



The French Love Arizona Wine

By Elaine Anne Reby, Erato & Vin, LLC Founder

When you are from Europe and hear “Arizona,” the first thoughts are likely to turn around big desert landscapes, cattle, cowboys and Native Americans. Yet, this image seems to be only part of the rugged western motif.

Arizona has always been a farming state, but turned towards the future with an increasing growth in wine grapes especially beginning in 1983 when the first license was issued in Sonoita. Today, we are told that Arizona’s wine industry generates \$3.3 billion in total economic activity. At the same time, it has kept its traditions, its love for the land, and its pride in its earth. It is exciting to see how the state of Arizona is defining its own story of the *terroir*; including all its distinct and local grape growers, as well as winemakers. The idea of the *terroir* cruises around in the wine world like a small fisherman’s boat in the ocean: Everyone can handle a nutshell on flat water, yet, one must be an excellent sailor and expert of its boat, to take it out into the big waves. The word seems to have become a saying, without that most people really understands what it means.

Arizona’s farmers who take pride in their craft and passion in their land are discovering the potential of their authenticity. Most Arizona wines reveal a vivid freshness and a perfectly mature fruit character of the grapes. It is quite a lovely surprise that the fruit is let to reveal itself, instead of being covered by an over usage of strong American oak. The desert climate with cool nights and warm, sunny days allow the vines to grow excellent fruits that will unravel their flavors in an elegant wine; very often aged with a bit of French oak that will not cover the fruit’s characteristics, but allow the final product to unleash its bouquet with a nice structure.

It is due to its vibrant, elegant and refined wines, that more wine enthusiasts and connoisseurs start travelling to Arizona, to witness the rise of a new *terroir*.

I barely tasted U.S. wines with such a flavorful concentration, Arizona wines without being jammy, display a clarity, and refreshing acidity. “Arizona is a great surprise for wine lovers and connoisseurs. I see a lot of potential in its geographical features, the climate, and the

passionate farming attitude. For me, Arizona has all the potential to become a more elegant and refined wine growing state.

There seems to be an increased interest from the traditional wine world to discover the potential of Arizona’s grape growing industry, and the business opportunities that go alongside. Mathilde Despresle, from France Chêne, a French oak sourcing company who own their proper forests in France and who also makes barrels and wood alternatives for high end chateaux in France and other parts in Europe, expressed her enthusiasm during her visit: “I didn’t know that they grew grapes in the desert, but I love it and will spread my positive experience when I am back in the Bordeaux region!”

Until Arizona will have grown as its own ‘brand’ among the well-renowned wine destinations and appellations, there are certainly still some trials and harvests to go through, first. Yet, with the spirit of creating something new that does not try to copy any over-styled wines, it is only a matter of some good cooperation and seasons.

Editor’s Note: Elaine Reby founder of Erato & Vin LLC., moved to Arizona to be part of the exciting development the state is starting to go through in wine. Reby partnered up with Mathilde Despresle from France Chêne, after accomplishing the same master course in

international wine management, called OIV MSc. The international OIV MSc in Wine management diploma – created in 1986 – is a program open exclusively to future managers and decision makers in the wine sector, providing interdisciplinary training in over 24 different countries and their wine regions. Both ladies agreed that they wanted to expand their horizon, and instead of remaining in her home country France, Elaine moved to Arizona to celebrate and help develop further a wine culture in our state. Mathilde stayed in France, but as a representative for France Chêne, she focuses on the international market. Her company is one of the only producers in the barrel and alternative oak industry that owns its own oak woods in various regions in France, and hence controls every single step in the production of outstanding viticultural materials.



According to the USDA and the University of Arizona, Arizona’s wine industry now contributes \$3.3 billion in total economic activity.

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5 Tips for Great Grilling

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

Anytime is grilling time in the desert southwest! Have you ever noticed that the only thing better than the smell of meat grilling on the barbeque, is eating it? And your favorite meat always tastes better when it's grilled to perfection, right? I'll bet you didn't know that the first step toward perfection is to prepare your grill.

Here's a few helpful tips:

1. *Charcoal vs. Gas!*

It's the age-old debate over which grilling method is "better". While no study proves that either method is healthier than the other, gas does burn cleaner. From a taste perspective, many people prefer the smokier, richer taste of food cooked on a charcoal grill.

2. *Additive-Free*

If you choose charcoal grilling, try additive-free lump charcoal, which is actually just charred wood.

3. *Get it Hot!*

It's best to preheat your grill 15-20 minutes before cooking. This will make sure it reaches the right temperature and will kill any bacteria left from the previous time you used the grill.

4. *Brush it Off*

Once the grill has preheated it's the perfect time to remove any debris. Using a long-handled wire grill brush, scrape your grill rack to clean off charred debris from prior meals. Scrape again immediately after use too.

5. *Oil the Grill*

Even on a clean grill, lean meats can stick when placed directly on the rack. Reduce sticking by oiling your hot grill rack with a vegetable-oil-soaked paper towel. Do not use cooking spray. For safety, hold the oiled paper towel with long-handled tongs and rub it over the rack.

Arizona Farm Bureau's Fill Your Plate has a list of where you can buy locally grown meat, vegetables, fruits and more! Go to www.fillyourplate.org and enjoy! 🍴

Grilling that Perfect Burger

Ingredients

- 1 ½ pounds ground chuck (80 percent lean)
- Salt and freshly ground black pepper
- 1 ½ tablespoons canola or vegetable oil
- 4 hamburger buns, split; toasted, if desired
- 4 slices cheese (optional)

Directions

Toast the burger buns.

Divide the meat into 4 equal portions (6 oz each). Form each portion into a ¾ inch thick burger and make a deep depression in the center with your thumb. Season both sides with salt and pepper.

Heat a gas grill to high or heat coals until they glow bright orange and ash over. Brush the burgers with the oil. Grill the burgers until golden brown and slightly charred on the first side, about 3 minutes.

Flip the burgers over. Cook until golden brown and slightly charred on the second side, 4 minutes for medium rare or until cooked to desired degree of doneness.

Add the cheese, if desired, to the tops of the burgers during the last minute of cooking and top with a basting cover or tent the burgers with aluminum foil to melt the cheese.

Place the hot burgers between the buns and serve. 🍴



Do you Prefer Frozen Yogurt or Ice Cream?

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

In recent years, frozen yogurt has become a popular alternative to ice cream due to its reputation for being healthier. However, several factors need to be considered before deciding which frozen treat is best for you.

"One of our favorite places to go for a frozen yogurt treat is Menchie's in Gilbert, said Niquie Robbins, Administrative assistant

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Put your Grocery Dollars to Work!

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

Are you a Fry's Food shopper? Do you have a VIP Card? If you answered yes, you can put your grocery dollars to work by supporting Arizona Farm Bureau's Educational Farming Company. By linking your VIP Card to the Education Farming Company, you are helping agriculture education and experiences reach youth and consumers across the State. Every dollar you spend earns points and future dollars for the Ed Farming Company. Worried about your fuel points? Don't be! Linking your

card does not cost you anything and does not affect your fuel points. There really is no catch; it is just this easy!

To link your VIP Card to Arizona Farm Bureau Educational Farming Company, visit <https://www.frysfood.com/topic/new-community-rewards-program> and type in Arizona Farm Bureau Educational Farming Company or #75690. We will get credit each time you use your VIP Card or the phone number associated with your card.

The Arizona Farm Bureau Educational Farming Company was created in 2003 by the Arizona Farm Bureau Federation. The mission of the Arizona Farm Bureau Educational Farming Company is to educate the public of all ages about the importance of Arizona's agriculture through educational programs that teach about the production of food, fiber, and natural resources highlighting Arizona agriculture's diversity and dynamic. The Arizona Farm Bureau Educational Farming Company is a 501(c)3.

Wise Water Use Saves Water, Money

Water conservation remains an important priority for all residents as we work to preserve the Arizona way of life for families. Now that the summertime hot temperatures have arrived, there are simple ways residents can conserve water, Arizona's most precious natural resource.

The average Arizona family uses one-acre-foot of water per year or 325,900 gallons of water. Most water use occurs in the home so naturally this is where conservation can be used most effectively.



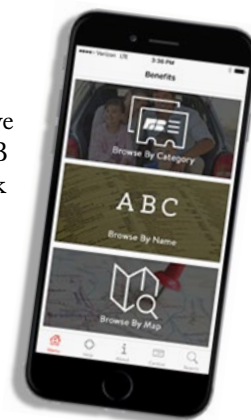
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How to Work Through Possible App Trouble Spots

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

As a Farm Bureau member, you have access to many valuable benefits. The FB Benefit app was designed to give you quick and easy access to all your member benefits. Technology today is great, but if you are experiencing trouble when attempting to download the FB Benefits app you might become frustrated, give-up or worse, you don't use it. That's not good!

Here's how to work through those trouble spots and download your FREE FB Benefits app.



FB Benefits smartphone app helps members take advantage of special discounts

Trouble: The app doesn't recognize my membership number or it says I'm not a member.

Solution: There are several reasons this might happen.

- Make sure you are using an eight-digit number beginning with a '2' example: 28079499.
- If you recently became a member and your membership is in "pending" status the app won't recognize your membership number. You will have to wait until the membership is active to download the app.

Trouble: The app shuts down when I try to view my membership card.

Solution: Make sure the your IOS on the phone is up-to-date. Turn your phone off and back on. Choose a wifi network with a good connection and download the app. If connected to a wifi with a poor connection, turn off wifi and attempt to download it over cellular data.

Trouble: I have been using the FB Benefit app and now it doesn't work.

Solution: Your membership may have expired. Pay your membership. Then after 24 hours put in your member number and zip code again, then the app will open. If it still doesn't open. Delete the app and reinstall.

This App is available on both Apple and Android devices. The free FB Benefits App includes your membership card, your Farm Bureau Financial Services insurance card, 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 to get the most from your Farm Bureau membership! 🌞



Summertime Fun with Member Benefits

By Peggy Jo Goodfellow, Arizona Farm Bureau Marketing Manager



Just in time for family summer vacations, the Arizona Farm Bureau has fun and exciting entertainment member benefits. Something for everyone in the family!

Look no further than the Farm Bureau website azfb.org where you can use your member login and find a complete list of entertainment ideas. One of our newest benefits is ticketsatwork, offering entertainment, travel and tickets to top shows on Broadway, Las Vegas, local sporting events and more.

“This is a great multi-level benefit,” said Ron Schmidt a Farm Bureau Financial Services agent and member in Gilbert. “Not only did my family save on admission tickets to Disneyland and Knott’s Berry Farm but we also saved on the gift cards we purchased through ticketsatwork!”

On the Farm Bureau website you can begin your search by click-

ing on “entertainment” located on the left side of the screen.

Entertainment benefits:

- Harkins Movie Theatres
 - Knott’s Berry Farm
 - TicketsatWork
 - Sea World
 - Universal Studios
 - Verde Canyon Railroad
 - LEGOLAND California
 - LEGOLAND Discovery Center Arizona
 - San Diego Zoo and Safari Park
 - Pogo Pass
 - SeaLife Arizona Aquarium
 - Dolpinaris Arizona
- ...plus a list of county specific entertainment benefits 📱

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.

Great Benefits for Farm Bureau Members

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Beauty Begins on the Inside

By Peggy Jo Goodfellow, Arizona Farm Bureau Marketing Manager

There are countless sayings about beauty. Some are quite profound, some are funny.



When I was a teenager my grandmother once said that beauty is in the eye of the beholder. At that time, I was just beginning to experiment with lipstick and mascara, so I'm pretty sure she just didn't want me to put on too much makeup. She'd say, "Beauty begins on the inside...don't spoil your natural outside beauty!" Grandma was a very smart lady because it did make me think twice about applying too much makeup.

With all the beauty choices available today, it makes sense to take advantage of money saving coupons, sales, etc. on the purchase of beauty aids. Farm Bureau members can save when they use member benefit providers who offer a discount on everything "beauty" including, supplies, haircuts, nails and skin care.

Farm Bureau members can save money when they use these "beauty" member benefits.

Twin Pines Barber Shop	\$2 off a scissor cut	Payson
Tribeca Salon	\$10 off any service	Gilbert
Robin's Totally You Salon	5% discount	Bullhead City
Havasu Escape	10% off hair service	Havasu
The Hair & Nail Saloon	10% off haircuts	Kingman
Nail Networkx	50% off 1 st nail service	Lake Havasu City
Skintology RX	\$20 off derma planning	Phoenix
Skintopia	15% off facials	Scottsdale

Spa Essentials by Lola	10% off essential oils	Scottsdale
The Rose Hair Studio	10% off any service	Goodyear
Q Nail Bar	\$3 off full set on Mon/Tues	Goodyear
Creative Hair Care	15% off 1 st service	Bullhead City
Eboutique	\$10 off cut, color, or perm	Phoenix
Studio Fringe	\$5 off shampoo & haircut	Mesa

For a complete list of your Arizona Farm Bureau Member Benefits, log on at www.azfb.org.

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.



Driveology could help you save up to 30% on your auto insurance premium! Contact your Farm Bureau agent to learn more today.

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Yogurt or Ice Cream *Continued from page 2*

and mother. "I was very excited recently to see that they offer Farm Bureau members a discount at their Gilbert Gateway location."

Since the difference in the ingredients of ice cream and frozen yogurt is cream, the main nutritional difference is the fat content.

Let's compare the nutritional value:

One cup of ice cream

275 calories
5 grams of protein
31 grams of carbohydrates
15 grams of fat
9 grams of saturated fat

One cup of regular vanilla frozen yogurt

221 calories
5 grams of protein
38 grams of carbohydrates
6 grams of fat
4 grams of saturated fat

If you're watching your fat and calorie intake, you may opt for frozen yogurt. Remember to moderate your portion size and choose the healthier toppings. Choose toppings such as fresh fruit, granola

and nuts to get the antioxidants, protein and fiber. These toppings will also likely be lower in calories, fat and sugar than other toppings. 🍌



A delicious swirl of Strawberry froyo is just what your sweet tooth craves! For a small cup (5 oz.) with blueberries (1 oz.): 115 calories, 11g sugar, 0g fat

Water *Continued from page 3*

Here are several easy ways to save water courtesy of the Arizona Department of Water Resources.

- When washing dishes by hand, don't let the water run while rinsing. Fill one basin with wash water and the other with rinse water.
- Run your washing machine and dishwasher only when they are full and you could save 1,000 gallons a month.
- Keep a pitcher of water in the refrigerator instead of running the tap for cold drinks.
- If your showerhead can fill a one-gallon bucket in less than 20 seconds, then replace it with a water-efficient showerhead.
- When you shop for a new appliance, keep in mind that one offering several different cycles will be more water and energy-efficient.
- Time your shower to keep it under five minutes. You'll save up to 1,000 gallons a month.
- Install low-water use toilets.
- Teach your children to turn the faucets off tightly after each use.
- Put food coloring in your toilet tank. If it seeps into the bowl, you have a leak. It's easy to fix and can save more than 600 gallons a month.
- Turn off the water while you brush your teeth and save 4 gallons per minute! That's 200 gallons each week for a family of four.

Water conservation is a team effort. If each person conserves water, Arizonans will be successful in maintaining a good lifestyle during drought times.

For 100 ideas to save water and money, visit www.wateruseitwisely.com. 🍌

Arizona Farm Bureau

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New Attraction at Universal Studios



Get ready for another level of awesomeness at DreamWorks Theatre featuring Kung Fu Panda, opening June 15 at Universal Studios.

Order tickets at azfb.org. 🇺🇸

Wyndham Hotels Sells Knights Inn Hotel Brand

Effective May 2, 2018, Knights Inn Hotels will no longer be a part of the Wyndham Hotels member benefit program. Here's what this change means for you.

Beginning May 2, 2018, members who check-in to a Knights Inn Hotel will no longer receive the 20% discount or earn Wyndham Rewards points for any nights of that stay, nor will they be able to redeem points at Knights Inn locations.

Members may continue making reservations at Knights Inn hotels for stays with check-in dates after May 1, 2018 but should do so with the understanding that those reservations will no longer receive the 20% discount or earn Wyndham Reward points.

Should you have concerns about upcoming reservations or questions about this change, please call Wyndham member services at 866.996.7937. 🇺🇸

Go to azfb.org



Arizona Agriculture's CHOICES

The Faces of Arizona Agriculture
Pinal County Cattle Feeder Richie Kennedy

- Husband and father of 4 kids; lives in Casa Grande
- Represents 5-generations CA & AZ ranching & farming; wife, Heather, comes from a generational farm family too
- Currently Second-Vice President of the Arizona Farm Bureau and Pinal County Farm Bureau President
- Manages their cattle feeder operation
- Loves to "trick out" trucks

