Special Investigations Unit (SIU) often investigates and shares information with local authorities to help determine the cause of a loss. In 2012 the SIU investigated over 1,000 cases and saved millions of dollars. Savings were the result of working with members to identify leads, identifying the true cause of the loss, and ensuring only valid claims are paid.

Program Guidelines:

- Only valid if there is an arrest and conviction
- The reward signs are meant as a deterrent to criminals
- Members cannot get a reward for providing information on their own theft

Reward signs are free for members to post on their property. Call the Farm Bureau office in Gilbert at 480-635-3609 to request. ■

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Go Further

SCF Arizona Begins Name Change to CopperPoint



SCF Arizona has begun to rebrand their name to CopperPoint, the leading provider of workers compensation insurance in the state since 1925. CopperPoint provides coverage to more than 20,000 Arizona businesses and their employees. They will continue as a member benefit provider to Arizona Farm Bureau members.

To download an application <https://www.azfb.org/f/0a3cab82-249c-4d3d-a097-dc72dfa5a85a/2104-enrollment-form> or contact Liz Foster at 480.635.3611. ■

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Universal Studios Hollywood includes a movie-based theme park and studio tour, plus Universal CityWalk featuring shopping, dining and the "5 Towers" outdoor concert venue.

To buy tickets, go to www.azfb.org, "login," then click on member benefits, entertainment and scroll down to Universal Studios Hollywood Discount Tickets. ■

Ag Education Fits Perfectly Online

By Julie Murphree, Arizona Farm Bureau

Arizona Farm Bureau's Ag in the Classroom program continues to roll out new educational material. From our development and implementation of state-standard aligned curriculum to personalized presentations covering a variety of topics, we continue to provide educational information about Arizona agriculture to thousands and thousands of Arizona students annually.



But I'm really excited about our latest endeavors, specifically three new presentations that are now online: *Misconceptions of Agriculture*, *Biotechnology* and *Animal Welfare*. Ag Education Associate Director Katie Aikins developed the newest one, "Biotech What the Heck?" just this last fall. Having discovered overnight their popularity, Aikins just completed putting Biotech and the other two presentations online at Arizona Farm Bureau's azfb.org website.

The three presentations include voiceover so that the viewer simply has to advance each slide and listen to Aikins present on these very important topics to Arizona agriculture and agriculture in general. Because the files are so big (hey, we have lots of very valuable content in each presentation!) for now, each presentation is broken into 2 parts. If you elect to view the presentations, you'll have to click "slide show" view to see the presentation with the voice over. We hope this does not confuse people, though we're confident teachers will know what to do.

Also, it takes 30 to 45 seconds to download once you click on the link due to the large file sizes. Be patient, it's worth the wait. And, if you're showing the presentation to a group you'll need to know this beforehand.

Remember to go to azfb.org and select "Programs" in the brown-colored bar. Then from programs, select "Agriculture in the Classroom" in the green box. Select "Teacher resources" then "classroom presentations." Scroll down to links under Jr. High and High School Presentations. From there you'll see the 3 hyperlinked presentations.

Hunt for opportunities to share these presentations. Because they're now online, you have a chance to tell Arizona agriculture's story and dispel some of today's myths. ■

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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.
- Children should always be watched when in or around the pool area. Floatation devices and swimming lessons are no 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. ■

Two Member Benefits Discontinued

T-Mobil and Frazee Paint Company have discontinued their member benefit discount to Arizona Farm Bureau members. Arizona Farm Bureau will continue to look for new and better discount programs for members.

Let us know what type of discount program would fit the needs of your family. Call Peggy Jo Goodfellow, Farm Bureau's Member Benefits coordinator at 480-635-3609 or email peggyjo-goodfellow@azfb.org. ■

Teaching Kids About Money

By Peggy Jo Goodfellow, Arizona Farm Bureau

Teaching children to manage resources is one of the most important legacies we can provide. Anyone who has raised children can tell you that it is an on-going process - not something taught in one or two easy lessons. Managing money is a continual learning process even for adults. Fortunately Farm Bureau members have easy access to Farm Bureau Financial Services agents who are trained to help you achieve your financial goals.

As a parent you may feel a little uneasy about teaching your children about money. After all, you may not be all that confident about your own money-management skills. You probably know more than you think you do, and you will play a critical role in shaping your children's attitude toward money.

Being a parent myself, I started as soon as my children could distinguish between coins. Here are a few ideas to teach children about money at various stages of childhood.

Toddlers and Preschoolers: At this age, children can sort coins, learn their value and begin to understand how money gets converted into 'things.'

5-7 Year Olds: By the time children start school, many are ready to receive an allowance. Experts agree that an allowance should not be linked to chores or grades. Extra money can be earned by doing special jobs such as cleaning the garage or patio.

To encourage our children to save we divided their allowance among three jars. The money in Jar 1 could be spent on whatever they wanted; Jar 2 money saved for a more expensive item like a toy or book; Jar 3 was for long-term savings such as a college fund.

8-10 Year Olds: At this age, it's time to make a trip to the bank to open a savings account. Let your child complete the deposit slip and explain that the bank will pay interest. Children are fascinated when money makes money. Involve your children in family spending decisions. Explaining how you didn't buy the fancy sports car in exchange for a sedan and a family trip can teach about trade-offs and family values.

11-13 Year Olds: If your child has earned income from a paper route, mowing lawns or baby-sitting they can set up a Roth IRA that will accumulate a tax-free retirement nest egg. A \$1,000 investment at age 12 can grow to over \$150,000 at age 65.

To learn more, ask your Farm Bureau Financial Services agent for savings and investment ideas. ■





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Arizona Agriculture's
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The Faces of Agriculture

Mohave County Rancher Emmett Sturgill

- Father of four children.
- President of Mohave County Farm Bureau and Mohave livestock Association.
- Ranching partner with Fuller's in Canyon Springs Ranch, Corrientes roping cattle operation.
- Owner of Rafter S Cattle Company, a Black and Red Angus cow/calf operation.
- Enjoys hunting and team roping.
- Says he loves the ranching business enough to say it's like a hobby more than a job.

