



A Foodie Explains Your High-Flavor Food Desires

By Julie Murphree, Arizona Farm Bureau Outreach Director

Patty Emmert is the Community Relations and Marketing Manager for Duncan Family Farms, a certified organic farm specializing in leafy greens and specialty vegetables. Since joining the farm in 2010, Patty has worked to help the company expand its Specialty Vegetable crops by fostering new business relationships, including wholesale and retail accounts, and growing sales.

Patty also oversees marketing and community outreach for the farm. Her successful outreach projects include the creation and management of the Wigwam Farmers Market, a health and wellness initiative called Salad a Day the Duncan Way and various volunteer initiatives.

Because Patty can talk about all sorts of insights when it comes to food, such as flavor profiles and more, I thought it was time to interview her about this topic.

Arizona Agriculture: Tell us the origin and history of Duncan Family Farms?

Emmert: Our roots run deep in the farming industry. Arnott Duncan is a 4th generation Arizona farmer who left his family's farm in 1985 and began cultivating a few hundred acres of conventionally-grown row crops. In 1992, Arnott along with his wife Kathleen, decided they wanted to reach out to the community to bridge the gap between urban and rural life. They began offering educational tours for school groups and establishing a small, seasonal produce stand at their farm site.

During its first year alone 18,000 students visited the farm. In the second year, the number swelled to 30,000. During its 11-year run, Duncan Family Farms® became an extremely popular recreational and educational destination. In fact, the farm was one of the fastest growing 'agricultural-tourism' sites in the country for many years. Then in 2001 a change in flight activity at the nearby Luke Air Force Base created a situation where the agricultural-tourism program had to cease.

Arizona Agriculture: From agritourism to one of the largest family-owned, USDA-Organic certified Farms: Explain the evolution.

Emmert: By 1994 our farm had expanded into organic produc-

tion, growing organic baby leaf items including several different varieties of lettuce and greens. These greens are delivered to some of the largest value-added processors in North America, Canada and the United Kingdom who provide bagged salads to the retail and food service industries. As our business has evolved, we have tried to blend the best of traditional farming with the latest in agricultural technology. Duncan Family Farms® has won numerous awards and is nationally recognized as a showcase of progressive and environmentally-sensitive farming techniques, due to our innovative programs.

Up until 2010 we were a seasonal grower in Goodyear, AZ. We purchased additional ground in California to expand seasonal operations and to provide our customers with a year-round supply of produce. We also added a Specialty Crop program that included organic Kales, Chards, Beets, Romaine Hearts and Herbs. The additional ground in California allows us to grow our products in the summertime while maintaining our agronomic practices of resting the ground and rebuilding the soil in the off-season. Additional ground also provides geographic diversity, which allows us to expand our portfolio of produce.

Today our multi-regional operations are in Central Arizona and the Imperial Valley, Central Coast and its inland valleys in California, Southern Oregon and Upstate New York. The

geographic diversity of these organically-certified growing locations allows us to grow and ship product into local and regional markets seasonally while providing opportunities to diversify our product portfolio with items that may not grow well in in Arizona.

Arizona Agriculture: What excites you about our food chain today?

Emmert: What excites me the most about our food chain today is the disruption and change we are going through in how food is produced and distributed. Much of this disruption is brought on by challenges that we are experiencing due to increased populations,



Patty Emmert's interest in food and farming goes beyond the farm fields she's often checking out at Duncan Family Farms. Ask her about flavor profiles and she has lots to say.

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Everyday Savings at Office Max/Office Depot

By Taylor Rogers, Arizona Farm Bureau

Everything needed to be just right for my office when I started my job this past May. I wanted all my paper, pens and accessories to match. To get off on the right foot, I went to Office Max to find everything I needed to feel right at home in my new space.



Fortunately, Farm Bureau members have Office Max/Office Depot as a member benefit provider. Members can save up to 60%

at Office Depot/Office Max on all office essentials. Go to www.azfb.org, login and then click on Member Benefits for specific details.

The savings may not be as high as 60% of your purchase each time. However, every dollar saved counts when setting up a new office space.

Whether you want to equip your first office or spruce up and re-stock your current one, the following checklist will help you determine and track which furniture and supplies you need to help your business run more smoothly.

Office Furniture and Equipment

- Desk
- Comfortable chair
- Guest chair
- File cabinets
- Client seating
- Fire-proof safety
- Desktop and pocket calculators
- Bookcases
- Worktable(s)

- Wall whiteboard and markers
- Paper shredder
- Photocopier
- Wastebasket
- Fax Machine
- Alarm system
- Fire extinguisher
- First-aid kit
- Telephone

General Office Supplies

- Business cards
- Envelopes
- Stationery
- Imprinted advertising specialties
- Postage stamps
- Printer cartridges
- CD and disks
- Pencils and pens
- Xerox paper
- Cleaning supplies
- Notepads
- File folders
- Stapler
- Scissors
- Sticky notes

Editor's note: For more information on our member benefits including our regional benefits go to Arizona Farm Bureau's online.

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labor shortages and climate change, just to name a few.

But this is when we see high levels of innovation occur and there are many solutions being explored and proving to be successful models. In addition, we as consumers are becoming more educated on how our food is produced and demanding more transparency within our supply chains.

With continued challenges in front of us to feed a growing population I am optimistic that we are finding new and better ways to take care of people and our planet. We must have continued focus on how to protect the resources of our planet and ensure that all people have access to healthy food.

Arizona Agriculture: You once mentioned that consumers want unique items with a high flavor profile. What do you mean by that?

Emmert: During the 20th and 21st Century food consumption patterns shifted away from eating with the seasons. We wanted everything all the time and we did not care about how good it tasted. Food production models became focused on breeding and growing food for uniformity, appearance and shelf life and in the process, we bred the flavor out of food. As consumers we became accustomed to being able to buy produce year-round and we lost eating with the cadence of the seasons.

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ADMINISTRATOR
EDITOR
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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.

Ag in the Classroom has Egg-citing News!



We all know the adage the early bird gets the worm. Well, when it comes to Ag in the Classroom (AITC) it is more like the early teacher gets the Poultry Kit!

We are taking reservations now for classrooms who would like to check-out our Poultry Curriculum Kit. The Curriculum Kit provides classrooms the opportunities to hatch chicks in their classrooms while learning about embryology and life cycles. Need an incubator? No problem, it comes with the Kit! Need an egg turner? No problem, it comes with the Kit! Need lesson plans to do with your students? No problem, it comes with the Kit! You get the point. The Poultry Kit comes with everything you need except the fertilized eggs. There are only 20 kits available so be sure to reserve yours today!

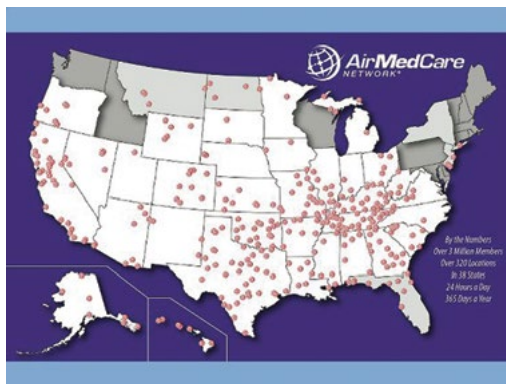
As always, AZFB AITC's Curriculum Kits are available FREE to teachers across the state. Visit us on the web at www.azfb.org (click on the tractor and books) for more information on all of the Curriculum Kits included in AITC's inventory. Contact Tori Summey at torisummey@azfb.org or 480.635.3612 to reserve your kit today!

AirMedCare Network Discounts for Farm Bureau Members

By Taylor Rogers, Arizona Farm Bureau Federation

The older I get, the more I realize how precious life is and the importance of always being prepared for the unexpected. One way to be prepared for the unexpected is by having access to modes of transportation in the case of an emergency.

Arizona Farm Bureau Members have access to discounts for Aero Medical Transport.



membership network, serving more than 3 million members from 320 base locations throughout 38 states.

While there are many benefits to becoming a member of AirMedCare Network, the most notable is peace of mind: AMCN members have no further out-of-pocket when flown by AMCN network providers.

Farm Bureau of Arizona members have access to reduced rates for any AMCN membership option. Choices include full coverage, emergent flights only, and AMCN's unique Fly-U-Home** coverage. Further savings can be achieved through multi-year memberships.

AeroCare Medical Transport, Guardian Flight and Arizona Life-line — three of Arizona's preeminent air ambulance providers — are proud to be a part of the AirMedCare Network. AMCN is America's largest air ambulance

Arizona Farm Bureau Members can now enroll online!

For more information, call 928-294-9023 or visit www.AMCN-Rep.com/Nancy-Tucker.

Benefits of Joining the AirMedCare Network

- No out-of-pocket expenses in connection with your flight
- Peace of mind that allows you to focus on recovery
- Over 320 locations, including Alaska and Hawaii
- Network extending out across 38 states
- Highly skilled nurses, medics and pilots ready 24 hours a day

Fly-U-Home Non Emergency Membership Add On Option

Benefits of Joining the Fly-U-Home Program

AMCN Fly-U-Home members have access to a fleet of medically equipped, private aircraft standing by 24x7x365 to fly them back home if they're

ever hospitalized while travelling or if they find themselves in a medical facility more than 150 miles from their residence – all for less than 42 cents per day. This means recovering closer to home and family at the hospital of your choosing. Annual discounted rates are offered to all Arizona Farm Bureau Members - \$134 and their family members. Members can call 800-793-0010 to add this membership option.





Arizona Agriculture's CHOICES

Members Save at Knott's Berry Farm

What was once a working berry farm in California is now 160 acres of world-class rides and one-of-a-kind attractions. This includes the wooden roller coaster Ghost Rider; Xcelerater, rated the world's best launch coaster; Ghost Town; The Boardwalk; Wild Water Wilderness, and Camp Snoopy. With the discount coupons through Farm Bureau membership, you will receive up to 35% off the gate price at Knott's Berry Farm.

Arizona Farm Bureau members receive discounts through our partnership with Tickets at Work. **Log in online at www.azfb.org and create your own personalized membership log in to get the special Arizona Farm Bureau ticket purchase link and discount code.**

Go to www.knotts.com to see special offers this season. During the Summer months, members can get discounts to Knott's Soak City Water Park featuring a lazy river, water slides and a wave pool. Looking for a place to stay? Check out their website for special offers on stays at the Knott's hotel and all its restaurants and amenities.

Knott's Berry Farm
8039 Beach Blvd
Buena Park, CA 90620

For more information or to have any questions or concerns answered, call 480-635-3609 or email taylorrogers@azfb.org.



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We Have an App for That

By Taylor Rogers, Arizona Farm Bureau Outreach Manager - Membership Value




FB Benefits smartphone app helps members take advantage of special discounts

As a Farm Bureau member, you gain access to many valuable benefits. The FB benefit app gives quick and easy access to all your member benefits. These include special offers by dozens of retailers, automotive, dining, pet care, beauty, local entertainment attractions and special access to home, auto, farm/ranch, and life

insurance tailored to fit all stages of life.

The Farm Bureau Member Benefits App allows you access to member discounts and special offers right in your pocket. Here's how to download your FREE FB Benefit app.

- Go to the App Store or Google Play and look for the "FB Benefits" App.
- The FB Benefits App will have this  digit Arizona Farm Bureau
- You will need to enter your eight digit Arizona Farm Bureau membership number (example: 28079499).
- Call 480-635-3609, if you need your Farm Bureau membership number.

Both Apple and Android devices offer accessibility to the app. The free FB Benefits App includes your membership card, your Farm Bureau Financial Services insurance cards and both alphabetical and categorical listings of member benefits available in Arizona. It also features a convenient mapping feature to help you identify member benefits near you at any time.

Download the app today and get the most from your Farm Bureau membership!



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With TicketsatWork, members can now access Sea World Park discount tickets, hotels and other entertainment and travel offers anytime online or through call centers 365 days a year.

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- Theme park discounts including; Knott's Berry Farm, Cedar Fair Parks Nationwide, Walt Disney World, Universal Orlando Resort, Universal Hollywood, Legoland, Sea World Parks and Entertainment, Six Flags and hundreds of other theme parks & attractions
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- Gift cards from over 200 retailers

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• It is the largest entertainment and travel discount program

with over 40,000 corporate clients, delivering amazing offers and discounts for top entertainment products, as well as hotel and rental car discounts.



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How Do I Become a Member?

- Visit ticketsatwork.com and click Become a Member.
- Use your company code or work email to create an account.
- * Log into azfb.org or call 480-635-3609 for the Arizona Farm Bureau Code

With TicketsatWork, members can now access Knott's Berry Farm discount tickets, hotels and other entertainment and travel offers anytime online or through call centers 365 days a year.

For phone orders call 800.331.6483 and use a members special code: call 480-635-3609 or login online at www.azfb.org to get member special code

Healthy Coconut Pudding

If you are like me, one of your new year's resolutions is to try to eat a little healthier. One way to do that is by substituting items in your recipes for healthier options. Substituting items is, more often than not, unrecognizable to those enjoying the finished product, except for to the cook! See how Penny Murphree, a family member of former cotton and wheat farmers, substituted items to make her famous healthy coconut pudding!



Ingredients

- 1/4 Cup Flour
- 1/4 Cup Sugar (I use blend of Stevia & regular sugar, light)
- 3 Eggs (Separated)
- 1 Tablespoon Coconut Oil (Can use butter)
- 1 Teaspoon Vanilla Extract
- 2 Cups Milk
- 1 Cup Fresh Coconut

Directions

- Mix reduced flour, sugar & stevia blend (makes it half the calories) together well in saucepan
- Separate 3 eggs, (save whites of egg for whipping into meringue)
- Mix milk to egg yolks, then stir into flour and sugar,
- Cook mixture, being careful not to scorch until thick
- Add coconut oil and vanilla
- Beat eggs white fold into pudding

Most importantly, put in a pretty dish! It also tastes delicious with blueberries, if you are feeling adventurous!

Recipe by: Pennee Murphree

Photo: The Pioneer Woman

Visit www.FillYourPlate.org for more recipes, local farmers markets, local farms to visit, or to find a specific farm product in Arizona.

Big Discounts: Farm Bureau Prescription Discount Card

By Peggy Jo Goodfellow, Arizona Farm Bureau

Imagine this! You need to take daily medication for a medical condition, such as high blood pressure, but you've just changed jobs and your new job benefits have not kicked in yet. Without insurance coverage, how much will the prescription cost? What can you do to lower the costs of prescriptions? If you are a Farm Bureau member, you can use the Arizona Farm Bureau Discount RX card to save up to 75% on prescription drugs.

Lindsey Statler, Yavapai County Farm Bureau member, once shared with me a great story about how she received a nice surprise at her local pharmacy.



Sample card shown. Visit our website to get your own personalized card.

“Back in December, we had been to the doctor earlier in the day and were finally heading back to town to pick up a prescription for one of the kids,” Statler said. “As an after thought I picked up our Farm Bureau Prescription Discount card off the table on the way out the door.” The pharmacist told her the prescription would cost \$125. She presented their Farm Bureau Prescription card asking if the pharmacy recognized the discount program. The pharmacist checked and then said, “The cost of your prescription is \$25.” A \$100 savings! She could not believe it.

“Since that time, we have saved on various other prescriptions,” Statler said. “Not \$100 each time, but \$5 or \$10 savings each time really adds up to big savings for our family.”

The Arizona Farm Bureau Discount Rx Card, a free prescription discount program, offers free drug cards to all members, their families and friends. The program provides discounts on both brand name and generic medications up to 75%. No income requirements, no age limitations and no applications to fill out. All members are eligible to receive the savings!

To locate participating pharmacies and search medication pricing, go to www.azfb.org or call 480-635-3609. Log in online to learn more about the program and print free customized cards for your friends, family, employees, etc. No personal information is required to print a card and all prescriptions processed through the program are completely confidential.

You never know when you may be put in a situation where you suddenly no longer carry medical insurance. Stay prepared by getting your free RX card.



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Statement of Ownership, Management, and Circulation

1. Publication Title: Arizona Agriculture's CHOICES
2. Publication Number: 0274-7014
3. Filing Date: 10-1-18
4. Issue Frequency: 2 special editions annually- January, May and September
5. Number of Issues Published Annually: 2
6. Annual Subscription Price: \$50.00
7. Complete Mailing Address of Known Office of Publication: Arizona Farm Bureau Federation 325 S. Higley Rd Suite 210, Gilbert, AZ 85296
8. Complete Mailing Address of Headquarters or General Business Office of Publisher: Arizona Farm Bureau Federation 325 S Higley Rd, Suite 210, Gilbert, AZ 85296
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor
 Publisher: Philip Bashaw 325 S Higley Rd, Suite 210, Gilbert, AZ 85296
 Editor: Julie Murphree 325 S Higley Rd, Suite 210, Gilbert, AZ 85296
 Managing Editor: Taylor Rogers 325 S Higley Rd, Suite 210, Gilbert, AZ 85296
10. Owner: Arizona Farm Bureau Federation 325 S Higley Rd, Suite 210, Gilbert, AZ 85296
11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities: None
12. Tax Status: The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes has not changed during preceding 12 months
13. Publication Title: Arizona Agriculture's CHOICES
14. Issue Date for Circulation Data: 9-13-2019
15. Extent and Nature of Circulation: Agriculture industry news and benefits of membership
 - a. Total Number of Copies (Net press run): Average No. Copies Each Issue During Preceding 12 Months — 22,667; No. Copies of Single Issue Published Nearest to Filing Date — 22,769.
 - b. Paid and/or Requested Circulation:
 - i. Paid/Requested Outside-County Mail Subscriptions Stated on Form 3541. (Include advertiser's proof and exchange copies): Average No. Copies Each Issue During Preceding 12 Months — 21,967; No. Copies of Single Issue Published Nearest to Filing Date — 22,069.
 - ii. Paid In-County Subscriptions Stated on Form 3541 (Include advertiser's proof and exchange copies): Average No. Copies Each Issue During Preceding 12 Months — 0; No. Copies of Single Issue Published Nearest to Filing Date — 0.
 - iii. Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Non-USPS Paid Distribution: Average No. Copies Each Issue During Preceding 12 Months — 0; No. Copies of Single Issue Published Nearest to Filing Date — 0.
 - iv. Other Classes Mailed Through the USPS: Average No. Copies Each Issue During Preceding 12 Months — 0; No. Copies of Single Issue Published Nearest to Filing Date — 0.
 - c. Total Paid and/or Requested Circulation [Sum of 15b. (1), (2), (3) and (4)]: Average No. Copies Each Issue During Preceding 12 Months — 21,967; No. Copies of Single Issue Published Nearest to Filing Date — 22,069.
 - d. Free Distribution by Mail (Samples, complimentary, and other free)
 - i. Outside-County as stated on Form 3541: Average No. Copies Each Issue During Preceding 12 Months — 0; No. Copies of Single Issue Published Nearest to Filing Date — 0.
 - ii. In-County as Stated on Form 3541: Average No. Copies Each Issue During Preceding 12 Months — 0; No. Copies of Single Issue Published Nearest to Filing Date — 0.
 - iii. Other Classes Mailed Through the USPS: Average No. Copies Each Issue During Preceding 12 Months — 150 No. Copies of Single Issue Published Nearest to Filing Date — 150.
 - iv. Free or Nominal rate distribution outside the mail: Average No. Copies Each Issue During Preceding 12 months — 0; Copies of Single Issue Published Nearest to Filing Date — 0.
 - e. Free Distribution Outside the Mail (Carriers or other means): Average No. Copies Each Issue During Preceding 12 Months — 150; No. Copies of Single Issue Published Nearest to Filing Date — 150.
 - f. Total Free Distribution (Sum of 15c and 15e): Average No. Copies Each Issue During Preceding 12 Months — 22,117; No. Copies of Single Issue Published Nearest to Filing Date — 22,219.
 - g. Copies not distributed: Average No. Copies Each Issue During Preceding 12 Months — 30; No. Copies of Single Issue Published Nearest to Filing Date — 30.
 - h. Total (Sum of 15f and g.): Average No. Copies Each Issue During Preceding 12 Months — 22,147; No. Copies of Single Issue Published Nearest to Filing Date — 22,249.
 - i. Percent Paid and/or Requested Circulation (15c. divided by 15g. times 100): Average No. Copies Each Issue During Preceding 12 Months — 99%; No. Copies of Single Issue Published Nearest to Filing Date — 99%.
16. Publication of Statement of Ownership: Publication Required. Will be printed in the January 14, 2020 issue of this publication.
17. Signature and Title of Editor, Publisher, Business Manager, or Owner: Date 10-28-2019.

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).



Arizona Farm Bureau

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Periodicals

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Arizona Agriculture's **CHOICES**

The Faces of Arizona Agriculture Becky and Mike Gross

- Mike and Becky come from generational farm and ranch families.
- Their children have pursued careers in agriculture.
- They ranch in Mohave County. • Mike and Becky are active in Arizona Farm bureau and other Ag-based organizations.
- They are active in their community and busy grandparents

Arizona Agriculture is a \$23.3 billion industry.

