

Arizona Agricultures

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Providing Farm Bureau Members CHOICES for Informed Decisions

MEET ARIZONA AGRICULTURE'S ANGLE-LARSON FAMILY

By Julie Murphree, Arizona Farm Bureau Outreach Director

ecognized with the Century Farm status, this small family farm has a legacy rich in history. In fact, it has special meaning for Arizona families living in Graham County as this family's story begins in the shadow of Mount Graham. This is a story about the Larson farming family.

The mountain reaches 10,724 feet (3,269 m) in height and is the highest elevation in Graham County. Of worthy note, the mountain is also the southernmost peak and land area in the continental United States above 10,000 feet. As the name "Mount Graham" is often used by locals to refer to the entire mountain range, the peak itself is frequently referred to as "High Peak."

A farm profile of Paul Larson and Family, owner of Angle Orchard in Graham County.

An ongoing series of our farm and ranch families.

Tell Us About Your Century Orchard: Angle Orchard was founded by Andrew Preston Angle and Viola Cooper Angle in 1922. It all started with a discarded peach pit.

The story goes, that between 1910 and 1920, some unknown person left a peach pit on the ground after enjoying the fruit.

The seedling peach tree that grew would bear fruit year after year, even when the fruit in the Gila Valley would freeze. This fact came to the attention of Andrew Preston Angle, who lived at the base of the mountain. Andrew surmised that the area must have ideal thermals for preventing frost and growing superior fruit.

Just as the trees started to bear fruit, Andrew Preston Angle died from an appendicitis attack in 1928. His two sons, Rome and Andrew, took over the orchard with Rome owning the orchard until 1962.

In 1962, Andrew and Zereta Farnsworth Angle became owners of the orchard and over the next 18 years improving the health and quality of the trees.

In 1980, Eldon Angle, son of Andrew and Zereta, purchased the orchard. Eldon did an amazing job planting, grafting and keeping the orchard in tip-top shape for the next 25 years.

On July 1, 2005, Betty Ann Larson, Eldon's sister, purchased the orchard and managed it for several years with the help of her three adopted sons and eight children. In 2017, Betty was diagnosed with dementia and had to turn the running of the orchard over to her children.

In 2018, her son, Paul Larson, took ownership of the orchard and with the assistance of his siblings and cousins, is keeping Angle Orchard alive and well now going on 100 years.

What do you love the most about the agriculture industry in



This story has special meaning for the families in Graham County as Larson's farm family story begins in the shadow of Mount Graham.

general? The ability to produce something tangible and the satisfaction you get from producing something that supports life. Also, I get enjoyment from the people I meet and serve.

What is one fact or achievement that few people know about you? (Something about yourself we can't find on Google or Facebook.) I am a 4th generation apple farmer.

In your opinion, how will the next generation of agriculturalists need to operate to be successful? For smaller operators like me, I think having a diversification of income is the ticket to success.

What is the best life advice that you have received and/or can give? Teach your children the value of hard work at a young age and never give up on your goals and dreams.

What Fruit You'll Find at the Angle Orchard

For our orchard, the peach season starts around July 4th with the Saturn peaches and ends the first of September with O'Henry peaches. Angle Orchard has 15 varieties available.

The apple season kicks off in Mid-August with Gala apples and ends in late October with Fuji. The Orchard currently has 11 different varieties: Red Delicious, Golden Delicious, Blushing Golden, Winesap, Fuji, Elstar, Gala, Granny Smith, Arkansas Black, Empire and Jonathans.

Editor's Note: Angle Orchard received statewide recognition from Arizona Farm Bureau for their Century Farm status in November. For hours of operation, look for them on Facebook at @angleorchard.

In this Issue

7 STEPS TO TELLING
YOUR FARM AND
RANCH STORY TO
THE PUBLIC.

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7 STEPS TO TELLING YOUR FARM AND RANCH STORY TO THE PUBLIC

By Julie Murphree, Arizona Farm Bureau Outreach Director

t happened again this past year: "We need to communicate better with the public about what we do," said a Farm Bureau County leader during a board meeting. A variety of voices tell the broader farm and ranch community we are not doing enough to help the public understand Arizona agriculture. This concern continues to repeat itself when Arizona Farm Bureau staff is out in the counties.

Your "ag life" story told by you will always resonate with the public more than any one of the Arizona Farm Bureau staff telling your story for you. At Arizona Farm Bureau, the Advocacy, Outreach and Ag Education teams celebrate elevating the Arizona agriculture story to our various audiences and we get better and better at it each year. But when we use strategies that put you "out front" talking about your farm and ranch business, it resounds more with the public.

Social media regularly proves when Rancher John or Jane speaks, it's so much richer with strong originality and contextuality. Content counts (it's also King) and from the source, it matters the most. Farmer/rancher personalities that have committed to the "social conversation" garner thousands, even millions, of followers, just ask @TheFarmerJon.

Farmer Jonathan Dinsmore, on Instagram for example, is more popular than anything Arizona Farm Bureau could put out. He's the farmer! Are you willing to get out front with the public like this Yuma County farmer? Special note: This young farmer received Arizona Farm Bureau's Ag Communicator of the Year in November 2022.

Steps to Getting to the "Do"

Our family farmed up until 2005. I get how hard it is to even conceive of launching a social media channel (Twitter, Facebook, Instagram, and more) with everything else on your plate including running a business, raising a family, and then becoming a volunteer leader. It's tough dealing with a time-consuming media query. Or, pausing long enough to go into your child's classroom to read an ag-accurate book (even virtually today).

There is hope and for even the busiest of us, it can be done. I share seven tips to help you become part of Arizona agriculture's information and engagement solution.

1. Be original, be you. Your best focus for the context of telling farming and ranching is your story, farm and ranch facts and statistics can come later in the conversation. Begin to accept that even what seems mundane to you is fascinating to someone in the public who has no concept of farming or ranching. Saddled up a horse all your life to ride fence? Boring to you?! Not to Joe or Jane Public. Dulled by the daily tasks of farming? Even starting an irrigation pipe seems fun to watch for the city kid (especially on Tik-Tok or Instagram's Reels).

- **2.** *Pick just one channel in social media*: Have you decided if you are more comfortable using Instagram, Twitter, or Facebook? Arizona Farm Bureau is on every channel imaginable. If you have questions, call one of us on staff.
- 3. Dedicate a time each day or week or month: One of our winegrower members once told me, "Julie, I devote about 15 to 20 minutes early in the morning to my social media channels while having my coffee then I'm done for the day, and I don't worry about it for the rest of the time." Most in the retail farming and ranching space get it, but my commodity farmers should too.
- 4. Especially for Retail farmers, make a small sign that you always place next to the produce and/or animal ag when you are on your channel or about to take a photo. Don't just take a picture of tomatoes. They could be anyone's tomatoes. But, if you grew them, place the sign with your company logo by your wonderfully grown tomatoes so viewers know for sure they are yours. Marketers will tell you, it's all about branding.
- 5. Engage. So, I can't convince you to open a Twitter account (or use the one you opened but never post on). Fine. But remember every conversation you have with a supplier, family friend, colleague or new acquaintance might be an opportunity to talk about your farming and ranching life. Don't preach, just listen and find that opening to tell your agriculture story.
- 6. Make what you celebrate in your business the key to sharing about the business. New achievements or improvements on the farm and ranch? Are market prices finally coming up? Anything new or different becomes something to tell. Even if you don't want to explain it call us at Arizona Farm Bureau and we'll help you celebrate a win. We need more of those in agriculture right now.
- 7. Document with photos. If you have a smartphone, you have a way to take pictures. Agriculture is visual. Exploit this fact. Then, send it to us and with your permission, we'll post it on our channels telling your story.

Just can't tolerate the idea of engaging with the public. Arizona Farm Bureau and your commodity-specific associations will still be here for you to help you. We always want big wins when it comes to connecting with the public but like dating, it's usually a series of tiny steps that lead up to helping the mutual parties discover something is there, just like falling in love.

Editor's Note: To get your story told, contact Julie Murphree at outreach@azfb.org. She'll help you determine a plan of action.



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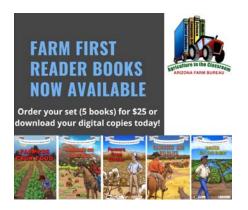
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FARM FIRST READER BOOKS ARE AVAILABLE NOW

By Katie Aikins, Arizona Farm Bureau Education Director



f you have a new reader family, you don't want to miss this new FARM book series. The FARM First Reader Books were developed through a partnership with the Arizona Farm Bureau and the University of Arizona. New readers can explore the world of agriculture with these simple to read

books that cover crops, animals, and water on the farm as well as

the many products that are made possible by the work of farmers and ranchers. Books are available for a FREE digital download or hard copy purchase.

Visit www.azfbaitc.org for details or contact us at aitc@azfb. orq.





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LET'S MEET AT THE FENCE LINE

By Joel Carr, Arizona Farm Bureau Outreach Manager-Membership Value

rizona Farm Bureau offers many unique programs including Fence Line. Fence Line, Arizona Farm Bureau's Speakers' Bureau, is a year-round program we use to effectively reach consumers of all backgrounds to give them information about today's agriculture. This outreach opportunity is imperative because the average American is at least three to four generations removed from the farm with less than 2% of the U.S. population comprising farm and ranch families. This phenomenon of being so removed from agriculture creates an opportunity for Arizona Farm Bureau to show the value of agriculture, hence why Fence Line was created.

Plus, we periodically get requests for speakers. Fence Line has allowed us to formalize and manage a program of outreach, plus capture the results.

In fact, over the past year, we reached more than 1,000 individuals through Fence Line. These presentations included speaking engagements with Verrado Republican Club, The Chandler Museum and the Girls Can American Association.

Arizona Farm Bureau is grateful for its farmers, ranchers and staff members, all potential speakers for our speaker's bureau. They are incredible advocates for Arizona agriculture and are always more than willing to share the Arizona agriculture story with countless groups in a traditional speaking setting, whether in person or virtu-



ally. They are incredibly passionate about what they do especially since our farmer and rancher speakers work in agriculture, so they have firsthand knowledge of their topics and are quick to dispel any misconceptions regarding agriculture.

For more information about Fence Line, call 480-635-3609 or email outreach@azfb.org. If you represent and organization and need a speaker, alert us and we'll help you find the perfect person.



FOLLOW US "FRIENDS OF ARIZONA FARM BUREAU" AND "FILL YOUR PLATE".

ONE MEMBERSHIP MANY BENEFITS

By Joel Carr, Arizona Farm Bureau Outreach Manager-Membership Value

id you know that 76% of associations don't offer benefits or affinity programs, according to Member Press Blog? Arizona Farm Bureau is the remaining 24% that offer a robust set of member benefits for its 25,000 members.

Arizona Farm Bureau Members receive unique member benefits with discounts and special offers for entertainment, travel, food, and more, available online or via your smartphone. **Benefits for Agriculture producers**

The Arizona Farm Bureau offers excellent benefits that are specific for agriculture producers. AmeriGas, Truly Nolan, John Deer, Case IH, Caterpillar, Grainger, Ford Motor Company, and Vantage UAV offer special discounts to our ag membership.

Benefits for Ag and Association Members

The Arizona Farm Bureau offers many benefits that satisfy ag and non-ag members alike. These benefits include discounts at Knotts Berry Farm, Legoland, SeaWorld, The San Diego Zoo, The Phoenix Zoo, Harkins Theaters, and many other great local and regional businesses.

Arizona Farm Bureau members also receive discounts on rental vehicles from Avis Car Rental, Budget, Budget Truck Rental, Enterprise Rent-a-Car, Alamo Rent a Car, and National Car Rental.

Use your membership to also receive discounts on lodging

at Choice Hotels, Motel 6, and Wyndham Hotels & Resorts.

You can view all our excellent benefits online at www.azfb.org/membership. The Member Benefits page is categorized by benefit type and lets you quickly see what's available.

Also, don't forget to download our mobile app, FB Benefits.









It's available on both Apple and Android devices. The FB Benefits App also contains an electronic copy of your membership card, making it easy to show proof of membership.

If you have questions regarding your member benefits, contact Joel Carr at 480.635.3609.

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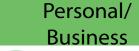


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PHOENIX ZOO MEMBER BENEFIT SPOTLIGHT: COME V

Staff Reports

ourney back in time when you visit the Phoenix Zoo this October through April. Newly renewed as a member benefit provider with us, it's now time to immerse yourself in a world where colossal dinosaurs and other ancient beasts dominate the landscape in this can't-miss prehistoric experience. To enjoy this new exhibit at the Phoenix Zoo, Arizona Farm Bureau members receive over a 20% discount on General Admission tickets at the Phoenix Zoo any day of the week. Just bring your membership card to purchase the tickets.

Park. With over 3,000 animals, including Bornean orangutans, Asian elephants, Sumatran tigers, Komodo dragons, and Masai giraffes.

To obtain your discounted Phoenix Zoo tickets, be sure to log in to the membership section of AZFB to obtain the promo code needed to purchase tickets, or feel free to reach out to Joel Carr at 480.635.3609 or outreach@azfb.org.

View our wide array of statewide and local benefits at AZFB. The Member Benefits page is categorized by benefit type and lets you quickly see what's available.



The Dinos in the Desert exhibit includes Giganotosaurus, sabertoothed cat, sea scorpion, terror bird and more. This exhibit is back by popular demand.

Not as much of a dinosaur fan? Visit the Phoenix Zoo to see the everyday attractions such as stingrays, and ride the Safari cruiser, and experience much more at a discounted rate. Your Farm Bureau membership discount at the Phoenix Zoo is good for the whole family.

Make lifelong memories while having an outdoor adventure. The Phoenix Zoo is a beautiful place filled with curiosity, imagination and discovery, located on 125 acres within the beautiful Papago Fill Your

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CATERPILLAR® ADJUSTS MEMBER BENEFITS OFFERING

Staff Reports

ecently, Caterpillar® adjusted its member benefits program with the American Farm Bureau Federation. These changes are to better accommodate our farmers and ranchers. One such change is removing large machinery from its benefits offerings. Caterpillar® believes these machines are better suited for the construction industry and not agriculture. They found that Farm Bureau members rarely purchased those kinds of machines. Arizona Farm Bureau members can save up to \$2,750 on buying or leasing eligible Cat® equipment!

Arizona Farm Bureau members can save on Caterpillar® compact track loaders, compact and small wheel loaders, skid steer loaders, small dozers, backhoe loaders, mini hydraulic excavators, and telehandlers. Arizona Farm Bureau also receives an additional \$250 credit on select work tool attachments purchased with Cat®

machines. These discounts can be combined with any current retail discount, promotion, rebates or offers available through Caterpillar® or its dealers, except for the Cat® NCBA membership incentive.

You must be a Farm Member for at least 30 days to be eligible for the Caterpillar® discount.

Caterpillar® has been around for over 100 years. They have always been committed to delivering the power and performance that customers need to do their jobs better, faster, and more efficiently. Caterpillar® has also been committed to being a good corporate citizen by positively impacting the communities in which they operate.

To see our wide array of statewide and local benefits, go to AZFB. The Member Benefits page is categorized by benefit type and lets you quickly see what's available.

IT'S SOUP SEASON

By Danielle Sharkey, a recent ASU Nutrition Student

t is winter in beautiful Arizona. Temperatures are dropping, skies are cloudy, and the furry clothes are on! It is finally winter and... soup season! Winter is my favorite season in Arizona as it is a short period of time in the state that we can start incorporating soups, teas, and warm broths into our diets. Below I have provided a simple broth recipe that I just made for this season.

I love having bone broth. So many health benefits to ingesting bone broth exist. It is the broth derived after slow cooking animal bones in water with spices and herbs. It is known to have gut healing properties, helps with bone and joint issues (or to just keep them strong), helps with hair skin and nail health, and so much more! This is because the collagen is derived from slow cooking the bones. I highly recommend giving this bone broth recipe a try!

Prep Time: 5 Mins Cook Time: 40 Mins Total: 45 Mins

INGREDIENTS:

- 5 cups of Local bone broth (if possible). I like to use the Epic brand from sprouts when I cannot get local.
- 1 cup canned full-fat (or low-fat) coconut milk
- 2 Tbsp Olive Oil
- 1 Carrot (chopped)
- 1 Bell Pepper (your choice of color)
- 2 Tbsp Minced garlic
- 1 red onion (chopped)
- 4 Large Tomatoes
- Sea salt and Black Pepper (for taste)
- 1 lime cut into quarters
- Garnish: cilantro, hemp seeds, micro greens

INSTRUCTIONS:

In a large pot add olive oil, onion, pepper, carrot, and some salt. Cook until veggies are soft. Stir every so often. Add curry and garlic and cook for about a minute. Cut up tomatoes and add to the pot. Cook for another minute. Add bone broth and simmer for about 10-15 mins. Make sure tomatoes are cooked. Remove from heat and blend in a high-speed blender until smooth. Return pot to stove (medium heat) and stir in the coconut milk. Add some lime juice (to taste). Season with salt and pepper to your preference! Serve to family and friends and enjoy!



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