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Conversation with a Vet About One Health: Dr. Fowler

By Julie Murphree, Arizona Farm Bureau Outreach Director

Heather Fowler, who became a Doctor of Veterinary Medicine in 2010 and went on to get a master's degree in public health from Yale in 2011, grew up with dogs, reptiles, hedgehogs, and a guinea pig named Mr. Guinea. She worked with exotic birds in Hawaii during college and trained to treat small pets in vet school. After meeting an officer from the Epidemic Intelligence Service of the Centers for Disease Control and Prevention, Fowler, then a veterinary student, started to think seriously about how public health and animal health converge.

Immediately after veterinary school Fowler pursued a Master of Public Health in Applied Epidemiology and Biostatistics as part of the one-year advance professional program at the Yale School of Public Health. Fowler then went on to continue her studies by graduating in 2017 with a PhD from the University of Washington School of Public Health's Department of Environmental and Occupational Health Sciences.

She also served as Associate Director of Animal Health for the department's Center for One Health Research, led by her mentor, Peter Rabinowitz. During this time, she was the first student employee, helping give rise to many One Health projects that continue today.

At the UW, Fowler became a Bullitt Environmental Fellow, assessing modern dairy practices in Washington state and investigating issues affecting human, animal, and environmental health. For her dissertation, she also applied the One Health approach to study the occupational health and safety of animal workers. She worked with veterinary clinics in the Seattle area to understand how and why physical injuries occurred on the job.

In her free time at UW, Fowler volunteered at the Doney Memorial Pet Clinic, now the Doney Coe Pet Clinic, which offers free veterinary care to homeless individuals in the community. She also mentored indigenous youth as part of the United Native

American Educational Alliance's Clear Sky Program. "As an underrepresented minority, both as a veterinarian and as a public health researcher, I know how hard it can be when no one else looks like you," she said. "I wanted to show my mentees and others like them that they don't have to look like everyone else. They have options for their future."

Fowler, a New Jersey native, now works as the Director for Producer and Public Health at the National Pork Board in Des Moines, Iowa. She oversees research programming on the health and safety of people involved in pork production, while focusing on public health and zoonotic diseases – diseases that can spread between animals like pigs and humans.

Arizona Agriculture: Obviously growing up with a menagerie of animals inspired you to pursue the education and career you did. Tell us about these growing up years including at what point you knew you wanted your future to involve animals, and even livestock animals and why?

Dr. Fowler: I was the kid that always knew they wanted to be a veterinarian. I always loved animals, all different species. I was never afraid of dogs and actually ran towards them, unfortunately for my mother.

I have always known I wanted to work with animals and that passion continued through high school and undergrad. It was really in undergrad and beyond where I started to gain exposure to different species that I did not have access to being born and raised in Trenton, New Jersey.

Arizona Agriculture: Your bio mentions after meeting an officer from the Epidemic Intelligence Service of the Centers for Disease Control and Prevention while still a veterinary student you began to think seriously about how public health and animal health converge. Explain the encounter in a bit more depth and why you walked away with it being such a defining moment for your career track?



Fowler, a New Jersey native, now works as the Director for Producer and Public Health at the National Pork Board. She oversees research programming on the health and safety of people involved in pork production, while focusing on public health and zoonotic diseases – diseases that can spread between animals and humans.

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Let's Get Arizona in the Top 10 Again in the 2022 Ag Innovation Challenge!

Staff Reports

The American Farm Bureau Federation, in partnership with Farm Credit, has opened online applications for the 2022 Farm Bureau Ag Innovation Challenge. This national business competition showcases U.S. startup companies that are providing solutions to challenges faced by America's farmers, ranchers and rural communities. Farm Bureau will award \$165,000 in startup funds provided by sponsors Farm Credit, Bayer Crop Science, Farm Bureau Bank, Farm Bureau Financial Services, FMC Corporation and John Deere.



In 2018, Tucson, Arizona's Merchant's Garden AgroTech earned a nationwide semifinalist spot with nine others in American Farm Bureau's (AFBF) Ag Innovation Challenge. Semi-finalists received \$10,000 each. "Being named a Top 10 Innovation from the American Farm Bureau, the largest farm organization in the world, brought significant value to our company beyond the \$10,000 in cash award," said Merchant's Garden owner and Arizona Farm Bureau-member Chaz Shelton.

Since then, Arizona Farm Bureau has had other volunteer member leaders

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Dr. Fowler

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Dr. Fowler: During Vet school is I started to explore opportunities in veterinary medicine. I knew even before entering Vet School that I had this interest in public health but was not entirely sure what kind of career I could build from it. When many people think of veterinarians, they often think of people treating cats and dogs. For me, seeing a veterinarian work in public health at the CDC for the first time it hit me, "Oh that's what I can do!" It was truly a pivotal moment for me because it gave me an example of a career trajectory that I could follow.

Arizona Agriculture: Discuss the public health and animal health convergence? I like your comment, "One Health is a research approach that recognizes that the health of people, animals and the environment are inextricably linked and thus must be studied in a holistic manner."

Dr. Fowler: I should start with the definition of One Health. One Health recognizes that the health of people, animals, and the environment are inextricably linked and thus we must take a holistic approach to issues where all three of these factors are present.

For me, as a One Health champion, I take a One Health approach to anything and everything I do. And it is easy to do so. Take my work in the swine industry for example. We recognize that in the industry that to produce a product that is safe, nutritious, and delicious for the consumer, we need to raise pigs in a way that optimizes their health and welfare while also protecting the safety and health of the workers that care for them in a shared (workplace) environment. Or as I like to say as an industry we are focused on doing what is right for people, pigs, and the planet.

Arizona Agriculture: Explain the One Health master's program, something I understand you supported and helped to shape and that is still growing strong today.

Dr. Fowler: Sure. During my time at the University of Washington I wore multiple hats. I was a PhD student in my research laboratory but also took on a leadership role in this lab as the Associate Director of Animal Health. As a result, I helped to shape and refine some of the activities there. The One Health master's program was launched after I left the university, but I was involved in the early efforts of training our environmental health students in the basics of the One Health approach and even taught during the One Health course we created. Thus, I'd like to think my efforts in some way helped to shape this program.

Arizona Agriculture: Not sure if you are familiar with the University of Arizona's new Veterinary program that just recently launched. It is unique in that students can move through the program faster and more economically. In the end, one of many objectives is to ensure Arizona provides opportunities to encourage more large-animal vets in agriculture. What other objectives would help us develop and retain more large animal vets?

Dr. Fowler: For me, I think the answer lies in the way we present veterinary medicine to the public and future veterinarians. For me, coming from the concrete jungle of Trenton, New Jersey, I didn't necessarily know what all the options were in the profession. I only knew what was around me. Thus, I think there is an opportunity to recruit people from all different backgrounds into animal agriculture if we can expose them early. Help them gain experience working with different animal species and teach them about the career options available to them if they choose a career in veterinary medicine.

To share a personal story from my career journey, my old vet school professor once referred to me as the 'Wild Card' because neither he, nor I, expected that one day I would end up working in the swine industry or for the National Pork Board (<https://www.linkedin.com/in/heather-fowler-4406a648/>). During vet school I honestly did not know such a career opportunity existed. But I am really happy I landed here and am getting to work on One Health issues within the swine industry. For me, it was through my exposures in undergrad and veterinary school that I was even open to exploring career opportunities in the animal protein space. To reinforce a comment I made earlier, I think there are ways to expose people at various points in their career development to help them to explore opportunities in veterinary medicine including those in large animal medicine.

Arizona Agriculture: At the National Pork Board, you oversee research programming on the health and safety of people involved in pork production, while focusing on public health and zoonotic diseases – diseases that can spread from animals like pigs to humans. Talk about this? What are some hoped for outcomes based on your research and work for the Pork Board?

Dr. Fowler: The goal of our research program is to fund research that answers key questions in the public health space. We aim to fund work that not only contributes to the scientific literature via publication but also can be translated into action on the farm. You see, we recognize that research can produce meaningful results, but it is only truly meaningful if we're translating those findings into actions that our producers can execute upon. Thus, we will continue to fund cutting-edge work in this space to help us better understand the zoonotic disease risk of working with pigs and the ways to protect our workforce and the larger public from these potential hazards.

Arizona Agriculture: The agriculture world has made so many advances in animal husbandry, best handling practices, improved genetics and premium feeding protocols, safety practices and more. Where will our next big breakthroughs in animal agriculture take place? Or at least continued advances?

Dr. Fowler: I think how we use technology will continue to change and advance in the future. How we collect data, how we share the data, etc. With that said, I'm hopeful that technology is going to continue to streamline the processes around data collection and analysis.

And we are already starting to see some of those changes.

Right now, when using a given application, you can look on your phone and despite being in a completely different state, determine when the best time is to apply manure to your fields. I'm hoping we will see the same thing in the swine industry with technology not only improving data use and analysis processes but also just making life a little easier on the farm. The challenge at times, however, will be in fitting it into the farm but I think we will get there, and it'll be interesting to see what that ends up looking like.

Arizona Agriculture: What's your counsel for current students that might be inspired by your education track, certainly to be a vet?

Dr. Fowler: I would encourage them to explore so they can narrow down their focus as they work to find their dream job or career. I tell students to look for paid and/or volunteer experiences to explore their options and interests in a given career. It can be a one day ride along with a veterinarian or a paid summer internship. They need to make the most of their time to explore and use these experiences to better understand their career options. 🐾

We have a new website for pork producers: porkcheckoff.org. Pork.org now is our exclusive consumer facing website, while porkcheckoff.org contains information pertinent to producers and researchers.

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submit to compete in the Innovation Challenge.

“We know that in order to curb the migration of youth and big thinkers out of rural communities we need to provide opportunities for them to shine and expand entrepreneurial activities,” says Arizona Farm Bureau President and southern Arizona rancher Stefanie Smallhouse. “Strong communities depend on small businesses and the entrepreneurial spirit. We have already seen some great innovation in Arizona agriculture, and I would encourage others to take on this challenge.”

For this eighth year of the competition, Farm Bureau is seeking entrepreneurs who are addressing either traditional or new/emerging challenges. The 2021 Farm Bureau Entrepreneur of the Year, Riley Clubb with Harvust, addressed traditional challenges by developing a software platform that helps farmers successfully hire, train and communicate with employees. The competition is also open to entrepreneurs tackling new challenges that surfaced due to the COVID-19 pandemic.

“Farm Bureau members across the country continue to grapple with a number of challenges associated with the pandemic,” said AFBF President Zippy Duvall. “Now, more than ever, we need creative solutions from entrepreneurs to help our farmers, ranchers and rural communities thrive.”

For example, 2021 Ag Innovation semi-finalist Butter Meat Co. is a beef supply chain startup based in Western New York that is working to improve the value proposition of retired dairy cows as beef for farmers and consumers. Owners of the business are building a dairy beef brand that increases the farm gate value and offers customers flavorful beef produced eco-consciously. Another Ag Innovation semi-finalist, AgriHoodBaltimore, launched the Urban Farmer Training Resource Institute with a focus

on developing the next generation of junior urban farmers.

Farm Bureau and Farm Credit will select 10 startup companies to compete as semi-finalists at the AFBF Convention in January 2022 in Atlanta, Georgia. The 10 semi-finalist teams will be announced on Oct. 5 and awarded \$10,000 each. These 10 teams will compete to advance to the final round where four teams will receive an additional \$5,000 each and compete live on stage in front of Farm Bureau members, investors and industry representatives. The final four teams will compete to win:

- Farm Bureau Ag Innovation Challenge Winner, for a total of \$50,000
- Farm Bureau Ag Innovation Challenge Runner-up, for a total of \$20,000
- People’s Choice Team selected by public vote, for an additional \$5,000 (all 10 semi-finalist teams compete for this honor)

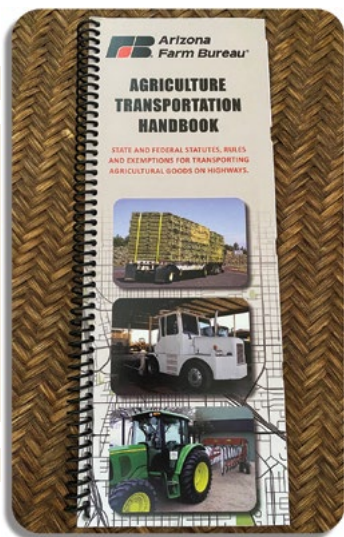
The top 10 semi-finalist teams will participate in pitch training and mentorship from Cornell University’s Dyson School of Applied Economics & Management faculty prior to competing at AFBF’s Convention. In addition, the top 10 semi-finalist teams will have the opportunity to network with industry leaders and venture capital representatives from the Agriculture Department’s Rural Business Investment Companies.

Entrepreneurs must be Farm Bureau members to qualify as top 10 semi-finalists. Applicants who are not Farm Bureau members can join Arizona Farm Bureau.

Visit <https://www.azfb.org/Join> to learn about becoming a member. Detailed eligibility guidelines, the competition timeline, videos and profiles of past winners are available at fb.org/challenge. Applications must be received by midnight Eastern Daylight Time on Friday, August 20. 📧

Hot Off the Presses - Updated Agricultural Transportation Handbook Now Available!

By Ana Otto, Arizona Farm Bureau Government Relations Manager



Now in its third update, *The Agriculture Transportation Handbook* contains important information dealing with covered farm vehicles and exemptions.

Agriculture transportation covers a whole host of topics from farm equipment moving from field to field, farm commodities being transported to and from the farm, farm vehicle license plates, and the list goes on. Then there are the state and federal statutes, rules and exemptions that impact agricultural transportation.

To help navigate these rules, statutes, and exemptions Arizona Farm Bureau created *Agriculture Transportation Handbook* first published in 2007, updated in 2013 and now the latest update this year. Because of regulatory changes that have taken place since 2013, the *Agriculture Transportation Handbook* has been updated once again.

Most of the updates revolve around the FMSCA definition of a covered farm vehicle and the exemptions afforded to those vehicles. Be on the lookout for a series of articles that will highlight information and details contained in the handbook.

Arizona Farm Bureau members can obtain a free copy of the handbook by contacting transportation@azfb.org and including their full name, mailing address and the number of copies requested. Members can also login at www.azfb.org to access electronic versions of the handbook.

For more information contact transportation@azfb.org. 📧



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Arizona Farm Bureau: In the Beginning ...

By Fred Andersen, Arizona Farm Bureau Historian

By the time the national organization, the American Farm Bureau Federation (AFBF), was organized in March 1919, "Farm Bureaus" throughout the country had been around in various ways for several years driven by a "grass roots" model that meant efforts started at the local level. In fact, several state Farm Bureaus formed prior to the national organization. These state organizations generally started as county units, allied with local extension agents, and in some places ultimately developed into the state organizations we recognize today.

Such was the case in Arizona, where the state Farm Bureau was formed in January 1918. The first president was Dr. J.C. Norton of Phoenix, the vice-president, C.S. Brown of Tucson. Within a year, Brown had become president, and on March 9, 1921, the Fifth



Arizona Legislature passed SB 109, which made the county Farm Bureaus the official county agencies for handling each county's extension work. (Miller, 1972) With Brown at the helm and official recognition by the Arizona Legislature, Arizona Farm Bureau truly became a statewide coalition of the active counties' farmers and ranchers in 1921.

Life was different back then, of course, and so was agriculture. Much of farming in Arizona was centered on the Salt River Valley, where Roosevelt Dam, completed in 1911, and related projects had created a reliable water supply for over 300,000 acres of prime land. The combination of plentiful water and a nearly year-round growing season made farming and stock-raising a major sector of the state economy, along with mining. And the sparse population—Phoenix had a population of about 30,000 people—meant there was plenty of land to be farmed in the Valley.

There were problems. Because this agricultural abundance was far greater than Arizona could absorb, and because the customers were overwhelmingly located in the northeastern part of the U.S., marketing and shipping were challenges. There was little financial or regulatory infrastructure to support this kind of export agriculture, so one of the first priorities of the new state and county Farm Bureaus was to help organize producers into commodity based co-operative units to deal with railroads and distributors from a stronger position. County leaders and Arizona Farm Bureau was a key force in the formation of these organizations, but also strove to represent all farmers and ranchers in whatever arena an issue arose, whether it was legislation, regulation, or business.

To truly represent the agricultural community would require an active and involved membership, so the Arizona Farm Bureau method of bottom-up organization was crucial. And because of its involvement with the agricultural extension movement, education and outreach became a primary function of Arizona Farm Bureau.

Life on an Arizona Farm or Ranch in the early 1900s

In this era when the state's population was small and farming and ranching were easily the most widespread occupations, Farm Bureau chapters were almost as numerous as school districts. A 1921 *Arizona Republic* newspaper listing gave the calendar for meetings in Maricopa County at Alhambra, Buckeye, Pendergast, Murphy, Laveen, Lehi, and Gilbert schools, and a dozen other locations.

Almost every county Farm Bureau meeting was organized around some educational or informational topic. One meeting sought to promote the improvement of Pima cotton seed; another held a presentation promoting potatoes as a staple crop for the Salt River Valley. Other topics included boll weevil eradication, dairy improvement, swine

feeding and home canning tips, according to an *Arizona Republic* news article. And while every newspaper in the state invariably featured articles of interest to farmers and ranchers, the leading voice of the community was *The Arizona Producer*, a publication sponsored by the major agricultural associations of the state, including the Arizona Farm Bureau, the Agricultural Extension Service, the Salt River Valley Water Users' Association (SRP) and all the large commodity/co-op groups. This bi-weekly magazine featured articles for every type of farmer: cotton, grape, poultry, hay and grain, citrus, sheep and more. It also contained information on social activities and farm home management.

The pages of the *Producer* offer ample evidence of how farming—and life—has changed since the 1920s. Farmers were just beginning to turn from animal power to tractors to clear land, plow, and pull combines. The development of mechanical cotton pickers was just beginning. Cooling of perishable produce required ice hauled from a central plant and kept in a special building on the farm. Then fruits and vegetables would be transported in special ice-cooled railroad cars.

Most farm homes, isolated in the middle of hundreds of acres, had no electrical service, so lighting came from kerosene lamps, and cooking was done on a wood stove. But change was coming. The pages of local newspapers featured ads for electrical appliances like refrigerators, fans, and radios. And one advertisement featured a poetic, and educational, promotion of washing machines:

*This is the husband that Jill got,
This is the washer that she soon bought,
This is the plug at the end of the cord,
That carries electrical current toward,
The motor that causes the washer to run
So, Jill can get all of the washing done.*

One can see the appeal, when the alternative was heating water over a fire and working a washboard. And another article in 1927 found it necessary to urge people not to shoot at the new poles and high voltage power lines coming from the Salt River dams to the valley.

But for all the obvious differences with this faraway time, what is also striking is the similarity of some issues from then, to now, and in almost every era in between. And these issues were surfaced by the county Farm Bureaus and elevated to a statewide level depending on how widespread the issue. 📖

Editor's Note: Excerpted from our recently released history book, *A Century of Progress, 1921-2021*.



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Let's Invest in the System that Keeps Water Flowing to our Arizona Farms

By Victoria Okula, Arizona Farm Bureau Government Relations Manager

Here at Arizona Farm Bureau, water has always been a priority policy topic. Our goal is to ensure water is available to farms, ranches, and residents across the state.

In addition to facing an ongoing drought and probable shortages, a major problem we face in Arizona is that our water infrastructure is aging, deteriorating and in need of a financial investment.



Tell Congress to Invest in Western Water Infrastructure

Existing Western water infrastructure is in desperate need of rehabilitation and improvement. Most of the federal water projects in the West were built more than 50 years ago and were not designed with present and future population demands and climate conditions in...

That means not just repairing existing infrastructure, but also investing in new ways of doing things by adopting new technologies. And addressing the critical needs of our water infrastructure does so much more than secure our water future; it will create jobs and help in our economic recovery.

Arizona Farm Bureau President Stefanie Smallhouse says that, "to ensure that food can continue to be safely and affordably produced in the West, significant investments in water infrastructure are needed. The Arizona agriculture industry annually contributes 23 billion dollars to the economy. Supporting an effort to improve existing water infrastructure and fund new technologies will benefit our current economy and allow great flexibility to conserve this precious resource, all while securing access to a safe, reliable water supply for the future."

This is why Arizona Farm Bureau is a part of a coalition of 200 organizations from 15 western states that sent a letter in January to then President-elect Joe Biden requesting federal attention to aging Western water infrastructure needs.

As of late, conversations in Congress have begun to ramp up. Both the Senate and House have been holding hearings in their respective committees regarding the need for investing in infrastructure. Members of Congress also introduced stand-alone legislation that directs funding towards existing projects and creates new funding streams.

On March 31, President Biden announced an infrastructure plan, the American Jobs Act. The plan includes bits and pieces on Western water but is missing critical elements that we have been advocating for. The good news is that the package is just a framework. We still need language to be put into bill form, so there is still time to make sure that western water infrastructure priorities are included.

As Congress develops this legislation, now is the time for our Senators and Representatives to hear from their constituents. We are hopeful that the Administration and Congress can come to a bipartisan proposal that meets the needs of the West. To contact your Member of Congress about the need for investing in western water infrastructure, and share a personal story, please visit www.azfb.org/Public-Policy/Action-Center.

If you are interested in staying apprised of future call to action alerts, text AZFB to 50457 to receive alerts directly to your phone.

Every Friday You Can Talk to An Arizona Farmer

By Julie Murphree, Arizona Farm Bureau Outreach Director

Through Instagram's "Live," split-screen feature, we're taking the time to visit with our Arizona farmers and ranchers.

Arizona Farm Bureau's Talk to a Farmer Friday program launched so Instagram followers to our social media account can talk to Arizona farmers and ranchers live on their farms and ranches by posting a question on the Instagram Live feed.

During the first Instagram Live, more than 100 Instagram followers logged on to view the conversation we had with Trevor Bales, an alfalfa and Sudan grass hay farmer from Buckeye, Arizona. Bales has already attracted quite a following with friends and fans that watch him daily on Instagram talk about Arizona farming.

Mark your calendar for every Friday morning between 10:00 and 11:00. We've already visited with 70-plus guests. During the 20 to 25-minute live sessions with our farmers, you'll have a chance to pose a question if you follow Arizona Farm Bureau on Instagram: @AZfarmbureau.

One of our more recent "Talk to a Farmer" sessions was with a wine grower, Emil J. Molin of Cover Mesa Vineyard from Cornville. Join us and stay connected to your Arizona farmers and ranchers that love to share their stories about farming in this vast and diverse agriculture state!

Century Farm and Ranch Families: We Want You!

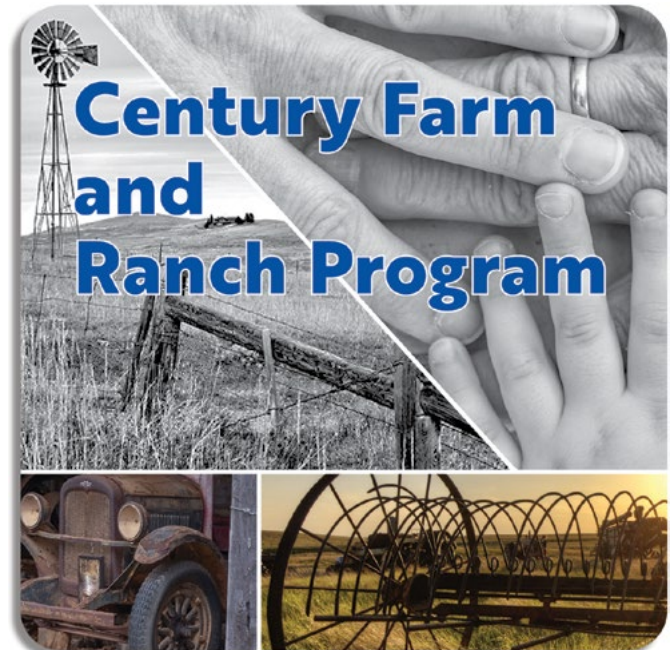
Staff Reports

As the sun daily rises on your 2021, you look over at the horizon sipping that cup of coffee and you might be reflecting on all the years your generational farm or ranch family has been in business. Arizona Farm Bureau wants to recognize those Arizona Farms and Ranches that have reached the 100-year mark or will by the end of this year!

If your family's farm or ranch is eligible, go to www.azfb.org/News/Centennial to download and fill out the application listed online.

Application Details

The application deadline is the first Monday in July (July 5, 2021) and must be received by Arizona Farm Bureau by that date (this is not a postmark deadline). Qualified applications received after July 5 will be considered for the 2022 Century Farm and Ranch Program, as the effort will be ongoing.



Because Arizona Farm Bureau and participating Farm Bureau counties are underwriting the effort, those farm and ranch families must be current members of Arizona Farm Bureau.

Editor's note: Please return the completed application to Arizona Farm Bureau Century Farm Program 325 South Higley Road, Gilbert, AZ 85296. Or, email your application to outreach@azfb.org.

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*Farm Bureau Bonus Cash is exclusively for active Farm Bureau members who are residents of the United States. \$500 Bonus Cash on eligible new 2020/2021/2022 Ford Ranger, F-150 or Super Duty. This incentive is not available on F-150 Raptor, F-600, F-650 and F-750 Super Duty. This offer may not be used in conjunction with most other Ford Motor Company private incentives or AXZD-Plans. Some customer and purchase eligibility restrictions apply. Must be a Farm Bureau member for 30 consecutive days prior to purchase and take new retail delivery from an authorized Ford Dealer's stock by January 3, 2022. Visit FordFarmBureauAdvantage.com or see your authorized Ford Dealer for qualifications and complete details. Note to dealer: Claim in VINCENT using #37860.

Eleven Reasons to Attend the Women in Agriculture Conference

By Christy Davis, Arizona Farm Bureau Outreach Manager - Program Excellence

It's time to register for the 24th annual Women in Agriculture Conference that will be held at the Wigwam Resort, July 8 and 9, this year's theme is Ag Stands Together!

Why should you attend the conference this year? Here are 11 good reasons.

1. Location, location, location! Deeply entwined with Arizona history since 1929, The Wigwam welcomes you to come make a little history of your own. Stretching over 440 lushly landscaped acres, our elegantly crafted adobe-and-timber luxury resort provides a rich palette of experiences to suit your every occasion-whether business, romance, relaxation or rollicking family fun.
2. Activities for everyone in the Family: From pools with water slides and lawn games the Wigwam has entertainment for everyone from kids to kids at heart!
3. Free from Conflict. The July dates for this conference don't conflict with FFA or the Summer Ag Institute activities.
4. Enjoy music and great conversation on the Patio. Thursday night the Women's Leadership committee invites you to relax with them on the patio of the Wigwam and enjoy live music and company of your fellow Women in Ag!
5. Networking. There is plenty of time to relax and network with your fellow aggies. Plus, you can make new friends.
6. Meet the Keynote. Michele Payn of Cause Matters shows us how to handle food bully's! Take Food Bullying by the Horns: Michele Payn will illustrate the impact of the \$5.75 trillion food business and how it controls your future. Food bullying has

become a trend that is taking away choice on farms and ranches across the world, while changing perceptions about farming.

7. Tailgate Conversations- The Consumer Experience. Join us on the tailgate as we visit with a diverse panel of consumers. Let's sit together and learn as they share their experiences, challenges & successes in their food choices.

8. Your Just Desserts. Enjoy homemade fruit cobbler and ice cream from the Arizona Milk Producers!

9. Anyone's Welcome. The educational conference encourages young and old, male and female and all segments of agriculture.

10. A Farmer's Market Experience. Take a trip with us through our Farmer's Market and learn about new and interesting products that are produced right here in Arizona.

11. It's Inspirational and Encouraging: One 2019 conference attendee said, "I have attended the conference each year for the past 11 years and I always learn something to apply to both my personal and professional life." Another attendee said, "I've

been to 7 or 8 and each time it gets better!"

To register for the conference go to azfb.org, then click on the AG Stands Together theme photo on the home page. If you need more information, contact Christy Davis 480.635.3615 or outreach@azfb.org.

Reserve your hotel by June 18, 2021 receive the special group rate. 🏠



Member Benefit Spotlight: For a limited time, John Deere Platinum 2 Pricing for AZFB Members

Staff Reports



From May 15th-May 31st, John Deere will offer Arizona Farm Bureau members a free upgrade to Platinum 2 Rewards savings for 60 days. Sign up for a Rewards account and keep up to \$1,000 extra in your pocket with savings on eligible equipment in the Rewards program. Sign up for a Rewards account and learn more at: JohnDeere.com/FarmBureau.

Already a Rewards member through Arizona Farm Bureau? John Deere will email directly with a link to access your Platinum 2 upgrade!

You must be an Arizona Farm Bureau member for 30 days and have a valid personal email address to be eligible. Sign up for a Rewards account and learn more at JohnDeere.com/FarmBureau. 🏠

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Belong and Connect as an Arizona Farm Bureau Member

By Erin Kuiper, Outreach Manager – Membership Value

Nothing is better than family. And Arizona Farm Bureau is a big one. More than 25,000 member-families strong. Our organization has prospered. Because of you. And we continue to help enrich and strengthen our communities—rural, urban, and everywhere in between.

But being an Arizona Farm Bureau member is even more than that. It is a family who works to take care of each other every day. By saving time and money with an array of benefits. From health solutions to entertainment—Arizona Farm Bureau is here for you.

We want you to belong and connect. That is why Arizona Farm Bureau is pleased to introduce two new social media channels. Social media continues to be a platform that is easily accessible to anyone with Internet and mobile access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive tool for organizations to implement marketing campaigns or simply valuable content to draw potential customers.

In efforts to connect more precisely regarding Member Benefits, there are two new social media pages that we have created on Facebook and Instagram. These pages are specifically for sharing information about Member Benefit availability, information, and updates. If you are on social media, please take a moment to “follow” or “like” the following pages to stay current on Arizona Farm Bureau Member Benefits:

- Facebook: “AZ Farm Bureau – Member Benefits”
- Instagram: @azfb_benefits

Now with the Farm Bureau Benefit App you can receive special member benefits right at your fingertips. Have access to discounts or special offers for travel, entertainment, food, and other services you use frequently. Simply scan the QR code in the picture to download the app and start saving today! 📱

Arizona Ag Book Now Available

Staff Reports

The Arizona Farm Bureau in partnership with the University of Arizona Cooperative Extension has released a new book titled Farmers Grow Food. This is the first book to be released in the leveled reader series. Katie Aikins, Arizona Farm Bureau’s Director of Education, explains the project.

Why a First Reader?

We recognized that the majority of First Reader Books, those books designed for beginning readers (ages 4 and 5), were mostly fiction. We wanted to provide a book for those earlier readers that connected them to the real world.

Will there be different levels of readers?

The plan is to produce a series of First Readers that covers a variety of commodities within agriculture and spans the leveled readers. We want children to begin to learn the story of their food at an early age. Books are the best way to accomplish this! The Level 1 readers will provide a very basic introduction to food and the farm. As we progress to the Level 2 and Level 3 Readers, we will be able to provide a more in-depth look at farming and ranching here in Arizona. We are not trying to teach college level curriculum here. We are trying to provide students with the foundation that food comes from the farm and ranch and that farmers and ranchers care for animals and the land.

How are these books being distributed?

Farmers Grow Food and other books in the series will be donated by businesses, organizations, and individuals who wish to get the story of food into those precious little hands of our early readers. Copies can be purchased for \$5 and can be distributed by the purchaser or the purchaser can sponsor books to be distributed through the Arizona Farm Bureau Ag in the Classroom Program. There is a space in the book to add a “donated by” label to recognize the book sponsors.

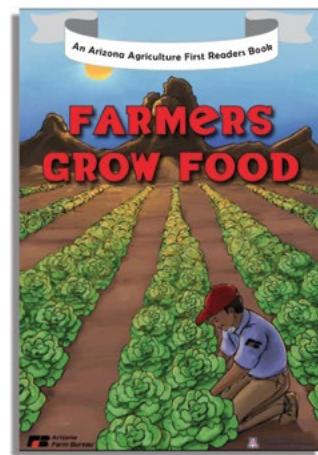
Anyone can purchase a copy of the book by contacting aic@azfb.org. The cost of the book is \$5.

Where do the proceeds of the book sales go?

The proceeds from book sales will go to the Arizona Farm Bureau Educational Farming Company (Education Foundation) to fund the next book in the series.

What can we expect next?

We have started work on a Level 1 Reader that will introduce children to animals on the farm. We are hoping to have this book ready for purchase in Fall 2021. Keep your eyes open for Spanish and English versions of these books as well! 📖



Anyone can purchase a copy of the book by contacting aic@azfb.org. The cost of the book is \$5



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The right insurance coverage for your farm or ranch takes more than a generic algorithm. We get to know you and your operation to make sure you have the coverage you need. It's what we've been doing for over 80 years.

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